



Says

What have we heard them say?
What can we imagine them saying?

Type your paragraph...

Highlight the key pointers about your topic you want to discuss then write copy explaining them. Timeline infographics. Jot down the chronological details about your subject. Then, share them with some context.

The primary advantage of using an infographic is they're effective at communicating information, especially on complicated subjects. For example, instead of handing someone a multi-page research report, you can use an infographic to highlight the most important points of your main thesis or argument.

Generally, infographics are used for one or more of the following reasons: **Illustrating data.** Present statistics, facts and figures visually using charts, graphs and other graphic tools. Simplifying a complex subject. Explain difficult concepts with the help of illustrations and visual cues



Persona's name
Short summary of the persona

Infographics can help people **understand complex concepts by using visual aids such as charts, graphs, or diagrams.** They can use both images and text in a visual format to explain concepts. They're often used for marketing purposes but they can be useful when writing articles or sharing research too.

An infographic poster is a visual that presents information from a different perspective through engaging visual elements like icons, graphs, charts, and stylish fonts. The goal of infographic posters is **to make information more interesting and to present complex data in a clear, straightforward way.**

It aids students in organizing information in a logical way. Infographic creation helps meet tech literacy standards. The process of making infographics helps students improve their research chops and find trustworthy sources of information. It helps students exhibit their understanding of a subject in different ways.

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Before you start designing your infographic, understand who your audience is and what they want to learn from your infographic. **Research their demographics, interests, pain points, and goals.** Use this information to tailor your infographic's tone, style, language, and format to suit their needs and expectations.

If you want to share information with someone, tell it to them. **If you want that person to retain that information, tell a visual story with an infographic.** Infographics are an aesthetically pleasing way to summarize data and share information in a more compelling, engaging way with content consumers.

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The pros and cons of infographics include **communicating complex information quickly and easily.** But they can also be time-consuming, limited on information and expensive to create, among other things. Consider using an infographic template or hiring a professional for the best results.

Effective infographics are composed of few different attributes. **They're well designed, they tell a good story, and also they are easy to understand.**

An infographic is a collection of imagery, data visualizations like pie charts and bar graphs, and minimal text that **gives an easy-to-understand overview of a topic.** As in the example below, infographics use striking, engaging visuals to communicate information quickly and clearly



Does

What behavior have we observed?
What can we imagine them doing?

Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?



See an example