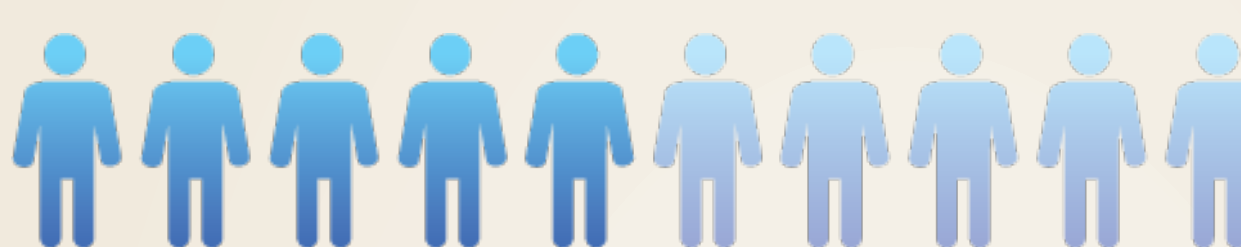


# WHAT IS AN INFOGRAPHIC?

**def:** graphic visual representation of information, data or knowledge intended to present complex information quickly and clearly.

## WHY USE INFOGRAPHICS?

 **50%**  
of the brain is dedicated to vision

 **65%**  
of people are visual learners

Infographics help achieve the 3 main goals of communication:



- 1 APPEAL**
- 2 COMPREHENSION**
- 3 RETENTION**

## THE PIECES OF AN INFOGRAPHIC



content



visuals



knowledge

## HISTORY & TYPES of INFOGRAPHICS



7500 BCE | Cavemen draw on walls.



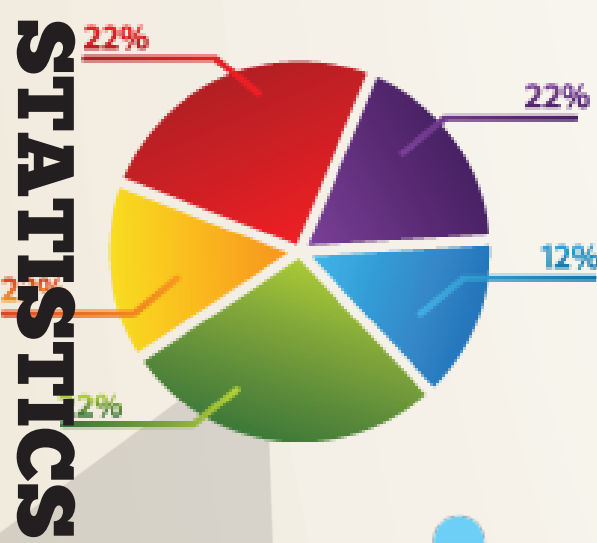
1786 | William Playfair, an engineer and economist, is credited with some of the first charts and graphs.



1861 | Florence Nightengale uses infographics to persuade Queen Elizabeth to improve military hospitals.



2000's | Infographics become common in TV news, music videos and online.



## HOW TO MAKE AN INFOGRAPHIC

- 1 FIND A WORTHWHILE TOPIC**
- 2 DO YOUR RESEARCH**
- 3 WIREFRAME THE INFORMATION**
- 4 CHOOSE YOUR STYLES**
- 5 EDIT, EDIT, EDIT!**

