

# PROJECT REPORT TEMPLATE

## 1. INTRODUCTION :

### 1.1 OVERVIEW :

An infographic is a collection of imagery , data visualizations like pie charts and bar graphs , and minimal text that gives an easy to understand overview of a topic .

As in the example below infographic use striking , engaging visuals to communicate information quickly and clearly .

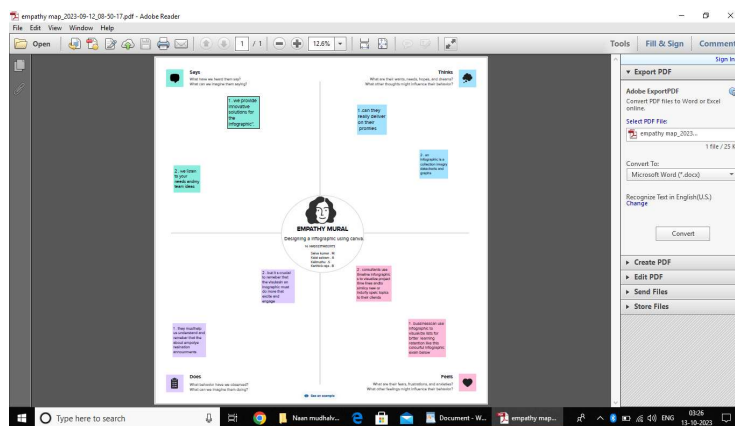
### 1.2 PURPOSE :

An effective infographic delivers data and analysis in way that helps your audience digest and understand information easily in a visually pleasing format .

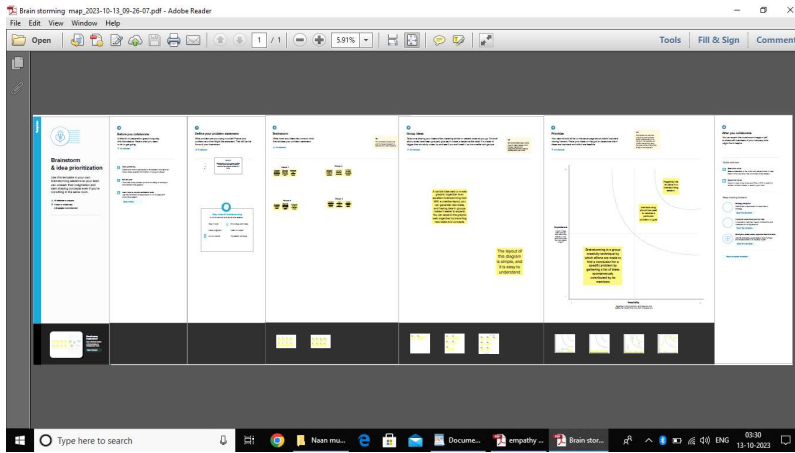
"It (infographic) keeps people's interest by lending a storytelling and visual element to what can be sterile research "

## 2 . PROBLEM DEFINITION & DESIGN THINKING :

### 2.1 EMPATHY MAP :



### 2.3 IDEATION & BRAINSTORMING MAP :



### 3 . RESULT :

#### 3.1 FINAL FINDINGS ( OUT PUT )

# 5 Reasons you should use an INFOGRAPHIC

## 1 Team no : 14

Infographics can be more engaging than text-based content, as they use visual elements such as images, charts, and graphics to grab the viewer's attention.



## 2 M.selvakumar

Infographics can help to present complex data and information in a clear, concise, and easy-to-understand format.

## 3 A.Kalaiselvam

Infographics can be used as a marketing tool to increase brand awareness and showcase a company's expertise in a specific field.



## 4 S.Kalimuthu

Infographics can be used to explain a process or procedure in a clear and simple manner.

## 5 K.Karthick raja

Infographics can be used to make data more accessible to a wider audience by presenting it in a visual format.



## 4 . ADVANTAGES & DISADVANTAGES :

Infographics are easily shareable since they post to websites as image graphics . this allows readers to instantly share them on social media with just a click . the information heavy

nature of an infographic also translates into benefits for the brand in terms of authority and authenticity .

The benefits of infographics visual attraction optimized readability  
brand credibility branding strategy website visitors improved seo easy tracking .

one disadvantages 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 the unable to read the text contained in the graphics .

## 5 . APPLICATIONS :

An infographic is a collection of imagery , data visualizations like pie charts and bar  
graphs , and minimal text that gives an essay to understand overview of a topic . As in the example below ,  
infographics use striking, engaging visuals to communicate information quickly and clearly .

## 6 . CONCLUSION :

At the beginning of the infographic , introduce the problem or thesis . from there , back  
it up with data finally , end the infographic with a conclusion . We start with the specific and move into the general .  
don't simply repeat what you've already stated in your paper , demonstrate how it fits together .