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Community Engagement Institute

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## Infographics: Visually Express Your Community-Engaged Data

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**Location**

VCU ASPIRE, 835 W. Grace St., Richmond VA

**Disciplines**

Higher Education



## Making an Infographic: Getting Started

### 1. Determine purpose of use:

- Who is the audience?
- What are you communicating? For what purpose?

### 2. Determine structure

- In the beginning of this process there is often a huge pile of data
- Organize the data into thematic groups
- Decide what data you will use (remember simple infographics are more digestible)
- Think about the look and design for your infographic and hand draw a rough layout

### 3. Determine color scheme

- You can choose specific colors by using their HEX or RGB codes. HEX uses a mix of 6 numbers and characters; RGB uses 3 sets of 3 numbers which have a range of 0-255. To choose your colors in Powerpoint click on *More Colors* under text fill or shape fill and enter your chosen RGB.
- Colors should match topic, purpose of use, and target group
- Use 5-6 colors at most—remember to keep it simple
- RGB to HEX converter: [www.rgbtohex.net](http://www.rgbtohex.net)
- Great sources for color schemes:
  - **VCU Identity**: [identity.vcu.edu/pdf/brand\\_standards\\_guide.pdf](http://identity.vcu.edu/pdf/brand_standards_guide.pdf)  
VCU Identity has a color scheme that complements VCU gold and black. You can find on pages 15-16 of VCU's brand standards guide.
  - **Adobe Kuler**: <https://color.adobe.com/create/color-wheel/>  
Adobe Kuler is a great color wheel that is very easily manipulated in order to generate the color codes you're looking for. The tool allows you to set different color rules to easily find complimentary colors to work with in your design. If you're having a hard time finding the perfect color scheme, click on 'explore' and browse some popular themes submitted by other users. Find the RGB and HEX codes by clicking on *Edit*
  - **Color by Hail Pixel**: <http://color.hailpixel.com/>  
Color is a great tool due to its simplicity and ease of use. Color is generated by three different mouse movements. Right to left will change the hue, up and down will change the brightness and scrolling will change the saturation. Once you're happy with a color, click the mouse and the color is saved.

### 4. Determine Shape Scheme

- The shapes you use should also follow a scheme
- For example, if you use square boxes for text, consistently use the same shaped boxes throughout your infographic

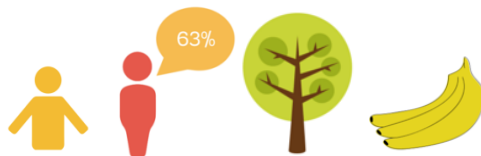


## Platforms for creating Infographics

There are multiple ways to create infographics, many of which take advanced software and computer design skills. My advice for beginners is to use a platform you are familiar with, like PowerPoint and build from there, combining other tools and platforms as you go. I generally use **PowerPoint** in combination with graphics from **canva.com**. I'll list some useful tips and tricks for combining these platforms here.

### In Canva (canva.com):

1. Select a new design (I usually select presentation, but this won't be important)
2. Select the icon or illustration you will be using in your infographic—I often use simple illustrations in different colors.



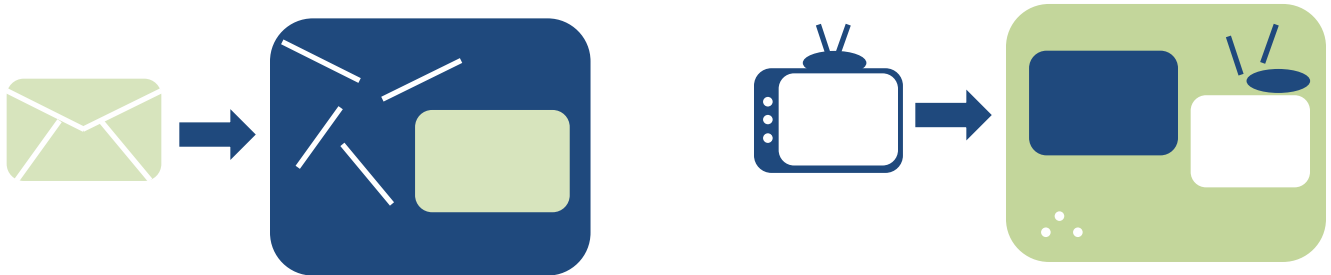
For example:

3. Match the background of your image with whatever background you will be putting it on top in your PowerPoint (Canva does not have a translucent background option). Do this by:
  - Drawing a square
  - Click on the square and click the circular color button
  - Click the plus sign
  - Write the color code # it will be the HEX code that matches your RGB code in PowerPoint
  - Drag the square over your image
  - Click back until you see your image
4. Download your Canva design as an image
5. Insert the image into PowerPoint
6. Crop the image around your icon or image
7. You can multiply your image to illustrate quantities, use different colors to differentiate groups, etc.

### In PowerPoint:

1. Change the slide orientation to Portrait → Design > Slide Orientation (you can also keep in Landscape if that orientation is appropriate for your purpose and data)
2. Break up your PowerPoint slide into your organized sections using the square tool (following a layout you have already organized and roughly hand drawn)

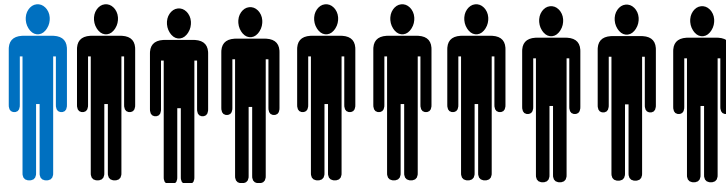
- You can use colored or outline squares as a part of your design or just as guidelines for your layout to delete later
3. Use PowerPoint's Chart tool to make any charts
  4. Use Canva instructions above to incorporate icons.
  5. Use Power Point's Shape drawing tool to draw shapes that are incorporated into your design.
  6. Build icons with combinations of PowerPoint Shapes  
For example:



\*\*\*To select the entire icon:

- Hold down shift
  - Click every element of the icon
  - Click drawing tools
  - Click *Group* (to the right of the menu under *Align*)
7. Use fonts such as Webdings and Wingdings for icons

For example:



**10% Agreed**

\*\*\*For a great YouTube tutorial for using Webdings as icons watch:  
<https://youtu.be/CgysWbs-MAg> (the first five minutes)

8. Save your PowerPoint in the appropriate file format:
  - PDFs work well for print
  - JPGs work well if you are sharing the graphic on social media or on the web.



## More Infographic Resources

- 1. For more infographic platforms and descriptions check out these articles:**
  - <http://www.creativebloq.com/infographic/tools-2131971>
  - <http://www.coolinfographics.com/blog/2014/10/10/5-great-online-tools-for-creating-infographics.html>
- 2. How to make a comparative bubble chart with Excel:**  
<http://www.copypress.com/blog/data-visualization-how-to-comparative-bubble-charts/>
- 3. How to create infographics in PowerPoint:**  
<http://blog.hubspot.com/blog/tabid/6307/bid/34223/5-Infographics-to-Teach-You-How-to-Easily-Create-Infographics-in-PowerPoint-TEMPLATES.aspx>
  - Downloadable pre-made templates for infographics in PowerPoint. You can use the entire template or cut and copy elements from these templates for your own design (remember to press Shift → click all elements of an icon → press group → then Copy and Paste)
- 4. How to manipulate shapes in PowerPoint:** YouTube tutorials (they go pretty fast so I usually slow the video down when I'm following along)
  - <https://youtu.be/c7Ct76kTHt>
  - <https://youtu.be/AwtwsP5TivM>
- 5. How to create Charts in Powerpoint:** YouTube tutorials
  - How to insert Charts with Excel: <https://youtu.be/kP-aYcEEe8s>
  - How to Modify your Charts: [http://youtu.be/CWvdHK9\\_GhU](http://youtu.be/CWvdHK9_GhU)
- 6. How to create a infographic in Canva:** YouTube tutorial
  - <https://youtu.be/nShmwzh879g>



## Example Websites

One of the best ways to start making infographics is by copying other designs using your data. Here is a list of good places to look for inspiration.

1. New York Times
  - [nytimes.com](http://nytimes.com) (or Google image search New York Times + Infographics)
  - @NYTGraphics
2. The Guardian
  - [theguardian.com](http://theguardian.com) (or Google image search Guardian + Infographics)
  - How to make infographics: a beginner's guide to data visualization → <http://www.theguardian.com/global-development-professionals-network/2014/aug/28/interactive-infographics-development-data>
3. Good Magazine
  - <http://magazine.good.is/infographics>
4. We Love Data Vis
  - <http://datavis.tumblr.com/>
5. Cool Infographics
  - <http://www.coolinfographics.com/>
6. [visualizing.org](http://visualizing.org)
7. Flowing Data
  - <https://flowingdata.com/>