

# INFOGRAPHIC



Turning Knowledge into Images in 6 easy steps!



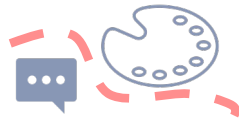
## What's Important?

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



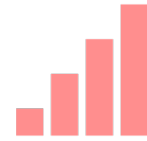
## High-level View

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!*