

Infographics Made Easy

February 7, 2024

Facilitators: Bethany Buck & Peter Berryman

Conference Specifications:

- 5-minute presentation time
- 1 slide
- 10" x 7" landscape
- 1024 x 768 pixels at 96dpi

Will begin promptly at Noon.



From this workshop you will be able to:



Identify an impactful infographic.

Explain how infographics work for transferring knowledge to images.

Design infographics with your audience in mind.

Select best design methods for infographic development.

Practice timings for infographic delivery.

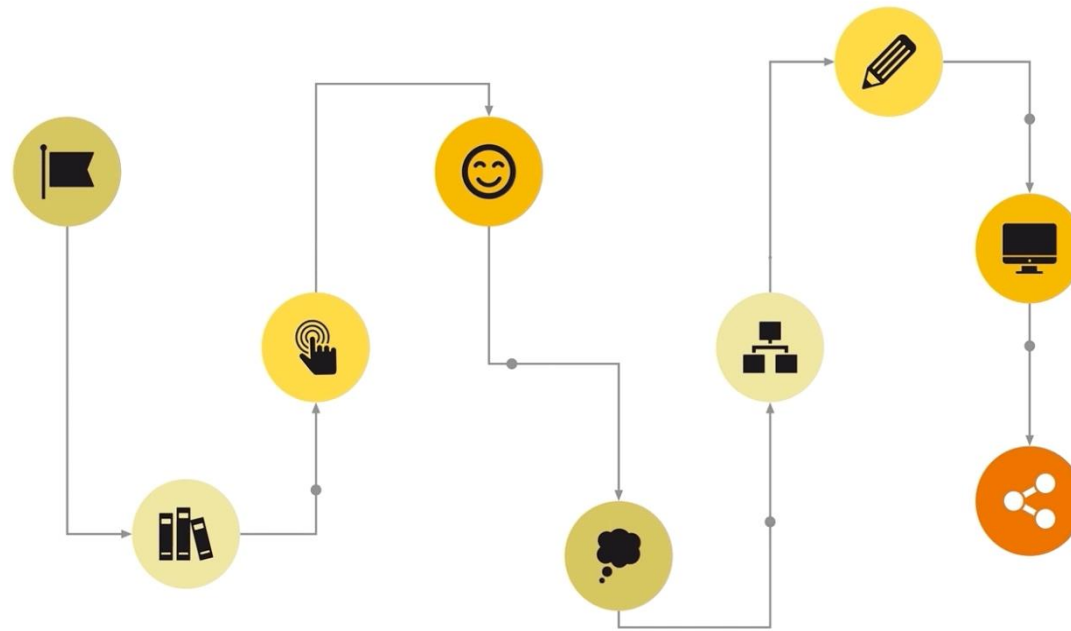
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What is an Infographic?

Oxford defines an infographic as “a visual **image** such as a chart or diagram used to **represent** information or data.”



Why Do Infographics Work?

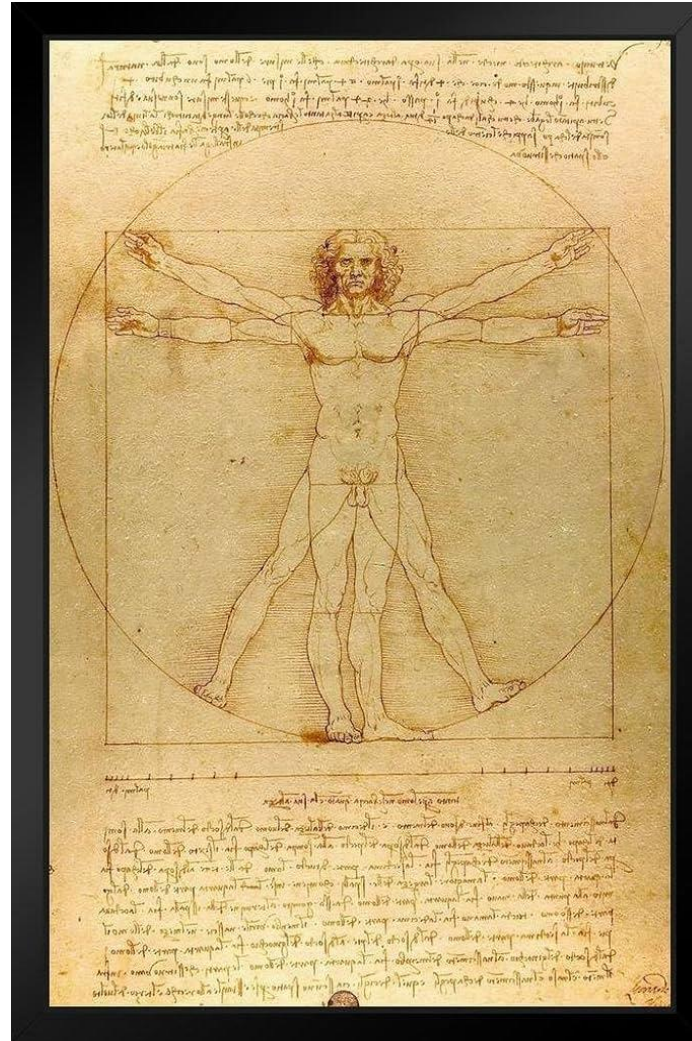
To get **scientific**, experts have determined that the human brain can remember images better than words because our brains **dually encode** images but encode words only once! As humans we also associate recognition with images that transcend language and cultures.



Source: Picture Superiority Effect, <https://pubmed.ncbi.nlm.nih.gov/18927048/>

Famous Infographics

Who was the
audience?



The Vitruvian Man
was created by
Leonardo da Vinci
around the year
1487.

It is accompanied
by notes based on
the work of the
famed architect,
Vitruvius Pollio

Source: <https://www.leonardodavinci.net/the-vitruvian-man.jsp>

Famous Infographics

What do the rows and columns mean?

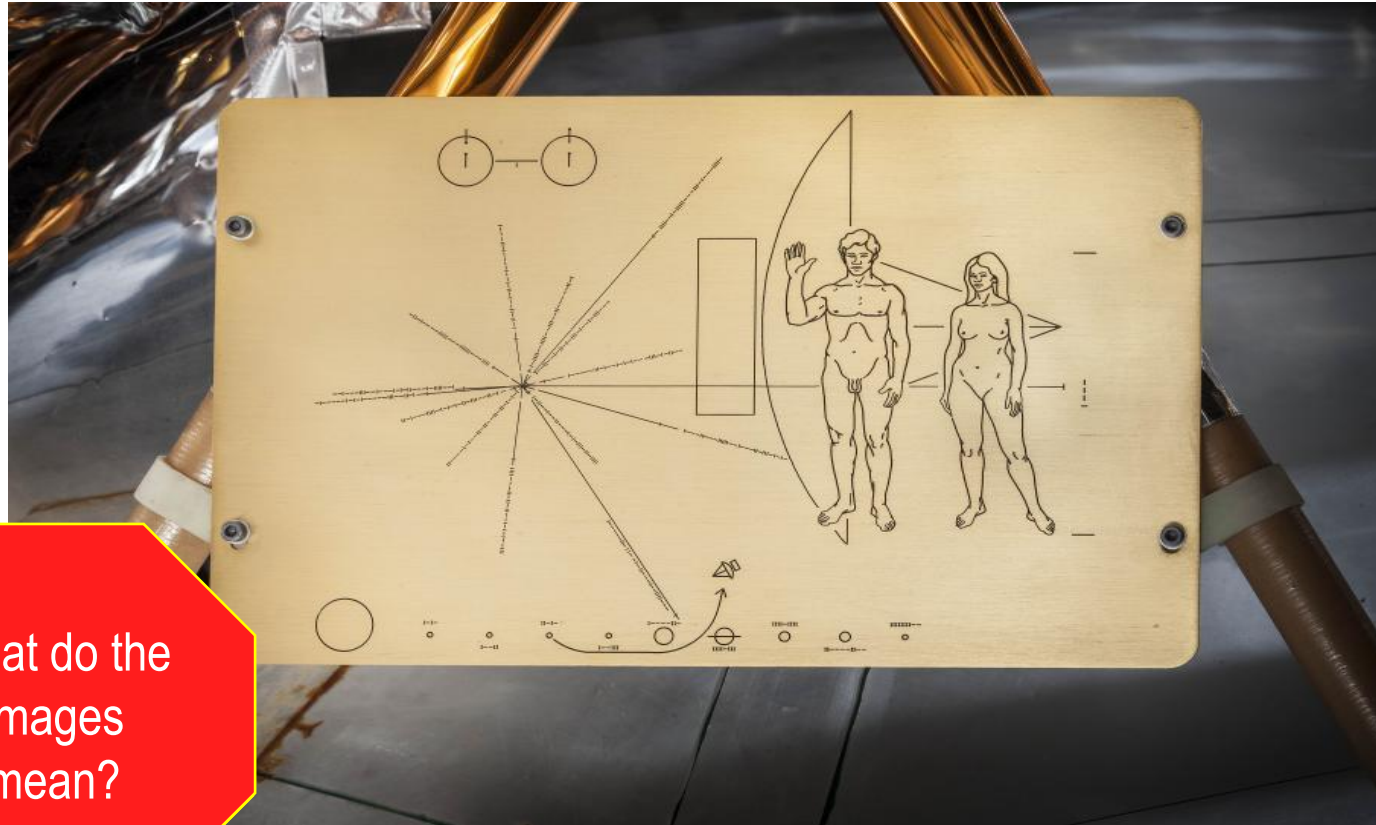
1 H																	2 He
3 Li	4 Be											5 B	6 C	7 N	8 O	9 F	10 Ne
11 Na	12 Mg											13 Al	14 Si	15 P	16 S	17 Cl	18 Ar
19 K	20 Ca	21 Sc	22 Ti	23 V	24 Cr	25 Mn	26 Fe	27 Co	28 Ni	29 Cu	30 Zn	31 Ga	32 Ge	33 As	34 Se	35 Br	36 Kr
37 Rb	38 Sr	39 Y	40 Zr	41 Nb	42 Mo	43 Tc	44 Ru	45 Rh	46 Pd	47 Ag	48 Cd	49 In	50 Sn	51 Sb	52 Te	53 I	54 Xe
55 Cs	56 Ba	-71	72 Hf	73 Ta	74 W	75 Re	76 Os	77 Ir	78 Pt	79 Au	80 Hg	81 Tl	82 Pb	83 Bi	84 Po	85 At	86 Rn
87 Fr	88 Ra	-103	104 Rf	105 Db	106 Sg	107 Bh	108 Hs	109 Mt	110 Ds	111 Rg	112 Cn	113 Uut	114 Fl	115 Uup	116 Lv	117 Uus	118 Uuo
57 La	58 Ce	59 Pr	60 Nd	61 Pm	62 Sm	63 Eu	64 Gd	65 Tb	66 Dy	67 Ho	68 Er	69 Tm	70 Yb	71 Lu			
89 Ac	90 Th	91 Pa	92 U	93 Np	94 Pu	95 Am	96 Cm	97 Bk	98 Cf	99 Es	100 Fm	101 Md	102 No	103 Lr			

The Periodic Table of Elements.

In 1869, Russian chemist **Dmitri Mendeleev** created the framework that became the modern periodic table, leaving gaps for elements that were yet to be discovered.

Source: <https://www.asbmb.org/asbmb-today/science/020721/a-brief-history-of-the-periodic-table>

Infographics in Space!



Plaque on the pioneer 10 spacecraft.

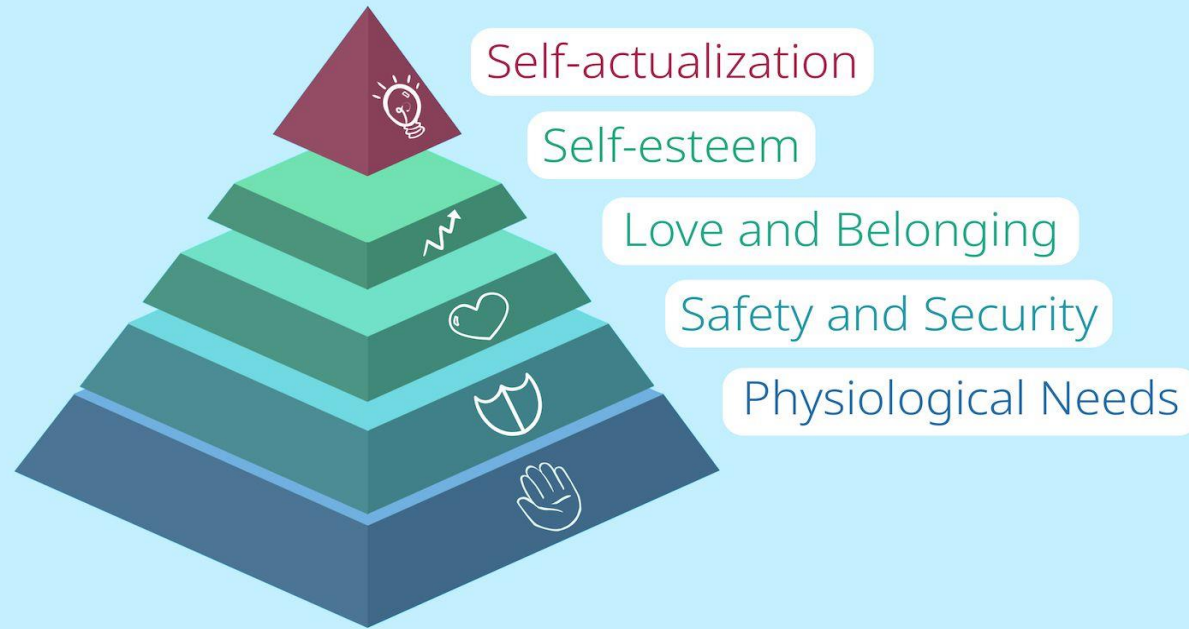
It was designed by Carl Sagan and Frank Drake. The Pioneer plaque contains drawings of two humans and our place in the galaxy.

What do the images mean?

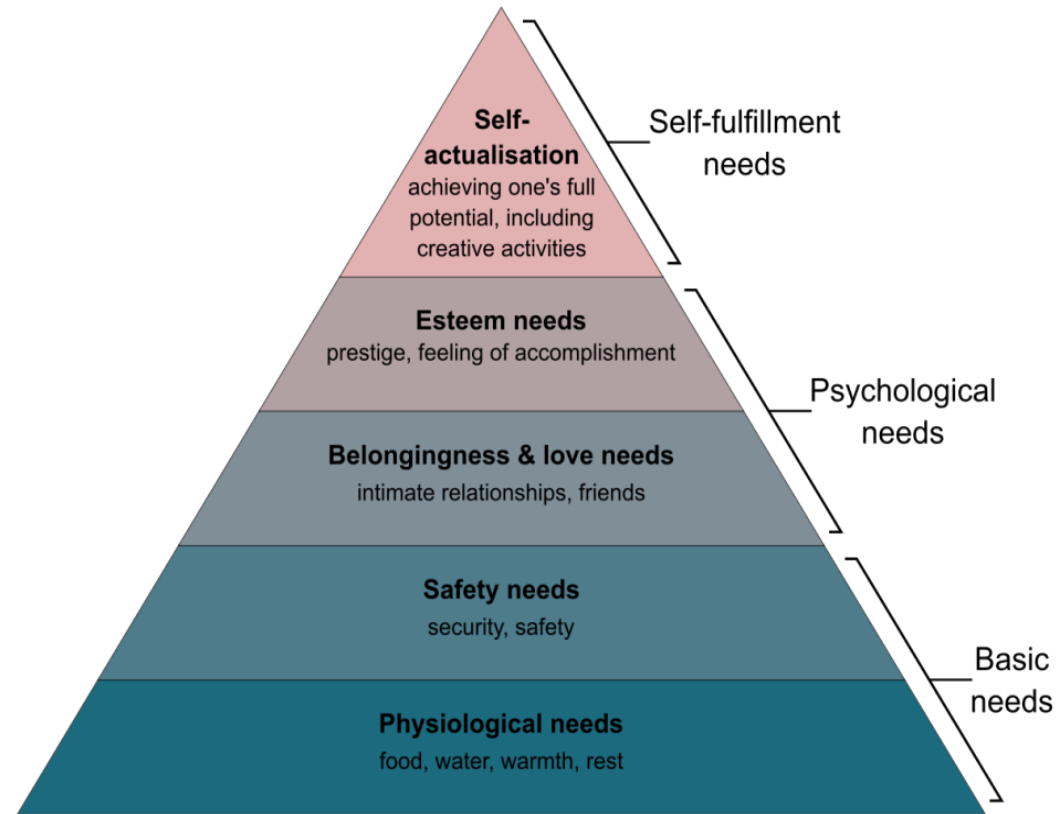
Source: <https://airandspace.si.edu/stories/editorial/pioneer-carries-message-across-star>

Infographics in Education

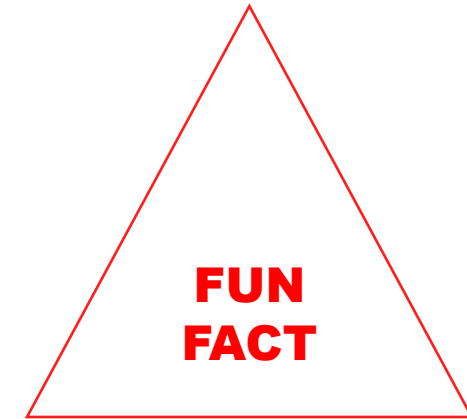
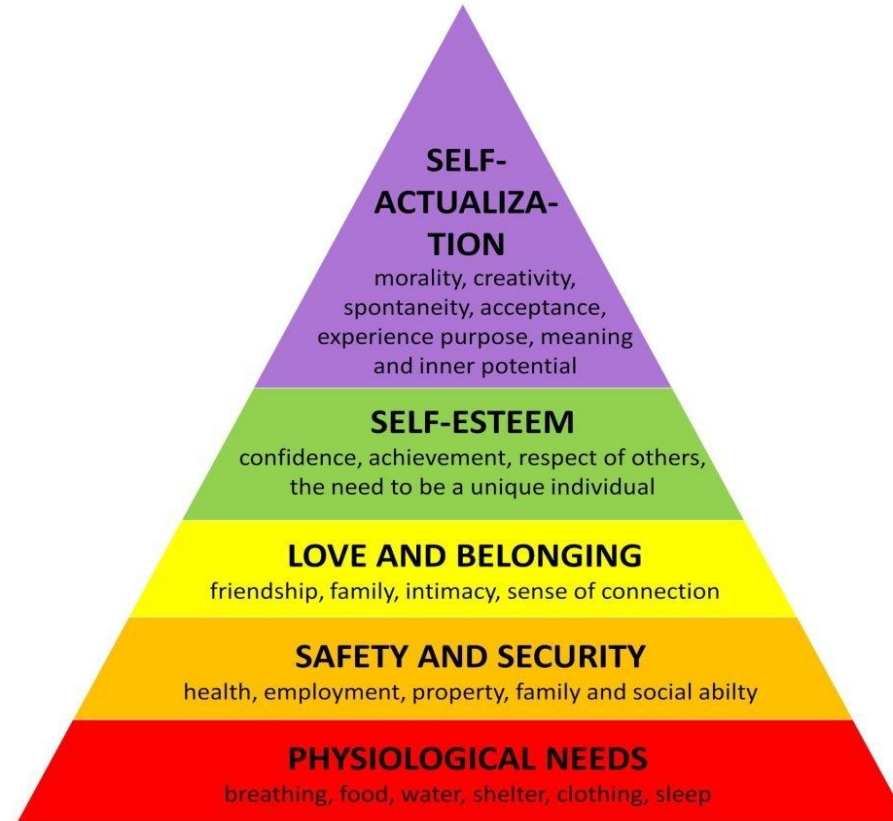
Maslow's Hierarchy of Needs



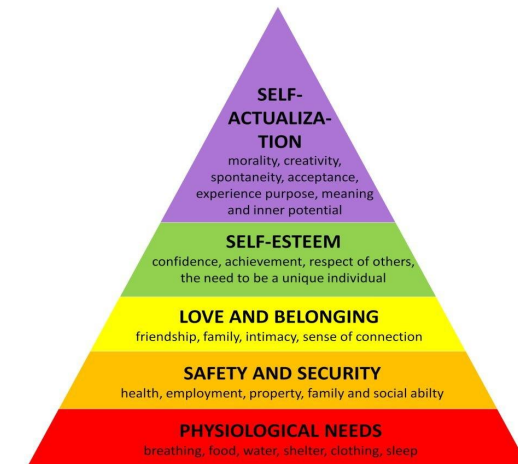
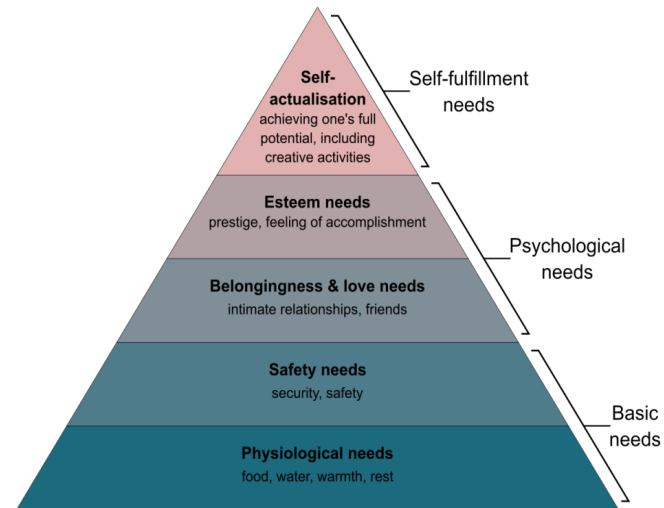
Infographics in Education



Infographics in Education



Infographics in Education



Which one of these hierarchy infographics speak to you?

Vote: 1, 2, or 3 in the chat!

How to make impactful Infographics!

Let's navigate through 6 easy steps for building your next infographic.

Technology in use: PowerPoint

Unmute if you have questions along the journey!

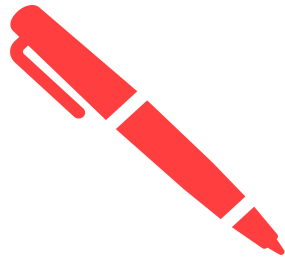
How to make impactful Infographics!

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INFOGRAPHIC



Turning Knowledge into Images in 6 easy steps!

Don't forget your sources!



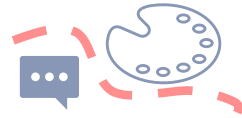
What's Important?

Narrow down the topics, concepts, and data your viewers must have to grasp the knowledge you want to share.



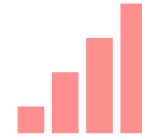
High-level View

Chunk your topics into small facts and phrases to reduce the amount of reading needed. Create an outline to map out your infographic.



Design Elements

Choose 2 or 3 bold colors and keep fonts simple and repetitive. Create a hierarchy with spacing and text size to draw the viewers eye around the page. Don't be afraid of blank space, it let's your infographic breathe!



Convert to Images

Select simple images or icons that best represent each topic or concept.

Remember:
Data can easily be shared in graphs and charts!



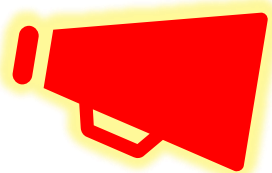
Timing

In a 30 second glance viewers understand your topics and concepts. In a 1-to-2-minute review viewers can understand your details, data and next steps. **Timing takes practice!**



Call to Action

Effective infographics are a call to action. What steps should your viewers take next? How can viewers use your information?



Infographic audiences are VIEWERS, not readers!



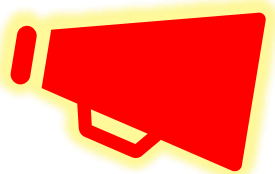
INFOGRAPHIC

Turning Knowledge into Images in 6 easy steps!

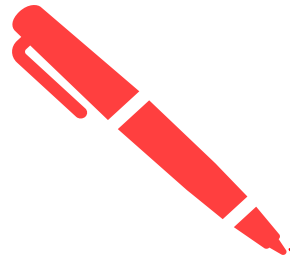
Tell What's Important:

1. Narrow down the topics.
2. Use the "5,000-mile-high" method.
3. Decide what data is a MUST!
4. Be prepared to "shave" back content.

HINT: You need an outline!



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INFOGRAPHIC

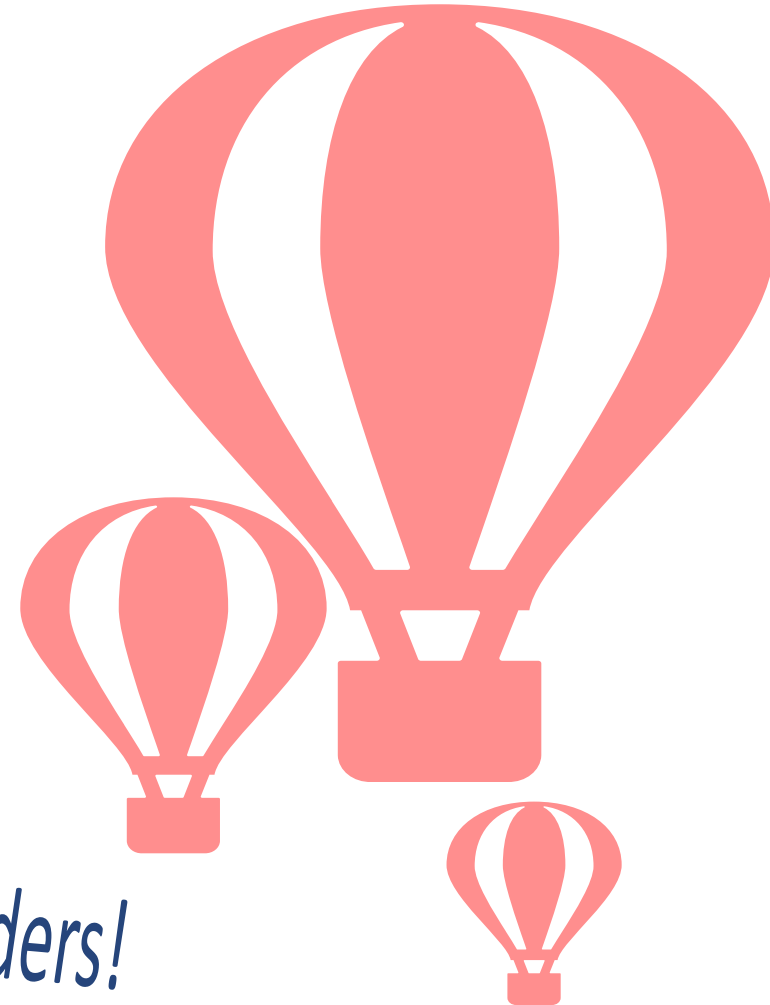
Turning Knowledge into Images in 6 easy steps!

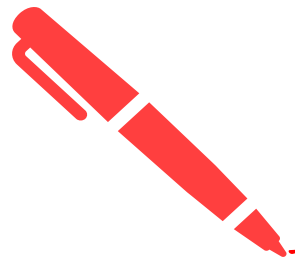
Take a high-level view:

1. Chunk into small facts and phrases.
2. Reduce reading material.
3. Create a map of the outline.
4. Shave it back and do it all again.



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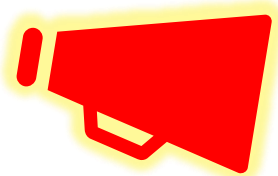
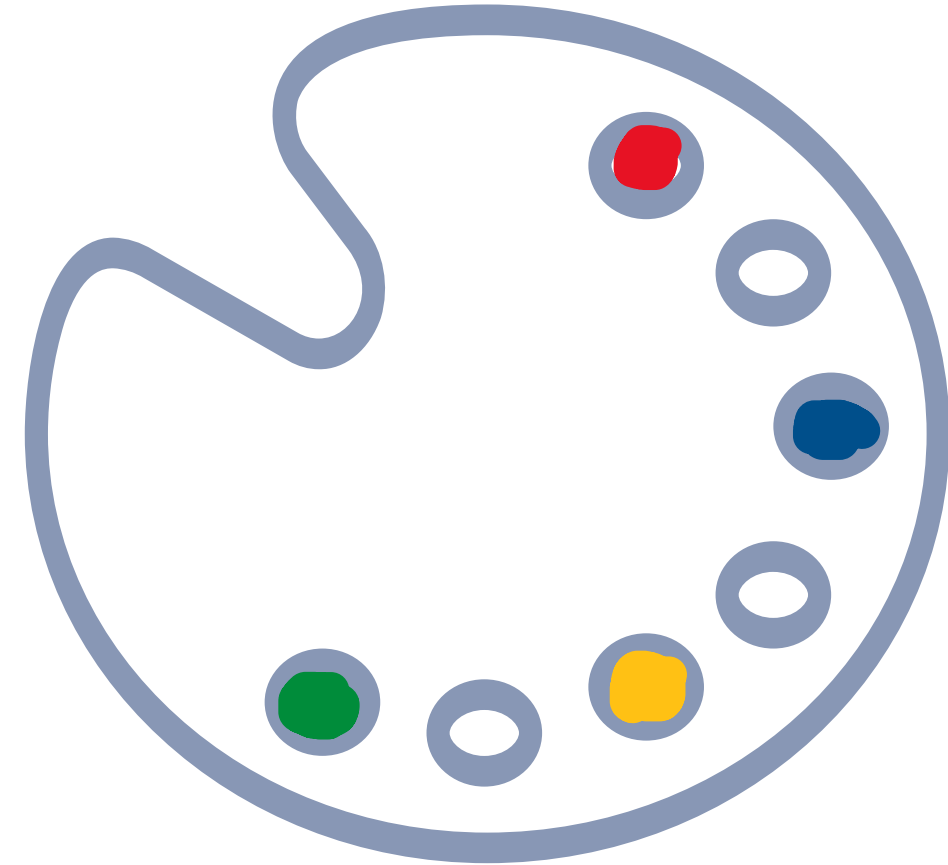


INFOGRAPHIC

Turning Knowledge into Images in 6 easy steps!

Design Elements:

1. Choose 2 or 3 bold colors.
2. Keep fonts simple and repetitive.
3. Create a hierarchy to move the focus.
4. Use negative space to create rests.



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INFOGRAPHIC

Turning Knowledge into Images in 6 easy steps!

Design Elements: Hierarchy

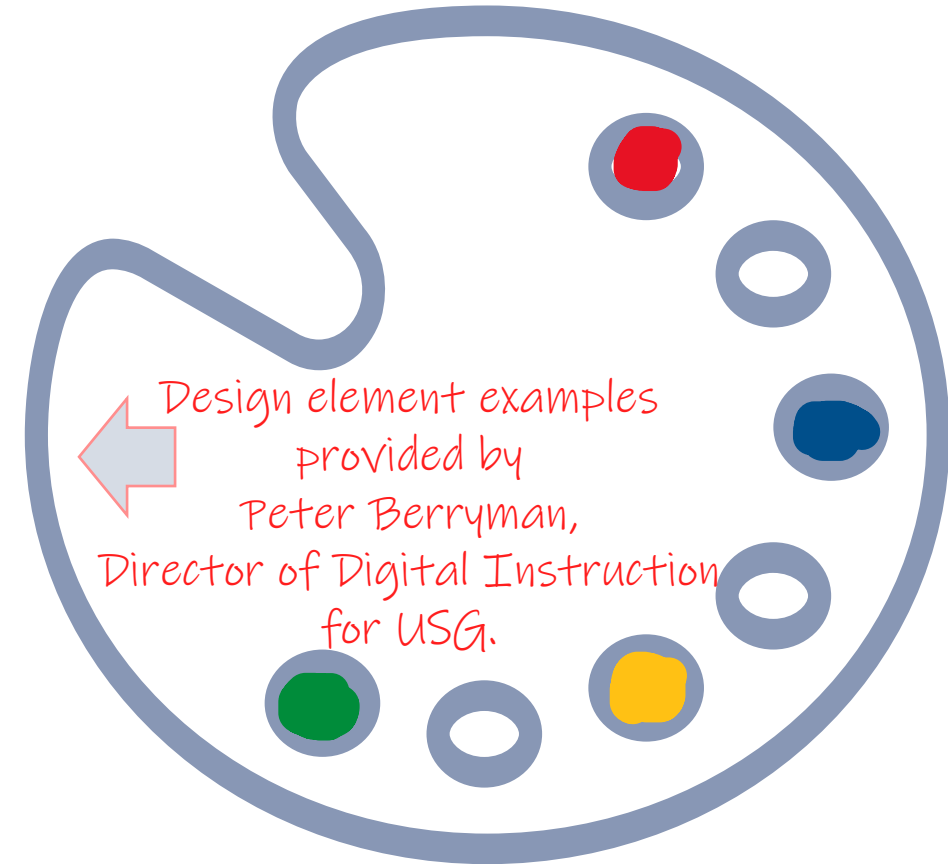
INFOGRAPHIC
Turning Knowledge into Images in 6 easy steps!

Don't forget your sources!

What's Important?	High-level View	Design Elements	Convert to Images	Timing	Call to Action
Narrow down the topics, concepts, and data your viewers must have to grasp the knowledge you want to share.	Chunk your topics into small facts and phrases to reduce the amount of reading needed. Create an outline to map out your infographic.	Choose 2 or 3 bold colors and keep fonts simple and repetitive. Create a hierarchy with spacing and text size to draw the viewers eye around the page. Don't be afraid of blank space, it let's your infographic breathe!	Select simple images or icons that best represent each topic or concept. Remember: Data can easily be shared in graphs and charts!	In a 30 second glance viewers understand your topics and concepts. In a 1-to-2-minute review viewers can understand your details, data and next steps. Timing takes practice!	Effective infographics are a call to action. What steps should your viewers take next? How can viewers use your information?

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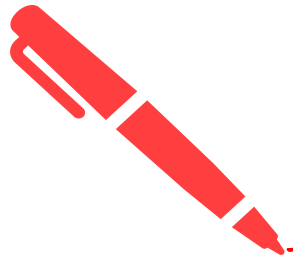
Infographic by Bethany Buck, Instructional Designer at FVSU



Design element examples provided by Peter Berryman, Director of Digital Instruction for USG.



Infographic audiences are VIEWERS, not readers!



INFOGRAPHIC

Turning Knowledge into Images in 6 easy steps!

Design Elements: Balance

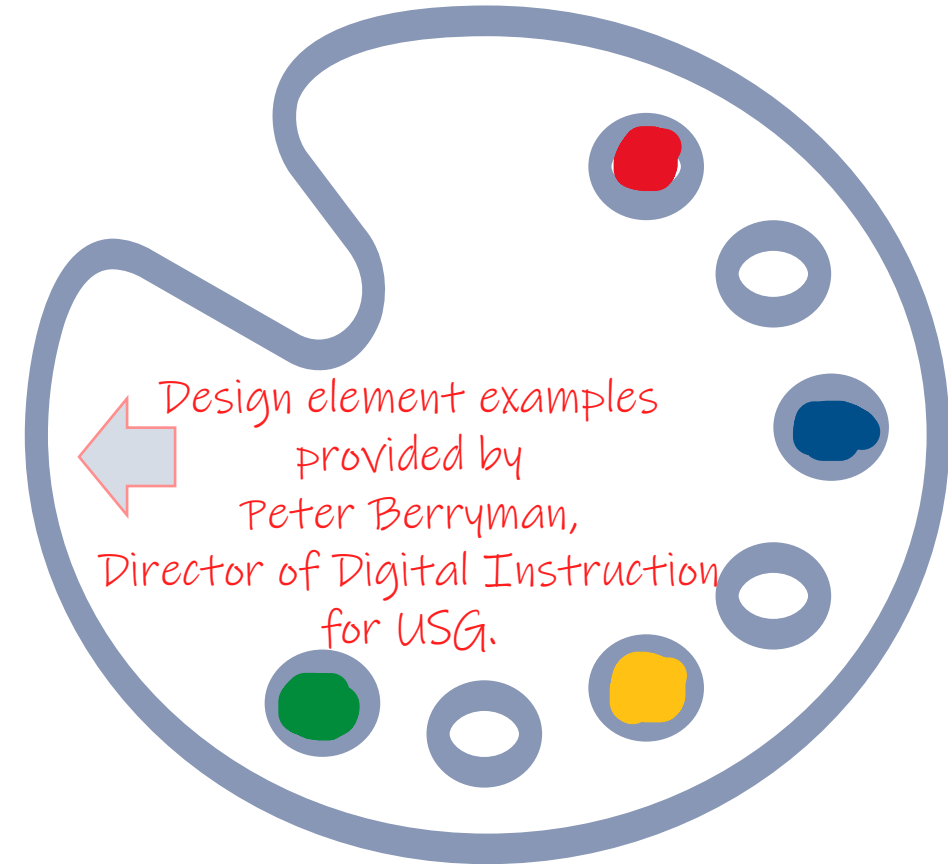
INFOGRAPHIC
Turning Knowledge into Images in 6 easy steps!

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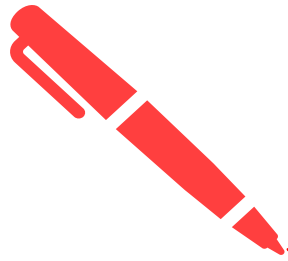
Infographic by Bethany Buck, Instructional Designer at FVSU



Design element examples provided by Peter Berryman, Director of Digital Instruction for USG.



Infographic audiences are VIEWERS, not readers!



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Turning Knowledge into Images in 6 easy steps!

Design Elements: Spacing

INFOGRAPHIC
Turning Knowledge into Images in 6 easy steps!

What's Important?
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High-level View
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Design Elements
Choose 2 or 3 bold colors and keep fonts simple and repetitive. Create a hierarchy with spacing and text size to draw the viewers eye around the page. Don't be afraid of blank space, it let's your infographic breathe!

Convert to Images
Select simple images or icons that best represent each topic or concept.
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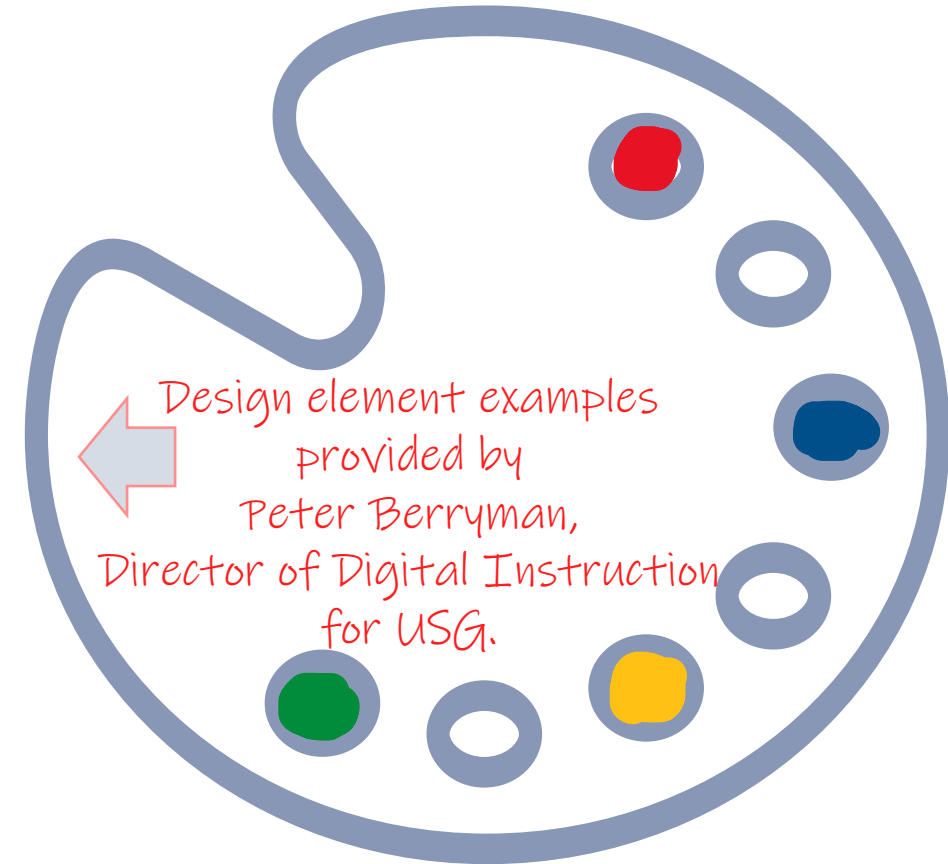
Timing
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Call to Action
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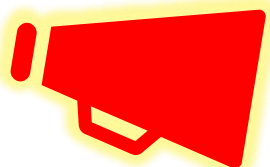
Don't forget your sources!

Infographic audiences are VIEWERS, not readers!

Infographic by Bethany Buck, Instructional Designer at FVSSU



Design element examples provided by Peter Berryman, Director of Digital Instruction for USG.



Infographic audiences are VIEWERS, not readers!



INFOGRAPHIC

Turning Knowledge into Images in 6 easy steps!

Design Elements: Unity

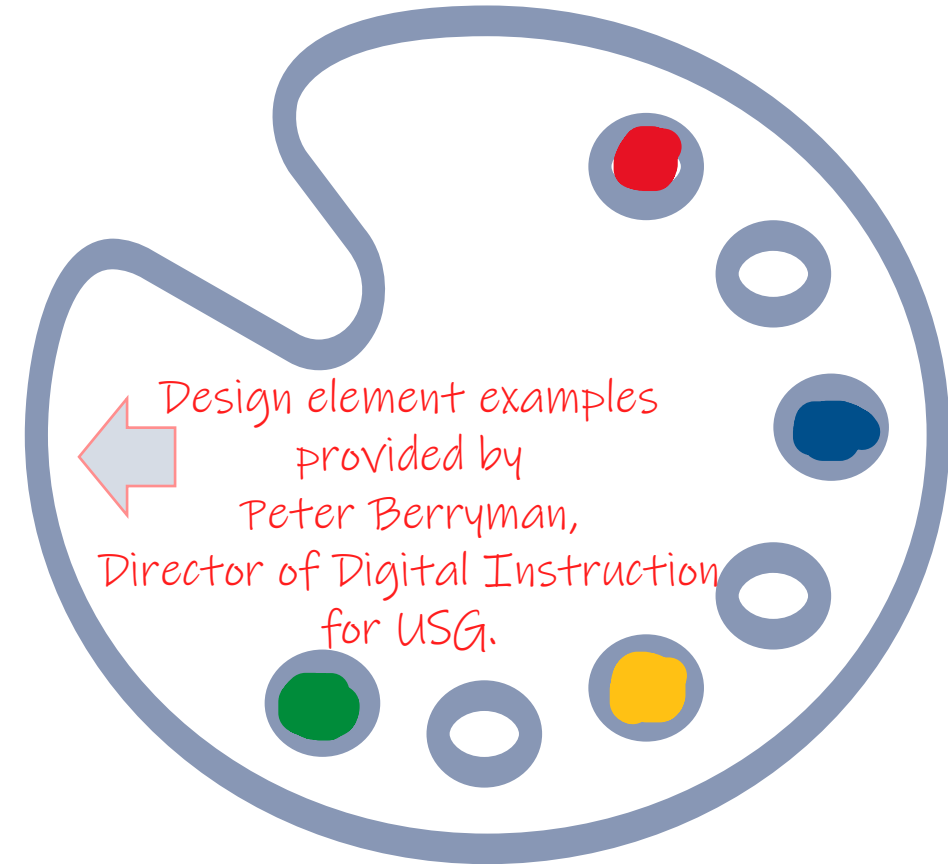
INFOGRAPHIC
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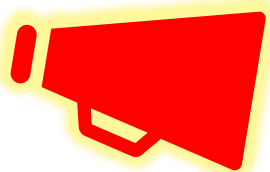
What's Important?	High-level View	Design Elements	Convert to Images	Timing	Call to Action
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Design element examples provided by Peter Berryman, Director of Digital Instruction for USG.



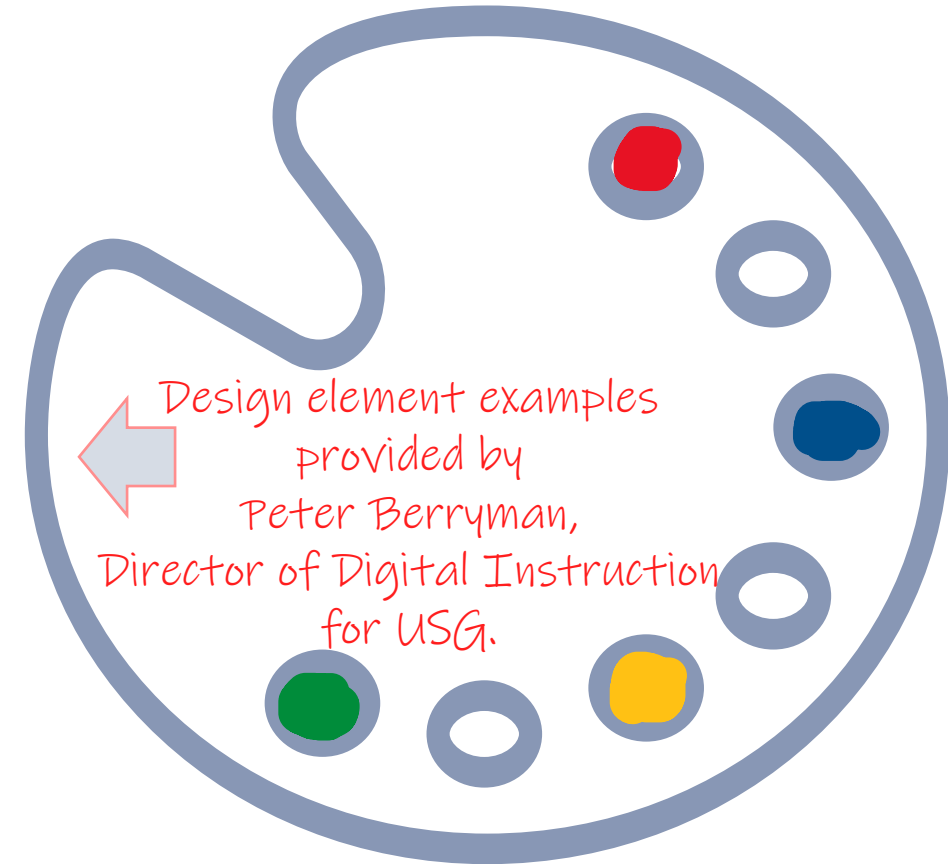
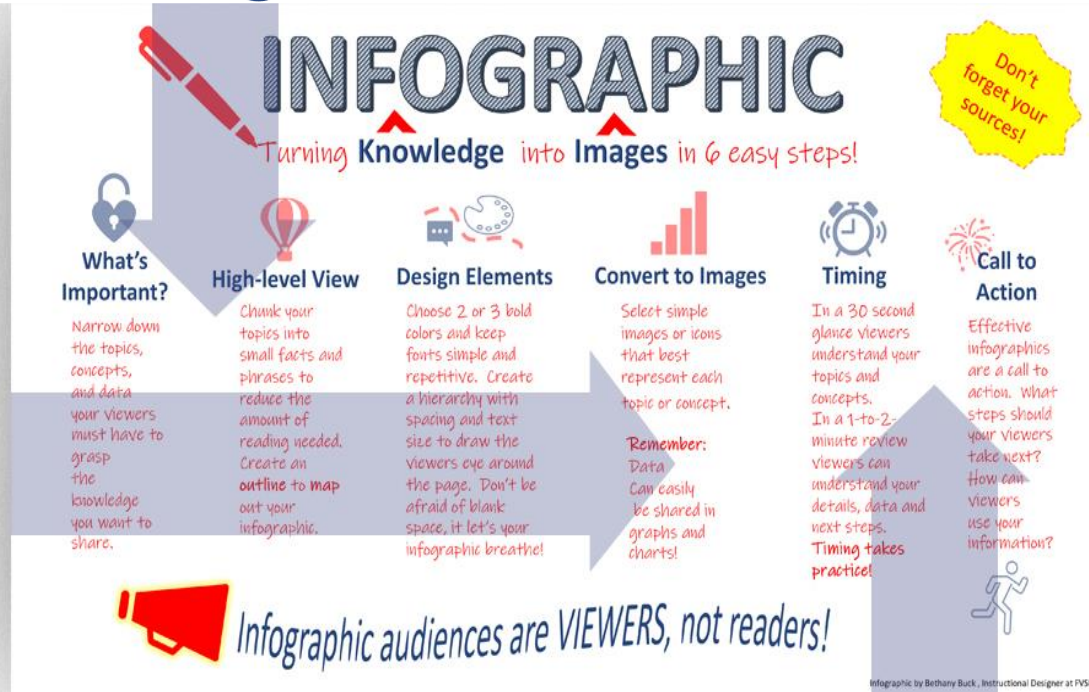
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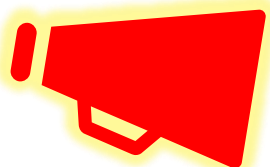
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Turning Knowledge into Images in 6 easy steps!

Design Elements: Flow



Design element examples provided by Peter Berryman, Director of Digital Instruction for USG.



Infographic audiences are VIEWERS, not readers!



INFOGRAPHIC

Turning Knowledge into Images in 6 easy steps!

Design Elements: Variety

INFOGRAPHIC
Turning Knowledge into Images in 6 easy steps!

What's Important?
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High-level View
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Design Elements
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Convert to Images
Select simple images or icons that best represent each topic or concept.
Remember: Data can easily be shared in graphs and charts!

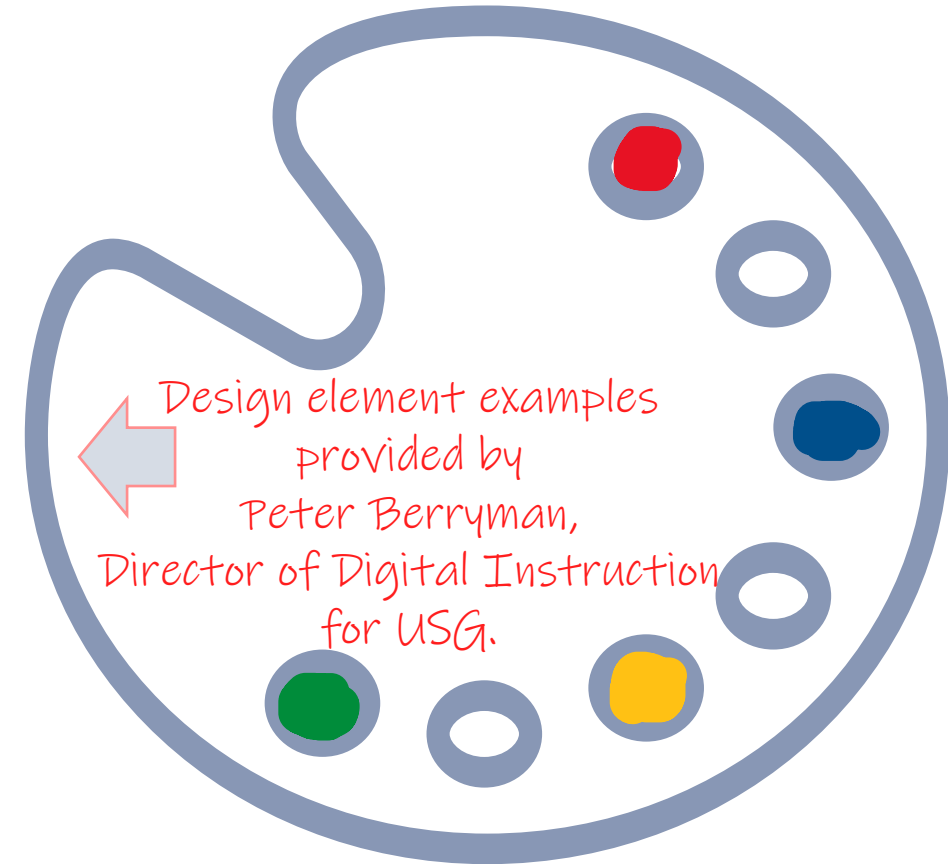
Timing
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Call to Action
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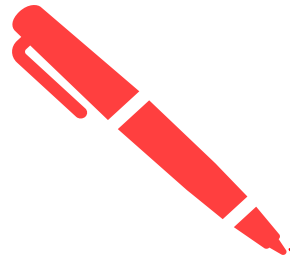
Infographic by Bethany Buck, Instructional Designer at FVSU



Design element examples provided by Peter Berryman, Director of Digital Instruction for USG.



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INFOGRAPHIC

Turning Knowledge into Images in 6 easy steps!

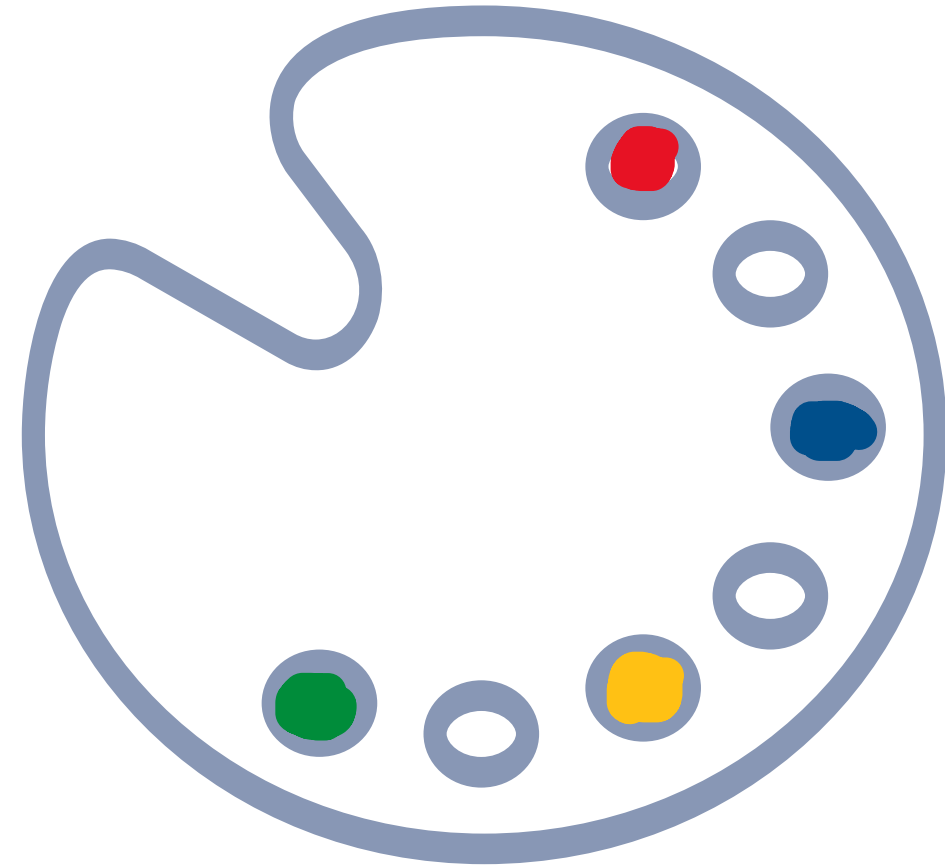
PowerPoint has built in tools to help with design elements.



Stick around after this session for a special invite to a PowerPoint Workshop!



Infographic audiences are VIEWERS, not readers!



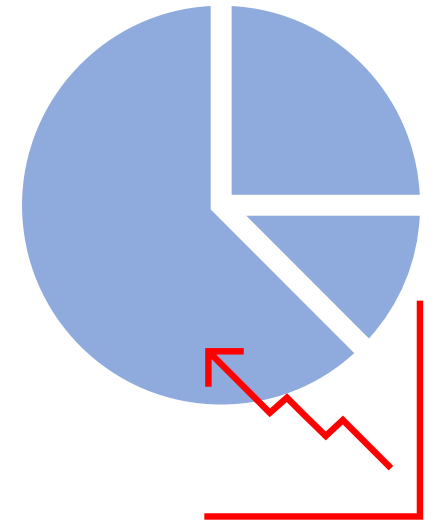
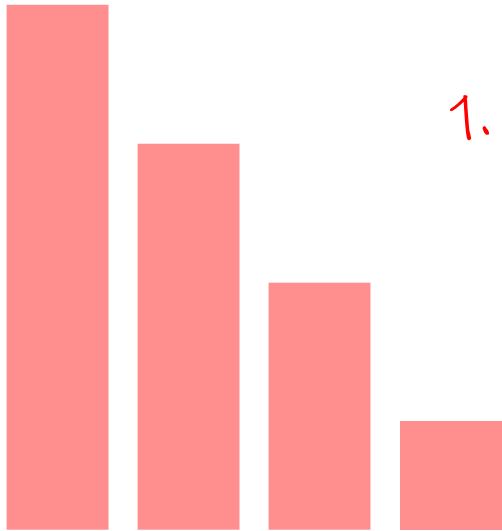


INFOGRAPHIC

Turning Knowledge into Images in 6 easy steps!

Convert Data to Images:

1. Select graphs and charts to best represent your data*.
2. Keep the graphs and charts simple.
3. Use colors and fonts that compliment the overall design.

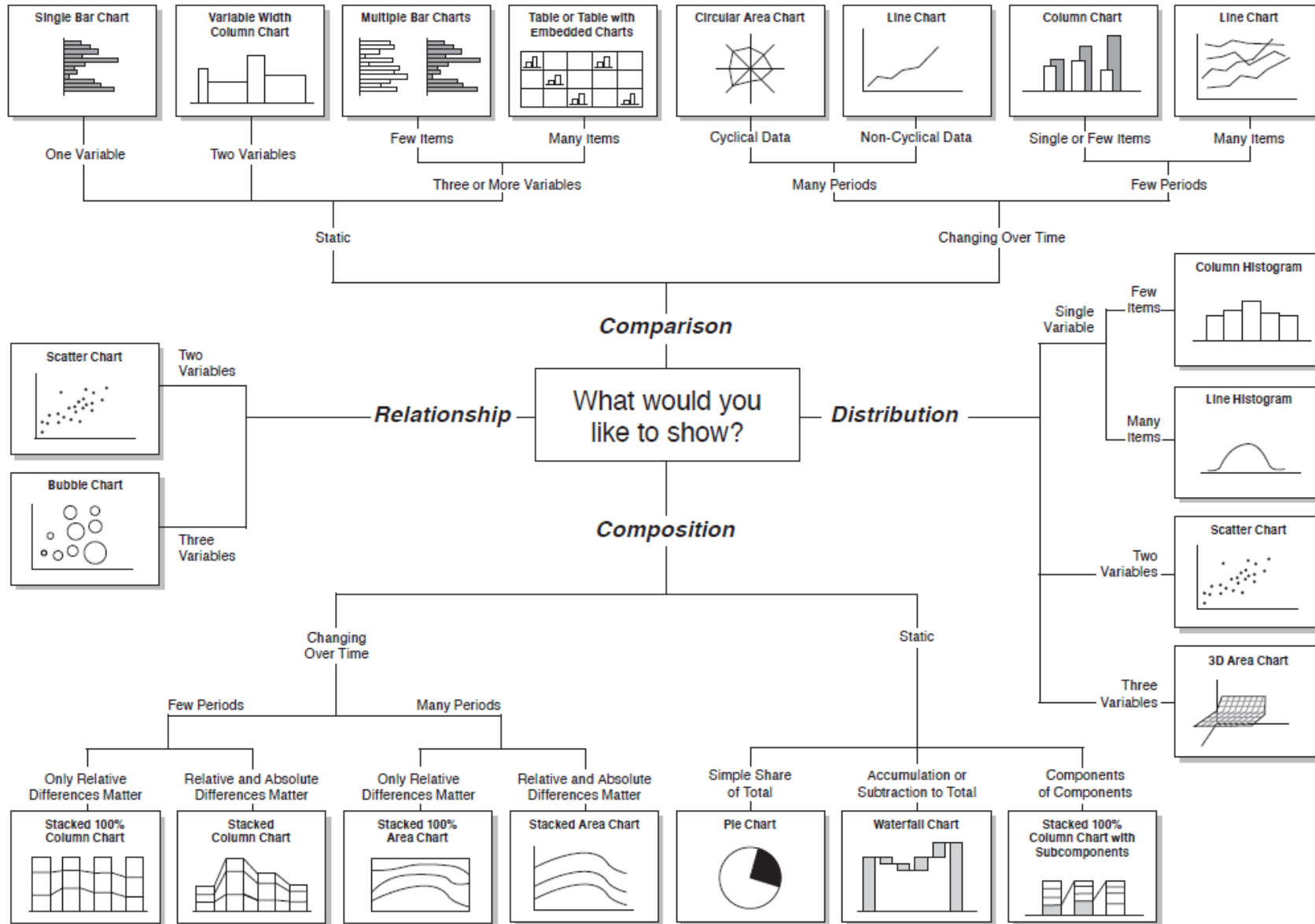


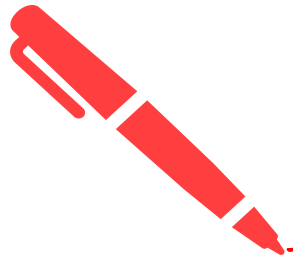
* How do you choose a chart?



Infographic audiences are VIEWERS, not readers!

Chart Chooser





INFOGRAPHIC

Turning Knowledge into Images in 6 easy steps!

Practice Timings:

1. 30-second glance:

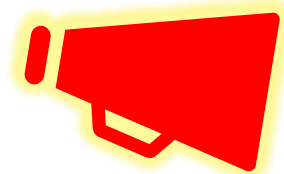
Topics & Concepts

2. One-to-two minute review:

Details, Data & Next Steps

3. Three-to-five minutes:

Verbal Presentation



Infographic audiences are VIEWERS, not readers!



INFOGRAPHIC

Turning Knowledge into Images in 6 easy steps!

Call to Action/Next Steps:

1. Infographics can be a call to action and should provide next steps.
2. List what viewers should do to learn more or go further.
3. Include how viewers can use your infographic information.

 *Infographic audiences are VIEWERS, not readers!*

INFOGRAPHIC

Turning Knowledge into Images in 6 easy steps!

Don't forget your sources!

Don't forget your sources!

Examples:

1. Source In Text
2. Multi Source
3. HTML Source

Let's take a look at each.

Don't forget your sources!

Don't forget your sources!



Infographic audiences are VIEWERS, not readers!

2

76 MILLION DISPOSABLE GLOVES

The CDC (Center for Disease Control and Prevention) recommends that frontline healthcare workers wear disposable gloves when caring for someone who has been diagnosed with COVID-19, particularly when coming into contact with bodily fluids.

For the general public who are wearing disposable gloves, especially if they don't have a coronavirus patient at home—experts say this is unnecessary. Donate unused and unopened boxes of gloves to your local healthcare facility.



Financial Industry Trends That Institutions Need To Adopt

The number of people using digital banks rose from 133.5 million in 2014 to around 161.6 million by the year 2019. It is a clear indication that it's time for the institutes to move from their standard practices to more advanced digital technologies. Find some of the new trends below:

General Changing Trends



\$111.8 Billion

Artificial Intelligence



46%

of financial technology companies consider AI as a must have.



41%

of organizations plan to implement AI by the end of next year.



95%

of the customer interaction tasks are estimated to be taken over by artificial intelligence and chatbot by the next 10 years.

Source:

<https://www.statista.com/statistics/455418/number-of-digital-banking-users-usa/>
https://www.images2.adobe.com/content/dam/acom/uk/modal-offers/pdfs/Econsultancy-2018-Digital-Trends-FS_EMEA.pdf
https://www.widen.com/hs-fs/hub/464524/file-3628253675-png/blog-files/widen_storytelling_infographic_intro_w1024.png
<https://newsroom.accenture.com/news/nine-out-of-10-major-banks-in-north-america-and-europe-are-exploring-the-use-of-blockchain-technology-for-payments-accenture-survey-finds.htm>
<https://thefinancialbrand.com/66228/bank-credit-union-branch-traffic/>
<https://carsurance.net/blog/fintech-statistics/>
https://www.images2.adobe.com/content/dam/acom/uk/modal-offers/pdfs/Econsultancy-2018-Digital-Trends-FS_EMEA.pdf
<https://arxiv.org/ftp/arxiv/papers/1905/1905.02092.pdf>



VENNGAGE

Create infographics at
venngage.com

FIREWORKS SAFETY: FIRE AND INJURY STATISTICS

Each July 4th, thousands of people, most often children and teens, are injured while using and handling consumer fireworks.

Despite the dangers of fireworks, very few people understand the associated risks of overlooking fireworks safety. In 2017, there was a report of:



12,900 fireworks
related injuries/burns



\$43 million in direct
property fire damage



Average of 3 deaths
each year

Fireworks start an
avg. of 18,500 fires
per year:



1,300
Structure fires



300
vehicle fires



16,900
outside fires



Learn more about
responsible fireworks
safety at [nfpa.org](https://www.nfpa.org)

SOURCE: [nfpa.org/Public-Education/Fire-causes-and-risks/Seasonal-fire-causes/Fireworks](https://www.nfpa.org/Public-Education/Fire-causes-and-risks/Seasonal-fire-causes/Fireworks)

fireworks.

The dangers of fireworks, very few people understand the associated risks, overlooking fireworks safety. There was a report of:

12,900 fireworks related injuries/burns

\$43 million in direct property fire damage

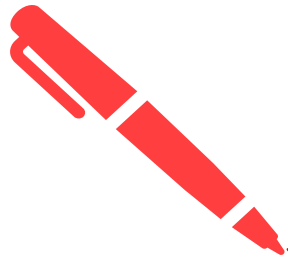
Average of 3 deaths each year



Learn more about responsible fireworks safety at [nfpa.org](https://www.nfpa.org)

SOURCE: [nfpa.org/Public-Education/Fire-causes-and-risks/Seasonal-fire-causes/Fireworks](https://www.nfpa.org/Public-Education/Fire-causes-and-risks/Seasonal-fire-causes/Fireworks)

RECAP



INFOGRAPHIC

Turning Knowledge into Images in 6 easy steps!



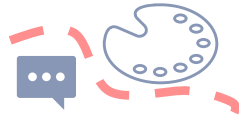
What's Important?

Narrow down the topics, concepts, and data your viewers must have to grasp the knowledge you want to share.



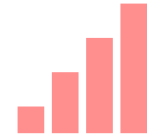
High-level View

Chunk your topics into small facts and phrases to reduce the amount of reading needed. Create an outline to map out your infographic.



Design Elements

Choose 2 or 3 bold colors and keep fonts simple and repetitive. Create a hierarchy with spacing and text size to draw the viewers eye around the page. Don't be afraid of blank space, it let's your infographic breathe!



Convert to Images

Select simple images or icons that best represent each topic or concept.

Remember:

Data can easily be shared in graphs and charts!



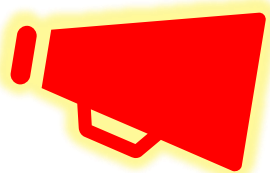
Timing

In a 30 second glance viewers understand your topics and concepts. In a 1-to-2-minute review viewers can understand your details, data and next steps. **Timing takes practice!**



Call to Action

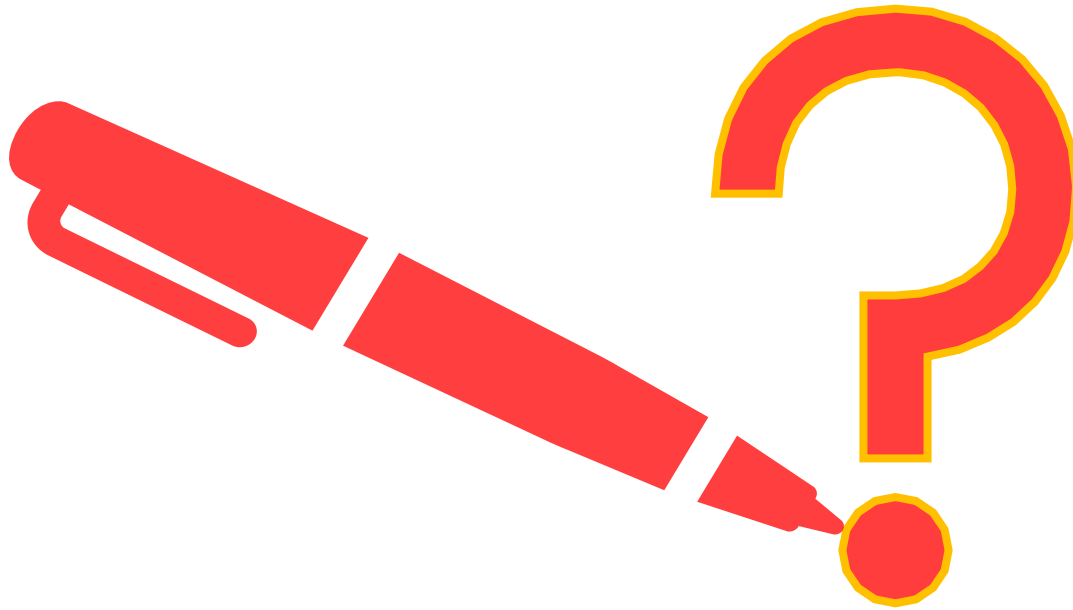
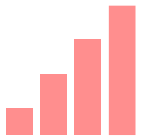
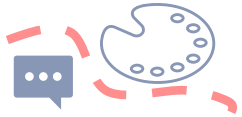
Effective infographics are a call to action. What steps should your viewers take next? How can viewers use your information?



Infographic audiences are VIEWERS, not readers!

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You are invited to our next workshop:

Using PowerPoint for Infographic Design

Wednesday
February 21st
at 12pm

