

1 INTRODUCTION

1.1 Overview

The most effective technique to communicate data in a digestible and visually appealing format is through infographic design. If you're searching for a simple way to deliver your message while holding your audience's attention, we've put together the comprehensive guide to developing an infographic from scratch. Infographics are effective because they can turn data into a visual tale. Infographics provide life to otherwise dull information and can make complex information much easier for your audience to absorb and consume.

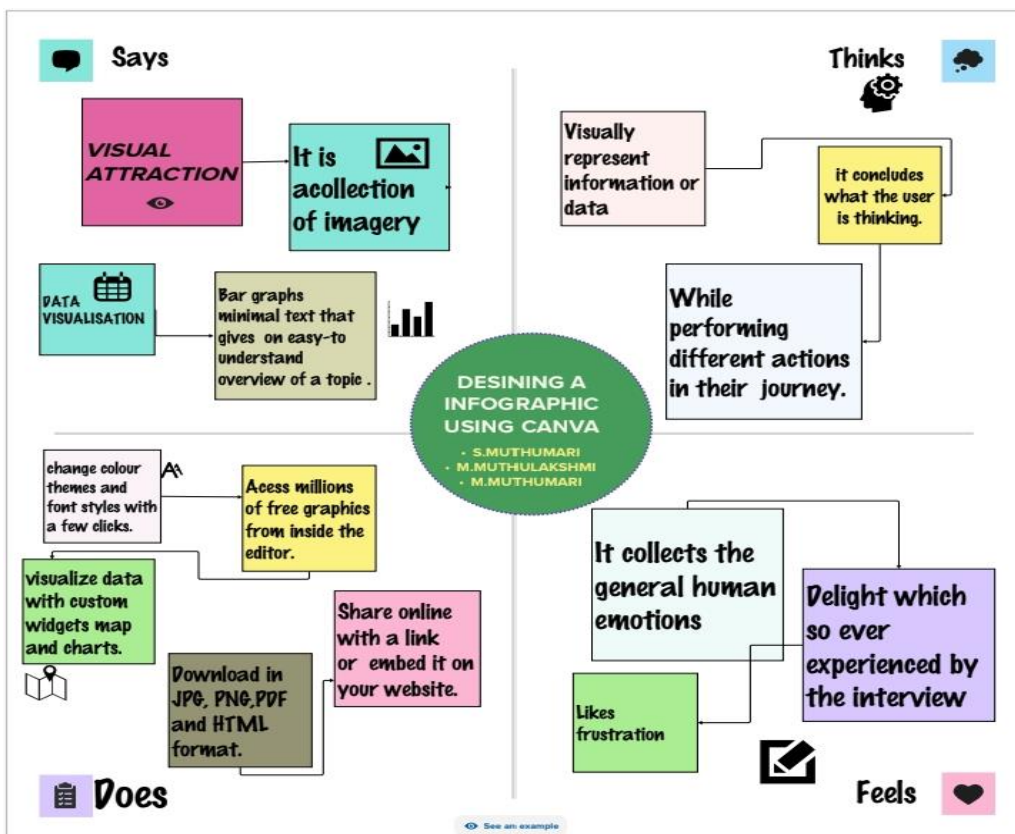
However, making an infographic entails more than simply dumping some facts on a page and hoping for the best. If you want your infographics to stand out, they must be distinctive, well-designed, and eye-catching enough to cut through the clutter and reach your target audience.

1.2 Purpose

For good reason, infographics are becoming increasingly popular. An effective infographic presents data and analysis in a visually appealing style that allows your audience to effortlessly ingest and understand information. With Canva's Charts tool, you can include as much hard data as you want while still maintaining the eye-catching appearance of your infographic. With customisable colours and styles such as bar charts, line graphs, pictograms, and beautiful pie charts, these charts are a piece of beauty.

2.PROBLEM DEFINITION & DESIGN THINKING

2.1 Empathy Map

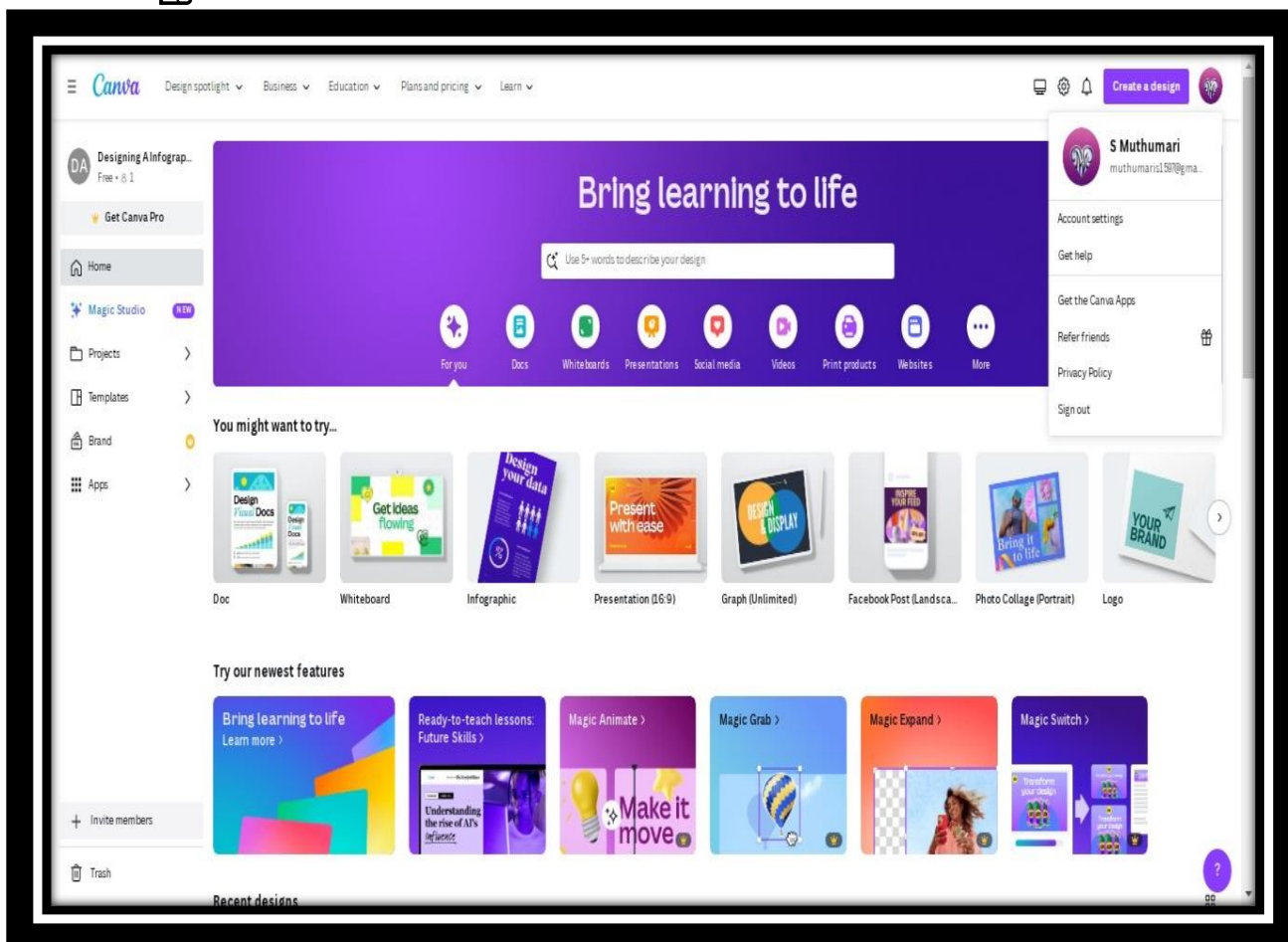


2.2 Ideation & Brainstorming Map

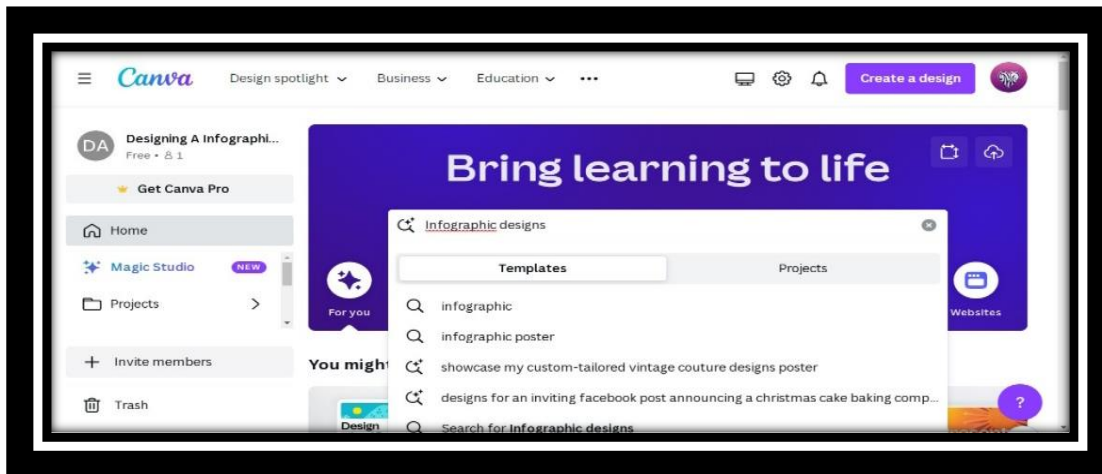


3 RESULTS

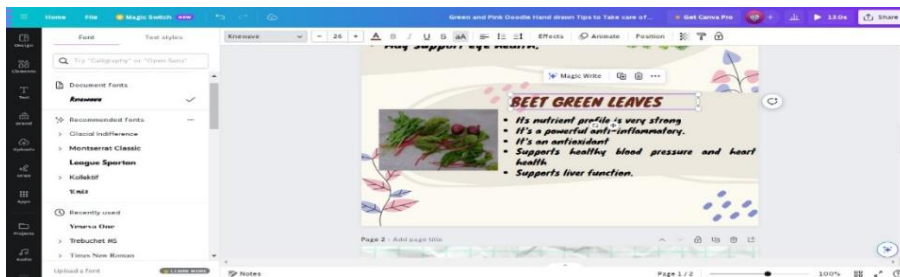
STEP 1 LOGIN TO YOUR CANVA ACCOUNT



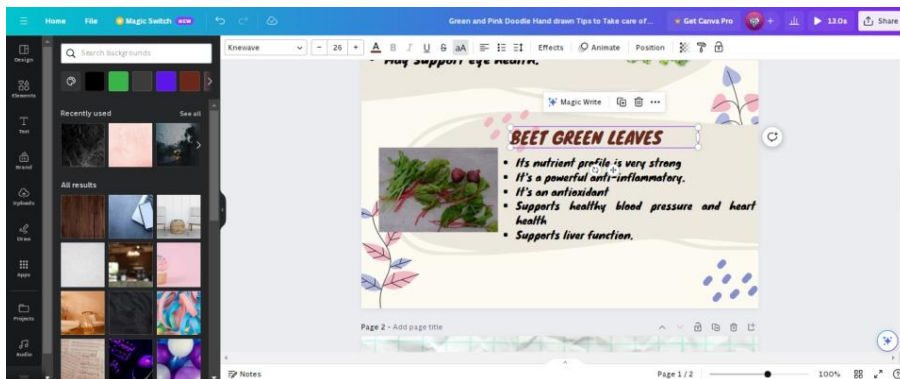
STEP 2: CHOOSE TEMPLATES



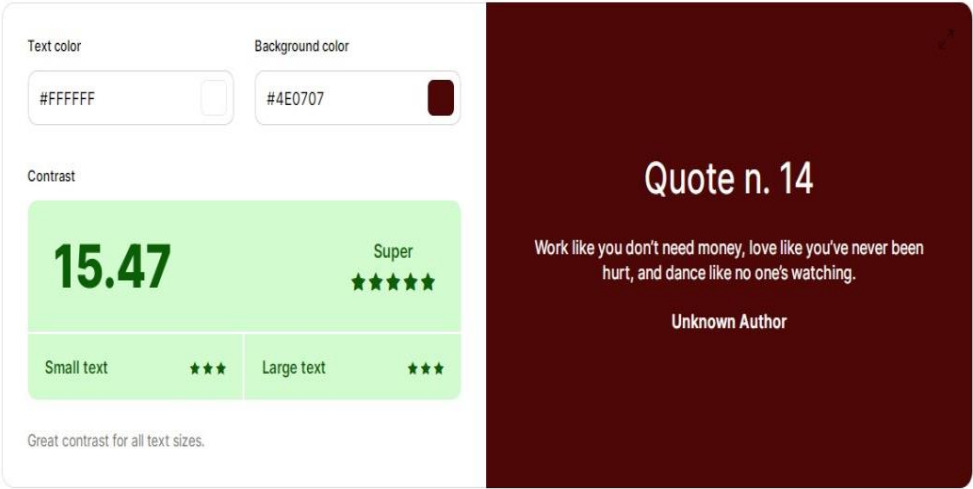
STEP 3: TYPE ABOUT OUR TOPIC RELATED CONTENT AND SELECT FONT



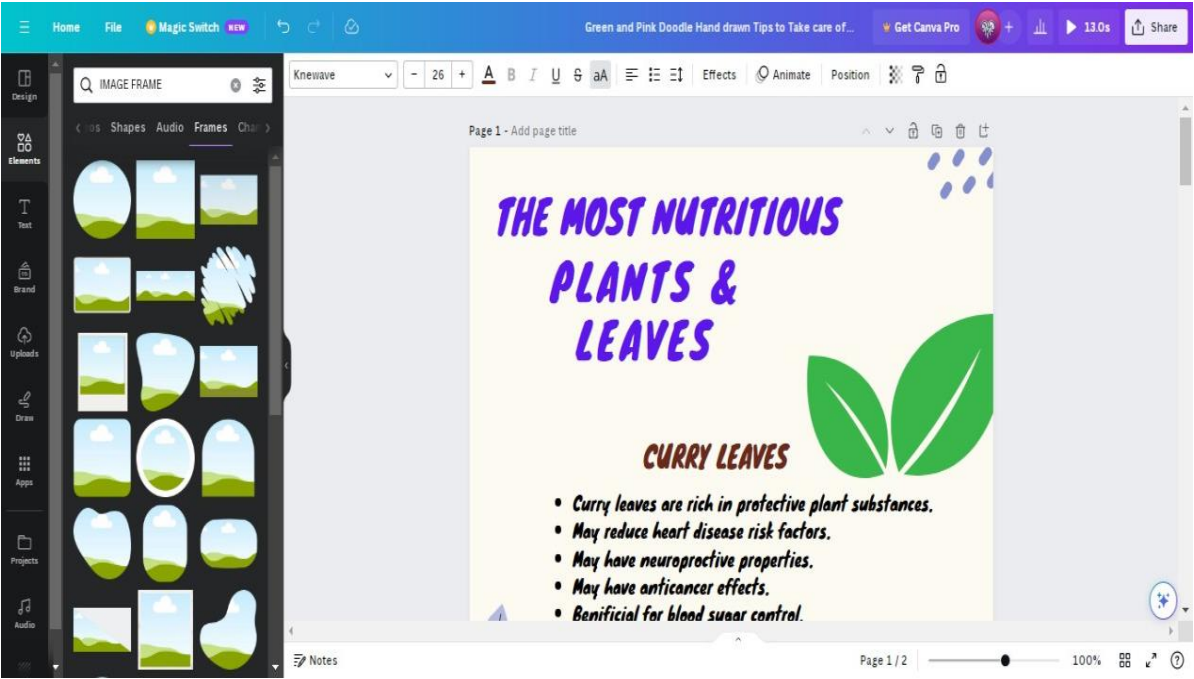
STEP 4: CHOOSE BACKGROUND COLOUR



STEP 5: CHOOSE COLOUR COMBINATION



STEP 6: CHOOSE IMAGE FRAME



STEP 7: USE THE ELEMENTS WHAT ARE AVAILABLE IN CANVA, WE COULD CHOOSE AND USE AND CREATE A NEW DESIGNS



RESOURCES



ADVANTAGES AND DISADVANTAGES

ADVANTAGES

Infographics often prove so effective in educational contexts because they use imagery to highlight, explain, or enhance text-based information. They capture attention, convey information, and encourage data retention from many learners and clients.

Visual Attraction

First and foremost, infographics are **visually appealing**. In order to succeed in today's business of attention-grabbing, your online brand needs **to stand out with aesthetically pleasing graphics** that can **deliver complex ideas through simple visuals**. Imagine this: instead of your clients having to read ten pages of a product catalog in order to compare similar products, a smart infographic can **present customers with product ranges** based on keys and elements.

DISADVANTAGES IN INFOGRAPHIC

One disadvantage of infographics is the **high amount of time required for preparation**. The design alone is very complicated, and then there is the actual graphical work. Another problem is that infographics often come out as being textless. This is because Google is unable to read the text contained in the graphics

Too many infographics feature misleading data visualization that **incorrectly or inefficiently displays data**. Even if you choose the right chart (which many don't), you still need to design it to make the data as easy to understand as possible.

CONCLUSION

- **Create eye-catching graphics in minutes! We could tell about a content into a infographic method. Infographic method is to create a readers attraction. It becomes more colourful and in the method of creative.**

FUTURE SCOPE:

Creating more designs using canva.