PROJECT DOCUMENT

DESIGNING A INFOGRAFIC USING CANVA

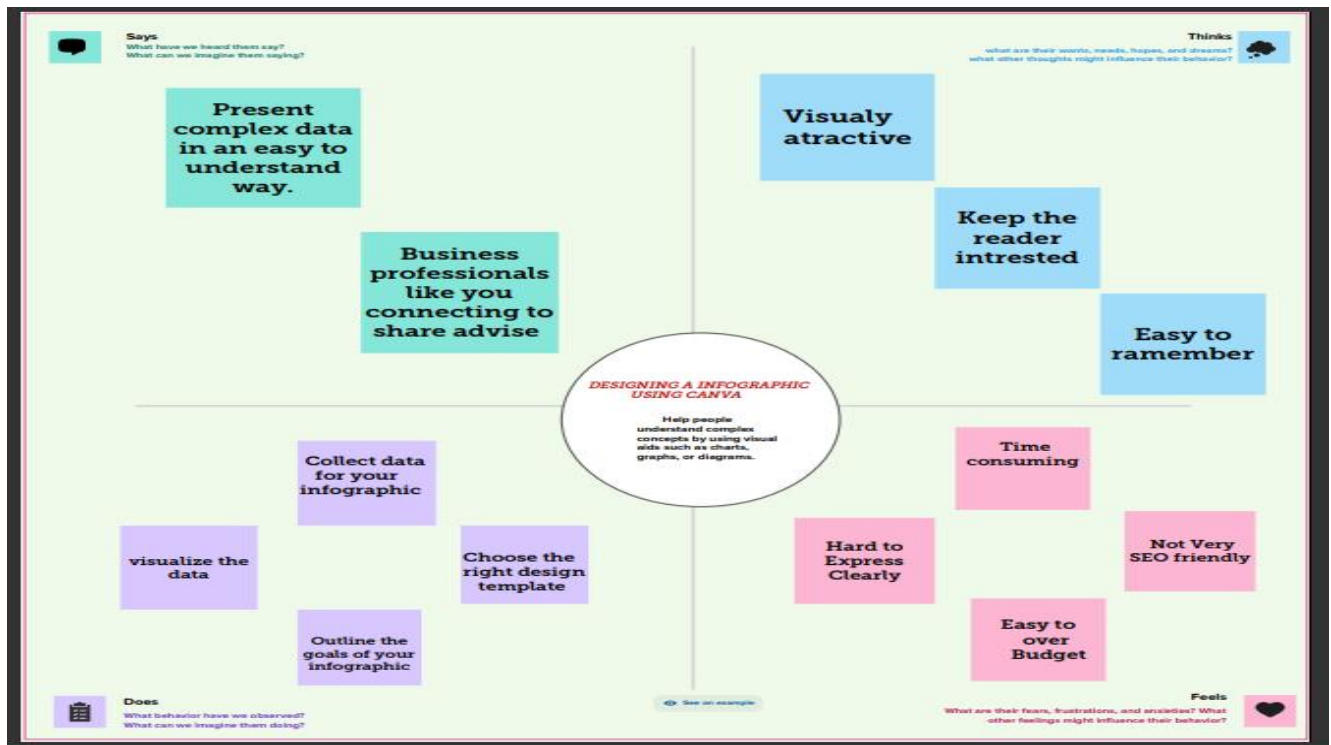## 1. INTRODUCTION

1.1. Overview

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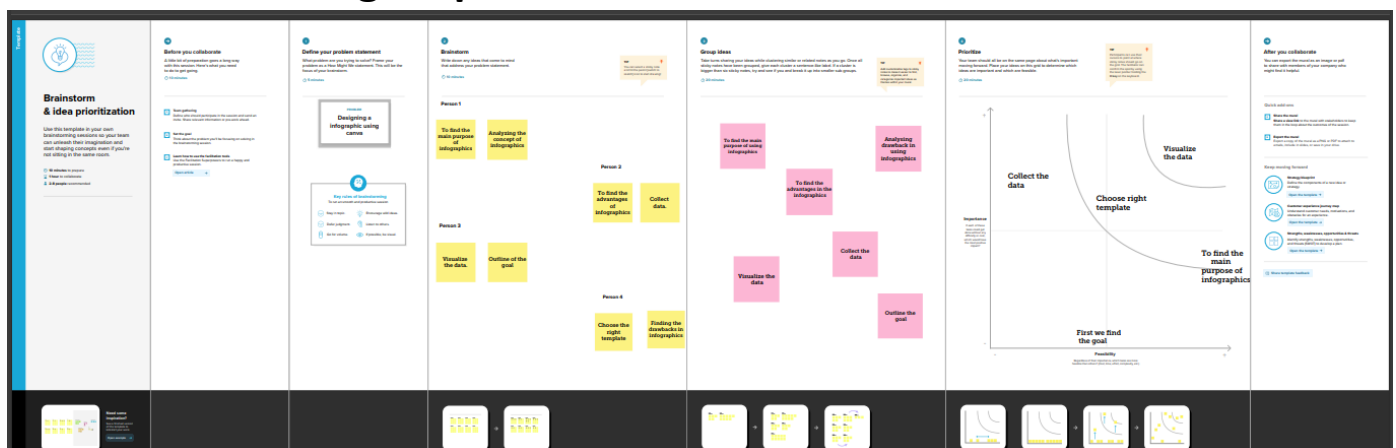
1.2. Purpose

Infographics have become a staple for many businesses looking to create pieces of content that provide consumers with easily-digestible information. Simple infographics are excellent sources of efficient communication used to present essential data to a company's target audience.

2.PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy map

2.2 Brain storming map

3.RESULT

Tips For Becoming A Successful Entrepreneur

1

Develop a business plan.

A business plan materializes your ideas onto paper and helps you to envision how your business will be operated.

2

Continuously educate yourself.

Be a voracious learner. You can attend live seminars or classes online. I also recommend reading books by a successful entrepreneur you admire.
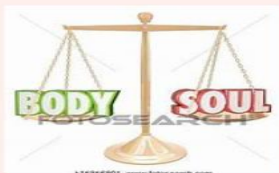
3

Build a winning team.

Behind every successful business is a reliable and competent team. This can include engaging an online personal assistant or working with a skilled accountant.

4

Find a mind-body-soul balance.

Make sure you eat healthily and find time to declutter your mind. Your personal wellness is as important as your company's bottom line.

5

Find a mentor.

Having a mentor you can trust is a valuable asset. Whether you're in a mastermind group or have stayed in touch with your former teachers or other business associates, guidance is always valuable.

6

Be financially prepared.

Starting a business always costs more than anticipated. You can allocate part of your revenue into an emergency fund to prepare against unexpected financial emergencies.

4.ADVANTAGES AND DISADVANTEGES

- Infographics not only can visually show the information and data, but can also show your brand information graphically if you insert it properly.
- They are of great help to get content virtualized

- They more easily capture the attention and interest of the reader
- Infographics Can Be Time Consuming to Design
- When you use an infographic, you are limited to the amount of information that you can   include.
- Infographics Can Lower Visitor Retention

5. APPLICATIONS

- Frame numbers to make them stand out
- shapes to visualize information
- readymade graphics to represent your data
- Use color to make data clear
- Use lines to map information

6. CONCLUSION

By using infographics, we learnt to understand and retain team messages faster and more efficiently. The clear concise representation of data can reinforce the information, provide context highlight the significance of findings and adds credibility to our work. It helped us to learn and practice key science literacy skills. It taught us to collect the information in an easily digestible and understandable format for our studies.