



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?

Create bite-sized, easy-to-digest materials for your business using these free marketing infographic ideas by Canva. Edit and share a design within minutes through our beginner-friendly platform.

Chances are, you’ve got a lot of data about your company you want to share at the end of the year, and an infographic is a great way to do this. Infographics give you an opportunity to showcase things like sales numbers, marketing data, annual growth, and other company data in a way that’s going to have a real impact on your employees, customers, and investors.

The visual nature of an infographic is a great way to deliver survey results. Instead of just sending out a set of numbers, you can showcase the data in a way that really illustrates your results (and makes it easier for your audience to understand).

If you want to make an infographic that engages, summarizes and informs, you’ve come to the right place.

If you’re not a designer, creating an infographic that’s both beautiful and effective can seem like an impossible task... but that’s far from the truth. Follow our beginner-friendly infographic design guide below to learn how to create your own

In a world where visual forms of content such as online memes spread like wildfire, infographics are one of the best tools available for online marketers. They provide you with an opportunity to convert your insights into a great piece of content that has mass appeal.

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.

An infographic is a visual that tells a story with data and information.
Once upon a time, infographics were a design and marketing trend doing the rounds on blogs and social media

this guide, you’ll learn **how to make an infographic in PowerPoint and use SlideModel templates to create attractive Infographic slides.**
With the help of visual metaphors, infographic illustrations and more graphic design elements, you’ll be able to put together infographic presentations like never before.

Emotional design is all around us. We engage with emotional design every day without realizing it because when emotional design is done well, it’s invisible.

In fact, you might not even consciously realize that these products and their designs are making you feel good...but you continually go back for more because every time you engage with them, it’s a positive experience.

Emotional design isn’t a specific style like Memphis Design or Brutalism. Rather, it’s a concept: the concept that design can *and should* make viewers feel specific emotions.



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?