

Infographics:

using visuals to communicate quickly and clearly.

What is an infographic?



Sources

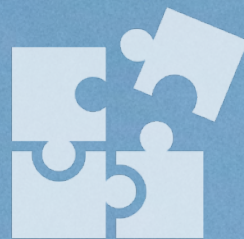
Why use Them?



Types of infographics.



Tools for creating infographics.



What makes a good infographic?

Infographic: do's and don'ts.



About me



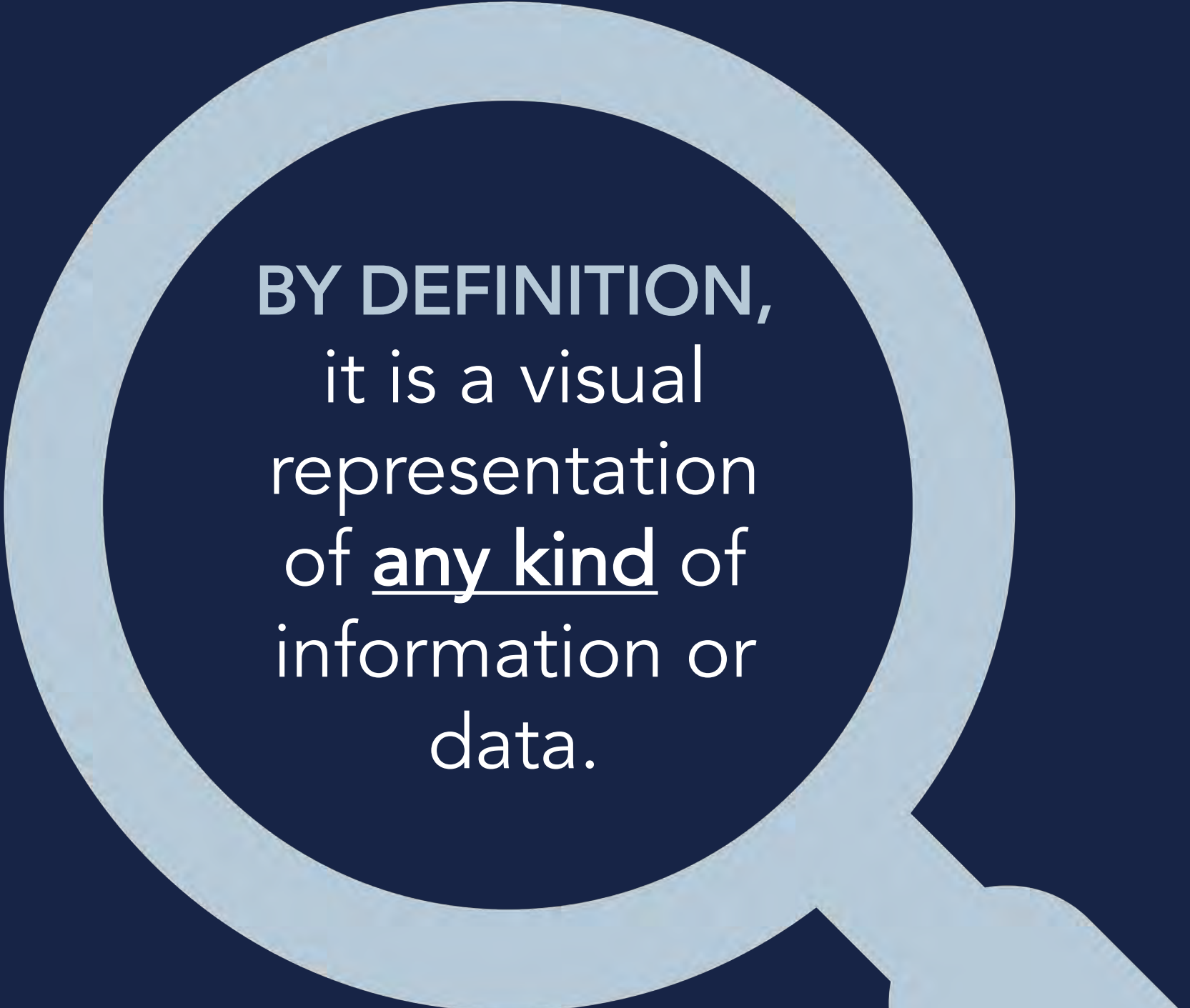
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natalie.r.ridgeway@wilmu.edu

Thank you for attending my presentation. If you are interested in expanding your design and communication skills check out these two Wilmington University programs:

- Graphic Design Dual-Credit Certificate
- Bachelor of Science in Communication



BY DEFINITION,
it is a visual
representation
of any kind of
information or
data.



Infographics are:

- excellent tools to **tell visual stories**
- **digestible/snackable**, so that viewers can easily process the information
- helpful ways to **organize data, charts and statics**
- great to use in **presentations, reports** and **social media posts**



90%

of the info of **information**
transmitted to the
brain is **visual**.

“In a world inundated with visual information and decreasing attention spans you must **make Information beautiful**”

Payman Taei
Founder, Visme



65%

OF THE PEOPLE
ARE VISUAL LEARNERS



80% vs. 20%

WHAT WE SEE VS. WHAT WE READ

Infographics: are effective, because they **compress** information **without compromising** clarity



Marketers: drive more website traffic, increase visibility and brand awareness, and boost engagement.



Educators and Trainers: explain difficult concepts or break down complex information to make it easier to understand.



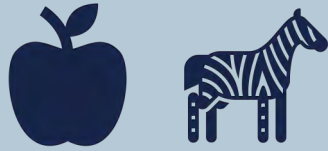
Nonprofits: spread awareness about a cause or social issue.

Creating an **effective** and **shareable** infographic is understanding that information can be categorized in one of five ways:



Chronologically

arranged in or according to the order of time



Alphabetically

arranged in order of the letters of the alphabet



Geographically

in terms of the geography or physical features of an area.



Categorically

by means of or with respect to a category



Hierarchically

arranged according to level of importance

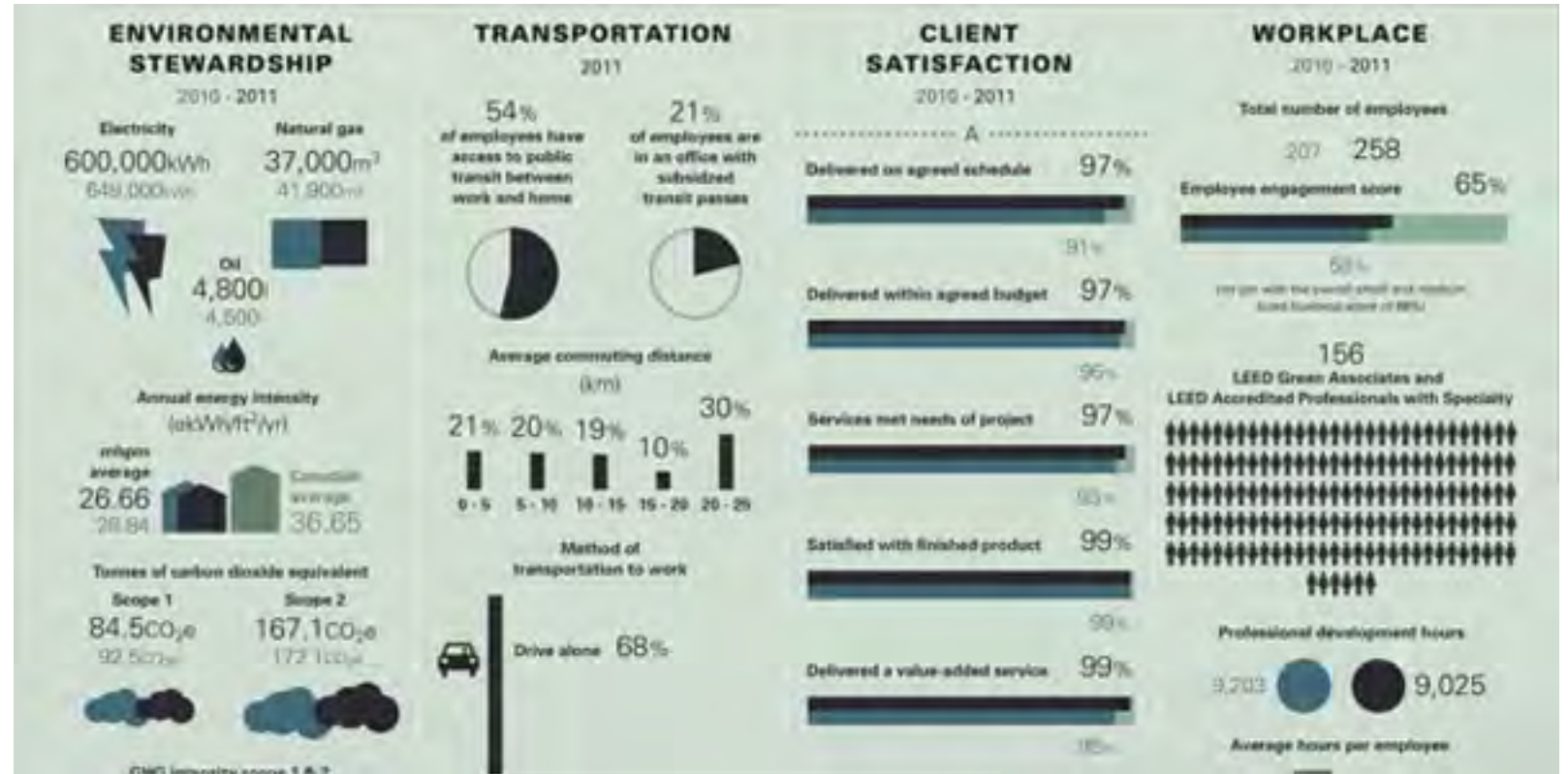
12

most-used types
OF **INFOGRAPHICS**

1. Mixed Charts
2. List
3. Timeline
4. How To
5. Process
6. Comparison
7. Location
8. Photo-Graphic
9. Hierarchical
10. Single Chart
11. Visualized Numbers
12. Anatomical

1. MIXED CHARTS

- Incorporates different charts and graphs.
- Can use pie charts and icons for comparisons.
- Great to use when you have many stats and fact to communicate.



2. LIST

- Focuses on a single Subject.
- Mostly graphics/icons and creative fonts to organize text
- Does not rely on charts or graphs
- Color scheme to build consistency

TOP 10 MYTHS OF MOBILE EVENT APPS

MYTH 1: EVENT APPS ARE TOO EXPENSIVE.

Pricing depends on event complexity and ranges anywhere from

\$2K-\$20K+

MYTH 2: MY OLDER ATTENDEES DON'T USE SMARTPHONES.

Talkin' 'bout my generation?
The tech revolution didn't leave Baby Boomers behind.

49% of 50-64 year olds own a smartphone

MYTH 3: AN APP WON'T SAVE MUCH PAPER—I'LL STILL NEED A FULL PRINTED PROGRAM.

It actually IS easy being green.

At its conference, VeriFone saved **10,000 SHEETS OF PAPER.**

Sound like a lot? It is.
The average office worker uses 10,000 sheets of paper a year!

HOW TO MAKE A SMART GOAL

S SPECIFIC
Use specific wording

M MEASURABLE
Include measurable goals

A ATTAINABLE
Aim for realistically attainable goals

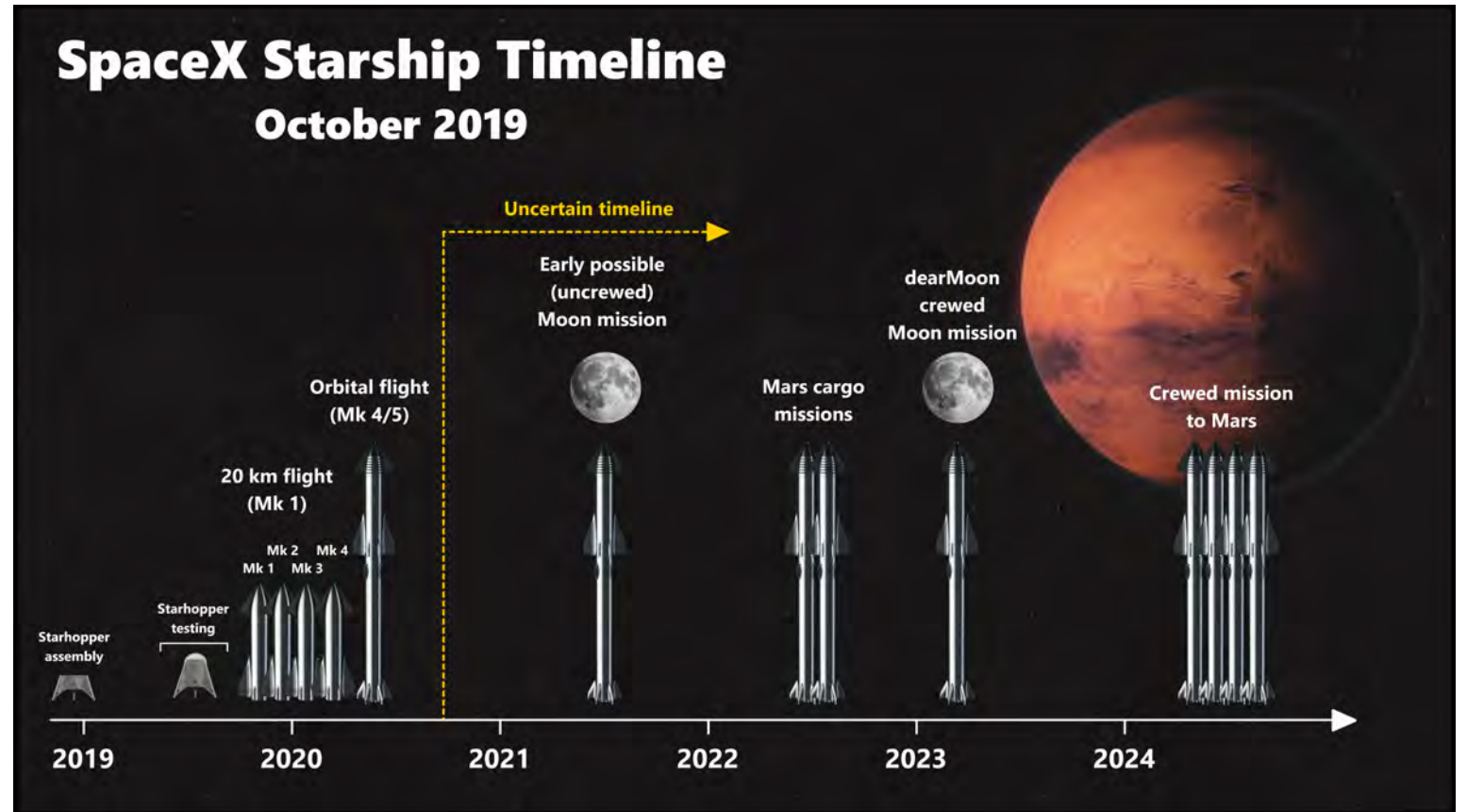
R RELEVANT
Pick relevant goals that relate to your business

T TIME-BOUND
Make goals time-bound by including timeframe and deadline information

Source: <https://blog.hubspot.com/marketing/smart-goal-examples>

3. TIMELINE

- Tells a story in chronological order
- Incorporate many different data points spread out across time
- Uses images, icons and other graphic elements



4. HOW TO

- Shows the steps involved in creating something.
- This format is best suited for visualizing how-to articles.
- Helps to make any procedure with several instructions easier to follow.

THE STEP-BY-STEP SMALL BUSINESS START-UP GUIDE

There is nothing more exciting (or scary) than setting up your own business. This simple guide is designed to help you remember the basic requirements necessary to ensure your business success.

1 BEFORE YOU START

Before you jump straight into setting up your business, there are a few key things to consider beforehand which can really make life easier and give your business a fighting chance of success.

STEP 1 RESEARCH YOUR MARKET
Before you launch, it's crucial to research your market. Look at exactly who your customer base is and also your competitors - can you learn from them?

STEP 2 DEVELOP AND PLAN
A clear plan from the outset will help clarify your business idea, spot potential problems, outline your goals and most importantly, measure your progress.

STEP 3 FIND A MENTOR
Finding a mentor can really help you manage the pressures of running your own business. Someone you can trust to offer support and guidance.

2 REGISTER YOUR BUSINESS

You legally have to register your business with the Government (HMRC & Companies House) when you start trading but before you do you must establish the following:

1 DEFINE YOUR BUSINESS TYPE

Before you register your business, it's important to decide what of the following 3 business types you'll be.

1 SOLE TRADER
You run your business as an individual. You can keep all business profits after you've paid tax. Any shortfalls or business debts will be held personally.

2 BUSINESS PARTNERSHIP
Where you and your partner(s) share responsibility for the business. Profits are shared between the partner(s) and each partner pays tax on their share.

3 LIMITED COMPANY
An organisation you set up to run your business. Responsible in its own right for everything it does and its finances are separate from your finances.

Infographic Charts

HOW TO CHOOSE THE BEST CHARTS FOR YOUR DATA

Infographic charts come in many forms, so how should you decide which one to use? Use this guide to pick the best chart for your data based on your communication goals - either to inform, compare, show change, organize, or reveal relationships.

Inform

(YOU WANT TO CONVEY A SINGLE IMPORTANT DATA POINT)

- # SINGLE BIG NUMBER**
- 25% DONUT CHART** (Simple proportion)
- 1/4 PICTOGRAPH** (Simple proportion)

Compare

(YOU WANT TO COMPARE CATEGORIES OR SHOW COMPOSITION)

- BAR CHART** (Categorized money)
- BUBBLE CHART** (Categorized text)
- PIE CHART** (Composition)
- STACKED BAR CHART** (Composition over time or across categories)
- BUBBLE CLOUD** (Composition across categories)
- TREEMAP** (Composition across categories)
- WORD CLOUD** (Word frequency)

Change

(YOU WANT TO SHOW CHANGE OVER TIME OR BY LOCATION)

- LINE CHART** (Money across over time)
- AREA CHART** (New business over time)
- TIMELINE** (Periodic events over time)
- MAP CHART** (One variable by location)

Organize

(YOU WANT TO SHOW GROUPINGS, RANKINGS, OR PROCESSES)

- LIST** (Process (simple))
- FLOW CHART** (Process (complex))
- VENN DIAGRAM** (Groupings)
- MIND MAP** (Groupings & connections)
- PYRAMID DIAGRAM** (Hierarchy (simple))
- TABLE** (Many variables with different units)
- ORDERED BAR CHART** (Rankings (numerical))

Relationships

(YOU WANT TO REVEAL RELATIONSHIPS LIKE CORRELATIONS OR DISTRIBUTIONS)

- SCATTER PLOT** (Relationships between two variables)
- HISTOGRAM** (Distribution of one variable)
- MULTI-SERIES CHART** (Relationships between multiple series over time)

VENNGAGE Create Infographics in Venngage.com

5. PROCESS

- Commonly referred to as a flow chart or a decision-tree.
- Used to communicate business processes, plan marketing campaigns, onboard employees.
- A great way to simplify and communicate a process.



The Creative Design Process



Client meeting

We meet and learn about your business, your purpose in creating visual content and set goals for the project.



Conduct research

We hit the books, scour the internet, interview professionals and more to learn about the industry. We also learn as much as we can about your competitors. This way we can give you the best, most unique design solution possible.



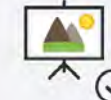
Sketch out ideas

We create different concepts and sketch out as many ideas as possible, choosing the ones that suit your needs the most.



Create variations of concepts

We take our concepts and flesh them out. Here we create variations of each concept to suit multiple platforms and keep a consistent story across the channels.



Present concepts for feedback

We present these concepts to you, explain the rationale behind each concept and why they would be successful. You then provide us with your feedback and what you feel resonates best with your needs. We execute the necessary revisions to develop the concept into a full-fledged set of designs. We follow up with a second round of revisions to finalize the product.



Deliver and launch

Once everything is approved, we send all the files to you in various formats (each suited for specific platforms). Now you roll out your new marketing campaign with amazing designs to really turn heads.

6. COMPARISON

- Used to compare products, people, ideas, things, events or places.
- Can also be used to visually contrast and compare seemingly opposing things.
- Allows readers to quickly move through all of the important points and make comparisons in seconds.

The Fight of the Century?

AMAZON VS. NETFLIX

COMMERCIAL FREE SHOWS | ORIGINAL STREAMING CONTENT

Amazon, the world's largest Internet retailer, has seen DVD sales plummet as consumers clamor for downloadable and streaming content. As a result, the company is pushing its Prime Instant Video, which, similar to Netflix, offers commercial-free shows and movies at the viewer's whim. Now these two are bidding against each other for content and producing their own original shows. Who's got the upper hand?

REVENUE	Amazon \$61 billion	Netflix \$3.6 billion
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COSTS

Amazon Instant Video Individual cost applies for most shows and films. \$79 yearly Amazon Prime subscription entitles users to some content for free. Prime users also get free two-day shipping on all Amazon products.	Netflix \$7.99 per month for streaming service only
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LONDON vs. PARIS

THE URBAN HEAD-TO-HEAD

2013

LONDON | **PARIS**

THE VITAL STATISTICS

"By seeing London, I have seen as much of life as the world can show."
Samuel Johnson

"If you are lucky enough to have lived in Paris as a young man, then wherever you go for the rest of your life it stays with you, for Paris is a moveable feast."
Ernest Hemingway

The oldest evidence of settlement in London has been dated to approximately 4500 BC.

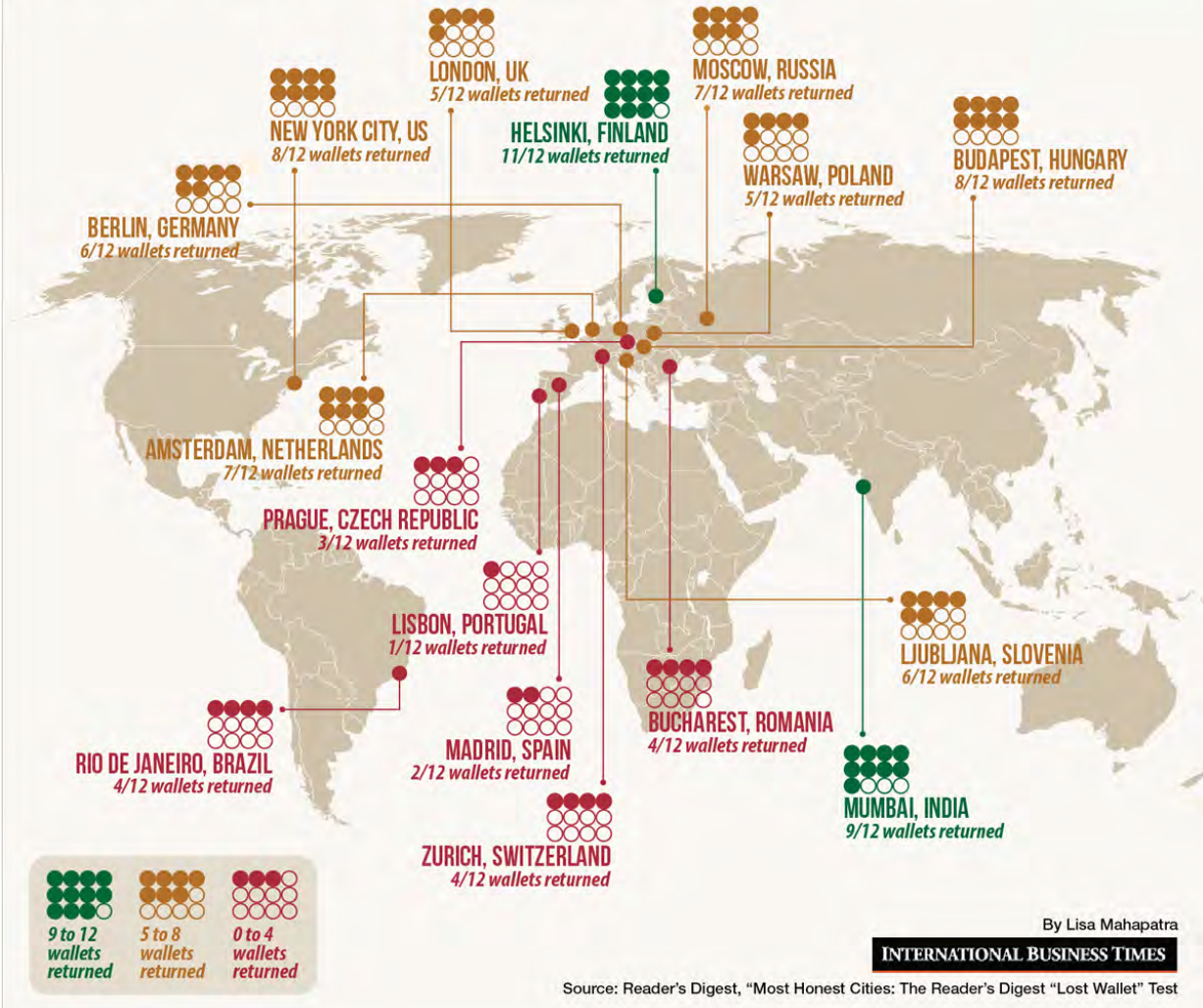
The oldest existing evidence of permanent settlements in Paris date back to 4500-4200 BC.

7. LOCATION

- Visually communicates trends across a regional, national or global areas.
- Usually in the form of a map with icons and color-coded regions.
- Ideal for comparing geographical statistics on a relevant subject that readers care about.

THE WALLET EXPERIMENT

Reader's Digest wanted to know how honest world cities were, so they "lost" 192 wallets in 16 cities -- that's 12 wallets in each city -- to see how many would be returned. Each wallet contained \$50 equivalent of the local currency, as well as a name, phone number, family photo, coupons and business cards. Here's what happened:



8. PHOTO-GRAPHIC

- Combination of images and graphic elements such as simple line charts, icons or text.
- Background composed of high-quality image(s).
- Aesthetically pleasing and catches the eye because of the way it creatively combines contrasting visuals.



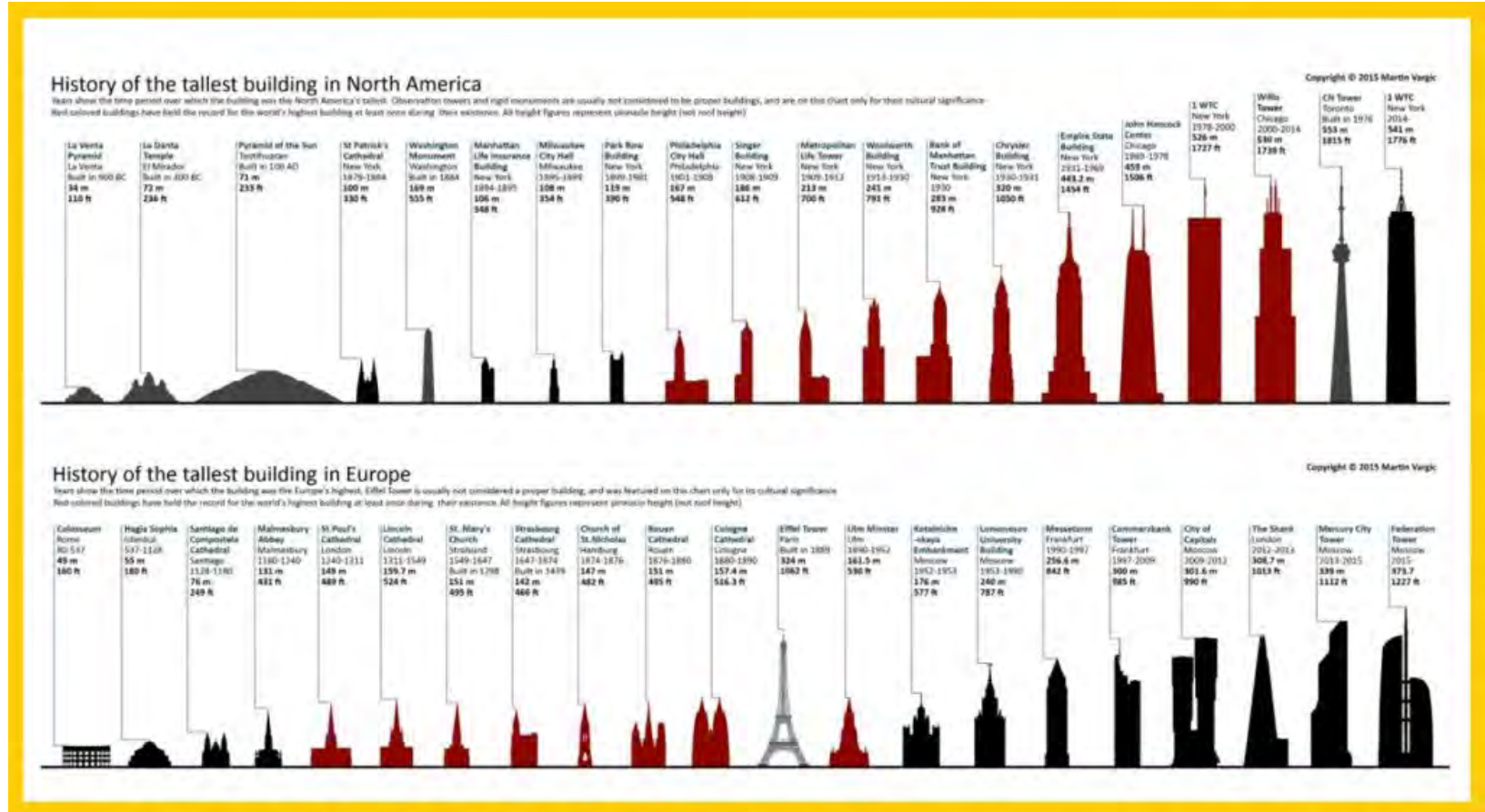
9. HIERARCHICAL

- Organizes information according to level of; importance, difficulty, income...
- Most commonly seen in the shape of a pyramid or organizational chart.
- Key function: compare different levels and find the relationships.



10. SINGLE CHART

- Uses one chart type as the focal point of the data visualization,
- Great for use on social media platforms.



11. VISUALIZED NUMBERS

- Use various stats and figures visualized using large numbers, icons or other graphic elements
- Ideal for adding visual interest to individual units of information

How many people in the worst-hit states have had Covid-19?

North Dakota: 1 in 9



South Dakota: 1 in 10



Iowa and Wisconsin: 1 in 13



Nebraska: 1 in 14



Utah and Montana: 1 in 15



Note: As of Dec. 8.

Sources: Johns Hopkins University (cases); Census Bureau (population)

IMPACT OF FOLIC ACID FORTIFICATION IN THE U.S.

Folic acid has been added to foods labeled as "enriched," such as breads, pastas, rice and cereals.

This has led to...

600-700

babies born without a spina bifida birth defect each year

Resulting in...

\$400-\$600

million saved each year



www.cdc.gov/folicacid

12. ANATOMICAL

- Uses visual metaphors to break down what makes something 'work'.
- Visualizes information in a palatable manner, versus a plain list of characteristics.
- Can use less figurative anatomical infographics by using representations of objects and displaying the parts.

ANATOMY OF A HIGHLY SUCCESSFUL NON-TRADITIONAL STUDENT

IMPORTANT PARTS:
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aliquam mattis libero. Mauris a nulla tortor. Nunc mollis mauris nec mauris ornare vehicula quis nec purus. This infographic show you that how you can achieve your goal today and become successful students.

MULTI-TASK

- Use calendars and create lists to maximize time and plan ahead.
- Enjoy the feeling of accomplishment when you cross an item off your to-do.
- Employers value employees who handled multiple priorities successfully.

SLEEP

- When balancing work and life, it is important to sleep.

PRIORITIZE

- Now is better than later. Procrastination is poison to prioritizing.
- Make a game plan.

DISCLINED

- You are your own disciplinarian.
- Maturity is key remember your priorities and keep the right mindset.
- Be on-time and hold yourself accountable.

SEEK SUPPORT

- Recognize when you feel overwhelmed and talk to family, friends, professors, advisors, and coworkers.
- Relieve stress at the gym.

SOURCES
<http://elearninginfographics.com/anatomy-highly-successful-non-traditional-student-infographic/>

CREATED BY
Your Name/ Company Name

[f](#) [in](#) [t](#)

ANATOMY OF A PROFESSIONAL WEBSITE

HEADER

The header appears at the top of every page. It's the perfect place to present your logo and business identity.

LOGO
SLOGAN/BRAND
STRONG IMAGE

NAVIGATION

The navigation menu connects visitors to the different parts of your site. Keep it simple and easy to understand—one line is best. You can add sub-levels if necessary.

PRODUCTS & SERVICES

This part of the content area is the most visible, so you should feature your main products or services here. Provide a brief overview that links to more details.

CALL TO ACTION

The "call to action" should motivate the visitor to take the next step—learn more, sign up, and click!

ADDITIONAL INFORMATION

Columns are a good way to present additional information without your site becoming too text-heavy. Images draw the visitor's eye.

TESTIMONIALS

References and reviews from customers help build trust and confidence in your brand.

SOCIAL MEDIA

Social media sharing buttons help distribute your content and build community around your brand.

FOOTER

The footer appears at the bottom of every page. It can act as a directory, with links to other pages on your site. It's also a good place for your contact information.

What makes a good infographic?

“The key to making information visual is to first have **good information...**”

Alberto Cairo

Author and Designer, *The truthful art*

What makes a good infographic?

- 1. It tells a story**
- 2. It takes the readers eyes on a predefined Journey**
- 3. It is well Structured and easy to understand**
- 4. Focuses on one key message**
- 5. Provides complete information, that is well researched**

MEN'S DRESS CODES MADE SIMPLE

Do 'smart casual' or 'black tie' get you hot under the collar?
Fear not, our infographic will help you
decipher dress codes in seconds. Style worries, begone!

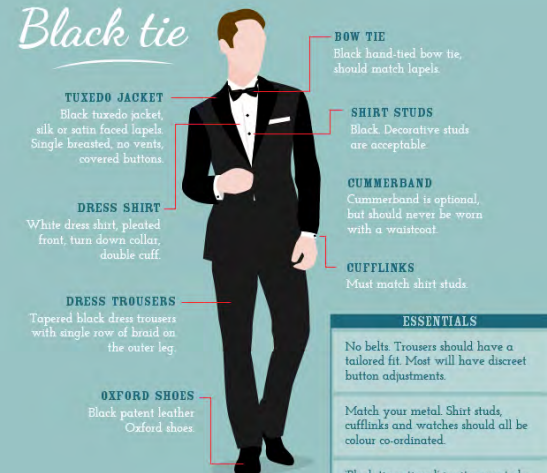
White tie



ESSENTIALS

- Never button up your tailcoat.
- No watches; it's considered impolite to be checking the time.
- Opera cloaks, top hats, canes and gloves now only worn on stage.

Black tie



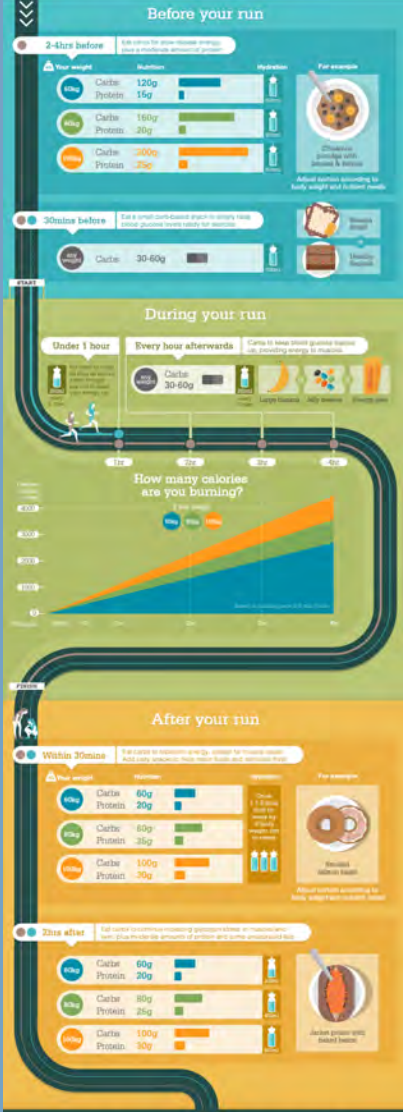
ESSENTIALS

- No belts. Trousers should have a tailored fit. Most will have discreet button adjustments.
- Match your metal. Shirt studs, cufflinks and watches should all be colour co-ordinated.
- 'Black tie optional' invites you to be more unconventional with a charcoal, brown or dark blue suit.

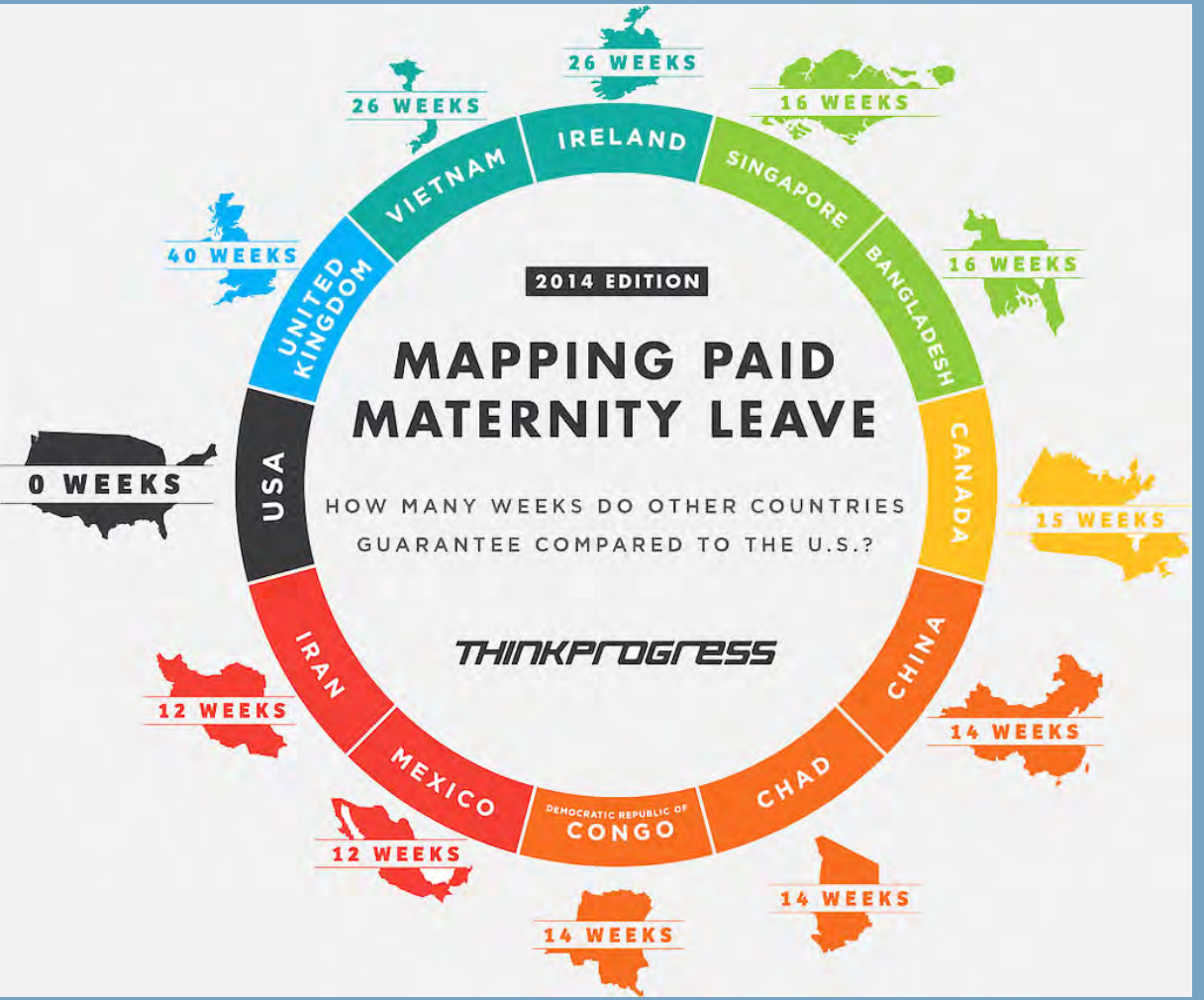
Fast Food

How long will you be eating fast?
 30min-1hr
 1-2hrs
 2-4hrs

Food is an essential part of performance, but what exactly should you eat before, during and after your run?
And how do the calories you've burnt translate to real meals?



How many burgers did you burn?





DO'S & DON'TS



Know your target audience

Define your goals

Choose your topic

Build an airtight Case with researched data

Create an outline to help your story

Keep it simple

Pick: a color scheme, font paring and icon style

Misrepresent data or use inaccurate sources

Use the wrong type of charts

Include too much copy

Have boring or uninformative headlines

Force the reader to do more work

Create hard to understand comparisons

Mix: icon styles, clashing colors and fonts

Color has meaning: colors speak volumes all on their own.
Certain colors can be associated with different emotions.

BLACK
sophistication
power
mystery
formality
death

BLUE
peace
stability
calmness
confidence
integrity

PURPLE
royalty
luxury
dignity
Wisdom
magic

YELLOW
joy
friendliness
intellect
energy
caution

WHITE
freshness
hope
purity
simplicity
coolness

PINK
romance
compassion
beauty
love
friendship

RED
danger
passion
daring
style
urgency

GREEN
life
growth
healing
money
relaxtion



Red on Green	Green on Red
--------------	--------------

Blue on Orange	Orange on Blue
----------------	----------------

Yellow on Cyan	Cyan on Yellow
----------------	----------------

Green on Magenta	Magenta on Green
------------------	------------------



Black on Green	White on Red
----------------	--------------

White on Orange	White on Blue
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Black on Cyan	Black on Yellow
---------------	-----------------

White on Magenta	Black on Green
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Adobe Color CC

The screenshot shows the Adobe Color website interface. At the top, there's a navigation bar with 'Adobe Color' and tabs for 'CREATE', 'EXPLORE', 'TRENDS', and 'LIBRARIES'. Below this, there are tabs for 'Color Wheel', 'Extract Theme', 'Extract Gradient', and 'Accessibility Tools', with 'Color Wheel' being the active tab. A central color wheel is displayed with a crosshair and several small circles indicating a selected color scheme. Below the wheel, a horizontal bar shows five color swatches labeled A through E. Underneath these swatches, their respective hex codes are listed: #F5187D, #BD80FF, #80A1E8, #80FFF1, and #7AF580. Below the hex codes, there are sliders for adjusting the RGB values for each color. On the left side, there's a section for 'Apply Color Harmony Rule' with options like Analogous, Monochromatic, Triad, etc. On the right side, there's a 'Save' button and some explanatory text about using the color wheel to generate a palette.

Color wheel, a color palette generator

https://color.adobe.com/create/color-wheel

Choosing color schemes wisely

Lucy Sophia Students Artful Agenda The Emotionally Int... Wilmington Universi... VCE CMS Council Post: 14 No... Hey! Notification in... Creating Memorabl... ShareFile Login Virtual White Elepha... Other Bookmarks

Adobe Color CREATE EXPLORE TRENDS LIBRARIES

Color Wheel Extract Theme Extract Gradient Accessibility Tools **New**

Apply Color Harmony Rule

- Analogous
- Monochromatic
- Triad
- Complementary
- Split Complementary
- Double Split Complementary
- Square
- Compound
- Shades
- Custom

Color wheel (or image in Extract Theme tab) can be used to generate color palette, which can be saved into Creative Cloud, after signing in.

You can then use your saved color themes, in Adobe products (Photoshop, Illustrator, Fresco etc.), via Adobe Color theme panel or CC Libraries.

Save

A B C D E

#F5187D #BD80FF #80A1E8 #80FFF1 #7AF580

R 245 189 128 128 122

G 24 128 161 255 245

B 125 255 232 241 128

96 100 91 100 96

Color Mode RGB

Language: English Terms of Use Privacy User Forums Community Guidelines Copyright © 2020 Adobe. All rights reserved. Cookie preferences

Choosing Fonts: Just like color, fonts can determine the tone and overall look and feel of your infographic.

Serif Font

Sans Serif Font

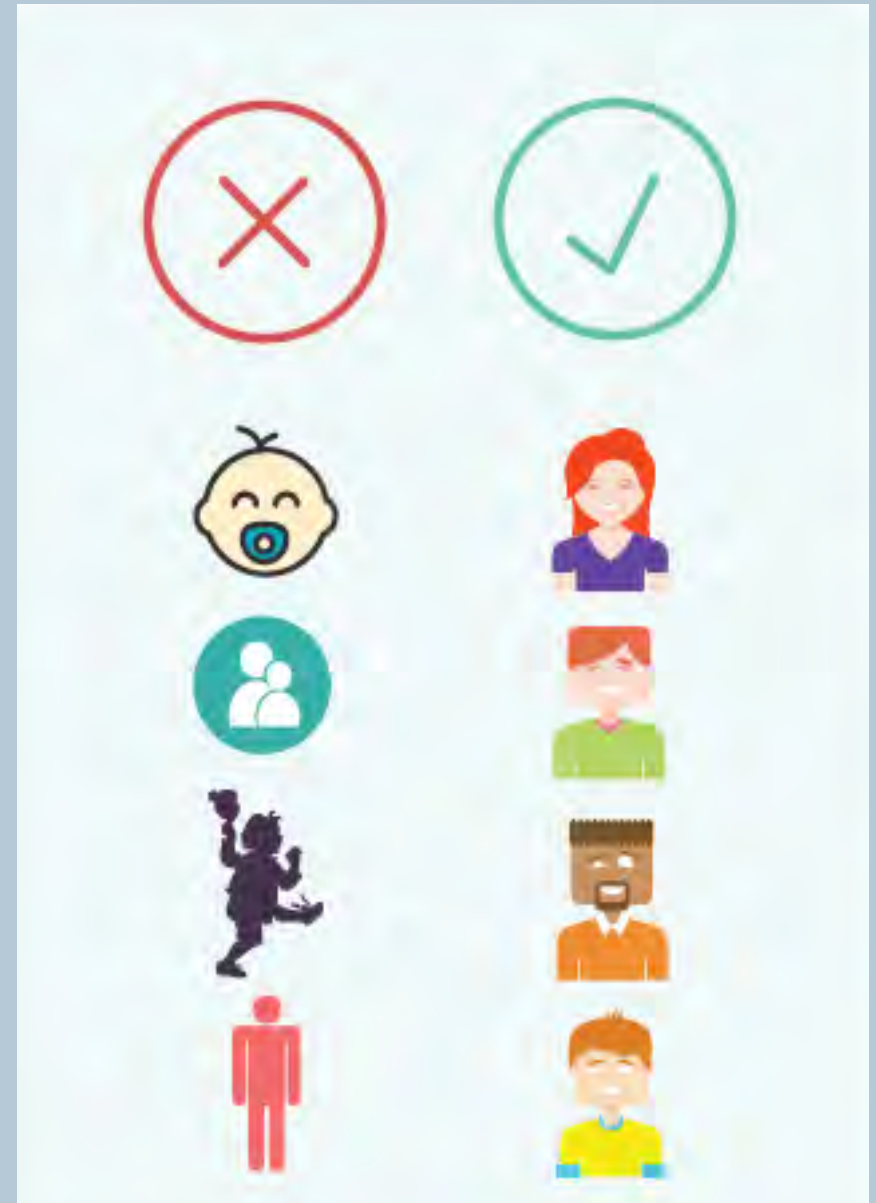
Combine a serif font with a sans serif
This helps to create contrast.

Script

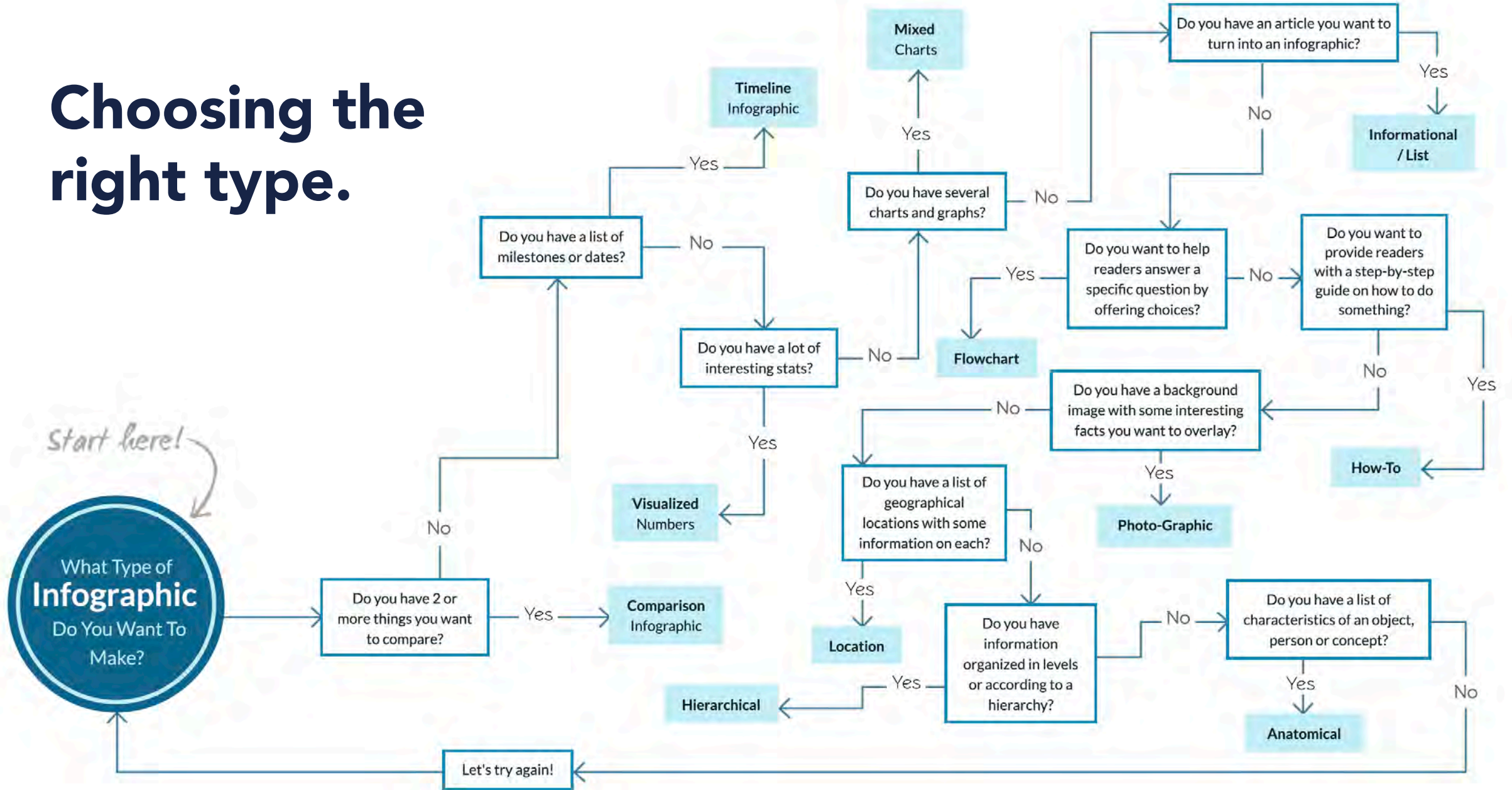
Sans Serif Font

Avoid choosing from similar
classifications like two scripts.

Icon styles: stick with one style in order to ensure design consistency and establish a clean professional look



Choosing the right type.



Online resources for non-designers: create beautiful and engaging infographics



Visme.com



Canva.com



Venngage.com



Piktochart.com

**"Great visual content should be clean,
aesthetically pleasing and quick to read."**

Lina Wang, *CEO of Eight Shots*

SOURCES:

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- <https://visme.co/blog/what-is-an-infographic/>
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- <https://accessibility.psu.edu/color/brightcolors/>
- How to Make an Infographic - A Visual Guide for Beginners By Visme