



Exceed AI Infographic Toolkit

16 June 2026



Together we Exceed

Dawnay Road, Bradford BD5 9LQ 

info@exceedacademiestrust.co.uk 

01274 086 490 

www.exceedacademiestrust.co.uk 

Exceed Academies Trust is a charitable company limited by guarantee and registered in England and Wales with company number 10050238. The registered office is as per the above address

Introduction

The Exceed AI Infographic Toolkit offers a range of AI prompts for you to copy and paste to generate one page data summaries in the format of infographics in Microsoft 365 Copilot. You may need to attach a data file or a link to data online as the focus of the infographic.

You may find that first attempts do not meet your need. Ask M365 Copilot to make improvements based on your feedback. The AI model will learn over time about what you like and don't like.

When Microsoft 365 Copilot's image tool is upgraded to OpenAI's Image 2 the quality of images and the handling of text will improve (this is expected after May 2026 although no date has been announced beyond Microsoft's Frontier programme).

Please adhere to the Trust's AI Acceptable Use Policy.

Using this Toolkit

Each style of infographic modelled below includes an example image of an infographic and the prompt used to generate it.

Copy and paste the relevant prompt. They are long and detailed to help generate high-quality and consistent infographics, maintaining a brand style.

The prompts often require the user to attach additional files from the outset – such as the Exceed Academies Trust logo and an example infographic. Microsoft 365 Copilot will use these as a guide. The Toolkit includes links to download these so the user can attach them after they have copied and pasted the prompt.

You can, of course, modify the prompt. For example, change the Trust logo to a school logo.

The prompt will ask you to attach the data or information you would like to be presented as an infographic. This might be attendance data or other relevant information. Give Copilot enough data, but not too much!

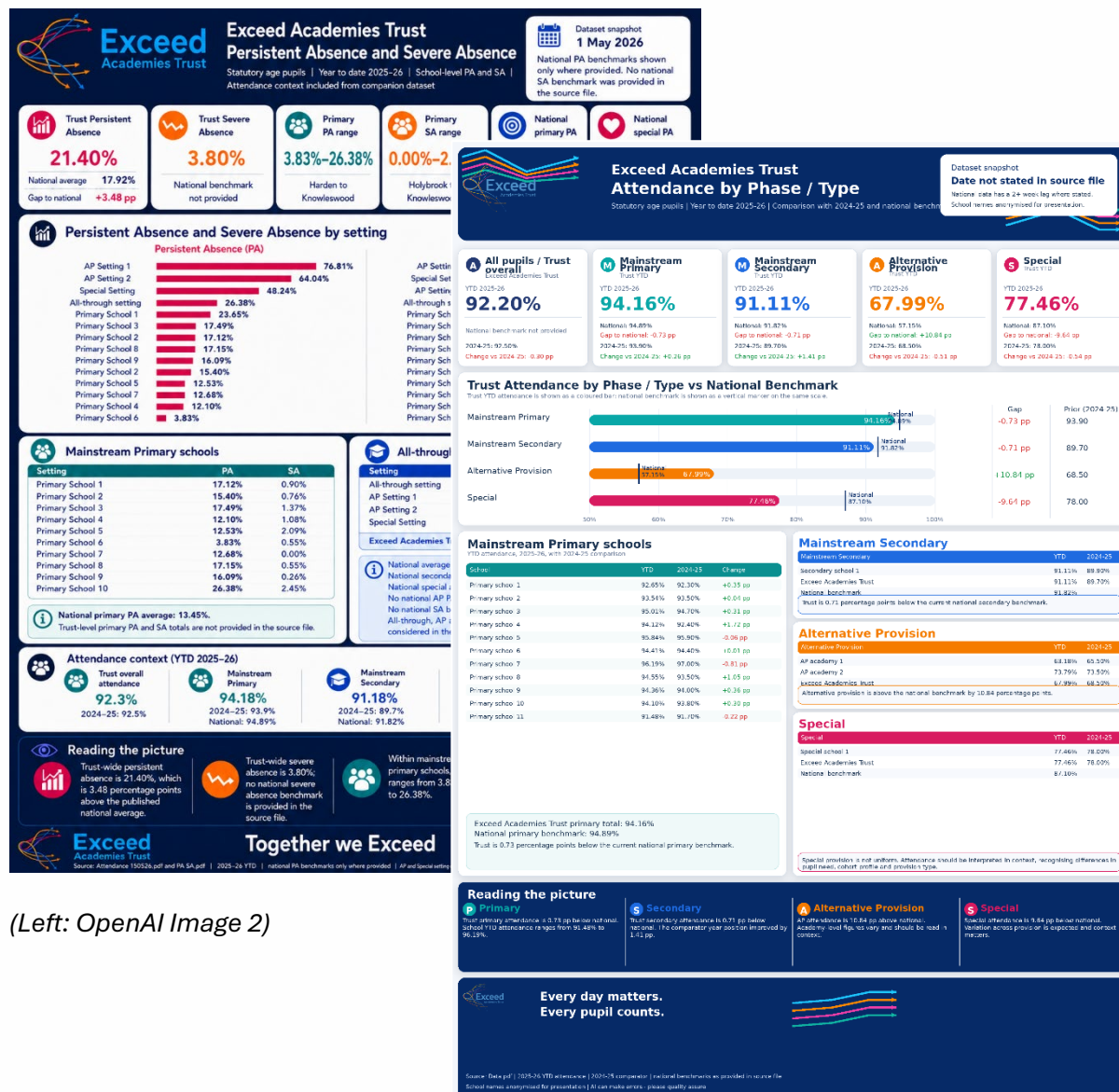
Try setting Microsoft 365 Copilot to Think Deeper to explore whether this improve the quality of the infographic. Remember, the prompt provided is a starting point; keep the conversation with the AI model going to make refinements to meet your needs.

Prompt Menu

Towards the end of the document, there are a range of prompts which, if combined, will help the user to create a full and detailed prompt to create more infographics in different styles and formats.



School/Trust Attendance infographic



(Left: OpenAI Image 2)

This prompt can be copied from our website here:

<https://www.exceedacademiestrust.co.uk/infographic1>

Act as a professional educational resource creator supporting Headteachers. Read the full prompt so you know the ultimate goal before you commence the task. Create a high-quality, board-ready infographic using the OpenAI image 2 model and only the attached dataset and the attached Exceed Academies Trust logo. Do not use external sources. Preserve the data exactly as provided.

Purpose:

Produce a premium Exceed Academies Trust attendance infographic suitable for school leaders, attendance leaders, trustees and MAT central team review.

Branding:

- Include the Exceed Academies Trust logo on the infographic.

- Create the infographic for in an identical format and branding to this example provided.
- The design should feel clearly Exceed-branded:
 - dark navy header and footer
 - bright cyan/blue, orange, magenta and teal accents drawn from the logo
 - flowing ribbon/swoosh motifs used tastefully in the header, footer and/or corners
 - clean, professional, high-end MAT performance dashboard style
 - portrait layout, suitable for export as a high-resolution poster
 - compact editorial grid with minimal wasted white space
 - rounded cards, subtle shadows, crisp spacing and premium trust-dashboard typography

Overall title:

“Exceed Academies Trust Attendance by Phase / Type”

Subtitle:

“Statutory age pupils | Year to date [CURRENT ACADEMIC YEAR] | Comparison with [COMPARATOR YEAR] and national benchmarks where available”

Important data rules:

- Use only the attached dataset.
- Do not invent data.
- Do not use external sources.
- Keep school names exactly as written.
- Keep percentages exactly as shown, unless calculating percentage-point gaps.
- Gap values must be calculated as: Trust YTD minus National benchmark.
- Show calculated gaps to two decimal places.
- Positive gaps must be shown as positive and green.
- Negative gaps must be shown as negative and red.
- Do not round source percentages unless they are already rounded in the source.
- If the dataset contains national benchmarks, match each benchmark to the correct phase/type.
- If a national benchmark is not provided for a phase/type, do not invent one.

Layout requirements:

1. Header section

Include:

- Prominent Exceed Academies Trust logo
- Main title
- Subtitle
- Strong branded navy background
- Subtle Exceed-style flowing ribbon/swoosh accents
- Dataset snapshot card showing the dataset date, if provided
- Note where relevant: “National data has a 2+ week lag where stated.”

2. Headline KPI cards

Create five clear KPI cards:

- All pupils / Trust overall attendance
- Mainstream Primary trust attendance
- Mainstream Secondary trust attendance
- Alternative Provision trust attendance
- Special trust attendance



Each KPI card should show:

- phase/type name
- Trust YTD attendance for the current year
- comparator year attendance
- national benchmark, where provided
- gap to national, where provided
- change compared with comparator year
- clear percentage typography

Use this colour coding:

- Overall trust: navy
- Mainstream Primary: teal/cyan
- Mainstream Secondary: blue
- Alternative Provision: orange
- Special: magenta/pink

3. Central comparison chart

Create a horizontal bar chart titled:

“Trust Attendance by Phase / Type vs National Benchmark”

The chart must compare trust YTD attendance against the relevant national benchmark for each phase/type where national data is provided.

Include rows for:

- Mainstream Primary
- Mainstream Secondary
- Alternative Provision
- Special

Chart rules:

- Use a consistent left-to-right percentage scale.
- Trust value must be shown as a horizontal coloured bar.
- National benchmark must be shown as a vertical marker on the same scale.
- Plot every trust bar and national marker mathematically accurately.
- If the trust value is higher than national, the trust bar must extend to the right of the national marker.
- If the trust value is lower than national, the national marker must sit to the right of the trust bar.
- Do not place benchmark markers in visually misleading positions.
- Include a right-hand “Gap” column showing Trust minus National.
- Include a “Prior” or comparator-year column where available.
- Keep all labels, bars and benchmark markers inside the chart panel.

Critical accuracy check:

Data must be plotted correctly. If a type of setting, like AP, trust attendance is higher than national, the AP trust bar must clearly extend further right than the national marker.

4. Detailed phase/type panels

A. Mainstream Primary panel



Include every primary school/setting from the dataset.

Show:

- school name
- YTD attendance
- comparator year attendance
- change compared with comparator year, if calculable
- Exceed Academies Trust primary total
- National primary benchmark, if provided

Add a concise note:

“Trust is [X] percentage points below/above the current national primary benchmark.”

B. Mainstream Secondary panel

Include:

- each mainstream secondary setting from the dataset
- Exceed Academies Trust secondary total
- National secondary benchmark, if provided

Add a concise note:

“Trust is [X] percentage points below/above the current national secondary benchmark.”

C. Alternative Provision panel

Include:

- each AP academy from the dataset
- Exceed Academies Trust AP total
- National AP benchmark, if provided

Use neutral, contextual language. Do not frame AP attendance negatively if the trust is above the national benchmark.

If the trust AP figure is above national, say:

“Alternative provision is above the national benchmark by [X] percentage points.”

D. Special panel

Include:

- each special school/setting from the dataset
- Exceed Academies Trust special total
- National special benchmark, if provided

Include this contextual note:

“Special provision is not uniform. Attendance should be interpreted in context, recognising differences in pupil need, cohort profile and provision type.”

5. Reading the picture section

Add a concise summary panel titled:

“Reading the picture”

Use four short interpretive statements:

- Primary: summarise whether trust primary attendance is above or below national and mention variation across schools.



- Secondary: summarise whether trust secondary attendance is above or below national.
- Alternative Provision: summarise whether AP is above or below national using neutral, contextual language.
- Special: summarise carefully and include that variation across provision is expected.

Do not overstate conclusions. Keep interpretation accurate, balanced and contextual.

6. Footer/source line

Include:

“Source: [NAME OF ATTACHED DATASET] | [CURRENT YEAR] YTD attendance | [COMPARATOR YEAR] comparator | national benchmarks as provided in source file | AI can make errors - please quality assure”

Formatting requirements:

- Portrait infographic.
- High resolution.
- Professional trust-level dashboard style.
- Compact layout with efficient use of space.
- Clean tables with clear headers.
- Consistent colour coding by phase/type.
- Clear typography hierarchy.
- No excessive decorative clutter.
- No text, labels, graph elements, icons or tables overflowing their containers.
- Every data element must sit fully inside its own panel.
- British English spelling and punctuation.
- Charts and graphs include a key/legend

Before finalising, quality assure the infographic against this checklist:

1. Are all percentages copied accurately from the dataset?
2. Are all school names copied accurately?
3. Are national benchmarks matched to the correct phase/type?
4. Are gap values calculated as Trust minus National?
5. Are positive gaps shown as positive and negative gaps shown as negative?
6. Does the central chart place every trust bar and national marker in the correct relative position?
7. Does the Alternative Provision row and/or other settings row clearly show the correct relationship between trust and national?
8. Are all elements contained inside their panels?
9. Does all text avoid overlapping with other text?
9. Is the special provision caveat included?
10. Does the design feel clearly Exceed-branded?

Prioritise data accuracy and correct chart positioning over decorative styling. If the chart cannot be rendered accurately, simplify it rather than producing a misleading visual.

N.B.

This infographic needs the user to upload two images: the trust logo and the example infographic.

- The Exceed Academies Trust logo on the infographic is available here:

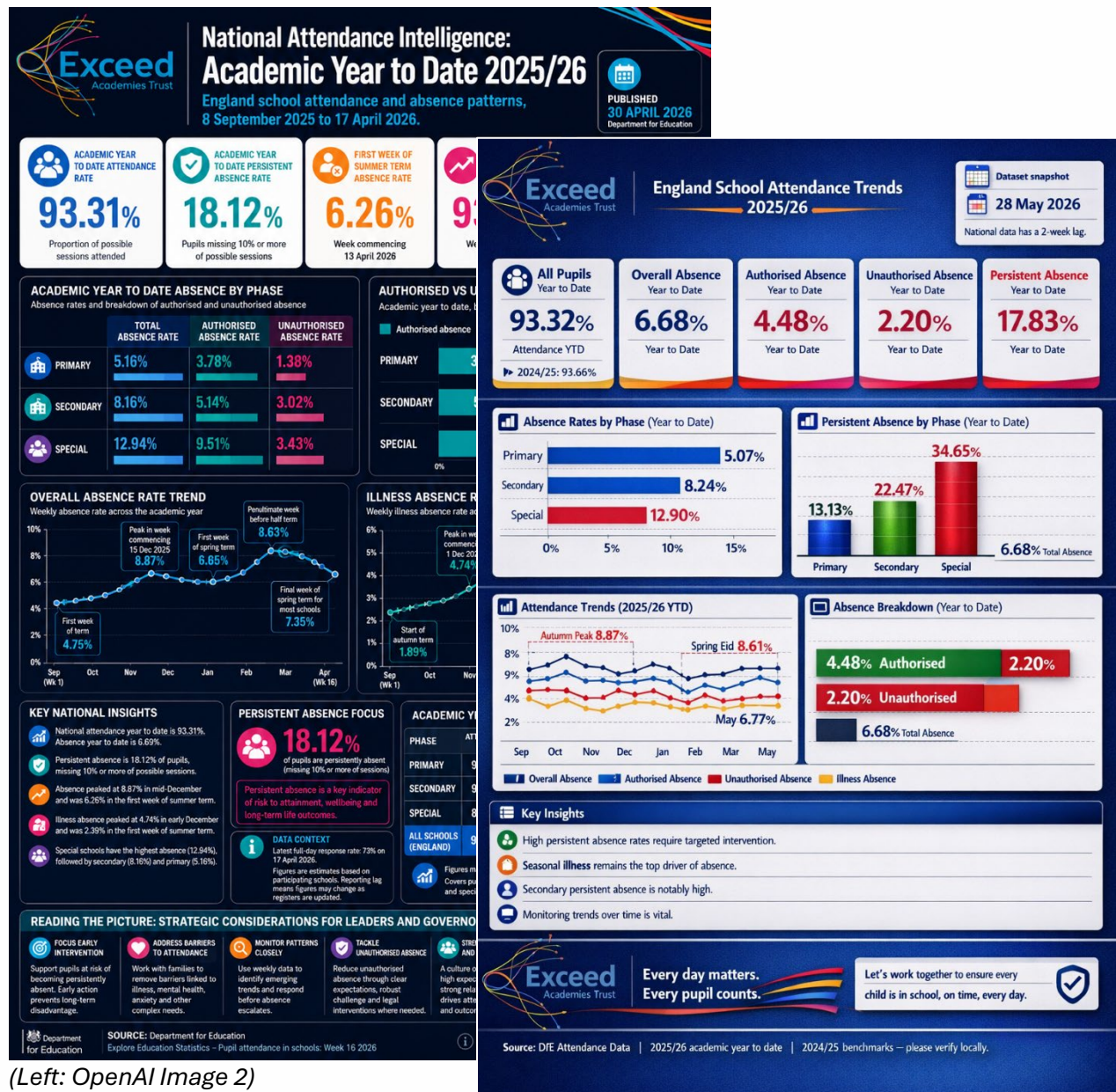
https://www.exceedacademiestrust.co.uk/_site/data/files/users/paulb/ai/24C2FD16915B377A755A8C918DB1F5B2.png

- The example infographic for in an identical format and branding to this example provide download here:

https://www.exceedacademiestrust.co.uk/_site/data/files/users/paulb/ai/AB3826893CB20B216CB5D5AC4CAF990B.png



National Attendance infographic prompt



(Left: OpenAI Image 2)

This prompt can be copied from our website here:

<https://www.exceedacademiestrust.co.uk/infographic2>

Act as a professional educational resource creator supporting Headteachers. Read the full prompt so you know the ultimate goal before you commence the task. Create a visually rich, data-driven infographic using the OpenAI image 2 model and only exploring national academic year to date school attendance patterns and trends across England for policymakers, school leaders, trust leaders, governors, attendance teams, safeguarding leaders, and education analysts. Use only the attached national attendance dataset and any clearly provided contextual benchmarks or official statistical commentary. Do not invent, estimate, extrapolate, or infer missing data.

BRANDING AND VISUAL IDENTITY — MUST FOLLOW CONSISTENTLY

- Include the Exceed Academies Trust logo on the infographic.
- Create the infographic for in an identical format and branding to this example provided.
- The final design should consistently replicate this visual language and composition style across future outputs.

Brand characteristics:

- deep navy or midnight-blue background throughout
- bright Exceed-inspired accent colours:
 - cyan / electric blue
 - teal
 - orange
 - magenta / pink
- flowing ribbon/swoosh motifs inspired by the Exceed Academies Trust logo
- rounded white content cards with subtle shadows
- high-contrast white typography on dark backgrounds
- editorial dashboard aesthetic rather than flat corporate reporting
- bold, compact layouts with dense but readable information hierarchy
- premium MAT / DfE intelligence dashboard appearance
- clean geometric iconography inside coloured circular badges
- crisp comparison graphics with strong visual contrast
- soft gradients and layered depth used subtly
- minimal unused white space
- every panel should feel intentionally composed and balanced

LAYOUT STYLE — MUST FOLLOW

Structure the infographic similarly to the reference design:

- strong branded header area
- large headline title and contextual subtitle
- top-row KPI summary cards
- mid-page comparison visualisations
- lower analytical interpretation and commentary sections
- compact data tables embedded into the design
- clear visual grouping by phase/type
- bottom strategic interpretation or “reading the picture” section
- branded footer with source notes and strategic messaging

VISUAL ELEMENTS TO USE

- KPI cards
- comparison bars
- benchmark markers
- trend lines
- annotated charts
- threshold ladders
- heatmaps where appropriate
- editorial insight callouts



- iconography linked to attendance, safeguarding, wellbeing, illness, barriers, engagement, and belonging
- ribbons, dividers, and layered graphic accents matching the reference branding

PRESENTATION EXPECTATIONS

The infographic should:

- highlight national attendance and absence trends
- compare phases (primary, secondary, special, AP where available)
- surface persistent absence and severe absence patterns
- visualise attendance over time where data allows
- identify contextual concerns and positive national signals
- include strategic insight callouts for leaders and policymakers
- balance statistical precision with visual clarity
- clearly distinguish authorised and unauthorised absence where available
- ensure every graph, label, table, annotation, and chart fits perfectly within its allocated space
- maintain accurate scales and proportionate visual comparisons
- feel publication-ready and professionally art-directed

STYLE AND TYPOGRAPHY

- crisp, modern typography
- strong visual hierarchy
- compact editorial spacing
- bold percentage figures and benchmark labels
- concise insight statements rather than long prose
- subtle depth/shadow effects
- rounded corners throughout
- visually rich but operationally clear
- Charts and graphs include a key/legend

DO NOT:

- use generic report formatting
- create large empty spaces
- use flat template aesthetics
- allow text overflow or clipped charts
- allow text to overflow titles or other text
- allow text to overflow the allocated space
- distort scales or comparisons
- overuse decorative graphics
- introduce unsupported conclusions
- use inconsistent colour mapping between phases/categories

The final result should feel like a board-ready national attendance intelligence poster blending MAT branding, DfE analytical reporting, and high-end editorial infographic design — suitable for national education discussions, leadership briefings, governance reporting, and strategic attendance analysis.



When ready, ask me for the link to the latest fortnightly published DfE Pupil Attendance in School data set.

N.B.

This infographic needs the user to upload two images: the trust logo and the example infographic.

- The Exceed Academies Trust logo on the infographic is available here:

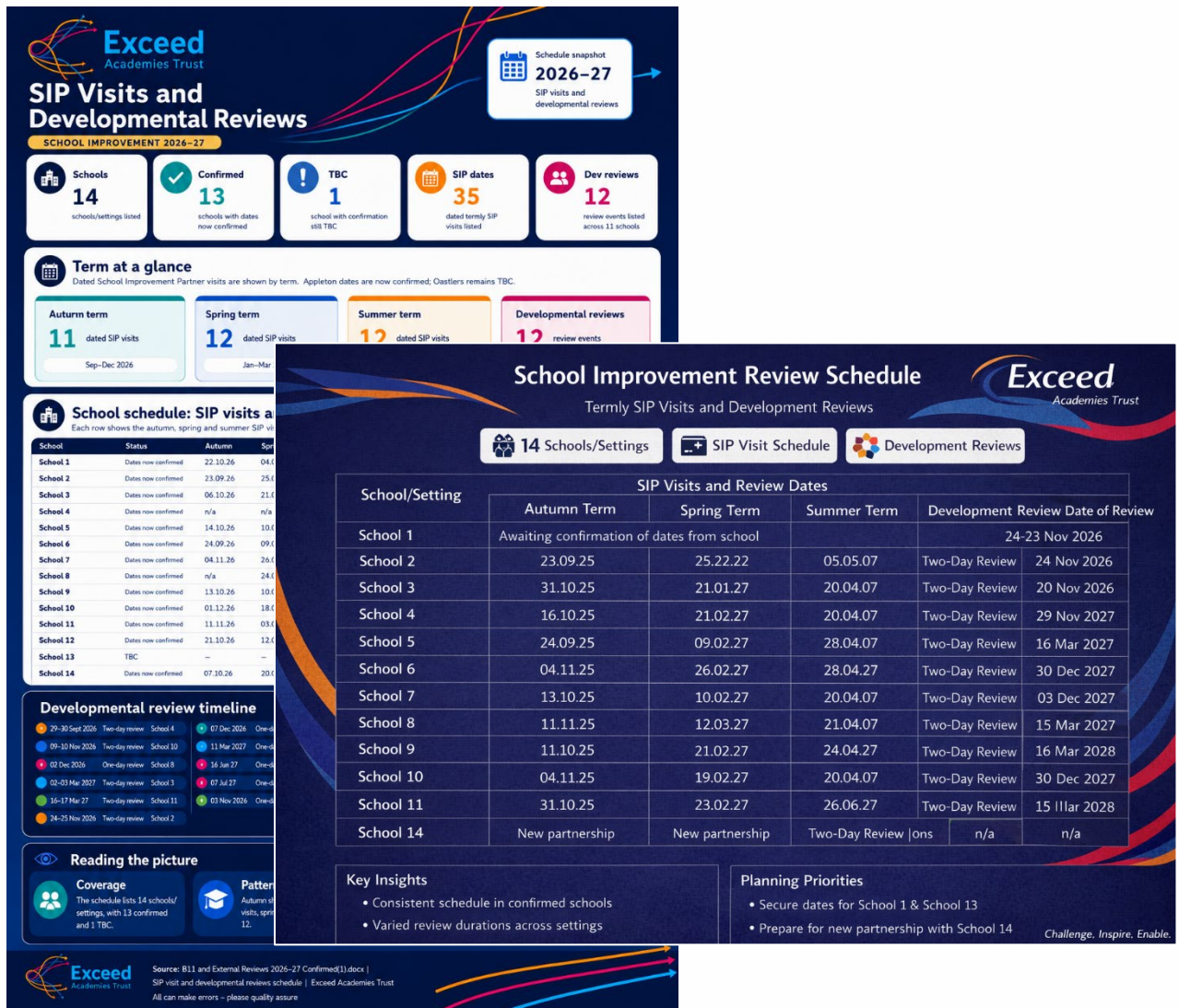
https://www.exceedacademiestrust.co.uk/_site/data/files/users/paulb/ai/24C2FD16915B377A755A8C918DB1F5B2.png

- The example infographic for in an identical format and branding to this example provide download here:

https://www.exceedacademiestrust.co.uk/_site/data/files/users/paulb/ai/AB3826893CB20B216CB5D5AC4CAF990B.png



Generic Data Infographic Prompt



(Left: OpenAI Image 2)

This prompt can be copied from our website here:

<https://www.exceedacademiestrust.co.uk/infographic3>

Act as a professional educational resource creator supporting Headteachers. Read the full prompt so you know the ultimate goal before you commence the task. Create a visually rich, data-driven infographic using the OpenAI's Image 2 model and only exploring the patterns, trends, strengths, risks, comparisons, and strategic implications within the attached dataset. Use only the attached dataset and any clearly provided contextual benchmarks, comparator data, or official commentary. Do not invent, estimate, extrapolate, or infer missing data.

BRANDING AND VISUAL IDENTITY — MUST FOLLOW CONSISTENTLY

Use the attached reference infographic as the definitive branding and design reference. The final design should consistently replicate this visual language and composition style across future outputs.

Brand characteristics:

- Include the Exceed Academies Trust logo on the infographic.
- Create the infographic for in an identical format and branding to this example provided.
- deep navy or midnight-blue background throughout
- bright accent colours:
 - cyan / electric blue
 - teal
 - orange
 - magenta / pink
- flowing ribbon/swoosh motifs inspired by the reference branding
- rounded white content cards with subtle shadows
- high-contrast white typography on dark backgrounds
- editorial dashboard aesthetic rather than flat corporate reporting
- bold, compact layouts with dense but readable information hierarchy
- premium intelligence-dashboard appearance
- clean geometric iconography inside coloured circular badges
- crisp comparison graphics with strong visual contrast
- soft gradients and layered depth used subtly
- minimal unused white space
- every panel should feel intentionally composed and balanced

LAYOUT STYLE — MUST FOLLOW

Structure the infographic similarly to the reference design:

- strong branded header area
- large headline title and contextual subtitle
- top-row KPI summary cards
- mid-page comparison visualisations
- lower analytical interpretation and commentary sections
- compact data tables embedded into the design
- clear visual grouping by categories, phases, cohorts, themes, or metrics
- bottom strategic interpretation or “reading the picture” section
- branded footer with source notes and strategic messaging

VISUAL ELEMENTS TO USE

Select visualisations appropriate to the dataset, including where relevant:

- KPI cards
- comparison bars
- benchmark markers
- trend lines
- annotated charts
- heatmaps
- ranking visuals
- distribution graphics
- threshold ladders
- scatter plots
- timelines



- geographic or demographic comparisons
- editorial insight callouts
- iconography linked directly to the subject matter
- ribbons, dividers, and layered graphic accents matching the reference branding

PRESENTATION EXPECTATIONS

The infographic should:

- surface key trends, patterns, comparisons, strengths, and concerns
- identify statistically or operationally significant outliers
- compare groups, categories, cohorts, phases, regions, schools, teams, departments, or demographics where relevant
- visualise change over time where data allows
- include strategic insight callouts for leaders and decision-makers
- balance statistical precision with visual clarity
- clearly distinguish categories and comparison groups
- ensure every graph, label, table, annotation, and chart fits perfectly within its allocated space
- maintain accurate scales and proportionate visual comparisons
- feel publication-ready and professionally art-directed

STYLE AND TYPOGRAPHY

- crisp, modern typography
- strong visual hierarchy
- compact editorial spacing
- bold numerical emphasis
- concise insight statements rather than long prose
- subtle depth/shadow effects
- rounded corners throughout
- visually rich but operationally clear
- Charts and graphs include a key/legend

DATA HANDLING RULES

- preserve all figures exactly as provided
- do not fabricate missing values
- do not imply causation unless explicitly evidenced in the dataset
- avoid misleading visual scaling
- ensure all benchmark references are clearly labelled
- acknowledge limitations or caveats provided in the source material

DO NOT:

- use generic report formatting
- create large empty spaces
- use flat template aesthetics
- allow text overflow or clipped charts
- allow text to overflow titles or other text
- allow text to overflow the allocated space



- distort scales or comparisons
- overuse decorative graphics
- introduce unsupported conclusions
- use inconsistent colour mapping between categories

The final result should feel like a board-ready strategic intelligence poster blending premium editorial infographic design, executive dashboard clarity, and high-end analytical storytelling — suitable for leadership briefings, governance discussions, operational analysis, public-sector reporting, or strategic planning conversations. When you are ready, ask me to attach the data or information that the infographic should focus on and the logo and example infographic.

N.B.

This infographic needs the user to upload two images: the trust logo and the example infographic.

- The Exceed Academies Trust logo on the infographic is available here:

https://www.exceedacademiestrust.co.uk/_site/data/files/users/paulb/ai/24C2FD16915B377A755A8C918DB1F5B2.png

- The example infographic for in an identical format and branding to this example provide download here:

https://www.exceedacademiestrust.co.uk/_site/data/files/users/paulb/ai/AB3826893CB20B216CB5D5AC4CAF990B.png



Educational research infographic

THE NORTH ATLANTIC DRIFT

The North Atlantic Drift is a powerful ocean current that carries **warm water** from the tropics towards Europe. It helps to keep our climate **mild**, supports marine life and influences weather patterns.

KEY IDEA
Ocean currents transfer heat around the planet, influencing climate, weather and ecosystems.

LINK TO THE NATIONAL CURRICULUM
Pupils should understand physical processes that give rise to key human and physical geographical features of the world.

WHY IT MATTERS
It brings warm water to north-west Europe, making places like the UK much milder than other locations at the same latitude.

For example: Reykjavik, Iceland (64°N) has a milder climate than Labrador, Canada (same latitude).

A WARM CURRENT THAT SHAPES OUR WORLD

HOW IT WORKS
The North Atlantic Drift is part of the larger Atlantic Meridional Overturning Circulation (AMOC).

- 1 Warm water from the tropics flows northwards with the Gulf Stream.
- 2 Winds push the water across the North Atlantic towards Europe.
- 3 The water releases heat to the atmosphere, cooling as it goes.
- 4 In the far north, the water becomes cold and salty, sinks, and returns southwards at depth.

STARTS IN THE TROPICS
Warm, shallow water flows north with the Gulf Stream.

WARM WATER TO EUROPE
The current splits: one branch goes towards Iceland, another towards Norway.

EVIDENCE FOR THE NORTH ATLANTIC DRIFT

- SATELLITE DATA**
Satellites measure sea surface temperatures, showing warmer waters flowing towards Europe.
- DRIFTER BUOYS**
Floating buoys track ocean currents. Their journeys show the path of the North Atlantic Drift.
- TEMPERATURE RECORDS**
Long-term records from ships and coastal stations show warmer temperatures in north-west Europe compared to other places at the same latitude.

Western Europe (influenced by Drift)
Eastern Canada (same latitude)

Temperature (°C)
Latitude (°N)

THINK LIKE A GEOGRAPHER
How would north-west Europe's climate be different without the North Atlantic Drift? Consider temperature, weather, ecosystems and human activity.

Oceans cover over 70% of Earth's surface and play a vital role in regulating our climate.

(Left: OpenAI Image 2)

The Bengal Tiger

Panthera tigris tigris



Habitat & Range
INDIA, NEPAL, BHUTAN, BANGLADESH

Tigers live in forests, grasslands, and wetlands.

Key Facts
Weight: 100–250 kg
Length: Up to 3 metres
Population: Around 2,500 Left in the Wild

What They Eat
Large prey like deer, wild boar, and buffalo.

Why They Are Endangered
Habitat Deforestation destroys their home.
Poaching Illegal hunting for their fur and bones.
Conflict Clashes with people near villages.

Conservation Efforts
Protected Reserves Safe areas for tigers
Anti-Poaching Patrols Stopping illegal hunting.
Breeding Programs Raising tiger numbers

Tigers live in forests, grasslands, and wetlands.

Our actions can help save the Bengal tiger!

AI generated

This prompt can be copied from our website here:

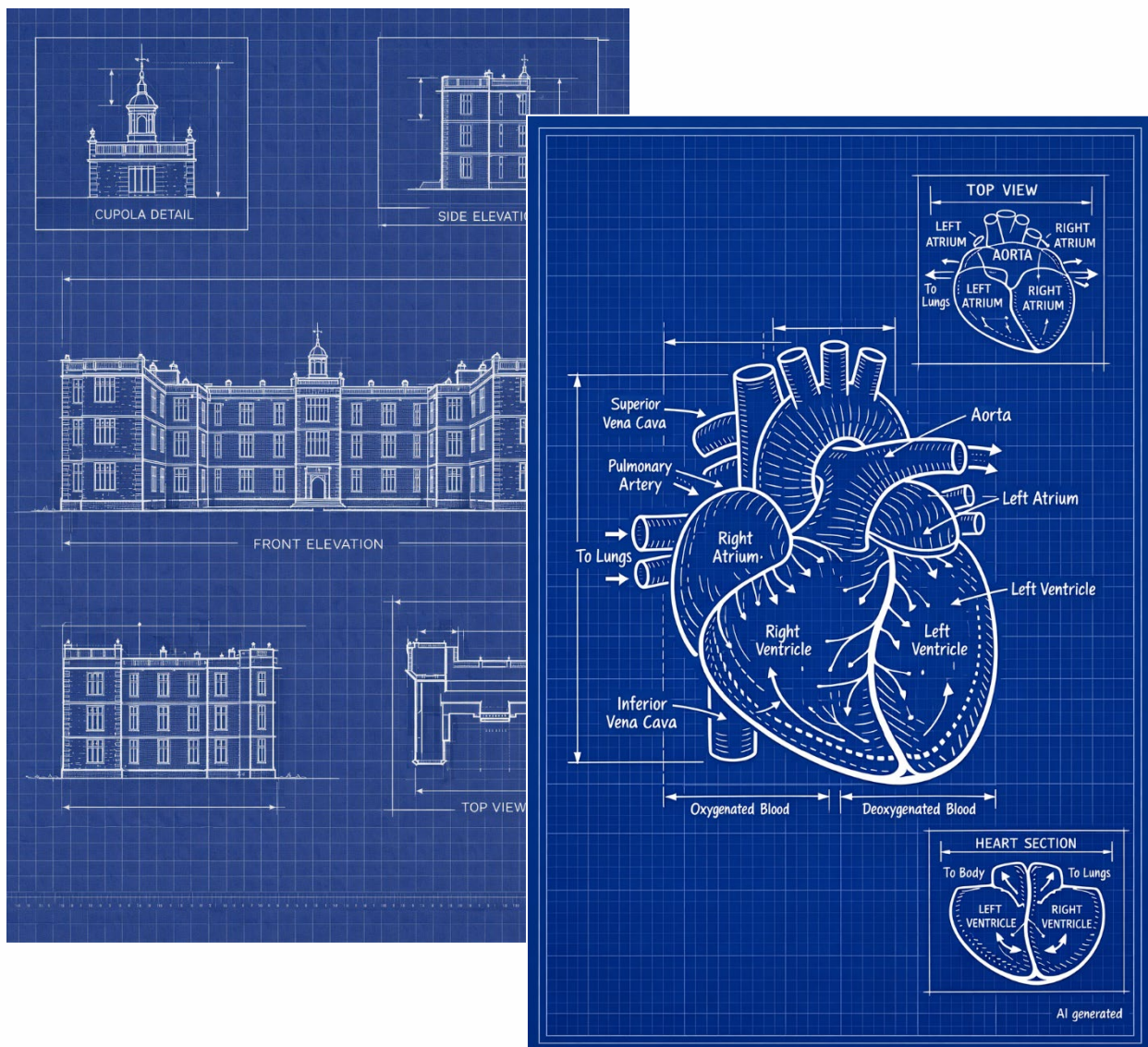
<https://www.exceedacademiestrust.co.uk/infographic4>

Act as a professional educational resource creator. Create a deeply researched editorial-style infographic image that transforms a highly complex topic into something understandable. Use premium visual design: a clean grid layout, bold typography, subtle gradients, a refined colour palette, elegant icons, data visualisations, layered diagrams, and clear hierarchy. Prioritise peer-reviewed articles and respected publications as references. In a small font add a label in the bottom right corner stating: AI generated. Before generating, ask me what topic I have

always wanted to understand better and the age of the intended audience. Consider the English National Curriculum requirements for the audience. Remind me to quality assure the infographic as AI can make errors.



Blueprint infographic



This prompt can be copied from our website here:

<https://www.exceedacademiestrust.co.uk/infographic5>

Act as a professional educational resource creator. Create a single-subject blueprint poster using only the main subject from the uploaded image. Render it as a clean white technical line drawing on a deep cobalt-blue blueprint background with a subtle grid. Use flat 2D schematic linework, orthographic contours, construction lines, measurement ticks, arrows, and minimal technical labels. The composition may also include 2-3 smaller inset studies or alternate views. Keep the layout simple and balanced with no shading, no 3D, no lighting, no extra objects. In a small font add a label in the bottom right corner stating: AI generated. Before generating, ask me what topic I have always wanted to understand better and the age of the intended audience. I may wish to attach a file or photograph. Consider the English National Curriculum requirements for the audience. Remind me to quality assure the infographic as AI can make errors.

Research visual prompt

RETRIEVAL PRACTICE
The simplest, most powerful way to learn

Retrieval practice is the act of intentionally recalling knowledge from memory. Decades of research show it to be one of the effective strategies we can use to improve learning and long retention.

“Testing the mind strengthens memory.”
—Henry L. Roediger III

WHAT IS RETRIEVAL PRACTICE?

- Actively recalling information from memory.
- Strengthens and stabilises memory traces.
- Builds long-term retention and transfer.

THE RESEARCH IS CLEAR
Students who use retrieval practice perform significantly better.

TYPICAL IMPACT ON LEARNING
(Months' additional progress)

Retrieval practice	+6
Feedback	+4
Metacognitive strategies	+3
Homework	+2
Classroom discussion	+1

Source: Education Endowment Foundation (2022)

HOW RETRIEVAL PRACTICE WORKS
A desirable difficulty

- RETRIEVE**: You attempt to recall information from memory.
- STRUGGLE (Productive)**: The effort involved creates a mental challenge.
- STRENGTHEN**: This struggle strengthens the memory trace.

Retrieval is effortful in the moment but makes recall easier in the future. That's the power of practice.

HOW TO USE RETRIEVAL PRACTICE IN THE CLASSROOM
Low-prep. High impact. Easy to embed.

- QUIZZES**: Short, low-stakes quizzes at the start or end of lessons. **EXAMPLE**: 5 questions from last lesson, last week, or last topic.
- FLASHCARDS**: Use question-answer cards for quick recall practice. **EXAMPLE**: Students self-quiz, or use in pairs.
- WHITEBOARD RECALL**: Pose a question; students write from memory on mini whiteboards. **EXAMPLE**: "Write everything you remember about photosynthesis."
- BRAIN DUMPS**: Students write down everything they can remember on a topic. **EXAMPLE**: Great for starters or mid-topic checkpoints.
- RETRIEVAL TALK**: Ask questions and cold-call for responses. **EXAMPLE**: "Explain..." "Describe..." "What are the causes of...?"
- SPACED RETRIEVAL**: Review key knowledge over increasing gaps of time. **EXAMPLE**: 1 day → 3 days → 1 week → 1 month

TOP TIP: Make it low stakes, frequent and regular. The goal is *effortful recall*, not performance.

PRINCIPLES

- Be frequent
- Be low stakes
- Be cumulative
- Be varied
- Provide feedback
- Encourage effort

AGREE A COMMON APPROACH
Simple routines that everyone uses.

RETRIEVAL PRACTICE: How Remembering Builds Learning
An evidence-informed guide for teachers

What is Retrieval Practice?
Actively recalling information from memory rather than re-reading.

Passive Review vs **Active Retrieval**

Input → Storage → Retrieval → Strengthening

The Science of Memory

Retention Over Time

Rereading vs Retrieval Practice

Why Retrieval Works

- Strengthens Memory Traces
- Identifies Knowledge Gaps
- Improves Transfer of Learning

What the Evidence Shows

Effect Sizes of Retrieval Practice

Rereading	0.25
Retrieval	0.8

Long-Term Retention

Testing is not just assessment. It is a learning strategy.

Classroom Strategies

- Low-Stakes Quizzes
- Do Now
- Flashcards
- Cold Calling
- Cumulative Review

Avoiding Pitfalls

- Only at end of unit
- Too difficult tasks
- No feedback given
- Confusing with tests

The Impact on Pupils

Cognitive Benefits

- Better Memory
- Higher Exam Scores
- Improved Recall
- Higher Exam Scores

Classroom Benefits

- Increased Participation
- Reduced Overload
- Inclusive Questioning
- Sechum Proceso

Sources and further reading: Roediger & Karpicke (2006); Dunlosky et al. (2013); Agarwal & Bain (2019); EEF Guidance Reports; Weinstein et al. (2015)

(Left: OpenAI Image 2)

This prompt can be copied from our website here:

<https://www.exceedacademiestrust.co.uk/infographic6>

Create a deeply researched editorial-style infographic that transforms a highly complex topic into something understandable. Use premium visual design: a clean grid layout, bold typography, subtle gradients, a refined colour palette, elegant icons, data visualisations, layered diagrams, and clear hierarchy. Prioritise peer-reviewed articles and respected publications as references. In a small font add a label in the bottom right corner stating: AI generated. Before generating, ask me what topic I have always wanted to understand better.

Prompt Menu

Use these as interchangeable modules inside your own or the example infographic prompts to tailor it to your needs.

CORE INSTRUCTION BLOCKS

Educational Infographic Core

Create a visually rich educational infographic with strong visual hierarchy, structured information design, annotated visuals, layered callouts, and concise explanatory text. Present information through diagrams, comparisons, visual storytelling, and graphical elements rather than generic text sections.

Research & Accuracy

Use accurate and internally consistent information throughout. Ensure all diagrams, labels, visuals, and explanations align correctly. Avoid unsupported assumptions, invented data, or misleading simplifications.

Professional Design Quality

The final output should feel professionally designed, publication-ready, information-dense, visually balanced, and intentionally composed rather than AI-generated clipart or generic presentation graphics.

VISUAL STYLE MODULES

Editorial Style

Style the infographic like a premium editorial magazine spread with sophisticated typography, layered compositions, pull quotes, structured sidebars, and elegant visual hierarchy.

Graphic Illustration Style

Use a bold graphic illustration style with strong colour blocking, layered textures, dynamic compositions, and high visual energy.

Scientific Style

Style the infographic like a professional scientific poster with labelled diagrams, process visuals, analytical layouts, and technical annotations.

Technical Blueprint Style

Use clean technical linework, schematic diagrams, orthographic views, measurement arrows, and blueprint-inspired visual language.

Intelligence Dashboard Style



Style the infographic like a premium intelligence dashboard with layered analytics, indicators, charts, benchmarking visuals, and executive-report aesthetics.

Museum Exhibition Style

Design the infographic like a modern museum exhibition panel with immersive storytelling, curated visual elements, historical textures, and interpretive annotations.

Child-Friendly Illustrated Style

Use simplified illustrated visuals, playful design elements, bright colours, highly accessible explanations, and large readable labels.

Photoreal Hybrid Style

Use a detailed photorealistic central visual surrounded by layered infographic elements, annotations, supporting diagrams, and structured explanatory overlays.

LAYOUT MODULES

Central Hero Layout

Use a dominant central focal visual with supporting information radiating outward through structured annotations and callouts.

Sequential Process Layout

Organise the infographic as a clear step-by-step process journey with directional visual flow.

Comparative Layout

Structure the infographic around direct visual comparisons using mirrored layouts, contrasting sections, and side-by-side analysis.

Timeline Layout

Present information chronologically using layered timelines, milestone markers, and contextual visual references.

Knowledge Network Layout

Organise information as an interconnected knowledge map with linked concepts and visual pathways.

Dense Information Wall

Create a dense learning-wall composition packed with interconnected diagrams, definitions, labels, annotations, and supporting visuals.

EDUCATIONAL FUNCTION MODULES



Retrieval Practice

Include embedded retrieval prompts, recap questions, quick checks, and memory-support features throughout the infographic.

Revision Resource

Structure the infographic like a high-impact revision guide with dual coding, concise summaries, visual memory aids, and knowledge reinforcement features.

Misconception Correction

Explicitly identify common misconceptions and visually contrast inaccurate ideas with accurate explanations.

Knowledge Organiser

Include concise definitions, key terminology, essential concepts, and highly structured reference information.

Inquiry & Exploration

Include curiosity-driven prompts, investigative questions, exploratory annotations, and deeper-thinking pathways.

Strategic Analysis

Include analytical commentary, implications, patterns, trends, priorities, and evidence-informed interpretation.

DATA VISUALISATION MODULES

Comparative Data Visuals

Include high-contrast comparison graphics with clear differentiation between categories, groups, or outcomes.

Trend Analysis Visuals

Use trend lines, directional indicators, and annotated changes over time to highlight patterns and developments.

Heatmaps & Intensity Mapping

Use heatmaps or concentration visuals to highlight variation, density, clustering, or intensity.

KPI Summary Cards



Include concise KPI-style summary panels with icons, indicators, thresholds, and visual emphasis.

Risk & Priority Indicators

Use colour-coded indicators, flags, alerts, or status markers to highlight concern areas or priority themes.

Cohort/Category Comparison

Include subgroup or category comparisons with strong visual differentiation and analytical clarity.

TEXT DENSITY MODULES

Minimal Text

Prioritise visuals and use only concise labels, captions, and micro-explanations.

Balanced Information Density

Balance explanatory text with diagrams, annotations, and visual elements for accessible readability.

Dense Academic Detail

Include layered commentary, technical annotations, detailed explanations, and information-rich composition.

ACCESSIBILITY MODULES

Accessibility First

Ensure strong readability, clear spacing, accessible colour contrast, visual chunking, and reduced cognitive overload.

Younger Audience Accessibility

Use simplified sentence structures, concrete explanations, large labels, and highly scaffolded visual support.

Older/Expert Audience Accessibility

Use precise terminology, analytical explanations, layered detail, and sophisticated visual organisation.

BRANDING & AESTHETIC MODULES

Premium Corporate Style



Use refined layouts, polished typography, structured spacing, subtle gradients, and premium publication aesthetics.

Bold Educational Branding

Use strong contrast, vibrant accents, layered shapes, dynamic visual hierarchy, and energetic educational design language.

Government/Research Report Style

Use structured grids, restrained colour palettes, formal analytical layouts, and evidenced presentation aesthetics.

Modern Minimalist Style

Use restrained typography, elegant whitespace, subtle depth, minimal clutter, and refined compositional balance.

VISUAL ENHANCEMENT MODULES

Layered Depth

Use layered visual depth, subtle shadows, overlays, gradients, and dimensional composition to create a tactile premium appearance.

Annotated Diagram Focus

Prioritise highly detailed annotated diagrams with arrows, labels, explanatory overlays, and structured visual guidance.

Iconographic Enhancement

Use clean geometric iconography to reinforce key ideas, categories, concepts, or analytical themes.

Mixed Media Composition

Combine illustration, photography, diagrams, textures, overlays, charts, and graphic elements into a cohesive mixed-media composition.

QUALITY ASSURANCE MODULES

Accuracy Protection

Maintain consistency between visuals, labels, diagrams, and written explanations throughout the infographic.

No Generic Filler



Avoid generic filler sections, empty visual space, repetitive layouts, or superficial design elements.

Information Hierarchy

Ensure clear hierarchy between primary information, supporting detail, annotations, and decorative elements.

Publication Ready

The infographic should feel suitable for professional publication, display, leadership presentation, or classroom use without requiring redesign.

GENERIC CLOSING BLOCK

Ensure the final output is visually cohesive, information-rich, professionally composed, and highly engaging with strong educational clarity and polished visual design throughout.

