



Says

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



Thinks

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

Essentially, an infographic is a **visual representation of information.**

We all have dreams, vague or specific plans, hopes for the future, but are you putting steps in place to reach your goals.

1. Rather than having blocks and blocks of text that people will never read, you give them the same information in a different way — and in one they will easily understand. People are visual. In fact, we only remember 20% of what we read.

Why infographics are easy to understand?  
**It makes use of a variety of elements such as pictures, graphs, charts, icons & very little text.**

Whether it is simply to have fun with grandchildren during your retirement, whether you want to travel the world next year, AXA has created an infographic that outlines the nations plans.

Importantly, once you have your dreams, it highlights different ways to reach them and prepare for the future you want.



DISINGING A INFOGRAPHIC

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How to Create an Infographic in 4 Easy Steps

1. List Your Main Points.  
Unlike an A3, an infographic is less about presenting ideas to assist others in making decisions and more about presenting information to educate.

- 1. Organize into Sections or Categories. ...
- 2. Select the Best Graphics. ...
- 3. Create.

There are 7 types of infographics based on their uses. **Naming timeline infographics, data visualizations, anatomy, processes and how-to's, comparisons, lists, and maps.** Knowing what type of infographic to incorporate in your content is the key to successful and effective content marketing.

Here are the 7 steps we will follow for the infographic template:

- 1. Step 1: Define your audience.
- 2. Step 2: Define your goals.
- 3. Step 3: Gather your information.

- 1. Step 4: Choose a type of infographic.
- 2. Step 5: Create a logical hierarchy in your data.
- 3. Step 6: Pick and customize a template that fits your message.

**Find your infographic's story**  
In every data set, there's a story. Before you begin designing your infographic, think of the story you're trying to tell. The angle you choose will help you determine what type of information to include in your design.



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?