**DESIGNING A INFOGRAPHIC**

**INTRODUCTION:**

* **Overview of the Infographic:**
* Infographics are an effective method quickly conveying information, especially complicated information. They provide a quick overview of a topic, compare and contrast multiple options, display research, summarize a long report or even raise awareness about an issue.
* **Purpose of the Infographic:**
* Infographics can help people understand complex concepts by using visual aids such as charts, graphs, or diagrams. They can use both images and texts in a visual format to explain concepts. They ‘re often used for marketing purposs but they can be useful when writing articles or sharing research too.
* **PROBLEM DEFINTION AND DESIGN THINKING**

* **EMPATHY MAP:**



* **BRAINSTORM:**



* **INFOGRAPHIC:**



* **ADVANTAGES AND DISADVANTAGES:**
* **ADVANTAGES:**
* Infographic often prove so effective in educational contexts because they use imagery to highlight, explain, or enhance text-based information. They capture attention, convery information, and encourage date retention from many learners and clients.
* Visual Attraction. First and foremost, infographics are visually appealing.
* Optimized Readability. Infographics are amazing because they are really easy to read, understand and more importantly,to remember them.
* Brand Credibility.
* Branding Strategy.
* Website Visitors.
* Improved SEO.
* Easy Tracking.
* **DISADVANTAGES:**
* The pros and cons of infographics include communicating complex information quickly and easily. But they can also be time-consuming, limited on information and expensive to create,among other things. Consider using an infographic template or hiring a professional for the best results.
* **APPLICATIONS:**
* In the enterprise, infographics, are used by all levels of management for high-level views of date. Infographics include bar graphs, pie charts, histograms, line charts, tree diagrams, mind maps, Gantt charts and network diagrams. Such tools are often components of business intelligence software.
* **CONCLUSION:**
* What I hope you have founf throughout this book is that the power to communicate in new and broader forms is now in your hands.