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

Source: Wilcox & Reber, Ch 8

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

Source: Wilcox & Reber, Ch 8

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 cons, highlighted numbers

Advantages

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

Source: Wilcox & Reber, Ch 8

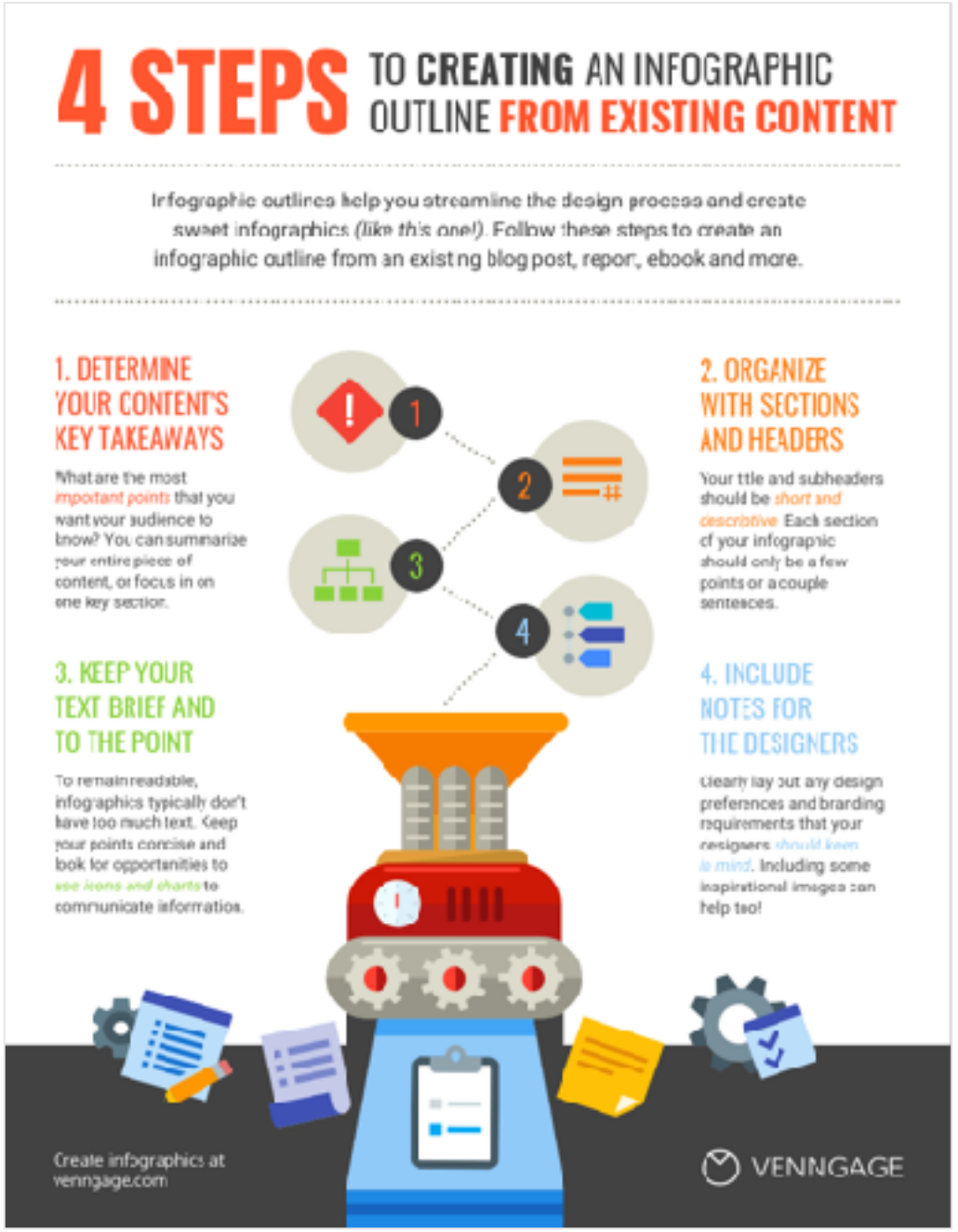


Image source: Vengage

Types of Infographics: More Examples

Diagrams

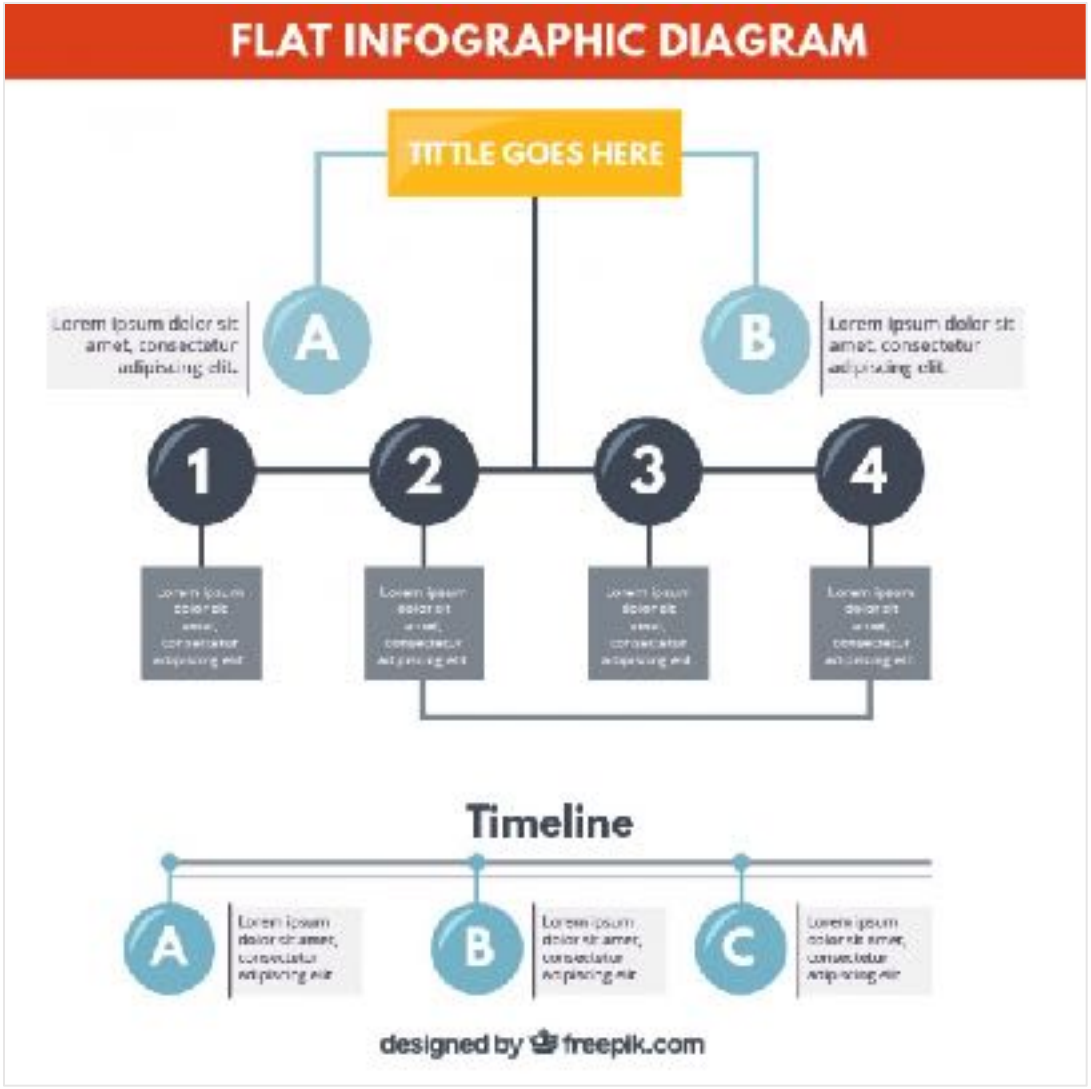
- Valuable to portray something that works like an engine
- Key is simplicity

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



Source: Wilcox & Reber, Ch 8

Image source: Freepik.com

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)

Source: Canva article

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

Source: Wilcox & Reber, Ch 8