

# Using Infographics to Highlight Shark Conservation

Help make the shark story come alive! Media often depict sharks as “man-eating” predators, but there is so much more to their story. After doing a deep dive into sharks, students can communicate their own ideas through this activity that combines science, math, art, and advocacy.

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## Objectives:

- To make a claim about shark conservation and support it with evidence.
- To use words, graphs, or diagrams to communicate student understanding about a topic.

## Materials:

- A medium and materials for constructing the infographic which might include, large sheets of paper and markers, or a computer with the selected software on it.
- [Lantern shark cutouts](#)

## Process:

- 1) The teacher frames the task as:

*Imagine you are creating a new infographic to be displayed in the aquarium’s shark exhibit. Your task is to work in small groups to create an infographic that communicates what you feel is important to know about sharks and their conservation story. What would you want aquarium visitors to know about sharks? What might you want them to do on their behalf? You must support this message with evidence you collect from sources.*

- 2) Students are split into small groups of 3-5. Groups should decide what medium they want to use to create their infographic (i.e paper/markers, Microsoft Publisher, infographic software).
- 3) Student groups collect data and information that they have learned regarding sharks and their conservation issue. See Supplemental Resources below for background reading and infographic examples.
- 4) Groups work to sort through the data and information they have collected and decide on the primary message for their infographic. Keep the primary message simple. For example focusing on overfishing of sharks, or that sharks are a keystone species in the ecosystem.
- 5) Students should then brainstorm the design of their graphic and consider the best way to get their message across to visitors who will be seeing it.

- 6) Once deciding on the medium and design, student groups construct their infographics using materials at their disposal. You are wanting to catch a visitor's attention and make the visual appealing so that viewing is easy and the message is clear. Depending on the design and complexity of the graphic this may take more than one class period.
- 7) Once complete, groups hang or display their infographics around the room. Students will gallery walk, in their small groups, to view each graphic. Each group receives [an equivalent to how many graphics there are] lantern shark cutouts. As they walk around the room, groups should leave "glowing" comments next to each graphic regarding the claim or primary message of the infographic and the evidence used to support it. Their comments can be written directly onto the lantern shark cutouts.

### Extension:

- Take a field trip to the New York Aquarium's Ocean Wonders: Sharks exhibit or [find a local AZA accredited aquarium](#). Students use their science journals to do the following:
  - a. Find exhibit graphics that tell the story of a species.
  - b. How do your infographics compare to the graphics displayed in the exhibit?  
Do you share a similar message?
  - c. Record 3 pieces of information learned from these graphics.
  - d. How engaging is the graphic? Does it make you stop and think further about this species?

### Modification:

*When working with younger students simplified instructions make this activity great for all ages.*

- a. The teacher frames the task as: Sharks are being fished a lot to the point where less are left in the ocean. Let's discuss about what kind of picture you can draw to get people to help sharks.
- b. After the discussion instruct students to: Draw a picture that would make people want to help sharks.

### Supplemental Resources:

- a. Recommended Article: [Global Priorities for Conserving Sharks and Rays: A 2015-2025 strategy](#)
- b. Recommended Article: Camhi, M. [Why a New York Bay Is Crucial to Baby Sand Tiger Sharks. Expert Voices](#). July 2017.
- c. Recommended Infographic Examples: [WCS Tanzania Shark Conservation Infographics](#)
- d. Recommended Book: [Infographics for Kids](#) by Susan Martineau