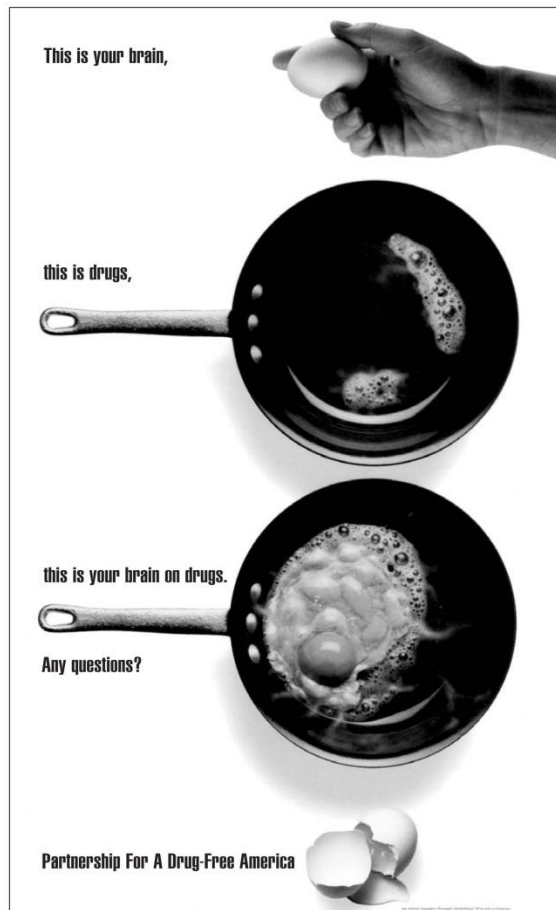


Psychology: This is Your Brain on Drugs



The Project

For this mini-project, we will be applying what we've learned about neurotransmission, the brain, and hormones, to actually figure out what happens in and to your brain when you are on drugs. The goal here is to cut beyond rhetoric (like the lovely example to the left), and to dig into the science of what drugs do to the brain, both in the short and long term.

The Project

For this project, you will choose a drug. It could be an illegal drug or a legal drug—I've provided a list of options below, but it is by no means comprehensive! After going through a guided research process, you will create a professional (and scientifically accurate) infographic to educate other students about how this drug works and what it does to the brain.

What are the drugs I could choose from to study?

1. Caffeine
2. Nicotine
3. Alcohol
4. MDMA
5. Opiates
6. Cocaine
7. Methamphetamine
8. Marijuana (THC)
9. Psilocybin
10. LSD
11. Heroin
12. Amphetamines
13. GHB
14. Ketamine
15. Salvia
16. Ayahuasca/DMT
17. Mescaline
18. Anabolic Steroids
19. Nitrous Oxide
20. Other? Make a proposal!

What's an infographic?

Infographics (aka information graphics) are visual representations of information or data. Their goal is to present complex information in a readily understood and user-friendly format. The image to the right is a professional example of an infographic relating to drugs and the brain.

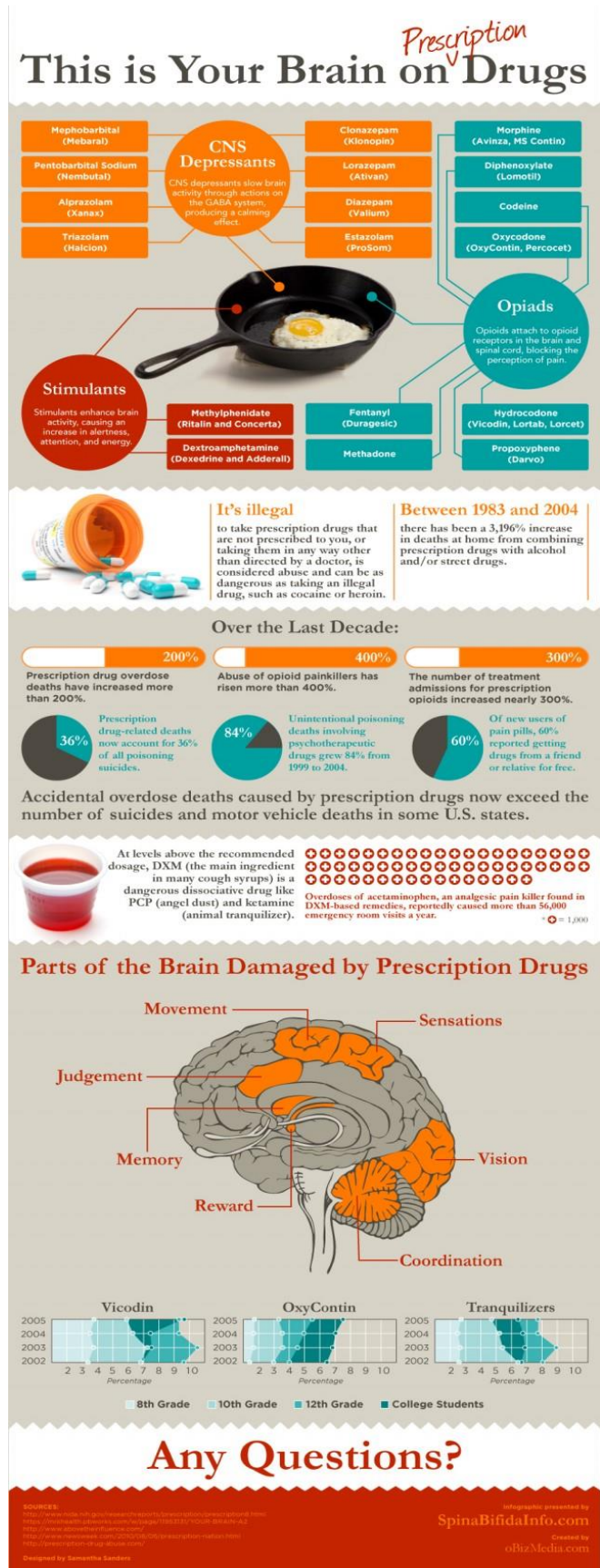
What needs to be included on my infographic?

Your infographic should have four main components:

1. **The Hook:** Gets people interested, makes them want to keep reading.
2. **The Meat:** Where you answer the central question using visuals, diagrams, studies, facts, and stats.
3. **The Wrapup:** Where you make any final points about this issue

Within those components, you need to make sure that you do the following:

1. **The Question:** Clearly addresses the question: What happens to your brain on this drug?
2. **Studies:** You reference at least one scientific study about this drug.
3. **Neurochemistry:** You clearly show what neurotransmitters this drug impacts, how the process works, and what impacts this has in the short and long term.
4. **Evidence:** The infographic uses facts, data or statistics to answer the question.
5. **Sources:** The facts, data and statistics used are attributed to a reliable source.
6. **Citations:** All images and graphics not created by the author are attributed to their original author.



5 TIPS FOR CREATING INFOGRAPHICS



What Makes a Good Infographic?

- Use of space to direct eye movement
- Point of emphasis
- Balance (visual weight)
 - Size & Proportion
- Integration of text and images
- Easily interpreted icons or graphics
- Purposeful use of color
 - Limited palette & emotive
- Varied text size, consistent fonts
- Horizontal data, L→R reading
- Minimal text

Infographic Examples

1. [SciJourney Infographic Page](#) A website dedicated to inspiring high school students to take part in science journalism. All articles and infographics are created by high school students around the country.
2. [Daily Infographic](#) A curated website that posts a new infographic on a daily basis.
3. [Science Visually](#) A website showing outstanding professional infographics
4. [GOOD](#) A website devote to showing data relevant to social issues through infographics

Tools for Creating Infographics

1. [Iconspedia](#) A collection of free and open source graphics to use as icons (save images as .png to scale without pixilation)
2. [Infographic Software Review](#) A short evaluation of the pros and cons of several free online infographic creation tools
3. [Piktochart](#) My recommendation for free online software to create an infographic