Handout for Infographics Presentation

What is an infographic?

In its most basic terms it is this: It is data that is sorted, arranged, and then presented visually. It should contain subject matter and data that is appealing and informative for your audience.

Why use an infographic?

Within the last 3 years, infographics have emerged as a novel solution to keep information concise and to present information in an appealing way. According to the latest Google Trend numbers the search volume for “infographic” and “infographics” has been growing exponentially over the past decade.

Who uses infographics?

Businesses, social interest groups, the government, the media, and educators.

Where are infographics used?

White papers, essays, brochures, case studies, websites, blogs, social media, email, press releases.

Do I need to be an artist or graphic designer to make an infographic?

No. You can use online tools that provide templates that you can modify.

What are the basic parts of an infographic?

Just like an essay or presentation the basic parts of an infographic are: title, an introduction, the content, conclusion, and sources.

What are some structure types (layouts) for an infographic?

List – Shows mostly text and icons, listing information about a given subject.

How to – Explains how to do something using visuals. They are useful when trying to teach your viewer a new topic. They also share well across social media channels.

Comparison – Compares and contrasts two different subjects or topics.

Anatomical – Breaks down a subject’s structure or composition, showing how it is built or how it works.

Data (numbers) - Focuses on multiple datasets and important statistics. Can be combined with any of the previous structures.
How do you go about designing an infographic?

1. **Decide on a topic**  
   Decide on a topic by first thinking about the needs of your audience. Consider their pain points. What do they need solved? Think carefully when you ask yourself “what is the purpose of this infographic?” If you can answer all of those questions you will have selected an excellent topic.

2. **Create a title**  
   Create a title that informs your audience of what the infographic is about. Make it useful, and make sure it is not wordy. Use no more than 70 characters.

3. **Choose the structure** (layout) – List, How-to, Comparison, Anatomical, and Data  
   See chart here for a selection of possible layouts:
   You can use them as a reference if you are designing from scratch.

4. **Research**  
   Research your topic just like you would for an essay or a presentation. And don't forget to use the librarians here at GGU. They can direct you to sources that you might have never considered.

5. **Make a sketch**  
   Make a rough sketch of what your infographic will look like.

6. **Write the narrative**  
   Your narrative are the words that you will actually be adding to your infographic. Make sure every word counts.

7. **Choose a tool**  
   Online tools to check out:  
   **Canva** - [https://www.canva.com/create/infographics/](https://www.canva.com/create/infographics/)  
   - Canva—How to use a template  
     [https://www.youtube.com/watch?v=XW33k8j4n0M](https://www.youtube.com/watch?v=XW33k8j4n0M)  
   - Canva—how to make a custom made infographic without a template  
     [https://www.youtube.com/watch?v=nShmwzh879g](https://www.youtube.com/watch?v=nShmwzh879g)

**Note:** With Canva you can not resize your infographic so keep that in mind. If you initially choose your infographic to be 3000 pixels long and later you want to change it to 2,500 pixels you will not be able to do that unless you pay them some money. What you could do however
is move images around, make them larger or smaller, or add more space in between items etc.
so that everything fits.

Piktochart
https://piktochart.com/formats/infographics/

Easelly
https://www.easel.ly/

Info.gram - http://infogr.am/

Powerpoint (Use PPT if you want to design an infographic from scratch.)

How to Create and Infographic in Powerpoint
https://youtu.be/bX4TWRMZBlE

8. Pick the elements of your design—size, fonts, images colors

Size: No more than 600 pixels wide by 3000 pixels long

Fonts: Choose no more than two. See chart toward the end of this handout for specific recommendations if you don’t want to pick them yourself.

Images: Use Google search.

How to find copyright images
http://www.kaltura.com/tiny/938qu

How to find a transparent images that are copyright free
http://www.kaltura.com/tiny/gk2bw

Other places other than Google to find copyright images

https://www.pexels.com/

https://pixabay.com/

http://www.sitebuilderreport.com/stock-up?q=computer

https://commons.wikimedia.org/wiki/Main_Page

https://unsplash.com/
Colors: Choose one of the two schemes below

Monochromatic – choose three shades of the same color

![Monochromatic color wheel](image1)

Analogous – choose three colors next to each other on the color wheel

![Analogous color wheel](image2)

9. Add a conclusion or call to action

10. Add your sources

Note: You will need to allow some time to make sure your images fit within your infographic. Adjust your graphics, text, or section by increasing or decreasing the size, or move these items to a different location.

Don’t forget! Save your infographic as a PDF
Fonts:

If you are in a hurry just choose one sans serif font and one serif font. The two tend to work well together especially if you use contrasting sizes.

Example of two fonts

<table>
<thead>
<tr>
<th>Introduction</th>
<th>Times New Roman at 10 points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Subject Headings</td>
<td>Tahoma at 54 points</td>
</tr>
<tr>
<td>Tahoma (Bold) at 18 points</td>
<td></td>
</tr>
<tr>
<td>Conclusion</td>
<td>Times New Roman at 12 points</td>
</tr>
<tr>
<td>Times New Roman at 8 points</td>
<td></td>
</tr>
<tr>
<td>Ea his eius omnium inermis, mei ne homero altera graeco, ne duo vitae virtute cotidieque. An quod aliquid indoctum eos.</td>
<td></td>
</tr>
<tr>
<td>Ea his eius omnium inermis, mei ne homero altera graeco, ne duo vitae virtute cotidieque. An quod aliquid indoctum eos.</td>
<td></td>
</tr>
<tr>
<td>Ea his eius omnium inermis, mei ne homero altera graeco, ne duo vitae virtute cotidieque. An quod aliquid indoctum eos.</td>
<td></td>
</tr>
<tr>
<td>Ea his eius omnium inermis, mei ne homero altera graeco, ne duo vitae virtute cotidieque. An quod aliquid indoctum eos.</td>
<td></td>
</tr>
</tbody>
</table>

How to choose fonts

https://www.canva.com/learn/font-design/
ADDITIONAL REFERENCE MATERIAL

EXAMPLES OF GOOD INFOGRAPHICS
http://blog.visme.co/best-infographic-examples/#H0zBgVpFDvfjKKz6.99

EXAMPLES OF BAD INFOGRAPHICS
https://www.pinterest.com/saraschnee/bad-infographic-examples/

VIDEOS:

Seven Common Types of Infographics
https://youtu.be/A6_7zC0mB9w

How to Make your infographic Useful (marketing slant)
https://youtu.be/A6_7zC0mB9w

How to Research for an Infographic
http://www.verticalmeasures.com/content-marketing-2/how-to-do-research-for-an-infographic-video/

ARTICLES:

Why use Infographics?
http://neomam.com/interactive/13reasons/

How to Make Better infographics: Tell a Single Story

Five Tips for Sourcing Infographics
https://www.columnfivemedia.com/5-tips-sourcing-infographics

This is a collection of different ways of illustrating statistical data
https://www.pinterest.com/pin/375346950168403220/

Use Shapes to Make Your Design Standout
http://blog.visme.co/geometric-meanings/

5 Infographic Best Practices You Should Follow
https://venngage.com/blog/infographic-best-practices/