

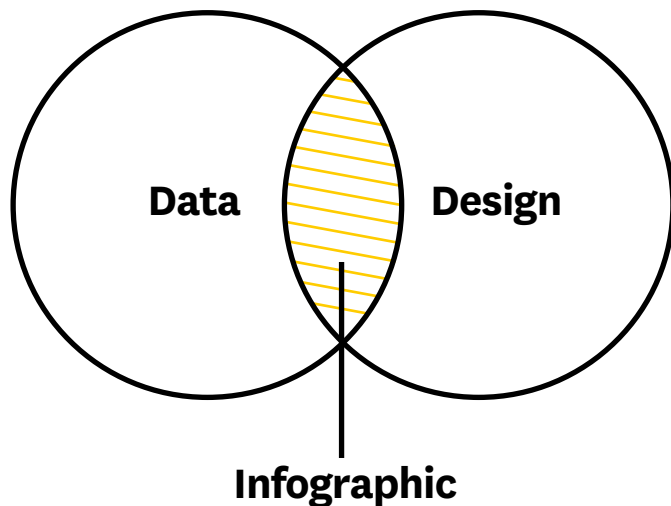


Top Tips for Better Infographics

An infographic engages, summarizes and informs.

Find the Story

In every set of data there's a story. Before you begin designing your infographic, think of the story you are trying to tell. The angle you choose will help you determine which information to include.

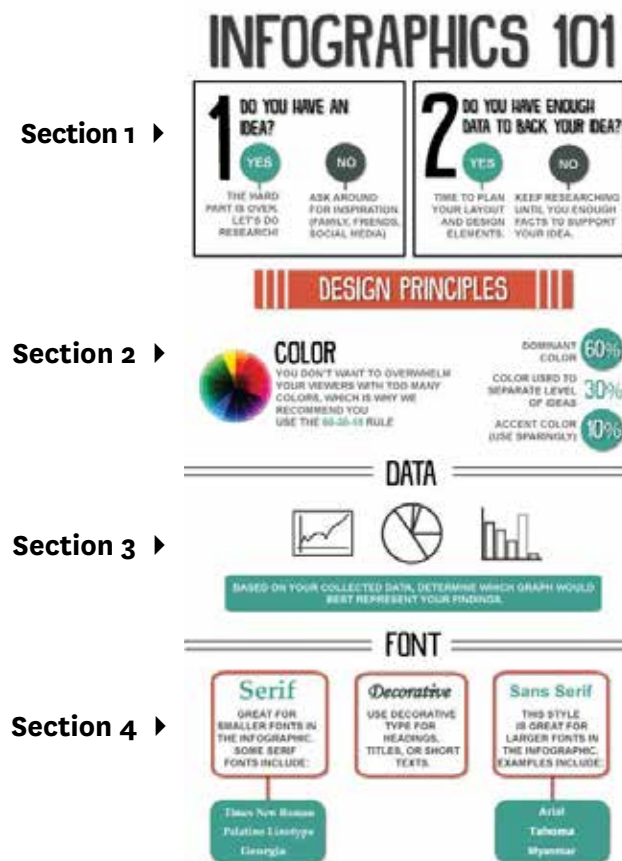


- ◀ **All good stories have a beginning, middle and end**
Infographics deserve the same treatment. At the beginning of the infographic, introduce the problem or thesis. From there, back it up with data. Finally, end the infographic with a conclusion. Key points can be shown in the center, beginning, or end of the infographic and need the greatest visual emphasis.

ask yourself, how can this be visualized?

Outline the Goals of your infographic

As you outline, you will wireframe or identify key points. Wireframing an infographic enables you to work out a storyboard and layout for the design. Set aside time to sketch things out and make sure it all makes sense. In your outline, include your headlines, data, and any design details you want to include.



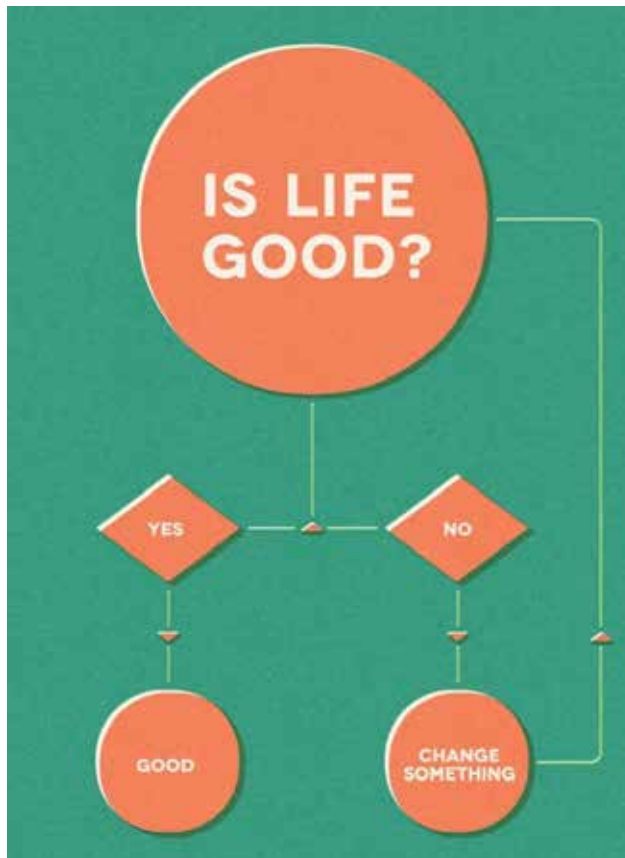
1. Identify key points

2. Break content up into sections

3. Emphasize only the key points

Is Life Good?

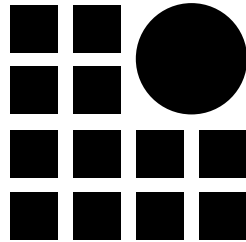
The best infographics have visual impact, with the text acting as a secondary explanation. Infographics engage the reader and make them want to read any accompanying text.



Keep Your Text Short, Simple and Powerful

Viewers should be able to understand the information in a single reading. Draw interest by writing compelling titles.

The basics:



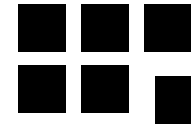
Size

Larger elements are noticed more easily.



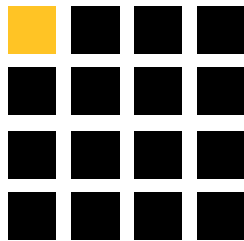
Scale

The size of an object relative to surrounding objects creates hierarchy, with larger objects taking on greater importance.



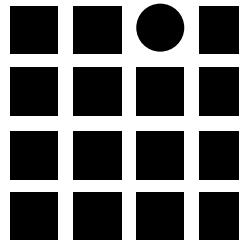
Alignment

Out-of-alignment elements stand out over aligned ones.



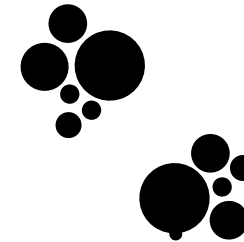
Color

Color contrast makes elements of higher importance stand out.



Contrast

Shape and font can also be altered to create visual contrast.



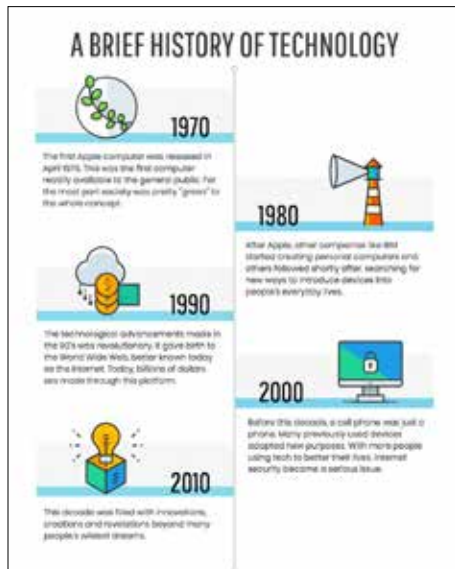
Proximity

Closely grouped objects are seen as related.

The Nitty Gritty

Every item on an infographic — from text, to charts and other imagery — should convey meaningful information.

Elements of visual interest such as illustrations, photos and icons are acceptable and even expected in infographic design.



‘Be Consistent

In order for your infographic design to flow from start to finish, the design elements need to be consistent. If you are using icons, then keep using the same style throughout the entire infographic.



But Don't Be Afraid To Incorporate Different Elements ▶
For example, if you're mainly using icons but also have an illustration that emphasizes a particular hook within your story, include it!

Data can be represented graphically in many ways. Choose the best chart types for your data and the best infographic style for your information.

To choose the right type of chart, ask yourself if you want to:



Compare Values:

Bar chart / Line chart

Show The Order Of Events:

Timeline

Show The Individual Parts That Make Up A Whole:

Pie chart / Stacked bar / Stacked column

Understand How The Data Is Distributed:

Scatter plot / Line chart / Bar chart

Analyze Trends:

Line chart / Bar chart

Comprehend The Relationship Between Data Sets:

Line chart / Scatter plot / Bubble chart

DON'T miss opportunities for data visualization

Data ▶

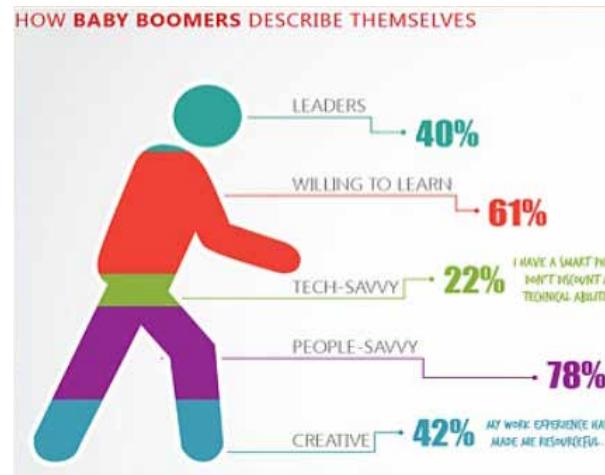
Exit this room. **Turn right** and **walk 10 feet** to the end of the hallway, where you'll be facing a large conference room. **Turn left** and **walk another 12 feet** until you come to the end of that hallway. To your left is a fire alarm, near the elevator. To your right at the end of the hall is a stairwell. Do not go to the elevator. **Turn right** and **walk another 12 feet** to the end of the hall, **turn left** and **enter the stairwell**. **Go down two flights of stairs** and **exit the building** at the door at the bottom of the stairs.



◀ Data Visualization

[source: contentmarketinginstitute](http://contentmarketinginstitute.com)

and **don't** forget to fact check!



◀ 243% Human

Define Your Color Palette

With all of the data that goes into an infographic, make sure that the reader's eye easily flows down the page and through your slides; the wrong color palette can be a big barrier to this. Choose a palette that drives attention to important points but doesn't attack the senses.



◀ Eye Sore

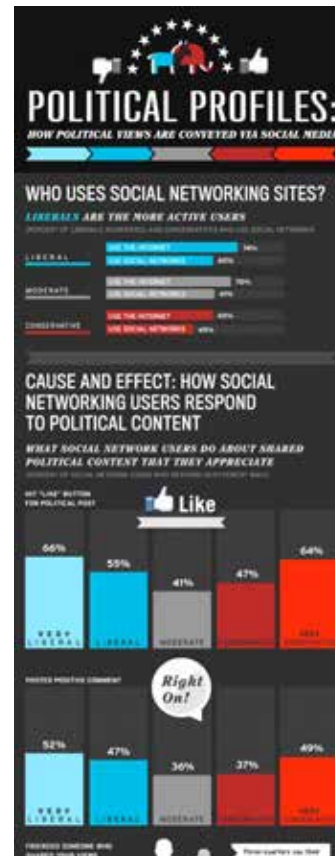
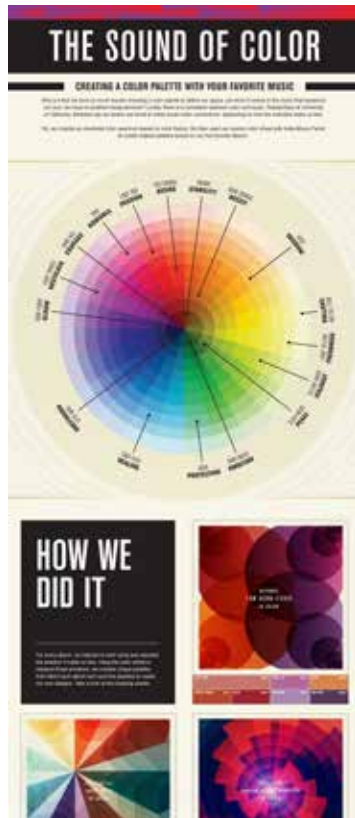
Use colors that drive attention to important points. Here, there is a disconnect. The brown and black color palette does not reinforce the main point which is — winning an iPad.



- ◀ Keep your audience in mind and try to steer clear of color combinations that would result difficult for people with color-blindness.

Here are examples where use of color is integrated and helps readability.

Power of Three ▶
 A three-color palette is easy on the eyes. Of the three colors, one should be the background color (usually the lightest of the three), and the other two should break up the sections.



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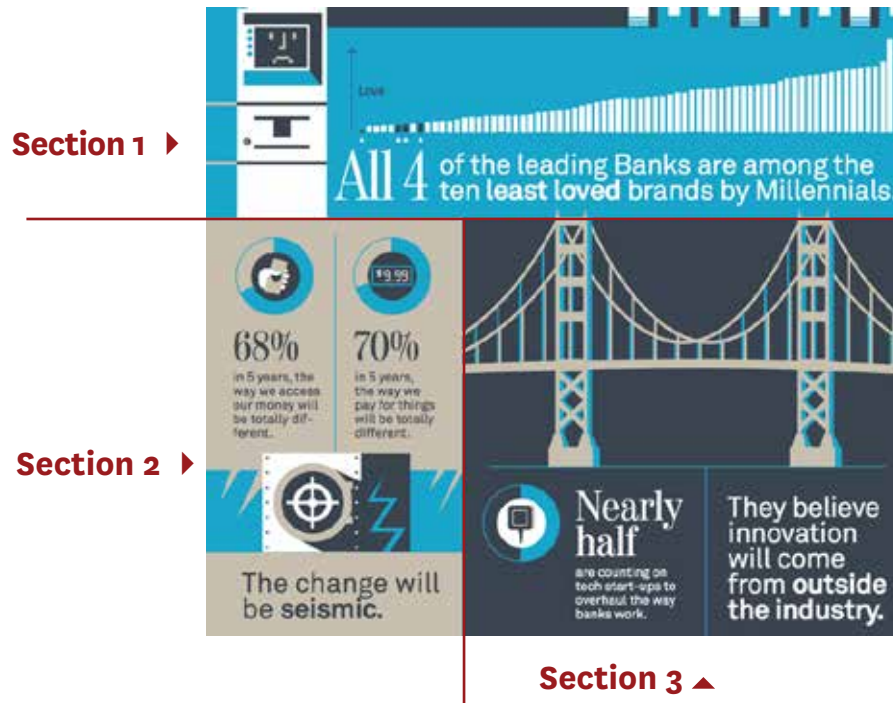


◀ **Fight On!**
 The color palette you use to drive your infographic can be customized to suit your overall message. Be mindful of when to utilize USC's official colors. [USC Identity Guidelines](#)

◀ **Do Use Tints, Tones, and Shades**

Getting From Point A to Point B

Visual hierarchy guides your viewers through the variety of information presented in an infographic by creating movement. When items are sized arbitrarily and sequenced without apparent reason, the message of the infographic becomes difficult to discern.



◀ Unclear Hierarchy

In this example, illustrations are large and draw attention away from the graphic's charts, which makes information difficult to discern.

[source: nngroup](#)

Here are examples where hierarchy helps readability:



◀ Primary Focal Point

◀ Secondary Focal Point

◀ Final Focal Point

Primary Focal Point
▼



Secondary Focal Point ▶

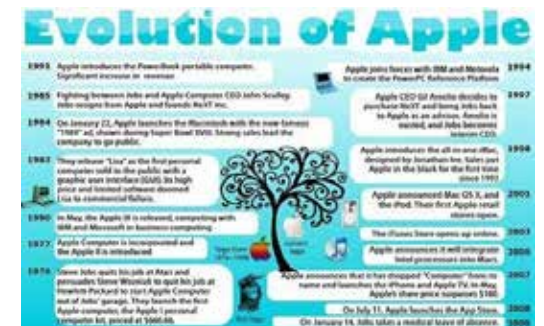
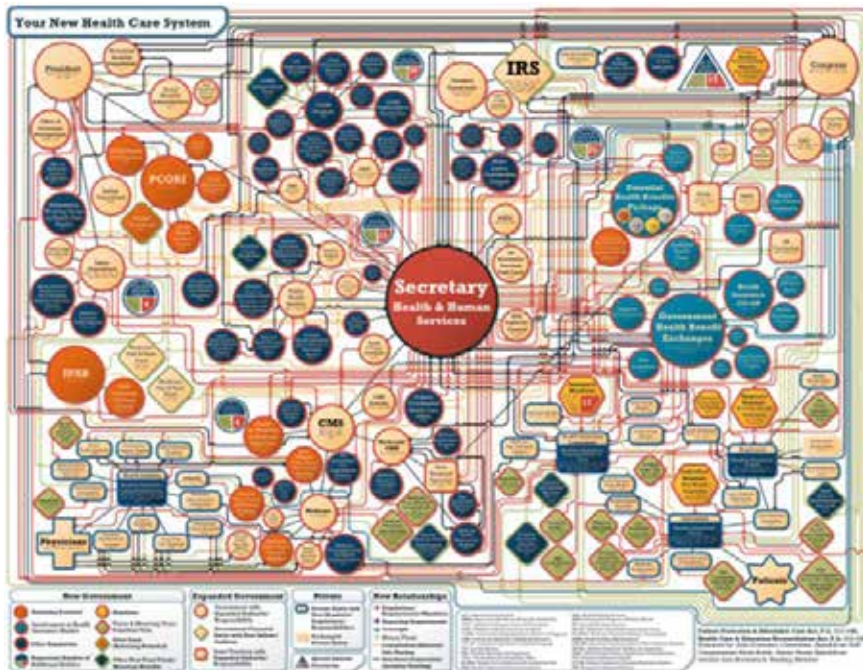
◀ Final Focal Point

[source: serafincreative](#)

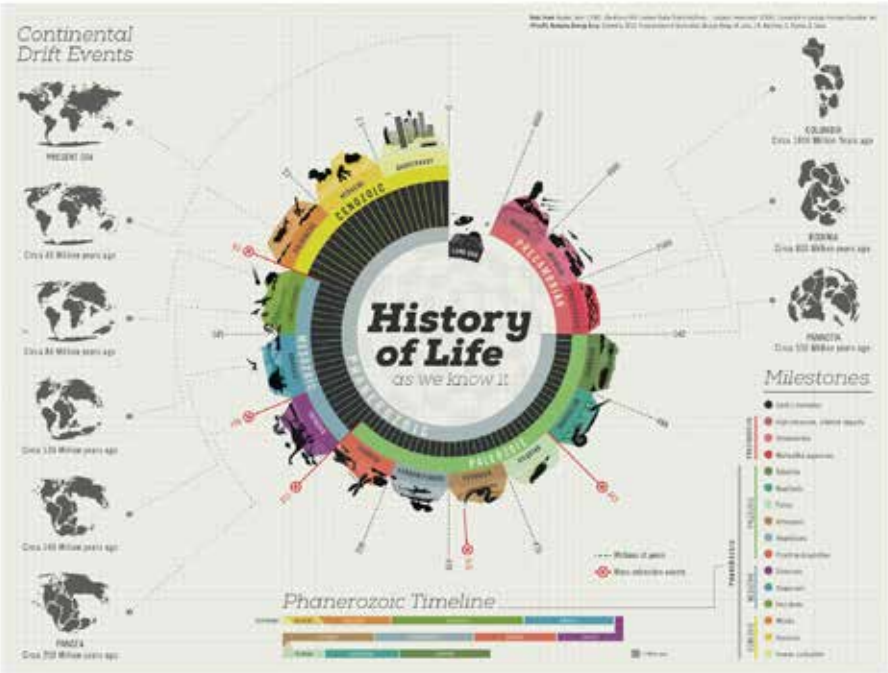
Leave Plenty of Empty Space

Empty space, also known as white space or negative space, has a big impact on your design. If your infographic is too crowded, it can overwhelm readers and make it difficult to read the information.

Here are examples that are dense and hard to follow:



Here are examples that have a lot of information but are easier to follow:



The 6 Principles of Design

Unity / Harmony
 Balance • Hierarchy • Scale / Proportion
 Dominance / Emphasis • Similarity • Contrast

Unity / Harmony

- PROXIMITY:** A group of elements perceived as one.
- SIMILARITY:** Ability to create consistent relationships between elements.
- CONTINUATION:** The sense of flowing lines or relationships.
- REpetition:** Repeating elements to create a sense of rhythm and consistency.
- Balance:** Achieving visual equilibrium with some form of balance.

Balance

- ASYMMETRY:** Elements are either side of the axis and are arranged equally.
- SYMMETRY:** Elements are each side of the axis and are arranged equally.
- BALANCE:** Elements are arranged in a way that creates a sense of equilibrium.

Hierarchy

- SIZE:** Elements arranged in the order of their relative size to show importance.
- WEIGHT:** Elements arranged in the order of their relative weight to show importance.
- SPACE:** Elements arranged in the order of their relative space to show importance.

Scale / Proportion

- SIZE:** Elements are arranged in the order of their relative size to show importance.
- SPACE:** Elements are arranged in the order of their relative space to show importance.
- WEIGHT:** Elements are arranged in the order of their relative weight to show importance.

Dominance / Emphasis

- HIGHLIGHT:** Bringing the most important element forward.
- ISOLATION:** Elements are arranged in the order of their relative isolation to show importance.
- SIZE:** Elements are arranged in the order of their relative size to show importance.

Similarity & Contrast

- LIGHT & DARK:** Clear foreground & background to create a sense of depth.
- LINE:** Elements are arranged in the order of their relative line to show importance.

The infographic 'Well-Balanced Blog' is a vertical layout. At the top, it says 'Well-Balanced Blog' and 'The Blogging Food Groups'. Below this, it lists food groups with corresponding images: Whole Wheat and Grains, Vegetables, Meat, Dairy, and Desserts. The middle section is 'Blogging Meal Plan' and shows a weekly meal plan for Monday through Saturday, with images of various food items. The bottom section is 'Blogging Meal Plan' and shows a weekly meal plan for Sunday through Saturday, with images of various food items.

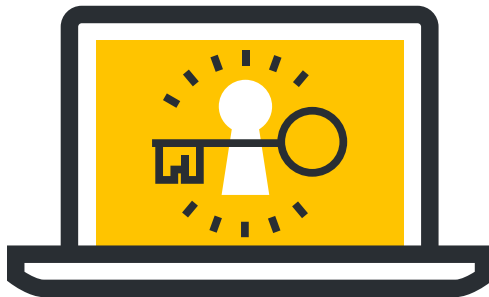
Ask Someone Else To Look Over Your Design



They will be able to tell you if there is any information that is unclear, or if there is any way you could make your design even better.

Practice and Use The Tools At Your Disposal

Use these tips to start producing your own infographics, but broaden your expertise by incorporating lessons from the links listed on the Resources page on the next slide.



The Tools at Your Disposal

USC grants access to LinkedIn Learning which offers video courses taught by industry experts in software, creative, and business skills.

[USC LinkedIn Learning](#)

RESOURCES

Online Infographic Makers

[Animaker](#)

[BeFunky](#)

[Biteable](#)

[Canva](#)

[Creately Snappa](#)

[Easel.ly](#)

[Geo Commons](#)

[Google Charts](#)

[iCharts](#)

[InfoGr.am](#)

[Mind the Graph](#)

[PiktoChart](#)

[Visme.co](#)

[Venngage](#)

Graphic Design Resources

[Understanding Icons](#)

[Understanding Typography](#)

[Create blog](#)

[Eye on Design Blog](#)

Color

[Adobe's Color Wheel](#)

Images, Videos and Fonts

There are many free resources available online. Be sure to use resources that are in the public domain.

[Adobe Create's list of freebies](#)

[The Noun Project](#)

USC Identity Guidelines

[USC Identity Guidelines](#)

Broaden Your Expertise

[Linked In Learning](#)

Inspiration

[Infographic of the Day](#)