

# TITLE OF INFOGRAPHIC

A description of your topic and introduction of your main message...

Use different shapes and clipart to communicate your facts!

Information and **key facts** should be included on your graph and follow a logical **sequence**.



Remember to use pictures, colour and different fonts to help information STAND apart and be more VISUAL!

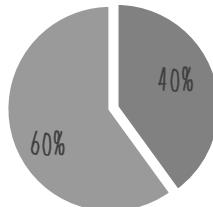
10 FACTS

**100%**

of Infographics need to include a graph OR venn diagram to display a statistic about your topic.

40% OF PEOPLE WILL RESPOND TO VISUAL INFORMATION INSTEAD OF PLAIN TEXT...

■ Visual ■ Non-visual



90% of information that comes to the brain is visual.

People



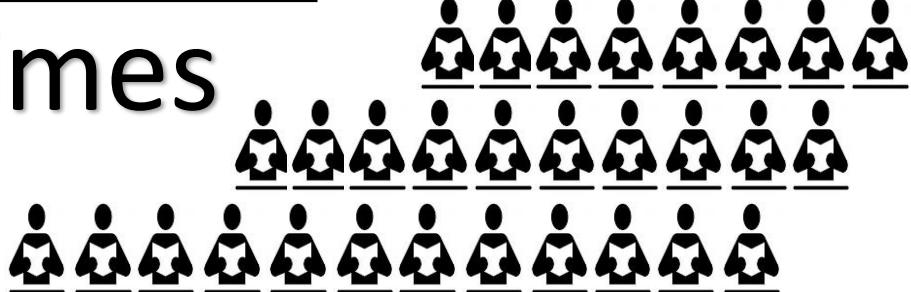
USE  
WORD  
OR



PUBLISHER

*An infographic is a representation of information in a graphic format designed to make the data easily understandable at a glance.*

An infographic is **30 times** more likely to be read than a **TEXT ARTICLE**



<http://blog.hubspot.com/marketing/effectiveness-infographics#sm.0000n9hy0w128wde6pow5sdjn1t0w>

<http://www.jeffbullas.com/2012/03/07/9-awesome-reasons-to-use-infographics-in-your-content-marketing/>

<http://www.clipartpanda.com/categories/round-glasses-clipart>

[http://shmector.com/free-vector/houses/three\\_keys/7-0-1304](http://shmector.com/free-vector/houses/three_keys/7-0-1304)

## SOURCES