

## Tips for Infographics

An Infographic is a mash-up of the words Information graphic. Popular on the Internet because of their visual nature, infographics are great for sharing facts, statistics, and showing audiences how something works. In this documentation, you will find a few tips on how to get started with creating your infographic and things to keep in mind as you develop it.

### Plan your text

When starting an infographic, do some research and get the most up to date and important facts about the topic being shared. Plan out your text using an outline. This will help with breaking up your topic into manageable sections and bits of information for the audience.



Here is a section of an infographic written out into an outline. Notice that each statement gets its own place in the graphic.

- I. Assisting Crop Productivity
  - a. SMAP will provide information on soil moisture...
  - b. Monitoring global food production...
  - c. Studies estimate...
  - d. Monitoring global food production...

Figure 1

## Plan your graphic

Once the text is written and you have a plan for how to approach the topic, start thinking about the organization of the text and how the actual graphic should look. It's important to make sure that information and images flow throughout the graphic making it easier for audiences to read through the information. Plan your graphic using simple shapes and short hand text from your outline.

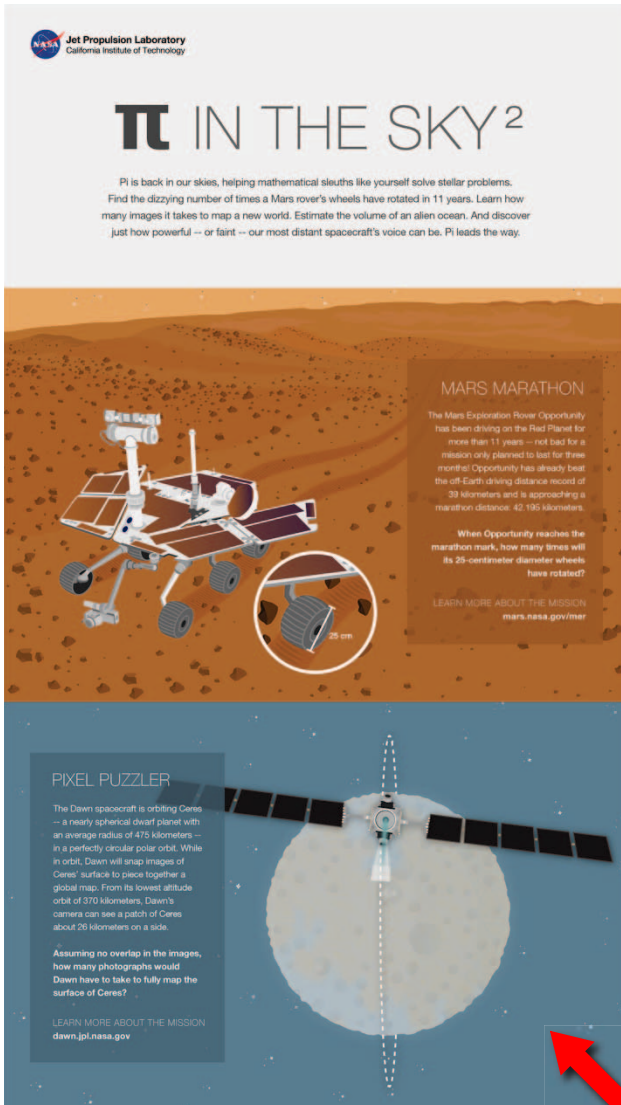


Figure 2

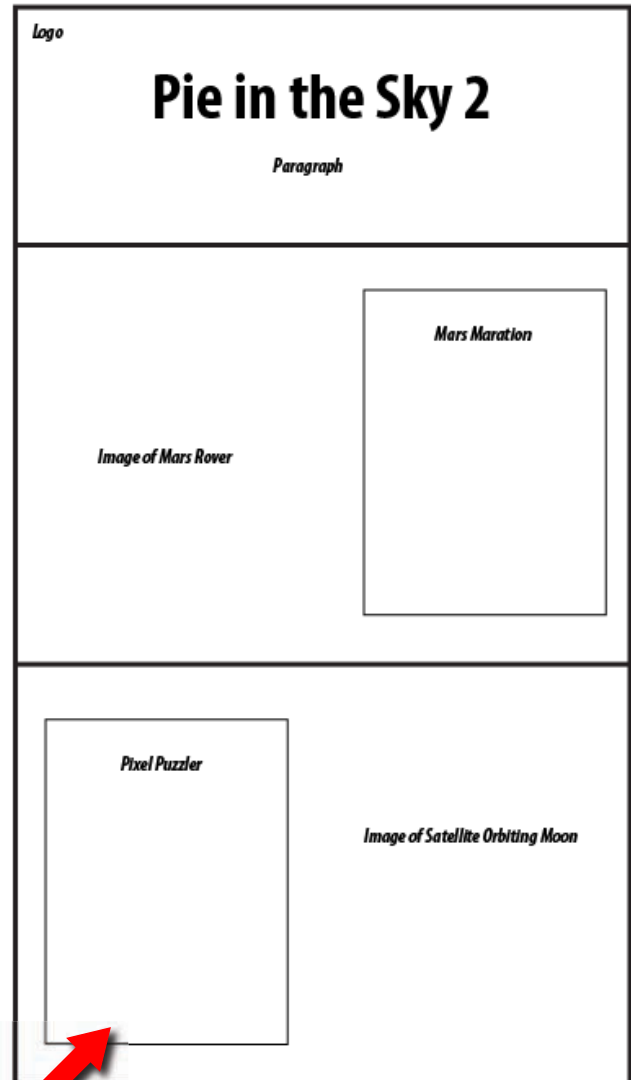


Figure 3

Keep in mind that this is something that can be done with a sheet of scrap paper. It's primarily for organizing your thoughts and deciding how many images and charts you will need.

## Using imagery

Use visuals that help with getting your information across. The goal of an infographic is to be visually stimulating so that audiences better remember the information. Make artistic decisions about what kind of images you use and whether or not they'll be realistic photos or drawn illustrations.

Use graphics and images as your chart if you are sharing statistics. Here the dollar bill is split based on the percentages marked for each section. It's an appropriate image since the graph is talking about money.



Figure 4

## Choosing color schemes

Don't pick color schemes that are too distracting. Think about colors that are eye catching but easy to look at for the entirety of the graphic. A good rule of thumb is to stick to four colors and to use neutral colors like black or white as your background and paragraph text.

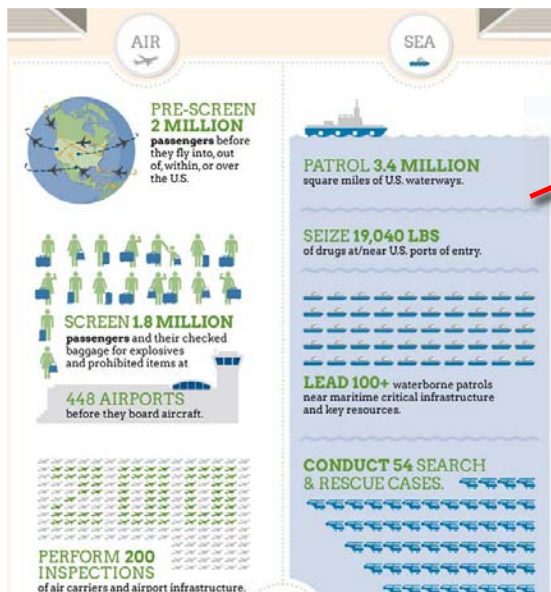
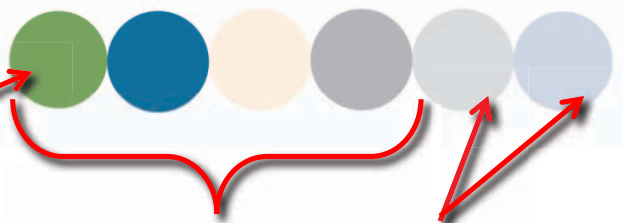


Figure 5

Figure 6



Notice that there are four main colors and that the background is mostly white while the smaller text is black. You also have the freedom to use variation of your four main colors to give more variety.

## Designing text

Using text in an interesting way can help with flow by leading audiences' eye from one section to another. Think about things such as what kind of font you are using, how the font is formatted (bold italicized, unlined, and size), and the color of the font as these are all things that pull the viewer in to the information.

Title and section header text is larger, bold, and has its own designated color. You could even use a different font if the text is large enough.

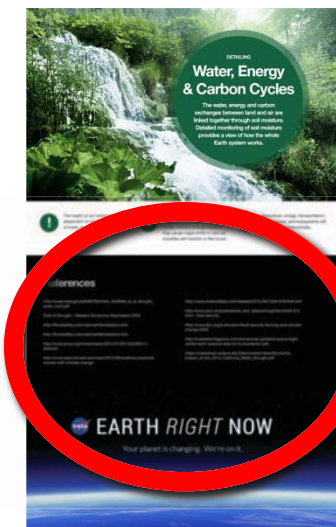
The audience knows where all the information on Sales and Gross Receipts is located because of the matching color and bold text for the topic headers and graphs.



Figure 7

## Always include resources

Just like how you would include a bibliography of research resources as part of a paper, you will often see the same with infographics. This is the section that is not overly stylized and will be denoted with the heading, References or Resources.



Like with a paper, resources are last and will come at the bottom of a graphic.

Figure 8

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