

## Making an infographic

- you can use any software or draw by hand
- Start off by deciding and writing down:
- what is the key message you want the reader to get from your infographic?
  - what do you want them to remember afterwards?
  - is this a single point (e.g. a fact or description of data), is it a narrative point (e.g. about the cause and effect of something), is about it about how a process works, etc.; this will be important for determining what design you choose
- who is your target audience?
  - what is their level of knowledge about the subject?
  - what is their interest in the subject?
- what visual cues will help that audience to understand and remember the key points you want to make?

There are a large number of guides, videos and other forms of advice online about how to make infographics. Many of these focus just on the visual aspects. In this course we will place more emphasis on the content and substance of the infographic. Here are three guides that also cover this aspect:

- Reboot ["A beginner's guide to more meaningful infographics"](#)
- Easelly [Complete Guide To Infographics \(pdf\)](#) and [Easelly video tutorials](#)
- Visme [How to Make an Infographic - A Visual Guide for Beginners](#) By Visme

A few guides that focus on the more visual and design aspects are:

- Infogram, [Best Data Visualisation Resources](#)
- Piktochart ["8 types of infographics: which is right for you?"](#)
- Canva ["40 brilliant and complex topics explained perfectly by infographics"](#)
- The Guardian ["How to make infographics: a beginner's guide to data visualisation"](#)
- The Financial Times ["Design secrets behind the FT's best charts of the year"](#)

If you are interested in knowing more about infographics this is a good source, [infographic journal](#)

And a funny article on some really rubbish infographics

[16 useless infographics](#), The Guardian

There are many software packages available for free that allow you to easily make an infographic. You can use any package you like, you do not need to purchase extra icons or spend any money.

Some popular ones are: [visme](#), [canva](#), [easelly](#), [Venngage](#) and [Infogram](#). But note that in some you can only download a low quality image in the free version. I strongly recommend that whatever software you use, before you invest too much in a single infographic you try creating a rough one very quickly and download it in order to make sure that the software does everything that you want it to do. You should experiment with different software and ask your fellow classmates what software they have found useful.

### Examples of (good and bad) infographics

- <https://visual.ly/economy-infographics>
- Many good examples of data visualisation: <https://ourworldindata.org>
- <http://www.statista.com/chartoftheday/economy/>
- <http://timverheyden.com/blog/killer-examples-of-the-best-infographics>
- <https://www.visualcapitalist.com/our-top-infographics-of-2018/>
- The Height of Inequality (The Atlantic),  
<https://www.theatlantic.com/magazine/archive/2006/09/the-height-of-inequality/305089/>
- <https://infographicjournal.com/5-reasons-why-liverpool-is-better-than-london-for-property-investment/>
- <http://wef.ch/1KCxUP5>
- <https://flowingdata.com/2009/03/13/27-visualizations-and-infographics-to-understand-the-financial-crisis/>