

INFOGRAPHICS

Overview of Purpose & Characteristics

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Purpose of Infographics

Characteristics

- More detailed
- Convey information quickly
- Powerful in press release
- Survey results and data

Purpose

- Compelling and digestible manner
- Provide call for action
- Generate awareness
- Drive coverage in media



Types of Infographics: Charts



Pie chart

- What part of the total is used
- Organizations use for revenues or budget

Bar chart

- Ideal for comparison
- Population, sales, or prices

Line graph

- Best suited for changes over a period of time
- Tracking sales

Types of Infographics: Graphic Interface

Overview

- Infographics that attractively use graphic icons to represent the subject matter are now extensively used
- A colorful way of displaying multiple facts and figures is by using good design elements such as contrasting boxes, graphic icons, highlighted numbers

Advantages

- More appealing
- Easier to understand
- Incorporate representations of the subject into the chart

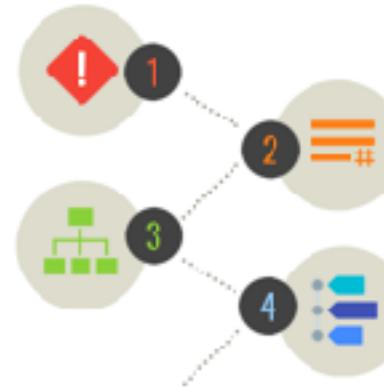
Source: Wilcox & Reber, Ch 8

4 STEPS TO CREATING AN INFOGRAPHIC OUTLINE FROM EXISTING CONTENT

Infographic outlines help you streamline the design process and create sweet infographics (like this one!). Follow these steps to create an infographic outline from an existing blog post, report, ebook and more.

1. DETERMINE YOUR CONTENT'S KEY TAKEAWAYS

What are the most **important points** that you want your audience to know? You can summarize your entire piece of content, or focus in on one key section.



3. KEEP YOUR TEXT BRIEF AND TO THE POINT

To remain readable, infographics typically don't have too much text. Keep your points concise and look for opportunities to **use icons and charts** to communicate information.

2. ORGANIZE WITH SECTIONS AND HEADERS

Your title and subheaders should be **short and descriptive**. Each section of your infographic should only be a few points or a couple sentences.

4. INCLUDE NOTES FOR THE DESIGNERS

Clearly lay out any design preferences and branding requirements that your designers **should keep in mind**. Including some inspirational images can help too!

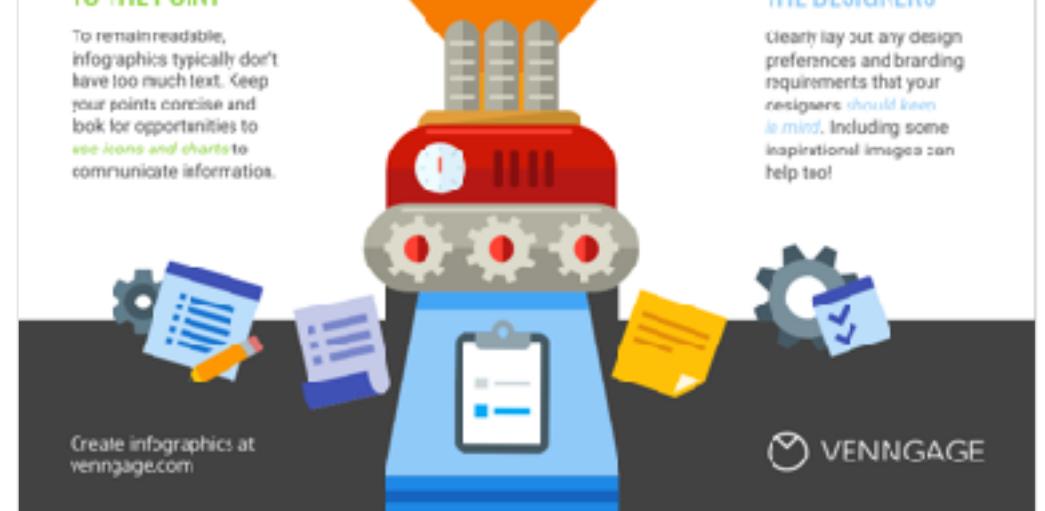


Image source: [Vengage](https://www.venngage.com)

Types of Infographics: More Examples

Diagrams

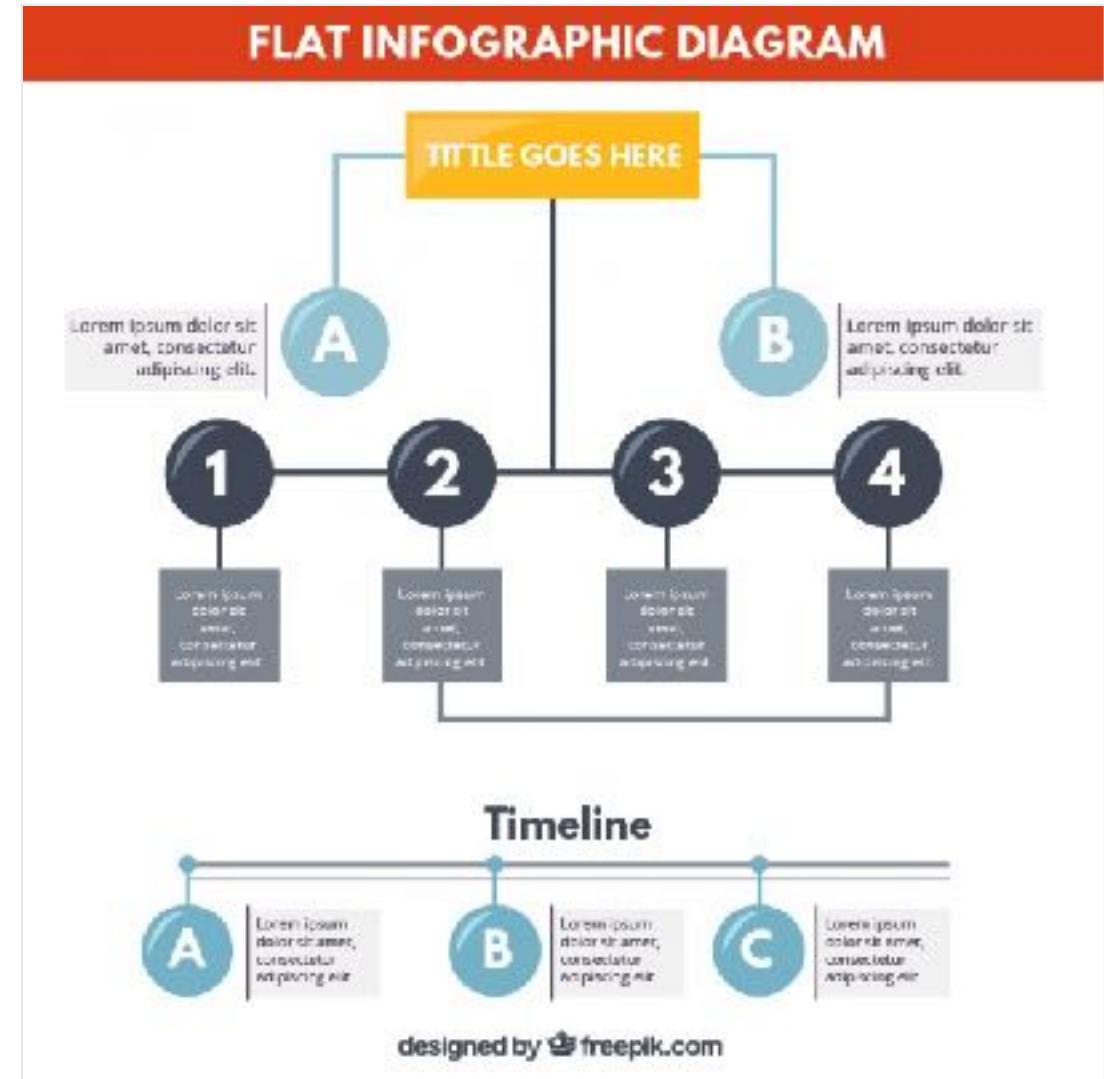
- Valuable to portray something that works like an engine
- Key is simplicity

Renderings and scale models

- Architects drawing
- What is being built or renovated

Line drawings and clip art

- Form of line art
- Adobe Creative Suite & Microsoft Word
- Used by organizations



Creating Infographics

Tips from Canva

- Use one of the tools or start with a template
- Think of your infographic as a narrative
- Introduce your topic
- Logically explain the topic bit by bit, topic by topic
- Have a conclusion
- Include a hashtag or call to action
- Organize content in a logical flow so the eye goes from element to element naturally
- Organize by timeline, alphabetically, compare and contrast two ideas, data representations
- Create a style and tone for your infographic (color, fonts, elements)

Overview

- Use of professional graphic artists and illustrators
- Use of Web-based applications
- Needed for wide distribution to the media and social networks

Tools

- Canva
- Infogr.am
- Piktochart
- Easel.ly
- Adobe Illustrator