ACD
Advanced Communication Designs

Infographics:
Three techniques to visualize any idea

STARTING OUT: What kind of data do you have?

More quantitative ...		More qualitative ...	
Project phases?	Timeline	A process?	Flowchart
Percentages?	Pie chart	Fact or figure?	Pull quote
Progress?	Line chart	Lots of text?	Word cloud
Comparisons?	Bar chart	A metaphor?	Icon

Lynda.com can help you with visual design and quantitative chart/text/shape layouts in Power-Point. We also recommend a Google Images search to get your creative juices flowing. Start with your industry (e.g., "construction infograph-ic") and then search for more specific kinds of graphics (e.g., "banking chain reaction info-graphic" or "technology timeline").

Pull quote

These don't have to be magazine-style full paragraphs of text: phrases or measurements also work well. Try using two contrasting fonts from your organization—one for quotation marks or numerals and another for text.

> " Omit needless words. Vigorous writing is concise. "
> —William Strunk Jr.

25 words is often a good maximum sentence length.

Icon

1. Identify a topic or idea you'd like to represent with a metaphor. (For instance, our firm's workshops often include tips on concise writing.)
2. Think of an object that represents your idea. (We use scissors/cutting as a meta-phor for advice to cut words from long sentences.)
3. Then search for icons that match the object. We recommend the Noun Project, a huge library of inexpensive icons. Google Images is also a good place to browse.

Word cloud

The free site Tagul lets you upload your own fonts and icons for word clouds. It also lets you specify text direction and color, word count, and graphic density.

We made this word cloud with our logo font and text from our book chapter on con-cise writing.

ASSEMBLY AND COMPLETION

Quantitative charts and/or qualitative graphics are the only building blocks you need to put together a clear infographic. You or a de-signer can do the final work by assembling the charts and graphics that convey your most important ideas.

Arrange the elements in an order that fits the content, tie them together with a title and simple text, and your in-fographic is complete! •