

## TOWARDS A CONCEPTUAL FRAMEWORK OF ANIMATED INFOGRAPHICS IN AN ISLAMIC CONTEXT

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### ABSTRACT

*Animated infographics become increasingly popular because it's appealing the eyes of the audience rather than words alone. Researchers found that the human brain can process faster when they are seeing the visual images. Today, people are live in a rich of the information age and the digital era. Somehow, information mixing create some problems such as confusing and difficult in recalling the information. Thus, people are not clearly understood the information have given. Therefore, animated infographics could be a solution in disseminating the information effectively. Animated infographics are able to convey much more information with successive images compared with still images. Nevertheless, animated infographics in Islamic context or in other word, animated Islamographics become one of the alternative ways to understand the Islamic knowledge in this era of Information and Communication Technology (ICT). Unfortunately, a very limited studies focus on the specific context of animated infographics, and there might be some significant contribution to the body of knowledge. Additionally, ICT should become a tool used by the users that corresponding with maqasid shari'ah (purpose of Shari'ah), which is dururiyyat (five basic necessities) such are religion, life, intellect, lineage and property. In terms of religious observance, ICT can help in spreading the message of Islamic faith and theology more broadly. This study is meant to conduct a critical review of various studies to conceptualize the framework for animated infographics in implementing Islamic context for the Muslim in Malaysia. Content analysis method was used towards the development of the conceptual framework. Furthermore, the conceptual framework would be used a basis for more new discoveries in line with this area of the study.*

**Keywords:** *visual images, animated infographics, Islamic context, animated Islamographics, conceptual framework*

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## 1. INTRODUCTION

### a) Background of the Study

ICT has been a platform to get the information from all around the world just a few second. This role of ICT in the era of globalization gives impact towards knowledge broadly. This opportunity allowing people to learn and assist human beings as *khalifah* (vicegerents of Allah) and beings as Allah's servants in performing *ibadah* (worship). ICT become a helpful tool for man to discover and explore many knowledge secret in this world (Mohamad Fauzan Noordin, 2009). Animated infographics in Islamic context or particularly called as Animated Islamographics could be an alternative way in learning and getting information in the exciting approach of learning the Islamic knowledge. Unfortunately, a problem in delivering a good communication in animated infographics may have obstacles in producing a good-quality of animated Islamographics. Therefore, a specific guideline needs to address in producing effective communication in designing the animated infographics in an Islamic context.

### b) Statement of the Problem

The human mind can perceive visual information very quickly rather than written or verbal information (Dur, 2014). Researchers said about 50% of brain involved in visual processing and people can visualize a scene in less 0.01 second (Infographicsdesigners.co.uk, 2015). However, little is known about the brain able to process faster when seeing the visual images.

### c) Objective of the Study

The purpose of the study is to conduct a critical review of various studies to conceptualize the framework for animated infographics in implementing Islamic context for the Muslim in Malaysia. The objectives of this study are as follows:

- i. To construct the conceptual framework of animated infographics in an Islamic context.
- ii. To recognize the basic provision in communication of animated infographics.
- iii. To relate communication in animated infographics with the guideline of the Quran and practice of the Prophet (PBUH).

### d) Definition of terms

There is no common word for animated infographics in multimedia field. But when referring to motion graphics, it is known as animated infographics.

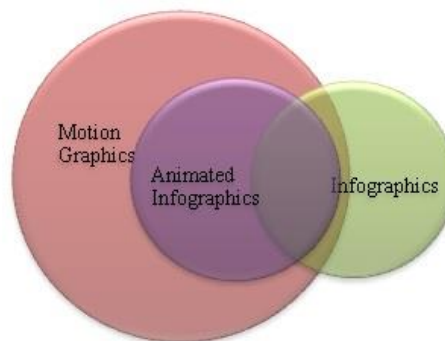


Figure 1: Venn Diagram of Animated Infographics

Figure 1 illustrates the Venn diagram of animated infographics. It shows that, motion graphics is not necessary infographic. But, animated infographics confirm motion graphics. Motion graphics mean “a captivating way to engage in effective communication and information conveyed through the use of aesthetically designed, created, composed and enlivened visuals and text” (Crooks, 2012).

Animated infographics in an Islamic context or particularly called as animated Islamographics could be an alternative way in learning and getting information in the exciting approach of learning the Islamic knowledge. According to Islamographic web page, terminology of Islamographics comprises from the word ‘Islam’ and

'Infographic' (Islamographics.com, 2015). This graphic represents data and knowledge about Islam as a way of life. This is one of the most appealing, fun and easiest way to learn Islam deeply because it makes simpler from the complex information.

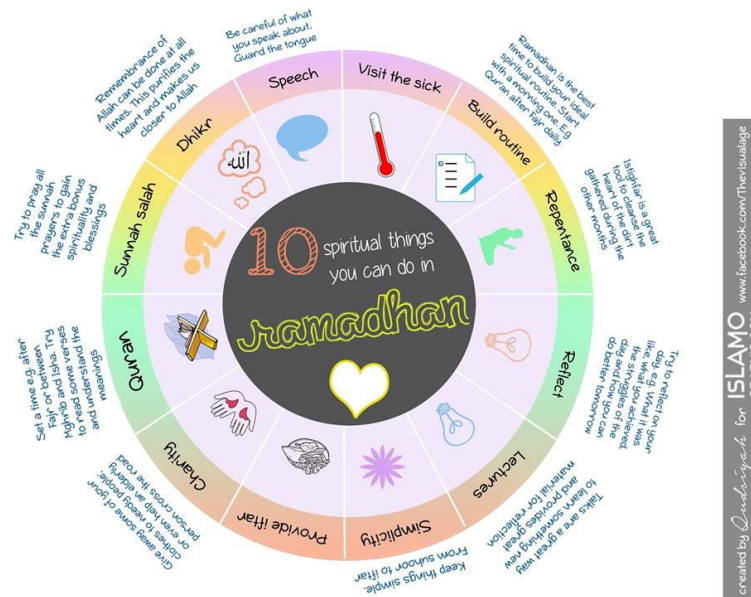


Figure 2: Static Islamographics (Islamographics.com, 2015)

Figure 2 shows Islamographics in a still image. Basically, static Islamographics is a simple image and easy to digest the information. It's time efficient for users to understand the information using single text and attractive color. As mentioned by Crooks (2012), static infographics are the one of the effective ways in presenting rich data in a single image.



Figure 3: Animated Islamographics (Nouman Ali Khan - Video Lecture, 2011)

When it comes to animate or moving images are corresponding to Islamographics, it suits to animated Islamographics. Figure 2 illustrates animated infographics in an Islamic context. It shows how users are guided by the complex information of Islamic content in a simple with attractive infographics. This kind of infographics is eye-catching to the viewers in order to learn knowledge of Islam in enjoyable and comprehensive way.

Recently, animated infographics began to express its popularity among other infographics production techniques (Soyluççek, 2015). The latest advance in visual communication, influences the power and engagement potential of online video with animated infographics using motion graphics software and techniques (Bennett, 2015). In animated Infographics, users do not need to click the button or scroll down the information to understand it. They just need watching the video to know it. This will give attraction and attention to the viewers and they will understand more about the information given (Infographicsdesigners.co.uk, 2015). According to Crooks (2012), animated infographics which can appeal the audience emotionally through music while expressing from voice-over and merge of motion that will give opportunity for audience communicate the information message in an effective way.

## 2. METHODOLOGY

The research methodology used for this study was content analysis. The basic provision of animated infographics was addressed as an important topic to discuss. Basic communication needs to follow in order to gain better approach in conveying the effectiveness of communication in animated infographics. Furthermore, communication of animated infographics in Islamic point of view also discussed. This will provide a basis of creating an animated Islamographics among designers.

## 3. CURRENT REVIEWS

### a) Overview of Infographics

Infographic seems to become a powerful technique to communicate with effective information to the audience. “Infographics is trying to convey complex information to an audience in a manner that can be quickly consumed and easily understood” (Smiciklas, 2012). Infographics reveal a good platform as a visual communication tool which enhancing knowledge and providing effective communication (Vanichvasin, 2013) to the audience.

Basically, infographics can be divided into three types which are static, interactive and motion. The best infographics is determine on the effectiveness of containing and delivering the information to communicate (Crooks, 2012). This because, different infographics have different approaches that every infographics have their own privileges.

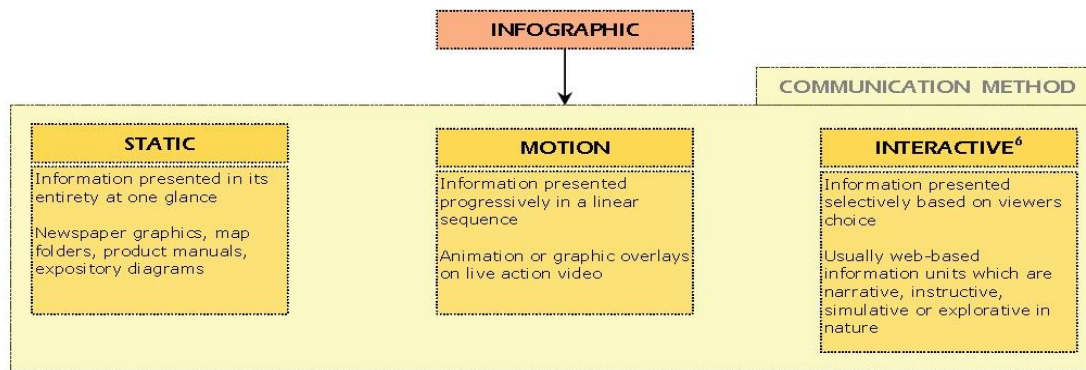


Figure 4: Types of Infographics (Arafah, 2010)

Furthermore, motion graphics could be consider or can be called as animated infographics because it consists of viewing, listening and reading of user interaction (Crooks, 2012). Animated infographics try to convey the same information with other infographics but in moving images. This will lead attraction and attention to the viewers and they will understand more about the information given (Medina, 2013). Motion graphics usually can animate the infographics (Crooks, 2012). Animated infographics seem more effective because of their visual elements. It is because animated infographics receive significantly more information from the sense of sight and hearing. According to Smiciklas (2012), mind exploration identified with the physiology of sight and the routes in which we transform data utilizing our eyes presents a convincing method of reasoning for considering the utilization of infographics in your business correspondence blend.

### b) Usage of Infographics

Nowadays, the usages of Infographics are widely used in various sectors. For instance, in the media sector, newspaper are applied infographic for their business. It can be observed by many static infographics placed whether in online newspaper or the print one. Whatever types of newspaper, the purpose of infographics is to clarify the information in a simple way. A well-organized of infographics give meaningful information to the readers (Medina,

2013). They can find the infographics in tourist maps, kiosk, magazine, bills and many more (Dur, 2014; Medina, 2013).

Whereas, in the education sector, students and teachers will get many benefits in learning session. A creative learning process will make the lectures more interesting and increasing the level of understanding of the students. The usage of animated infographics in the education sector will increase the curiosity of the students to learn the new knowledge as they have an interest in entertainment such are video games and animated film (Mol, 2011).

Moreover, currently static and animated infographics are widely used in business marketing. This will help increase their sales by present boring or complex information in the most compelling approach (Infographicsdesigners.co.uk, 2015) . The business trend now are using the internet to put infographics. They tend to use social media as a platform to promote their business. An easy accessible on the internet enable for them to increase their sales by having a minimum effort. In reality, people are interacting with the infographics in their daily basis.

**c) Basic Provision of Communication**

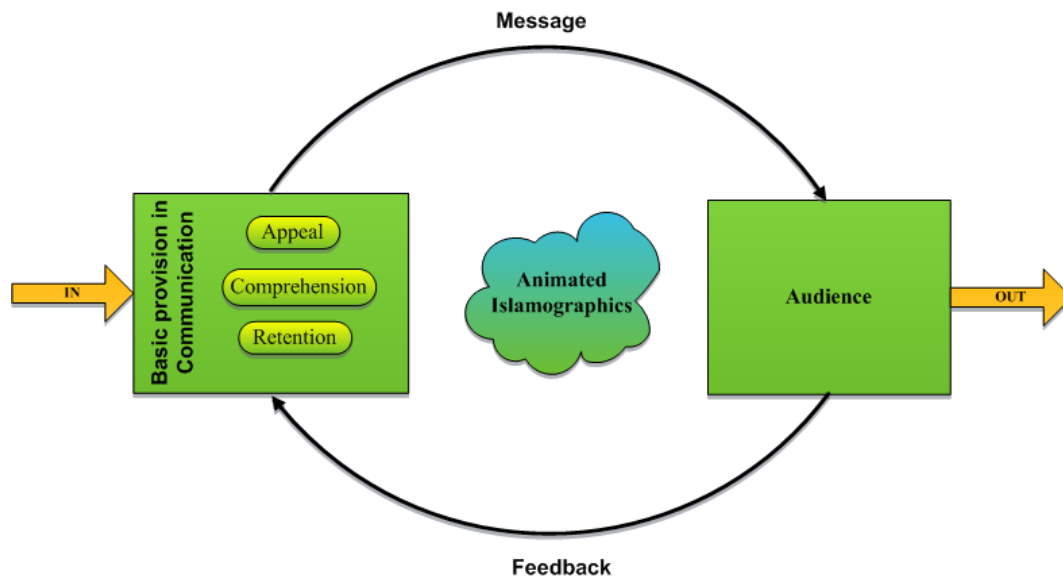


Figure 5: Conceptual Framework of Animated Infographics in an Islamic Context

Animated infographic should deliver in most clear information. Some important elements of communication should for designers emphasis on producing a good animated infographics which are appeal, comprehension and retention (Crooks, 2012). This three basic condition will provide effective visual communication (Vanichvasin, 2013).

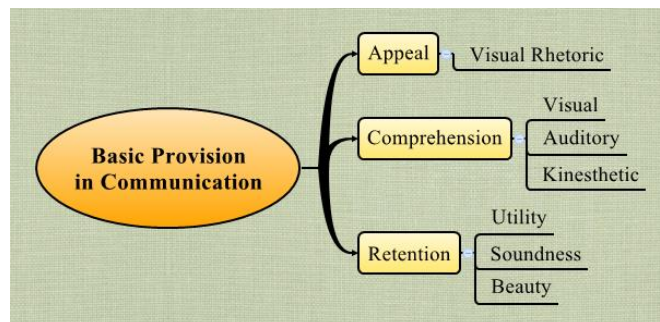


Figure 6: Research Area

Appeal means information must be clear and it should engage with the audience. This will lead people’s attention and attraction. Peoples appealing will increase the level of understanding in getting knowledge dissemination. Visual communication needs to persuade in order to engage with the audience. Apart of this, visual rhetoric is look practical to communicate the visual images. As stated by Hope (2008) in his book, *Visual Rhetoric: A Reader in Communication and American Culture*, visual rhetoric derived from the two terms which are visual and rhetoric. “Visual implies the cultural practice of seeing and looking, as well as the artifacts produced in diverse communicative forms and media” while rhetoric means “as practice and theory concerns persuasive symbolic actions primarily” (Hope, 2008). The power of rhetorical figures give potential in give meaning and provide better understanding to the audience (Moere, 2009).

Comprehension means effective communication gives the audience better understanding the information and knowledge delivered (Vanichvasin, 2013). Visual learner needs to see something in order to understand it (Crooks, 2012). The Neil Fleming’s VAK model is a model to show about the style of thinking. VAK stands for visual-auditory-kinesthetic, which express the way of learning style. This model “provides a very easy and quick reference inventory by which to assess people’s preferred learning style, and then most importantly, to design learning methods and experience that matches people’s preferences” (Leadership, 2010).



Figure 7: VAK Model (Vickery, 2010)

Furthermore, retention able helping people retain information for the long-term memory. The graphics give opportunity to people stored information in their memory for long lasting because the human brain can recall the symbols, scenes, pictures (Crooks, 2012).

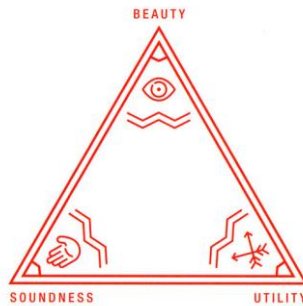


Figure 8: Vitruvian Principles (Scalera, 2014)

Vitruvius’ principles have three elements in measure the quality of a good infographic which are utility, soundness and beauty (Crooks, 2012). Balancing of three Vitruvian requirements determine visual structuring of data attributes more ‘trivial’ (Purchase, 2011).

Utility means the way of infographics meet the objectives. There are two approaches to reach an objective which are explorative and narrative. Explorative leads the audience able to analyze the information and can make the own conclusion. While narrative gives specific information that inform predetermine story (Crooks, 2012). Both approaches will give clarification of overall information to the audience. The element of utility gives effectiveness and efficiency to the designers in order delivered the good infographics (Purchase, 2011).

“Soundness is concerned with reliability and robustness” (Purchase, 2011). It’s related to the quality of the visualization presentation. The success of the infographic is able to communicate with the meaningful information to the audience. Messages transmission plays the vital part in telling the story about the overall information. In getting a good infographic, information itself need to complete, trustworthy and interesting (Crooks, 2012). The subject matter

of the infographic need emphasized to ensure the level of willingness of audience to read the content. Besides, the content of the infographic need to relate to the target audience (Crooks, 2012).

The beauty of the design play an important aspect in conveying the excellence information. Two things need to highlight such are format and design quality. The outcome will be superior when appropriate format is used. Besides, when the information represented in straightening and design with appropriate given the subject matter, it can be considered high quality and appealing the audience at the first glance (Crooks, 2012).

#### d) Communication in Islam

The role of the communication media must be started from the principle of *al-amru bi al-ma'ruf wa al-nahy 'an al-munkar* (commanding good and forbidding evil). This principle is a benchmark of the role of the communications media itself to ensure the maintenance of five major *maqasid shari'ah* (the purposes of *Shari'ah*), which kept the religion, intellect, lineage, life and property. This means that the role of the communications media designed to be hovering around the *maqasid shari'ah* itself. In this case there are two approaches that must be played by the communications media in the context of *maqasid shari'ah* such as approach social responsibility and also from the point of development (Aminudin Basir @ Ahmad, 2009). Furthermore, Islamic communication is about conveying the *ma'lumat* (information, ideas and attitudes) that are exact and precise according to Islam (Zulkiplie Abd. Ghani, 2004).

In addition, communication in Islam is visually perceived as a gift from the Lord, and as a crucial ability for the improvement and development of the individual-self and the general public and in addition its different organizations (Siddiqui MA, 2003). Communication activities in Islam aimed to establish the vertical relationship between 'slave' and the Lord and also horizontal relationship means the relationship between human being. This kind of communication activities would increase the level of *taqwa* (conscious of Allah) a for the individual person and the formation of a better transformation society under the Islamic principles; a mercy for all. A few words in the Al-Quran was mentioned about communication activities such as *Al-Bayan* (explanation) and *Al-Qawl* (word).

<i>Al-Bayan</i> (explanation)	<i>Al-Qawl</i> (word)		
Ali-'Imran: 138	Az-Zariyat: 8	Al-Hajj: 24	Az-Zumar: 18
Ar-Rahman: 4	An-Nisa': 148 & 108	Al-Mu'min: 68	Fussilat: 25
Al-Qiyamah: 19	Al-An'am: 112	An-Naml: 82& 85	Al-Ahqaf: 18
	Al-A'raf: 205	Al-Qasas:51 & 63	Muhammad: 30
	Ar-Ra'du: 10 & 33	As-Sajdah: 13	Qaf: 29
	An-Nahl: 86	Yasin: 7 & 70	Al-Mujadilah: 2
	Al-Isra': 16	Al-Anbiya': 4 & 110	

Table1: The words about communication activities that have mentioned in Al-Quran

Furthermore, Islamic based-communication must be derived from Al-Quran and Hadith. This is because everything in relation to the process of communications, whether in the principles, methods, messages, objects and media should be based on inspiration, and the Sunnah of the Prophet (PBUH). This communication practice is considered as a part of worship in Muslim life (Nor Saleha Mohd Salleh, 2012). Besides, "the act of communicating Islam has been promised by the Lord as an *ahsan* (better) reward" (Zulkiplie Abd. Ghani, 2004). As mentioned in Surah Fussilat verse 33:

*And who is better in speech than one who invites to Allah and does righteousness and says, "Indeed, I am of the Muslim"*

Islam as a perfect religion was teach us with the great details on how good communication. It can be seen in Al-Quran and Hadith. Here are the several communication principles in Islam, which have mentioned in various verses in Al-Quran.

Communication Principle	Meaning	Quranic Verse
<i>Qawlan Sadeeda</i>	Straight to the point, words of appropriate justice. <i>Sadeed</i> means apt, correct, straight, pertinent, to the point, direct	<i>And let those [executors and guardians] fear [injustice] as if they [themselves] had left weak offspring behind and feared for them. So let them fear Allah and speak words of appropriate justice. (An-Nisa': 9)</i>  <i>O you who have believe, fear Allah and speak words of pproriate justice. (Al-Ahzab: 70)</i>
<i>Qawlan Kareema</i>	A noble word, a generous speech	<i>And your Lord has decreed that you not worship except Him, and to parents, good treatment. Whether one or both of them reach old age [while] with you, say not to them[so much as], "uff," and do not rebel them but speak to them a noble word. (Al-Isra':23)</i>
<i>Qawlam Baleegha</i>	Far reaching, penetrating and words of insight	<i>Those are the ones of whom Allah knows what is in their hearts, so turn away from them, but admonish them and speak to them a far-reaching word. (An-Nisa': 63)</i>
<i>Qawlan Lay'yina</i>	Gentle speech, mild words	<i>And speak to him with gentle speech that perhaps he may be reminded or fear [Allah].(Taha: 44)</i>
<i>Qawlan Ma'rufa</i>	good words	<i>O wives of the Prophet, you are not like anyone among women. If you fear Allah, then do not be soft in speech [to men], lest he in whose heart is a disease should covet, but speak with appropriate speech. (Al-Ahzab: 32)</i>
<i>Qawlam Maysoora</i>	Easy word, gentle words	<i>And if you [must] turn away from the needy awaiting mercy from your Lord, which you expect, then speak them a gentle word. (Al-Isra':28)</i>

Table 2: Communication Principle in Al-Quran (Muqith Mujtaba Ali, 2010)

#### 4. DISCUSSION

“We are moving toward the capability to communicate with anyone, anywhere, any form-voice, data, text or image at the speed of light”(Zulkarnain, 2013). Thus, communication has looked as an essential factor in spreading the *da'wah* (invite people). *Da'wah* system should be developed using effective communication in accordance with the present society. It is undeniable that, communication is giving significant influence in the dissemination of Islamic *da'wah*.

As stated by Nor Saleha Mohd Salleh (2012), understanding, exciting and influencing on a person's attitude were parts of the effective principle in communication. Animated Islamographics will be effective if people understand what the message is about. If the audience is not understood enough, it is not an efficient means of communication. Moreover, animated Islamographics mission is to achieve pleasure towards the audience. Whenever the audience feel happy and enjoy with the animated Islamographics itself, they will appreciate and practice the knowledge that they are gaining. Besides that, among the communication function is to influence attitudes, values and the beliefs of others. Animated Islamographics try to give the positive impact of attitudes and change in accordance with the teachings of Islam.

As declared by Aznan Zuhid Saidin (2012), communication in cyberspace is more amusing and exciting compared with face-to-face communication because it has an element such as video, audio, animation and text. He also mentioned that, what we are see, read and heard in cyberspace become something that the brain can accept through our sense thus it becomes and form the understanding of ourselves about that thing. Hence, animated Islamographics not just a method or tools of communication to communicate between the audience, but also can assist our hearts to remember and 'connect' with the Lord.

#### 5. CONCLUSION

In reality, communication is a part of human life. In the communication process, it should give consideration to the ethics with good communication so that it can run smoothly and effectively. This is because, information conveyed give impact by easily accepted and received the best response to the audience. The famous saying from the *ulama'* (Muslim scholars) that is related to the daily communication as a Muslim is:

*Tell the truth if it is bitter*



Anything that *shari'ah* rules applied in the real world, they are by one means or another realized in the virtual world too (Mohamad Fauzan Noordin, 2009).

By having an appropriate framework in animated infographics, researchers hope animated infographics in an Islamic context can be accepting and convincing the society. Animated infographics are not just for mere entertainment, but to spread the *da'wah* in a holistic manner as well. A significant factor in animated infographics in an Islam in context needs a better guideline for the future research. This visual tool is not just enthusiast public in learning the knowledge of Islam but educating people as well for them to love and practice the Islam as a way of life.

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