

Tips for Creating an Infographic

Creating an Infographic of Your Research.

An infographic is a visual representation of data, research, or facts used to present information. Often, graphic elements are used to convey meaning with minimal use of text. Creating an infographic can help you share key points from your research on an SIO (sector, industry, or organization) in a clear and engaging way.

Here are three steps to creating an infographic.

Step 1. Identify key points referring to the analysis you have done. Identify one or two key points about the description of the industry or sector, strengths and weaknesses of the industry, threats to the industry, or opportunities in the industry.

Your infographic doesn't need to include all this information but now that you have the key points, you can choose which ones you want to focus on.

Step 2. Edit and refine your written sections. Make sure to spell check the content and use plain and simple language.

Ask a friend, family member or peer to read over your text to ensure they understand it and can explain it back to you.

Step 3. Now that you have your information ready to go, you can decide on a format that works best to present your information in an organized manner.

Before you jump into the design process, you will want to sketch out a general format and add space for graphics or photos to support your information in a balanced way.

Starting to use technology and digital tools too quickly can make the process a lot messier than it needs to be. Following these three steps should help you as you create your first infographic. Once completed, be sure to add to your resume your new skill and the software you used to create the final product.



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