

# How to: Build an Infographic

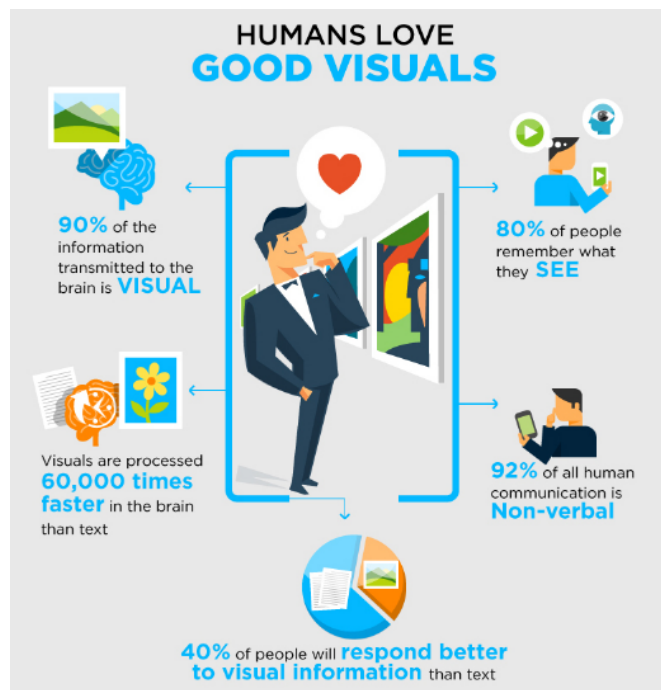


Sarah Bowker  
Communications Director, CEDIK @ UK

CEDIK



<https://www.infographicdesignteam.com/blog/trends-and-principles-of-visual-storytelling/>



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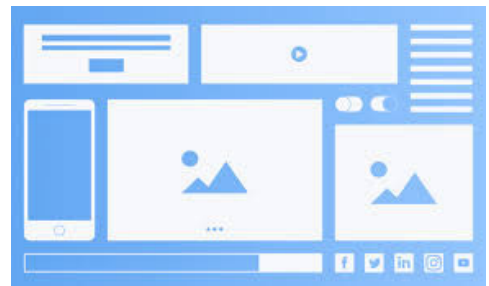


## The Plan for this Webinar

1. **Establish common understanding:**  
User Experience Design, Color Psychology, and Visual Storytelling
2. **How to Build an Infographic:**  
The Steps and great Tools for creating Infographics
3. **Infographic Alternatives**

## User Experience [UX] Design

### What is it?



## User Experience [UX] | What is it?

UX is the user's interaction or experience with a product or service.

## User Experience [UX] | What is it?

UX is the user's interaction or experience with a product or service.



OR



?

## User Experience [UX] | What is it?

UX is the user's interaction or experience with a product or service.

**SHARE** in the chat box:

A product/service you enjoy using & why:

## User Experience [UX] | What is it?

UX is all about the user's interaction or experience with a product or service.

**SHARE** in the chat box:

A product/service you dislike using & why:

## User Experience [UX] Design | What is it?

If UX concerns the user's interaction or experience with a product or service, then...

**UX Design** prioritizes the user's interaction or experience in the design of a product or service.

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## User Experience [UX] Design | What is it?

Which faucet is easy to use correctly?



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## User Experience [UX] Design | What is it?

### Which faucet is easy to use correctly?

Our intuitive understanding of a faucet comes in to play here:

LEFT handle controls **hot** water,  
RIGHT handle controls **cold** water.

How much we swing a handle toward the faucet will determine how much water flows.



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# Color Psychology

## What is it?

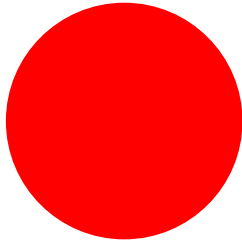


### Color Psychology | What is it?

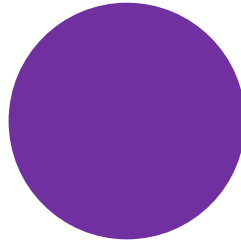
Color Psychology refers to [how we associate meaning and emotion to color.](#)

## Color Psychology | What is it?

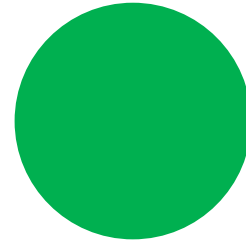
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RED

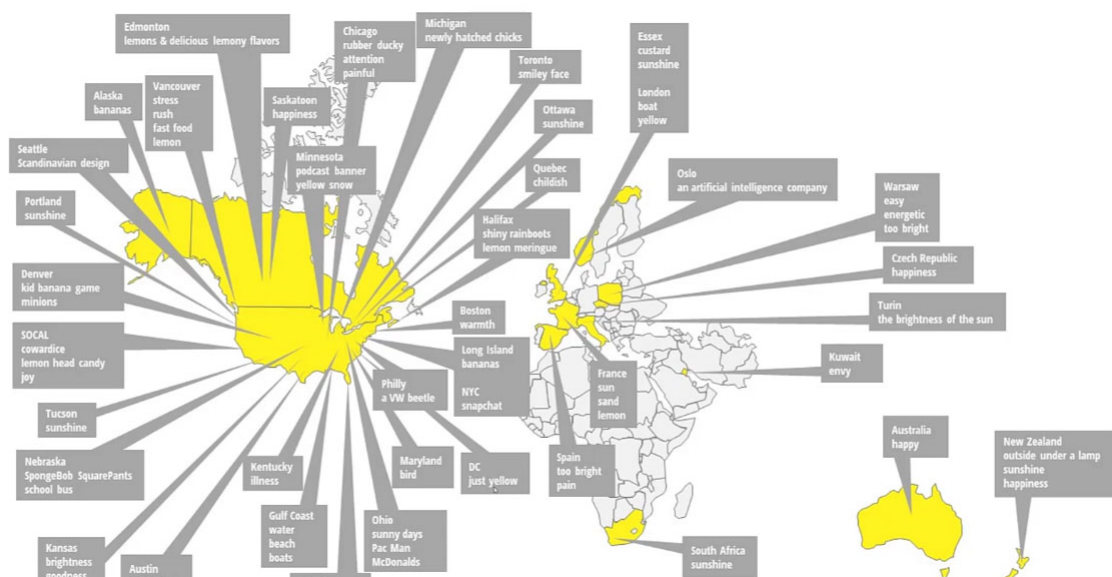


PURPLE



GREEN

## Color Psychology | What is it?







# WHEN PLATES COLLIDE

## PREDICTING THE NEXT BIG EARTHQUAKE

A year after the devastating earthquake in Haiti, people everywhere have been wondering about when and where the next catastrophe one will hit our shores. If major quakes occur approximately 1.5 times a year around the world, where will the next one hit?

### HOW OFTEN DO MAJOR EARTHQUAKES OCCUR?

MAGNITUDE	AVERAGE FREQUENCY PER YEAR
8.0+	1
7-7.9	15
6-6.9	134
5-5.9	1,319
4-4.9	13,000
3-3.9	130,000
2-2.9	1,300,000

On average, the most recently of detectable seismic range between a magnitude of 2.0 to 4.0 on the Richter scale. Earthquakes comparable to the ones that rocked Haiti and Chile last year occur about 17 times a year. Those greater than an 8.0 magnitude happen approximately once a year.

The largest recorded earthquake in the world: **MAGNITUDE 9.5**  
CHILE, MAY 22, 1960

\*Based on observations since 1900. Earthquake magnitudes before this year are estimates based on historical geological evidence.

### DETECTED VS. UNDETECTED

Several million earthquakes shock the world each year but many go undetected because they hit remote areas or have small magnitudes.

There are an estimated **500,000** earthquakes detected in the world each year.  
**100,000** of those can be felt.  
**100** of them cause damage.

## WHERE WILL THE NEXT BIG EARTHQUAKE STRIKE?

Although it's impossible to predict with a precise date and time, there are earthquakes "hot spots" that scientists have identified, using historical information and sensitive tectonic plates as guides. California earthquakes can occur anywhere, but based on past notable earthquakes, these areas are often cited as some of the most susceptible.

### THE PROBABILITY OF A MAJOR EARTHQUAKE, OVER THE NEXT 30 YEARS, OCCURRING IN:

**SAN FRANCISCO BAY AREA**  
67%

**SOUTHERN CALIFORNIA**  
60%

**NORTHridge**  
6.7 Magnitude  
60 Fatalities

**San Fernando**  
6.6 Magnitude  
65 Fatalities

**Long Beach**  
6.4 Magnitude  
40 Fatalities

**Wrightwood**  
6.9-7.3 Magnitude  
40 Fatalities

**Volcano Lake, BC**  
7.1 Magnitude  
11/21/1915

**Hayward Fault**  
7 Magnitude  
30 Fatalities

**Owens Valley**  
7.6 Magnitude  
37 Fatalities

**San Francisco**  
4/18/1906  
8.3 Magnitude  
3,000+ Fatalities

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**JAPAN**  
Roughly the same size as the state of California, Japan also has very active plate tectonics. The Tokyo Bay of Japan is expected to rupture roughly every 150 years, causing 8.0 magnitude earthquakes.

**Sanriku**  
6/15/1896  
8.5 Magnitude  
27,000 Fatalities

**Sanriku**  
3/22/1933  
8.4 Magnitude  
2,990 Fatalities

**Kanto**  
9/1/1923  
7.9 Magnitude  
143,000 Fatalities

**Tokai**  
12/7/1944  
8.1 Magnitude  
1,223 Fatalities

**Kobe**  
1/6/1995  
6.9 Magnitude  
5,502 Fatalities

**Nankai**  
12/20/1944  
8.1 Magnitude  
1,330 Fatalities

**Mino-Owari**  
10/27/1891  
8 Magnitude  
7,327 Fatalities

**Fuku**  
4/28/1948  
7.3 Magnitude  
3,769 Fatalities

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https://www.seo.com/wp-content/uploads/earthquake-infographic.jpg

Sources: U.S. Geological Survey | Disaster | Time | Live Science

A COLLABORATION BETWEEN GOOD AND COLUMB FIVE

## Methane (AKA 'Natural Gas')

The other major greenhouse gas



Methane makes up 16% of our total greenhouse gas emissions.



It's mostly used as a fossil fuel to generate electricity.



It's a more powerful greenhouse gas than carbon dioxide (CO2)



It reaches the atmosphere faster than CO2 but dissipates quicker (after a decade or two).



So it warms the planet rapidly in the short term.



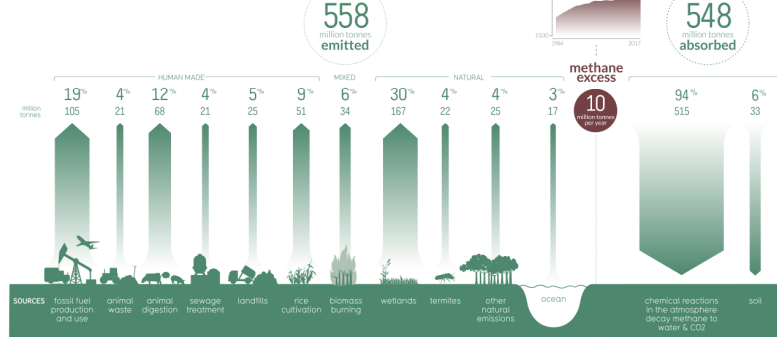
In comparison, carbon dioxide lingers for hundreds and thousands of years



So CO2 warms the planet steadily, in the long term.

## Where does Methane come from?

Yearly sources and sinks



informationisbeautiful

created by: David McCandless, Duncan Geere, Fabio Bergamaschi

Sources: Global Carbon Project, NASA Climate & Ocean Air Coalition  
data: bit.ly/Methane-Emissions

https://informationisbeautiful.net/visualizations/methane-or-natural-gas-the-other-major-greenhouse-gas/



## Color Psychology and UX Design Example

### Example:

You are working on your computer.  
You click a button, and a pop-up appears  
on the computer screen...

## Color Psychology and UX Design Example



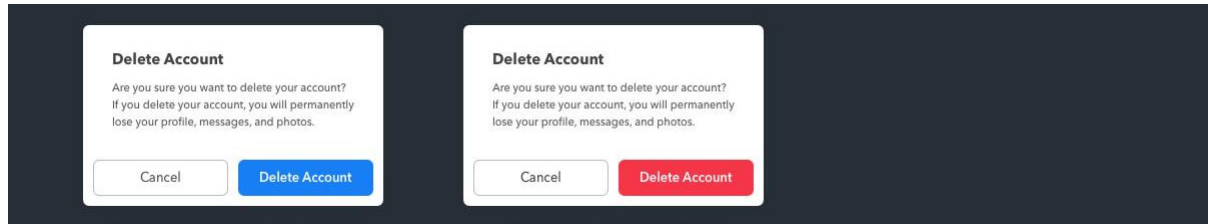
## Color Psychology and UX Design Example



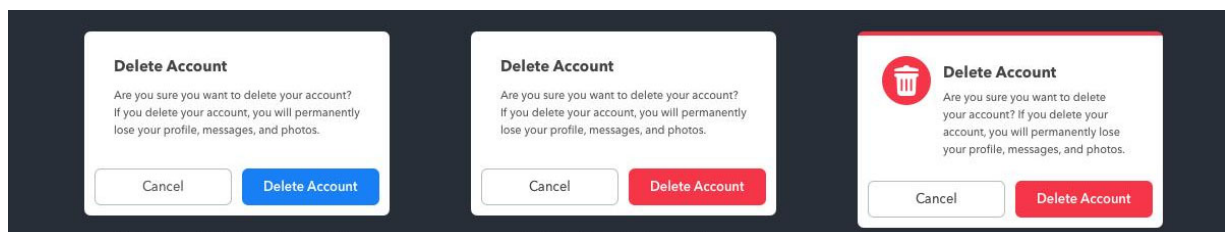
How could the design  
of this pop-up be improved?



## Color Psychology and UX Design Example



## Color Psychology and UX Design Example



# Visual Storytelling

## What is it?



### Visual Storytelling | What is it?

Visual storytelling involves the [use of graphics, images, pictures, and videos to engage with viewers](#) in an effort to drive emotions, engage intercommunication, and motivate an audience to action.

[Visual Tools](#) >> Engaged Outcome

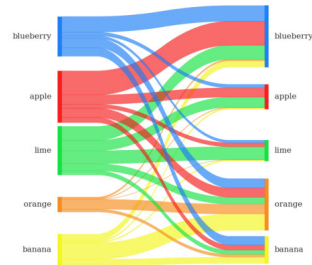
## Visual Storytelling | Infographic Tools for Storytelling



### ICONS

Help organize information

Provide quick visual cues



### DATA VISUALIZATION

Quickly displays trends in data

Key data points are easily identified and digested



### ILLUSTRATIONS

Provide way to convey emotion

Keep reader engaged

## ICONS | Infographic Tools for Storytelling

### Methane (AKA 'Natural Gas')

The other major greenhouse gas



Methane makes up **16%** of our total greenhouse gas emissions.



It's mostly used as a fossil fuel to generate electricity.



It's a more powerful greenhouse gas than carbon dioxide (CO<sub>2</sub>)



It reaches the atmosphere **faster than CO<sub>2</sub>** but dissipates quicker (after a decade or two).



So it warms the planet **rapidly in the short term.**



In comparison, carbon dioxide lingers for **hundreds and thousands of years.**



So CO<sub>2</sub> warms the planet **steadily, in the long term.**

#### SOLUTIONS



limit leakage



reduce livestock



improve feeds



reduce waste



dry seeding



ban open field burning

planting rice in dry rather than methane-emitting flooded fields

← capture this methane →





# HOW TO BUILD AN INFOGRAPHIC

1. Choose one goal.

## Infographics | How to Create One

### 1. Choose one goal.

Who is the audience for this infographic?

What do they need to know?

How savvy are they with data?

What do I want the audience to \*DO\* with this information?

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## Infographics | How to Create One

### 1. Choose one goal.

Then, **build a word-for-word script.**

Don't build the house before you have the blueprints.

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## Infographics | How to Create One

### 1. Choose one goal.

Next, figure out the hierarchy of information.

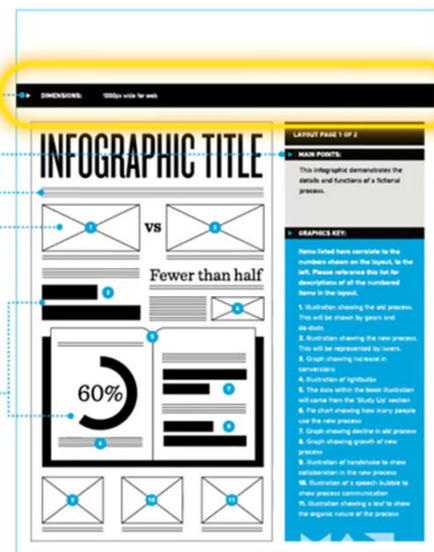
This is where sketching out the infographic is helpful.

UX designers create wireframes for understanding the flow of an infographic.

### WIREFRAME YOUR DESIGN

- ▶ Plan dimensions upfront
- ▶ Restate the purpose and target audience
- ▶ Use placeholders for text other than headlines
- ▶ Use placeholders for graphics, with clear explanations of each illustration as provided in a graphics key
- ▶ Use placeholders for data viz to show what types of charts and graphs you'll use without doing the data viz just yet

Digital designs for web –  
No more 1000 pixels wide, not  
more than 5000 pixels long.



## Infographics | How to Create One

# TOOLS

### WHAT TO USE FOR CREATING YOUR INFOGRAPHIC

MS Office option: PowerPoint

Free design option: Canva

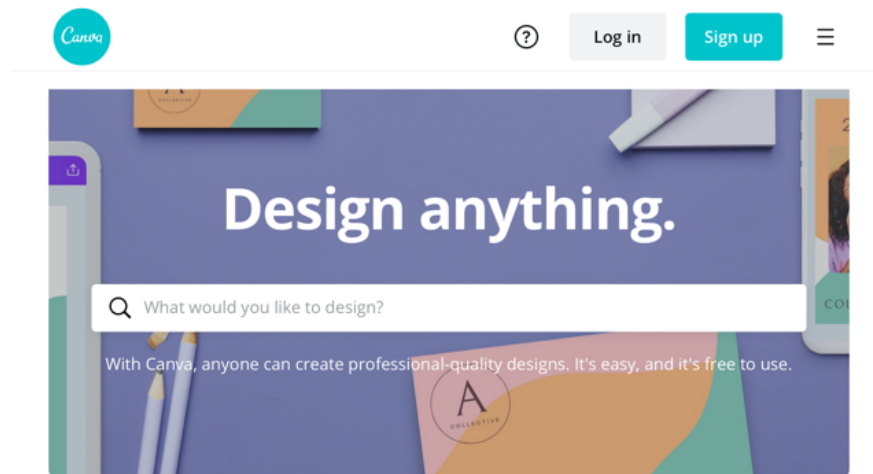
Adobe product option for those with design experience: Adobe Illustrator

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## Infographics | How to Create One

# TOOLS – Canva



<https://www.canva.com/>

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## 2. Choose colors and fonts.

### Infographics | How to Create One

## 2. Choose colors and fonts.

### COLOR & FONT CHOICES ARE IMPORTANT.

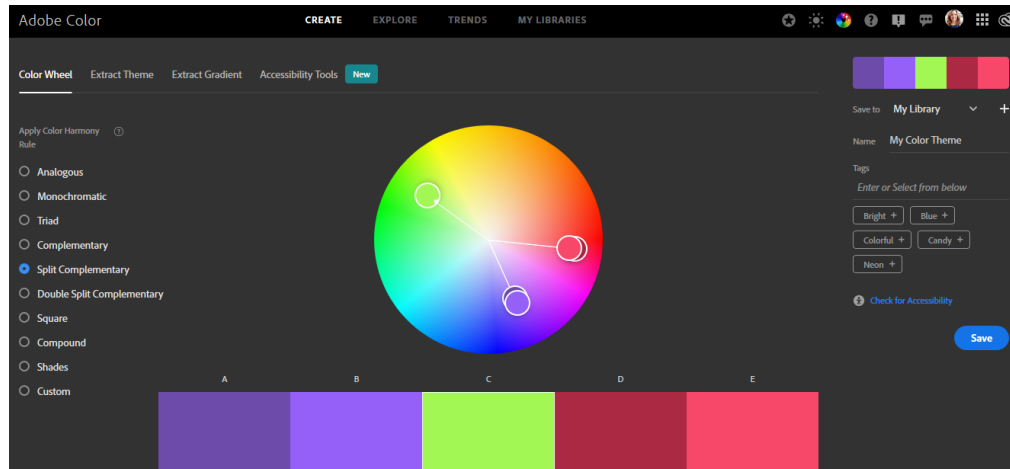
Conveys a sense of the emotion or “mood” of the infographic.

### Is it appropriate to use your institution’s colors?

Making sure to NOT use your institution’s colors when using the negative connotation of the color –  
e.g. using your institution’s red color to highlight problematic data.

## Infographics | How to Create One

# TOOLS – Adobe Color Wheel



<https://color.adobe.com/create/color-wheel>

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Slide from Killer Visual Strategies

**TOOLS**

Want a new font?  
Download free  
fonts here:

**dafont.com**

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## Infographics | How to Create One

### 2. Choose colors and fonts.

#### FONT CHOICES

Using ONE or TWO fonts is best, with 2-3 font weights per font.

**BOLD** weights for important callouts only.

Capitalization can be used in headings, however is not ideal for text more than a sentence long.

Examples of Weights:

**Bold**, Regular,  
*Italic*, Narrow

## 3. Visualize the data.

### Infographics | How to Create One

## 3. Visualize the data.

Use the right graph/chart for the data

AND

Use the right graph/chart for your audience.



## Infographics | How to Create One

### 3. Visualize the data.

#### CLEAR & SIMPLE WAYS TO VISUALIZE DATA:

- BANs – “Big Ass Numbers” - more on this soon.
- Bar Charts (horizontal layout).
- Simple Tables - ideally not more than 2 columns.
- Maps with one data story.

## Infographics | How to Create One



#### WRONG

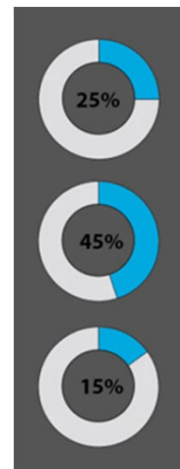
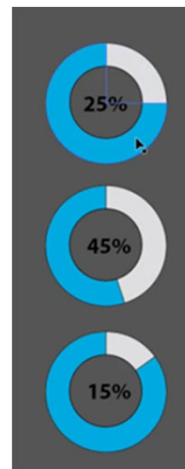
This chart is either not starting at 12:00 or isn't ordered from smallest to largest or largest to smallest.



#### RIGHT

This chart starts at 12:00 and is ordered from smallest to largest.

Examples from Killer Visual Strategies

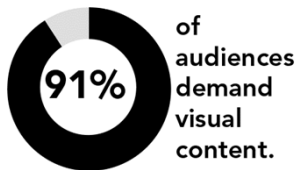


Always ensure the number being represented is the darkest slice.

## Infographics | How to Create One

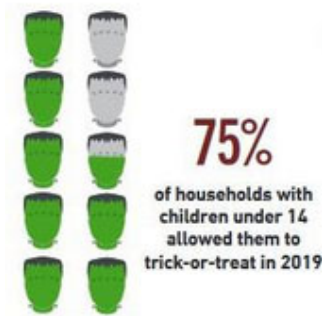
### 3. Visualize the data.

#### BANs – Big Ass Numbers



91% of audiences demand visual content.

#### Quantigrams

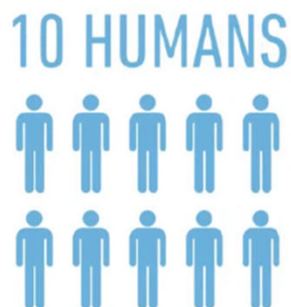


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## Infographics | How to Create One

Only use a quantigram as a  
**1:1 ratio**



If you cannot clearly visualize a stat any other way **use typography** or **tie it to a related icon/illustration**.



\*A large caveat here is that you may only have this type of data throughout the IG. Make sure that these IG's are not reading assignments

Slide from Killer Visual Strategies

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## Infographics | How to Create One

# TOOLS – Datawrapper

Datawrapper

Why Datawrapper? Pricing Examples Resources

**Enrich your stories with charts, maps and tables.**

**START CREATING**

It's free & no sign-up needed.

was a snowstorm in the Northeast and does its survey, which kept some wor- apocalypse" of announced store clos- the economy during the month. This was revised down from 98,000 to 79 bounce back in part because of warm Department reported gains in hospita Including the revisions for the Febru 174,000 jobs were added per month

Monthly Changes in U.S. Em

Evolutie vastgoedprijzen

### VISUALIZATION TYPES

#### Bar Charts >

Column Charts

Line & Area Charts

Pie & Donut Charts

Scatterplots

Dot Charts

Tables

Choropleth maps

Symbol maps

Locator maps

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<https://www.datawrapper.de/>

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# TOOLS – Daniel's XL Toolbox

Daniel's XL Toolbox is a **free, open-source add-in** for the Microsoft Excel spreadsheet software that helps you to analyze and present data.

File Home Insert Page Layout Formulas Data Review View Acrobat XL Toolbox NG Tell me what you want to do... Bowker, Sarah F.

Worksheets Jump Open CSV Export selection Selection Wizard ANOVA Formula Builder Miscellaneous

Copy page setup Properties Save CSV Batch Export Range to CSV Screenshot Import & Export

Work Flow Import & Export

Move Left Spread Scatter Move Right Series ErrorBars Chart Design Annotate Miscellaneous Add-ins Excel Add-ins COM Add-ins Keyboard Settings Update About Donate

XLTB

**Daniel's XL Toolbox**

<https://www.xltoolbox.net/>

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## 4. Add icons/illustrations.

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## 4. Add icons/illustrations.



### ICONS

Help organize information

Provide quick visual cues

Can be used in quantigrams



### ILLUSTRATIONS

Provide way to convey emotion

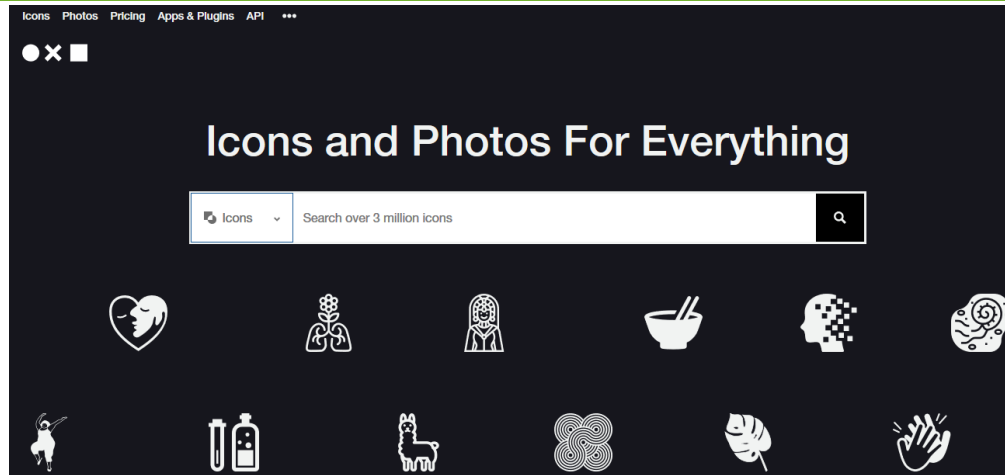
Keep reader engaged

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# TOOLS – The Noun Project



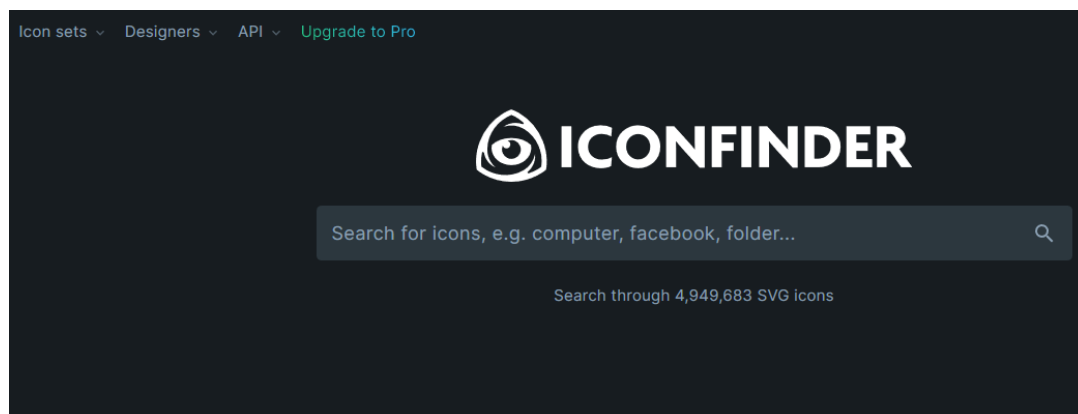
<https://thenounproject.com/>

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# TOOLS – Iconfinder

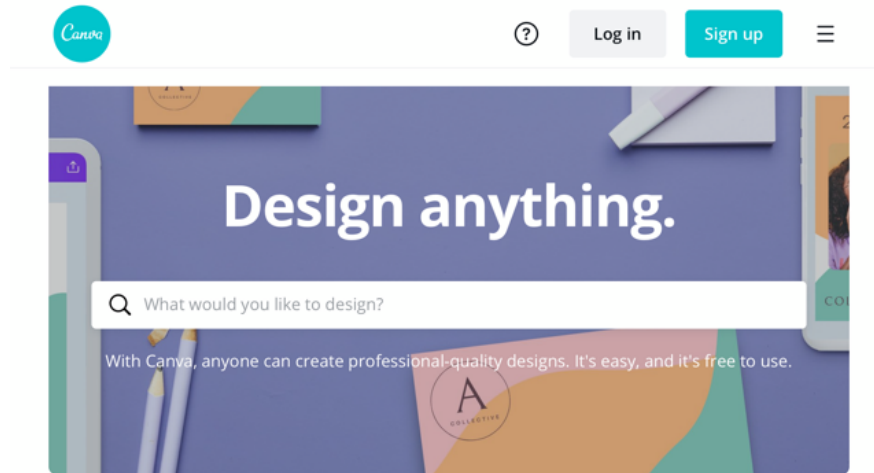


<https://www.iconfinder.com/>

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**TOOLS – Canva**

<https://www.canva.com/>

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## 5. Finishing touches.

## Infographics | How to Create One

### 5. Finishing touches.

Involve others to get feedback on design and text proofreading.

White/empty space is your friend.

Cite your data sources!

Accessibility checklist.

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Design isn't about making things look pretty. It's about  
**directing attention.**

Great design is **subtle.**

Design should feel like **problem-solving.**

UX designers feel a surge of happiness when they get to  
**delete** something.

**When it looks too simple** to represent the amount of  
time you put into it, **you're done.**

Mike Morrison, Better Research

# Infographic Alternatives

## Infographics | Great Alternatives

1. Better Research Poster
2. Twitter Poster
3. Apply the Twitter Poster concept to other social media platforms



## Infographics Alternatives | Better Research Poster

Title:  
Subtitle:

PRESENTER:  
**Leeroy Jenkins**

**BACKGROUND:** Who cares? Explain why your study matters in the fastest, most brutal way possible (feel free to add graphics).

**METHODS**  
1. Collected [what?] from [population]  
2. Tested it with X process.  
3. Illustrate your methods if you can.  
4. Try a flowchart!

**RESULTS**  
• Graph table with essential results only.  
• All the other correlations in the ammo bar.

**Main finding goes here, translated into plain English. Emphasize the important words.**



Visualize your findings with an image, graphic, or a key figure.



Take a picture to download the full paper

### AMMO BAR

Delete this and replace it with your...

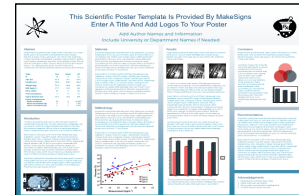
- Extra Graphs
- Extra Correlation tables
- Extra Figures
- Extra nuance that you're worried about leaving out.
- Keep it messy! This section is just for you.

Leeroy Jenkins, author2, author3, author4, author5, author6, author7, author42



# VS.

## The "Wall of Text"

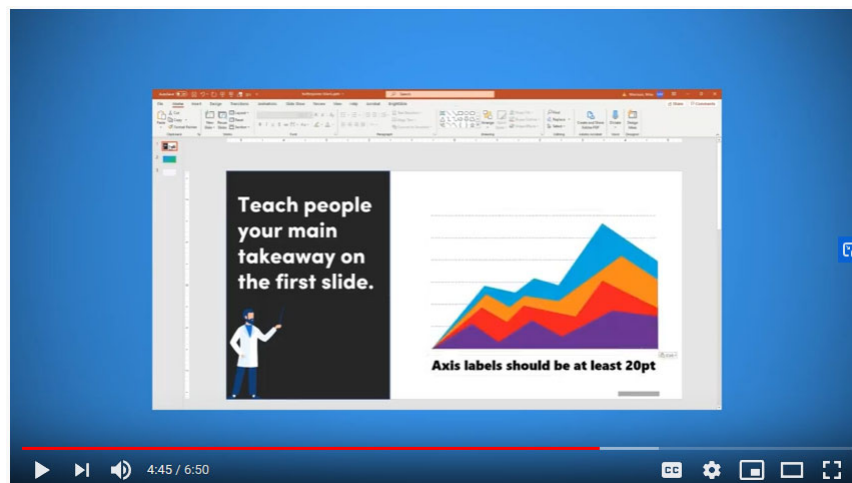


Mike Morrison, Better Research Poster

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## Infographics Alternatives | Twitter Poster



[https://www.youtube.com/watch?v=fQDL8r3r\\_d4](https://www.youtube.com/watch?v=fQDL8r3r_d4)  
Mike Morrison, Twitter Poster

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## Infographics Alternatives | Other Social Media ideas

1. Facebook can handle animated GIFs as well.
2. Instagram – can post 10 photos at a time; viewer can swipe left to view your data story.
3. Posting to YouTube so you can share across platforms, i.e. LinkedIn

## Closing Thoughts

## Infographic How To Webinar | Summary

1. UX Design, Color Psychology, and Visual Storytelling are the concepts that help us create an Infographic that is intuitive, meaning that **we can create a visual story that resonates with our audience's subconscious understanding of color and imagery.**

## Infographic How To Webinar | Summary

2. The less work we can make our audience “do” in reading our infographic, the more information they can absorb.

By starting with one goal, choosing smart colors and fonts, providing simple and clear data visuals, and emphasizing our message with icons/illustrations --

**We can engage our audiences with their emotions and inspire them to take action from the story we share.**

## Infographic How To Webinar | Summary

3. We can work with our understanding of other concepts, such as a Research Conference Poster, or even the concept of Presentation Slides to engage audiences with our research, as we use these formats as a stepping stone toward creating a one page Infographic.

**We can communicate our research in ways that increase engagement with our long-form writing and help the diffusion of science move faster.**

# Thank you!

Questions?

Want to share your design with me?

Need feedback on a project?

Contact me!

My contact info is in the comments.

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