

How to create an infographic

Infographics are **visual representations of data / information**. They combine text, images, illustrations, and data visualizations like charts and graphs to communicate ideas quickly and easy to understand. They typically aim to inform the reader about a topic or to persuade them about an argument.

They are a great way of taking important, but sometimes confusing or un-engaging statistics and information, and presenting them as fun and easily understood graphics! Infographics can be made in a wide variety of styles and forms. I would recommend to use PPTX or Publisher to make them, but other ways are possible as well.

You can also check out this list of [useful infographic building tools](#) by Wix Blogs

- [Canva](#)
 - Canva is an online graphic-design tool. It offers templates for many types of designs, including presentations, posters, flyers, infographics, and social media posts. It uses a drag-and-drop format and provides access to photographs, vector files, graphics, and fonts.
- [Piktochart](#)
 - Piktochart is a web-based tool for creating infographics. It provides templates that are easy to modify to fit your preferences for theme, colour, graphics, and more. It also allows you to import data from Excel, Google Docs, CSV files, and more.
- [Infogr.am](#)
 - Infogr.am is an online tool that lets you create super simple interactive graphics.
- [Easel.ly](#)
 - A free website that allows you to create infographics using premade templates or start from scratch. Everything is drag-and-drop and can be formatted to suit your tastes. Easel.ly also provides a gallery of infographics made by other users to serve as inspiration.

We will use the infographic to communicate the manifold ideas about the origins of your culture of your choice to a wider audience in addition to your academic peers through easily understood visuals, as opposed to more inaccessible forms like journal articles or complex datasets.

What Kinds of Infographics Can You Make?

- [List infographics](#)
 - use lists to get their point across by breaking up dense information in a visually appealing way, providing viewers with clear outlines or

instructions by using icons to represent each listed item, staggering the flow of text to draw the viewers eyes across the page are two good strategies for making an effective List Infographic!

- **Statistical infographics**
 - These are great for explaining large numbers or other quantifiable data that might otherwise seem overwhelming to read! With simple graphs and charts, you can express your data in an easily readable form! Using complimentary colours, clear visuals to accompany written data, and strong focal points will help you create effective statistical infographics!
- **How-to infographics**
 - Accompanying Step by Step instructions with visually compelling graphics allows viewers to quickly absorb detailed tasks. Numbered labels, illustrations, and diagrams can make dry or dense instructions easily understandable to a wide audience!
- **Timeline infographics**
 - Displaying information in chronological order helps show the development or evolution of a process or given concept, and is great for contextualizing a viewer's understanding in time. By pairing dates and names with icons, images, or other visually appealing elements in a chronological order, viewers can establish a clear understanding of the history of your given topic.
- **Comparison infographics**
 - Comparing (and contrasting) multiple concepts or pieces of information can provide viewers with a strong impression of various strengths, weaknesses, and overall differences and similarities between your subject matter. Effective comparison infographics highlight the most important or significant elements of your concept and emphasize why these items should be compared.
- **Map and location infographics**
 - Whether you're expressing demographic, ecological, or other location-based information, map infographics rely on geographic visualizations. These graphics help connect information to specific places, and can help contextualize data about particular populations, environments, or political statistics.
- **Flowchart infographics**
 - Flowcharts help to clarify complicated streams of information, walking viewers through processes and actions that might change based on a number of variables. Usually these chart-based infographics feature 'Yes or No' questions that, based on a given answer, will guide the viewer through a variety of steps and actions to some end point. This is useful for guiding viewers to particular decisions, persuading viewers to choose certain outcomes, or meeting a wide range of conclusions in a short time.

For more detailed breakdowns on these types of infographic, check out [Wix's blog on these types of infographic here!](#)

Steps to Creating an Infographic

1. Establish a purpose
2. Gather research
3. Outline your content
4. Create your visualizations
5. Review and finalize your Infographic

What to avoid

You are preparing data for a wider public, so the audience needs to trust you. Thanks to the visual nature of infographics, your audience is far more likely to place added value to the data you're depicting and representing than they may initially give to longer form content. With an essay or book, audiences may be more prepared to engage critically and mindfully with the content they have set time aside to consume. Since infographics are typically so informationally dense and meant to be understood quickly, your audience is trusting that what you have to say is accurate, important, and reliable. Therefore avoid:

- **Omission of Data**
 - Leaving out key pieces of your data in order to represent a particular outcome is one of the most common ways that infographics can create false impressions with their audiences.
- **Biased Labelling**
 - Labelling your graphs, charts, or other visuals with vague or biased terms may confuse your audience or enable them to make wrong assumptions about the data you present.
- **Overcomplication**
 - Having overly complicated datasets (too many variables), graphs, tables, or other visualizations is another common way that audiences can be misled! Keeping your visualizations simple, direct, and relevant will help you get your point across.
- **Pie Charts vs Tables**
 - Choosing the right graph to represent your data is one of the most important steps in creating an effective and reliable infographic. For instance, Pie Charts are pretty common in data visualization, but actually suffer from a few distinct flaws that make them unreliable. Humans aren't very good at reading quantities at varying angles, and because of this, small percentages can be difficult to show. If you're working with very simple, broad categories and you're able to clearly label each section, Pie Charts may be useful, but when it comes to providing accurate data, some charts compromise more detail than others!