How to: Build an Infographic

Sarah Bowker
Communications Director, CEDIK @ UK

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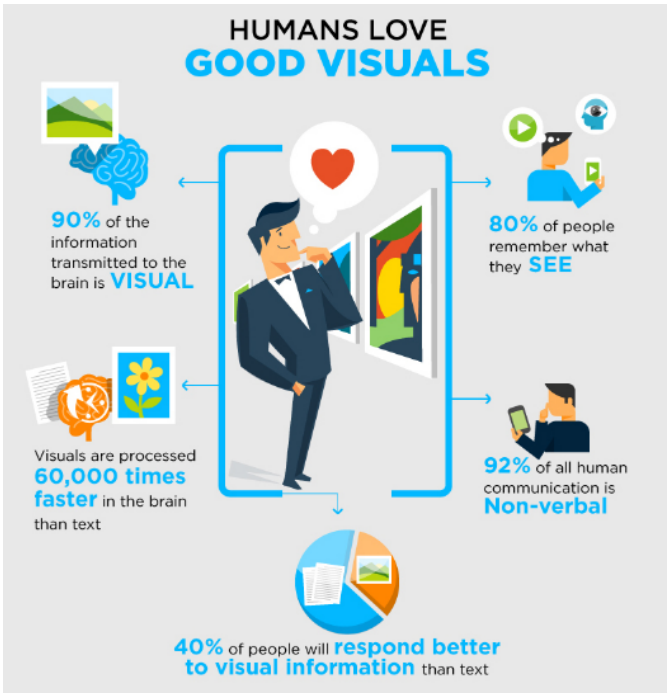

https://www.infographicdesignteam.com/blog/trends-and-principles-of-visual-storytelling/

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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**

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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.

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User Experience [UX] | What is it?

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

OR

?

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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:

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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:

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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

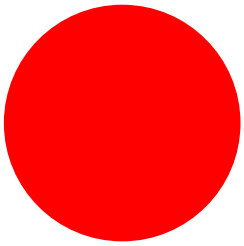
What is it?

Color Psychology | What is it?

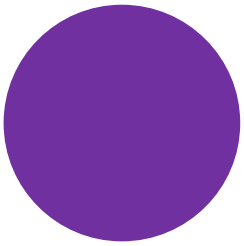
Color Psychology refers to how we associate meaning and emotion to color.

Color Psychology | What is it?

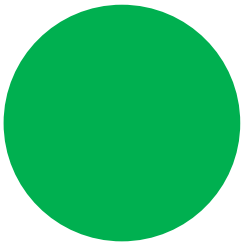
Color Psychology refers to how we associate meaning and emotion to color.



RED

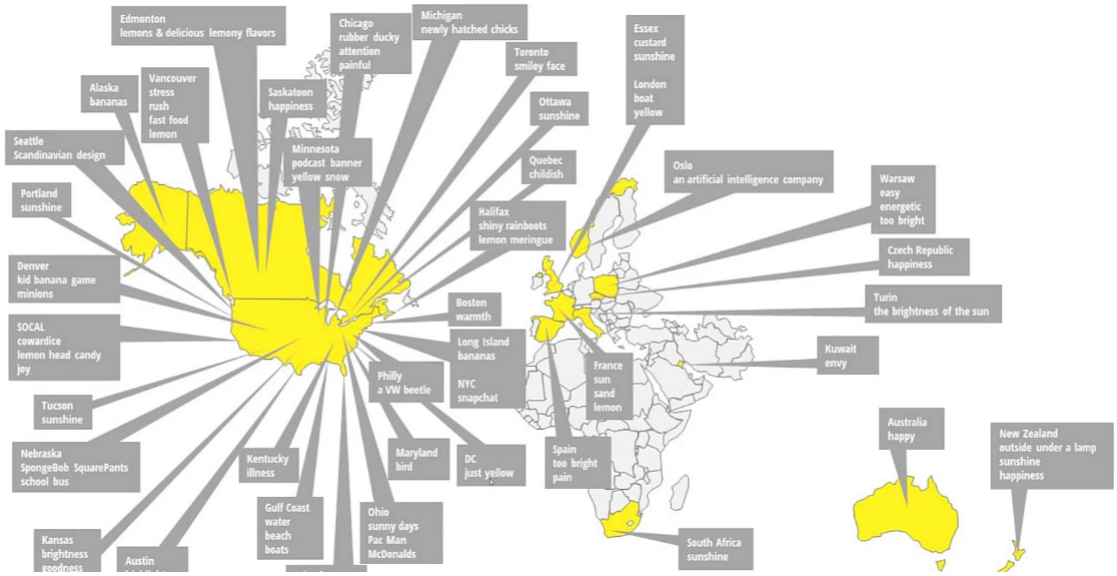


PURPLE

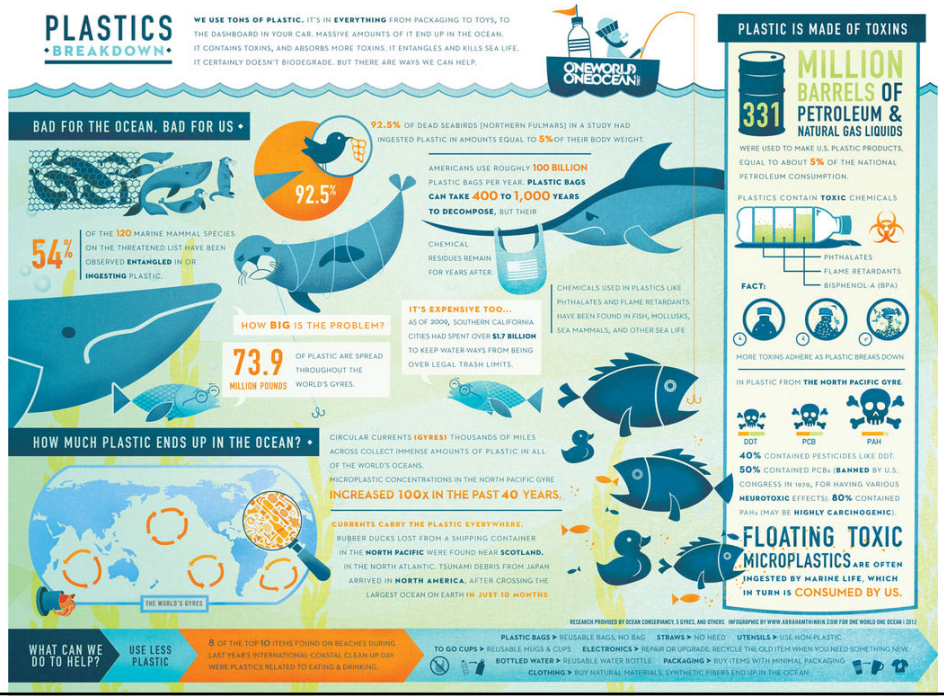


GREEN

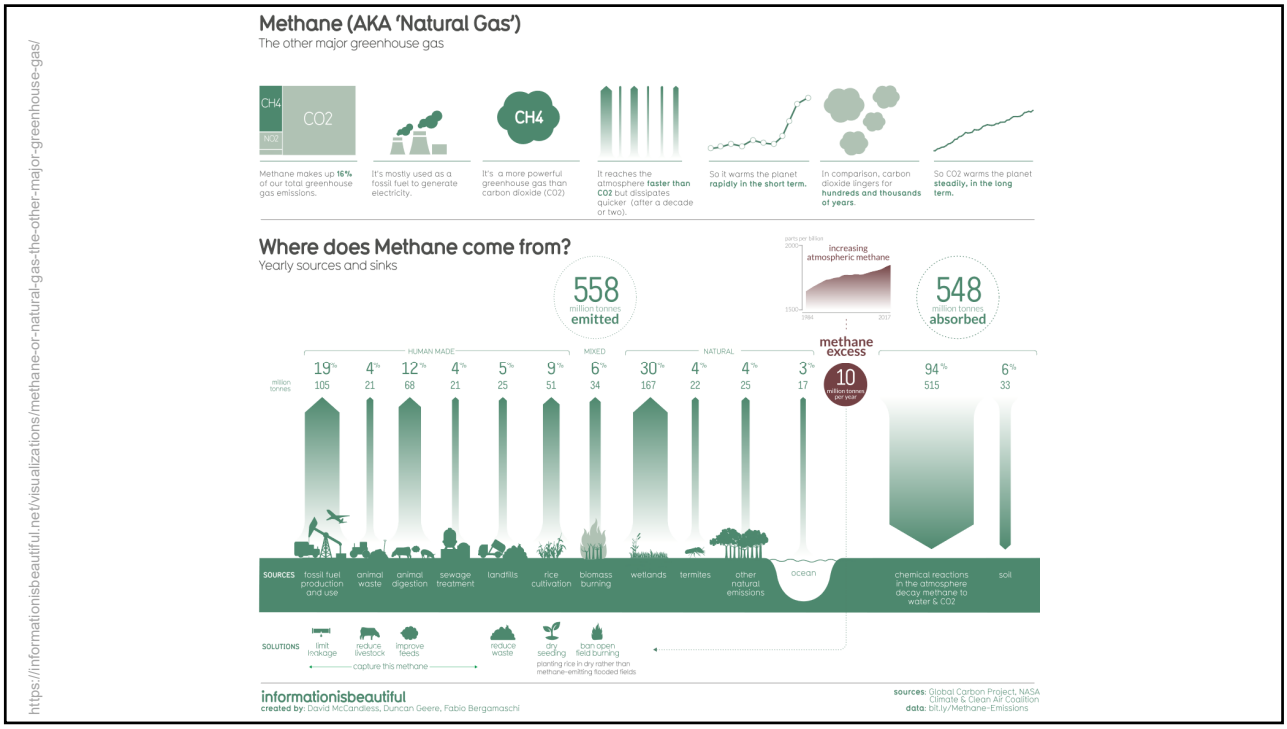
Color Psychology | What is it?



Color Psychology | What is it?



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



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…

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Color Psychology and UX Design Example

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Color Psychology and UX Design Example

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

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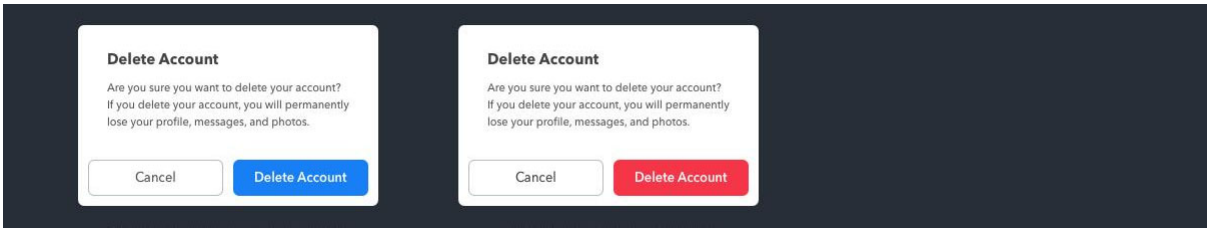
Color Psychology and UX Design Example



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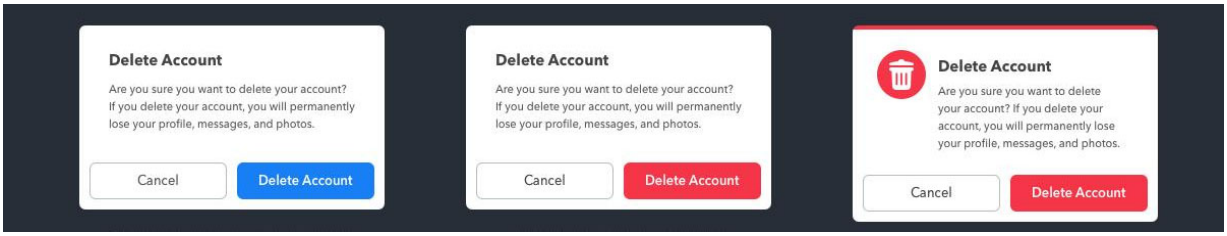
Color Psychology and UX Design Example



https://twitter.com/uxmovement/status/1121109592015028226

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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

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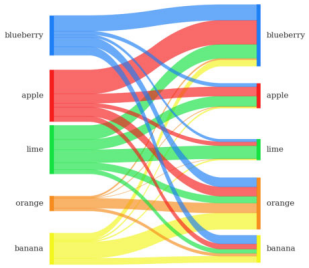
Visual Storytelling | Infographic Tools for Storytelling



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

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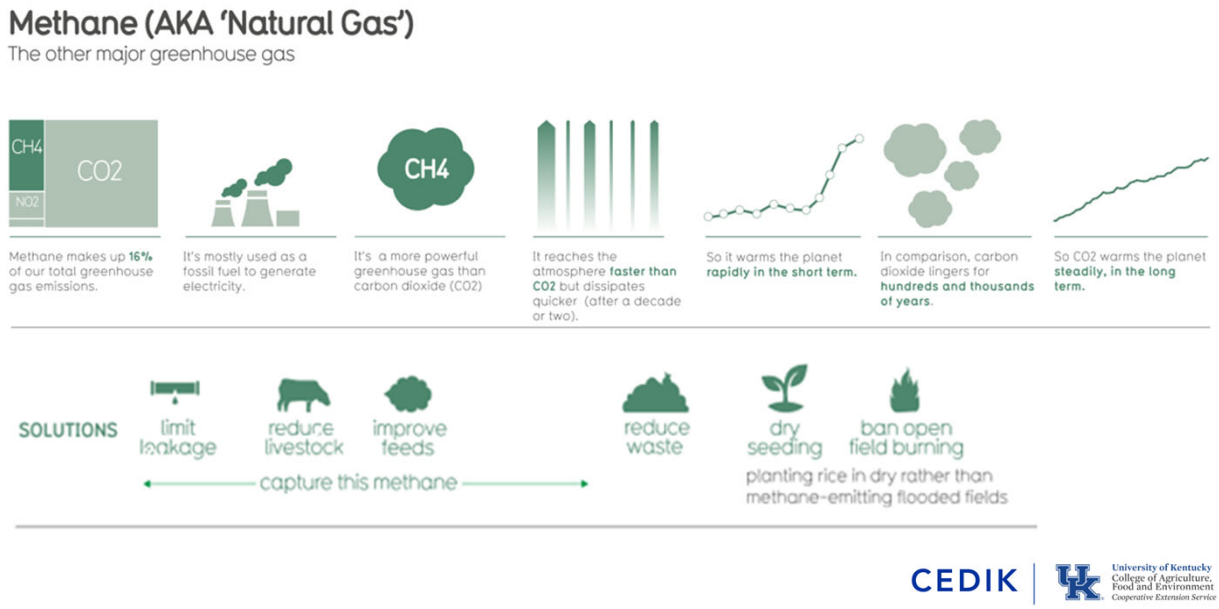
ICONS | Infographic Tools for Storytelling



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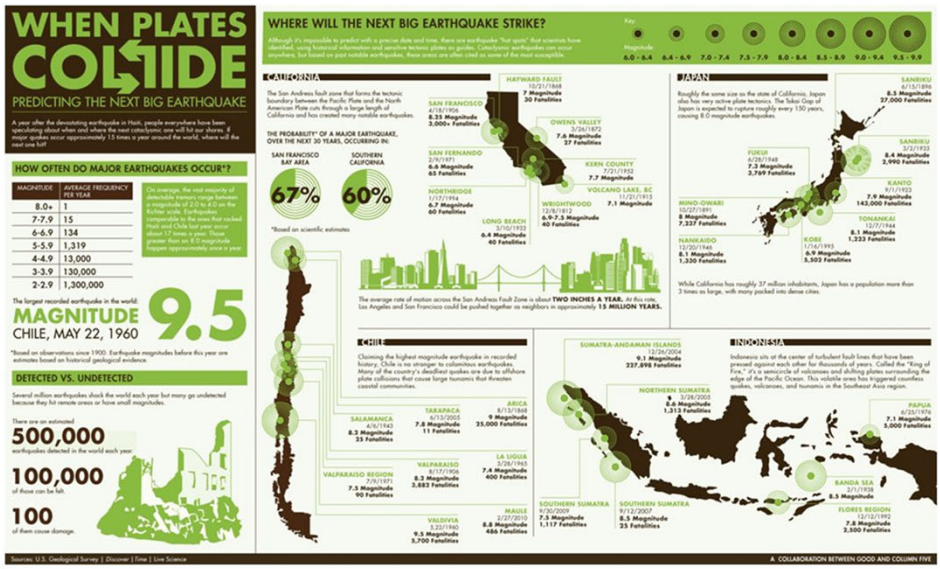
DATA VISUALIZATION | Infographic Tools for Storytelling



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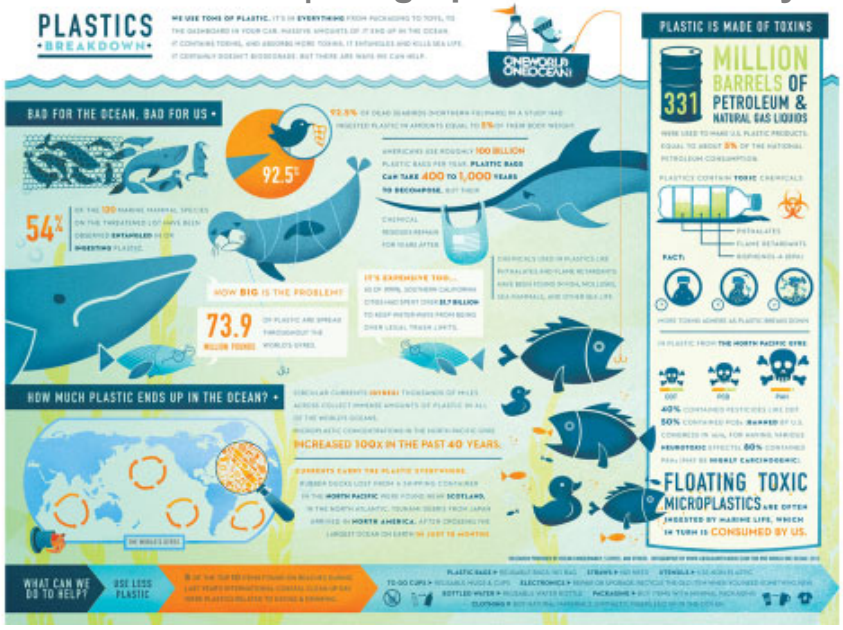
ILLUSTRATIONS | Infographic Tools for Storytelling



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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.

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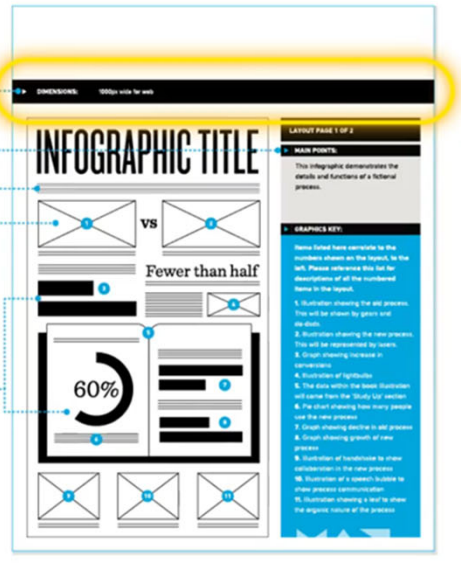
WIREFRAME YOUR DESIGN

- 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.

Slide from Killer Visual Strategies

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TOOLS

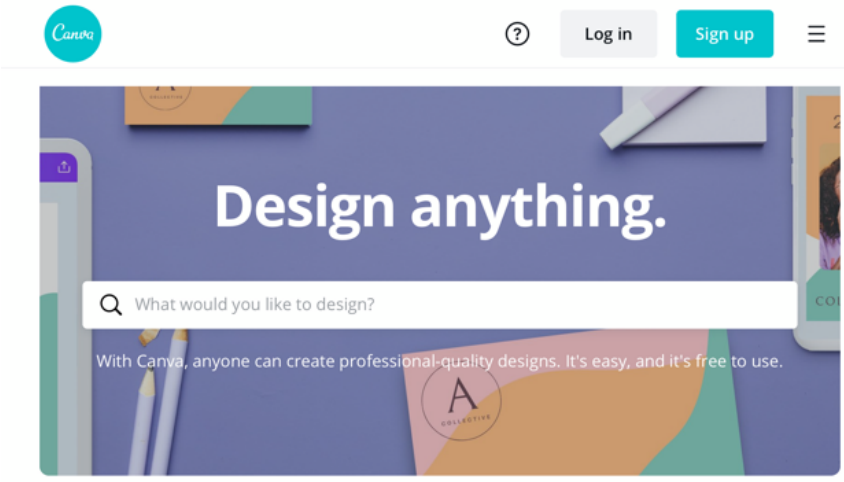
WHAT TO USE FOR CREATING YOUR INFOGRAPHIC

MS Office option: PowerPoint

Free design option: Canva

Adobe product option for those with design experience: Adobe Illustrator

TOOLS – Canva



https://www.canva.com/

2. Choose colors and fonts.

2. Choose colors and fonts.

COLOR & FONT CHOICES ARE IMPORTANT.

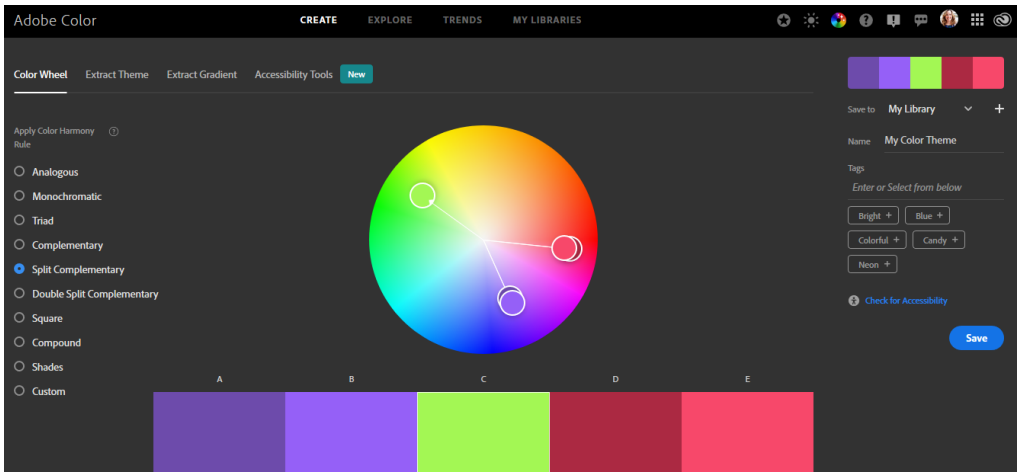
Conveys a sense of the emotion or “mood” of the infographic.

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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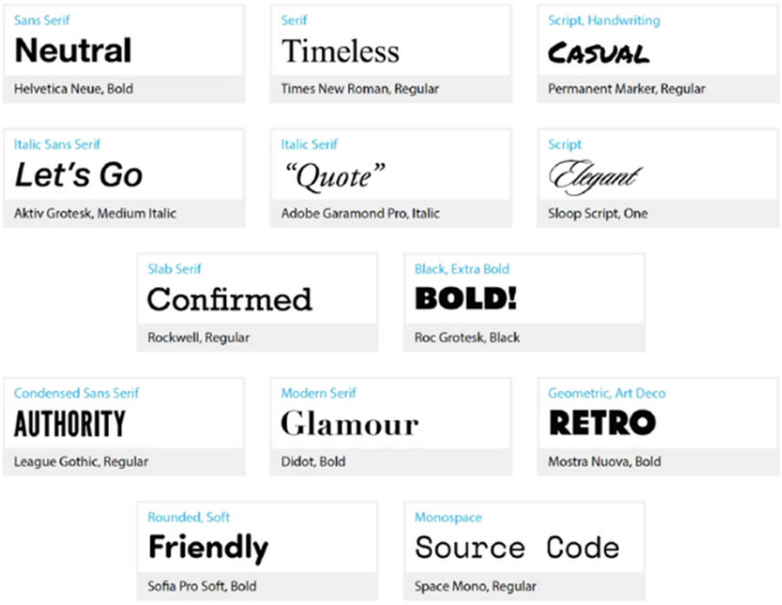

Slide from Killer Visual Strategies

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

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3. Visualize the data.

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.

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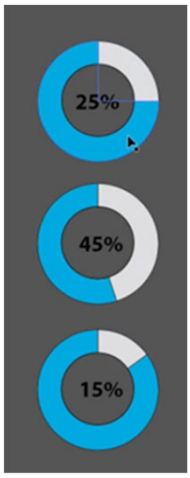
Infographics | How to Create One

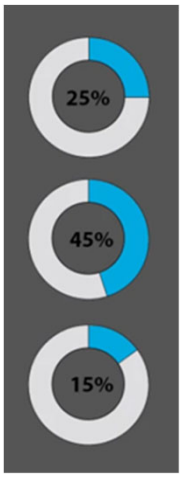
WRONG
This chart is either not starting at 12:00 or isn’t ordered from smallest to largest or largest to smallest.

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

Examples from Killer Visual Strategies

X





Always ensure the number being represented is the darkest slice.

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Infographics | How to Create One

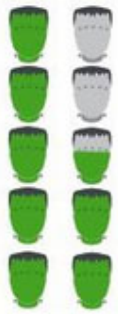
3. Visualize the data.

BANs – Big Ass Numbers

of audiences demand visual content.

91% **of audiences demand visual content.**

Quantigrams



75%

of households with children under 14 allowed them to trick-or-treat in 2019

NEW CHOICES INFOGRAPHIC!

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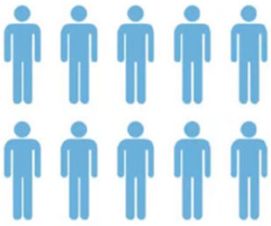
Infographics | How to Create One

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

10 HUMANS



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

10,450 HUMANS

*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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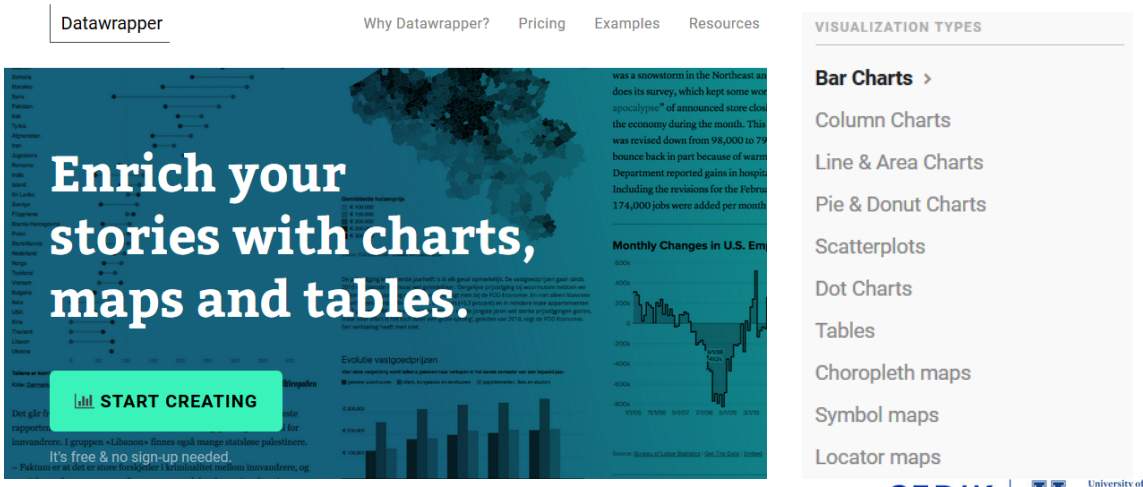
Infographics | How to Create One

TOOLS – Datawrapper



https://www.datawrapper.de/

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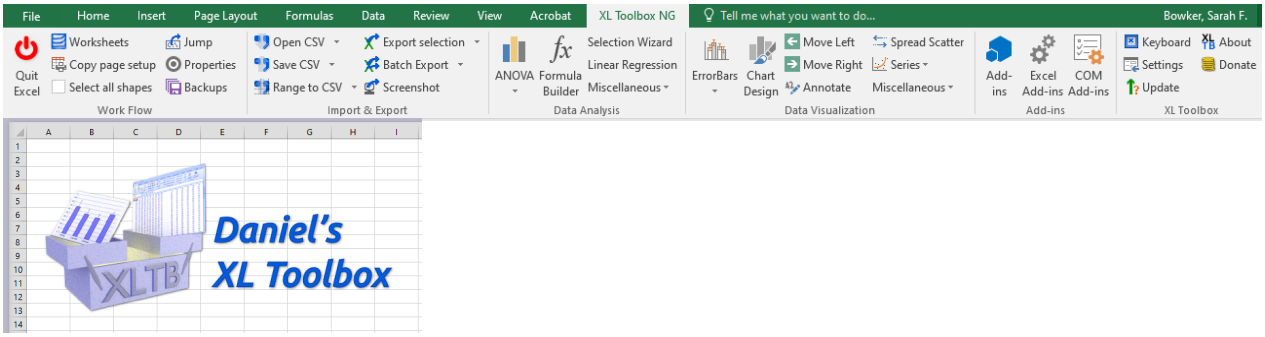
Infographics | How to Create One

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.



https://www.xltoolbox.net/

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4. Add icons/illustrations.

Infographics | How to Create One

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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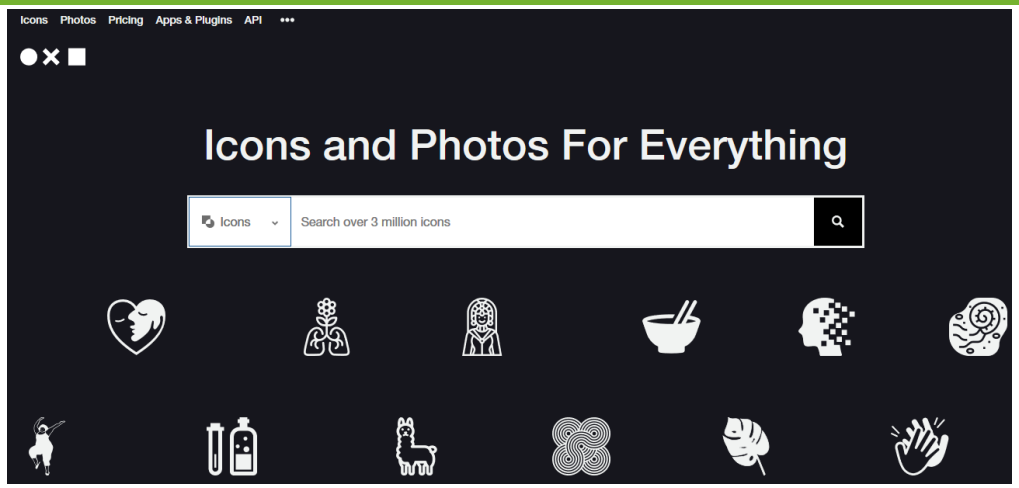
Infographics | How to Create One

TOOLS – The Noun Project



https://thenounproject.com/

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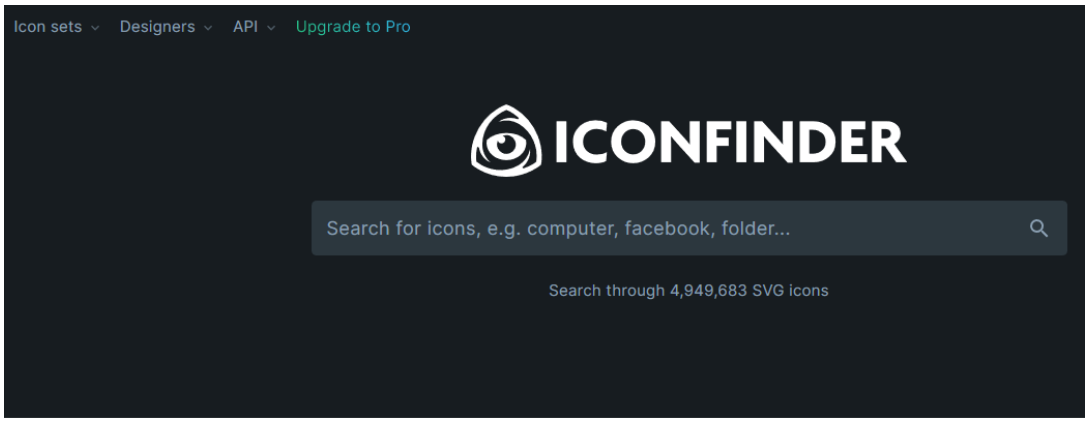
Infographics | How to Create One

TOOLS – Iconfinder



https://www.iconfinder.com/

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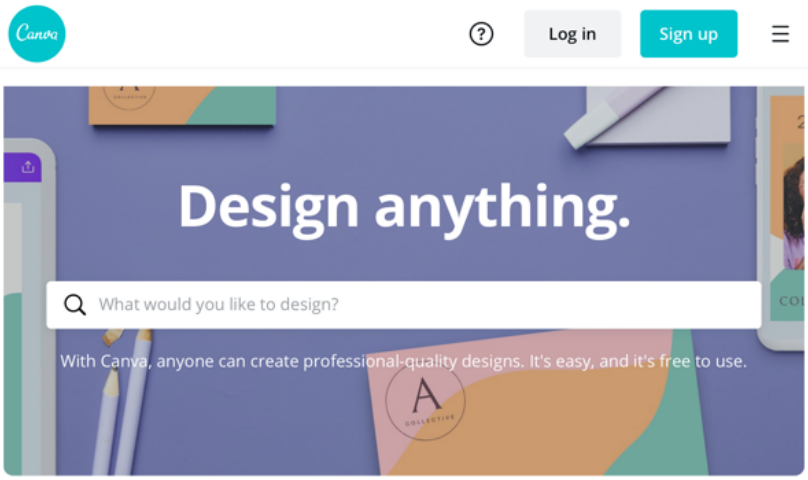
Infographics | How to Create One

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

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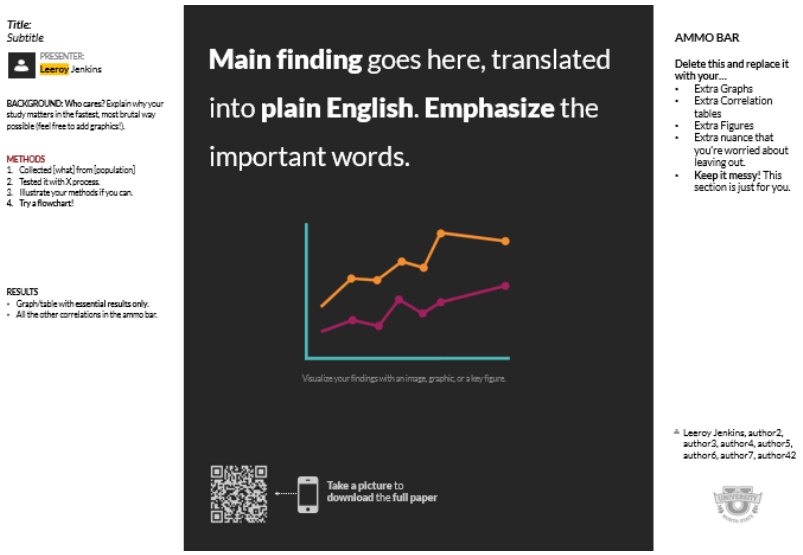
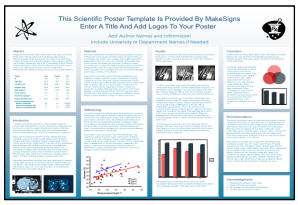
Infographics Alternatives | Better Research Poster



VS.

The "Wall of Text"



Mike Morrison, Better Research Poster

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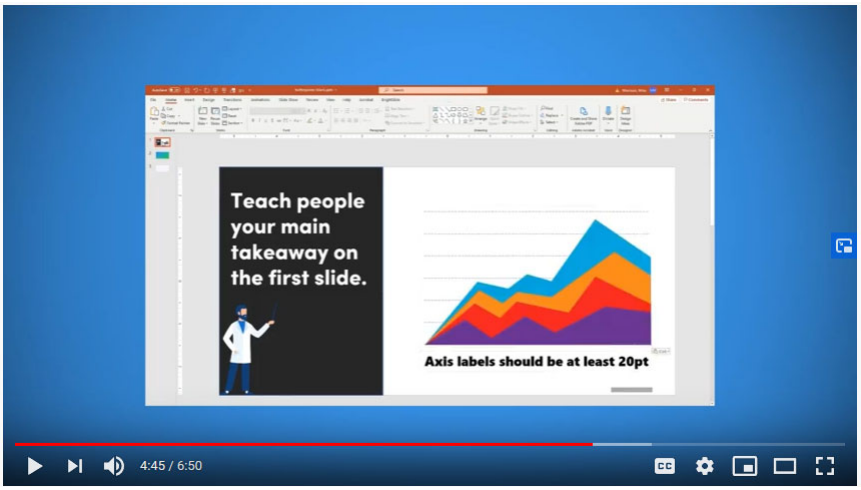
Infographics Alternatives | Twitter Poster



https://www.youtube.com/watch?v=fQDL8r3r_d4
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

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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**.

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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.

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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.

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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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Engaged Communities.
Vibrant Economies.

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