

Infographic ideas and resources

What is an Infographic?

An infographic condenses complex information into concise visuals that convey the key data and ideas.

The Benefits of Infographics

Stand Out

In a world inundated with content, the colourful visuals of an infographic makes you stand out from the crowd.

Attention Holding

People have increasingly shorter attention times and are less willing to read through reams of text. Good infographic design will draw the eye and encourage readers to pay attention to the information.

Memorability

Research shows that recall is higher with visuals than with text.

Lucidity

Infographics are a brilliant way of distilling complex information into succinct, clear, bite-size groupings of information that are easy to digest.

Emphasis

Skilfully combining colour, text, typography and imagery will enable you to ensure the most important data will pop-out and have impact for even the most time-poor readers.

What are the Drawbacks of Infographics?

Infographics lack detail

By reducing the results of your evaluation to simplistic highlights you are unable to convey the depth and dimension of elements such as context and methodology.

Infographics can encourage simplistic interpretation

This might be useful for lower-engaged audiences, but will not satisfy the information needs of those with a genuine stake or deep interest in the subject.

Infographics are a limited influencing tool

Whilst they are effective at getting and focussing the attention of key stakeholders on a new topic or issue, they are weak at sharing the substance your stakeholders may need to act on.

Infographics are easy to get wrong

Poor layouts, reams of text, cluttered fonts and confusions of colour can all undermine the clarity and immediacy that make infographics an effective attention-grabbing tool.

Infographics are time consuming and can be expensive

A good infographic requires a lot of preparation time, and to get the most effective design, you may need to enlist a professional designer.

The Foundations of a Great Infographic

The first stage of creating your infographic is determining the What, Who, Why and How of the content.

Ask yourselves the following questions:

What:

- What is the information you want to convey?
- What is the story you want to tell?

Who:

- Who is this information for? e.g. funders, policy makers, stakeholders, management, audiences, communities

Why:

- What are your goals in presenting this information to this target reader?
- In what ways do you want the information to inform and influence them?
- What associated decisions and actions might this information prompt?

How:

- How much information does your intended reader need to support this?
- Is an infographic the right communication medium?

- If yes, does the desired impact warrant the time and possible financial investment required to create an infographic?

How do you Choose the Right Infographic for Your Needs?

Once you have established your content, you now need to decide which kind of infographic format suits your needs best. These needs might include:

- Making meaningful comparisons
- Outlining a story
- Analysing trends
- Showing correlations
- Comprehending relationships
- Highlighting key data

The next few slides share examples of seven different types of infographics for you to consider:

1. Statistical
2. Process
3. Informational
4. Timeline
5. List
6. Comparison
7. Map

It's important to remember that visual information is not universally accessible. Use the link [here](#) to access information about best design practices for people with a wide range of needs.

1. Statistical

- A statistical infographic puts the focus on your numerical data.
- The layout and visuals will help you tell the story behind that data.
- They include features such as charts, graphs and 'pop out' numbers.

See example: University of Hull - [The Impacts of Hull 2017 Preliminary Outcomes Evaluation – March 2018](#)

2. Process

- A process infographic provides a summary or overview of the steps in a process.
- Most process infographics follow a straightforward top-to-bottom or left-to-right flow.
- Numbering the steps will make your process easy to follow.
- Using relevant icons will clearly communicate the essence of each step.

See example: CM.com - [Tickets for Museums and Parks](#)

3. Informational

- An informational infographic communicates a specific concept or provides an overview of a topic.
- It highlights words and text more than figures and numbers.
- Dividing the information into sections with descriptive headers and illustrative icons will help to communicate each point clearly.

See example: A New Direction - [London Cultural Education Challenge \(2015-18\)](#)

4. Timeline

- Timeline infographics are great story conveyors.

- They can visualise the history of something, highlight important dates, and give an overview of milestone events.
- They can also create a clearer picture of the timeframe behind a programme of work.
- Visuals aids like lines, icons, and labels all help to highlight the specific points in time.

See example: The Grand Theatre Blackpool - [125 Timeline](#)

5. List

- List infographics help you share a collection of tips, or a list of resources, or a set of examples.
- The goal is to make them more eye-catching than a basic text-based list.
- Numbering the points in your list will help your information flow.

See example: Art Thou Well - [Infographics on arts and health](#)

6. Comparison

- Comparison infographics show similarities and/or differences between two options, ideas or concepts.
- Typically, comparison infographics are split down the middle vertically or horizontally, with one option on each side.
- The reader is then able to make direct comparisons between the left and the right.

See example: Engine 39 - [The Rise of the Infographic](#)

7. Map

- Map infographics are useful in sharing location-based information in a way that's easy for people to understand.

- The bringing together of map with data instantly pinpoints information to the relevant area of the map.
- This is useful because geography is sometimes a difficult concept for people to visualise without a map to look at.

See example: A New Direction - [London Cultural Education Challenge \(2015-18\)](#)

How do you Design a Great Infographic?

The creative palette for infographics consists of text, font, colour and images (picture, photos, icons, symbols etc). It's very easy to get carried away and create something that is visually eye-catching, yet fails to communicate the information in an easily accessible and meaningful way. Here are some tips on how to avoid this:

- Keep it Simple: less is more. Avoid cluttering the layout with too much 'stuff'. Make sure there is a clear visual hierarchy and intuitive layout.
- Keep it Snappy: let the visuals and overall design logic 'do the talking'. Choose the right infographic design for your needs, keep the word count down and your sentences short.
- Don't Wax Lyrical: remember this is a visual tool. Resist the temptation to include a lot of text. Identify the most critical points of information and stick to them.
- Don't Faff with Fonts: use clear, stand out, easy-to-read typography. Avoid cluttering the design with too many font variations. Make important words and numbers pop out.
- Keep it Vibrant: choose a coherent colour scheme. Use bold, attractive colours to add visual appeal and draw the eye. Aim for no more than two or three dominant colours.
- Tell a Story: ensure there is an internal logic to the flow of information. Include a clear start and an end point.

Where Can I Go to Find Out More?

Niftyfox	Niftyfox has created a really useful guide - How to... Create Infographics with Impact - for the Centre for Cultural Value with links to free resources.
Piktochart	Create your own infographics from a series of templates. Free or, for more options, £60 per year for non-profits.
Shutterstock	A paid for service that includes downloadable templates.
Venngage	Create your own infographics from a series of templates. Limited free option, but unlimited template downloads available for \$10 per month.