

DESIGNING AN INFOGRAPHICS USING CANVA

1. INTRODUCTION

1.1 OVERVIEW

Infographics are graphic visual representation of information, data, or knowledge intended to present information quickly and clearly. They can improve cognition by using graphics to enhance the human visual system's ability to see patterns and trends.

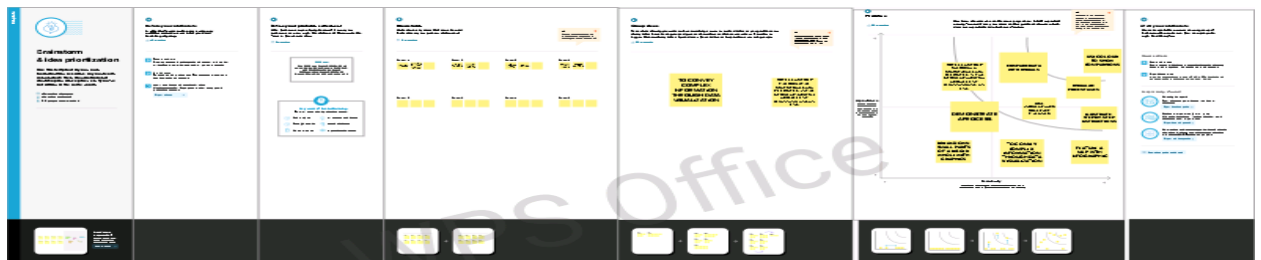
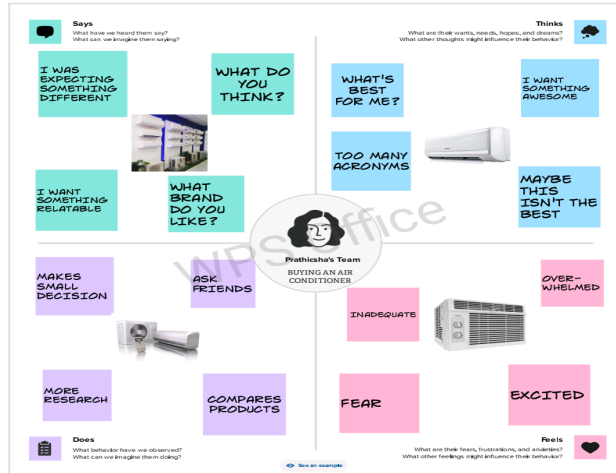
1.2 PURPOSE

Infographics can help people understand complex concepts by using visual aids such as charts , graphs ,or diagrams. They can use both images and text in a visual format to explain concepts. They're often used for marketing purposes but they can be useful when writing articles or sharing research too.

2. PROBLEM DEFINITION &DESIGN THINKING

2.1 EMPATHY MAP







4. ADVANTAGES OF INFOGRAPHICS

- VISUAL ATTRACTION
- OPTIMIZED READABILITY
- BRAND CREDIBILITY
- BRANDING STRATEGY
- WEBSITE VISITORS
- IMPROVED SEO
- EASY TRACKING

DISADVANTAGES OF INFOGRAPHICS



- TIME CONSUMING
- EASY TO OVER BUDGET
- HARD TO EXPRESS CLEARLY
- NOT VERY SEO FRIENDLY

5. APPLICATIONS

INFOGRAPHICS ARE OFTEN USED IN JOURNALISM, MARKETING, AND EDUCATION TO PRESENT INFORMATION IN AN EASILY DIGESTIBLE AND UNDERSTANDABLE FORMAT FOR THE AUDIENCE. MOREOVER, THEY CAN BE CREATED USING VARIOUS SOFTWARE PROGRAMS AND CAN BE DISPLAYED IN PRINT OR DIGITAL FORMATS.

6. CONCLUSION

TYPICALLY , INFOGRAPHICS CONCLUDE WITH A CALL TO ACTION , BUT FOR SOME RESEARCH INFOGRAPHICS , THE END MAY CONSIST OF STUDY DISCLOSURES OR CONTACT INFORMATION.THE END CONSISTS OF WHAT EXACTLY YOU WANT TO LEAVE THE READER WITH.

7. FUTURE SCOPE

- AVOID THE BIG NO-NOS
- MAKE IT USEFUL TO YOUR TARGET AUDIENCE
- USE STORYTELLING TO CONVEY KEY MESSAGES
- CHOOSE A LAYOUT OR TEMPLATE THAT FITS THE



INFORMATION

- DO YOUR RESEARCH
- USE VISUALS THAT AID COMPREHENSION
- MAKE IT MEMORABLE
- BE SURE TO SHARE IT

