



Chemistry Now! A division of [elementsulfur.com](http://elementsulfur.com)  
700 College Dr, Building H, Room 317-T  
Henderson, NV 89002  
Email: [info@chemistrynow.org](mailto:info@chemistrynow.org)  
Website: [www.chemistrynow.org](http://www.chemistrynow.org)

Attn: Chemistry 121 Creative Team,

As part of Chemistry Now's bold mission to make chemistry accessible, engaging, and relevant, I am thrilled to announce our most ambitious campaign yet: Chemistry and You. We are partnering with [elementsulfur.com](http://elementsulfur.com), a premier online resource for CSN students, to showcase a series of visually compelling infographics that highlight the role of chemistry in everyday life.

This campaign aims to connect the periodic table's elements to the world around us. Your work will appear on our website and be distributed at science fairs, classrooms, and community events worldwide, reaching a global audience of students, educators, and curious minds eager to understand how chemistry shapes our lives.

Your mission, as a team of talented science communicators, is to bring one element from the periodic table to life through a visually impactful and informative infographic. This is your opportunity to combine science communication with creativity and make chemistry resonate with the world.

Each infographic should:

- Clearly highlight the element's basic information: name, symbol, atomic number, atomic mass, and electron configuration.
- Include a brief history of the element, such as its discovery or significant milestones.
- Showcase the element's physical and chemical properties (e.g., melting point, density, reactivity).
- Illustrate real-world applications, with at least two examples (e.g., industrial uses, medical significance).
- Be visually appealing with eye-catching graphics, charts, or images.
- Connect the element to everyday life, making the information accessible and engaging.

These infographics won't just be classroom tools; they will be part of a dynamic online platform that inspires a new generation of chemists, answers questions for the curious, and shows the world how deeply chemistry is woven into the fabric of our lives.

I know this team's talent and dedication, and I am confident in your ability to deliver exceptional work. Together, let's remind the world that chemistry is not just a subject but a powerful lens for understanding and improving our lives.

Let's make it happen!

Best regards,  
Dr. D, Chief Editor, *Chemistry Now*

# Chemistry Now Element Infographic Project:

## Exploring the Periodic Table

If you received the letter from the editor (Dr. D) then you have been assigned this as a project in your general chemistry class. This project will encompass a significant portion of your grade at 15 %. The goal will be to create an engaging infographic that explains an element from the periodic table with the rigor of a General Chemistry I course and demonstrate its relevance by incorporating three distinct real-world examples into your infographic. Some of the better infographics will be hosted on Dr. D's website [elementsulfur.com](http://elementsulfur.com) to help other students.

An infographic is a visual way of presenting information that combines text, images, and graphics to explain a topic clearly and quickly. Think of it like a poster or digital design that uses charts, diagrams, and pictures to help people understand something without having to read a lot of text. For example, instead of writing a long explanation about how soap works, an infographic might show a picture of a soap molecule, explain it in one or two sentences, and include a diagram to show how it removes grease. Infographics are often colorful and creative to make learning fun and interesting!

### Objective:

- Create an engaging and informative infographic about a specific element from the periodic table. Highlight its properties, historical significance, and real-world applications.

### Instructions:

#### Step 1: Topic Selection and Reservation

- a. Head to our corporate website, [chemistrynow.org](http://chemistrynow.org), Employees 121 – (project) to **reserve your element** from the provided list.
  - First come first served.
    - Caution: The more common elements will come with higher expectations.
- b. Login using the password provided on canvas. (You are roleplaying as an employee after all).
- c. Each student or group must have a unique topic. First come first serve. Please check the update list of topics available each week on [chemistrynow.org](http://chemistrynow.org). Early reservations are recommended to secure your preferred topic. Topic reservations will close on the 1<sup>st</sup> of April 2025.

#### Step 2: Research Your Topic

- a. Use the textbook, reliable online resources, and library materials to gather information about your element.
- b. Utilize the power of the internet to find information about your element.
  - Please try to stick to factual scientific information.
- c. To add depth, explore **two peer-reviewed scientific articles** related to your topic or its applications. Properly cite these in **ACS format** in your summary.
- d. Identify **three real-world examples** that illustrate how this element applies to everyday life, technology, or industry.

#### Step 3: Find Inspiration

- a. Visit [compoundchem.com](http://compoundchem.com) to view infographics by Andy Brunning.
- b. Look at examples like:
  - "How Soap Works"
  - "The Chemistry of Sunscreen"
  - "Ocean Acidification: The Other Carbon Dioxide Problem"
- c. **Use these as inspiration, not as source material.** The copy editor (**Dr. D**) will review your work to ensure originality and verify that it does not replicate content posted on the website and go by CSN's academic integrity policy. i.e. your infographic must be your own original work.

## Step 4: Design Your Infographic

Your infographic must:

- a. Clearly explain the assigned element using your collected references.
  - o It must include:
    - Atomic number, atomic mass, and electron configuration, Physical and chemical properties, Historical discovery and significance
- b. Include **three real-world examples** tied to your topic to help relate it to people not familiar with chemistry.
- c. Be visually engaging with graphics, charts, or images. Creativity is a bonus. Nothing offensive, follow the student handbook for academic integrity.
- d. Fit your design within an **8.5 x 11-inch** layout (portrait or landscape).

Use design tools like **Canva, PowerPoint, or Google Slides** for a polished and professional appearance. Advanced students or those with a knack for design can explore more sophisticated tools like **Adobe Illustrator** for a polished, professional finish. All of these software's are available free at CSN computer centers.

## Step 5: Submission Requirements

- a. Submit your completed infographic as a **PDF or high-quality image file (JPEG/PNG)** on **canvas LMS** by the deadline of **MAY 1<sup>st</sup> 2025** because you have this information on the first day of class and it is 3 months away there are no excuses for missing. Plan accordingly.
- b. Include a **one-page summary** that includes your name the title of your infographic so that I can identify it (do not put your name on the infographic unless you want it shown to the world). Explain your concept, and how it connects to the three real-world examples, and cites any sources used (textbook, journal articles, etc.) in **ACS format**.

## Step 6: In-class Presentation

- a. All students will present their infographic in person to the class.
- b. Your presentation should be no longer than **3 - 5 minutes** and should:
  - o Briefly introduce your topic.
  - o Explain the chemical phenomenon/concept and its connection to the three real-world examples.
  - o Use your infographic as a visual aid during the presentation.
- c. The presentation will be done the class session before your class final (May 13<sup>th</sup>)
- d. This is to aid your grade in helping me understand your POV on your infographic.

## Key Deadlines

- a. Topic Reservation Due: April 1<sup>st</sup>, 2025
  - o Reserve your topic on [chemistrynow.org](https://chemistrynow.org) to secure your choice.
    - Rough Draft (Optional): You may submit a draft of your infographic info for feedback. Please allow at least two weeks for review.
    - Early submissions are encouraged to receive guidance and improve your final product.
- b. Final Infographic and Summary Due: May 1<sup>st</sup>
  - o Submit your completed infographic file and summary on [chemistrynow.org](https://chemistrynow.org).
  - o All files will be reviewed, pre-graded, and uploaded to the presentation computer ahead of class presentations.
- c. Presentation Dates: May 13<sup>th</sup>
  - o In-person presentations will occur during the week of finals week. Be prepared to present for up to 3 - 5 minutes.

## How will the copy editor (Dr. D) grade this?

Your infographic project will be graded across **four key areas**, each designed to evaluate a different aspect of your work. These areas are:

1. **Content Accuracy (60 points):** Assessing the depth of research, scientific accuracy, and proper citations.
2. **Real-World Examples (45 points):** Evaluating the relevance, variety, and explanation of your three examples.
3. **Visual Design (30 points):** Reviewing the organization, layout, and use of graphics in your infographic.
4. **Clarity and Accessibility (15 points):** Ensuring the information is engaging, clear, and well-written for a general audience.

Each area is broken into specific components, outlined in the comprehensive grading rubric below. Your final grade will reflect your ability to meet the criteria in these areas.

### 1. Content Accuracy (60 points)

- Depth of Research (20 points):
  - 18–20: Concept is thoroughly researched using the textbook and peer-reviewed sources.
  - 11–17: Concept is mostly accurate, but some details lack depth or precision.
  - >10: Limited or incorrect information; insufficient research.
- Scientific Accuracy (20 points):
  - 18–20: Chemistry concepts are explained accurately and clearly.
  - 11–17: Minor inaccuracies or unclear explanations.
  - >10: Major inaccuracies or lack of clarity.
- Proper Citations (10 points):
  - 18–20: Two peer-reviewed articles and textbook cited in proper ACS format.
  - 11–17: Missing or improperly formatted citations.
  - >10: No citations or unrelated sources.

### 2. Real-World Examples (45 points)

- Relevance to Concept (15 points):
  - 13–15: All three examples are directly and clearly tied to the topic.
  - 9–12: Most examples are relevant, but connections are unclear.
  - 0–8: Examples are irrelevant or poorly explained.
- Variety of Examples (15 points):
  - 13–15: Examples are diverse and cover multiple aspects of real-world applications.
  - 9–12: Examples are somewhat repetitive or lack variety.
  - 0–8: Examples are repetitive or unrelated.
- Explanation of Examples (15 points):
  - 13–15: Each example is thoroughly explained and connects to the concept.
  - 9–12: Some examples lack detailed explanation or clear connections.
  - 0–8: Examples are unexplained or incorrectly linked to the concept.

### 3. Visual Design (30 points)

- Layout and Organization (15 points):
  - 13–15: Infographic is well-organized, visually appealing, and easy to navigate.
  - 9–12: Some parts are cluttered or difficult to follow.
  - 0–8: Layout is disorganized or unappealing.
- Use of Graphics (15 points):
  - 13–15: Graphics, charts, and visuals enhance understanding and are relevant.
  - 9–12: Graphics are present but lack relevance or clarity.
  - 0–8: Graphics are missing or poorly executed.

### 4. Clarity and Accessibility (20 points)

- Audience Engagement (10 points):
  - 9–10: Information is presented in an engaging and accessible way for a general audience.
  - 6–8: Information is clear but lacks engagement or accessibility.
  - 0–5: Information is confusing, overly technical, or not engaging.
- Writing and Grammar (5 points):
  - 5: Writing is concise, error-free, and easy to understand.
  - 3–4: Minor errors or unclear phrasing.
  - 0–2: Significant errors or poorly written content.

#### Late Assignments:

- **Late submissions will not be accepted.**
- Students have had three months to complete this project, and the firm deadline ensures fairness and accountability. It is the student's responsibility to plan and manage their time effectively.

#### Missing Assignments:

- Assignments not submitted by the due date will receive a grade of **zero**.
- Exceptions will only be made under the **MOST** extreme, documented circumstances (e.g., serious illness or emergencies). Students must notify the instructor **before the due date** to discuss any possibility of accommodations.