TIPS FOR CREATING INFOGRAPHICS

To tell better stories.

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WHAT'S HAPPENIN' IN THIS SESSION

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WHAT'S HAPPENIN' IN THIS SESSION

QUICK INTRO

2 mins

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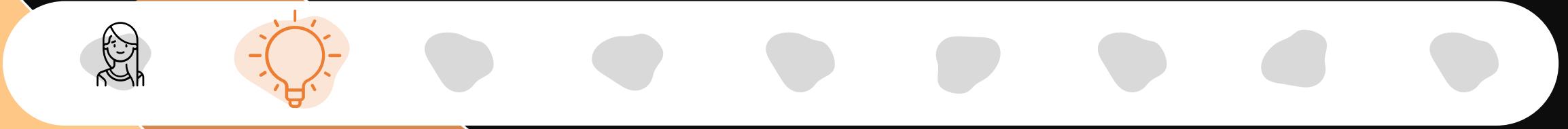
WHAT'S HAPPENIN' IN THIS SESSION

MICROLEARNING EXPERIENCES

3 mins



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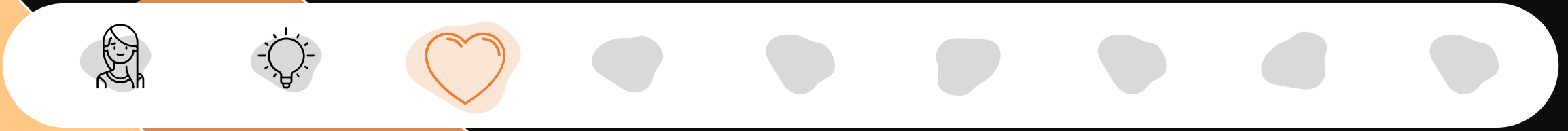
WHAT'S HAPPENIN' IN THIS SESSION

INFOGRAPHICS...WHY?

3 mins



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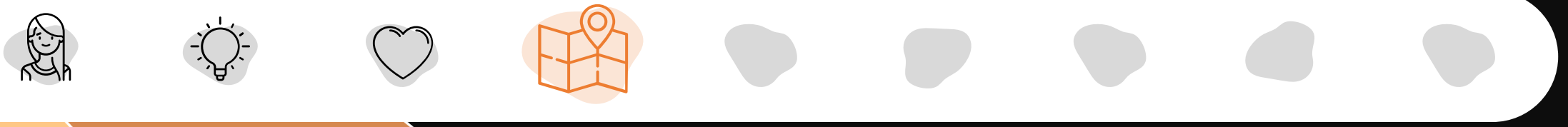
WHAT'S HAPPENIN' IN THIS SESSION

TIP 1: START WITH A STORY

3 mins



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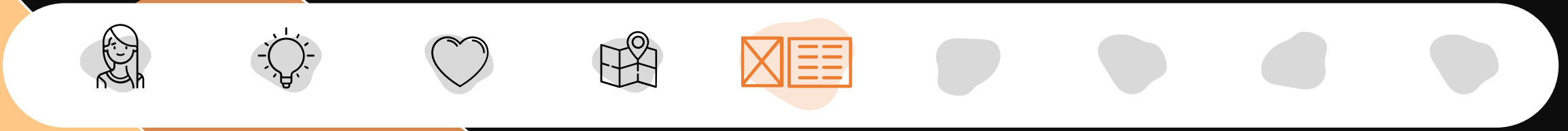
WHAT'S HAPPENIN' IN THIS SESSION

TIP 2: MAP THE STRUCTURE

3 mins



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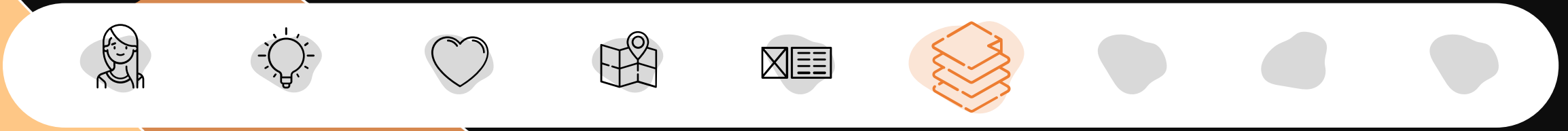
WHAT'S HAPPENIN' IN THIS SESSION

TIP 3: ITS IN THE BODY

3 mins



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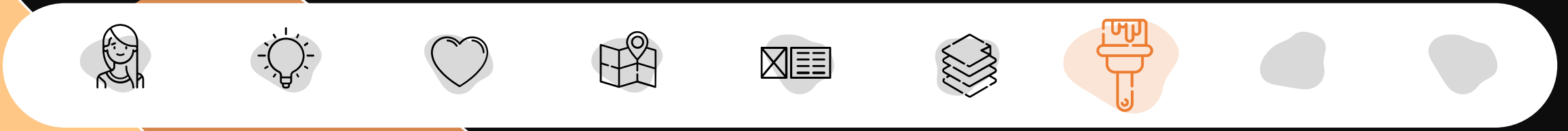
WHAT'S HAPPENIN' IN THIS SESSION

TIP 4: THEME AND VISUAL APPROACH

3 mins



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TIP 5: PICK YOUR TOOL

3 mins

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WHAT'S HAPPENIN' IN THIS SESSION

QUESTIONS

3 mins

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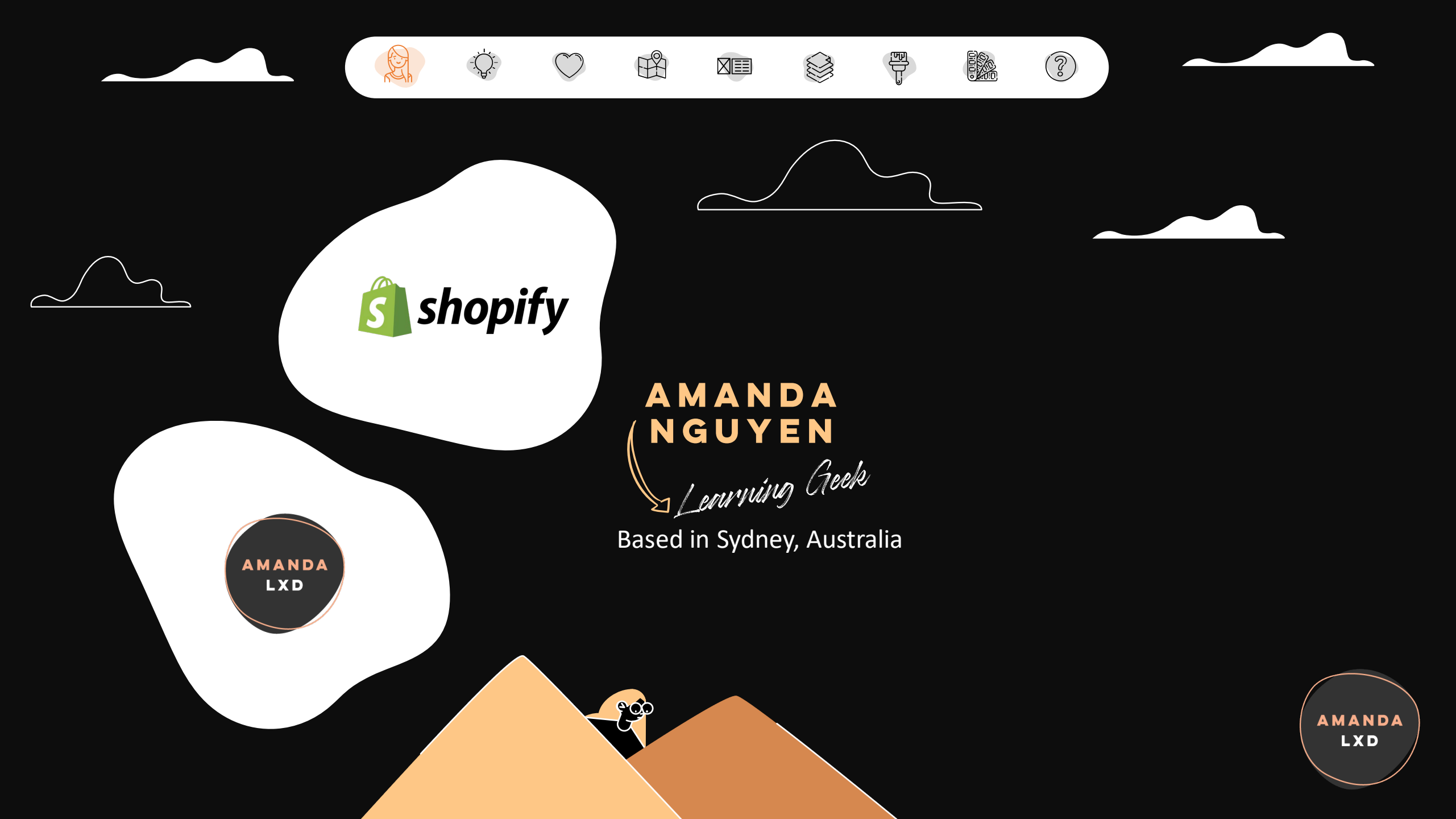
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MICROLEARNING EXPERIENCE

Up to 10 minutes and can include one or more learning interactions.

- Animations
- Scenario based experience
- Curated resources
- Explainer videos
- Podcasts/audio bites
- Infographics (Static/interactive)
- Interactive PDFs
- VR/AR experiences
- Microsites
- Light reading
- Quizzes
- Mini Games

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WHY INFOGRAPHICS?

It’s a way to communicate your information quickly and clearly!

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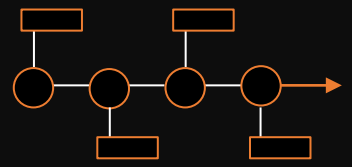
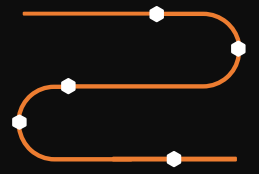
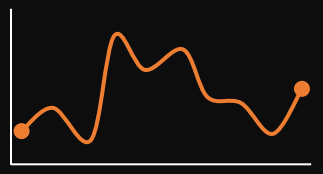
TIP #1 START WITH A STORY

Is it a process? Is it a timeline? Is it explaining a concept or topic? Is it a set of tips?







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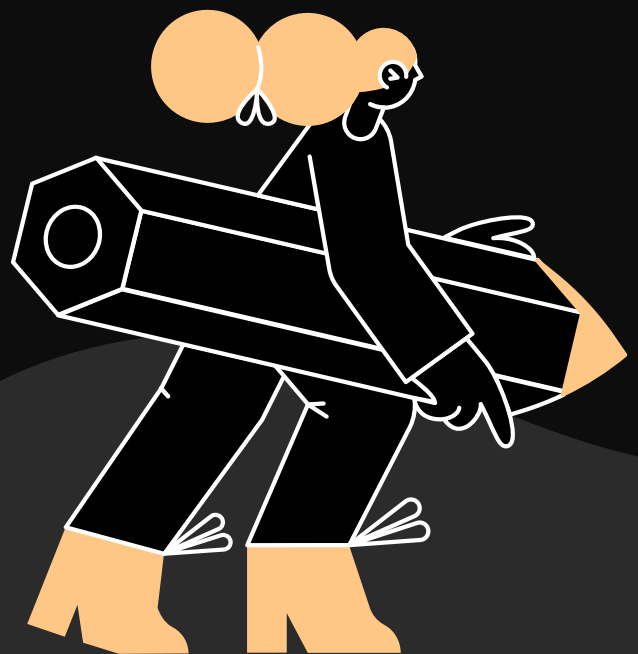
TIP #2 MAP OUT THE STRUCTURE

Now that you've figured out what your infographic is about, create a structure or wireframe. My go to is **Header> Body> Footer.**



Header ← Catchy title and simple description

Body ← Divided into elements and sections

Footer ← Wrap up and final point or call to action

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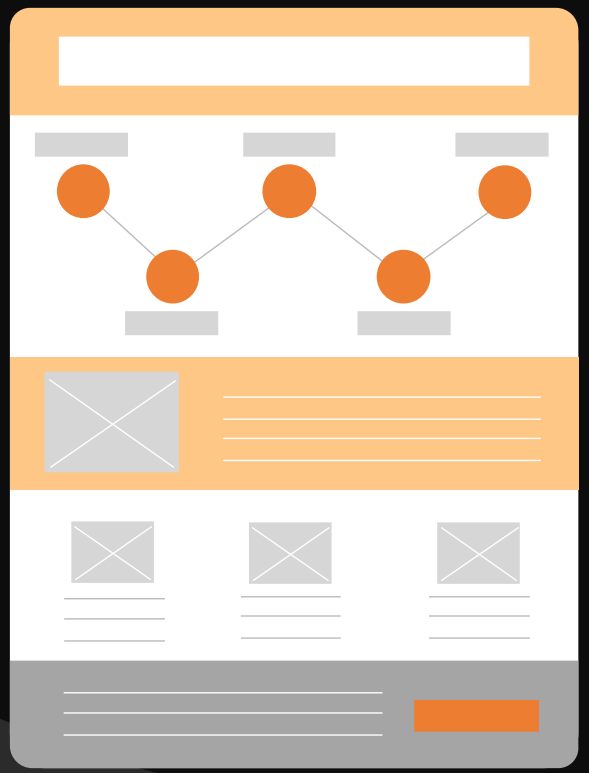
TIP #3 IT'S IN THE BODY

This is where the magic happens and makes an infographic resonate. How you create the elements within the body will help illustrate your story for the audience. **Wireframing** helps!

Header

Body

Footer



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TIP #4 FIND A THEME AND VISUAL DESIGN APPROACH

Illustrations

Iconography

Emotive Imagery

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TIP #5 PICK YOUR TOOL

Adobe Illustrator

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TIP #5 PICK YOUR TOOL

Adobe Illustrator

Use infographic builders!

- www.genial.ly
- www.infogram.com
- www.venngage.com
- www.visme.co
- www.piktochart.com
- www.canva.com
- www.snappa.com
- www.easel.ly

So... everyone and anyone can create engaging infographics - Woot Woot!

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HAVE FUN CREATING AND THANKS FOR YOUR TIME!

Any questions?

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FEEL FREE TO CONNECT WITH ME ON MY SOCIALS!

Follow along my learning shenanigans!

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