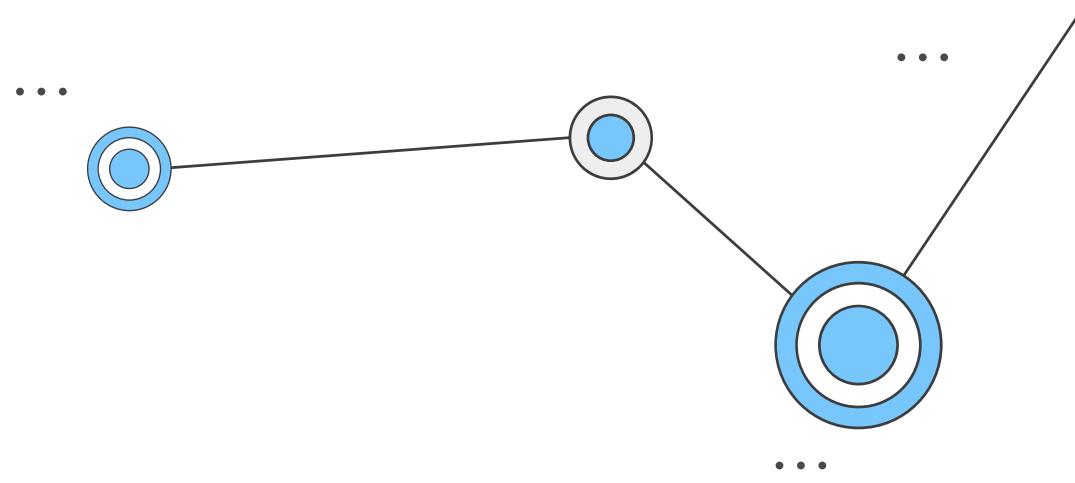
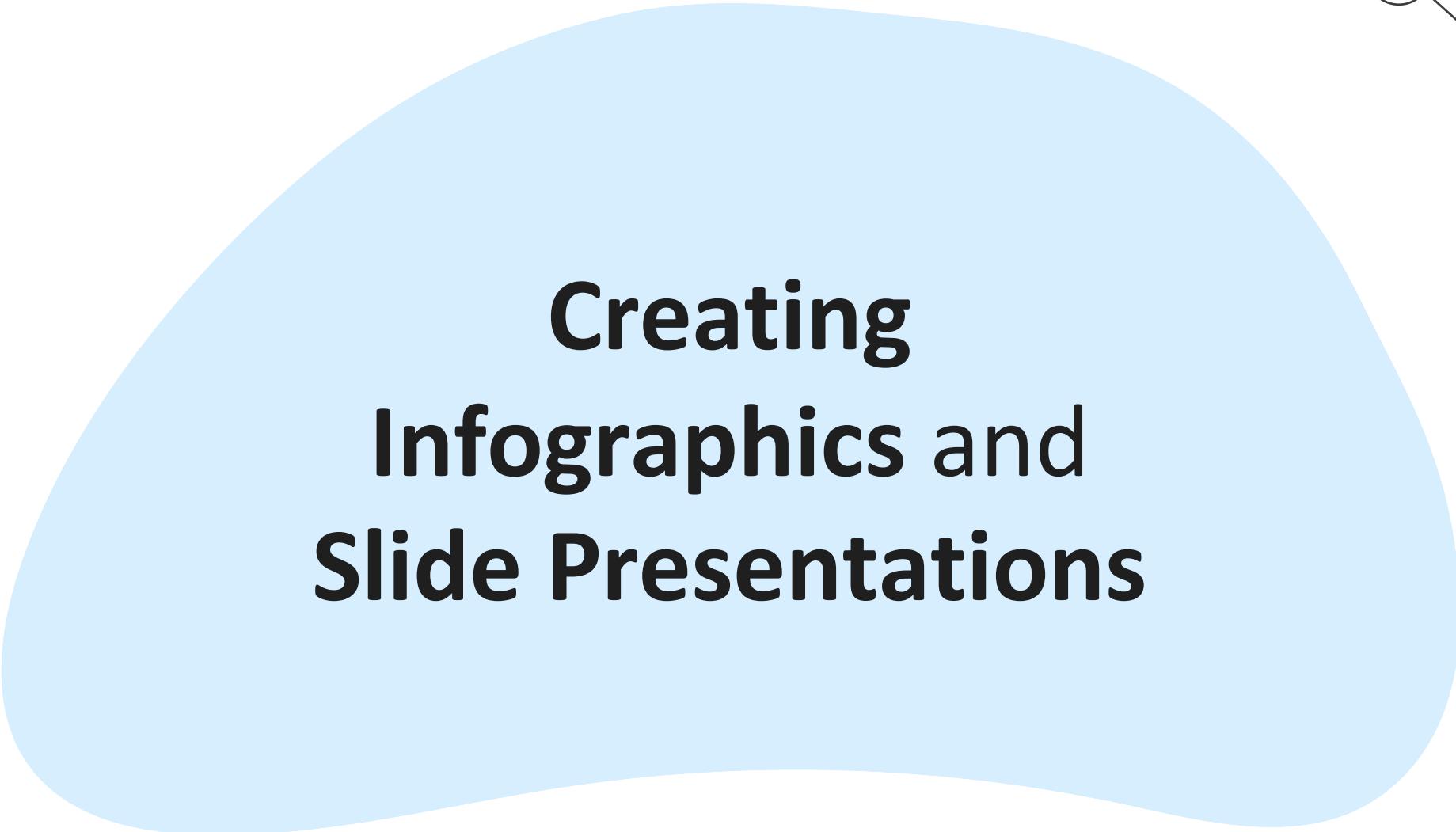


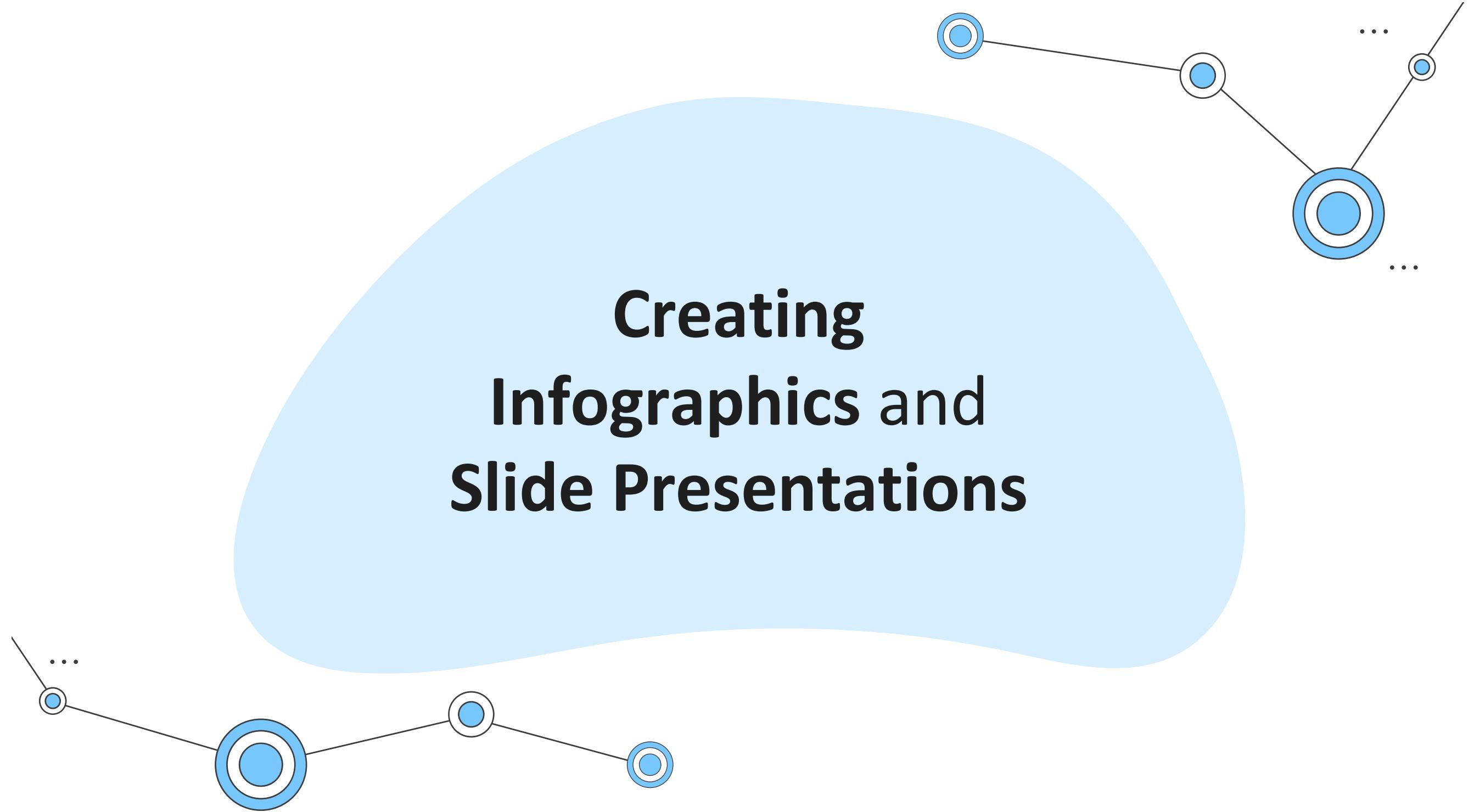
Business Communication for THE DIGITAL WORKPLACE

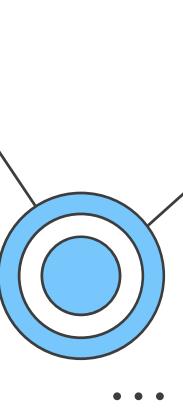
EAC 594





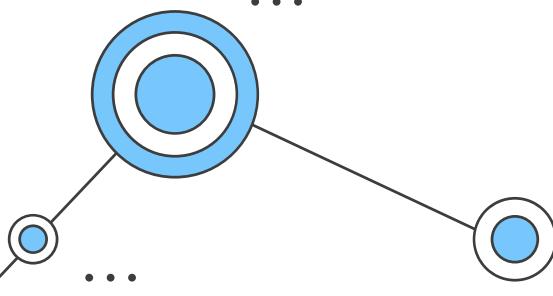
Creating Infographics and Slide Presentations



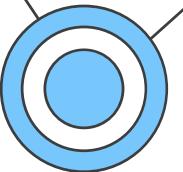


Agenda

- How to create Infographics
- Mistakes to avoid in Slide Presentations
- How to create effective Slide Presentations
- **Infographic Assignment**



...

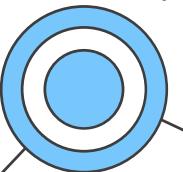


Review

...

- **Chapter 4 The Writing Process - Document Design**
[Unit 14: Effective Document Design](#)
- **Chapter 10 Presentations**
[Unit 36: Graphic Illustrations and The Infographic](#)
- **Chapter 11 Reports**
[Unit 42: The Slide Deck Report](#)

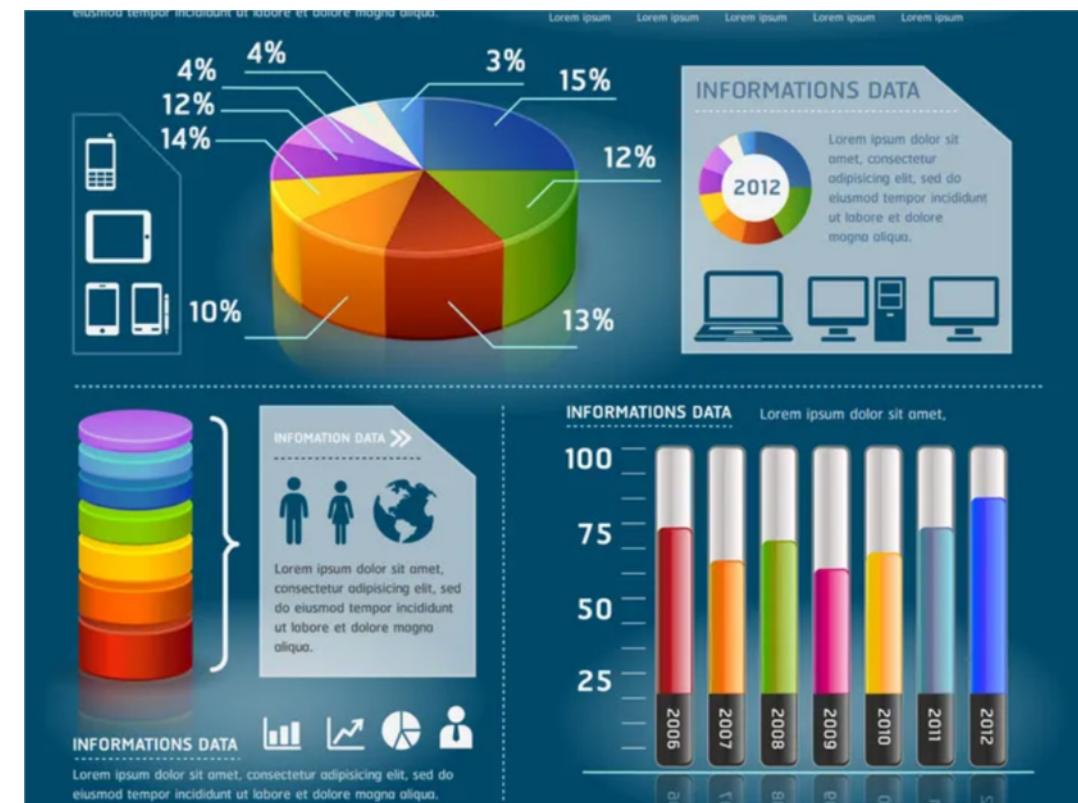
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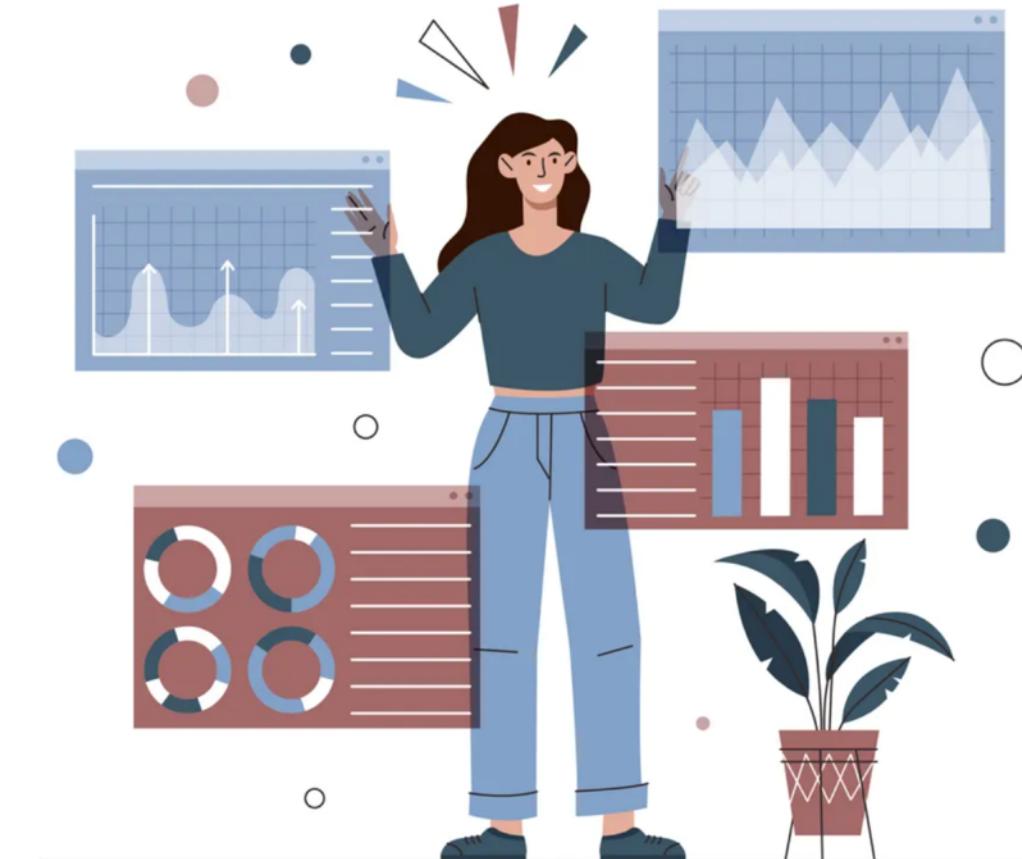
Why Graphic Illustrations?

A visual aid is used to appeal to an individual's sense of sight and helps further illustrate a point.



Visual Aids

Many presentations crash and burn because the presenter did not use visual aids properly.



How do Graphics help?

The goal is to help your audience **retain**, **understand** and **enjoy** your document.

HUMANS LOVE **GOOD VISUALS**



90% of the information transmitted to the brain is **VISUAL**



Visuals are processed **60,000 times faster** in the brain than text



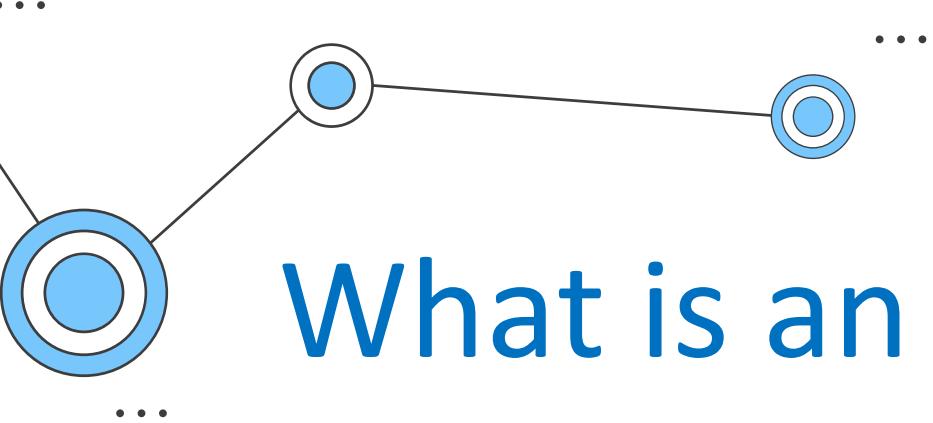
40% of people will **respond better to visual information** than text



80% of people remember what they **SEE**

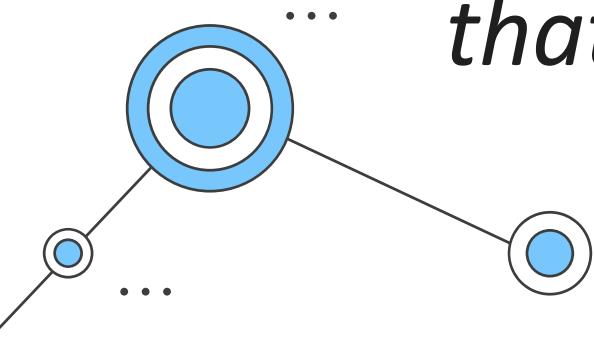


92% of all human communication is **Non-verbal**



What is an Infographic?

Simply put, an **infographic** is data, presented visually, *that tells a story*



Infographics

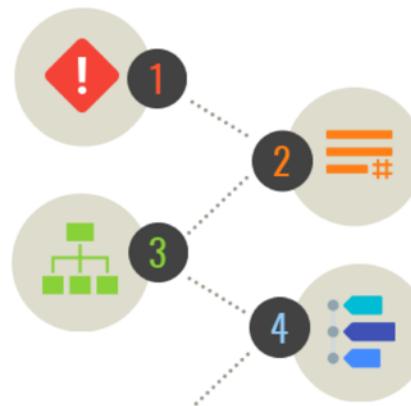
How to Create an Infographic

4 STEPS TO CREATING AN INFOGRAPHIC OUTLINE FROM EXISTING CONTENT

Infographic outlines help you streamline the design process and create sweet infographics (*like this one!*). Follow these steps to create an infographic outline from an existing blog post, report, ebook and more.

1. DETERMINE YOUR CONTENT'S KEY TAKEAWAYS

What are the most *important points* that you want your audience to know? You can summarize your entire piece of content, or focus in on one key section.



3. KEEP YOUR TEXT BRIEF AND TO THE POINT

To remain readable, infographics typically don't have too much text. Keep your points concise and look for opportunities to *use icons and charts* to communicate information.

2. ORGANIZE WITH SECTIONS AND HEADERS

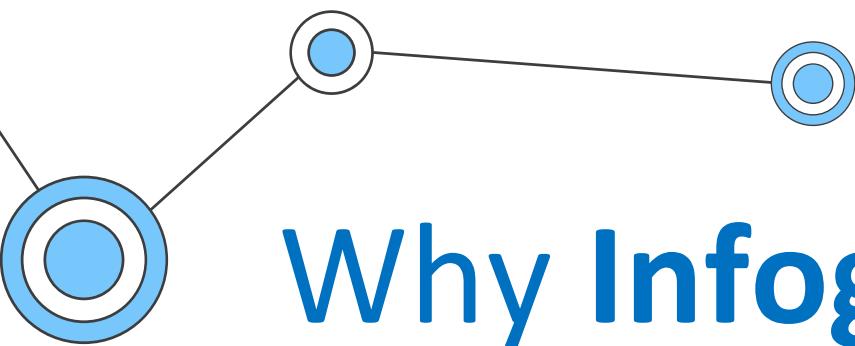
Your title and subheaders should be *short and descriptive*. Each section of your infographic should only be a few points or a couple sentences.

4. INCLUDE NOTES FOR THE DESIGNERS

Clearly lay out any design preferences and branding requirements that your designers *should keep in mind*. Including some inspirational images can help too!

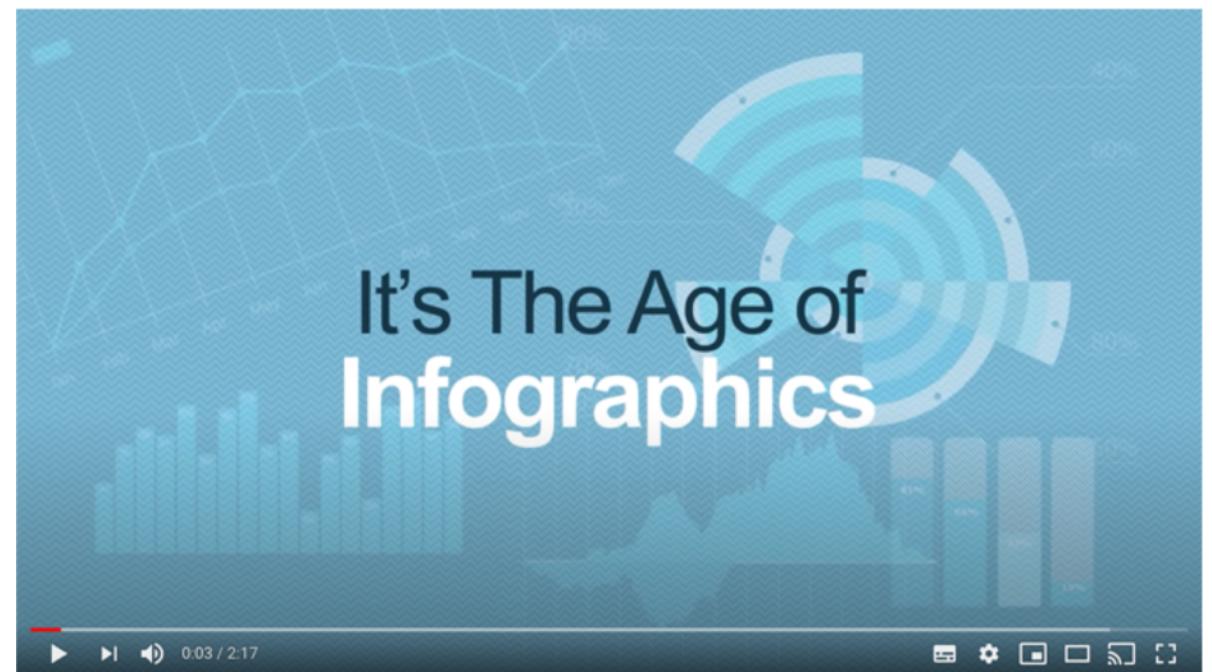
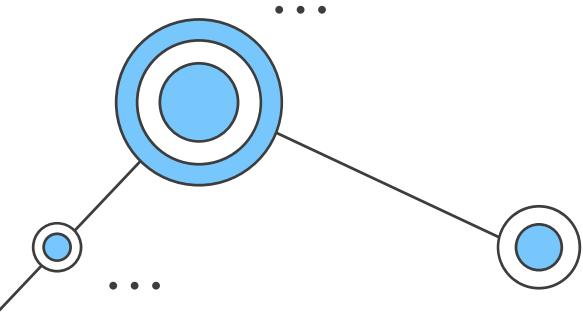
Create infographics at venngage.com

 VENNGAGE



Why Infographic?

Infographics can be used to convey complex information in a concise and visually appealing manner.



[VIDEO – Storytelling With Infographics](#)

Why Infographic?

65%

of brands use
infographics in
their content
marketing efforts

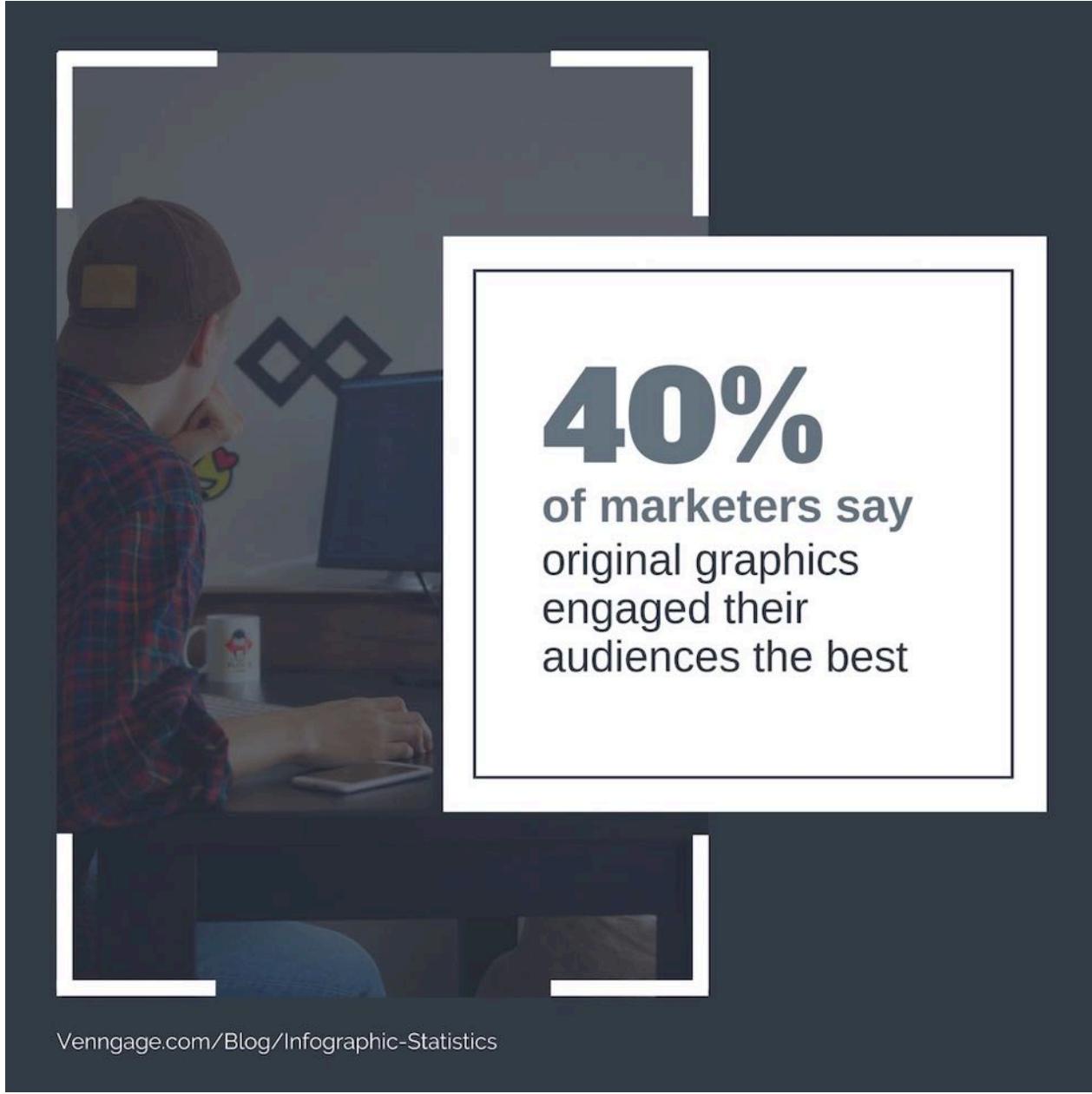
Vennage.com/blog/Infographic-Statistics



Why Infographic?



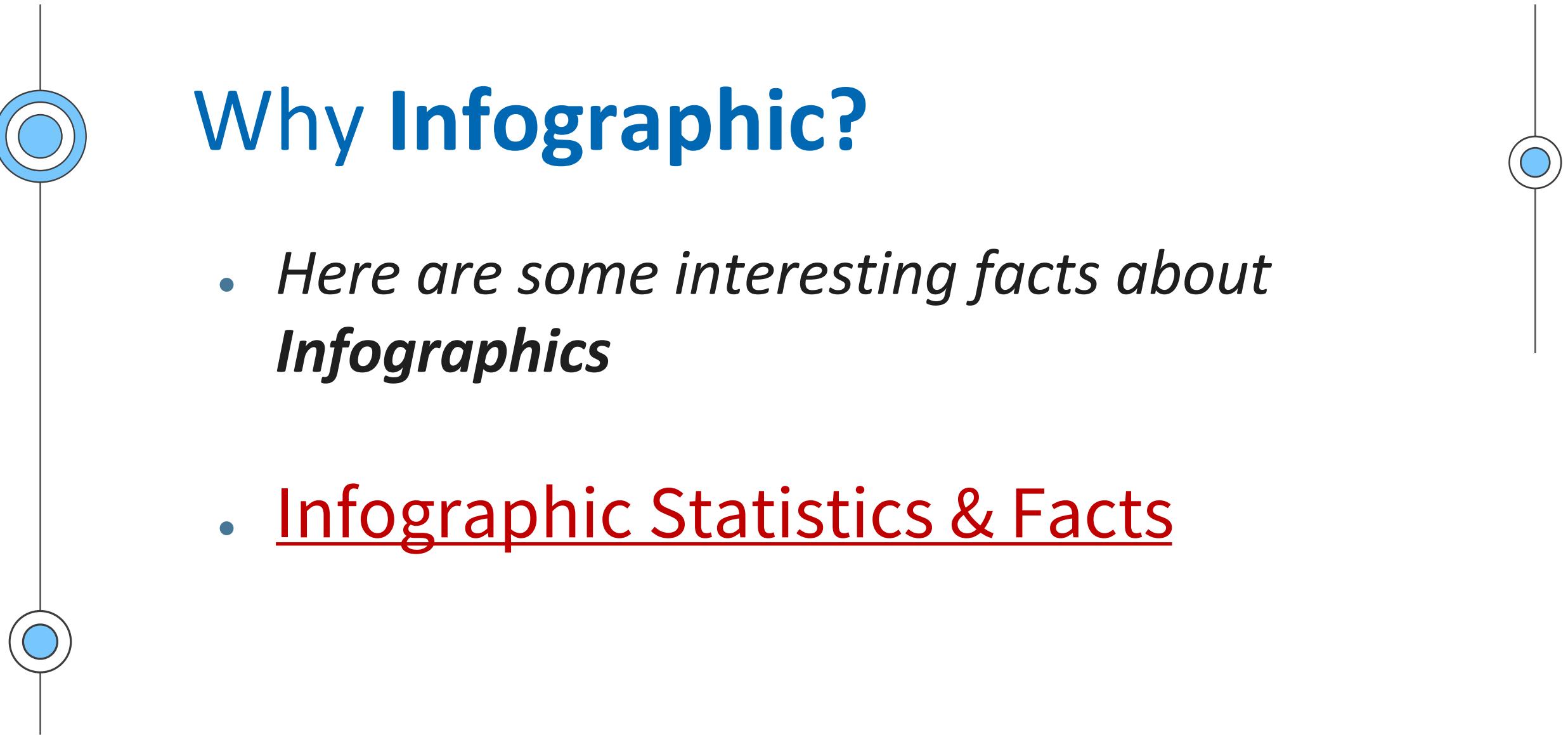
Why Infographic?



Why Infographic?



**of marketers use an online graphic design
tool to create their visual content**



Why Infographic?

- *Here are some interesting facts about Infographics*
- Infographic Statistics & Facts

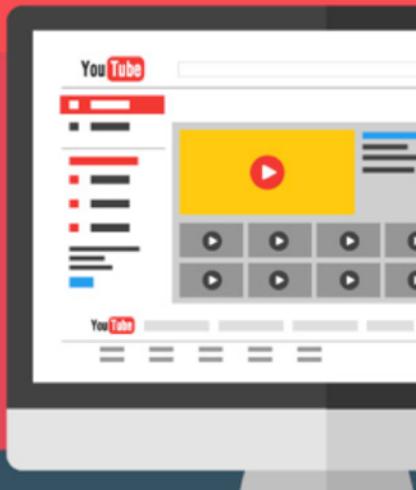
Infographics Example

HOW TO CREATE A Successful YouTube CHANNEL

YouTube is no longer just a website, **it's an industry** full of fame, celebs, careers and awards. It has made rich people out of the girls and guys next door. Who says you can't be one of them? Check out our guide on how to turn your dreams into reality.

Start With Why

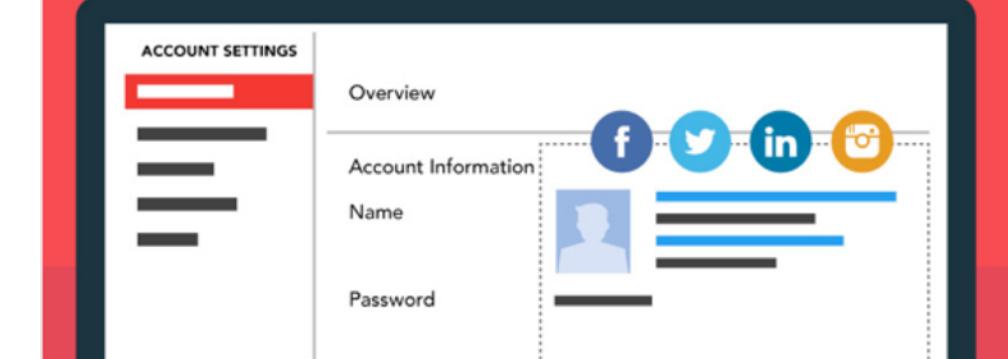
Before even thinking about getting going, you need to ask yourself Who, What, When, Why, Where and How?



Setup Profiles

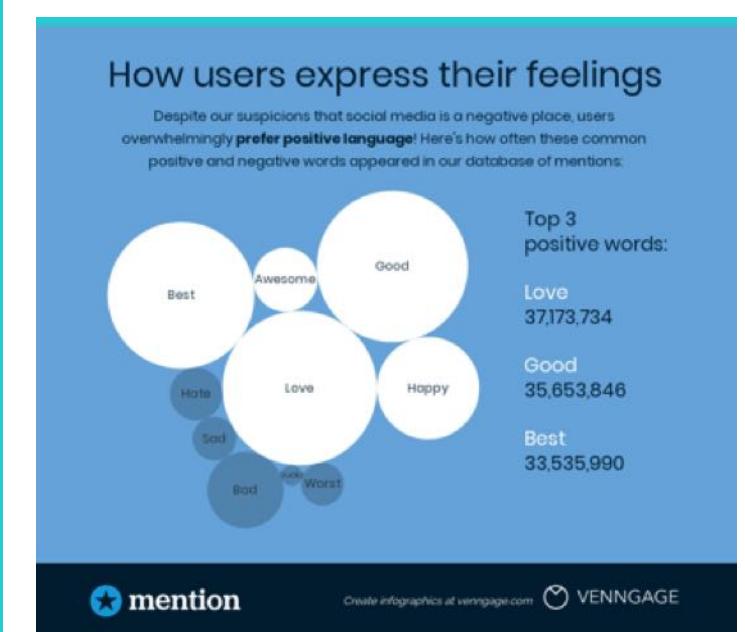
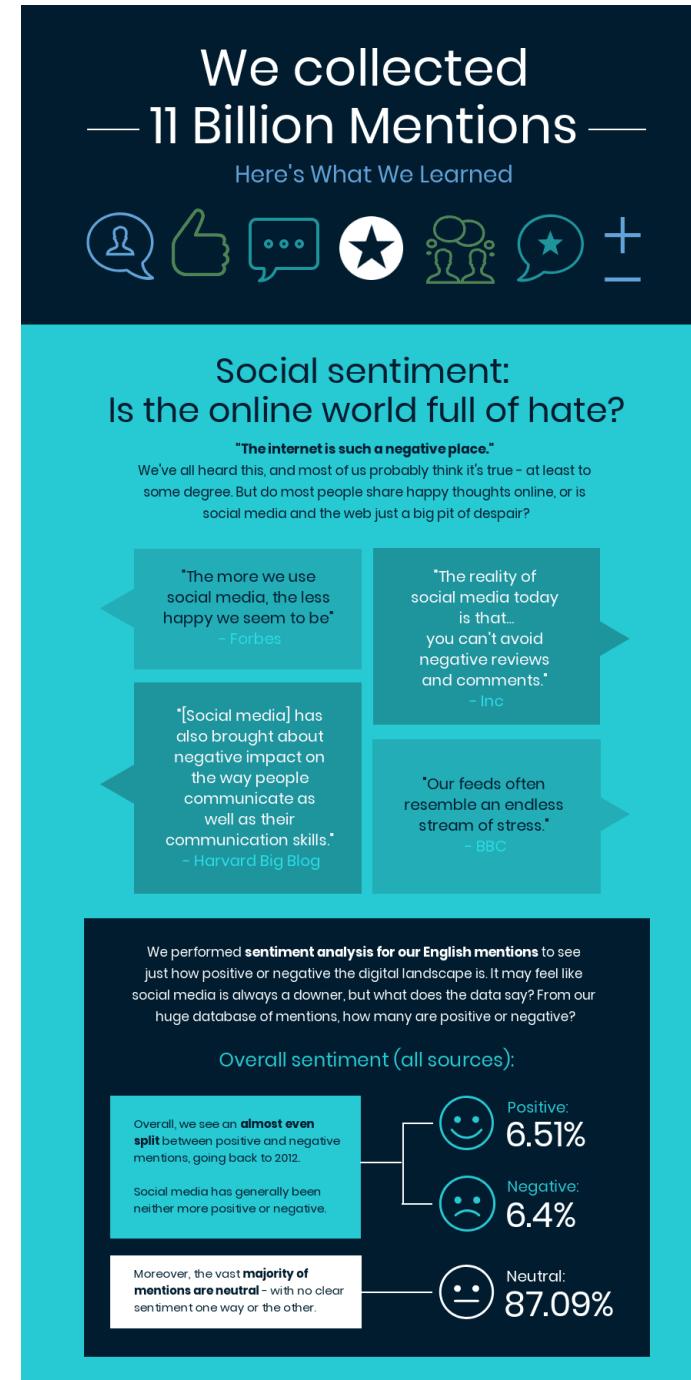
To grow a sustainable fan-base, you need to be active on multiple social media platforms. In other words, make sure your username of choice is available on all of them.

NOT just YouTube



The image shows a smartphone screen with the "ACCOUNT SETTINGS" menu open. The "Overview" tab is selected, showing sections for "Account Information", "Name", and "Password". To the right, there are icons for social media platforms: Facebook (f), Twitter (t), LinkedIn (in), and Instagram (ig). Below these icons is a placeholder for a profile picture.

Infographics



THE STATE OF SOCIAL MEDIA

The Rise of Urban Cloud

It has been two decades since the emergence of the first social media networks. Today, social media is an important part of our daily lives, helping us connect meaningfully with friends, colleagues, brands, news, and more. But there is still a lot social media isn't doing.

66%
Facebook

62%
LinkedIn

51%
Skype

37%
YouTube

22%
Microblogging

1 The Landscape

Personal social media use trumps professional. When social media is used professionally, it's used primarily for social networking, not for commerce.

39%
LinkedIn

31%
Wikis

31%
Skype

10%
Internal Social Networking

Personal Use of Social Media

People love social media and they love to use it for commerce:

76%
of people report positive feelings after participating in social media

65%
already use social media to learn more about brands/products/services

Here is an inside look at the social media landscape: innovations, problems, demographics, what's missing, and what comes next.

2x

Twice as many managers are using social media compared with the employees they manage (employees are not allowed to engage at work.) This could change if the social network was also a site for commerce

41%

believe their company should be doing more to become a social enterprise

The Solution: Urban Cloud

A well-designed, secure, authentic network dedicated to social commerce is needed.



Peer verification gives credibility and visibility to real, active users and companies; fake accounts fade into the background. This creates a trustworthy, brand-friendly network



A peer-to-peer point system promotes popular, credible content over spam, prioritizing user preference. As items grow in popularity, they gain exposure



Points reward interaction providing a one-to-one correlation between activity and network clout



A social model for commerce: individuals and brands can make money while they network



Native advertising only: no irrelevant ads, just connection-based communication

The social media landscape is full of fun, popular platforms but none of them provide a secure, enjoyable interface for social commerce—one that respects user preferences and privacy, and that discourages fake profiles and the buying and selling of social capital.

Urban Cloud is this network.

3 The Problems

Facebook, Twitter and other networks have rampant systemic problems including fake user profiles that undercut credibility, negatively impact user experience, and create unreliable platforms for brands.

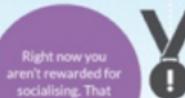
30%
believe social tools should be better at helping companies attract new customers

25%
want better engagement

15%
want better collaboration



2 What's Missing?



Right now you aren't rewarded for socialising. That needs to change.



Trust and privacy have been violated on the big networks



Facebook has more than 83 million illegitimate accounts



Creating fake Twitter accounts is a business: companies buy and sell followers to promote brands, filling the space with advertising that doesn't meet user needs



Today's social networks are cookie cutters: familiar design and presentation stifles innovation and customization



Traditional networks rely on the size of their user base but not their preferences for information



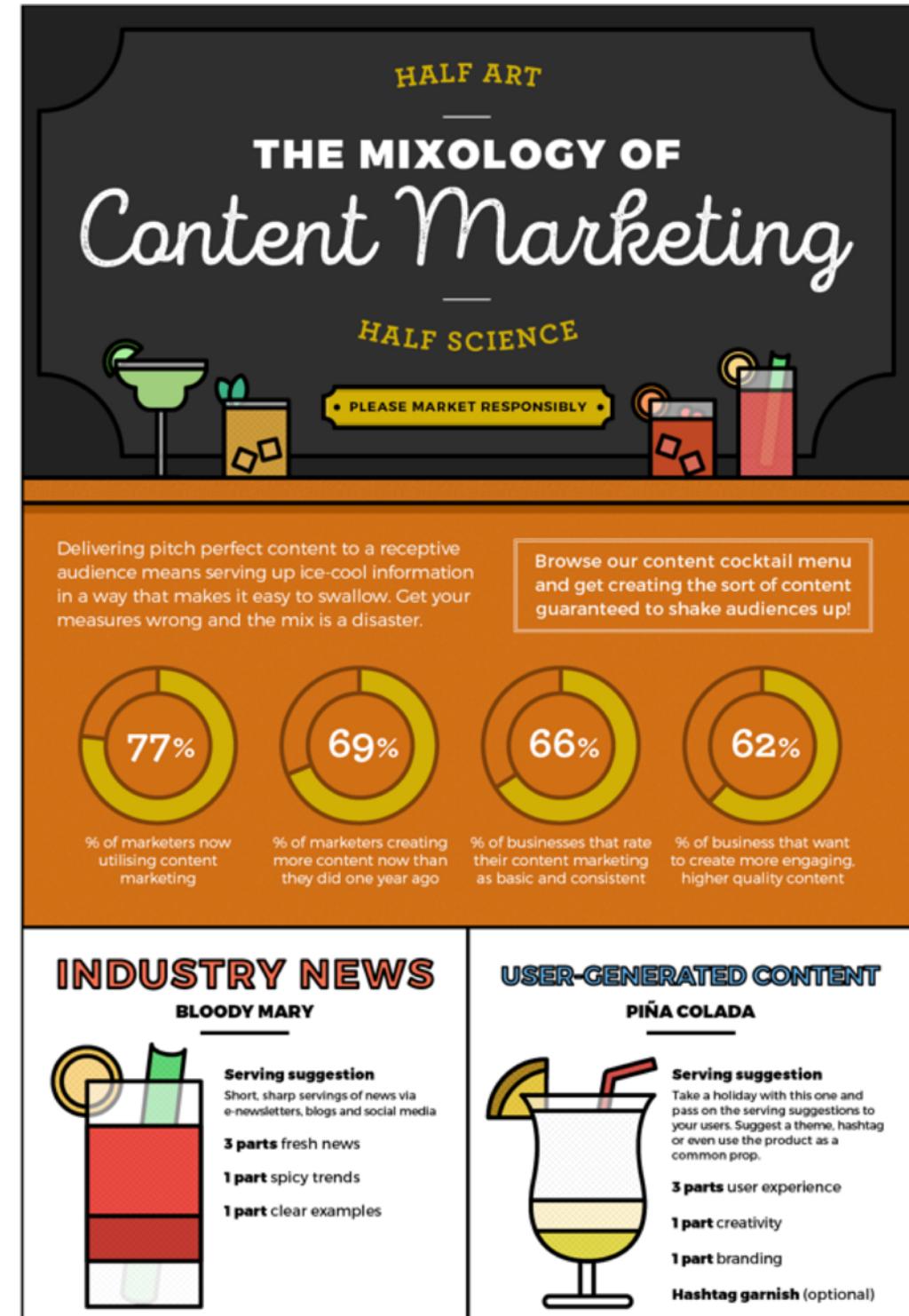
Traditional advertising dilutes good, authentic content

www.urbancloud.com

SOURCES: The Social Media Report (Nielsen, 2012) | Internet and American Life Project: Omnibus Survey (Pew Research Center, 2012) | Form 10-Q: Facebook, Inc. (United States Security and Exchange Commission, 2012) | Facebook Has More than 83 Million Illegitimate Accounts, by Rony Celan-Jones (BBC, 2012) | Twitter Has a Big Problem with Fake User Accounts, by Julie Bort (Business Insider, 2012)

UrbanCloud

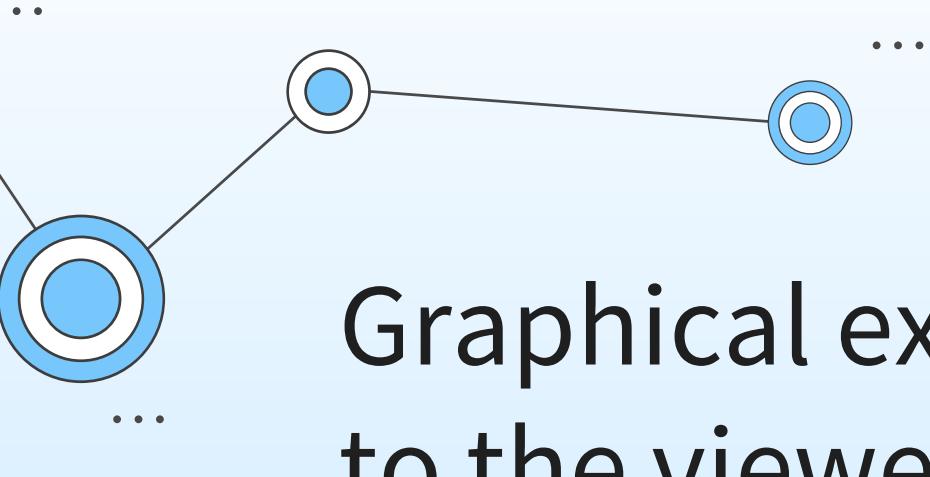
Infographics



Infographics

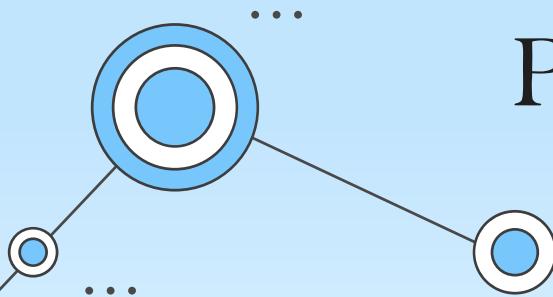


Contact
280 Group
1.408.834.7518
280Group.com

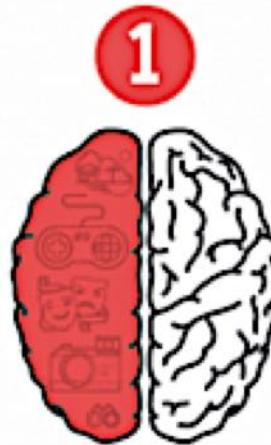
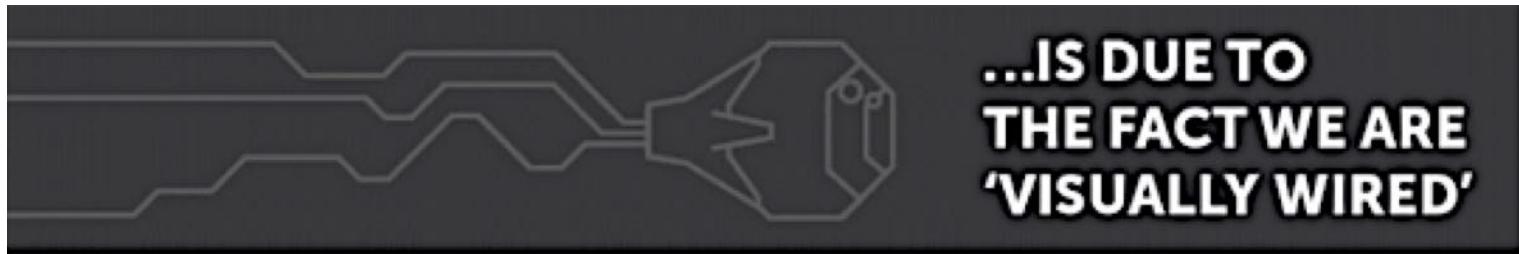


Graphical excellence is that which gives to the viewer the greatest number of ideas in the shortest time with the least ink in the smallest space.

- Edward R. Tufte,
Professor of graphic design at Yale

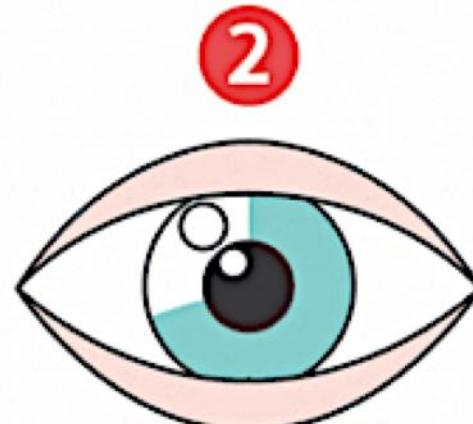


Visually Wired



ALMOST
50%

of your brain is involved
in **visual processing**



70%

of all your **sensory
receptors** are in your eyes



**1/10
OF A SECOND**

is all it takes you to
understand a **visual scene**

Infographics = Better Recall

People remember



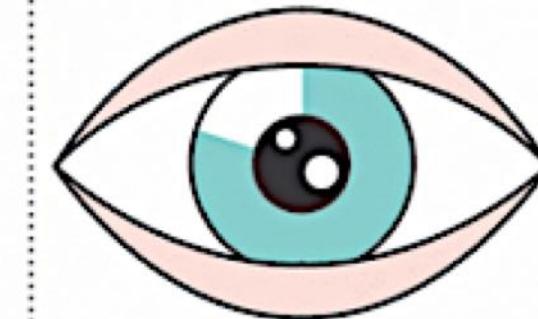
10%

of what they **HEAR**



20%

of what they **READ**

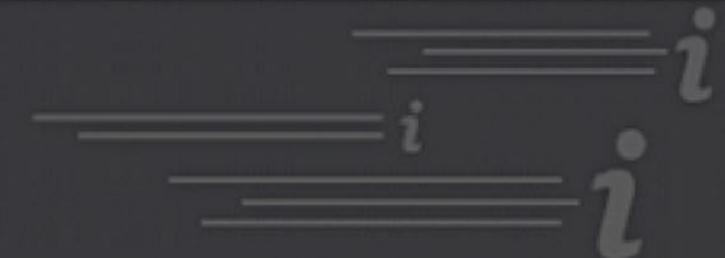


80%

of what they **SEE and DO**

Infographics = Engagement

**INFOGRAPHICS HELP US
GET OUR INFORMATION
MORE QUICKLY BECAUSE...**

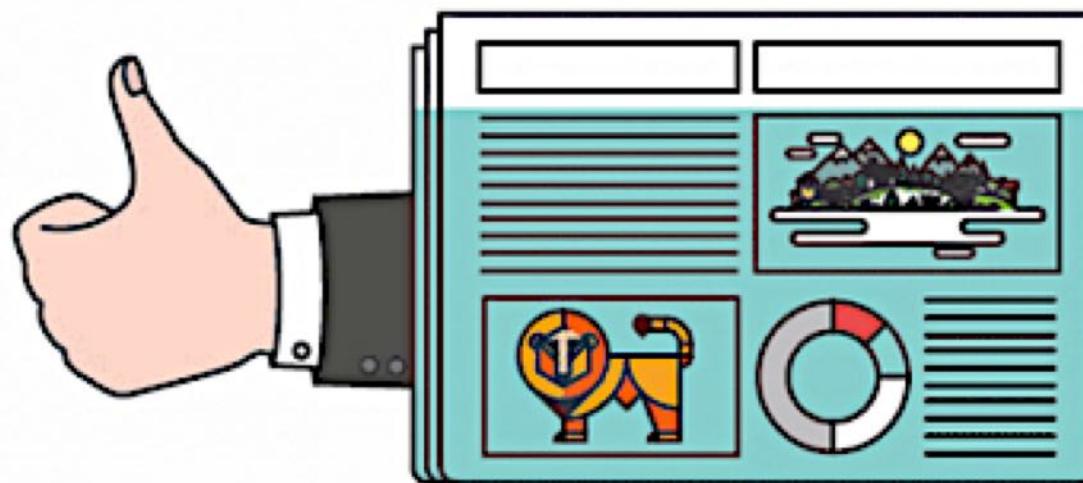


THEY ARE MORE ENGAGING

⑧

Researchers found that
color visuals increase
willingness to read by

80%



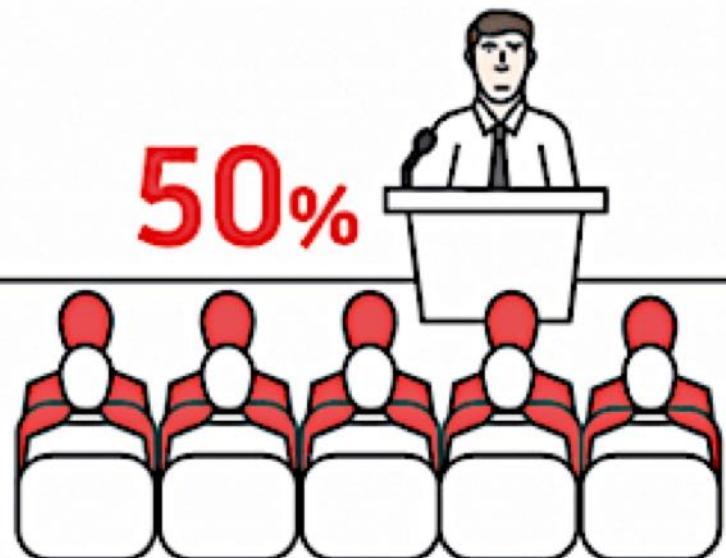
Infographics = Persuasion

THEY ARE MORE PERSUASIVE

11

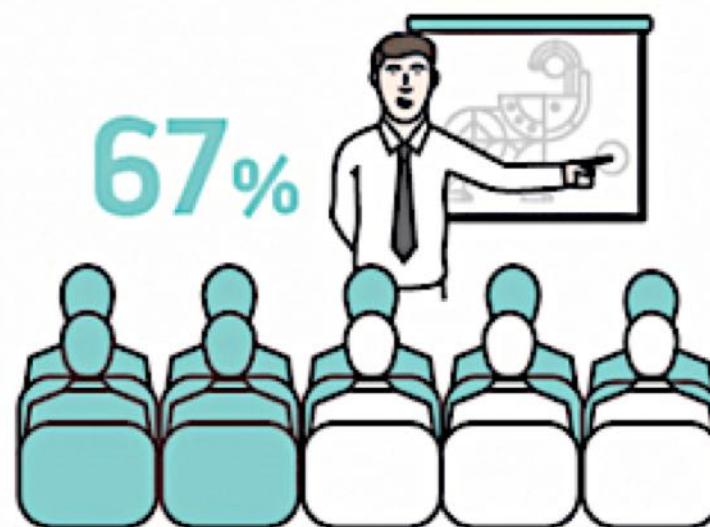
A study conducted at the Wharton School of Business found that:

50%



of the audience were persuaded
by a purely **verbal presentation**

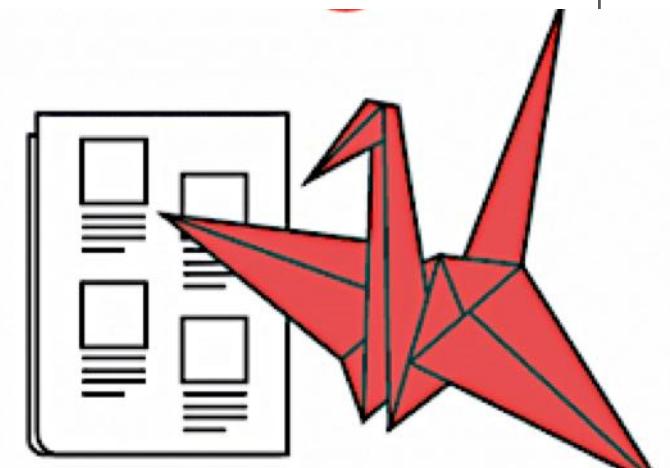
67%



of the audience were persuaded by
the verbal presentation with
accompanying visuals

Infographics = Accessibility

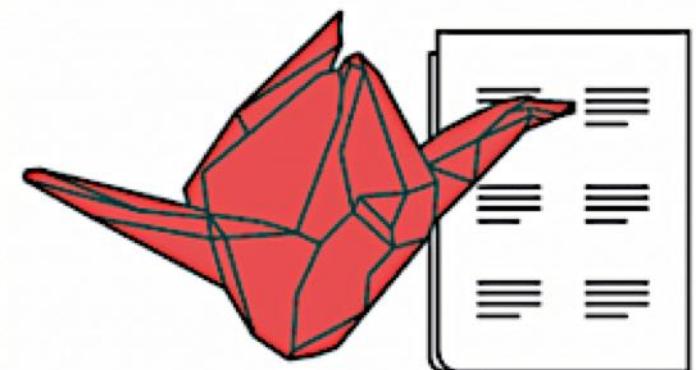
A study on comprehension rates of medicine labels found a:



People following directions with text and illustrations do

323%

better than people following directions without illustrations

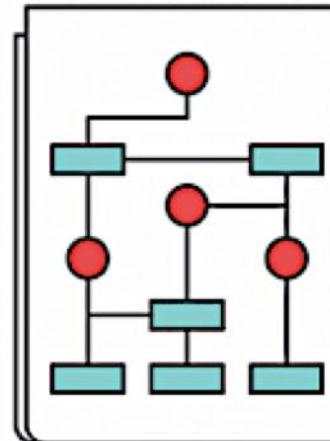


Different Forms

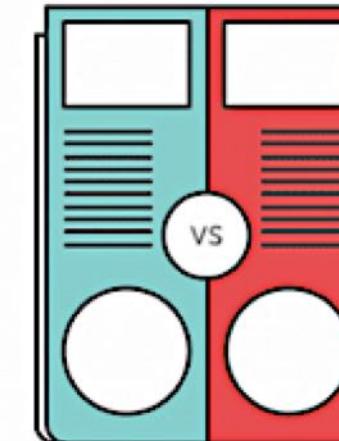
INFOGRAPHICS
CAN TAKE MANY
ENGAGING FORMS...



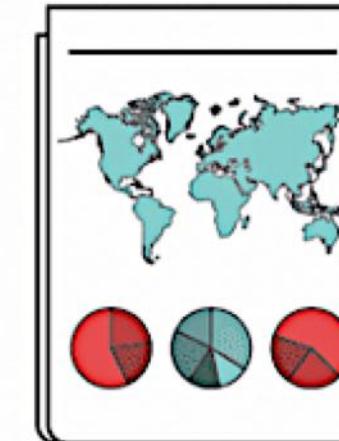
Flow charts



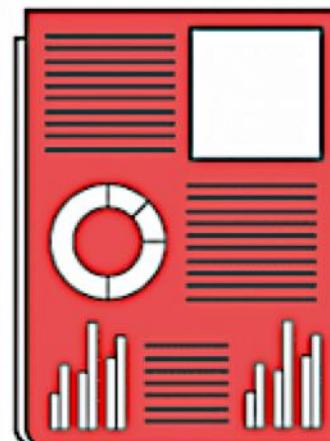
Versus comparisons



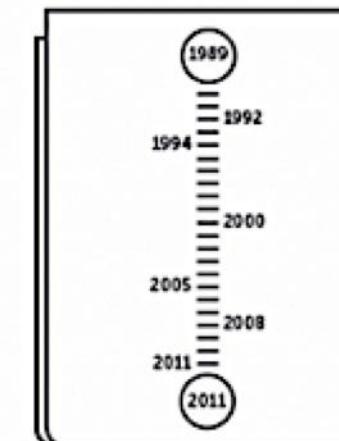
Maps



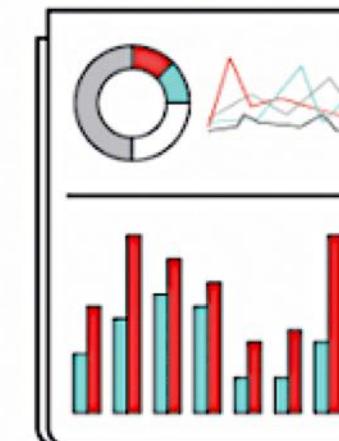
Visual articles



Timelines



Data visualizations



In short...

THEY ARE



EASY TO DIGEST

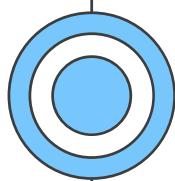


FUN TO SHARE



EXTREMELY ENGAGING

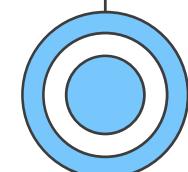
It is no wonder infographics have been so successful.



Infographic Creation Tools

- PowerPoint
- Keynote
- Prezi
- Microsoft Sway
- Google Slides
- Canva
- Adobe Spark
- Easelly
- Venngage
- Seneca Sandbox

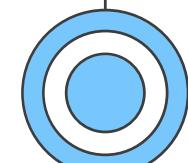
Please refer the **Infographic Assignment** for more details

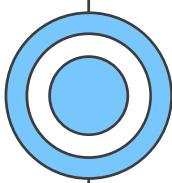




Copyright Free Image Sites

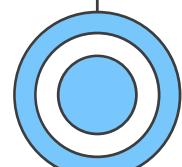
- Pixabay
- Pexels
- Unsplash
- The Noun Project
- StockSnap
- Burst - Shopify
- Picōgraphy
- Kaboompics





REVIEW

1. Why are visual aids important?
2. Name the two types of popular slide design formats and list the advantages and disadvantages of each
3. What are some of the common slide design mistakes people make?
4. What type of font should be used in all slide designs?
5. What is the ideal type (font) size for slides?
6. What is an infographic and why are they used?



Infographic Assignment



Infographic Assignment

Your Task:

- Research a **product, method, or process** relevant to your future career/field.
- Use an infographic software to develop an infographic to provide instructions on how to use the product, method or process.
- Cite all outside sources (research and illustrations) in APA



Infographic Assignment

Your Resources:

- Infographic Process Plan document
- Infographic Examples
- Infographic Creation Tools

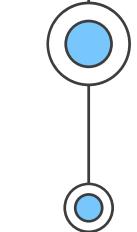
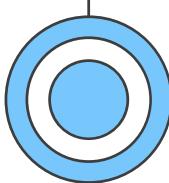


Infographic Assignment

Your Task:

- Create an **infographic** that presents instructions on how to use a **product, method or process** that is relevant in your field.
- Submit the common image types, such as JPG, JPEG, PNG, and TIF or convert it into PDF.
- Total worth: 10%
- Due: July 22, 2022

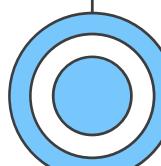
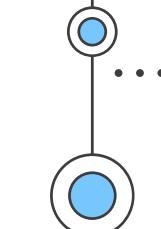




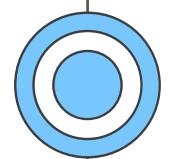
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SOURCES

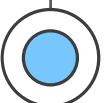
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...



Weekly Inspiration



A landscape photograph of mountains at sunset or sunrise. The sky is a warm, glowing orange, transitioning from a darker purple at the horizon. The mountains in the foreground are dark and rugged, silhouetted against the bright sky. In the background, more mountain peaks are visible, also partially obscured by the light.

If you change the way you
look at things, the things
you look at change.

- Wayne Dyer