

CREATE AN INFOGRAPHIC

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 that readers learn important information without losing interest.

WHY AN INFOGRAPHIC

Most humans process visual content faster than written content.

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.



100%
of people are human

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 three minutes reading an infographic.**
Break the copy down – it should be in bite sized information and single short statements.



00:03



See brand guidelines for symbol development and more detailed layout instructions.

uwaterloo.ca/brand/how-express-our-brand

Sources:

* scripted.com/writers/writing-compelling-infographic-content-without-images

** radix-communications.com/content-catalogue-write-copy-infographics

Continued on next page



UNIVERSITY OF
WATERLOO

Creative
Studio

INFOGRAPHIC CONTENT

BRAG POINTS

Editing copy

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

Step 1: Review content

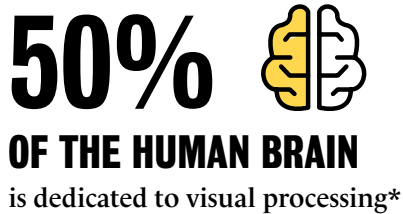
Example: Humans process visual content faster than written content, with 50 per cent of the human brain dedicated to visual processing.

Step 2: Edit content for infographic

Example: 50 per cent of the human brain is dedicated to visual processing.

Step 3: Create infographic

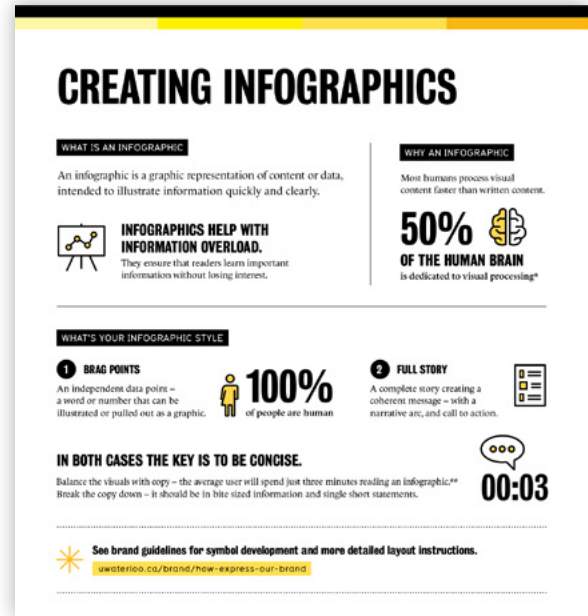
Example:



FULL STORY

A full story infographic requires content and storyboard review with a Creative Studio Communications Specialist before beginning the creative process.

Example:



INFOGRAPHICS FOR SOCIAL MEDIA

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



For more information contact: creative@uwaterloo.ca

uwaterloo.ca/creative-studio