



Knowledge to lead

■ Designing an effective Infographic

How to design an effective infographic

When you are going to design your own infographic, keep in mind that your first aim is to make the ideas that you want to spread simple - understandable by anyone, even a child - and attractive. In other words, your infographic will fulfill its purpose when the reader is compelled to print and use it as a visual guide that can be easily consulted.

The points below might be used as a simple parameter to remember while designing infographics.

- **Select a question you want to answer and get to the point**

This is the first step. The more time you spend on this part, the visualization you will end up with will be more engaging and imaginative. As you are telling a story, the best way to start is by displaying the crucial question right at the top. It will help you to define your goal, to attract attention and to create an effect of suspense.

- **Organize information**

Collect and verify data that you need and then distill it to a few essential points. The content must be well-organized to help and guide the readers to get the point of your message. Don't let your readers say "I've been wasting my time reading this!".

- **Make it simple**

Simplification is a matter of knowing who exactly your target audience is. Imagining your public reading your infographic is a way to interpret their needs.

- **Represent your ideas combining text with colors, illustrations, icons or charts**

How your infographic finally looks depends on your creativity; the more attractive and dynamic it is, the more memorable your message will be.



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Playing with colors is the first way for authors to guide their readers effectively, making them more focused on the object (see different combinations of colors on Kuler). Moreover, try to combine single concepts with typography, illustrations, images, charts, diagrams or icons: these visual clues are helpful not only in catching attention but also in representing causes and effects, emphasizing concepts, comparing elements or showing hierarchy between elements.

Using infographics for e-Learning: showing rather than telling

There are many parallels between infographic design and e-Learning: understanding more about visual communication should be helpful for building a better e-Learning environment. First of all they are both based on the concept of showing information in a visual medium, selecting the most relevant concepts and focusing on key points and essential information. The more you view graphics and animations as equal players in your e-Learning designs, the better equipped you'll be for developing more engaging courses.

Listed below are some relevant points to integrate ideas from infographics into e-Learning.

- **Focused information**

How can you apply what you see in the infographics to your e-Learning courses? Instead of writing a title on the screen with a list of bullet points, write a single sentence that makes the point. Use that sentence to guide the visualization of the information.

- **Data visualization**

We know that the key point of infographics is the data. So instead of explaining it through many words, let the data convey the information. Converting the data into illustrations, you can give the images the power to do what words alone cannot.

- **Color scheme**

Most infographics use colors and elements that show up on the screen. These techniques also work with e-Learning screens. In fact, you should start by finding an infographic you like and then replicating the layout on the e-Learning course screen. That will give you some practice playing with layout and colors.

While you may never design an infographic, making it a habit to review them is a worthwhile pursuit that can inspire your own e-Learning course designs.



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