



What have we heard them say?
What can we imagine them saying?



What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Says



MARKETERS USE INFOGRAPHICS TO BUILD BRAND AWARENESS AND BOOST ENGAGEMENT ABOUT TOPICS IMPORTANT TO THE COMPANY, SUCH AS THIS INFOGRAPHIC ON DIVERSITY AND INCLUSION.

CANVA IS A FREE GRAPIC DESIGN PLATFORM THAT ALLOWS YOU TO EASILY CREATE INVITATIONS,BUSINESS CARDS,FLYERS,LESSON PLANS,ZOOM BACKGROUNDS AND MORE USING PROFESSIONALLY DESIGN TEMPLATES.

YOU CAN EVEN UPLOAD YOUR OWN PHOTOS AND ADD THEM TO CANVA'S TEMPLATES USING A DRAG AND DROP INTERFACE.

INFOGRAPHICS WORK WITH NEARLY ANY DATA. CANVA TEMPLATES MAKE IT EASY TO START INSPIRED.

INFOGRAPHICS USE VISUAL STORYTELLING TO MAKE DATA EASIER TO UNDERSTAND.



DESIGNING A INFOGRAPIC USING CANVA

DETERMINE YOUR CONTENT'S KEY TAKEAWAYS.

ORGANIZE WITH SECTIONS AND HEADERS.

KEEP YOUR TEXT BRIEF AND TO THE POINT.

INCLUDE NOTES FOR THE DESIGNERS.



Does

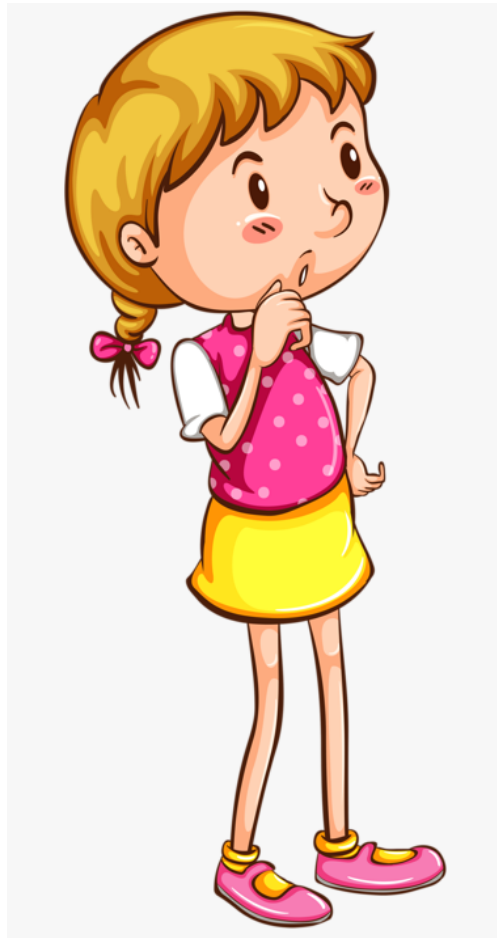


What behavior have we observed?
What can we imagine them doing?



What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Thinks



WE CAN IMPROVE COGNITION BY UTILIZING GRAPHICS TO ENHANCE THE HUMAN VISUAL SYSTEM'S ABILITY TO SEE PATTERNS AND TRENDS.

INFOGRAPHICS (A CLIPPED COMPONDS OF "INFORMATION" AND "GRAPHICS") ARE GRAPHIC VISUAL REPRESENTATIONS OF INFORMATION,DATA OR KNOWLEDGE INTENDEND TO PRESENT INFORMATION QUICKLY AND CLEARLY.

THE MOST VISUALLY UNIQUE,CREATIVE INFOGRAPHICS ARE OFTEN THE MOST EFFECTIVE BECAUSE THEY GRAB OUR ATTENTION AND DON'T LET GO.

BUT IT'S CRUCIAL TO REMEMBER THAT THE VISUALS IN AN INFOGRAPHICS MUST DO MORE THAN EXCITE AND ENGAGE.

INFOGRAPHICS ARE A VALUABLE TOOL FOR VISUAL COMMUNICATION.



Feels

MAKE DATA VISUALIZATIONS FOR YOUR INFOGRAPIC.

COLLECT DATA FOR YOUR INFOGRAPIC.

CREATE YOUR LAYOUT USING AN INFOGRAPIC TEMPLATE.

OUTLINE YOUR GOALS FOR CREATING YOUR INFOGRAPIC.

ADD STYLE TO YOUR INFOGRAPIC DESIGN TO MAKE IT STAND.