Infographics:

using visuals to communicate quickly and clearly.

What is an infographic?

Why use Them?

Types of infographics.

Tools for creating infographics.

What makes a good infographic?

Infographic: do's and don'ts.

Sources

About me

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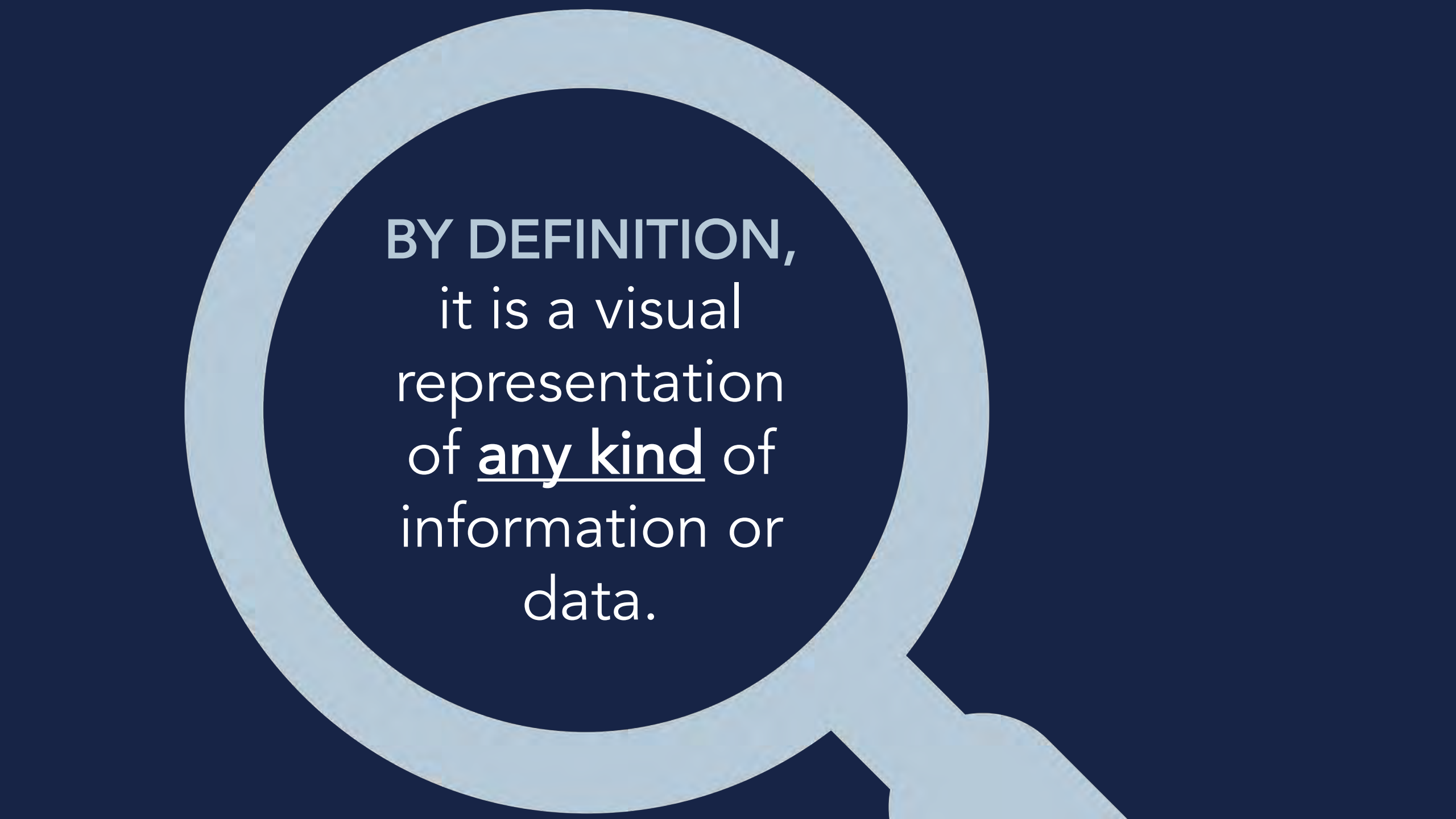
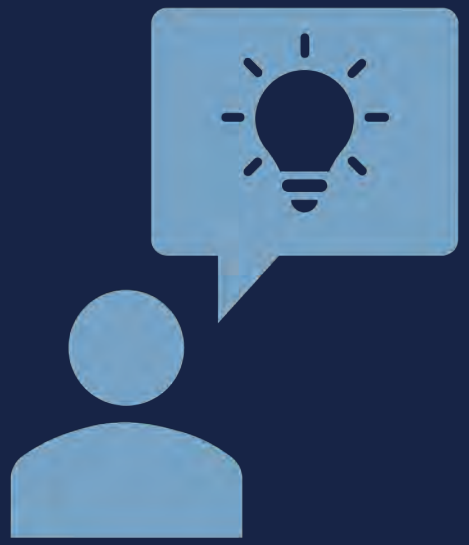
Thank you for attending my presentation. If you are interested in expanding your design and communication skills check out these two Wilmington University programs:

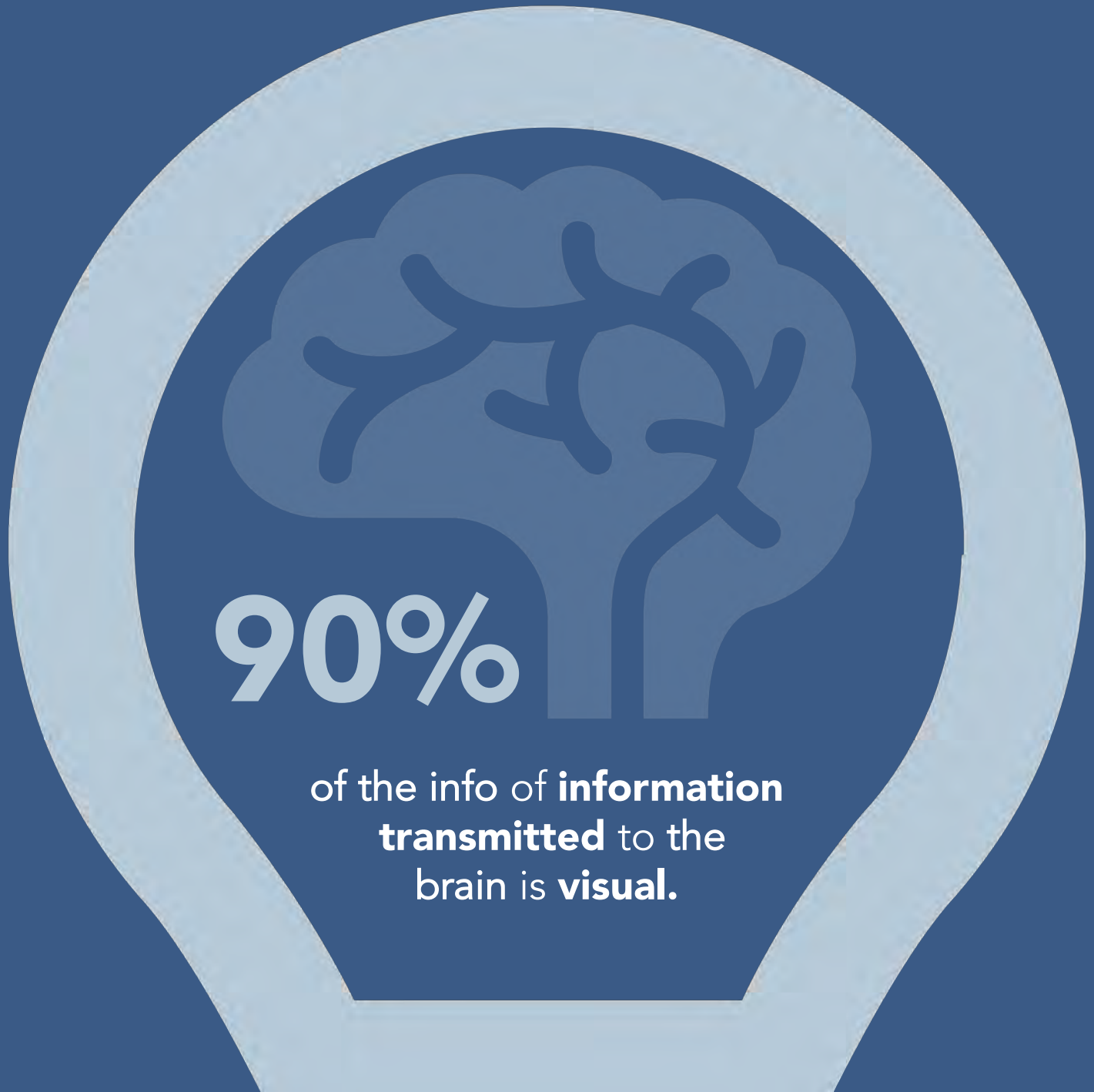
- Graphic Design Dual-Credit Certificate
- Bachelor of Science in Communication


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

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

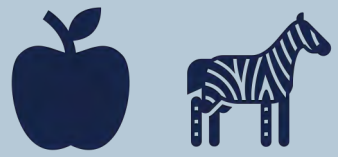
Educators and Trainers: explain difficult concepts or break down complex information to make it easier to understand.

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

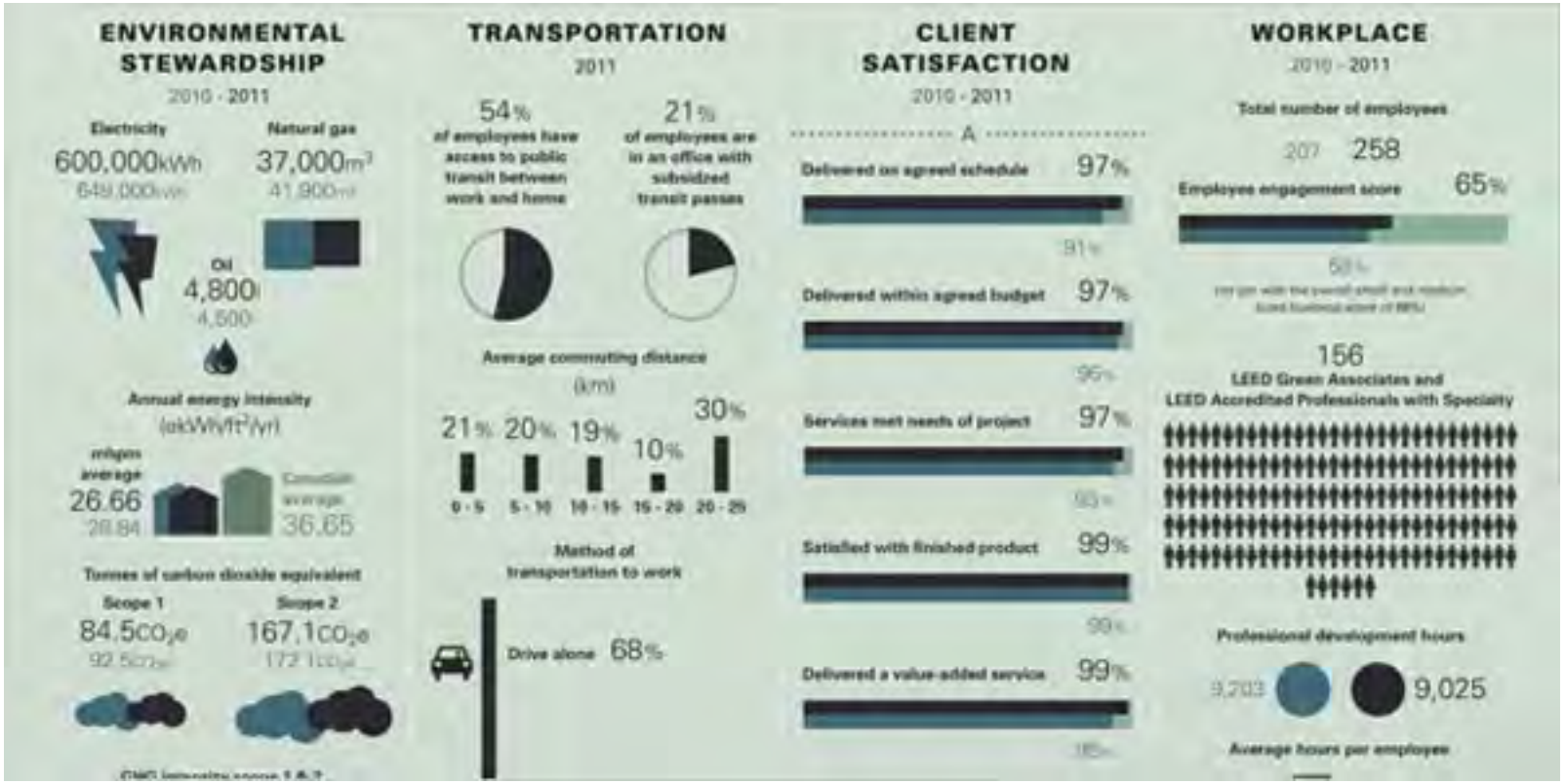
12

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

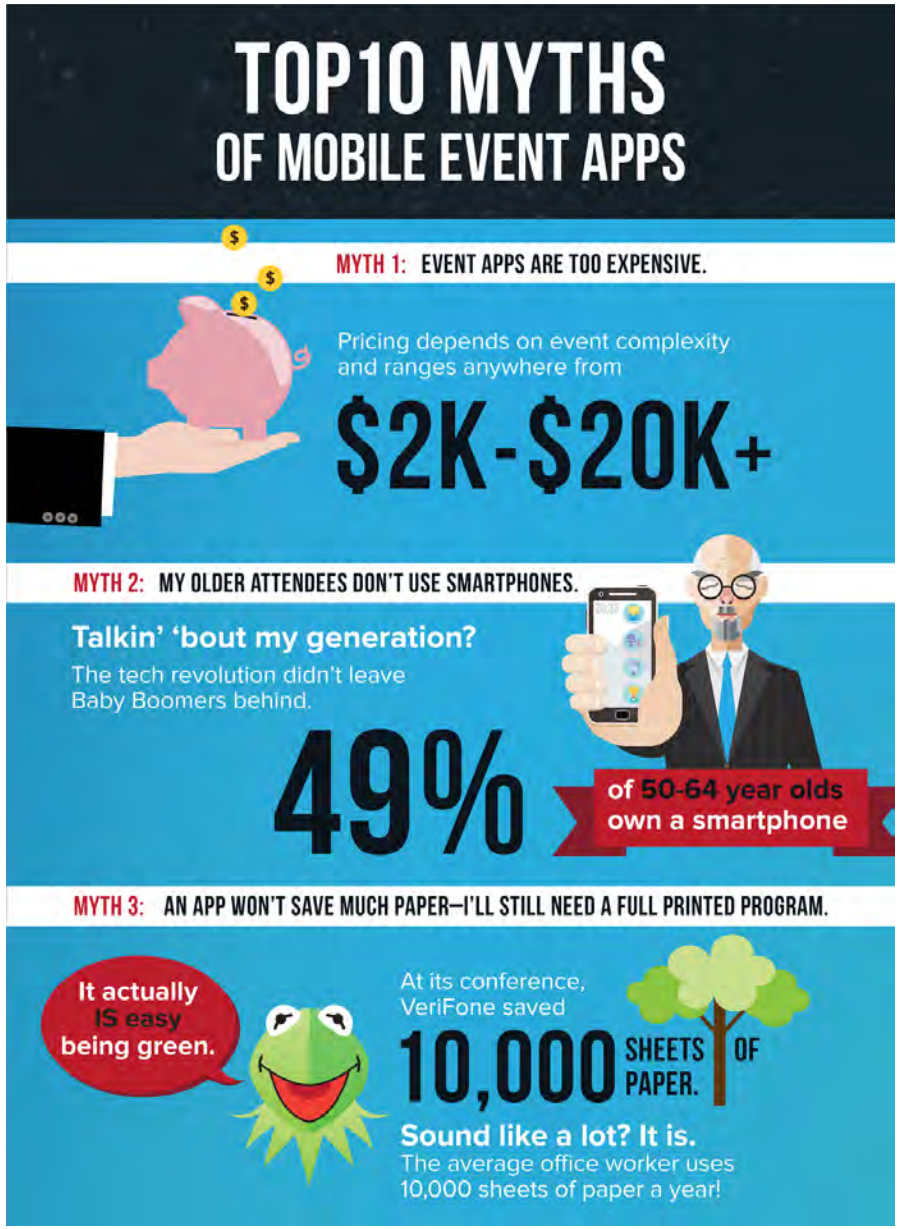
1. MIXED CHARTS

- 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.



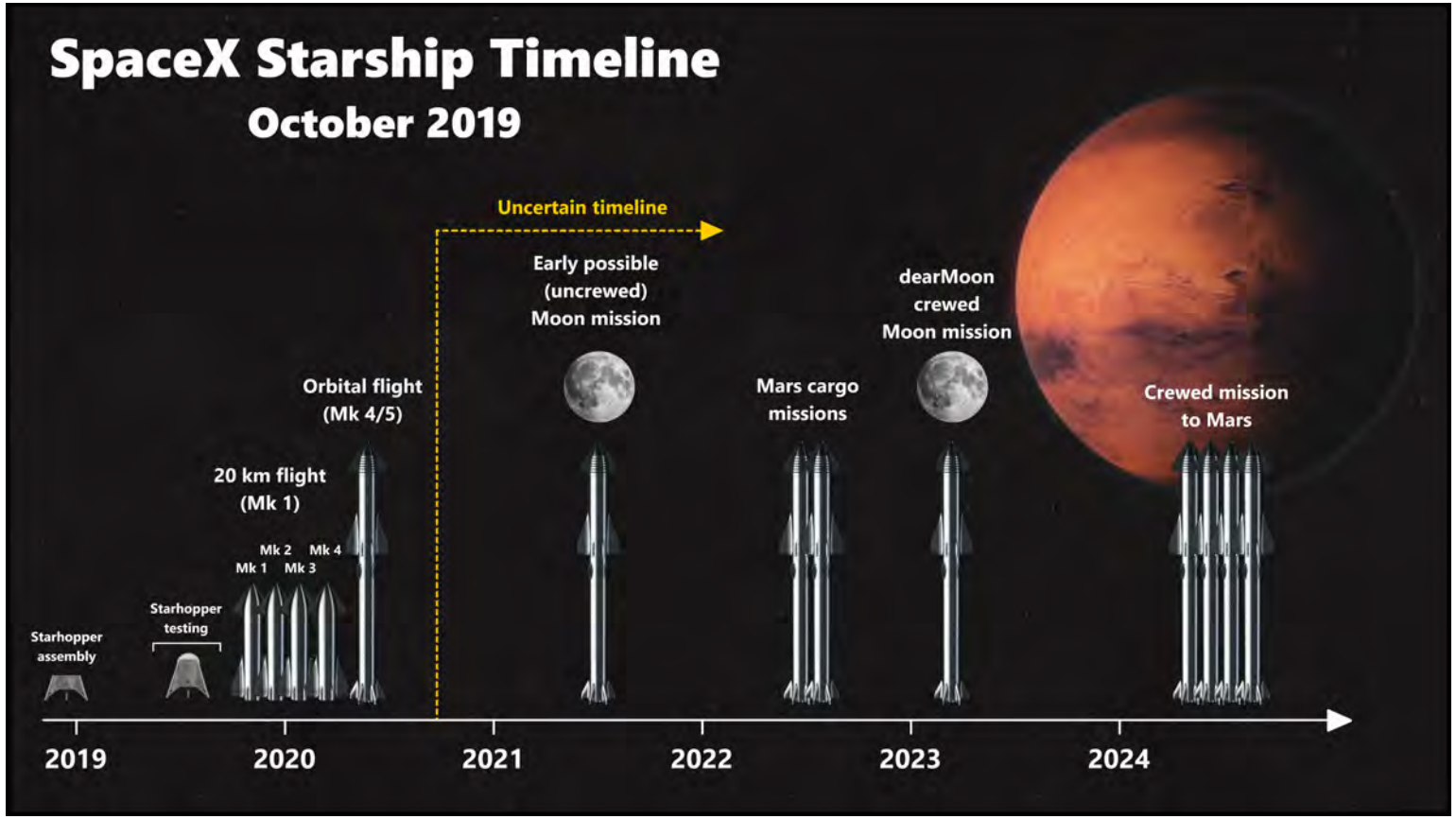
2. LIST

- 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



3. TIMELINE

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

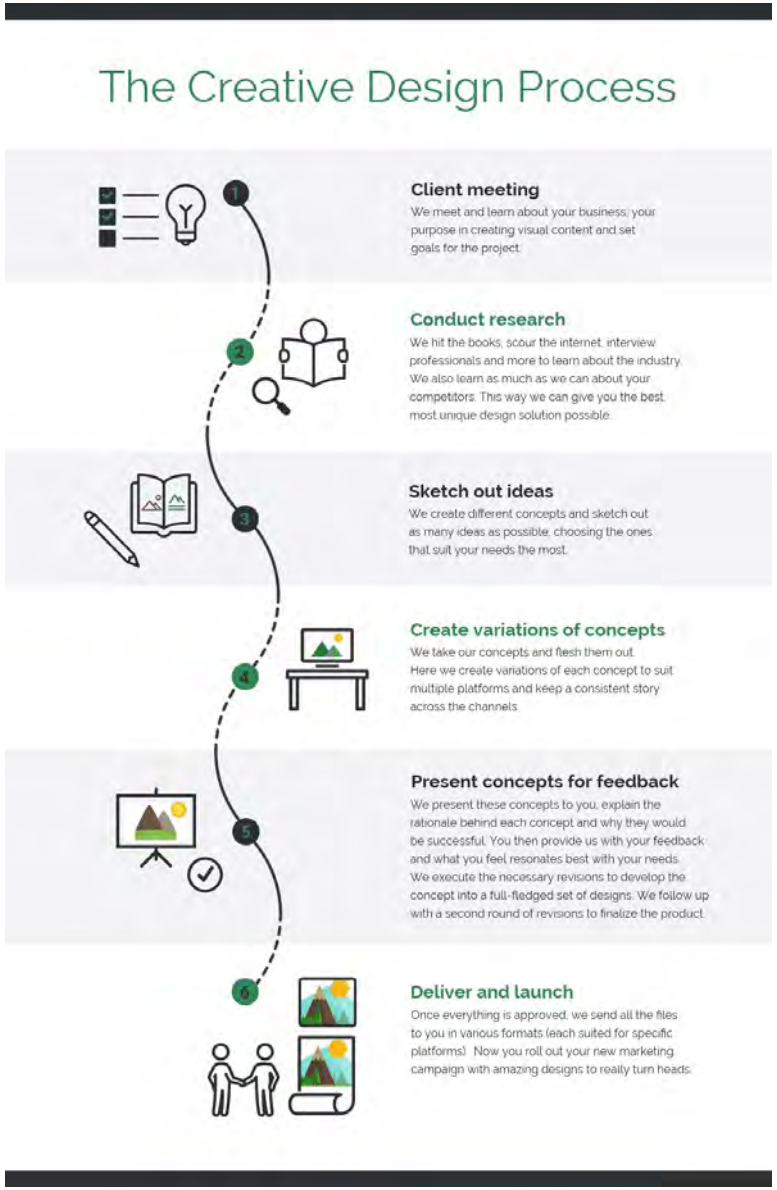


4. HOW TO

- 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.

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.

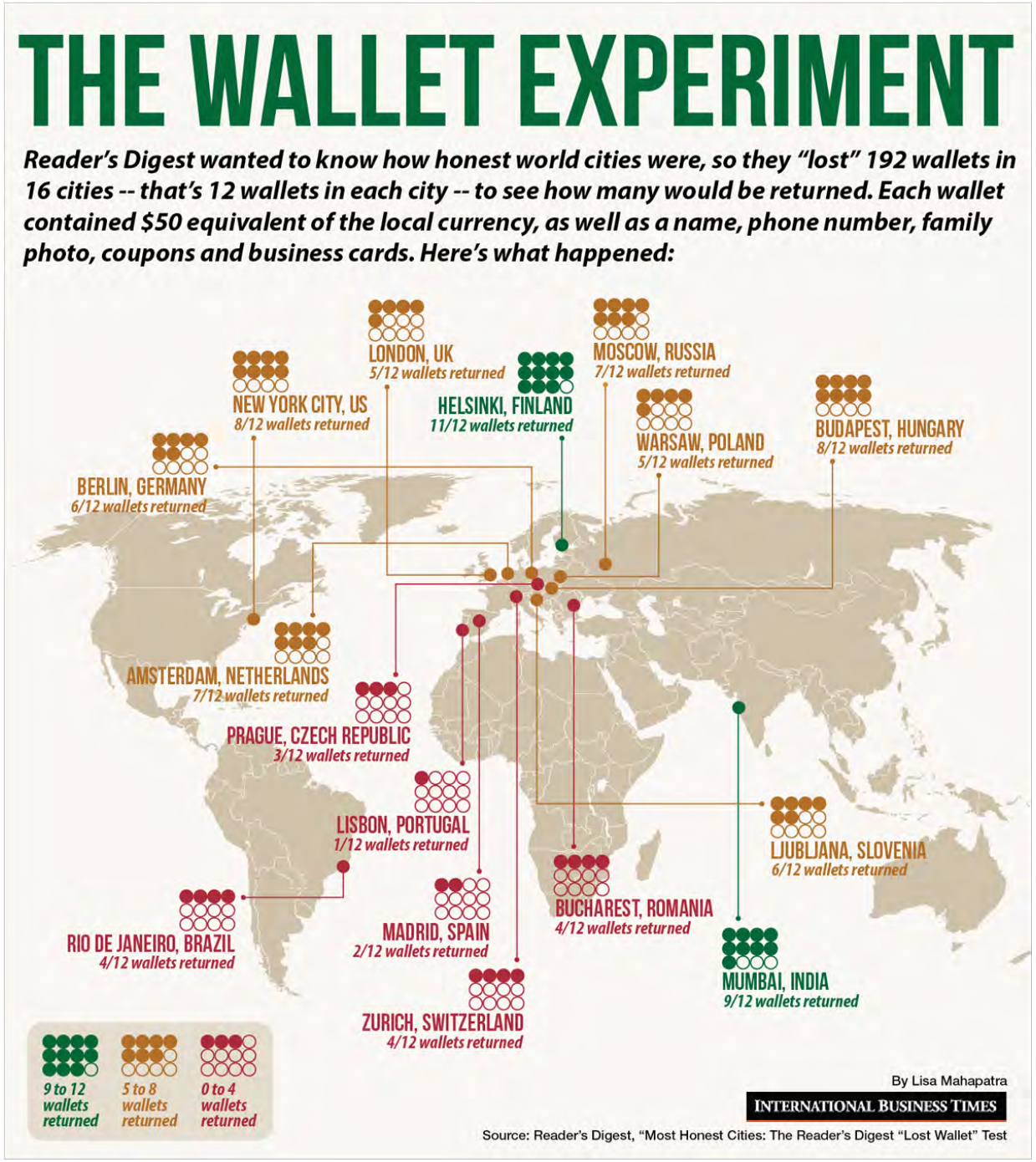


6. COMPARISON

- 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.

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.



8. PHOTO-GRAPHIC

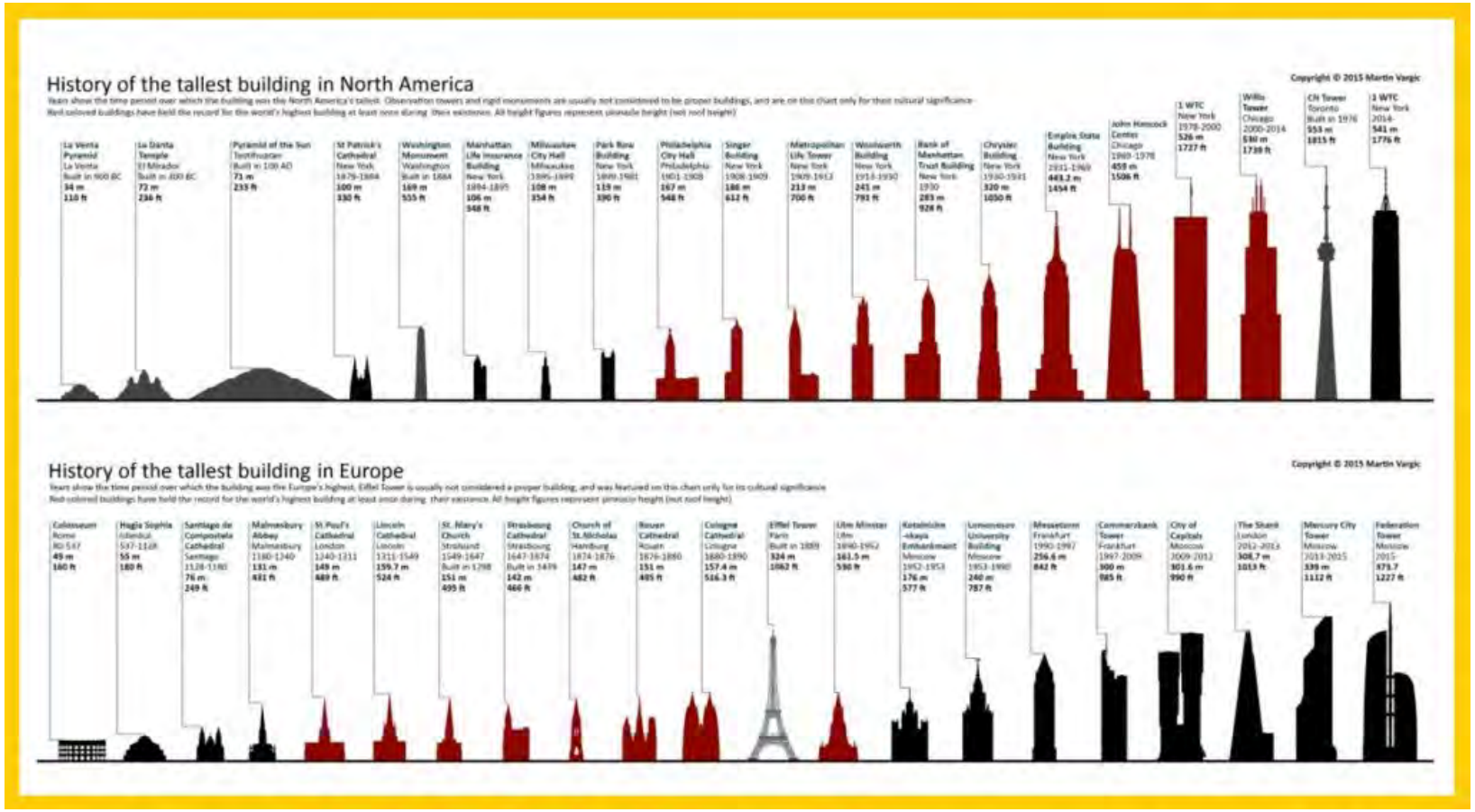
- Combination of images and graphic elements such as simple line charts, icons or text.
- Background composed of high-quality image(s).
- Aesthetically pleasing and catches the eye because of the way it creatively combines contrasting visuals.

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.

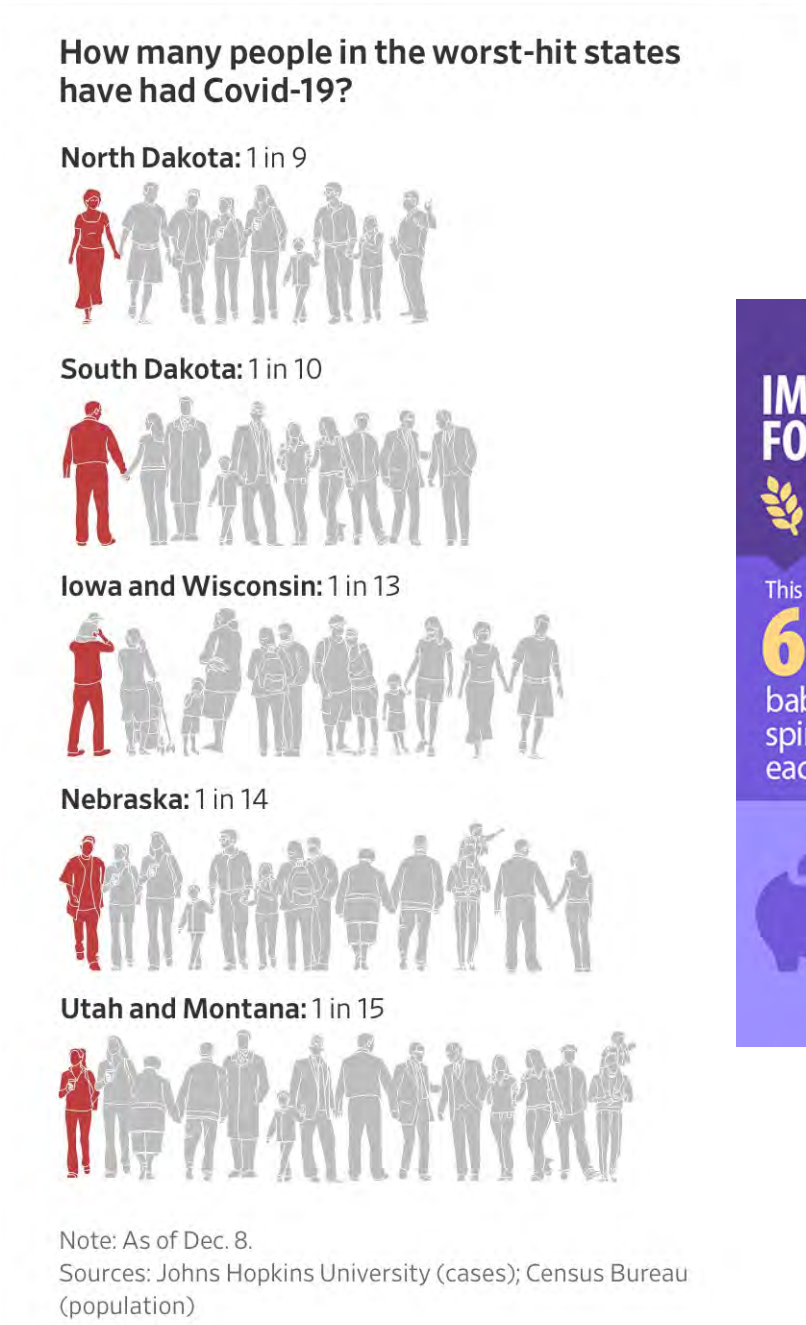
10. SINGLE CHART

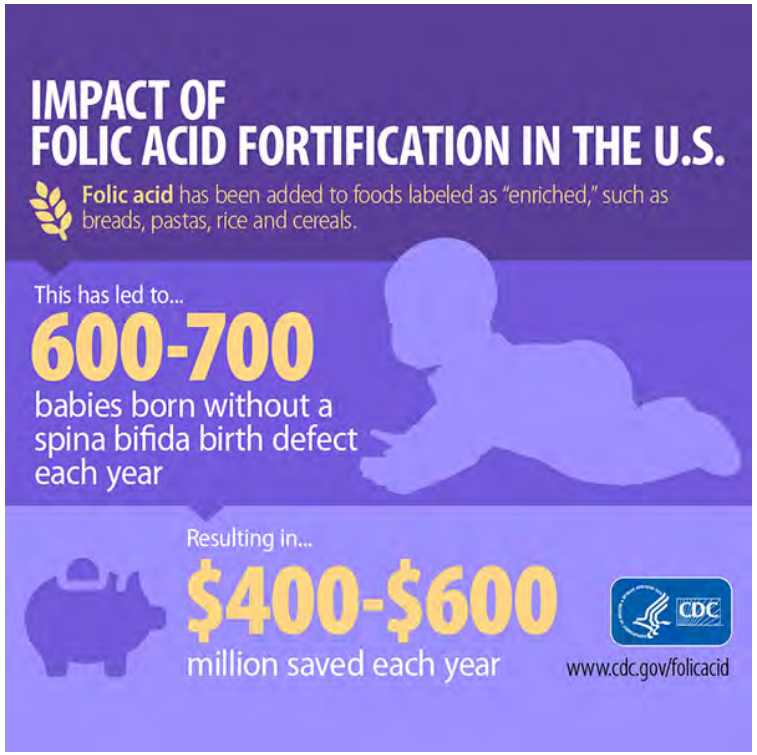
- Uses one chart type as the focal point of the data visualization,
- Great for use on social media platforms.



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





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 us less figurative anatomical infographics by using representations of objects and displaying the parts.

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*

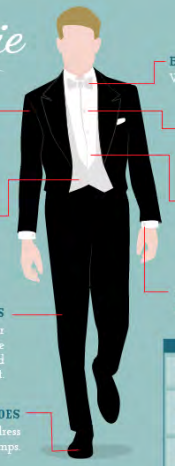
What makes a good infographic?

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



BOW TIE
White, thin, hand-tied bow tie

TAILCOAT
Black tailcoat jacket. Front must be longer than waistcoat but not go below waist.

SHIRT STUDS
Shirt studs, mother of pearl, silver, platinum or white gold.

WAISTCOAT
White single or double breasted waistcoat. Low cut to display dress shirt.

DRESS SHIRT
White dress shirt, minimal decoration, bib-like front, detachable starched pique wing collar.

CUFFLINKS
Cufflinks must match shirt studs.

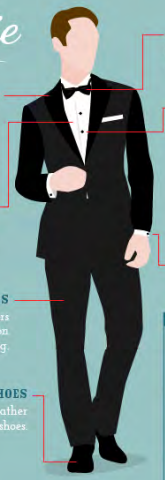
DRESS TROUSERS
Black dress trousers, single or double silk seam on outside of each leg. No belt, should be tailored to fit.

DRESS SHOES
Black patent leather dress shoe, or formal pumps.

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



BOW TIE
Black hand-tied bow tie, should match lapels.

TUXEDO JACKET
Black tuxedo jacket, silk or satin faced lapels. Single breasted, no vents, covered buttons.

SHIRT STUDS
Black Decorative studs are acceptable.

DRESS SHIRT
White dress shirt, pleated front, turn down collar, double cuff.

CUMMERBAND
Cummerband is optional, but should never be worn with a waistcoat.

CUFFLINKS
Must match shirt studs.

DRESS TROUSERS
Tapered black dress trousers with single row of braid on the outer leg.

OXFORD SHOES
Black patent leather Oxford shoes.

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 are you running for? Under 1hr / Over 1hr

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?

Before your run

2-4hrs before

Your weight	Nutrition	Hydration	For example
60kg	Carbs 120g, Protein 15g		
80kg	Carbs 160g, Protein 20g		
100kg	Carbs 200g, Protein 25g		

Adjust portion according to body weight and workout needs

30mins before

Your weight	Nutrition
60kg–100kg	Carbs 30-60g

During your run

Under 1 hour	Every hour afterwards
Not necessary for shorter runs, but if you do eat or drink, aim for 30-60g carbs per hour	Carbs 30-60g (to keep blood glucose levels up, providing energy to muscles)

Large banana · Jelly beans · Energy gels

1hr · 2hr · 3hr · 4hr

How many calories are you burning?

Based on running pace 8.5 min/km

After your run

Within 30mins

Your weight	Nutrition	Hydration	For example
60kg	Carbs 60g, Protein 20g		
80kg	Carbs 80g, Protein 25g		
100kg	Carbs 100g, Protein 30g		

Check 1.5 litres for each kg lost during exercise

Around 600ml per hour

Around 500ml per hour

Around 400ml per hour

Around 300ml per hour

Around 200ml per hour

Around 100ml per hour

Around 0ml per hour

Revised calorie intake

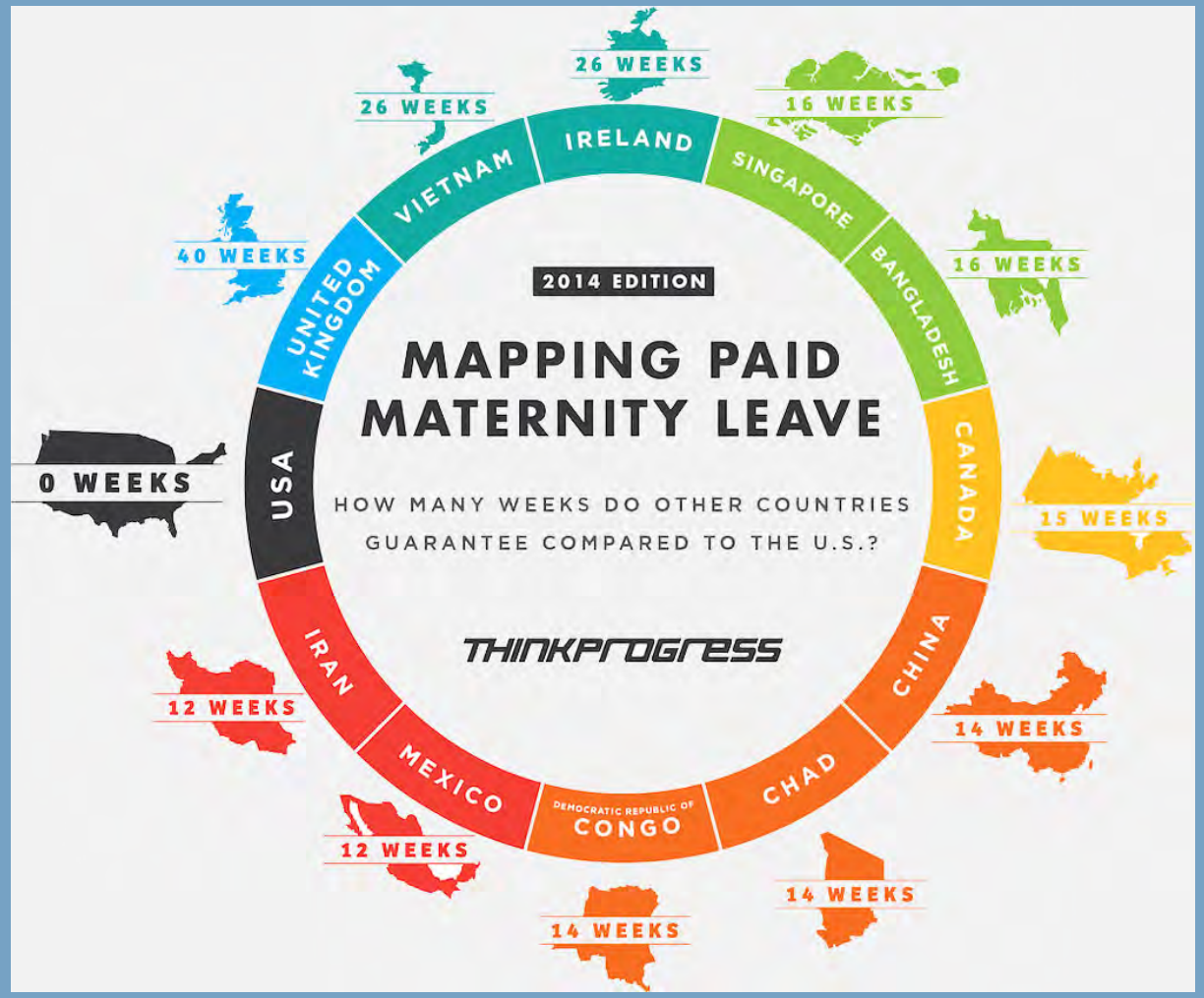
Adjust portion according to body weight and workout needs

2hrs after

Your weight	Nutrition
60kg	Carbs 60g, Protein 20g
80kg	Carbs 80g, Protein 25g
100kg	Carbs 100g, Protein 30g

Jacket potato with baked beans

How many burgers did you burn?



DO'S & DON'TS

DO'S	DON'TS
Know your target audience	Misrepresent data or use inaccurate sources
Define your goals	Use the wrong type of charts
Choose your topic	Include too much copy
Build an airtight Case with researched data	Have boring or uninformative headlines
Create an outline to help your story	Force the reader to do more work
Keep it simple	Create hard to understand comparisons
Pick: a color scheme, font paring and icon style	Mix: icon styles, clashing colors and fonts

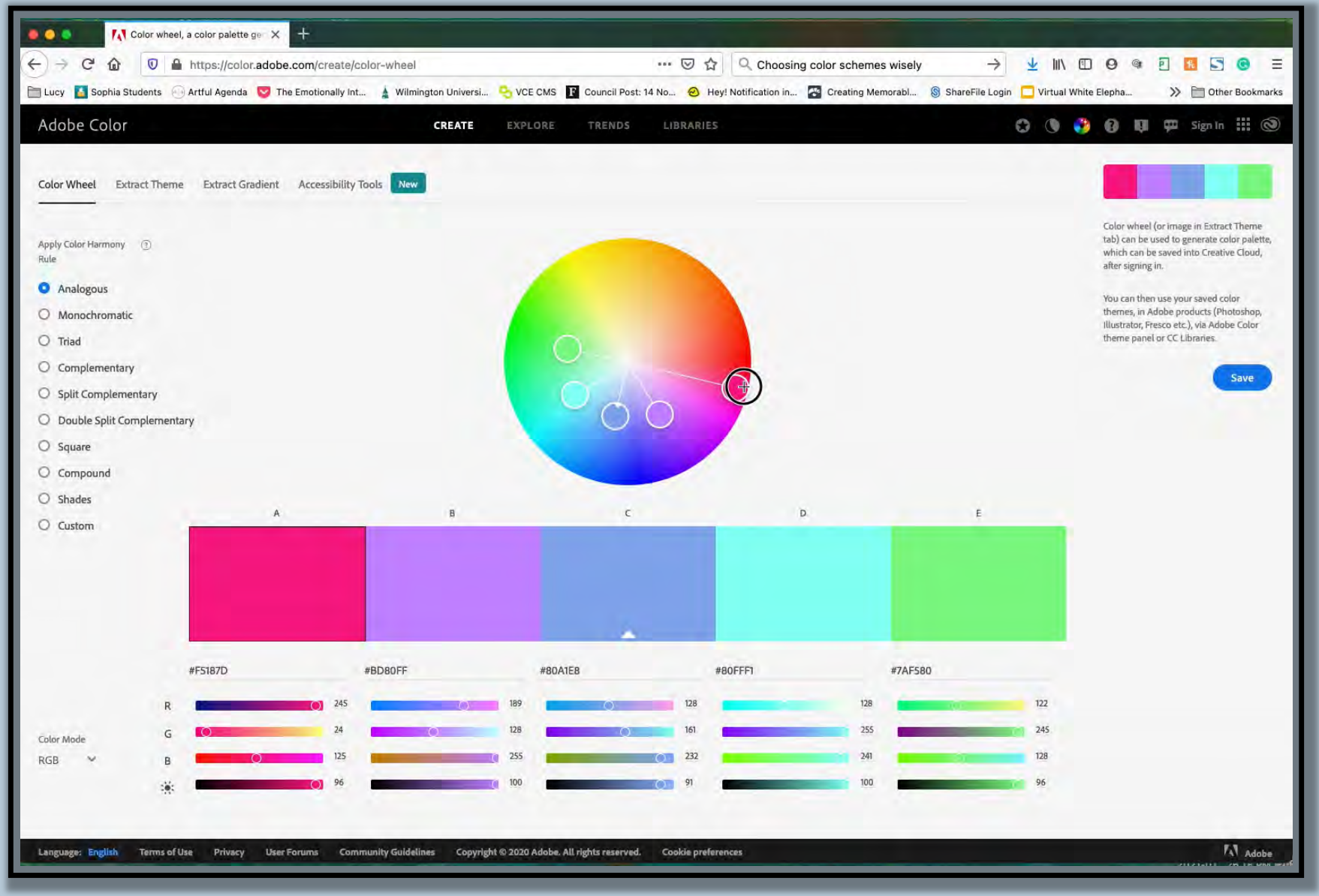
Color has meaning: colors speak volumes all on their own. Certain colors can be associated with different emotions.

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
Black on Cyan	Black on Yellow
White on Magenta	Black on Green

Adobe Color CC

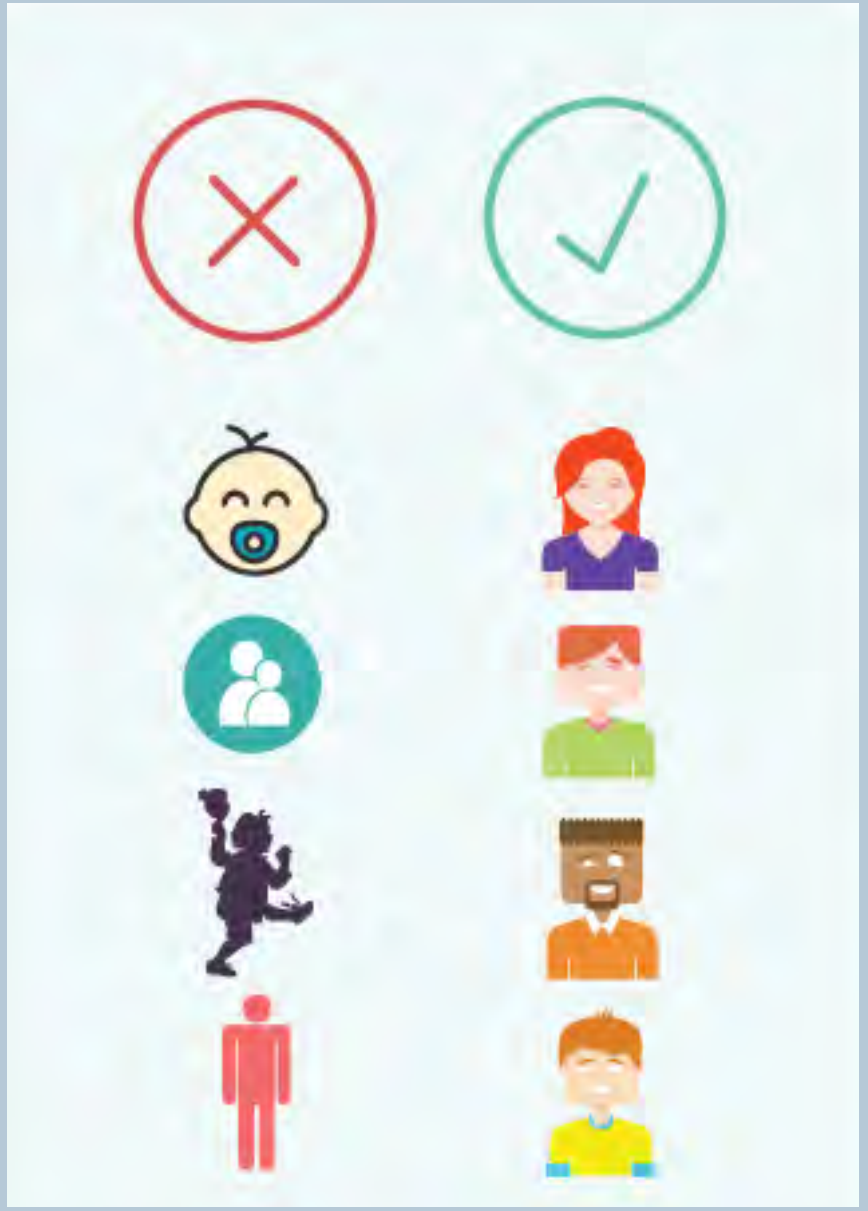


Choosing Fonts: Just like color, fonts can determine the tone and overall look and feel of your infographic.

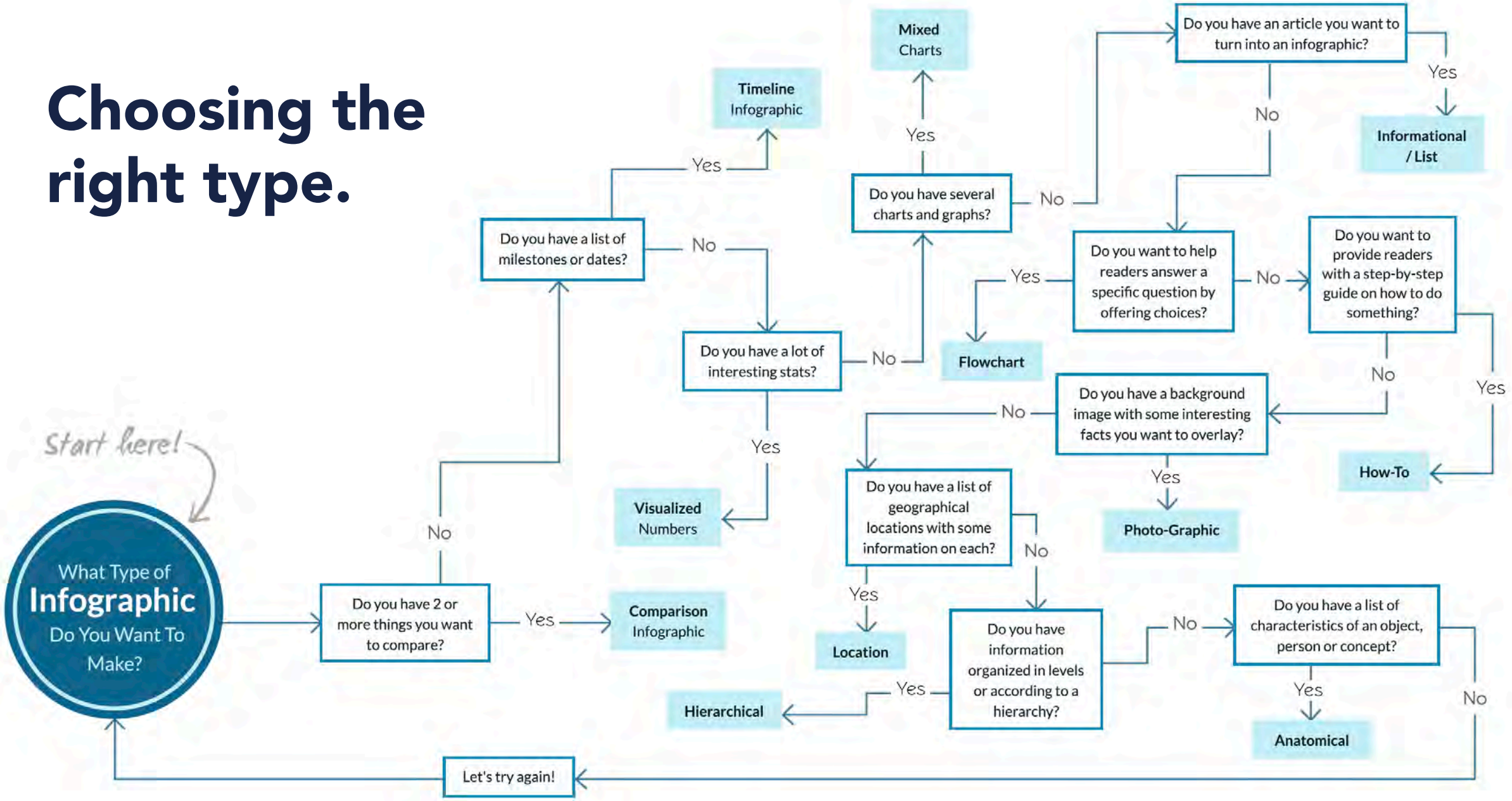
Combine a serif font with a sans serif
This helps to create contrast.

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.



Source: Visme.com

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:

- https://piktochart.com/blog/infographic-design-tips-presentations/
- https://slideuplifts.medium.com/9-types-of-infographic-templates-to-make-effective-presentations-1f4042ddc748
- https://www.searchenginejournal.com/infographic-benefits/267781/#close
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- https://venngage.com/blog/misleading-graphs/#Using-the-wrong-graph
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