CREATING INFOGRAPHICS

WHAT IS AN INFOGRAPHIC
An infographic is a graphic representation of content or data, intended to illustrate information quickly and clearly.

INFOGRAPHICS HELP WITH INFORMATION OVERLOAD
They ensure readers learn important information without losing interest.

WHY AN INFOGRAPHIC
Humans process visual content faster than written content.*

INFOGRAPHICS HELP WITH INFORMATION OVERLOAD
50% OF THE HUMAN BRAIN is dedicated to visual processing.*

WHAT’S YOUR INFOGRAPHIC STYLE

1 BRAG POINTS
An independent data point — a word or number that can be illustrated or pulled out as a graphic.

2 FULL STORY
A complete story creating a coherent message — with a narrative arc, and call to action.

IN BOTH CASES THE KEY IS TO BE CONCISE
Balance the visuals with copy — the average user will spend just 3 minutes reading an infographic.**
Break the copy down — it should be in bite sized information and single short statements.

SEE BRAND GUIDELINES FOR SYMBOL DEVELOPMENT AND MORE DETAILED LAYOUT INSTRUCTIONS uwaterloo.ca/brand

SOURCES
* SCRIPTEO.COM/WRIITERS/WRITING-COMPELLING-INFOGRAPHIC-CONTENT-WITHOUT-IMAGES
** RADIX-COMMUNICATIONS.COM/CONTENT-CATALOGUE-WRITING-COPY-INFOGRAPHICS
**Brag Point Infographic**

Editing Copy

Below is an example of how to edit your information to be infographic friendly.

**Step 1: Review Content**

**Example of Content**

Humans process visual content faster than written content, with 50 per cent of the human brain dedicated to visual processing.

**Step 2: Edit Content for Infographic**

**Example of Edited Content**

50% of the human brain is dedicated to visual processing.

**Step 3: Create Infographic**

**Example of Infographic**

50% of the human brain is dedicated to visual processing.*

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**Info graphics for Social Media**

When building infographics for social media, each image should be as simple as possible — ideally using one main infographic point.