Basic Introduction to Infographic

Audhi Aprilliant

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1 What is an **infographic**?

2 What makes a **good infographic**?

3 **Types** of infographics

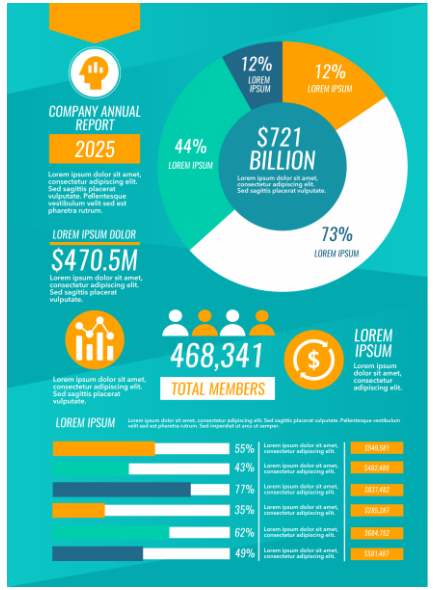
4 Steps to **creating an infographic**

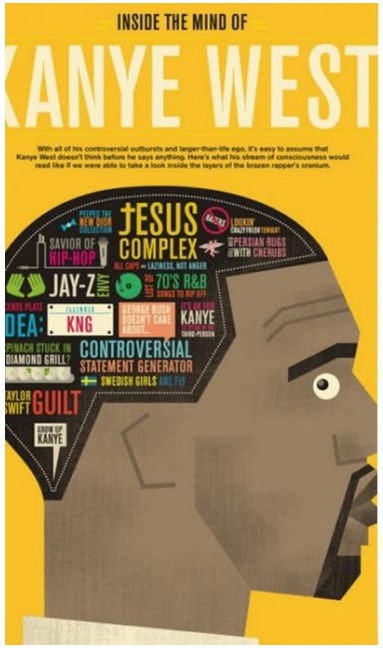
5 Tips for **designing the infographic**

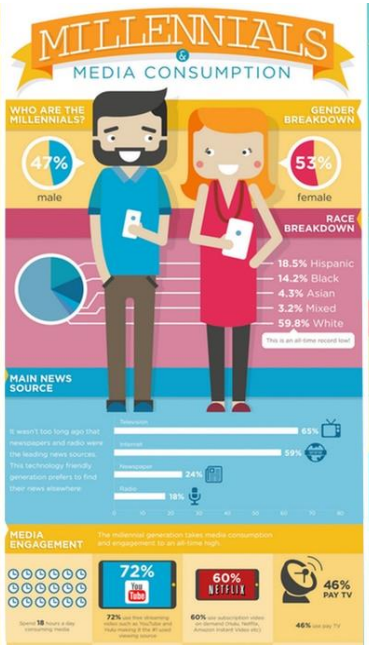
What is an infographic?

Culture Creators
CATALYSTS OF THE CULTURAL REVOLUTION
Our Study Demographics
THEY DON'T SIMPLY CONSUME IT. THEY MAKE IT. THEY CREATE IT.
The New Creator Landscape
Over 91%
CULTURE Changers
84%
CULTURAL Currency
94% said 'being true to myself' is important
CULTURE Creators
80%
Over 25%
CULTURE Consumers
The demise of linear TV is happening at breakneck speed.
0 in 10
90%
CULTURE Collaborators
Social Media posts and YouTube videos
WE ARE wildness

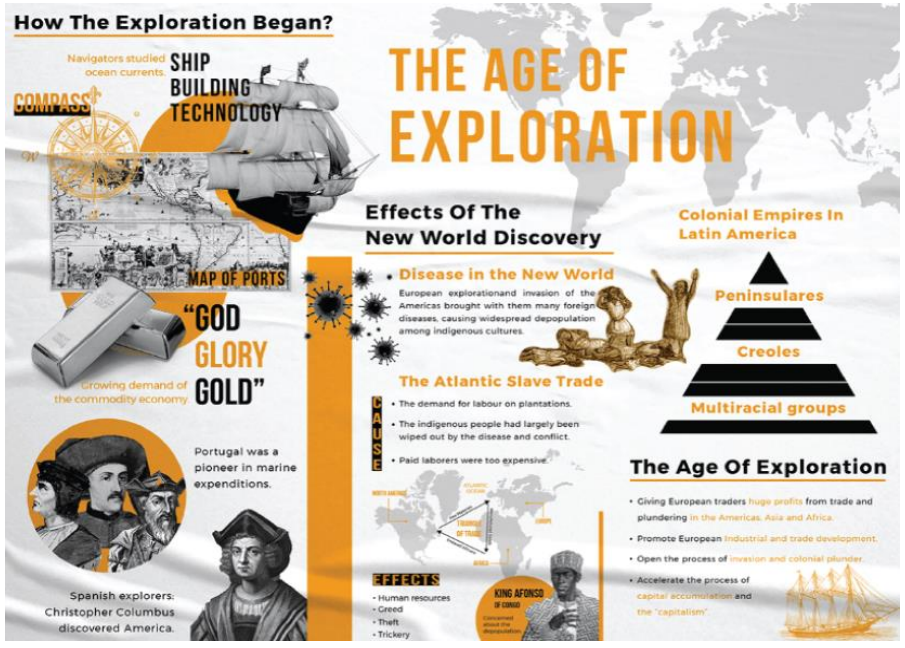
2020
every MINUTE of the DAY
47,000
PHOTOS
6,667
MESSAGES
500 HRS
AMAZON
FACEBOOK
MICROSOFT TEAMS


COMPANY ANNUAL REPORT
2025
$721 BILLION
12%
12%
44%
73%
$470.5M
468,341
TOTAL MEMBERS
LOREM IPSUM


INSIDE THE MIND OF
KANYE WEST
JESUS COMPLEX
SAVIOR OF HIP-HOP
JAY-Z ENVY
70'S R&B
KANYE
CONTROVERSIAL STATEMENT GENERATOR
GUILT


MILLENNIALS & MEDIA CONSUMPTION
WHO ARE THE MILLENNIALS?
47% male
GENDER BREAKDOWN
53% female
RACE BREAKDOWN
18.5% Hispanic
14.2% Black
4.3% Asian
3.2% Mixed
59.8% White
MAIN NEWS SOURCE
MEDIA ENGAGEMENT
72%
60% NETFLIX
46% PAY TV

9 NATURAL WAYS TO CURE JET LAG
WHAT IS JET LAG?
THE EFFECTS
96%


How The Exploration Began?
THE AGE OF EXPLORATION
SHIP BUILDING TECHNOLOGY
COMPASS
MAP OF PORTS
"GOD GLORY GOLD"
Effects Of The New World Discovery
Disease in the New World
The Atlantic Slave Trade
Colonial Empires In Latin America
Peninsulares
Creoles
Multiracial groups
The Age Of Exploration
Portugal was a pioneer in marine expenditions.
Spanish explorers: Christopher Columbus discovered America.
EFFECTS
KING AFONSO OF CONGO

What makes a good infographic?

1 It tells a **story**

An effective infographic not only conveys valuable information in a convincing manner, but it also **narrates a story worth telling**

HASIL SENSUS PENDUDUK 2020

Berita Resmi Statistik No. 07/01/Th. XXIV, 21 Januari 2021

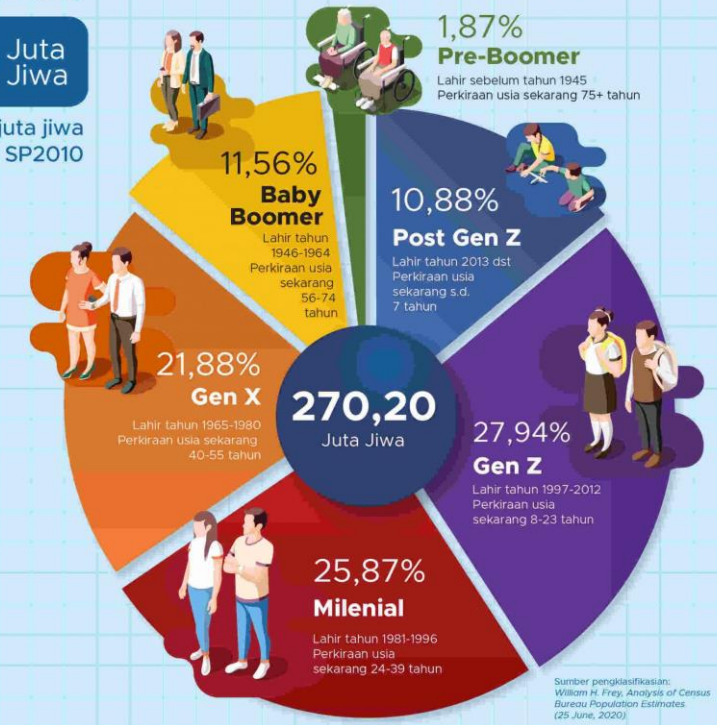
Jumlah Penduduk Indonesia Hasil SP2020 (September 2020)

270,20 Juta Jiwa

Bertambah 32,56 juta jiwa dibandingkan SP2010

Sensus Penduduk 2020

Komposisi Penduduk Indonesia



Sumber pengklasifikasian: *William H. Frey, Analysis of Census Bureau Population Estimates (25 June, 2020)*

Laju Pertumbuhan Penduduk per Tahun, 2010-2020

1,25%

Melambat dibandingkan periode 2000-2010 yang sebesar **1,49%**

Penduduk Usia Produktif (15-64) Tahun

70,72%

Indonesia masih dalam masa bonus demografi

Persentase Penduduk Lansia

9,78%

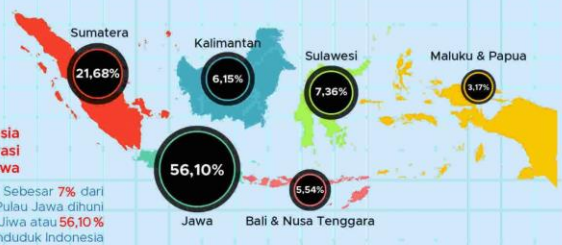
Naik dibandingkan tahun 2010 yang sebesar **7,59%**

Rasio Jenis Kelamin

102

Terdapat 102 penduduk laki-laki untuk setiap 100 penduduk perempuan

Sebaran Penduduk Indonesia Menurut Wilayah



Penduduk Indonesia Masih Terkonsentrasi di Pulau Jawa

Dengan Luas Sebesar **7%** dari Wilayah Indonesia, Pulau Jawa dihuni Sebanyak **151,59 Juta** Jiwa atau **56,10 %** Penduduk Indonesia

BADAN PUSAT STATISTIK
https://www.bps.go.id

2 It takes your eyes on a **predefined journey**

You can be sure of one thing: if a reader's gaze is darting from one end of your infographics to another, trying to figure out where to look next, then it is probably lacking structure and visual hierarchy

The mark of a good infographic is its effectiveness in communicating a message

AN IDEA IS BORN!
1
Our artist takes ideas and inspirations to create sketches and artwork.
2
Artwork is drawn digitaly.
Fancy Running
3
Designs are printed on to special sublimation paper. Ink from the paper is transferred to the fabric through heat and pressure as gas. Ink penetrates into the fabric fibres.
4
Material is cut into garment panels. Panels are sewn together to create a Fancy Running masterpiece.
5
Awesome garments make their way to awesome people for their many Fancy Running adventures.
AWESOMENESS
Fancy Running
6
GLORY
VICTORY
ADULATION
7

YOU

At some point you may come back to read this line or maybe not.

WILL READ THIS FIRST

And then you will read this line next.

You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. Many people will skip paragraphs like this unless if they aren't engaged right away. This is why it's important to draw attention to your message using visual hierarchy.

You'll probably read this before the paragraph.

THE THREE-TRILLION-DOLLAR WAR
ITS COST IN TEN STEPS

In 2003, Secretary of Defense Donald Rumsfeld estimated that a war with Iraq would cost $60 billion. Five years later, the cost of Iraq War operations is more than 10 times that figure. By the time the United States leaves Iraq, the estimated cost of war will be more than $3 trillion.

1 **OPERATIONAL COSTS**
The total operational cost to date is $600 billion. This includes costs for helicopters, tanks, fuel, combat pay, military training, military bases, and embassies.

2 **ADDITIONAL EXPENDITURES**
Add $130 billion for additional military expenditures indirectly attributed to the wars.

3 **INFLATION**
Correct for inflation over the past five years.

4 **OPERATIONAL AND PEACEKEEPING COSTS**
Add $520 billion for operational and peacekeeping costs before and after troop withdrawal.

5 **HEALTH CARE**
Add $590 billion for future health care for returning veterans.

6 **RESTORING THE MILITARY**
Add $280 billion to restore the military to its prewar strength.

7 **SOCIAL SECURITY**
Add $38 billion for Social Security to veterans who can no longer work.

8 **INTEREST**
Add $615 billion in interest, since the war is funded primarily from borrowed money.

9 **LOST ECONOMIC OUTPUT**
Add $370 billion for the loss of economic output from soldiers' deaths and disability.

10 **MACROECONOMIC IMPACT**
Add $1.9 trillion for the macroeconomic impact of both the funds diverted from schools, roads, and research and the high cost of oil during much of the war.

Watch the $3 trillion war unfold in a video at www.good.is.

SOURCES: The Three Trillion Dollar War by Joseph E. Stiglitz and Linda J. Bilmes; War at Any Price? The Total Economic Cost of the War Beyond the Federal Budget by the Joint Economic Committee Majority Staff

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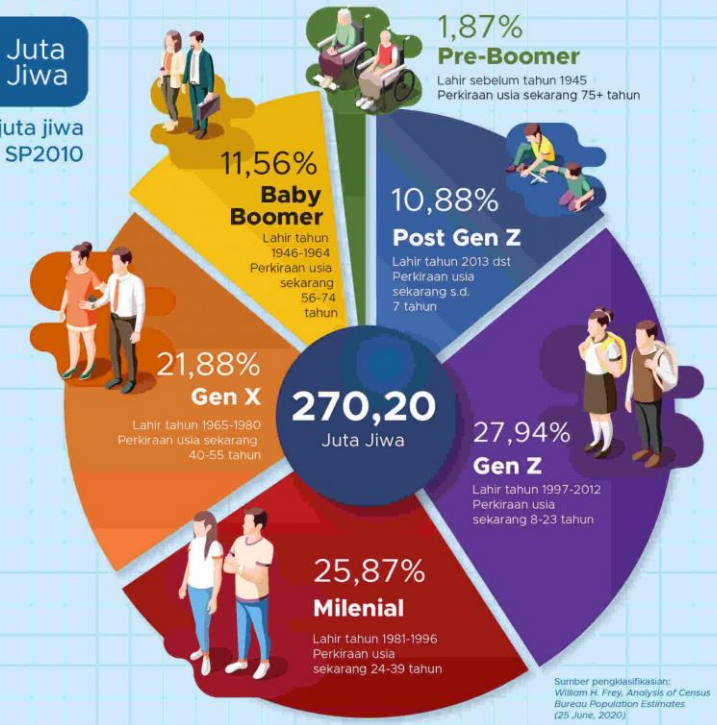

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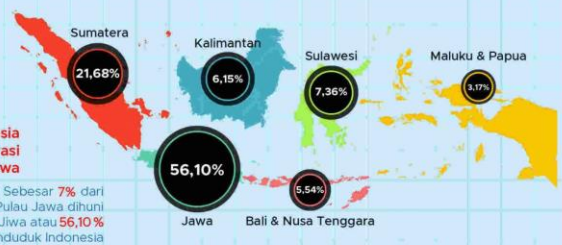

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3 It is **well structured**

If you have a lot of textual information to present, it's best **to organize your infographic into sections so it is easier to read and scan**

5 Tips
To Keep Your Chin Up

1

Do something impulsive.

Do something impulsive that you haven't planned every day. It's better to have no plan so we can seize the opportunities that may arise.

2

Have rituals.

We are less who we are than what we do. Do 3 things that you love every day. As a result, feeling the gratitude will help you better sleep. Better sleep helps to be in a better mood. A better mood helps to make better decisions.

3

Exercise at least 10 minutes a day.

Exercising has an influence on your brain, on your mood, on your ability to reflect and on your health.

4

Take breaks.

Prevent burnouts by stopping what you are doing and do something else. Create a different atmosphere, add some novelties in your daily routine.

5

Learn something new.

Learning helps to create new connections in your brain and to come up with new ideas and new opportunities.

Source

4 It sends one **key message**

One way to gauge whether your infographic meets this criterion is to **ask someone who wasn't involved in the creation process to explain it to you**

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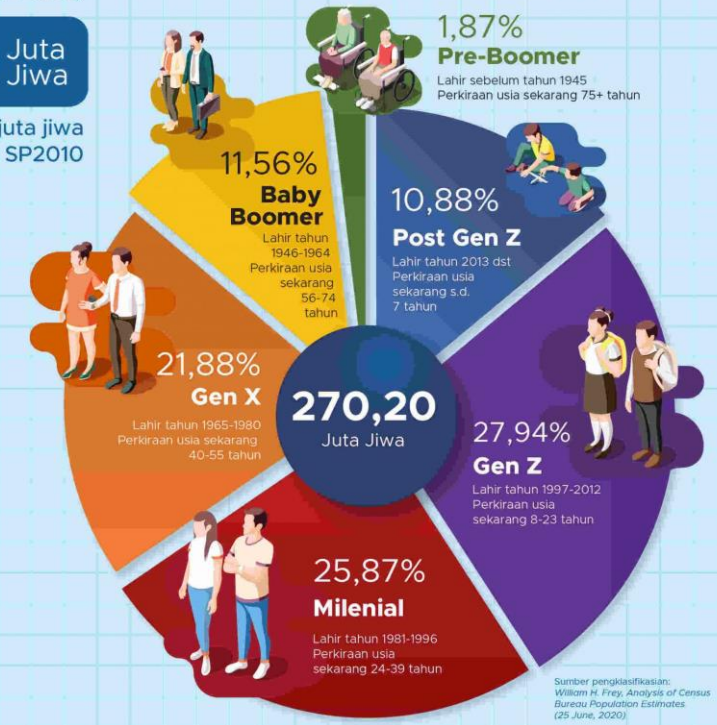

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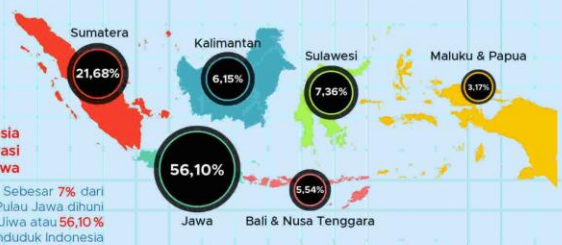

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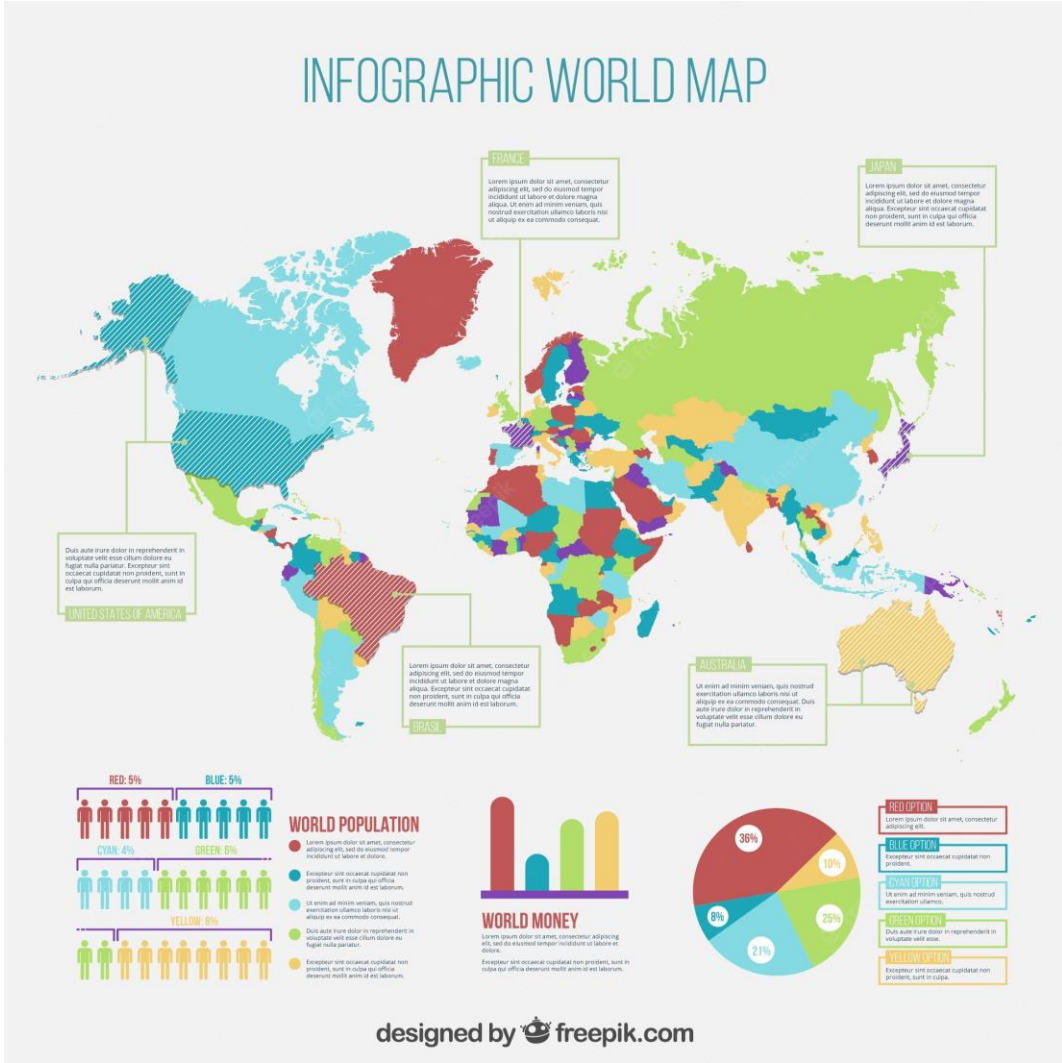
5 It is visually **appealing**

One of the big pluses of using an infographic is the **added visual appeal** that makes it stand out from textual content

county	year	county_ra	v001_raw	v001_num	v001_den	v001_cilov	v001_cihig	v001_race	v001_race	v001_ra
United States	2019		6900.63	3745538	9.08E+08	6890.349	6910.912			
Alabama	2019		9917.233	80440	13636816	9815.191	10019.27			
Autauga County	2019	1	8824.057	815	156132	7935.326	9712.788	10471.25		8706.6
Baldwin County	2019	1	7224.632	2827	576496	6794.128	7655.136	10042.47	3086.606	7277.7
Barbour County	2019	1	9586.165	451	72222	8200.118	10972.21	11332.56		7309.6
Bibb County	2019	1	11783.54	445	63653	10159.98	13407.11	14812.54		11327.
Blount County	2019	1	10908.1	1050	161107	9895.583	11920.62		5619.645	11336.
Bullock County	2019	1	12066.91	205	29266	9519.704	14614.12	14336.54		6638.6
Butler County	2019	1	14018.61	393	54804	11976.43	16060.78	15793.58		12797.
Calhoun County	2019	1	12217.76	2333	321406	11484.59	12950.93	12955.02		12447.
Chambers County	2019	1	11273.17	691	93770	9948.759	12597.58	10774.82		11794.
Cherokee County	2019	1	11294.41	575	71014	9767.023	12821.8	16395.25		10965.
Chilton County	2019	1	10831.92	850	123617	9733.842	11929.99	12000.44		11110.
Choctaw County	2019	1	12047.19	273	35489	9740.13	14354.24	12215.47		12163.
Clarke County	2019	1	9688.374	412	67037	8207.626	11169.12	12447.32		7394.5
Clay County	2019	1	9666.041	271	36916	7821.948	11510.13	12628.16		9302.0
Cleburne County	2019	1	11985.56	334	41389	9955.606	14015.5			
Coffee County	2019	1	7933.13	743	143899	7085.258	8781.002	10333.51	6033.742	7652.6
Colbert County	2019	1	10332.48	1016	149595	9321.505	11343.46	11604.94		10386
Conecuh County	2019	1	10635.37	272	34170	8546.834	12723.9	11100.61		10319.



6 It is **accurate** and **well-researched**

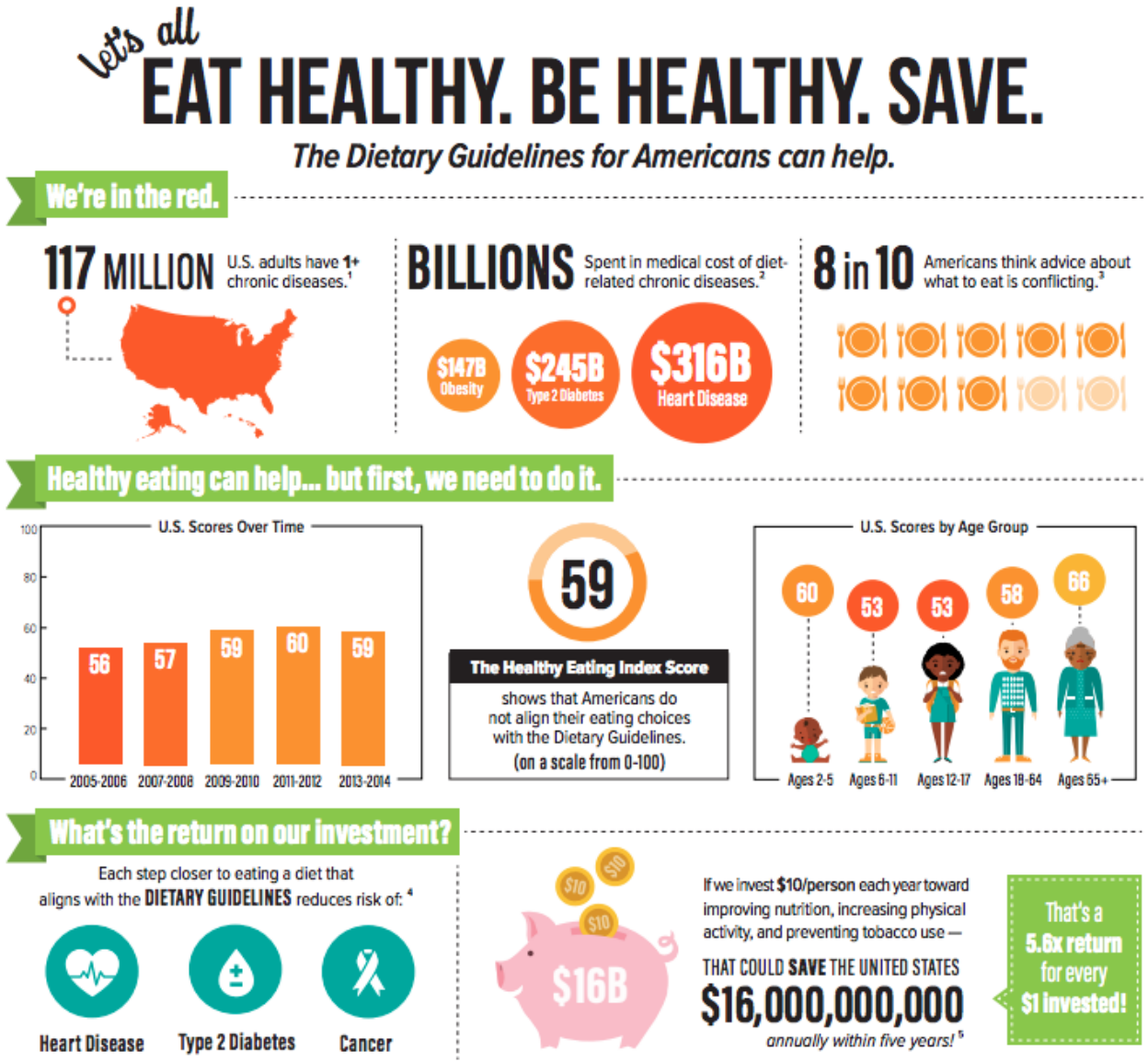
One of the worst infographic sins you could commit is misleading readers with inaccurate or incomplete information

You must **handle information responsibly and give useful tips based on widely agreed-upon facts**

No Facebook Arthur é responsávelpor 40% de toda interação envolvendo candidatos à prefeitura.
40%
34%
14%
No Instagram a vantagem é ainda maior, onde Arthur do Val acumula 44%.
44%
36%
11%
A FORÇA DE ARTHUR DO VAL NAS REDES
★★PREFEITO★★
ARTHUR 51
VICE ADELAIDE

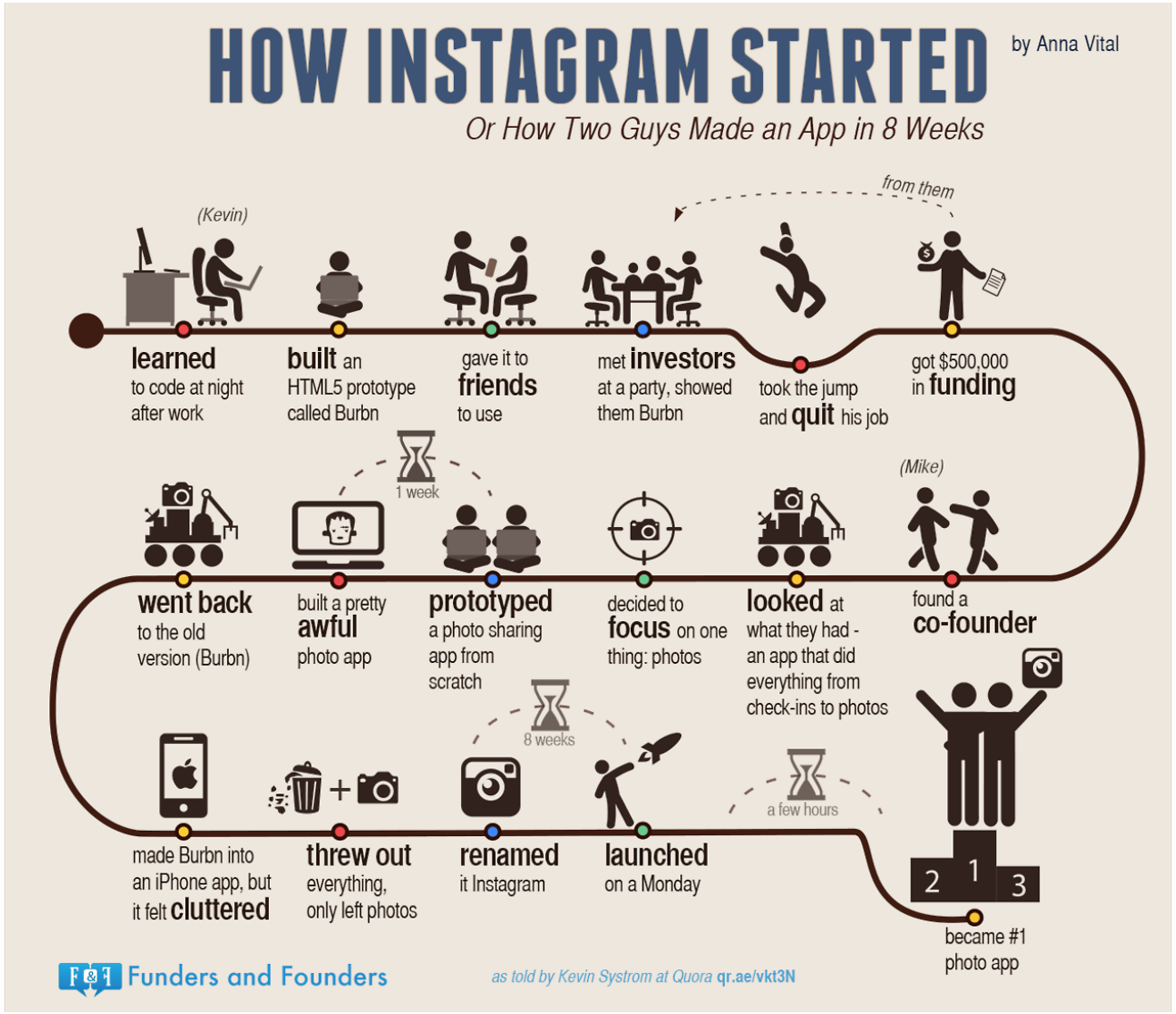
LADAKH PUSHBACK
CVOTER SURVEY
MODI'S CHINA PUSH-BACK, WHAT DOES INDIA SAY?
Q
DO YOU THINK INDIAN GOVT HAS TAKEN SUITABLE STEPS TO GIVE CHINA A BEFITTING REPLY?
39.8%
60.2%
YES 39.8%
NO 60.2%
@timesnow
TO HC: PAYTM
MISCONCEIVED
TIMES NOW WORLD
S INDIA SAY?
39.8%
60.2%

Types of infographics

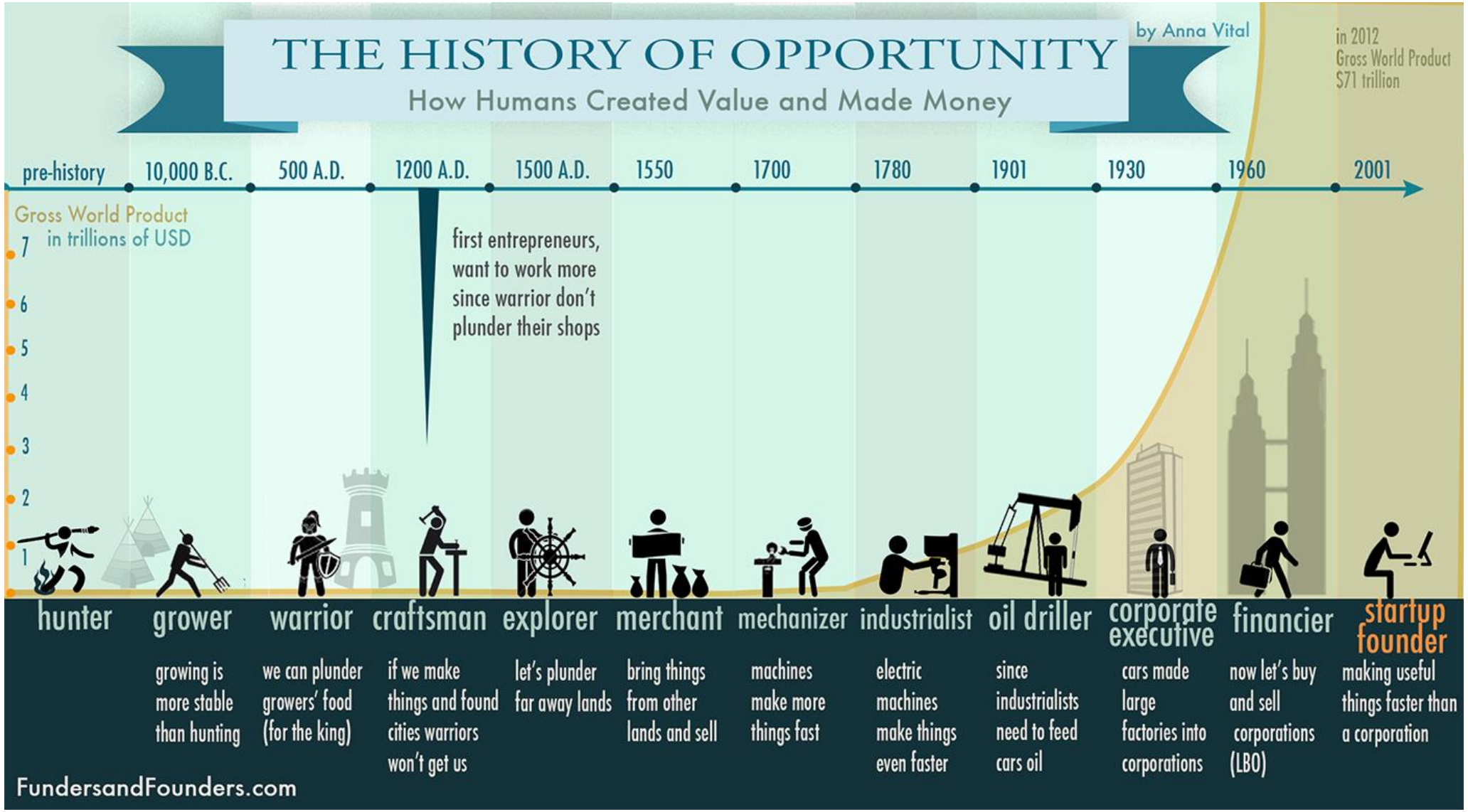

let's all
EAT HEALTHY. BE HEALTHY. SAVE.
The Dietary Guidelines for Americans can help.
We're in the red.
117 MILLION U.S. adults have 1+ chronic diseases.[1]
BILLIONS Spent in medical cost of diet-related chronic diseases.[2]
$147B Obesity
$245B Type 2 Diabetes
$316B Heart Disease
8 in 10 Americans think advice about what to eat is conflicting.[3]
Healthy eating can help... but first, we need to do it.
U.S. Scores Over Time
100
80
60
40
20
0
56
57
59
60
59
2005-2006
2007-2008
2009-2010
2011-2012
2013-2014
59
The Healthy Eating Index Score
shows that Americans do not align their eating choices with the Dietary Guidelines.
(on a scale from 0-100)
U.S. Scores by Age Group
60
53
53
58
66
Ages 2-5
Ages 6-11
Ages 12-17
Ages 18-64
Ages 65+
What's the return on our investment?
Each step closer to eating a diet that aligns with the DIETARY GUIDELINES reduces risk of:[4]
Heart Disease
Type 2 Diabetes
Cancer
$10
$10
$10
$16B
If we invest $10/person each year toward improving nutrition, increasing physical activity, and preventing tobacco use —
THAT COULD SAVE THE UNITED STATES
$16,000,000,000
annually within five years![5]
That's a 5.6x return for every $1 invested!

Mixed Chart

Informational


HOW INSTAGRAM STARTED
by Anna Vital
Or How Two Guys Made an App in 8 Weeks
(Kevin)
learned to code at night after work
built an HTML5 prototype called Burbn
gave it to friends to use
met investors at a party, showed them Burbn
took the jump and quit his job
from them
got $500,000 in funding
(Mike)
found a co-founder
looked at what they had - an app that did everything from check-ins to photos
a few hours
decided to focus on one thing: photos
prototyped a photo sharing app from scratch
1 week
built a pretty awful photo app
went back to the old version (Burbn)
launched on a Monday
8 weeks
renamed it Instagram
threw out everything, only left photos
made Burbn into an iPhone app, but it felt cluttered
became #1 photo app
Funders and Founders
as told by Kevin Systrom at Quora qr.ae/vkt3N

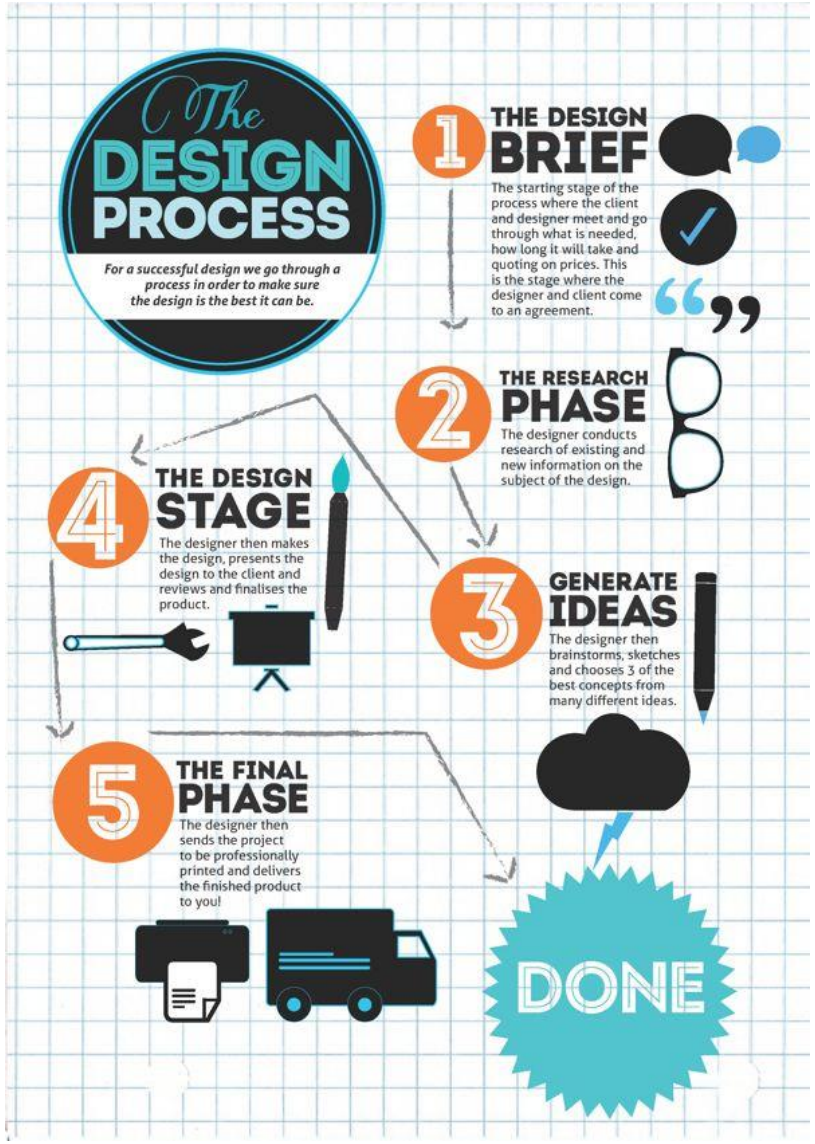
Timeline

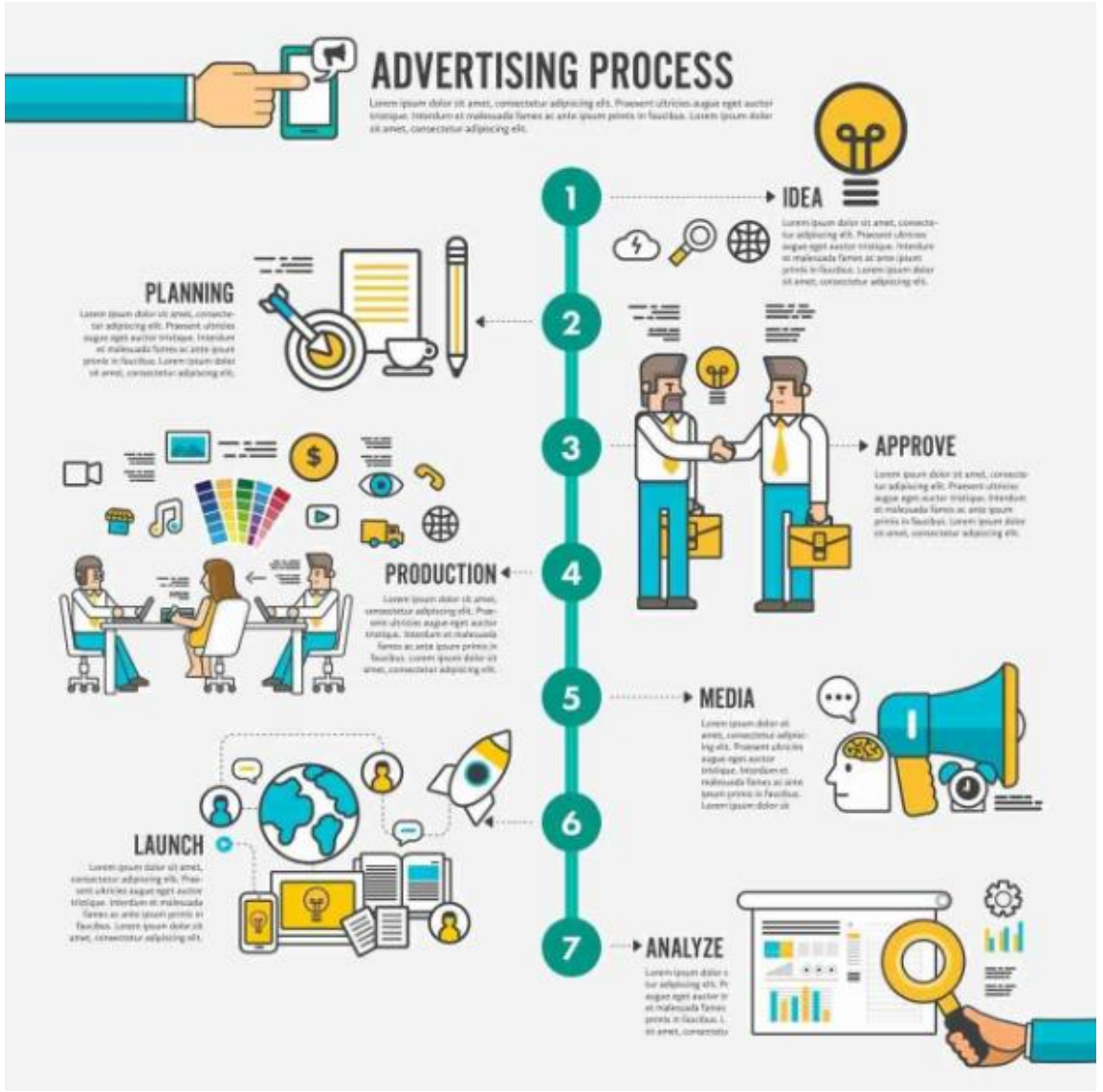

THE HISTORY OF OPPORTUNITY
How Humans Created Value and Made Money
by Anna Vital
in 2012
Gross World Product
$71 trillion
pre-history
10,000 B.C.
500 A.D.
1200 A.D.
1500 A.D.
1550
1700
1780
1901
1930
1960
2001
Gross World Product
in trillions of USD
7
6
5
4
3
2
1
first entrepreneurs, want to work more since warrior don't plunder their shops
hunter
grower
growing is more stable than hunting
warrior
we can plunder growers' food (for the king)
craftsman
if we make things and found cities warriors won't get us
explorer
let's plunder far away lands
merchant
bring things from other lands and sell
mechanizer
machines make more things fast
industrialist
electric machines make things even faster
oil driller
since industrialists need to feed cars oil
corporate executive
cars made large factories into corporations
financier
now let's buy and sell corporations (LBO)
startup founder
making useful things faster than a corporation
FundersandFounders.com

Timeline

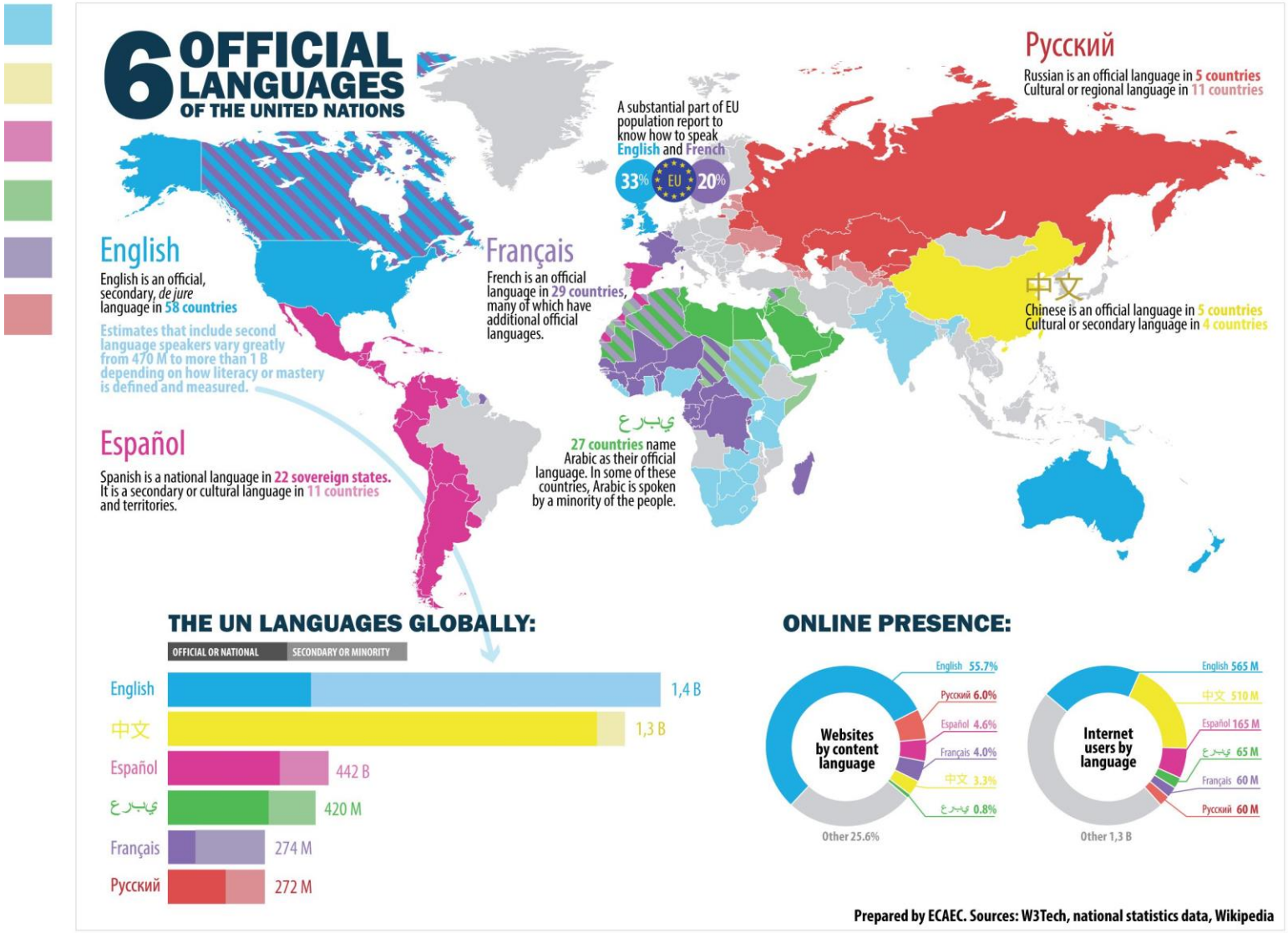
How to Become a
Data Scientist
BUILD YOUR FOUNDATION
You need two things.
FOUNDATION #1
Linear Algebra.
Try Gilbert Strang at MIT
Gotta' watch this!
FOUNDATION #2
Programming.
Try coursera
(Get yourself up to the second or third Course.)
TIP:
Object Oriented Programming is deep enough.
READ READ READ!
Here are some free must-read books to help get started:
PICK YOUR PLATFORM!
It will probably be either R or Python.
TIP:
Really good at one is MUCH better than so-so in both.
GET A MASTERS DEGREE... IDEALLY IN ANALYTICS
3 OUT OF 4
persons with a job title of "Data Scientist" have a Masters or a PhD degree.
TOP 10 PROGRAMS IN THE US
01 MIT
02 University of Texas at Austin (McCombs MSBA Program)
03 University of Southern California (Marshall)
04 North Carolina State University (Institute of Advanced Analytics)
05 University of Rochester (Simon)
06 University of Minnesota (Carlson)
07 Southern Methodist University (Cox)
08 Michigan State University (Eli Broad)
09 Carnegie Mellon University (Heinz College)
10 Purdue University (Krannert)
Here's a full list of 45 great schools
(Thanks Tanmoy Roy!)
Put Yourself Out There!
Method #1:
Create a freelance profile on Upwork. (This is a great option for picking up gigs and building up your resume.)
Upwork
Method #2:
Try entering Kaggle competitions. Learn how in 7 minutes*
kaggle
*Did you watch Gilbert Strang's video?
He was talking about matrices, right? Now here's Rachel talking about that again. See a theme emerging?
Method #3:
Network with other data scientists.
4.0 GPA
TIP1:
To get into a top school, you probably need a 3.9 to 4.0 GPA and a GRE Quant score of 168-170 but you don't need to go to one of the top schools to do great in this field.
TIP2:
Other kinds of Masters degrees can be OK too, like Engineering, for example. In that case, you'll probably acquire the skills you need on your own, through self-preparation and on-job training.
40%
KEY FACT:
40% of data scientists have posted at least one online certificate on their LinkedIn profile. (The average is 3 certificates.)
LinkedIn
Collect Your Rewards!
Average Salary
This year for graduates of the UT Austin McCombs School Masters of Business Analytics program was $94,000
Plus, being a data scientist is fun and interesting work!
The max this year was $120,000

How to


The DESIGN PROCESS
For a successful design we go through a process in order to make sure the design is the best it can be.
1 THE DESIGN BRIEF
The starting stage of the process where the client and designer meet and go through what is needed, how long it will take and quoting on prices. This is the stage where the designer and client come to an agreement.
2 THE RESEARCH PHASE
The designer conducts research of existing and new information on the subject of the design.
3 GENERATE IDEAS
The designer then brainstorms, sketches and chooses 3 of the best concepts from many different ideas.
4 THE DESIGN STAGE
The designer then makes the design, presents the design to the client and reviews and finalises the product.
5 THE FINAL PHASE
The designer then sends the project to be professionally printed and delivers the finished product to you!
DONE


ADVERTISING PROCESS
1 IDEA
2 PLANNING
3 APPROVE
4 PRODUCTION
5 MEDIA
6 LAUNCH
7 ANALYZE

Process


6 OFFICIAL LANGUAGES OF THE UNITED NATIONS
English
English is an official, secondary, de jure language in 58 countries
Estimates that include second language speakers vary greatly from 470 M to more than 1 B depending on how literacy or mastery is defined and measured.
Español
Spanish is a national language in 22 sovereign states. It is a secondary or cultural language in 11 countries and territories.
A substantial part of EU population report to know how to speak English and French
33%
EU
20%
Français
French is an official language in 29 countries, many of which have additional official languages.
Русский
Russian is an official language in 5 countries
Cultural or regional language in 11 countries
中文
Chinese is an official language in 5 countries
Cultural or secondary language in 4 countries
عربي
27 countries name Arabic as their official language. In some of these countries, Arabic is spoken by a minority of the people.
THE UN LANGUAGES GLOBALLY:
OFFICIAL OR NATIONAL
SECONDARY OR MINORITY
English 1,4 B
中文 1,3 B
Español 442 B
عربي 420 M
Français 274 M
Русский 272 M
ONLINE PRESENCE:
Websites by content language
English 55.7%
Русский 6.0%
Español 4.6%
Français 4.0%
中文 3.3%
عربي 0.8%
Other 25.6%
Internet users by language
English 565 M
中文 510 M
Español 165 M
عربي 65 M
Français 60 M
Русский 60 M
Other 1,3 B
Prepared by ECAEC. Sources: W3Tech, national statistics data, Wikipedia

Map

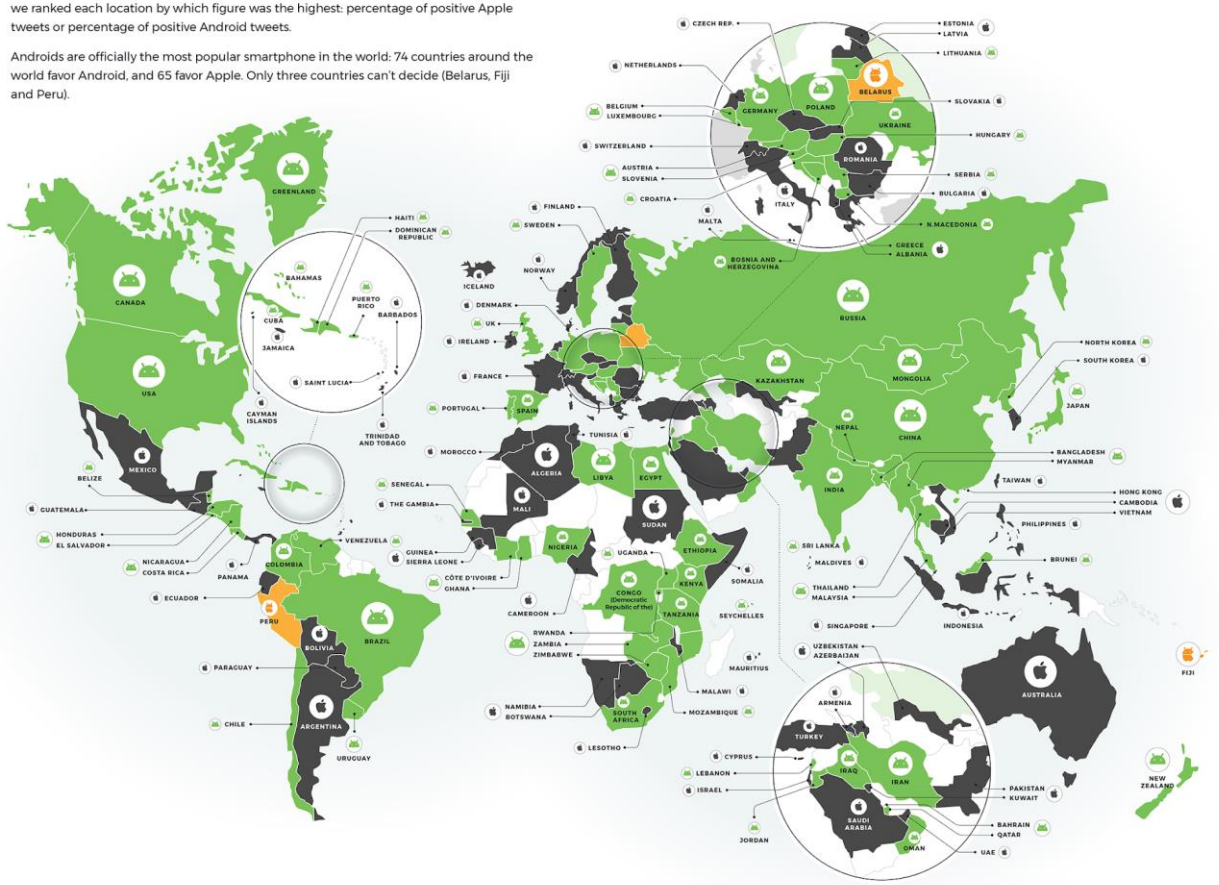
Android vs Apple Phones

WHICH DOES THE WORLD LOVE MOST?

ANDROID **74** | DRAW **3** | APPLE **65**

We used an academic language sentiment tool, called SentiStrength, to classify over 340 thousand geotagged tweets about Android or Apple phones as positive or negative. Then we ranked each location by which figure was the highest: percentage of positive Apple tweets or percentage of positive Android tweets.

Androids are officially the most popular smartphone in the world: 74 countries around the world favor Android, and 65 favor Apple. Only three countries can't decide (Belarus, Fiji and Peru).



Methodology:

We compiled a list of Android and Apple model names. Then using Twitter API, we collected 347,856 tweets featuring the words and used SentiStrength, which assesses positive and negative sentiment in texts, to classify each tweet as positive, neutral or negative. We ranked places depending on which was higher: the percentage of positive Apple tweets or the percentage of positive Android tweets.

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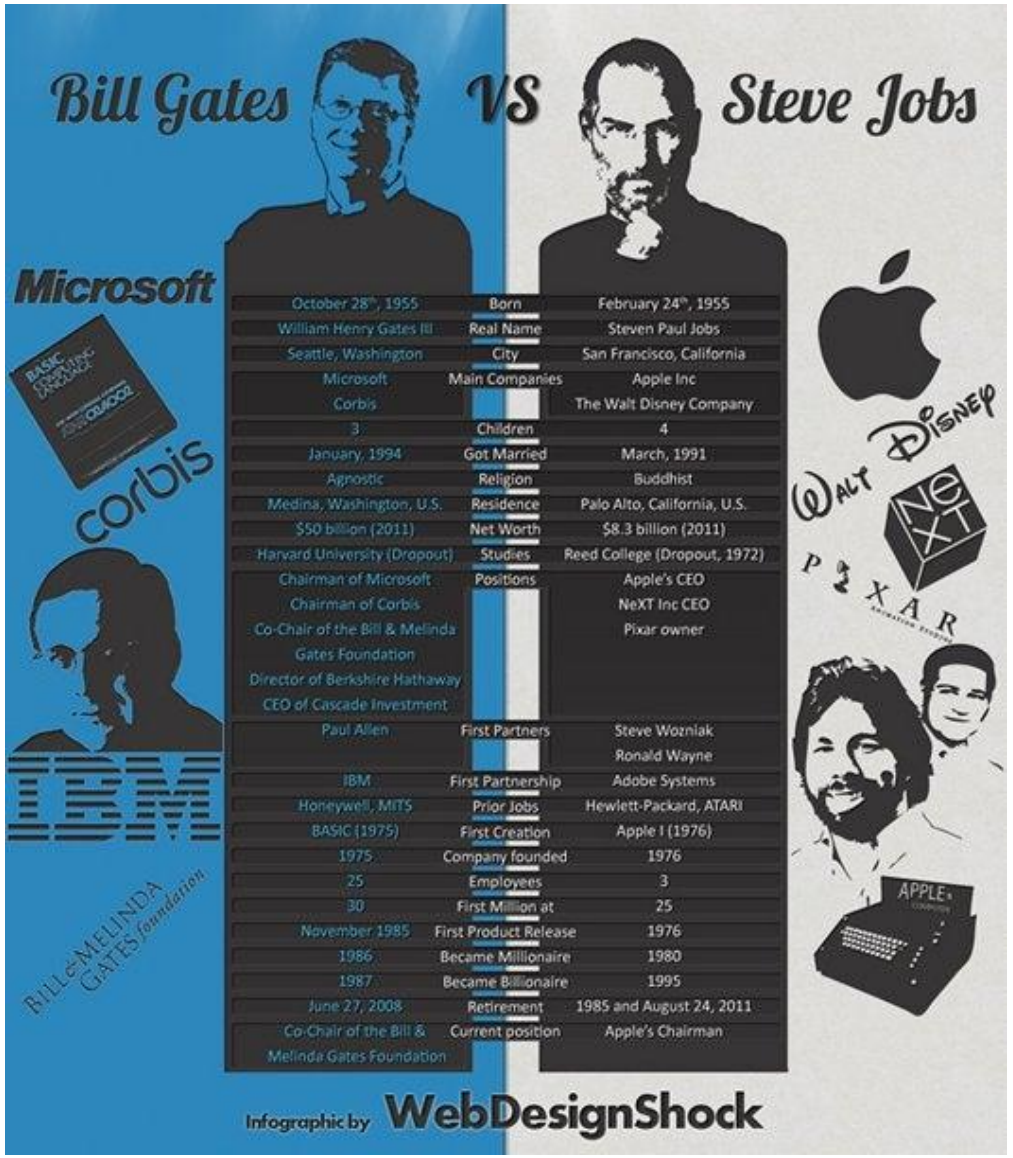
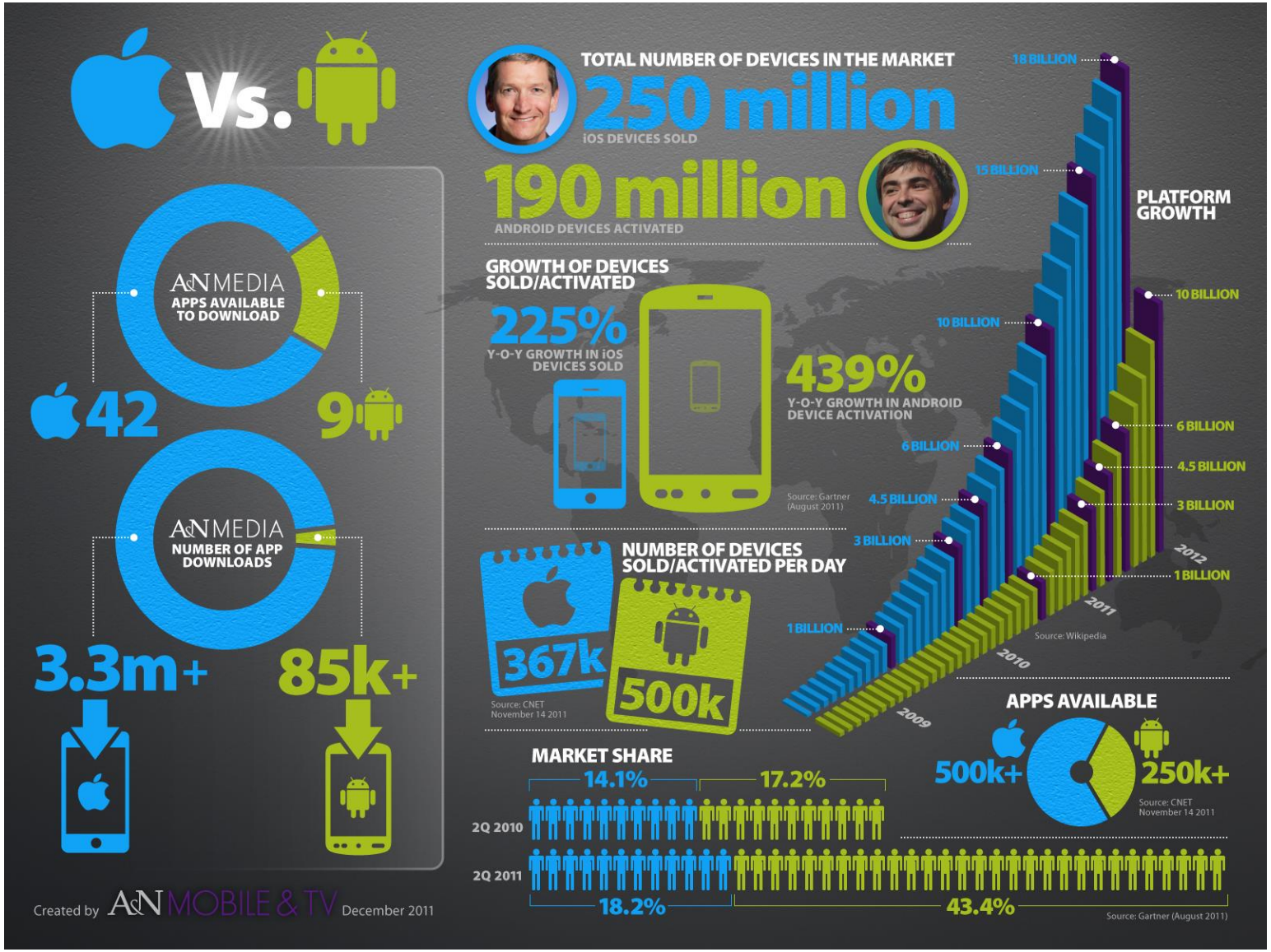
Electronics Hub

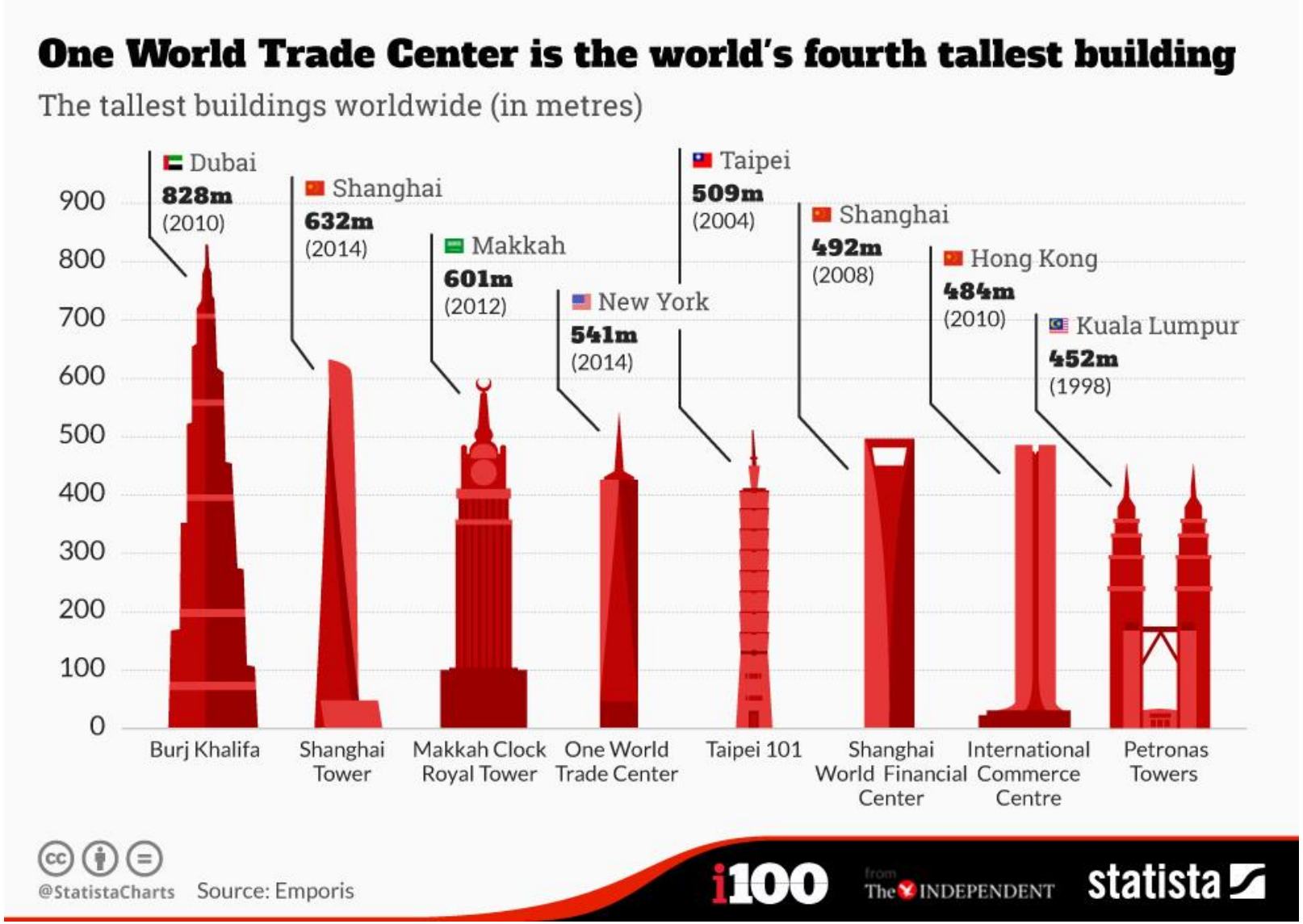
Map


Bill Gates
VS
Steve Jobs
Microsoft
corbis
IBM
Bill & Melinda Gates foundation
Walt Disney
NeXT
PIXAR
APPLE
Born: October 28th, 1955 | February 24th, 1955
Real Name: William Henry Gates III | Steven Paul Jobs
City: Seattle, Washington | San Francisco, California
Main Companies: Microsoft, Corbis | Apple Inc, The Walt Disney Company
Children: 3 | 4
Got Married: January, 1994 | March, 1991
Religion: Agnostic | Buddhist
Residence: Medina, Washington, U.S. | Palo Alto, California, U.S.
Net Worth: $50 billion (2011) | $8.3 billion (2011)
Studies: Harvard University (Dropout) | Reed College (Dropout, 1972)
Positions: Chairman of Microsoft, Chairman of Corbis, Co-Chair of the Bill & Melinda Gates Foundation, Director of Berkshire Hathaway, CEO of Cascade Investment | Apple's CEO, NeXT Inc CEO, Pixar owner
First Partners: Paul Allen | Steve Wozniak, Ronald Wayne
First Partnership: IBM | Adobe Systems
Prior Jobs: Honeywell, MITS | Hewlett-Packard, ATARI
First Creation: BASIC (1975) | Apple I (1976)
Company founded: 1975 | 1976
Employees: 25 | 3
First Million at: 30 | 25
First Product Release: November 1985 | 1976
Became Millionaire: 1986 | 1980
Became Billionaire: 1987 | 1995
Retirement: June 27, 2008 | 1985 and August 24, 2011
Current position: Co-Chair of the Bill & Melinda Gates Foundation | Apple's Chairman
Infographic by WebDesignShock

Comparison


Vs.
A&N MEDIA
APPS AVAILABLE TO DOWNLOAD
42
9
A&N MEDIA
NUMBER OF APP DOWNLOADS
3.3m+
85k+
Created by A&N MOBILE & TV December 2011
TOTAL NUMBER OF DEVICES IN THE MARKET
250 million
iOS DEVICES SOLD
190 million
ANDROID DEVICES ACTIVATED
GROWTH OF DEVICES SOLD/ACTIVATED
225%
Y-O-Y GROWTH IN iOS DEVICES SOLD
439%
Y-O-Y GROWTH IN ANDROID DEVICE ACTIVATION
Source: Gartner (August 2011)
NUMBER OF DEVICES SOLD/ACTIVATED PER DAY
367k
500k
Source: CNET November 14 2011
PLATFORM GROWTH
18 BILLION
15 BILLION
10 BILLION
6 BILLION
4.5 BILLION
3 BILLION
1 BILLION
2009
2010
2011
2012
Source: Wikipedia
APPS AVAILABLE
500k+
250k+
Source: CNET November 14 2011
MARKET SHARE
14.1%
17.2%
2Q 2010
2Q 2011
18.2%
43.4%
Source: Gartner (August 2011)

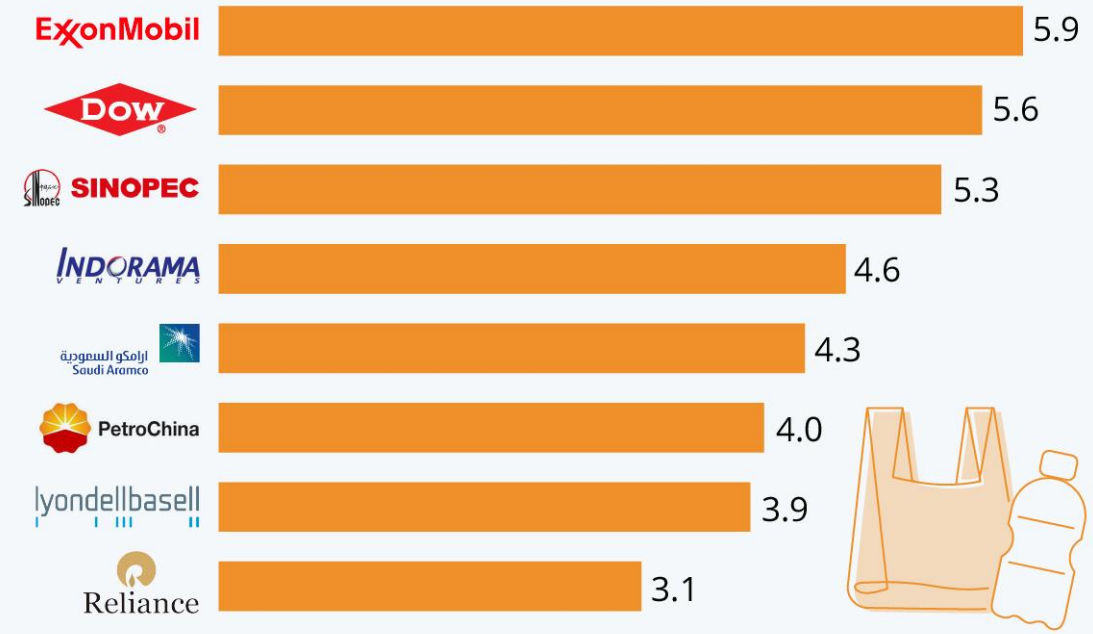
Comparison



Single chart

The World's Biggest Single-Use Plastic Waste Producers

Companies contributing the most to single-use plastic waste in 2019 (million metric tons)



Source: The Plastic Waste Makers Index by The Mindaroo Foundation

statista

Single chart

Steps to creating an infographic

1 Choose your **topic**

The process for creating a shareable infographic is a lot like the process for writing an effective piece of communication. You probably **started by organizing your ideas**, then identifying a thesis statement and arguments to support it

2 Define your **target audience**

Who are you communicating to? Business executives? Millennials? Stay-at-home moms? Your answer to this question will set the tone of your copy and the overall mood of your visual theme

3 Define your **goals**

Ask yourself: **what exactly do I want to achieve with this infographic?** Here are a few objectives you may have:

- Reveal hidden trends and patterns using data
- Raise awareness of a specific issue of cause
- Create a comprehensive, go-to visual resource on a topic
- Compare two or more products or concepts
- Translate a story

4 Define the **medium**

Nowadays, many of the infographics created for marketing purposes area **published online**, which saves a lot of time and resources

But if your objective is to translate a **report** into a print infographic that can handed out at a meeting, then you'd have to consider factors such as the dimensions of your infographic file format and image resolution

5 Find the right **information**

If you still have to investigate and shift through data to find the **right information**, start by consulting these possible sources:

- Recently published survey or polls
- Newly released reports
- Press releases
- Proprietary company data
- Academic studies
- Interviews with experts
- Your own informal surveys using online form

6 Find the **story in the data**

Now comes the part where you **"interview" your data to find a story worth telling**. By asking many questions, you will obtain various interpretations of the same data instead of simply sticking with your first reading

COMPARE VALUES

Bar chart

Line chart

ANALYZE TRENDS

Line chart

Bar chart

COMPREHEND THE RELATIONSHIP BETWEEN DATA SETS

Line chart

Scatter plot

Bubble chart

SHOW THE INDIVIDUAL PARTS THAT MAKE UP A WHOLE

Pie chart

Stacked bar

Stacked column

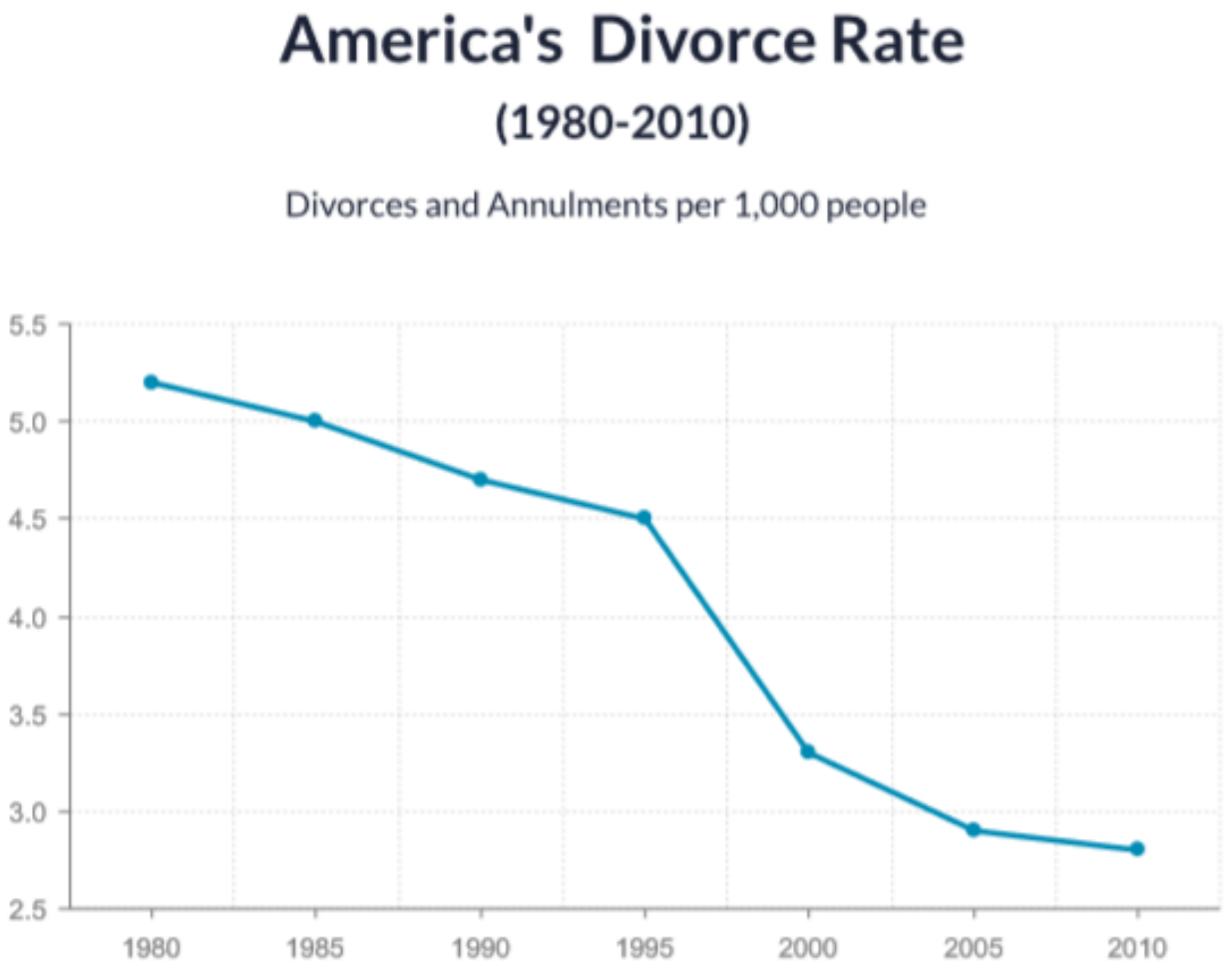
UNDERSTAND HOW DATA IS DISTRIBUTED

Scatter plot

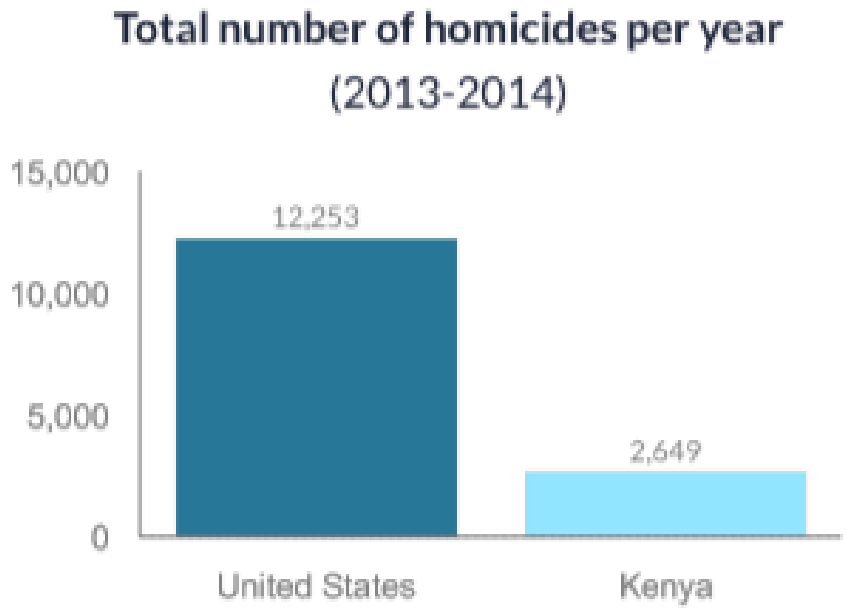
Line chart

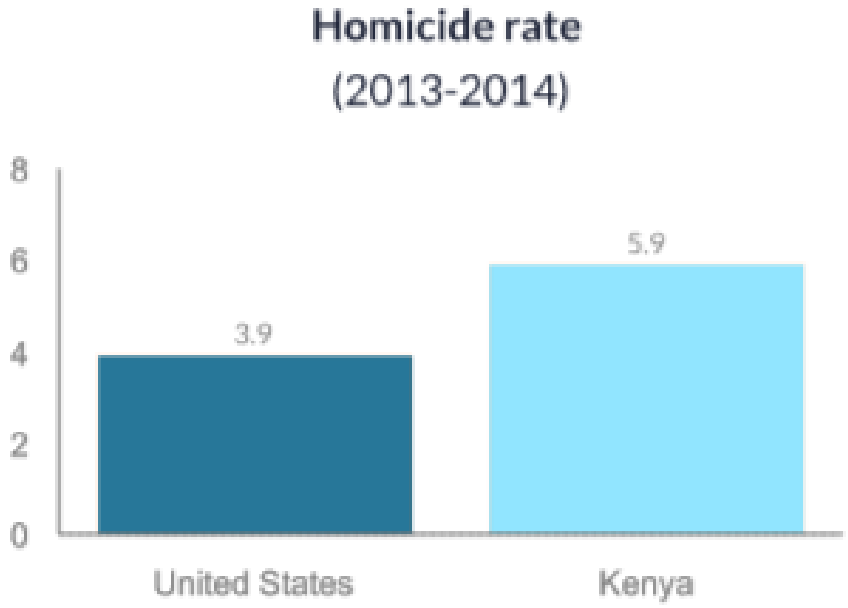
Bar chart

Trends over time



Comparisons between items

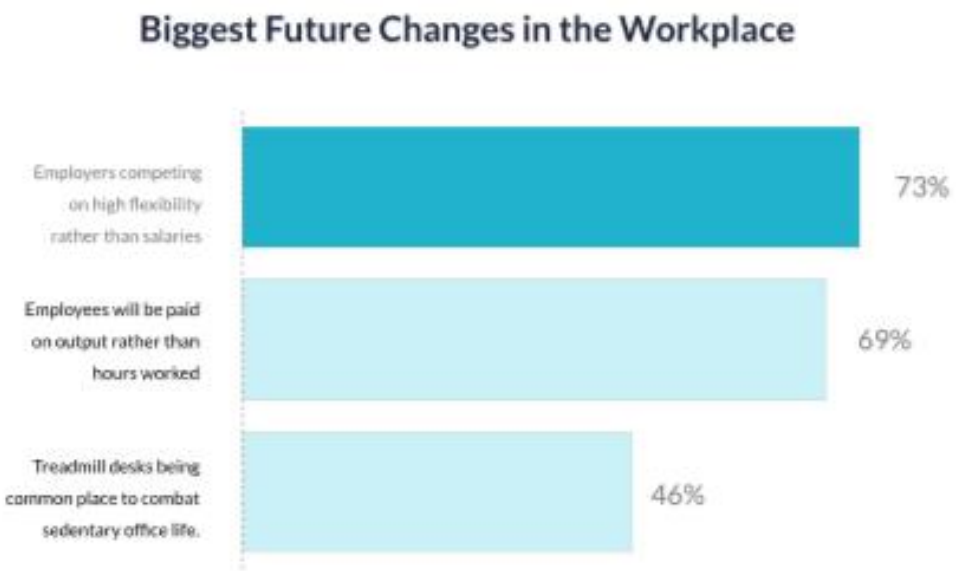




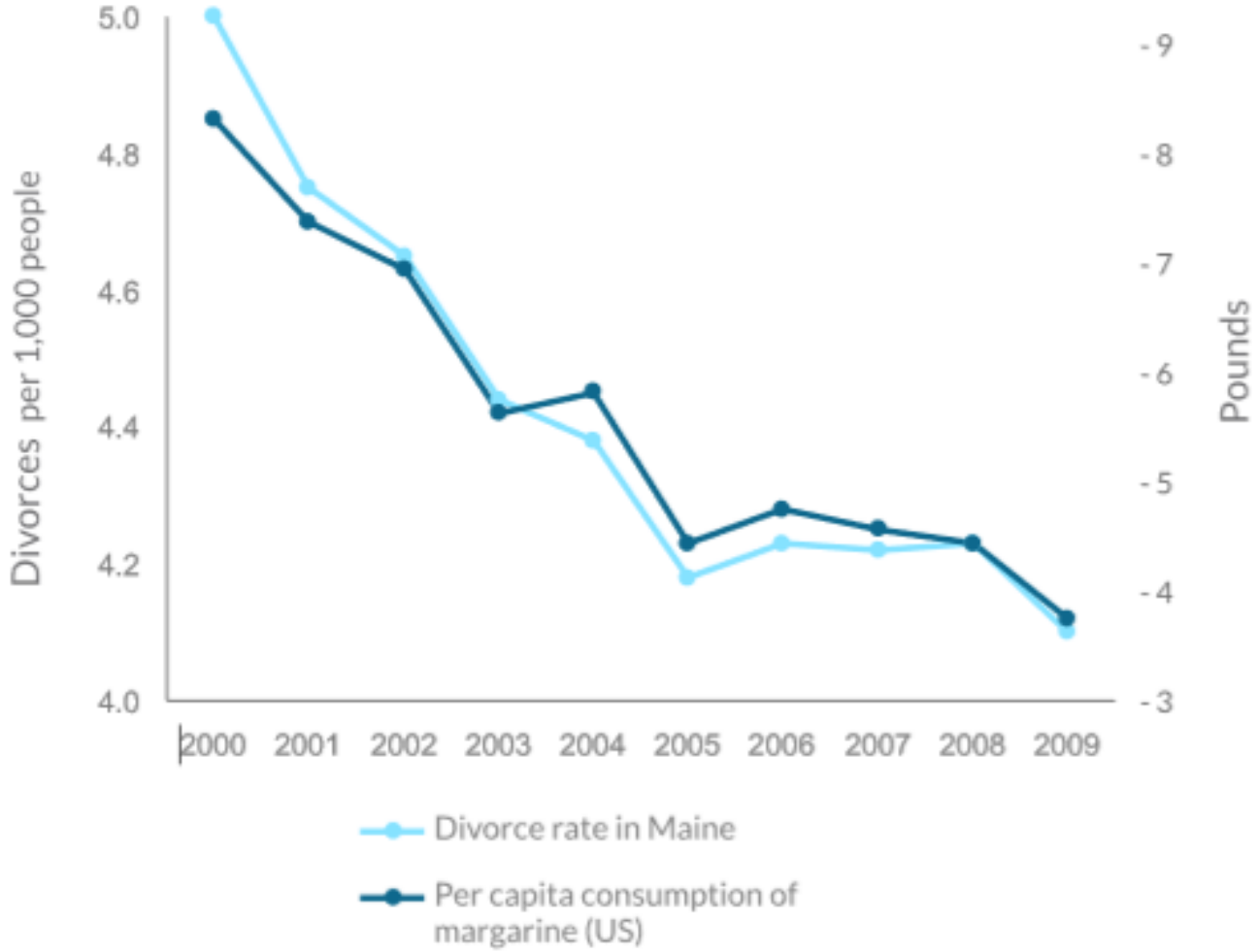
Composition of a whole

BEFORE

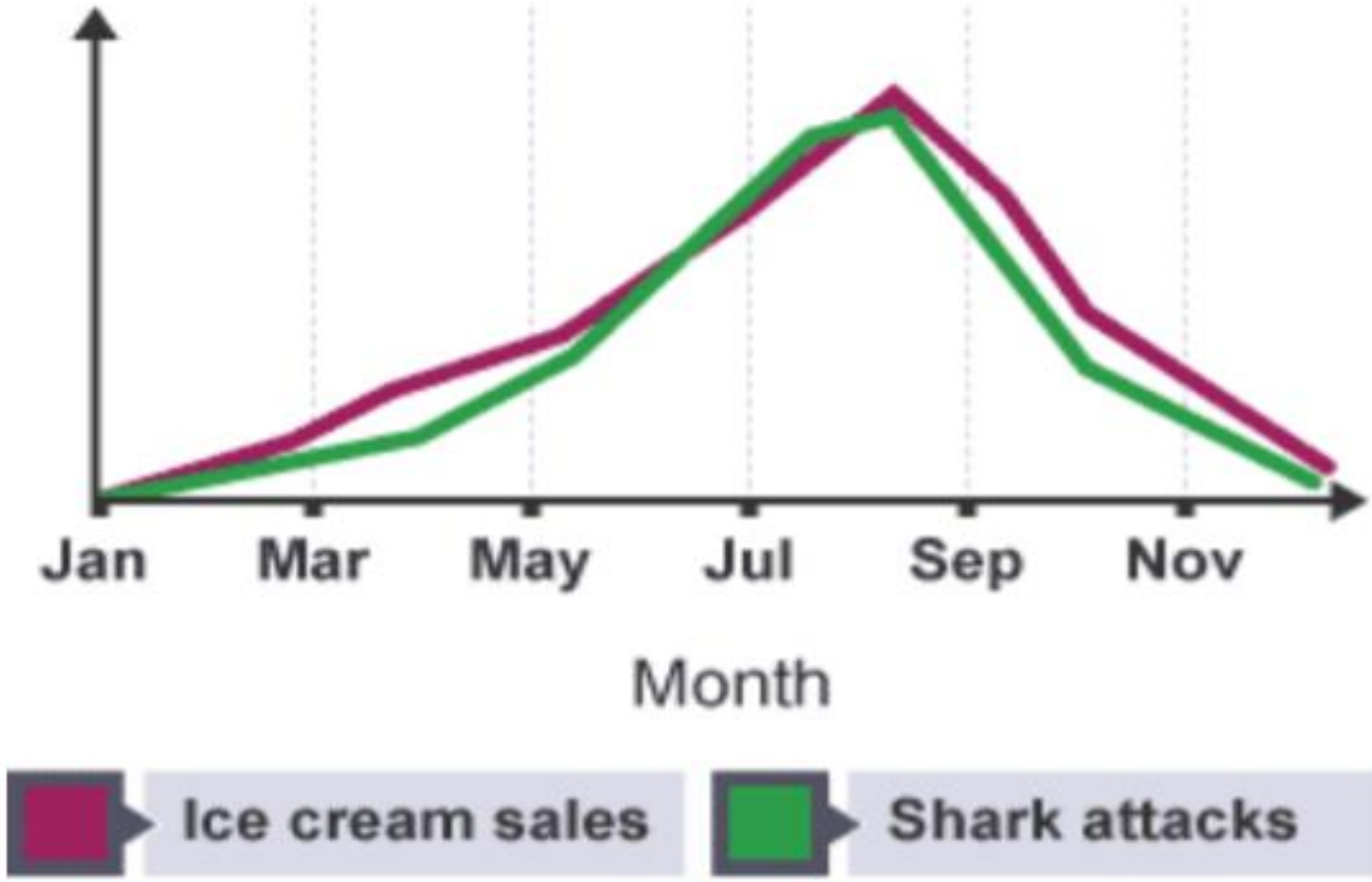
AFTER



Relationship between two or more variables

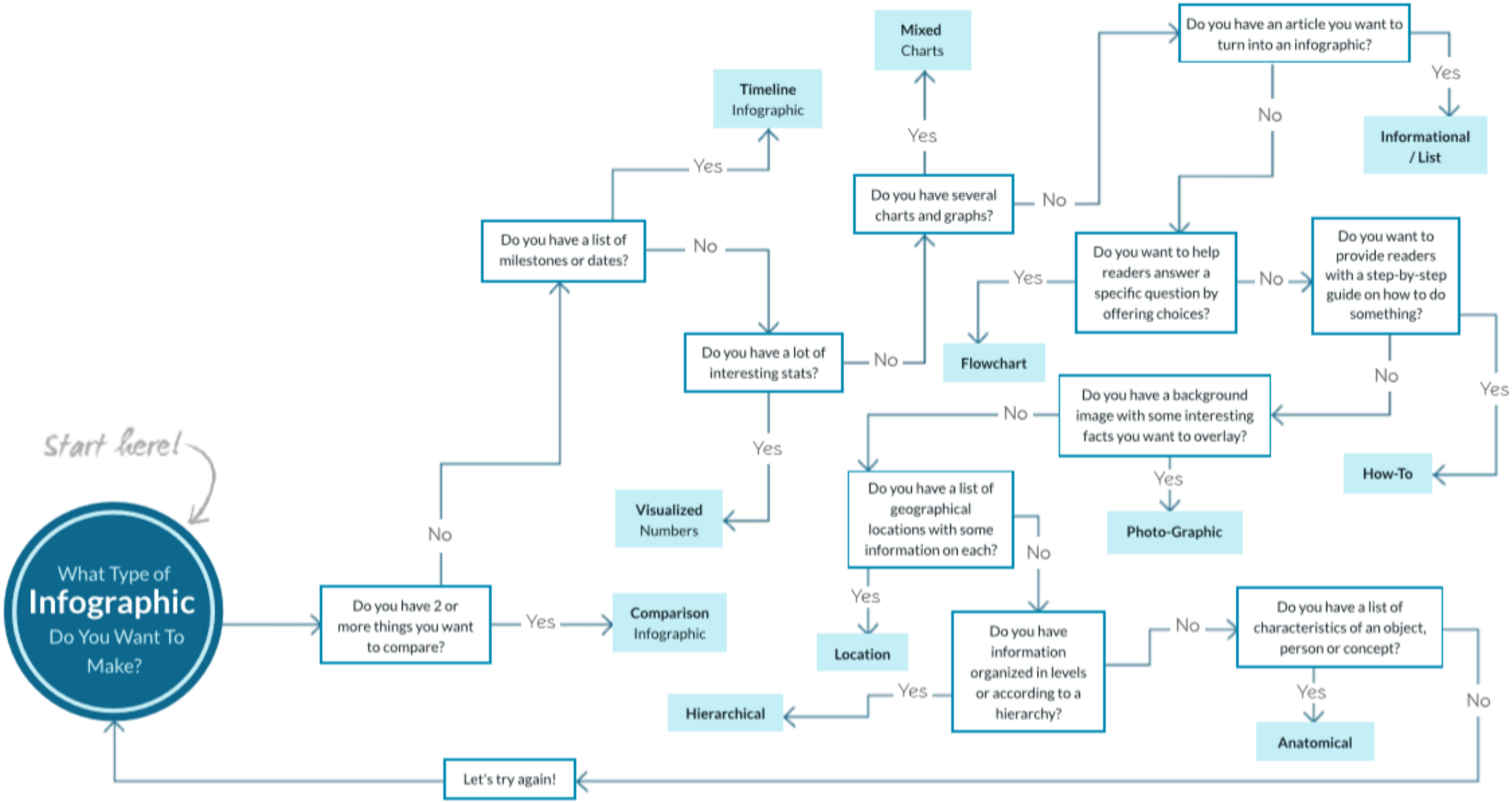


FOOTHILLS
Creamery
Shark Attack
A tub of joy
BLUE-RASPBERRY AND SHARK-GREY VANILLA ICE CREAM WITH A RASPBERRY SWIRL
BEST PAIRED WITH LAKEFRONT ADVENTURES, ROPE SWINGS, AND MOVIE NIGHTS
KEEP FROZEN
Made in Canada
1.4 L ICE CREAM
% Daily Value*
13 %
37 %
0 %
21 %
4 %
4 %
10 %
1 %


Jan
Mar
May
Jul
Sep
Nov
Month
Ice cream sales
Shark attacks

7 How to choose the **right type of infographic**

- **Mixed chart**
- **Informational**
- **Timeline**
- **How to**
- **Process**
- **Map**
- **Comparison**
- **Single Chart**


Start here!
What Type of Infographic Do You Want To Make?
Do you have 2 or more things you want to compare?
Yes
Comparison Infographic
No
Do you have a list of milestones or dates?
Yes
Timeline Infographic
No
Do you have a lot of interesting stats?
Yes
Visualized Numbers
No
Do you have several charts and graphs?
Yes
Mixed Charts
No
Do you have an article you want to turn into an infographic?
Yes
Informational / List
No
Do you want to help readers answer a specific question by offering choices?
Yes
Flowchart
No
Do you want to provide readers with a step-by-step guide on how to do something?
Yes
How-To
No
Do you have a background image with some interesting facts you want to overlay?
Yes
Photo-Graphic
No
Do you have a list of geographical locations with some information on each?
Yes
Location
No
Do you have information organized in levels or according to a hierarchy?
Yes
Hierarchical
No
Do you have a list of characteristics of an object, person or concept?
Yes
Anatomical
No
Let's try again!

8 How to write **copy**

To do this, consider your answer to the questions

- Who is your **audience**?
- What is your **primary purpose**?
  - to educate, entertain, inspire or persuade
- What is your **thesis statement**?

Then, try to sum up the main message of your infographic in just a sentences

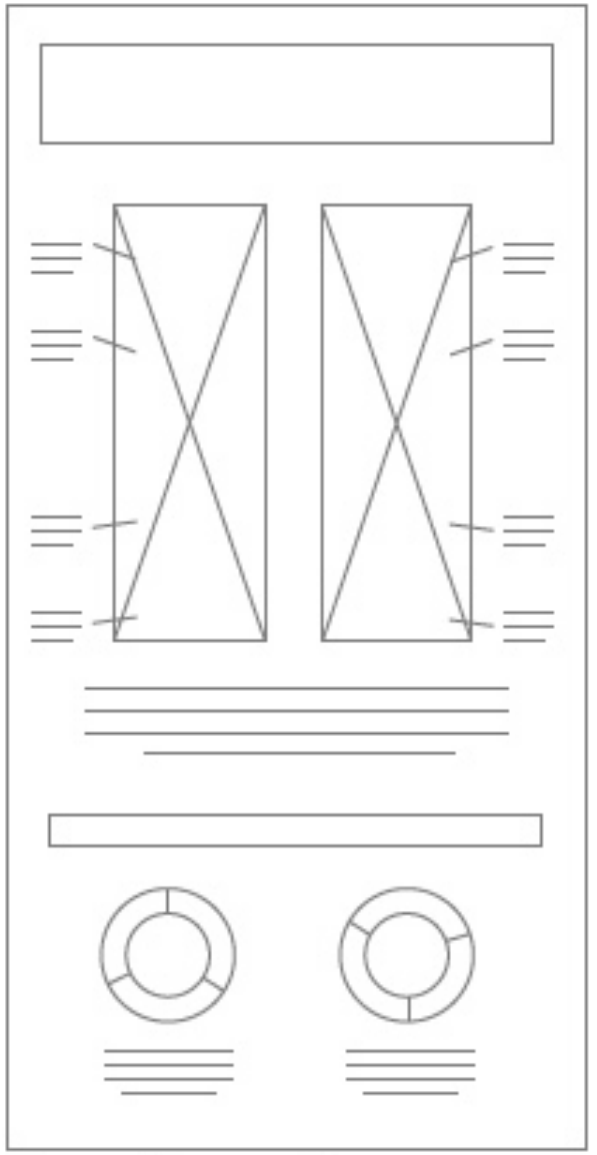
"Find the surprise in your data and add it as the title."

Swizec Teller

9 Create a **wireframe**

Now comes the part where you start **translating your text into visual elements**. Make sure to include the following in your wireframe:

- Placement of titles, subtitles and introduction
- Placement of highlighted stats and figures
- Rough sketches of charts and graphs
- Rough sketches of illustrations or icons



Tips for designing the infographic

1 Visual theme

Deciding on a **visual theme**

2 Color scheme

Choosing a **color scheme**

Red: passion, romance, anger

Orange: optimism, happiness, energy

Yellow: happiness, hope

Green: fertility, nature, abundance

Blue: professionalism, calm, transparency

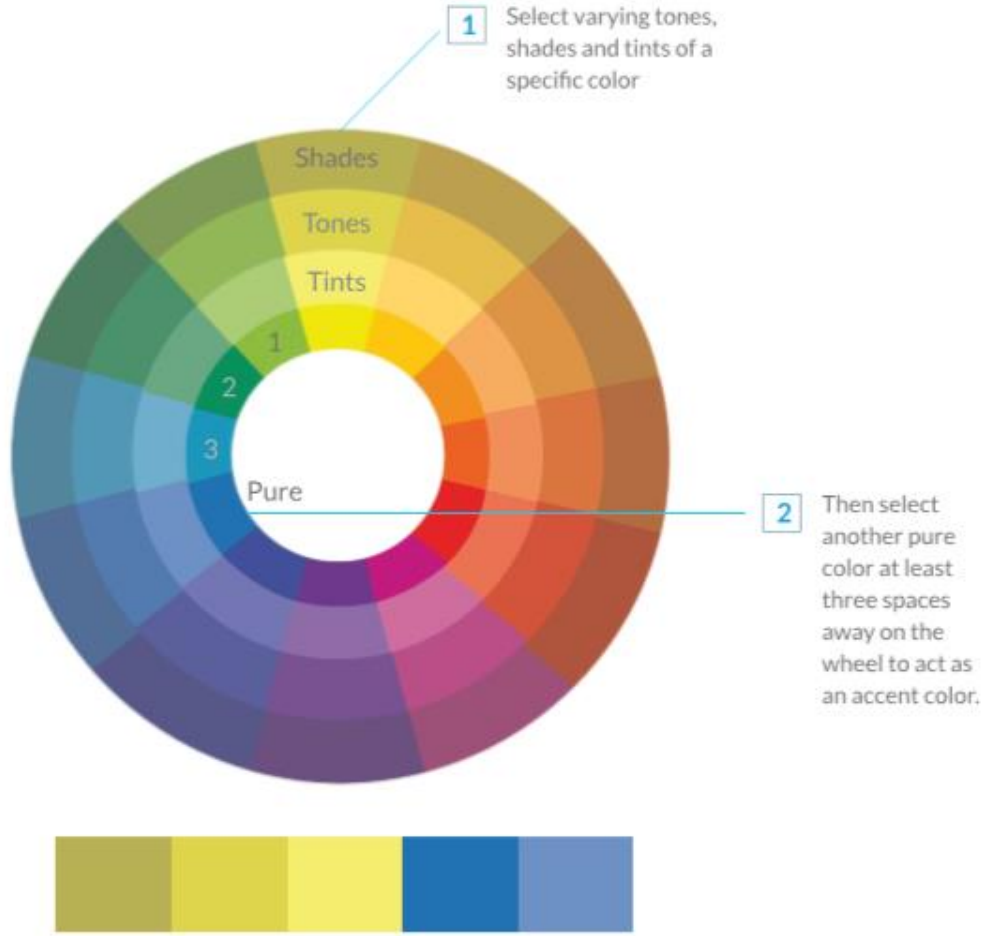
Purple: luxury, royalty, creativity

Black: elegance, mystery, darkness

White: purity, cleanliness

Brown: enduring, dependability, nature

Beige: conservatism, piety, dullness



Choosing a **color scheme**

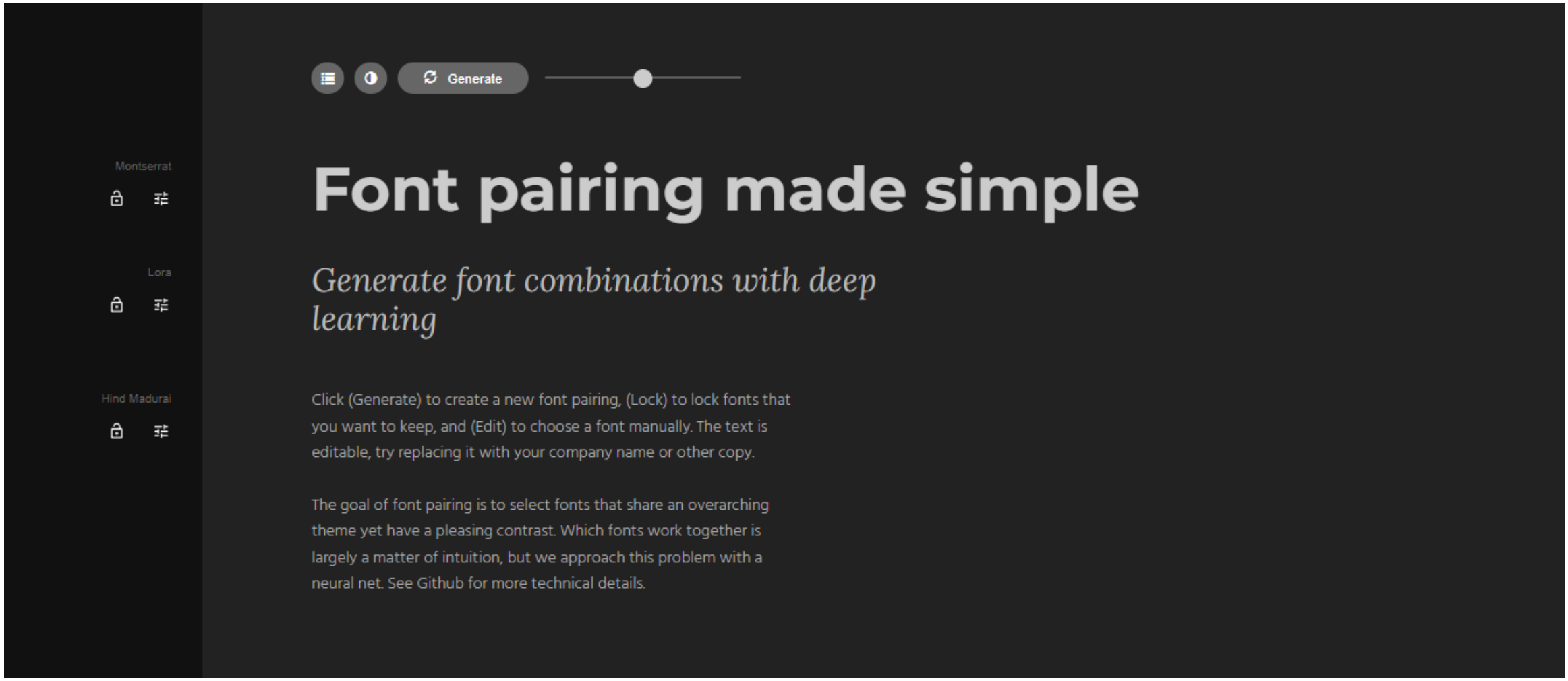
Keep it simple

The 60-30-10 rule

3 Font combinations

Choosing a **font combinations**

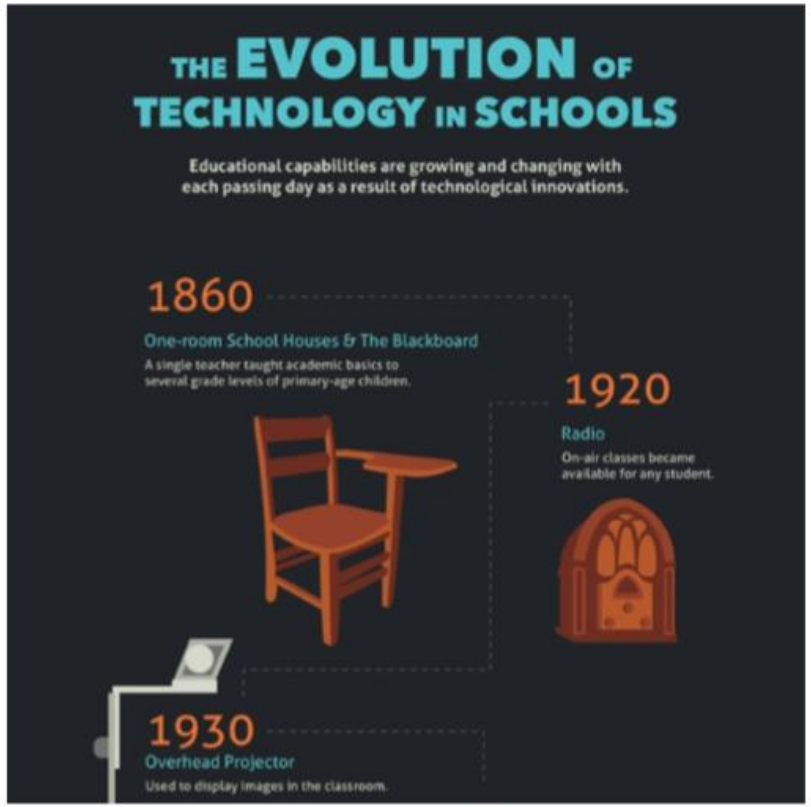
OSWALD Old Standard TT	Rokkitt Ubuntu	Vollkorn Exo	Abril Fatface Josefin Sans
PT Mono Open Sans Condensed	Colaborate Titillium	Lobster Lato	Ubuntu Source Sans Pro



https://fontjoy.com/

Choosing a **font combinations**

Achieve contrast and create visual hierarchy by varying the point size between the different fonts for headlines, subtitles and body text



Assign a role to each of the fonts used. For example, you can use the same font for subtitles, another for the body text, a third font for data explainers, and so on

Choosing a **font combinations**

Pair a distinct font that has a lot of personality with a more neutral one

Stick to two-max three-combinations

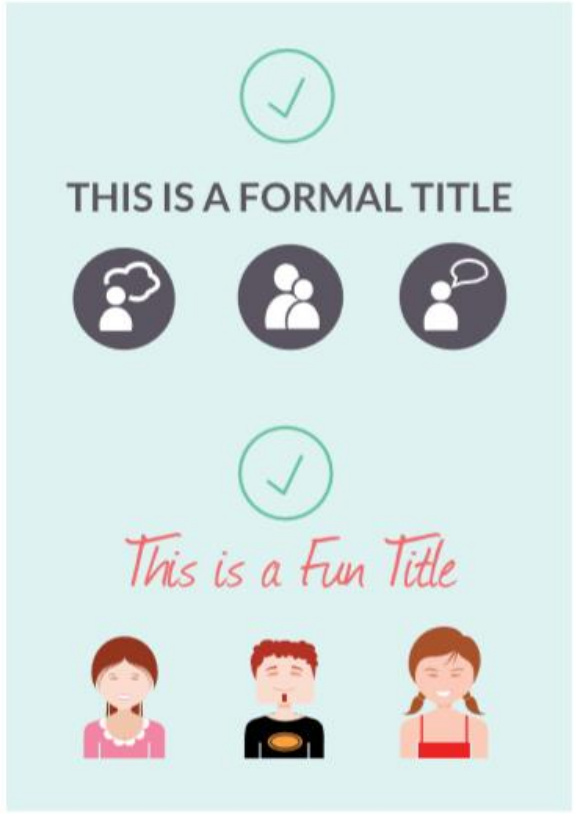
4 Icons

How to use and select the **right icons**

Replace names and titles with icon

Use icons in graphs and charts

How to use and select the **right icons**



Pair icons with fonts

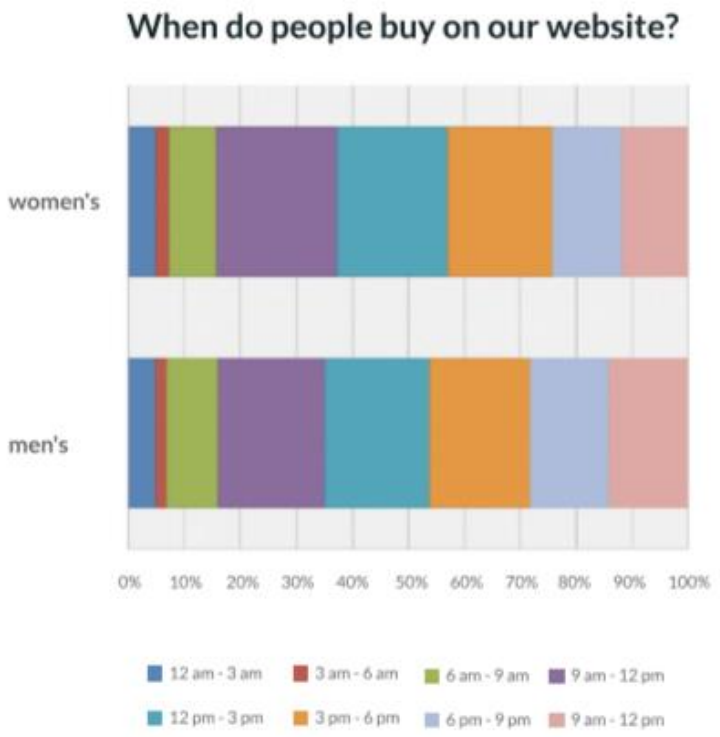
Pair icons with color palette

Stick with one icon style

5 Effective visuals

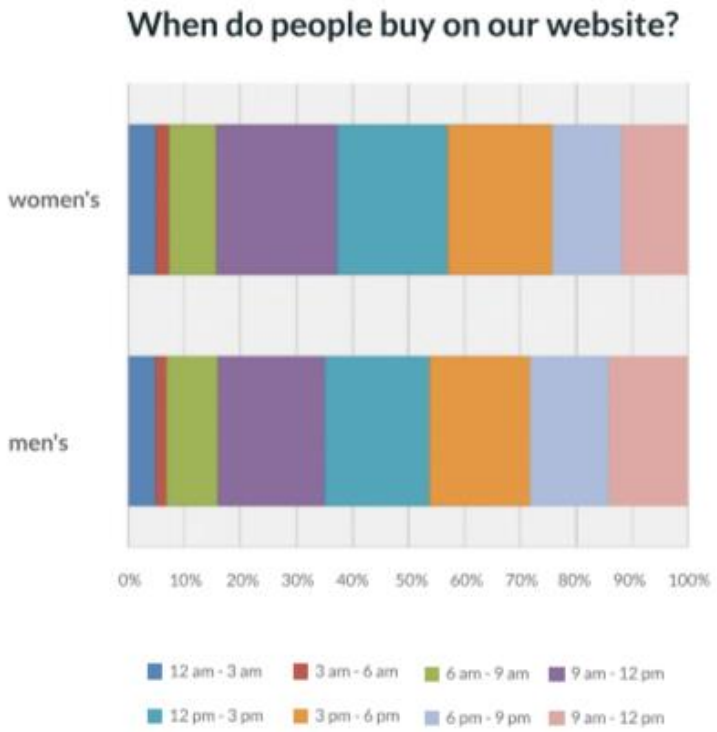
How to create **effective charts**

Before

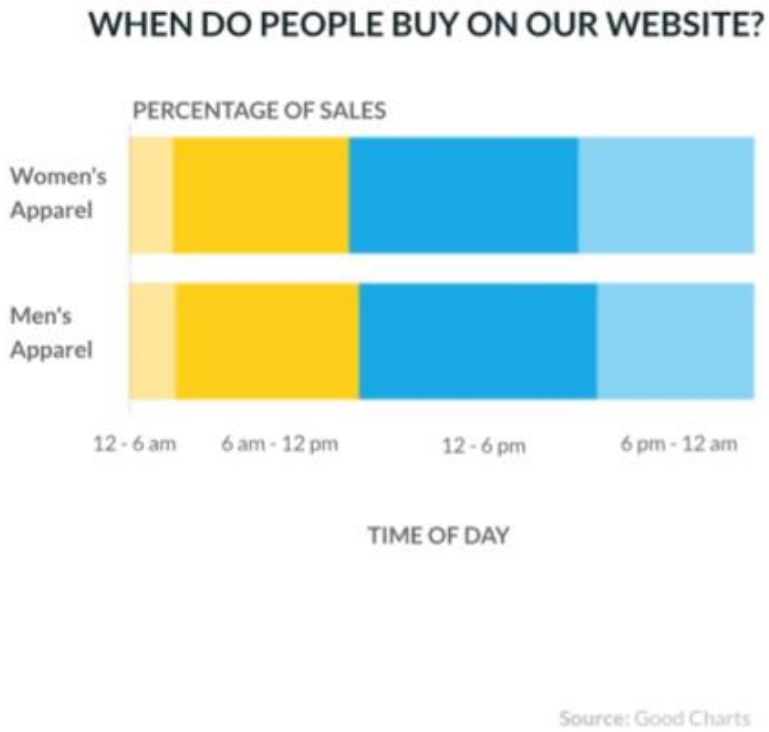


How to create **effective charts**

Before



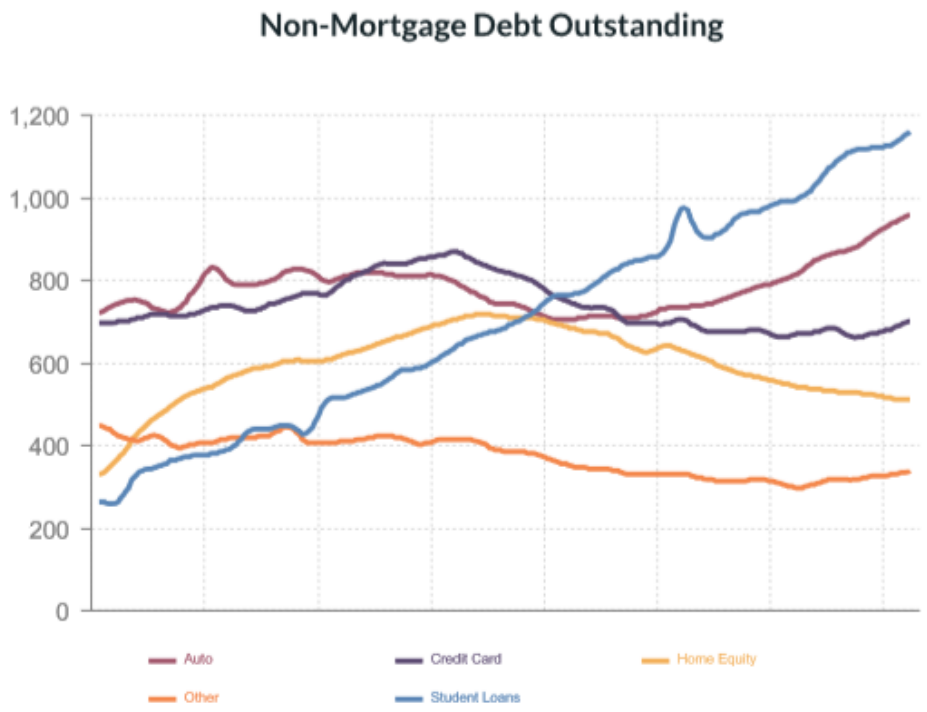
After



Ask yourself, "can this be summarized?" If certain details are not essential, then consider summarizing certain elements by grouping them into broader categories

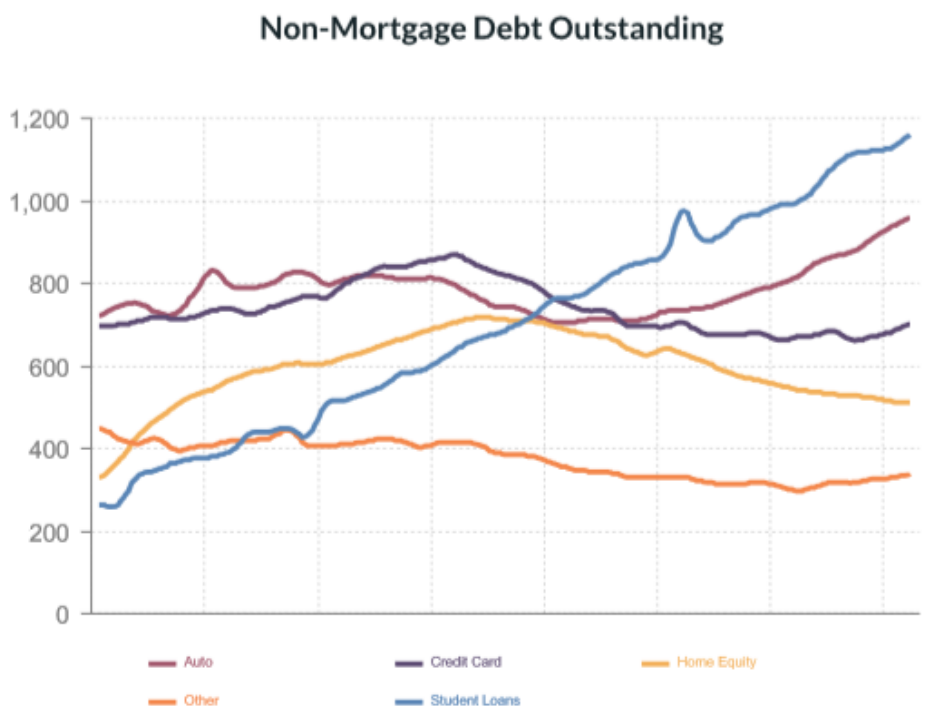
How to create **effective charts**

Before

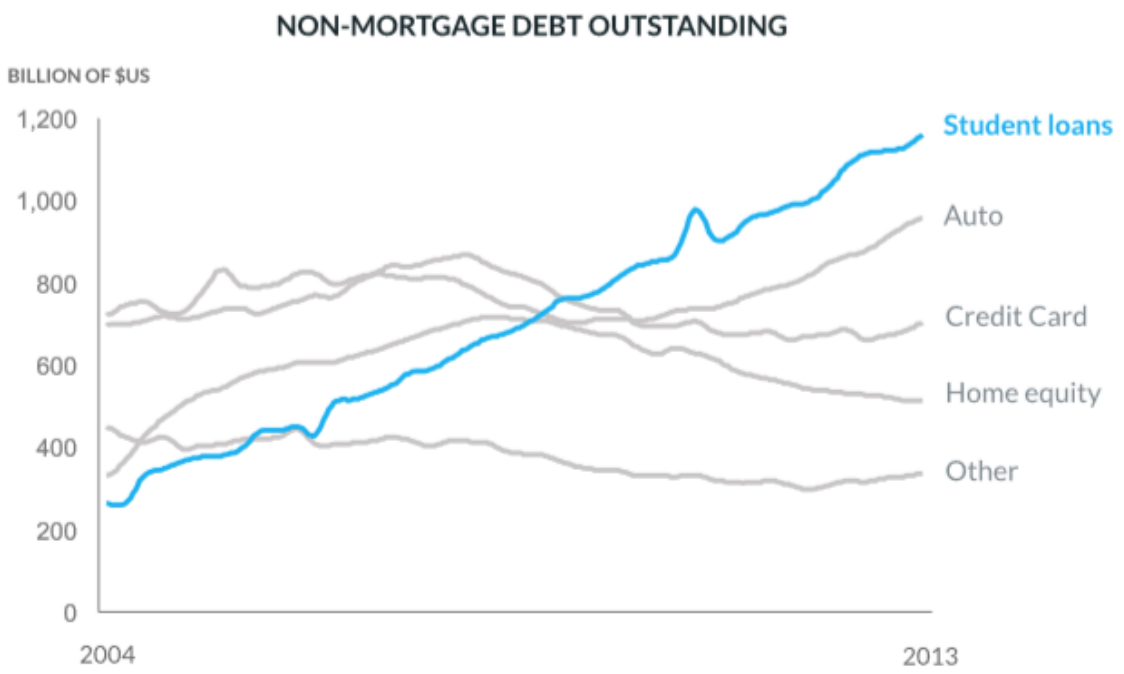


How to create **effective charts**

Before



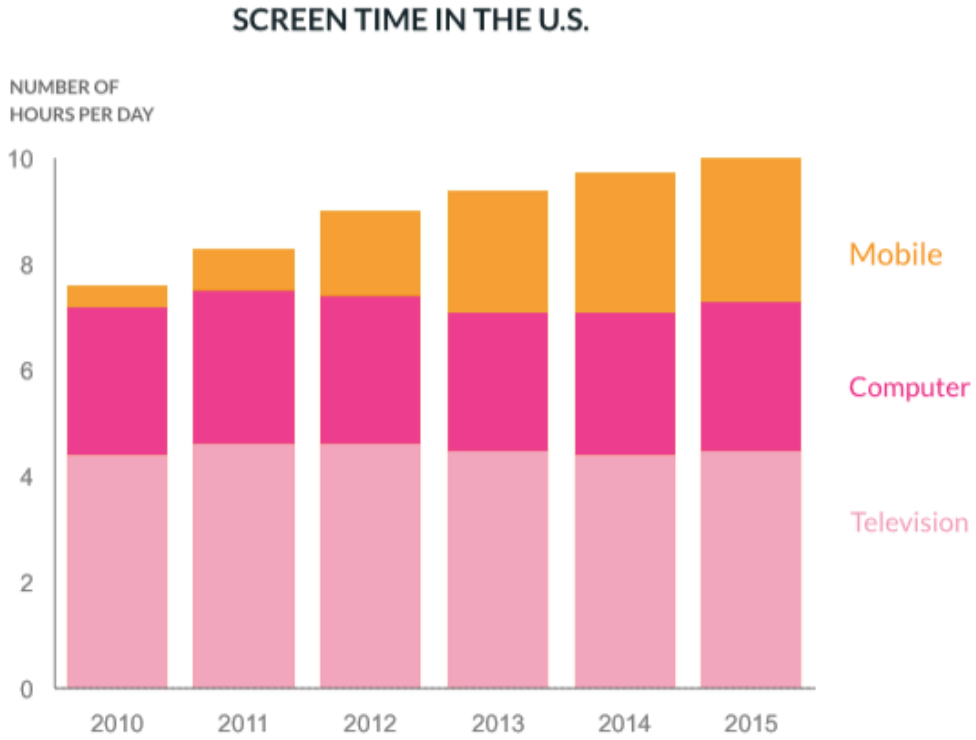
After



Push all chart elements to the background by applying a light grey color. Then go through the most important of these elements and use different design techniques to make them stand out, such as making the size bigger, making certain lines thicker, applying color, adding data explainers or labels, among others

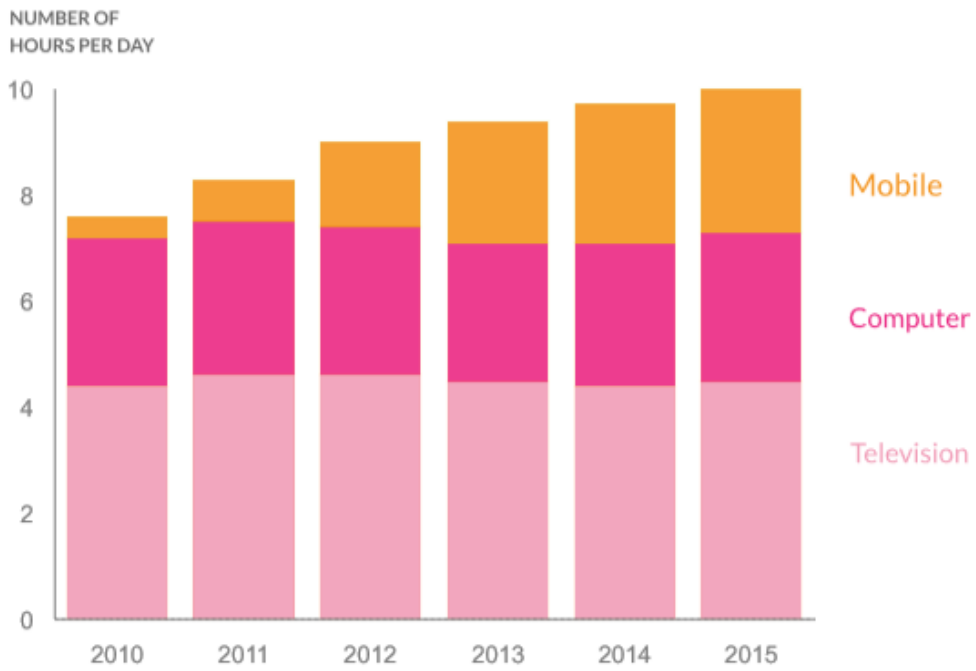
How to create **effective charts**

Before

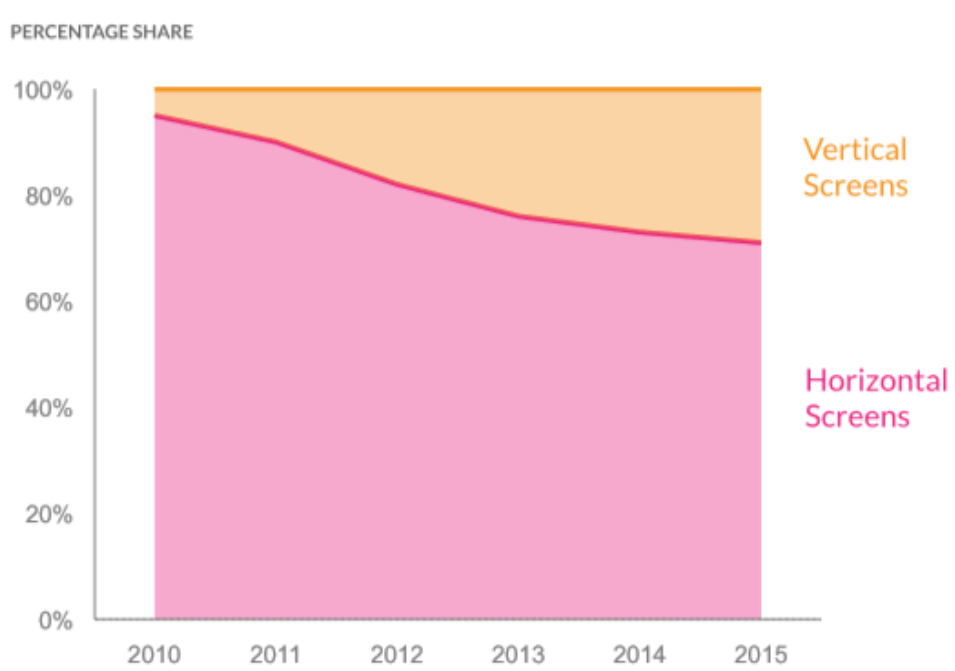


How to create **effective charts**

Before



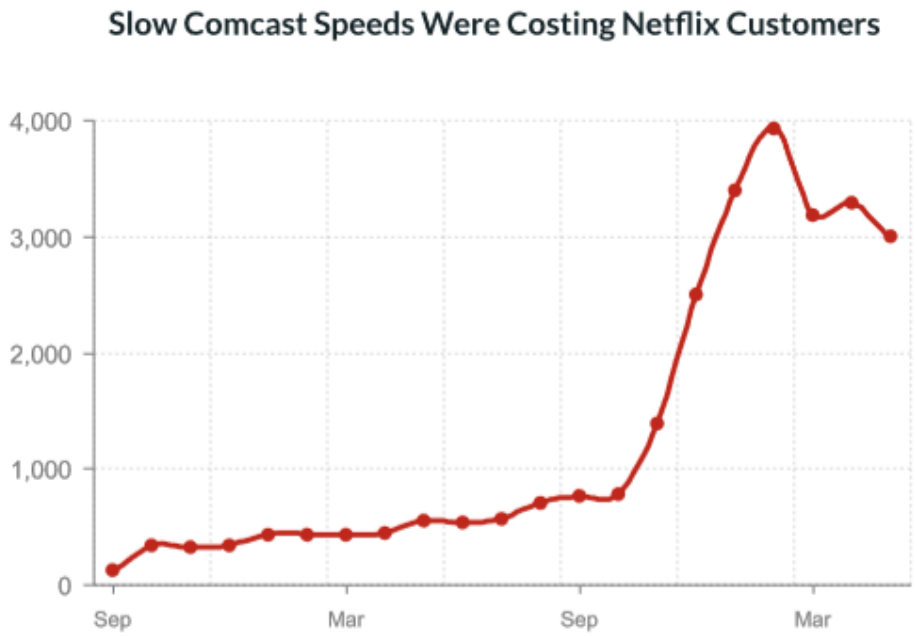
After



Use only two to three colors to highlight the most important points. Use grey for the rest of information

How to create **effective charts**

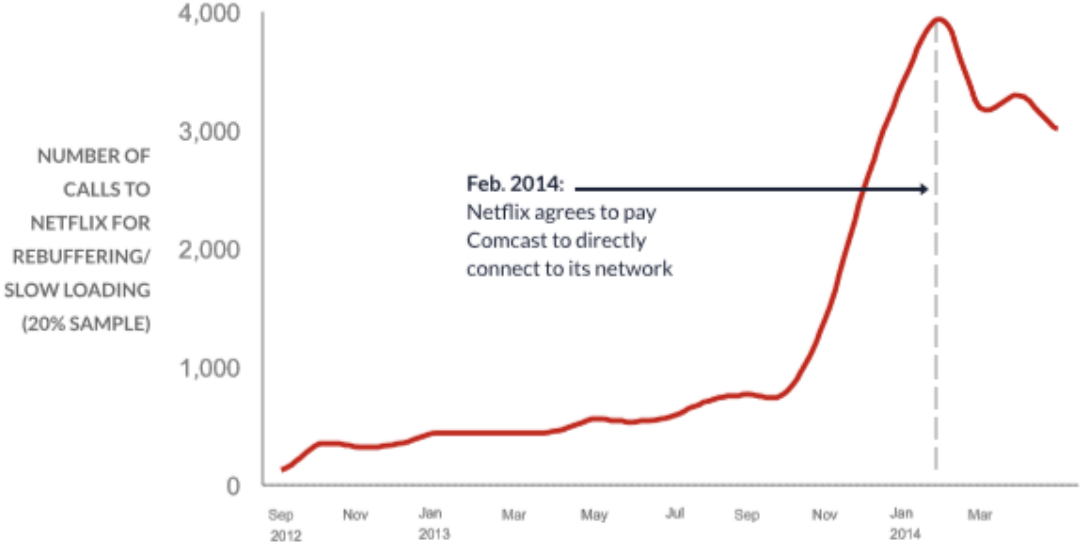
Before



How to create **effective charts**

Before

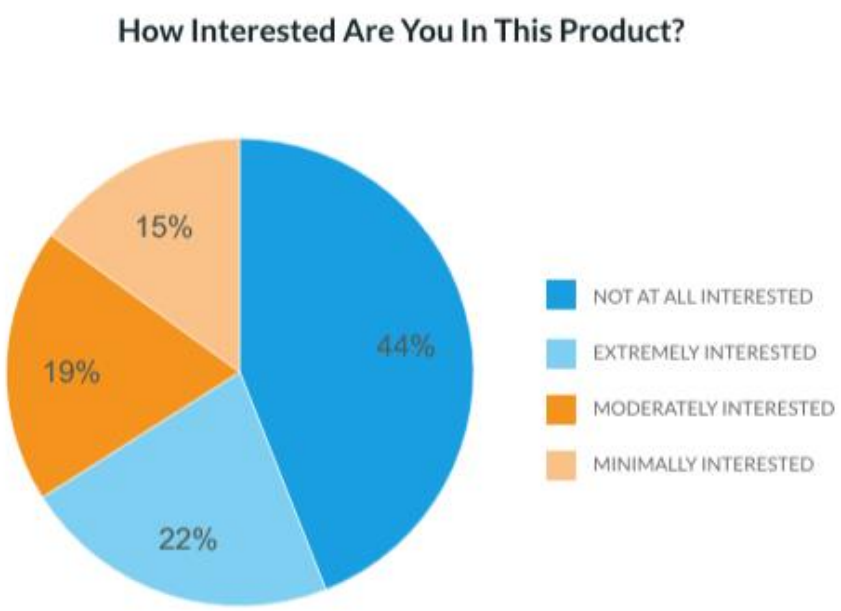
After



When possible, do away with chart gridlines and borders

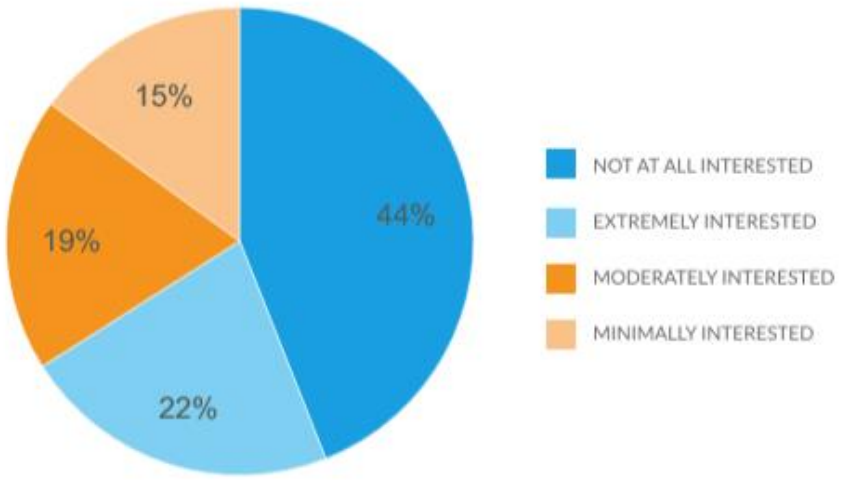
How to create **effective charts**

Before

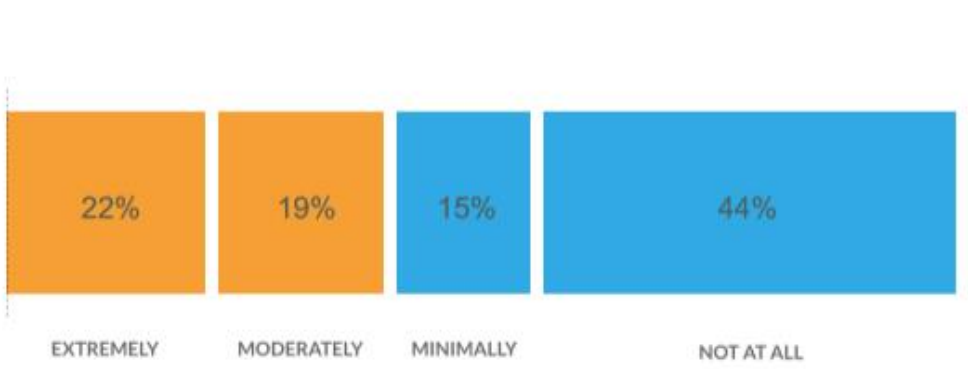


How to create **effective charts**

Before



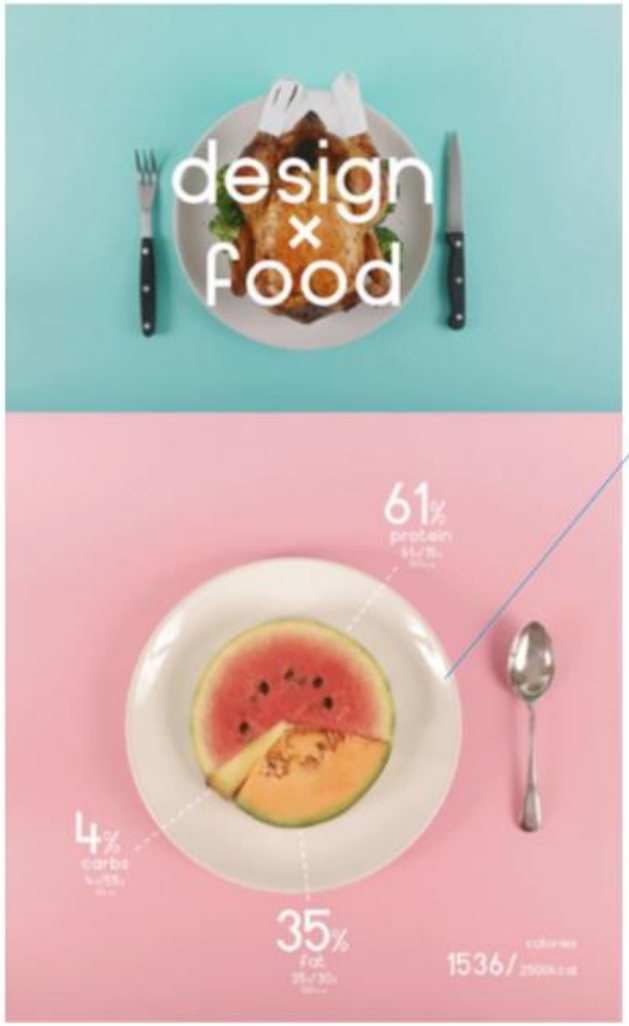
After



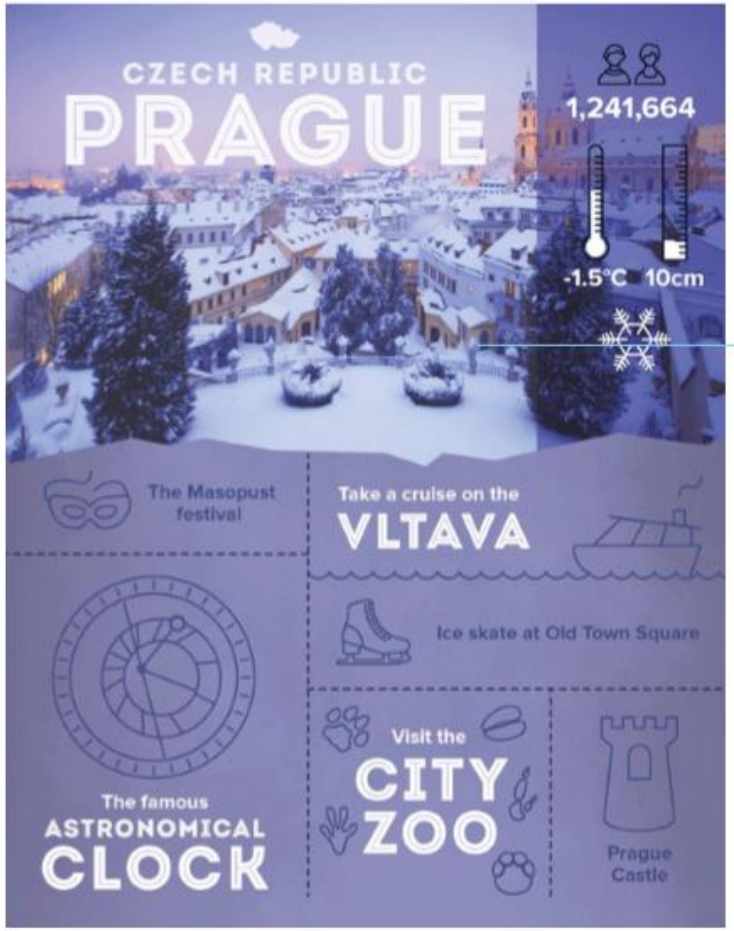
In order to limit eye movement from one end of the chart to another, eliminate legends when possible and instead label segments, lines or bars directly

6 Background images

How to choose **background images**



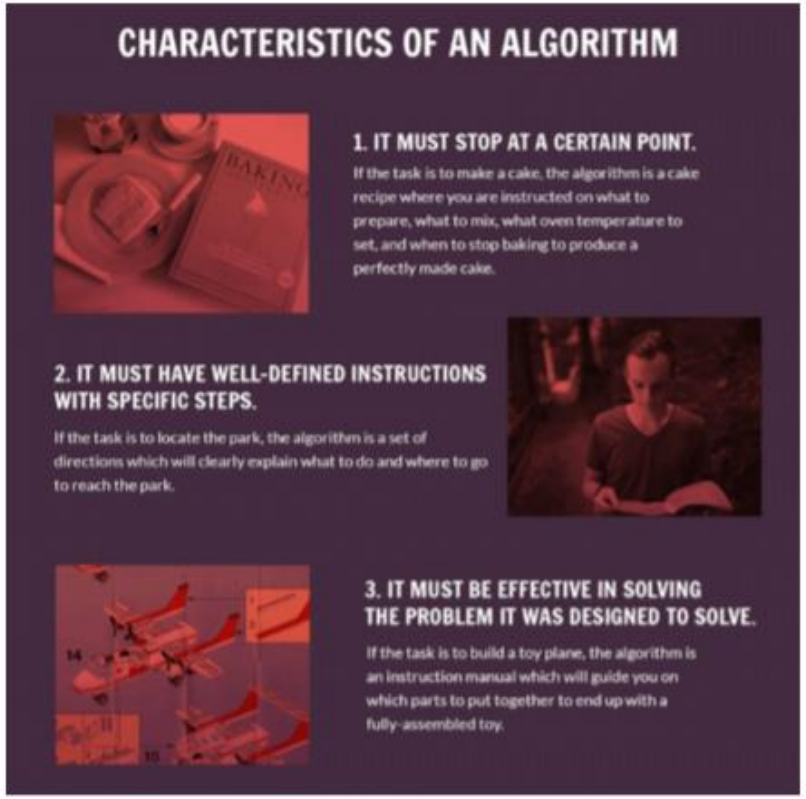
Graphic elements are superimposed over images to create a simple yet attractive visualization.



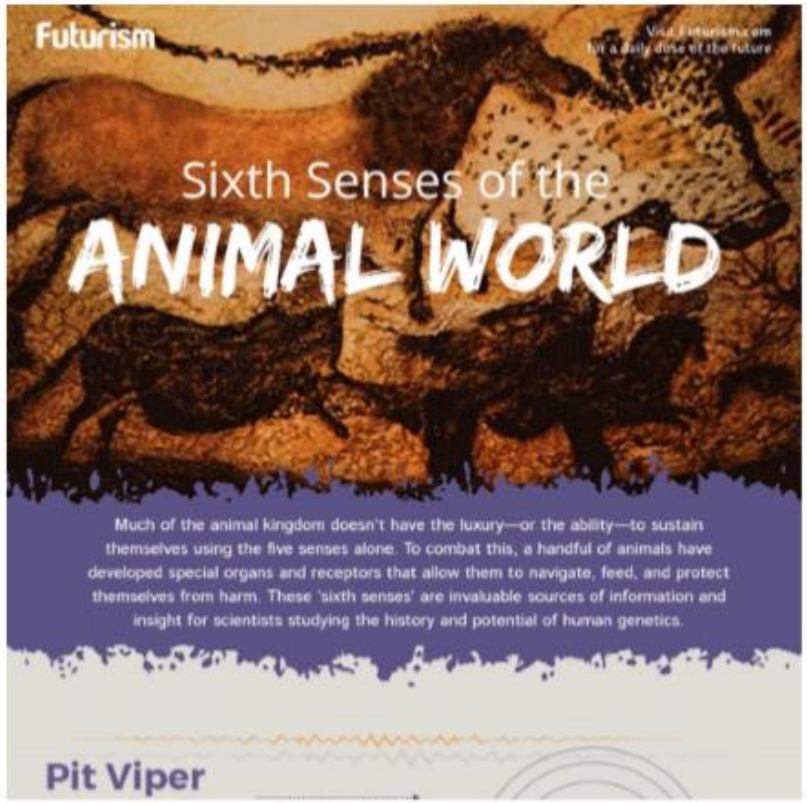
Images of European cities are used to create a look and feel evocative of scenic white winters.

How to choose **background images**

Rules to keep in mind when combining images with text and other graphic elements:



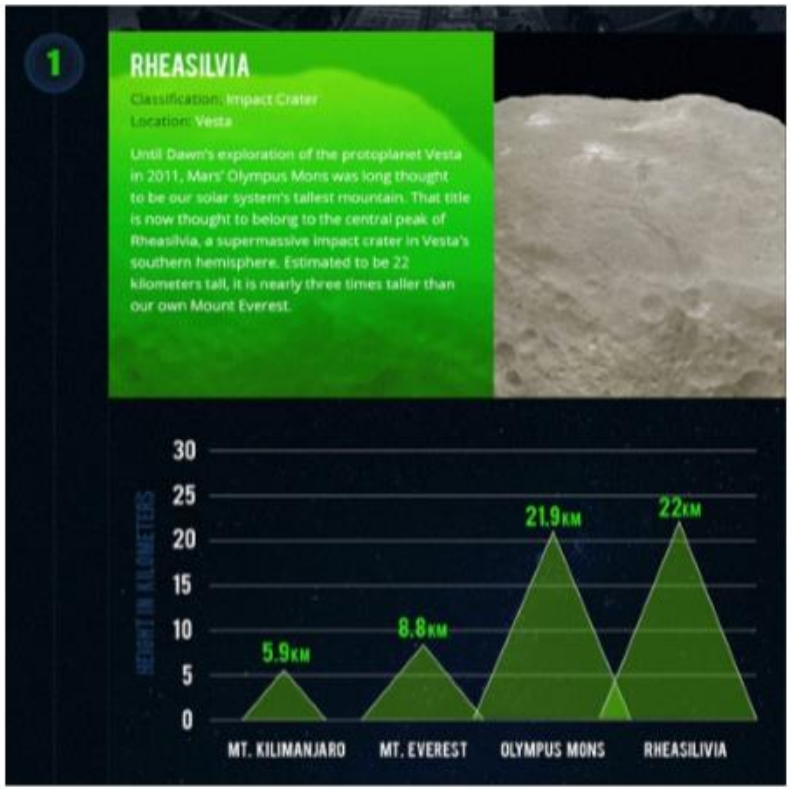
Choose images that evoke the right emotions. Well-chosen photos speak volumes all on their own



Use fonts that reinforce the mood and message of your background image

How to choose **background images**

Rules to keep in mind when combining images with text and other graphic elements:

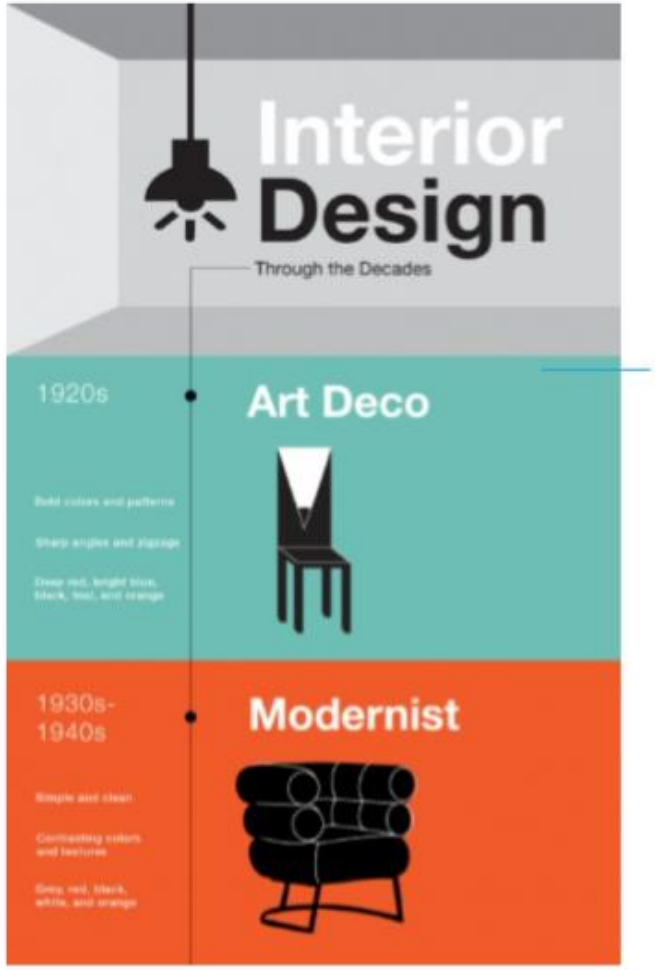


Make text readable. One way to do this is to place text inside shapes and frames to make it stand out against the background image

Use a degree of transparency to create a more uniform surface for typography and apply text colors that provide sufficient contrast with the background

7 Section dividers

How to choose **section dividers**



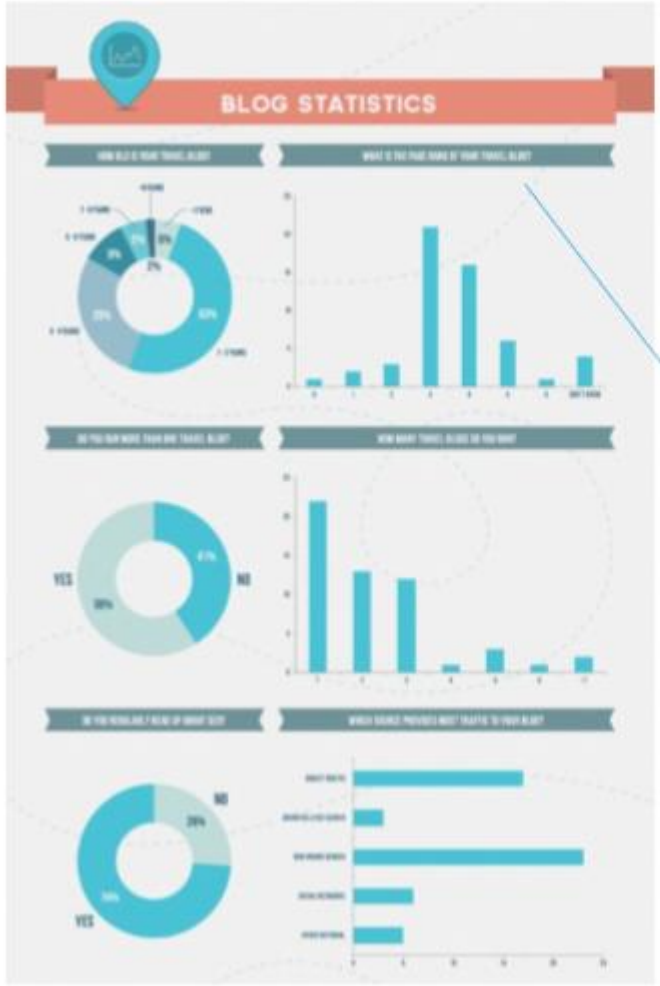
Colors

Alternate colors for each section. Stick to two-max three-colors and, when suitable, use tones, shades and tints of the same hue.

Arrows

Here, the reader's gaze is directed by arrows that are extensions of the different blocks.

How to choose **section dividers**



Ribbons

Ribbons, both flat ones and others with a bit of depth, are commonly used in infographics.

Numbers

One of the most commonly used ways to segment your infographic is to use numbers to separate each section.

VISUAL
CAPITALIST

statista

Our World
in Data

Final thoughts

1. Include your **sources**
2. Go back and **proofread**
3. Ask others for **feedback**

Thank you