



READY FOR INFOGRAPHICS



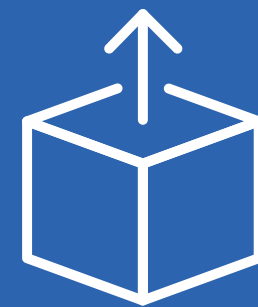
Co-funded by
the European Union

READY FOR REQUIREMENTS AND TIPS

SIMPLICITY OVER COMPLEXITY

Use simple forms everyone knows and understands. Try to use one key visual that is on focus.

Use the **READY-Icons-Set** when going digital, or to get inspired.



COLORS

Just use colors to shift focus or show relations. Don't use more than two colors (three if it's essential). If possible stick to the READY color scheme (see right)

TEXT

In best case close to no text is needed. Try to reduce it to a possible minimum.

FONT (digital)

Use Acumin Pro.

FONT SIZE

Don't use more than two different font sizes if possible.

DIMENSIONS 1:1

Design your infographic in a square format!



CONTENT

If you have too much information to share, try making it into a series of infographics, that could be a slideshow or tell a developing story!

FILETYPES (digital)

Save your digital files in .ai or .eps
If you only have .jpg or .png, use at least 2000 pixels in width and height.



INFOGRAPHICS ARE EVERYWHERE

INFOGRAPHICS CAN BE

● Light

● Movement

● Colors

● Forms



Colors



90% of all information is absorbed visually

BEFORE YOU START DESIGNING YOUR INFOGRAPHIC, YOUR SOCIAL MEDIA POST OR VIDEOBLOG. ASK YOURSELF:

TARGET GROUP

Who is your **Target Group**? This determines the **What**, the **Where** and the **How**! Kids want less text and more color. Adults might prefer the opposite.

WHAT

What information do you want to transport? Which parts are necessary, which aren't? Think about your target group. How much do they already know? How much do they need to know? Where do you draw a line, before you overwhelm your target group?

WHERE

Where will people see your infographic? On one hand, this determines how fast the information might need to be perceived, but it's also necessary for planning your aspect ratio: Will it be a vertical poster, a square Instagram post or a horizontal presentation?

HOW

How will it look? This is maybe the most important and time-consuming question. Do you have a ready-to-go design you always use? If you are designing a series of infographics, stick to one design! Think about what your target group would like. Save yourself the trouble of redesigning the whole thing by clarifying your goals beforehand!

PLANING YOUR INFOGRAPHICS



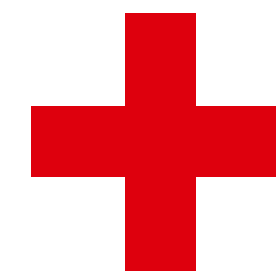
KEEP IT SIMPLE

MAKE IT CLEAR, BUT DON'T PUT TOO MUCH CONTENT IN IT. IF NOT SURE, TRY REDUCING YOUR GRAPHIC, UNTIL IT STOPS BEING UNAMBIGUOUS.

Infographic example:
medical staff



Too complex
the message is clear but the complexity and details can be a distraction



Too simple
you get the main topic, but not enough information



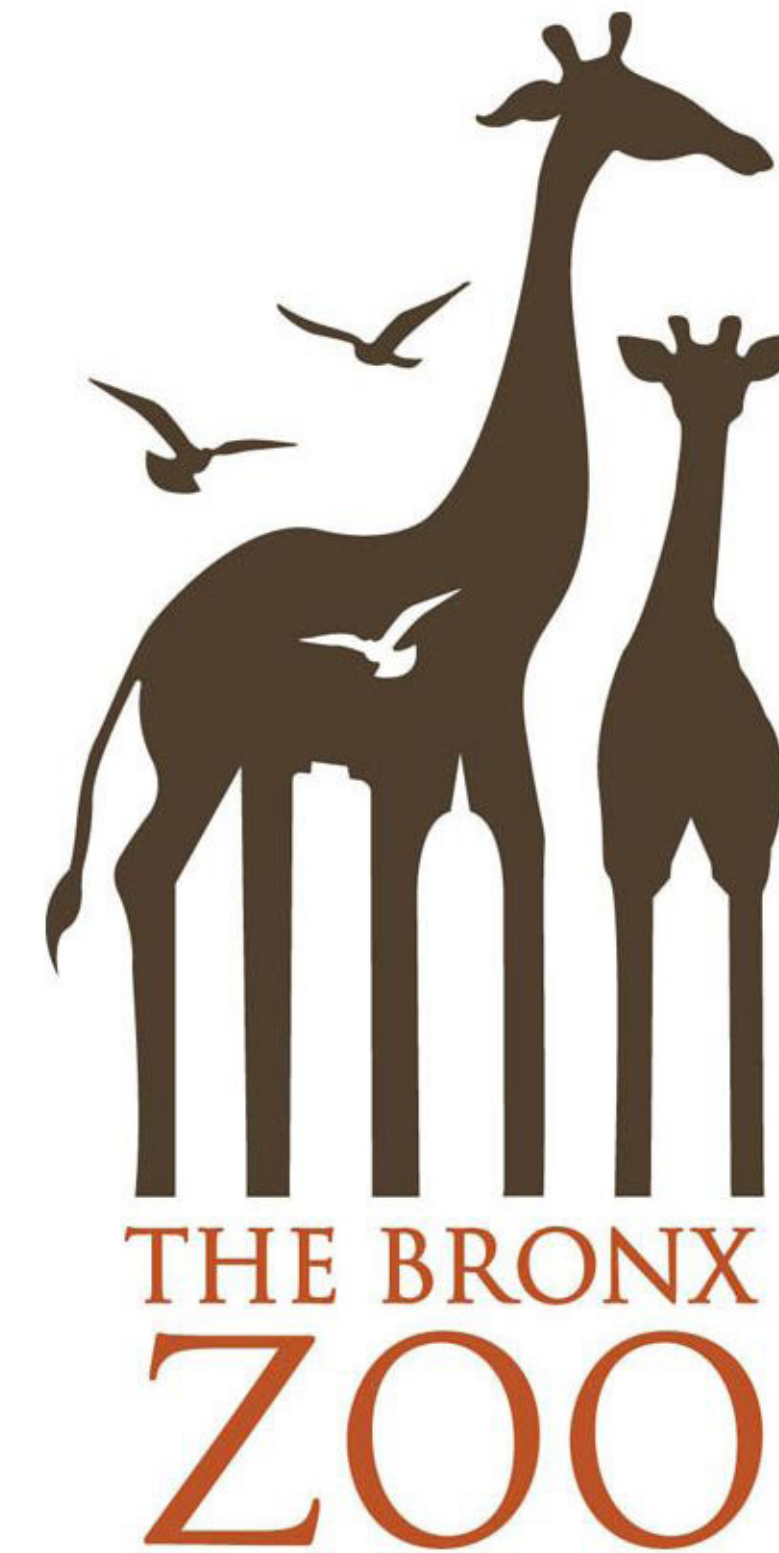
Balanced
the right amount of abstraction and key details (also genderneutral)

THE ART OF REDUCING

OUR BRAIN FILLS IN THE GAPS



Law of closure
known and logical forms will be
completed by our brains even with
nearly no contours



Negative Space
you can use negative space to
implement another form and message

INFORM

IF POSSIBLE REDUCE YOUR MESSAGE SO IT DOESN'T NEED MUCH CONTEXT TO BE UNDERSTOOD. **HIGHLIGHT** THE IMPORTANT **BULLET POINTS**. PAIRING GRAPHICS WITH TEXT DEMANDS EVEN MORE ATTENTION

The EU has

27 
member states



Delivery services
expanded by 15%

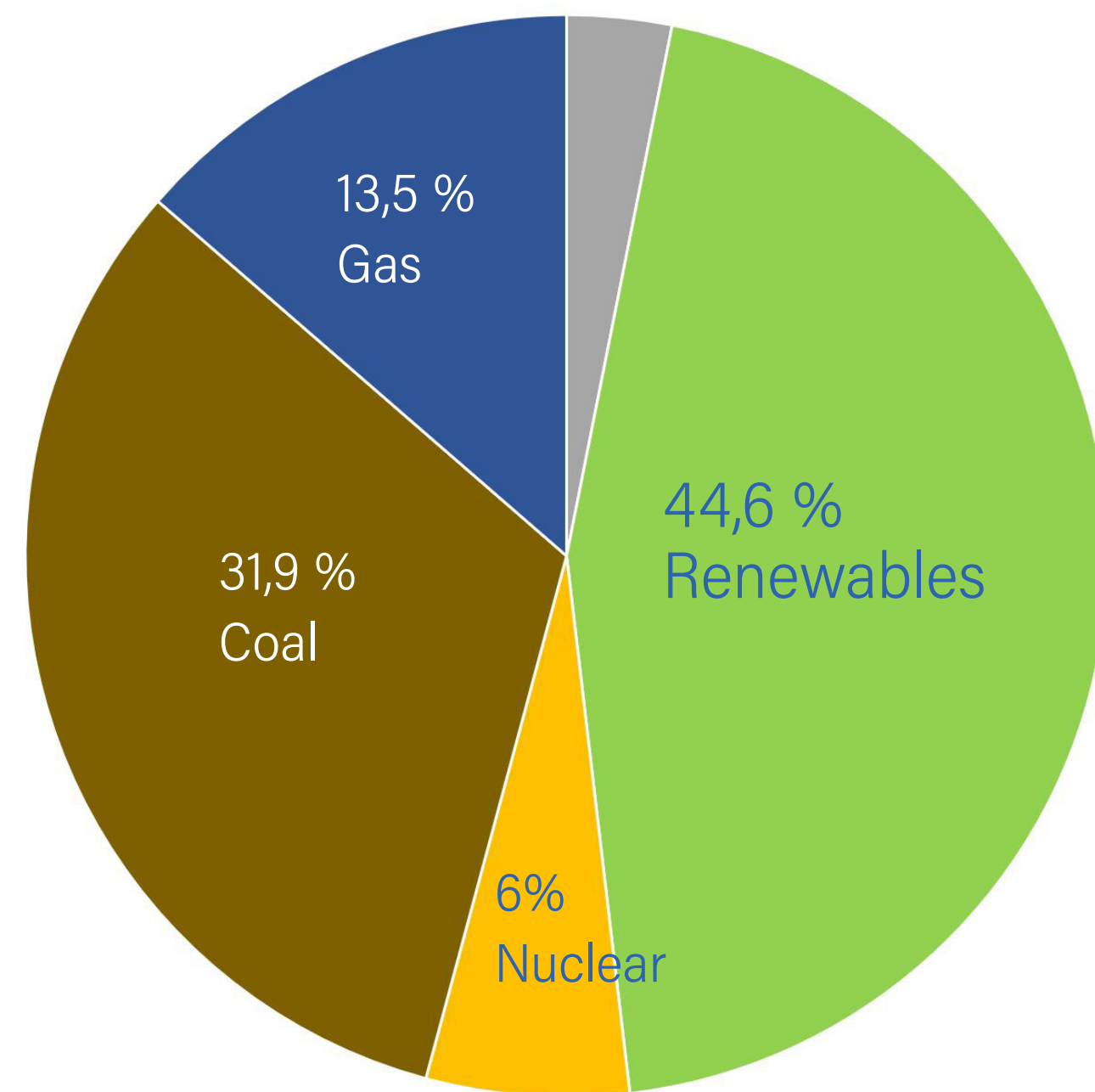
France is the second
largest country in the EU



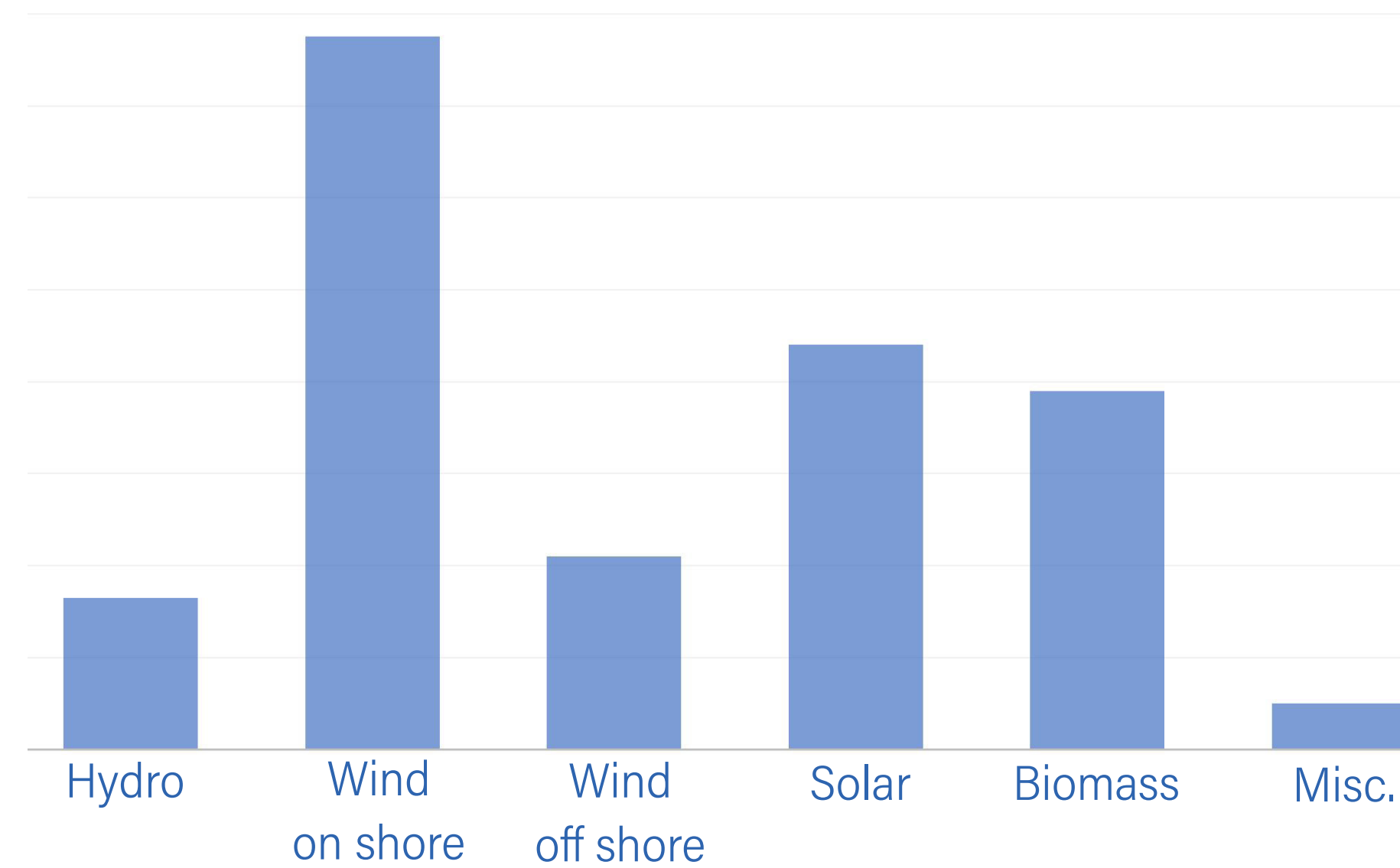
COMPARE

SHOW SIMILARITIES OR DIFFERENCES AMONG VALUES OR PARTS OF A WHOLE

German Electricity Mix 2022



German Renewables 2022



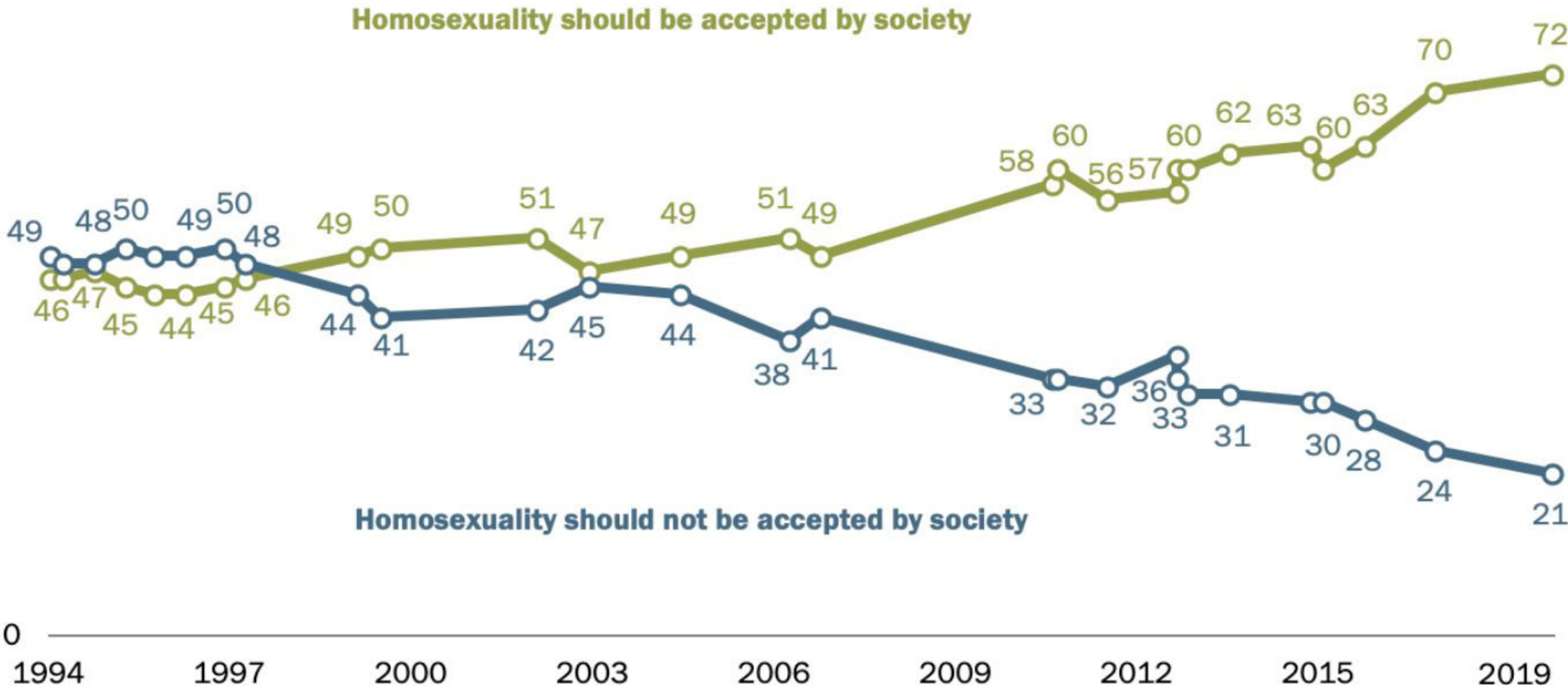
Use different colors and saturation (the intensity of a color) to highlight values and relations

CHANGE

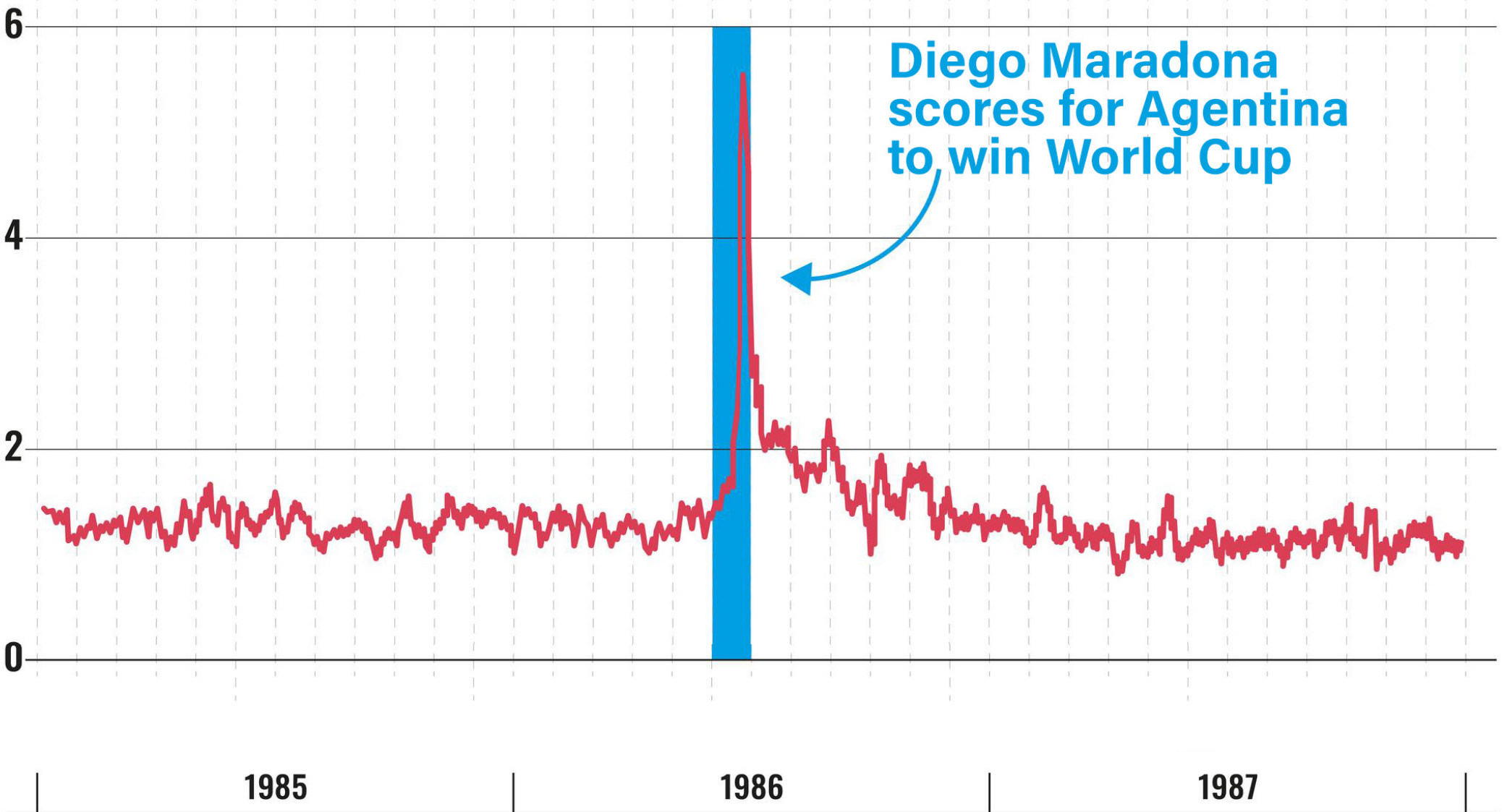
SHOW TRENDS OVER TIME OR SPACE OR SHOW YOUR VIEWER THEIR NEXT STEPS

Americans are increasingly accepting of homosexuality in society

% of Americans who say ...
100%



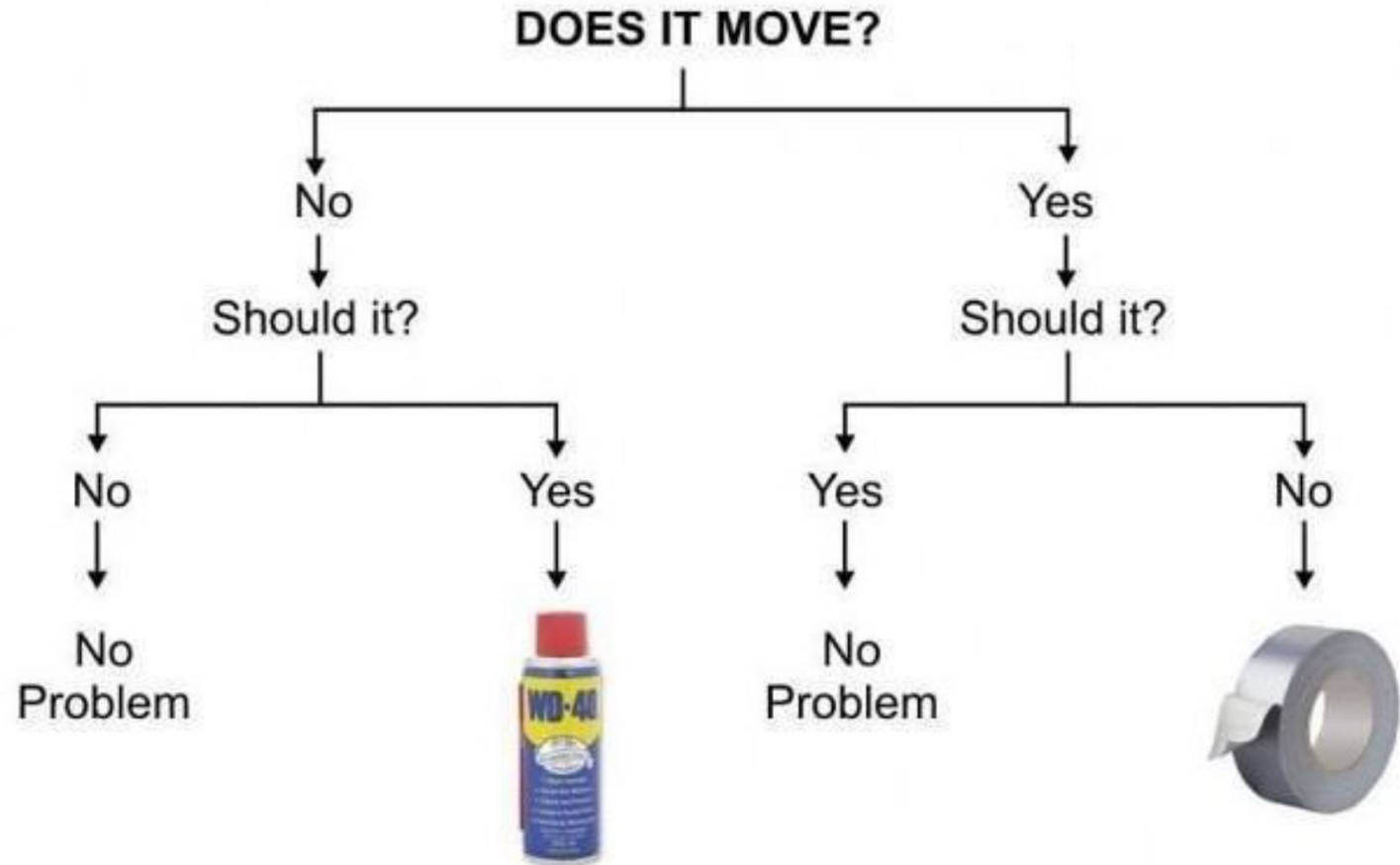
Popularity of the Name "Diego" in Argentina



ORGANIZE

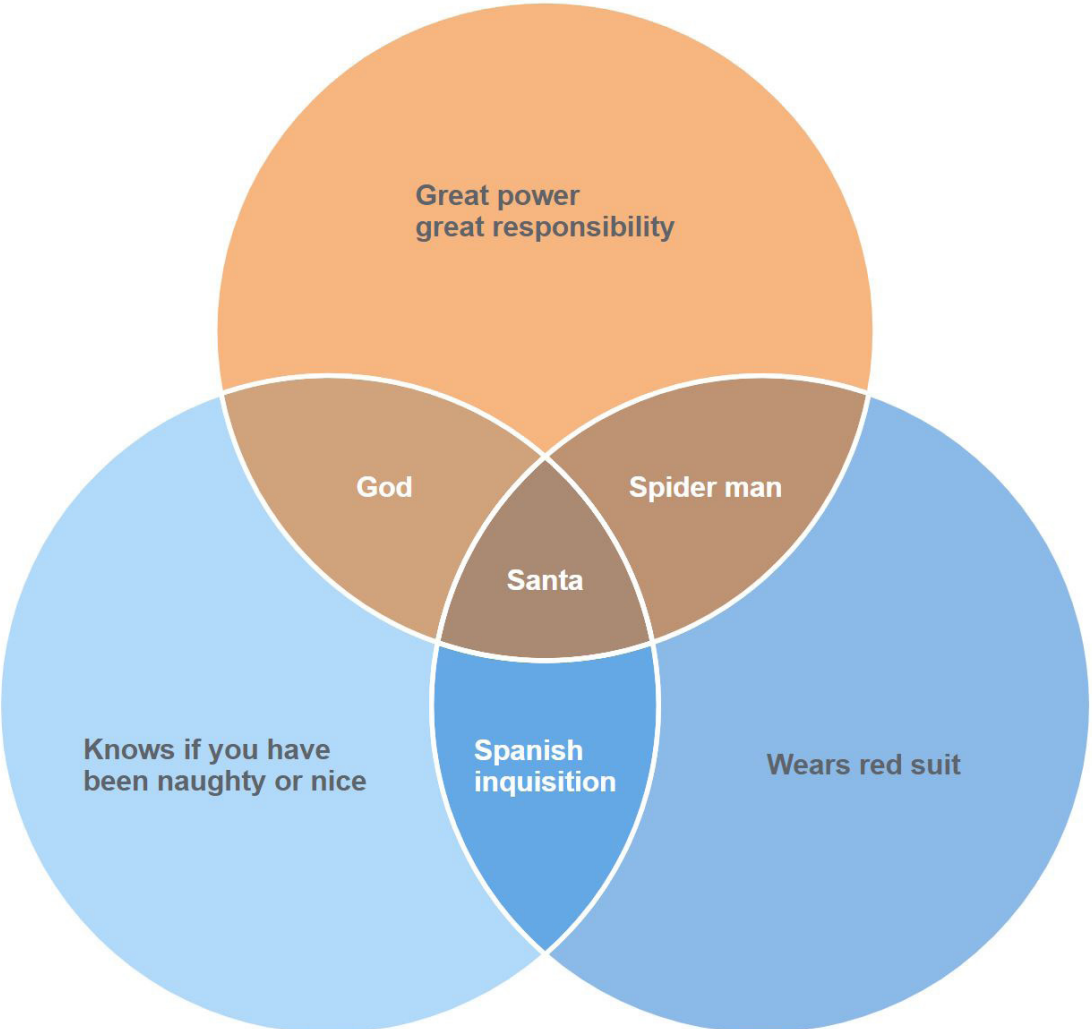
SHOW GROUPS, PATTERNS, RANK OR ORDER

Flowchart



For showing dynamic relations

Venn Diagram



For showing overlaps

Table

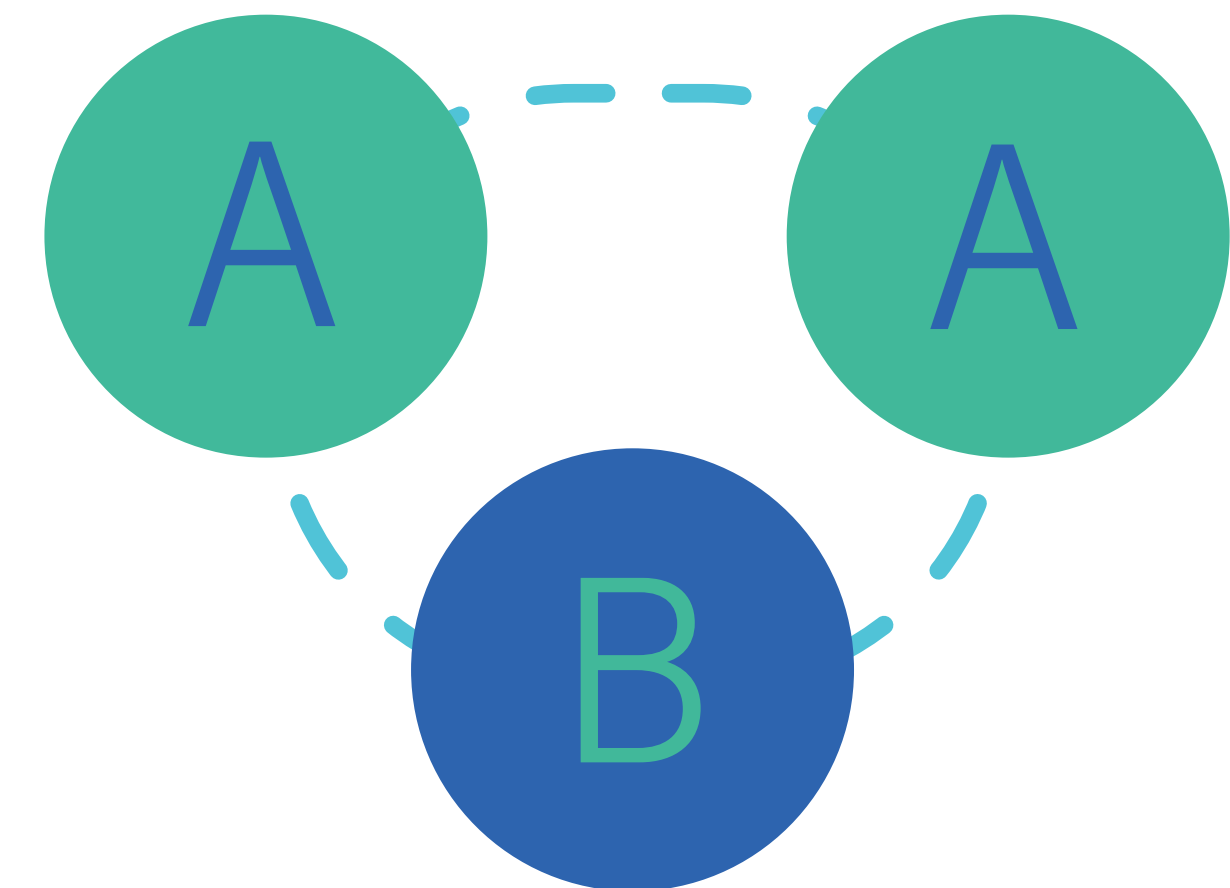
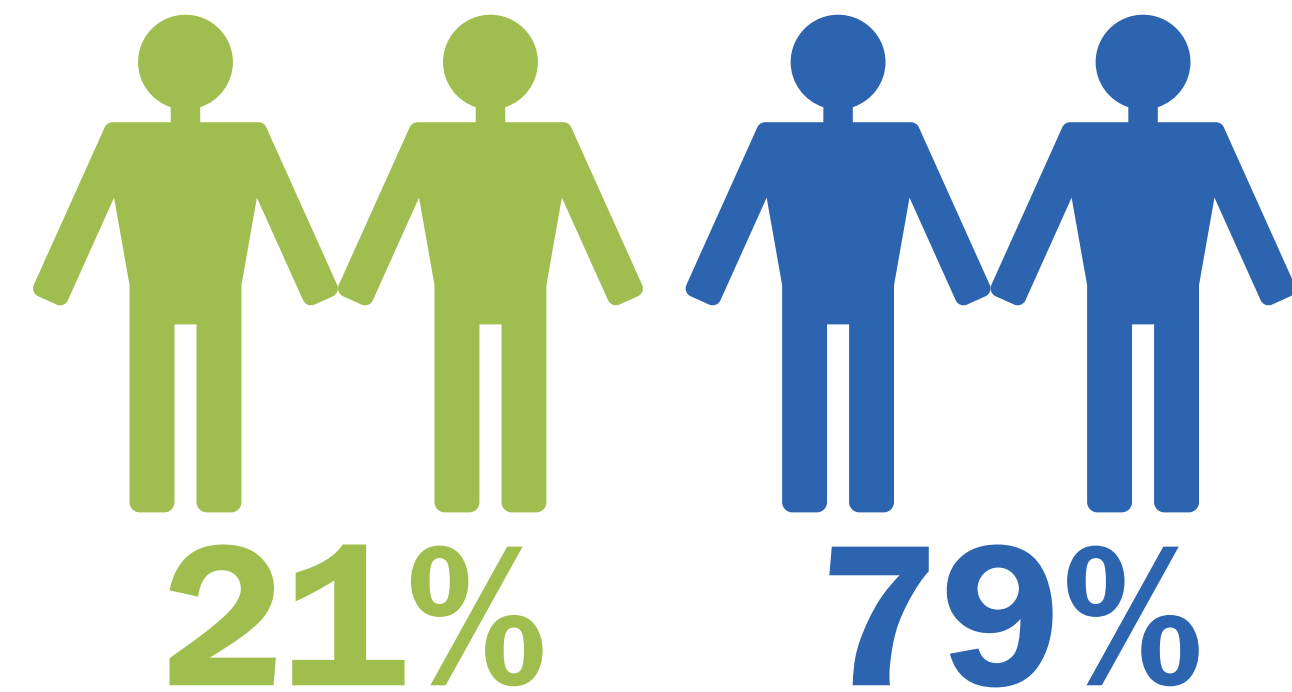
2022/23				RBL			
FC Bayern München		4:2	4:0	20.05.	3:0	5:0	1
Borussia Dortmund	2:2		1:0	2:1	2:1	5:1	6
Bayer 04 Leverkusen	2:1	0:2		2:0	5:0	2:3	07
RB Leipzig	1:1	3:0	2:0		1:2	3:1	2
1. FC Union Berlin	1:1	2:0	29.04.	2:1		13.05.	0
SC Freiburg	0:1	1:3	1:1	06.05.	4:1		2
1. FC Köln	27.05	3:2	1:2	0:0	0:1	20.04	

For keeping data in order and relation

RELATIONSHIP

PEOPLE LIKE TO GROUP AND SORT THINGS. HELP THEM BY CLARIFYING RELATIONSHIPS WITH COLORS, FONTS AND GROUPS.

REVEAL MORE COMPLEX RELATIONSHIPS AMONG THINGS



KEEP YOUR EYES OPEN FOR SYMBOLISM PITFALLS

Especially when it comes to political information there's always the possibility to be misunderstood (on purpose). Avoid symbolisms that might be unclear, to not abstract from your original message. Keep that points in focus:

- clarity
- cultural misunderstanding
- misinterpretation
- political correctness

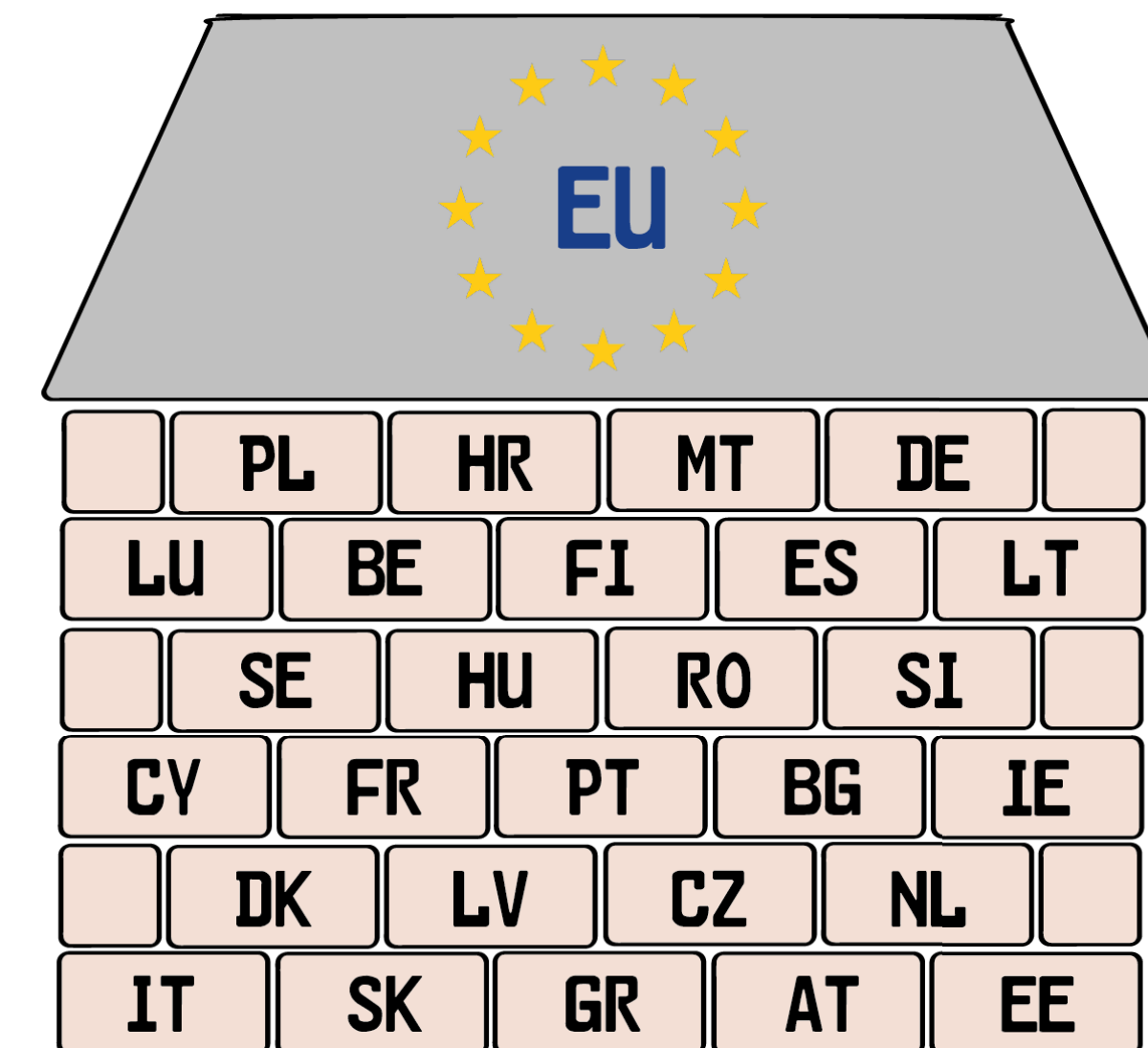
Example from the READY trainings in Strasbourg:

Approaching the word Supranational into an infographic

Approach:

the EU as a solid roof: Every country is one equal brick in this strong building.

SUPRANATIONAL



Possible problem:

it also can symbolize the loss of individuality for the member states .

Worst case

It even might be misinterpreted as a visualization for the "Fortress Europe"

KEEP YOUR EYES OPEN FOR SYMBOLISM PITFALLS

Especially when it comes to political information there's always the possibility to be misunderstood (on purpose). Avoid symbolisms that might be unclear, to not abstract from your original message. Keep that points in focus:

- clarity
- cultural misunderstanding
- misinterpretation
- political correctness

Example 2 from the READY trainings in Strasbourg:

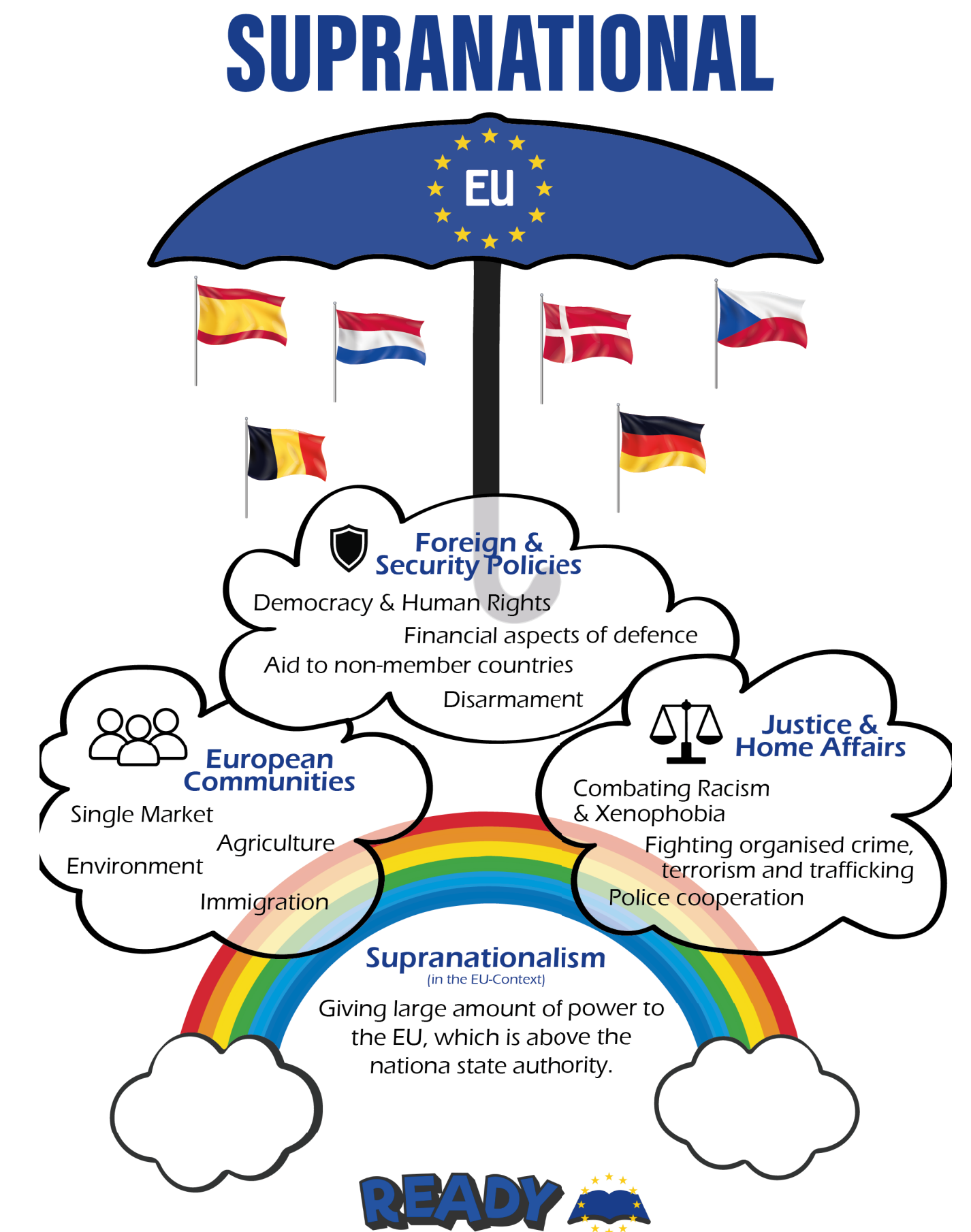
Approaching the word Supranational into an infographic

Approach:

Using an umbrella as key visual to show the protection of all equal states.

Possible Problems:

The only problem is the amount of details and complex forms leading to a lack of clarity



GOING DIGITAL



HELPFUL DESIGN TOOLS

Canva.com
piktochart.com
visme.com



GO PRO:

Adobe Photoshop & Illustrator are used by most professional designers. There are cheaper plans for educational institutions, non-profit organisations and students. (and thousands of learning videos online)



SAVE TIME BY USING STOCKS:

Freepik.com



GOOGLE

Get inspired by simply googling what you want. But don't copy!