

PROJECT REPORT TEMPLATE

1 INTRODUCTION

1.1 Overview

Designing Infographics

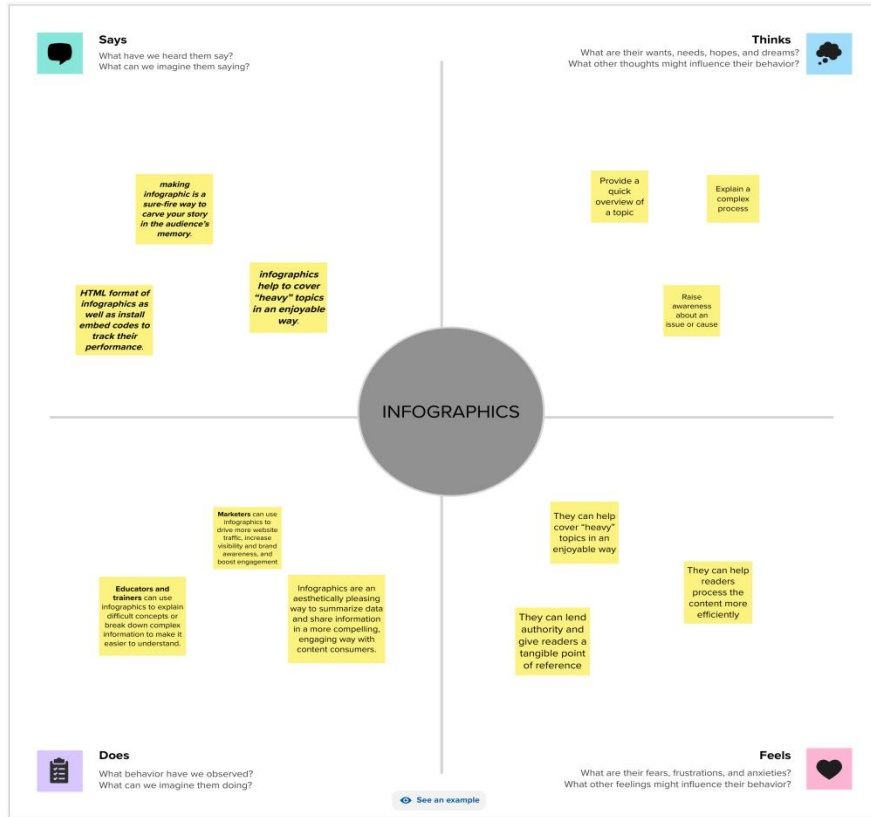
The "Creating Informative Infographics for College Presentations using Canva" project focuses on developing visually engaging and informative infographics to enhance the quality and effectiveness of college presentations. Infographics are powerful tools for conveying complex information in a clear and concise manner, making presentations more engaging and memorable.

1.2 Purpose

- Put simply, infographics are visual representations of a specific subject matter, and data visualization through engaging graphics and imagery is crucial to effective infographics.
- This kind of visual content is often used by people looking to use visual communication to present data or facts to others.

2 Problem Definition and Thinking

2.1 Empathy map



2.2 Ideation & Brainstorming map



3. RESULT



INFOGRAPHICS

4. **ADVANTAGES & DISADVANTAGES**

Advantages

- They are visually appealing and can help to break up text-heavy content.
- They are easy to share, which can help to increase your reach and engagement.
- They can be used to rank in Google search results.
- They simplify complicated concepts or ideas.
- They improve SEO.

Disadvantages

- Time consuming
- A good infographic requires a lot of time for preparation. Designers have to design the graphics and layout well instead of just searching graphics and finishing it in seconds.
- Easy to Over Budget
- Since good infographics require time and exquisite design which means allocating budget to a freelance designer and it is may not affordable for small businesses.
- Hard to Express Clearly
- Because there is not enough room for paragraphs of information thus it is hard to express things clearly.
- Not Very SEO friendly
- It is hard for search engines to recognize infographics if it is not indexed.

5. **APPLICATION**

- Getting Started with Canva To get started, head over to the Canva website and sign up for an account. Once you're logged in, you'll be greeted with the Canva dashboard. Create a New Design

- Designing Your Infographic Select Templates Canva offers a wide range of templates to choose from
- Enhancing Your Infographic Background
- Finalizing Your Infographic Save and Download

6. **CONCLUSION**

Infographics” has expanded to many industries in the past decade, becoming a powerful communication tool for businesses, governments and educational institutions. There's a whole new audience of professionals interested in presenting data in a more compelling, insightful and engaging way.