

Getting your message across



5

STEP GUIDE TO
CREATING UNFORGETTABLE INFOGRAPHICS



Blackwood

In this 5 step guide we take you through the key principles of creating effective infographics. We help you to avoid some common pitfalls while giving you some infographic inspiration.

1

USE DATA YOU TRUST

The best infographic uses current, well researched and meaningful data that translates well into visual form. The data must be new and relevant to your audience. That way it will be valuable and informative.

For transparency's sake, state your sources.

STEP 1

Take a less is more approach

ONLY USE AN INFOGRAPHIC AS AN APPROACH WHEN YOU HAVE THE RIGHT TYPE OF INFORMATION TO USE, AND IT'S APPROPRIATE FOR THE AUDIENCE AND PURPOSE OF THE PIECE.

THE INFOGRAPHICS THAT GET THE MOST ATTENTION AND THAT ARE THE MOST SHARED ARE USUALLY THE ONES THAT ARE HIGHLY TARGETED TO THE AUDIENCE AND FOCUSED ON A SINGLE TOPIC. AVOID THE TEMPTATION TO ASSEMBLE ALL THE INFORMATION YOU HAVE INTO YOUR INFOGRAPHIC.

2

CLARITY IS EVERYTHING

Your infographic should be simple and understandable at a glance, so be firm with yourself and limit your colour palette, use simple graphics that tie to your data and most clearly illustrate what you're trying to say.

STEP 2

Look around

BECOME AN INFOGRAPHIC MAGPIE. WHEN YOU SEE AN INFOGRAPHIC THAT REALLY APPEALS TO YOU, KEEP IT. YOU'LL SOON HAVE AMASSED A USEFUL COLLECTION AND BE ABLE TO SEE THE ELEMENTS THEY HAVE IN COMMON.

PINTEREST IS A USEFUL STARTING POINT. THE INFOGRAPHICS THAT HAVE BEEN PINNED THE MOST WILL SUGGEST THE CONTENT THAT PEOPLE FIND MOST APPEALING.

3

OFFER A HUMAN MESSAGE

Infographics are one of the best ways to turn raw data into meaningful, thought provoking stories. Find the emotional hook before you start. Some really good infographics start with a ‘why’ question – what would yours be?

STEP 3

Make your info flow

THERE SHOULD BE A HIERARCHY OF INFORMATION WITHIN YOUR INFOGRAPHIC THAT THE READER CAN INTUITIVELY FOLLOW SO THEY UNDERSTAND THE MOST IMPORTANT MESSAGE FIRST, THEN THE SECONDARY MESSAGES. YOU’RE AIMING TO MOVE A PERSON THROUGH A THOUGHT PROCESS, RATHER THAN BOMBARD THEM WITH FACTS.

OUR WORK FOR IDB ACHIEVED THE PERFECT BALANCE BETWEEN DATA VISUALISATION AND KEY MESSAGES.

[CLICK HERE TO READ OUR CASE STUDY
PROMOTING A VITAL PARTNERSHIP](#)

4

GO LIGHT ON TEXT, AND BIG ON SPACE

Your infographic should have very little written information. You're not creating a poster or pictogram, you're creating a graphics-led communication. So, as with any other piece of design, give the content room to breathe, with plenty of white space.

STEP 4

Create content people want to – and can – share

IF YOU'RE CREATING AN INFOGRAPHIC FOR ONLINE USE, INCLUDE AS MUCH INTERACTIVE FUNCTIONALITY AS POSSIBLE. WE CREATE A DYNAMIC EXPERIENCE FOR THE USER IN MANY OF THE ONLINE CORPORATE REPORTS WE'VE PRODUCED. THEY CAN TAILOR WHAT THEY SEE AND MOUSE OVER CERTAIN AREAS FOR MORE INFORMATION. THE RESULT IS A HIGHLY ENGAGING AND POWERFUL EXPERIENCE THAT PEOPLE WANT TO SHARE.

INCLUDING SOCIAL MEDIA SHARING BUTTONS IS THE VITAL NEXT STEP. MAKE SURE YOU PROMPT USERS TO SHARE CONTENT: INFOGRAPHICS DON'T ALWAYS GO VIRAL AUTOMATICALLY.

[CLICK HERE TO READ OUR BLOG
CREATING STAND-OUT INFOGRAPHICS](#)

5

BEWARE OF INFOGRAPHIC SOFTWARE

The proliferation in recent years of software programs that create infographics for you means that many companies are creating infographics without the judgement, skill and eye of a graphic designer. As a result, what they produce is often poor, with the potential to weaken their communication – and even their brand. Don't be tempted to cut corners: use a real life, human designer who knows what they're doing.

STEP 5

Page after page of inspiration

ONE OF OUR FAVOURITE BOOKS IN THE BLACKWOOD LIBRARY IS DAVID McCANDLESS'S **INFORMATION IS BEAUTIFUL**. FULL OF STUNNING INFOGRAPHICS, THIS BOOK IS A MASTERCLASS IN HOW TO VISUALISE INFORMATION IN SURPRISING AND THOUGHT PROVOKING WAYS. McCANDLESS MAKES IT LOOK EASY – BUT THE SIMPLICITY OF THE END RESULT BELIES THE AMOUNT OF THINKING AND WORK INVOLVED.

[ORDER YOUR COPY HERE](#)

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STEPS

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