

Infographics

Infographics establish an immediate, informative entry point into a story. They can be used to present information in a clear, concise and dynamic way. They can reveal patterns in your data to persuade or support your argument. And they add visual interest (and often colour) to the page.

They should add DEPTH and COMPREHENSABILITY. It should be clear how to take in the information. Site your sources and give appropriate context. Be accurate! This is not the time to “eye-ball” or guesstimate! Use built-in software rulers or online tools that allow you to plug in numbers. If you try to bring too many factors into an infographic it can get overwhelming for the viewer. There’s also more room for error and misrepresenting information... So, keep it simple.

8 common design-oriented infographics:

Flow Chart: starts with a question and gives readers options at each level until you reach a certain categorization. Usually light-hearted.

Timeline (or interactive timeline). Visually analyse the order of events through spacial comparison

Useful bait: visually show how to do something. Promotes usability.

Versus infographic: head to head comparison.

Number porn: Highlight specific numbers or percentages and pair with images or short text explanations.

Photo infographic: Use a photo to visualize the content to tell the story. Usually text bubbles point to areas on the photo.

Visualized article: Can have many components! Usually scrollable, good for social media.

Data visualization: A data visualization is an objective representation of data, usually in large quantities

Great places to find infographics

[Nytimes.com/section/upshot](https://www.nytimes.com/section/upshot)

[Fivethirtyeight.com/](https://www.fivethirtyeight.com/)

[Storybench.org](https://www.storybench.org)

[informationisbeautiful.net](https://www.informationisbeautiful.net)

Build infographics and find templates using online tools like...

- [Easel.ly](#)
- [Visme](#)
- [Canva](#)
- [Piktochart](#)
- [info.gram](#)
- [Google Charts](#)
- [Chartbuilder](#)
- [Thinglink](#) (now with 360!)
- [Mapbox](#)
- [Chartblocks](#)
- [timeline JS](#)

Remember to MAKE SURE the tool is mobile friendly and test it out on a few devices before you share. It should be intuitive how to view or interact with the graphic on mobile.

[Adobe Colour Wheel!](#)

[The Noun Project](#) (creative commons icons)

[The making of an infographic at The Guardian](#)

Kat's quick key picks for Photoshop

- Save! **Shift + Cmd + S**
- Undo once: **Cmd + Z**
- Step backward (many times): **option + Cmd + Z**
- Move tool: **V**
- Pull up transform options: **Cmd + T**
- Alter brush size: **Square brackets**
- Alter brush hardness: **Shift + square brackets**
- Clone stamp select tool: **Option + click**

In many cases, the option key elicits the opposite tool...

- Subtract from any selection: **Option + click**
- Deselect all : **Cmd + D**
- Zoom in: **Z**
- Zoom out: **Option + Z**