## INFOGRAPHIC

A quick guide for designing your own infographics.

Created and Narrated by:
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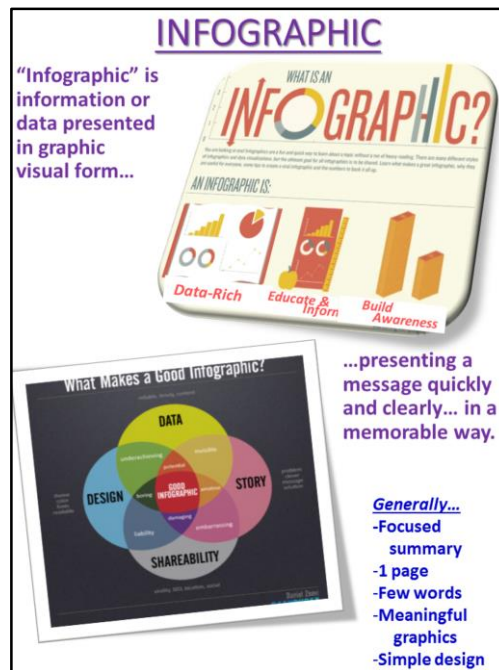Graphics from creative commons.
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This is a short tutorial on infographics .. To help you develop an understanding of what they are and how to create your own.
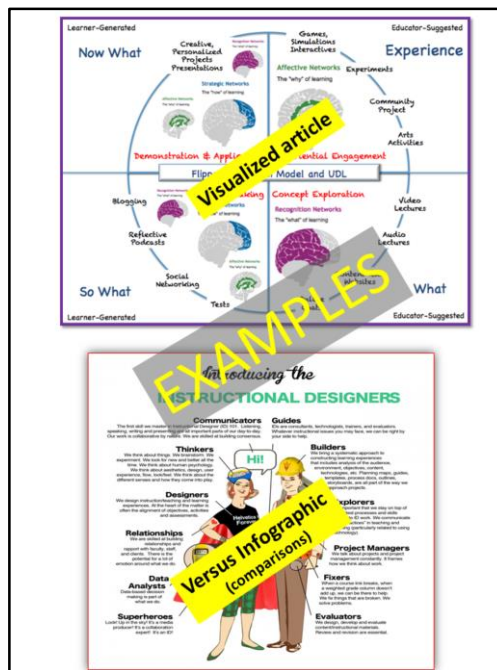
An Infographic is information or data presented in graphic visual form… presenting a message quickly and clearly, in a memorable way.

This example of an infographic on "What is an infographic" has three key points as illustrated by the text and visuals… infographics are data-rich, are tools to help educate and inform the audience, and are tools that can help build awareness.

This second example provides insights on "What makes a good infographic" … as you can see in the visual and text, good infographics integrate data and message design in a story that is sharable… key to this integration is a focus of the message to be delivered to the audience… to achieve this message in a concise manner….

Generally infographics
- Are focused summaries of key information or data
- Are one page in length
- Contain few words – only key words to describe key information or data
- Contain meaningful graphics directly related to key information … not needing a lot of words to describe them
- Have a simple design that is easy to follow .. An meaningful flow of information

There are types of infographics… .

You can see in this ***Visualized Article*** format, based on an article on Flipped Classrooms that a key aspect of this model is that it is described in 4 quadrants… the article is described with a few words and meaningful graphics that represent information in the article.
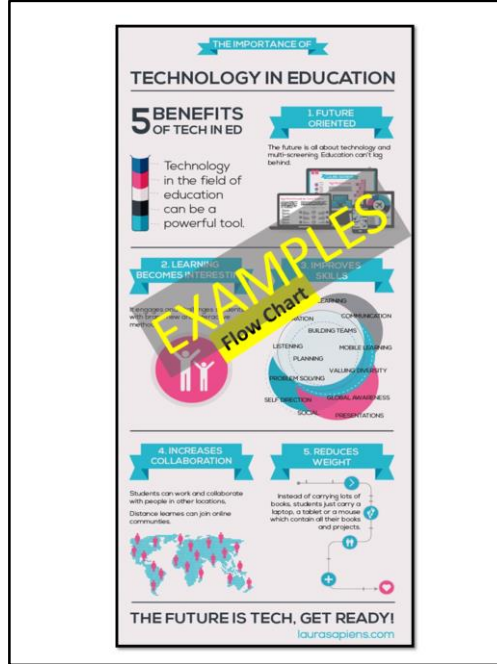
The second infographics here is a bit different… it is in a ***Versus Infographic*** format, and describes the profession of Instructional Designer in two ways – characteristics and roles IDs play … this example is a little more heavy on the use of text, however the organization and representation of each concept adds to the greater knowledge of the profession being depicted.

In these two examples, the 'data' are not numerical, rather are more qualitative information about the concepts is of importance.
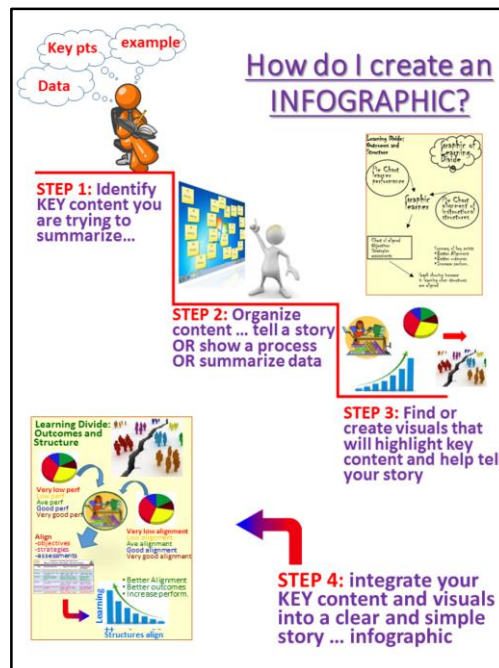
This Data Vis infographic example focuses on showing data trends as you can see with the graphs presented…

The fourth example, Useful bait, is more focused on raising awareness of ideas and draw viewers into the key aspects of the content.

This final example, Flow Chart, integrates both information and data to support a message that may show process, steps, or major points like benefits, characteristics, regions, types, etc. based on the content summarized in the infographic.

So, there are many ways to design an infographic to describe or illustrate information, from simple to complex ideas, on one page with minimal nd meaningful text and powerful graphics...

Creating an infographic, depending on the topic and the creators familiarity with the information, can be very time consuming. To get started there are a few steps you can take that may be helpful in creating a 'good' infographics that effectively integrates data, message design, and a story in a sharable format… This four step process is one way to get started…
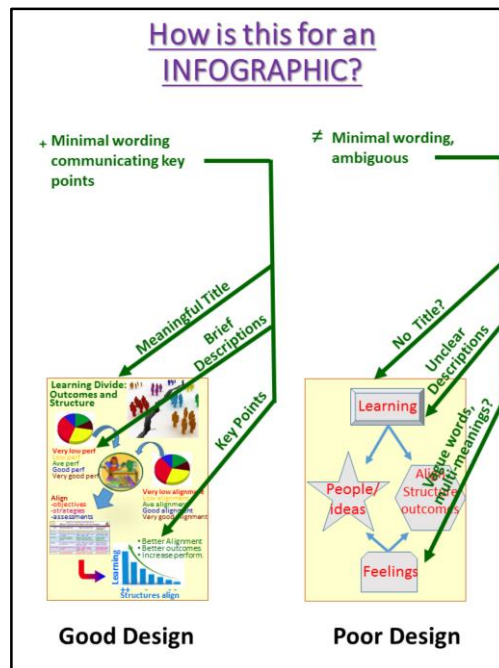
Step 1 is to identify the **key** content you are trying to summarize and share… this may take a lot of time if you are new to the content and it is very complex…

Step 2: is to organize the content you think is most important … to tell a story, or show a process, or summarize data… it is important to think about the best way to share the information… general to specific, start to finish or finish to start, or some other way that you think is critical to sharing the information…

Step 3: is to find or create visuals that will highlight key content and help tell your story… what are you 'seeing' while you are summarizing and synthesizing the information for your infographic? Be sure to use graphics that are free to use or gain permission for those created by others…

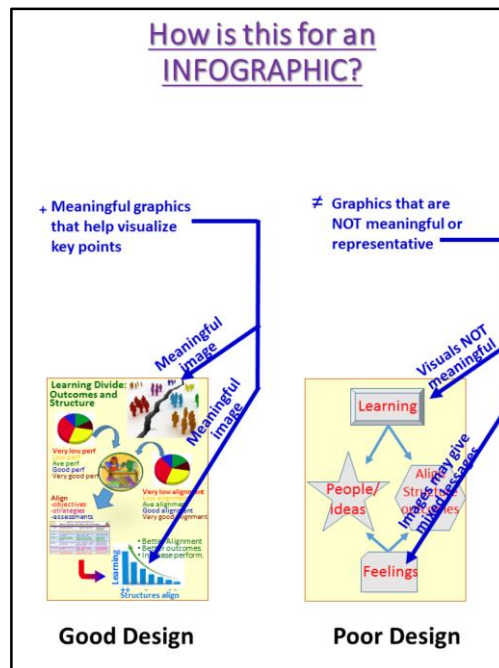Step 4: is to integrate your KEY content and data, and visual into a clear and simple story or infographic..

In this final example infographic you can see that a problem (gap) is described in the visual…  that leads to data about why the problem exists (lack of alignment between structure and outcome of instruction) … that leads to ideas on how to correct or close the gap… that leads to data that shares results of using the suggestions.

How is this for an infographic? What makes the design of an infographic good or poor?
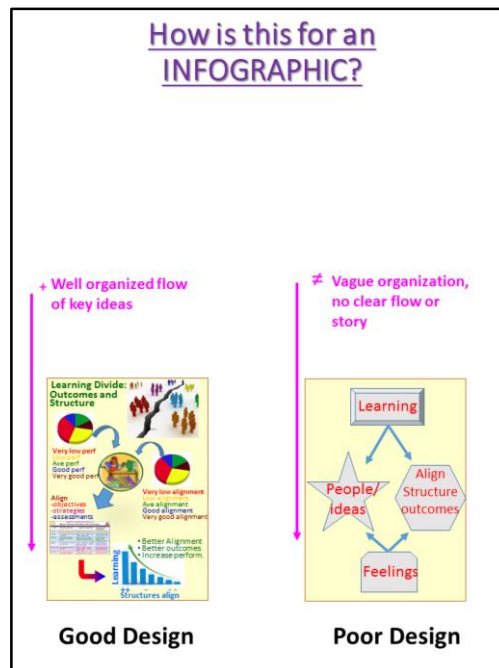
First, a well designed infographic uses minimal working to describe key content, provides brief descriptions as necessary to make key points… that help tell a story about the content… Poorly designed infographics either ruse too many words or meaningless words that are confusing… or provide unclear descriptions, often suggesting multiple interpretations of the content.

How is this for an infographic? What makes the design of an infographic good or poor?

Secondly, a well designed infographic incorporates meaningful graphics that help visualize key points of the content being synthesized whereas poorly designed infographics either lack graphics al together or use visuals that are meaningful or able to describe the content of the infographic or images that give missed messages.

How is this for an infographic? What makes the design of an infographic good or poor?

Finally, a well designed info graphic has an inherent flow of information to help viewers follow the information or story of the content. Poorly designed infographics lack a flow, making it difficult to see the flow or story of the content.

There are a lot of resources to help you create effective infographics..

This first site describes 5 principles of effective infographics

The second site is a database of highly rated infographics that you can review to see highly rated infographics in a variety of information areas …

The final sites are a few tools that you can use to create infographics… there are many, many more available…

Note that infographics can be developed in tools that you are likely to have on your computer, like powerpoint or word … al you have to do is become skilled in inserting text and graphics from freeware clipart and creative commons (a site for sharing visuals – permission is granted by the creator to use the graphics freely for educational purposes) ... The sample infographic just shown in this tutorial was created in powerpoint.

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Hopefully, this short tutorial has given you enough information to start your own infographic… remember to be focused, concise, organized, and present your message integrating text and visuals in an easy to follow flow …