

# A GUIDE TO INFOGRAPHICS

**Infographic (noun);** A visual representation of information/ data, e.g. a graph.

**Infographic (adjective);** A blend of information and graphic, e.g. a poster.

Source: <https://en.oxforddictionaries.com/definition/infographic>

Infographics are a way to communicate information in an engaging and clear way. Examples of infographics include advertisements, flyers, event invitations, etc. used for marketing and promotion; infographics used in education to explain a particular topic or idea; and reports conveying data, e.g. research or a sales report.

## How to Create an Infographic

There is a wide range of software, apps and online tools available for creating infographics. This guide outlines a selection of popular and user-friendly tools.



Image source: <http://acadocceo.com/>



### Canva

Canva is a web based design tool, also available as a downloadable app for smartphone or tablet.

**Pros:** Very user friendly; free to use; a large selection of templates, images and objects available; can export your document in different formats for online use or for print.

**Cons:** To get the full features you'd have to upgrade to a paid account, but a free account still offers plentiful features and functionality.



### Easel.ly

Easel.ly is a web based infographic design tool.

**Pros:** Very user friendly; good selection of templates; good quality tool; free to use; share or save your work in a variety of formats.

**Cons:** The selection of available features (e.g. the library of stock images, objects and shapes) is severely limited unless you upgrade to a paid account.



### Microsoft Publisher

Microsoft Publisher is a desktop app, also available as an online app as part of MS Office 365.

**Pros:** Familiar formatting tools for regular MS Office users; Convenient for working offline if no internet access available;

**Cons:** Not free to use; Quite outdated and clunky in comparison to other similar tools; Doesn't offer the flexibility of other tools; difficult to cross from one version to another;



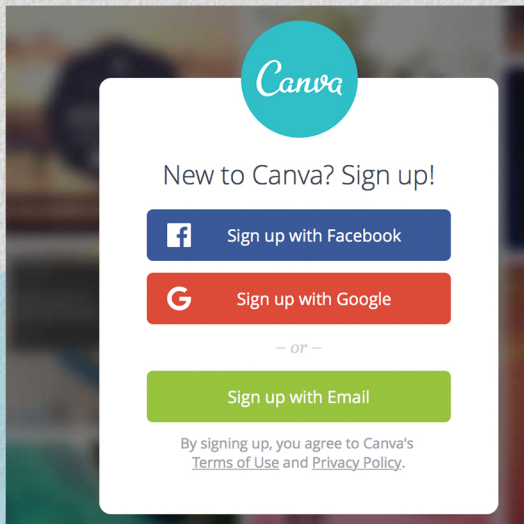
### LucidPress

LucidPress is a web based tool with very similar features and functions to Publisher.

**Pros:** Free to use; Offers a smoother more sleek user experience than Publisher; Web-based; More formatting options than some other web-based tools.

**Cons:** The site is very much focussed on encouraging users to upgrade to a paid account, although it offers good functionality with the free account; Not downloadable so can't be used offline.

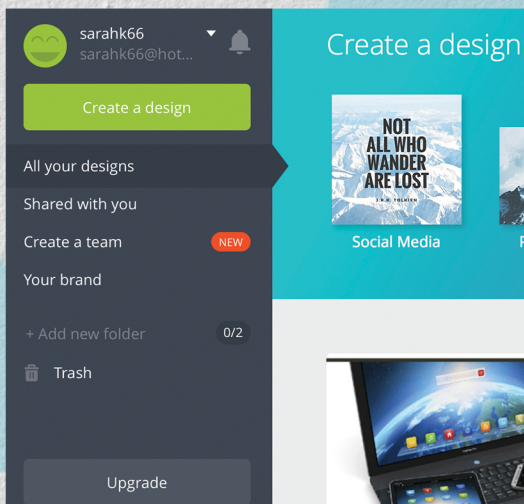
# Getting Started with Canva



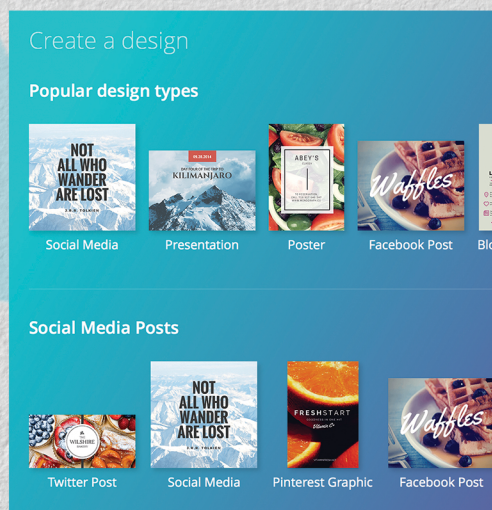
1. Visit [www.canva.com](http://www.canva.com)

2. Select one of the sign-up options in the centre of the window (e.g. Sign-up with Google’).

3. Follow the sign-up process.



4. Once logged in, click ‘Create a Design’ and select your desired design type (e.g. poster, social media post, etc.).



5. Once your selected design is opened, you will find a selection of formatting and design options on the left hand menu, e.g. layouts, elements (e.g. frames, images, shapes, etc.), text, background and uploads.

