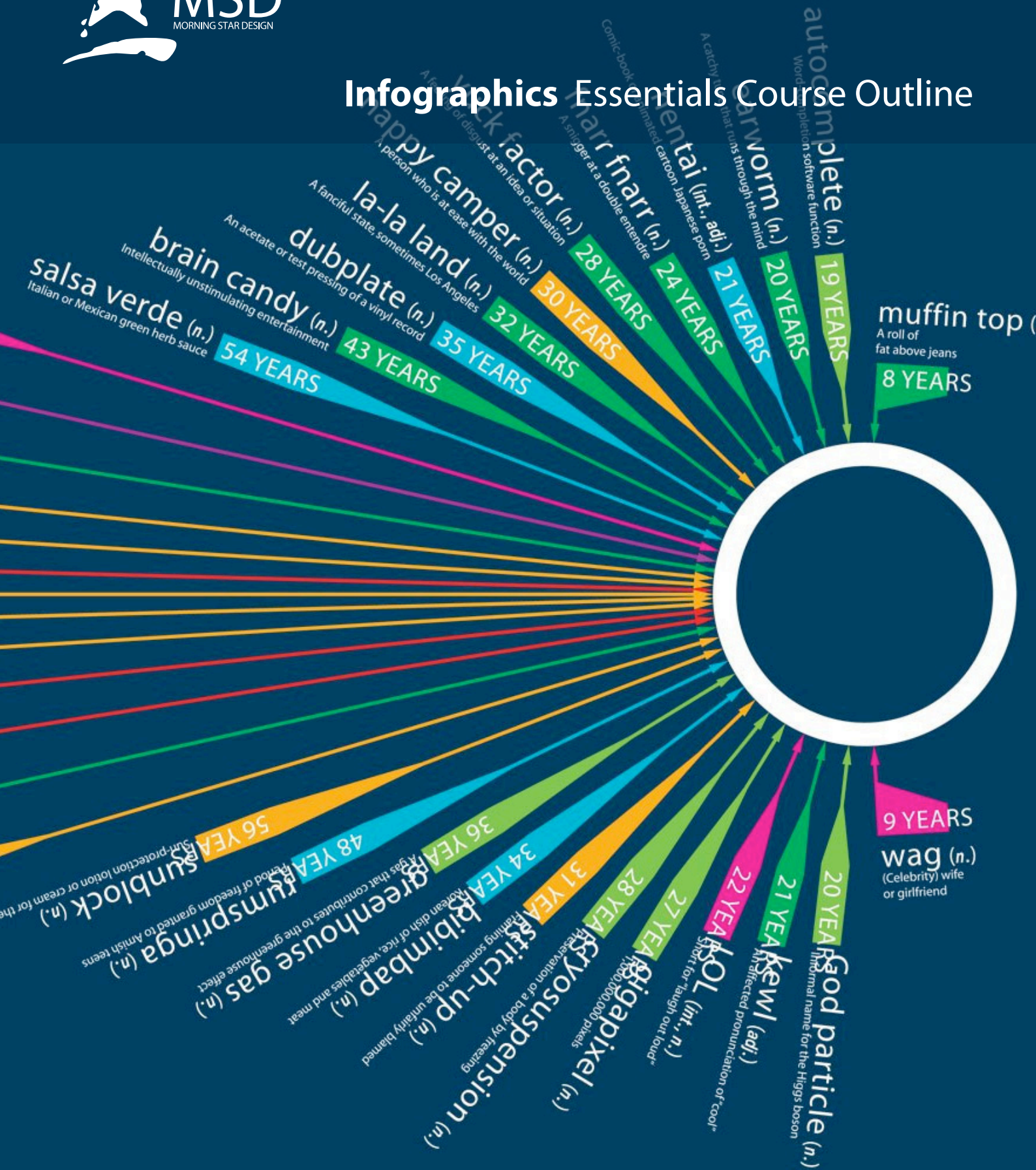
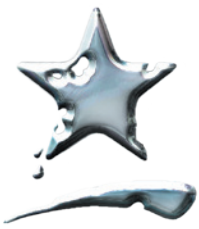


# Infographics Essentials Course Outline





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## Infographics Course Outline

### Introduction to infographics

- Anatomy of an infographic
- What makes a successful infographic?
- Balanced branding infographics
- The integrated infographics communications strategy

Duration: 3 Days

#### Related Courses:

Photoshop, Principles of Design, Typography, Principles of Colour, Drawing for designers, Illustrator, After Effects, Sketch, Draw, Comp,

#### Course Overview and Objectives

Thousands of infographics are produced everyday, but less than 1% are successful. To create a successful infographic, you can't combine any text and imagery and call it a day. Infographics aren't just eye candy! When designers truly understand the power of visual communication that their infographics succeed. Using design guidelines, you can illustrate information in clear language and complex ideas.

This course will teach you how to create engaging and successful infographics that will stand out from the crowd. We explore the science behind good visual communication, review different types of infographics, and dive into design principles and techniques that will help you build engaging and successful infographics.

#### Pre-requisites:

A basic to intermediate knowledge of design and software

### Infographics essentials

- Numerals and numbers
- Data integrity
- Data richness
- Fonts legibility
- Typography in charts
- Essential of colour
- Infographics colour palettes
- Working with colour in charts
- Colour chart templates
- Colour scale application

### Designing compelling charts

- Lines
- Vertical bars
- Horizontal bars
- Pies
- Tables
- Pictograms
- Maps

### Referencing data

- Do the Math
- Mean, median, mode
- Standard deviation
- Average vs. weighted average
- Moving average
- Logarithmic scale
- Comparable scales
- Percentage change
- Re-indexing to 100 or 0

### Common Infographic Styles

- Diagram Infographics
- Process Infographics
- Chart Infographics
- Timeline Infographics
- Best practice for data presentation



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### Order you information

It's intuitive to read top to bottom and clockwise. Never chart segments clockwise from smallest to largest.



### Typography in charts

In charts, typography should not be center stage. The data is the focus. Type in charts is there to describe the chart clearly and not to evoke an emotion, as in a magazine or poster.



### Design process is key

Establish workflows for collecting, analyzing, storyboarding and producing visual stories. Rethink the use of pre-designed infographic templates.

### Sourcing good ideas

- Researching topics for different infographic styles
- Finding the best data
- Defining and refining your infographic

### Telling the story

- Infographic content as communication
- Structuring the narrative
- What's new or different?
- Reliable data: using statistics and facts to support the story
- Brief but never dull: the art of concise design

### The Call to Action

- The core message of your infographic
- Designing for your audience
- Compelling content equals best practice
- Attention-grabbing headlines and other sells

### Avoiding common pitfalls

- Weak, old or non-existent stories
- Inaccurate or out-of-date data
- Over-branding

### The design brief

- Visualising the story
- Standing out from the crowd

### Tricky Situations

- Missing data
- Big numbers, small change
- Comparable scales
- Coloring with black ink

### Charting Your Course

- Mapping it out
- Before you set out
- Staying on track
- Managing costs & resources

### Infographics publishing

- Planning ahead
- Marketing do's and don'ts
- Working with PR and HARO
- Measuring efficacy
- Net steps in successful infographics publishing

NB: We offer electronic support to clients on content covered on our courses.