STORYTELLING through Infographics
WHAT ARE INFOGRAPHICS?

Infographics are visual presentations intended to communicate complex information quickly and clearly. The devices include, according to Doug Newsom (2004), charts, diagrams, graphs, tables, maps and lists. The basic material of an infographic is the data, information, or knowledge that the graphic presents.

Infographics.com
TYPICAL STEPS IN CREATING AN INFOGRAPHIC

1. Select a topic
2. Organize information
3. Generate infographic
Think of the following:

- What is the story you would like to tell?
- Is research or data suitable for creation of visuals?
- Is your topic concise enough to be communicated across in a short sentence?
- What are the key questions or areas that you would like to focus?
- Who is your intended audience?
- Are there any targeted channels or platforms?

EcO15 Example
STEM Seamless Pathways
Dream It. Do It.
When organizing the information for your infographic, start with the most powerful piece of information to attract your audience.

Order your information in a logical flow and build towards a clear conclusion and a call-for-action at the end.

Indicate your sources of data to communicate reliability and validity of your infographic.
Determine the suitable format to your targeted audience, channels or platforms.

Leverage online applications to generate your infographic, such as:

http://infogr.am
http://piktochart.com

Share your infographic to appropriate channels (blogs, slideshare, flickr, pinterest, etc.)
WHAT MAKES AN INFOGRAPHIC GOOD?

Beauty

Is the design aesthetically pleasing?
Is the design appropriate, given the subject matter?
Is the design helpful in communicating a message, or does it distract from it?

Utility

Does the story being told have usefulness?
Is it entertaining?
Informative?
Inspiring?

Accuracy

Is the content reliable, complete, and presented appropriately?

Examples of Great Infographics
How to Promote It

As a minimum, you should:
• Use your website and blog to push your infographic
• Share via social media
• Add a pin-it button to your infographic so people can share it straight to Pinterest
• Encourage colleagues to share it via their social networks to increase reach

Further:
• Submit infographic sites
• Send the infographic to a tailored list of relevant journalists and bloggers
• Write a press release optimized for search engine optimization
5 SOURCES FOR FINDING INFOGRAPHICS & TEMPLATES

1. HTTP://VISUAL.LY
2. HTTP://INFOGR.AM
3. HTTP://PIKTOCHART.COM
4. HTTP://IPICCY.COM
5. HTTP://INFOGRAPHICSARCHIVE.COM
BRAINSTORMING
LIVE DEMONSTRATION
<table>
<thead>
<tr>
<th>STORYTELLING</th>
<th>VISUALIZATION</th>
<th>SIMPLICITY</th>
<th>TIMELINESS</th>
<th>SHARABILITY</th>
</tr>
</thead>
<tbody>
<tr>
<td>Does it have a beginning, middle, and end?</td>
<td>Have you gathered and reviewed all data points?</td>
<td>Can your topic be identified in seconds?</td>
<td>Will your design withstand current trends?</td>
<td>Is your graphic displayed where your target audience is?</td>
</tr>
<tr>
<td>Do your visuals bring it to life?</td>
<td>Have you designed based on where users will view your infographic?</td>
<td>Do you use text sparingly?</td>
<td>Will you able to update timely information?</td>
<td>Have you limited your branding?</td>
</tr>
<tr>
<td>Have you considered unusual design elements to set yourself apart?</td>
<td>Is the research you’ve compiled compelling enough for an infographic?</td>
<td>Do you use fonts conservatively?</td>
<td>Is all time-sensitive data annotated and/or cited appropriately?</td>
<td>Have you planned for sharing features?</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Does it have a particular focal point?</td>
<td></td>
<td>Have you posted to infographics sites?</td>
</tr>
</tbody>
</table>
thank you!