

PROTOTYPE DEVELOPMENT II SESSION XIII

INFOGRAPHIC

Learning Objectives

LO 1 : Design physical / visual representation and constructive breakthrough of business ideas

- Creating the Infographic

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Creating the Infographic

- Any marketer with a story to tell or a product to promote can likely tell it better with an infographic that can **bring the information alive**
- More than ever before, the visual aspects of well-crafted infographics can make data **memorable and understandable** in a way that few other forms of media can

How to Make an Infographic

- Outline **the goals** of your infographic
- **Collect data** for your infographic
- **Visualize** the data for your infographic
- **Layout** your infographic using an infographic template
- **Add style** to your infographic design

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Student Activities

Student Activities

- **Coaching session:** Students discuss about their business infographic with the lecturer

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Infographic Details

Infographic Details – Assignment III

- Students submit an Infographic poster in A3 size max. 1 week after session 13
- Business infographic contents:
 - Value Proposition Canvas
 - Problem and Solutions
 - Products / Services
 - Products / Services Function
 - Products / Services Features
 - Key Resources
 - Cost Structure
 - Competitive advantages compared to competitors
 - Key Partnership
- The Infographic score will be **40% of the assignment score**

References

Osterwalder, A., & Pigneur, Y. (2010). *Business model generation: a handbook for visionaries, game changers, and challengers*. John Wiley & Sons

<https://www.forbes.com/sites/cherylsnappconner/2017/10/19/the-data-is-in-infographics-are-growing-and-thriving-in-2017-and-beyond/#948f7137c76b>

<https://venngage.com/blog/how-to-make-an-infographic-in-5-steps/>

<https://www.youtube.com/watch?v=nLxQAa5Sras>