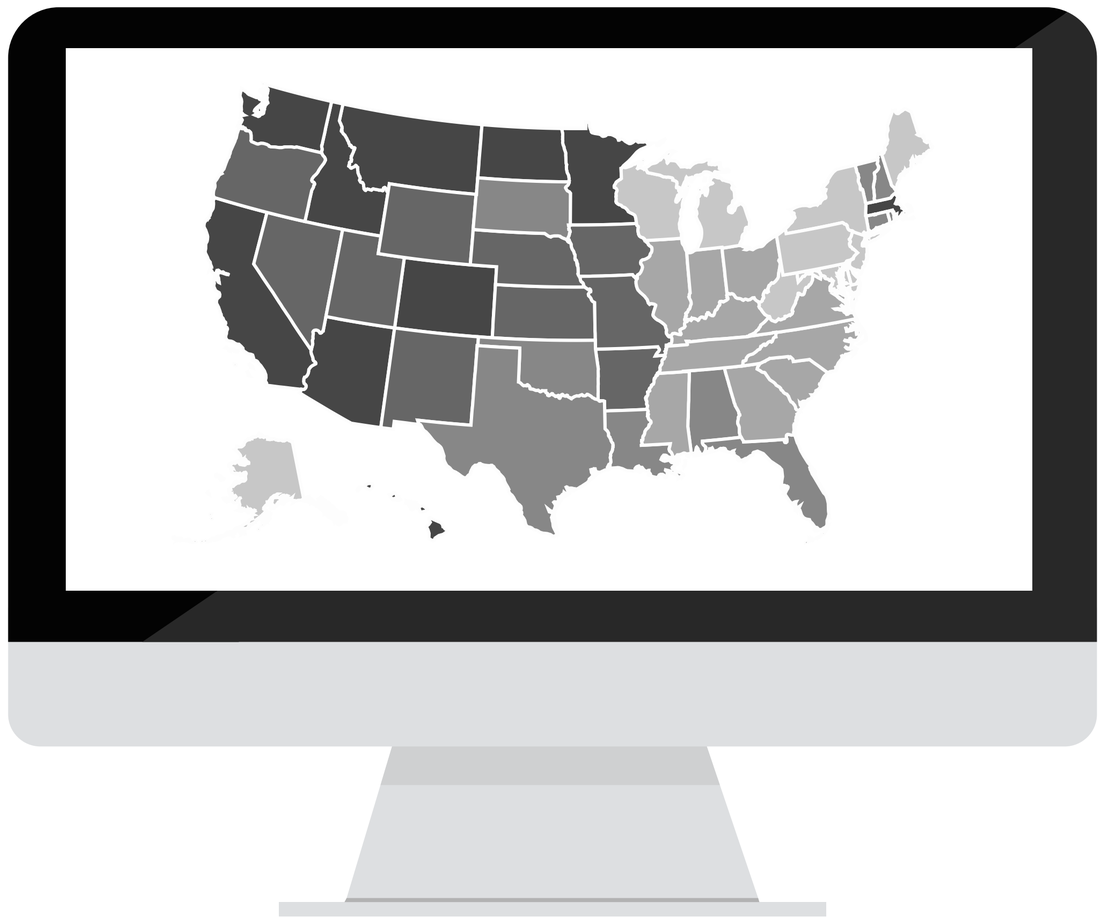
INFOGRAPHICS: A CRASH COURSE

Jackie Pratt, Marketing & Customer Care Manager, SELCO



WHAT

WHAT IS AN INFO GRAPHIC?

in·fo·graph·ic

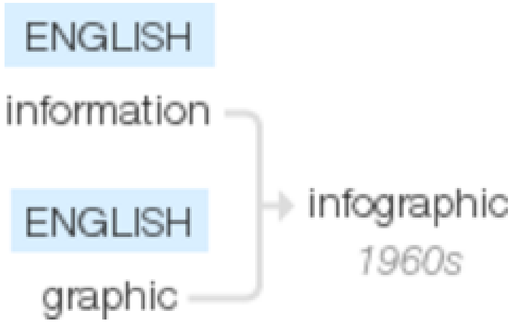
/ˌinfōˈgrafik/

noun

noun: **infographic**; plural noun: **infographics**; noun: **info-graphic**; plural noun: **info-graphics**

a visual image such as a chart or diagram used to represent information or data.
"a good infographic is worth a thousand words"

Origin



1960s (as adjective): blend of information and graphic.

WHY

WHY SHOULD I USE INFOGRAPHICS?

THEY HELP YOU:

SIMPLIFY COMPLEX DATA

PROVIDE VISUAL SHORTHAND

SPREAD YOUR MESSAGE

WHY

WHY SHOULD I USE INFOGRAPHICS?

INFOGRAPHICS ARE:

COMPELLING

EYE-CATCHING

SHAREABLE

WHY

WHY SHOULD I USE INFOGRAPHICS?

INFOGRAPHICS ARE 30X MORE LIKELY TO BE READ THAN TEXT. BECAUSE THEY ARE EASY TO SHARE AND UNDERSTAND, THEY HAVE THE POTENTIAL TO HELP YOUR MESSAGE GO VIRAL

Twitter

Facebook

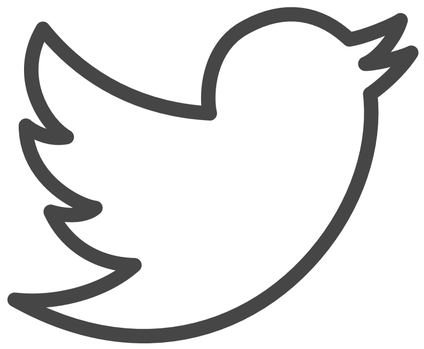
Blog

Linkedin

WHERE

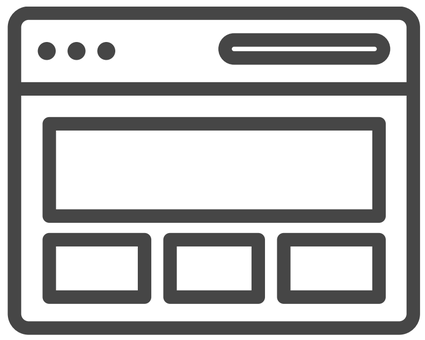
WHERE CAN I USE INFOGRAPHICS?

REPORTS & FACT SHEETS



SOCIAL MEDIA

NEWSLETTERS & PUBLICATIONS



UTILITY WEBSITE

INTERNAL

- CSR Datasheets
- Commission Memos
- Internal Reports
- Process Explainers

EXTERNAL

- Public Education
- How-To Tutorials
- Fact Sheets
- Marketing

HOW

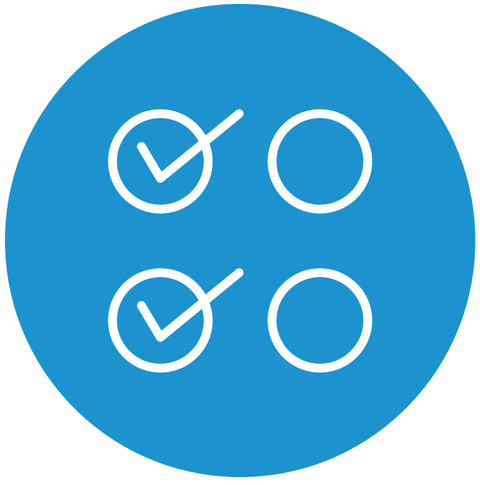
HOW OTHERS USE INFOGRAPHICS

- NATIONAL LINEMEN APPRECIATION DAY
- ELECTRICAL SAFETY MONTH
- PUBLIC POWER ANNUAL REPORT

BUILD

GENERATE IDEAS FOR INFOGRAPHICS

DATA VISUALIZATION



SURVEYS

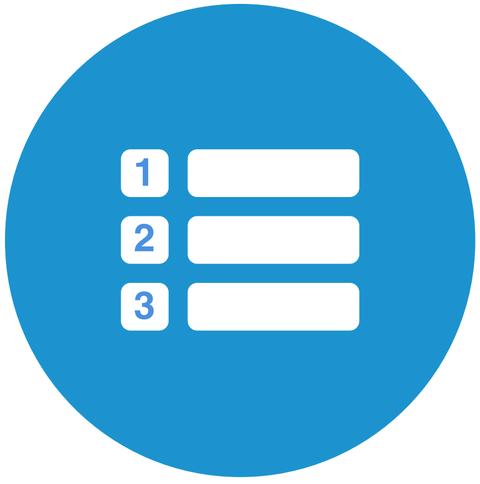
STATISTICS

REPORTS & STUDIES

BUILD

GENERATE IDEAS FOR INFOGRAPHICS

INFORMATION DESIGN



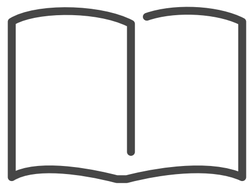
TUTORIALS

FACT SHEETS

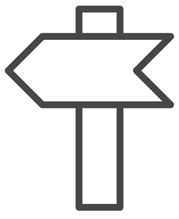
NEWS & TRENDS

BUILD

DEVELOP A NARRATIVE



TELL A STORY



GUIDE READERS

ENGAGE THE AUDIENCE

HIGHLIGHT KEY POINTS

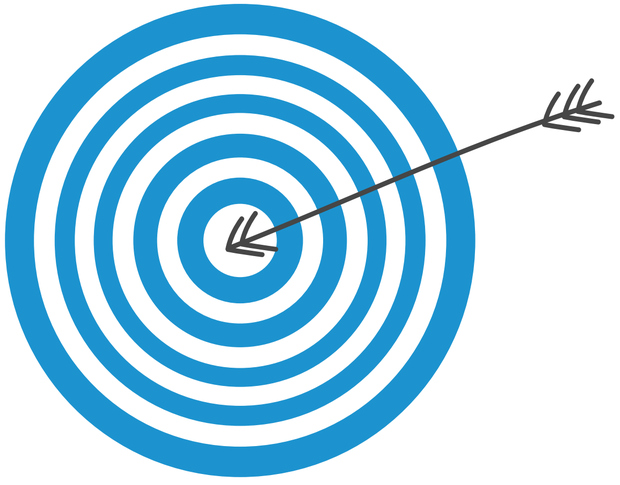
PROVIDE CONTEXT

OFFER CONCLUSIONS

BUILD

THINGS TO CONSIDER

BIG PICTURE



ACCURACY

BRANDING

INTENDED USE

MAINTAIN DATA INTEGRITY

- Accurate Charts
- Start Axis at Zero
- Don't Cherry Pick
- Honest Results

INTENTIONAL MISREPRESENTATION

If Bush Tax Cuts Expire

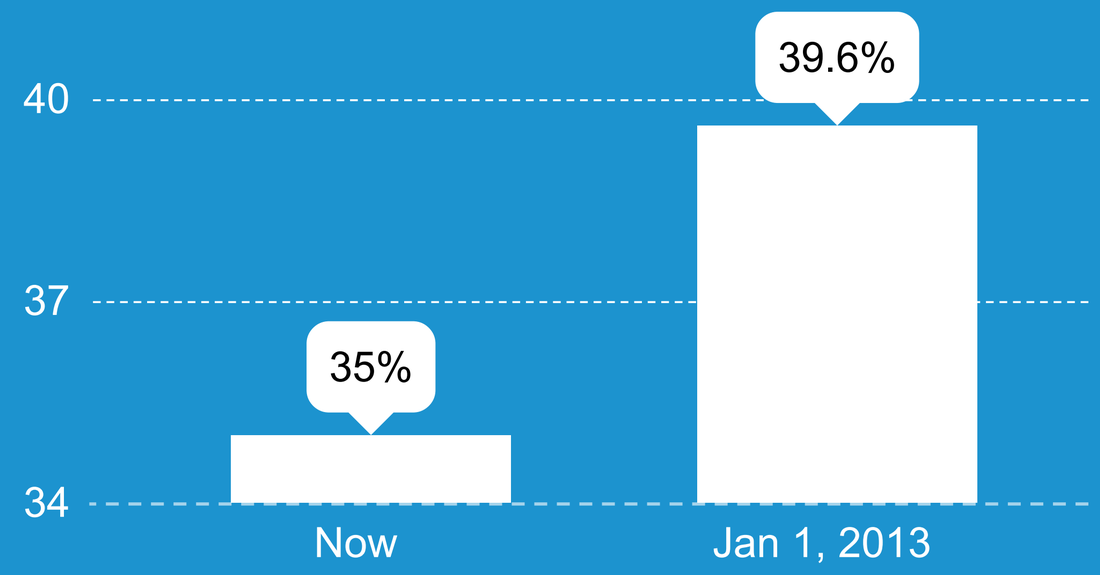


CHART BASED ON ACTUAL GRAPHIC USED ON AIR BY FOX NEWS IN JULY 2012

TOOLS

ONLINE INFOGRAPHIC TOOLS

THE BEST

Piktochart

Piktochart.com

$15/mo (No Discount)
Easy to Use
Good Templates & Graphics

VENNGAGE

Venngage.com

$8/mo Non-Profit Rate
Easy to Use
Good Templates & Graphics
Build Your “Brand” Colors
Work in Teams & Share Graphics

TOOLS

ONLINE INFOGRAPHIC TOOLS

THE REST

Visme.co

$19/mo (25% Non-Profit Discount)

Fine, but Piktochart is Better for the Price

Canva.com

Free for Non-Profit
$1 per Premium Image

Build Your “Brand”

Few Data-Driven Designs

Easel.ly

$3/mo (50% Non-Profit Discount)

Very Limited Free Objects

Difficult to Navigate

YOU CAN USE THESE BASIC CONCEPTS AS BUILDING BLOCKS TO CREATE INFOGRAPHICS THAT WILL AMPLIFY YOUR MESSAGE AND RESONATE WITH CONSUMERS.

Over time, you will create assets that will attract an audience, provide value to your customers, and expand the discovery process.

NOW FOR SOME SAMPLES...