

Infographics

Infographics

Definition of Infographics

Infographic is derived from the term Information + graphic, so infographic refers to the use of information or knowledge to summarize information in the manner of information within the image. Easy to understand, fast, and clear. It's like summing up information into a picture, conveying all the meaning.

Infographic design is the creative presentation of information in different ways. It gathers enough information and summarizes, analyzes, compiles, makes the image interesting and catches the viewer's eye. It reduces the time it takes to describe using images as a component. Make it easy to understand.

หลักการออกแบบInfographic

01 Information

It must be meaningful, interesting, true, and accurate.

02 Design aspects

Beautiful layout Easy to understand design There's an appeal. Practical

Infographic Style

01

Focus on a single primary topic.

Once the topic is defined, it should be the information of that. It will make it easy for viewers and readers to understand and not get confused.



02

Easy to understand design

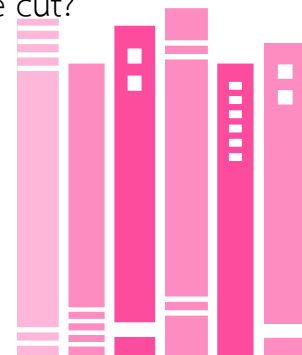
Internal data must be easy to understand. It is not complicated or overcrowded as it can lead to misinterpretation.



03

Check the numerical data.

If the infographic contains numbers, it should be verified for accuracy and organization. Which numbers should have or be cut?



04

Information is important.

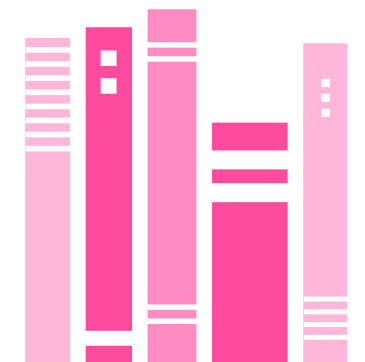
The design must not go beyond the scope of the topic, thereby destroying unnecessary portions of information.



05

Nice design.

Easy to understand design Creative uses, images, graphics, colors, types, spaces, all of this has a design significance.



2019

Types of Infographics

Featured News Hot spots and crisis situations

It's an infographic that gets a lot of shares, often a big national issue.



Types of Infographics

Teach How To

Tell us about strategies step by step, such as saving strategies.



Types of Infographics

Provide knowledge in the form of Did You Know or various key demographic statistics, as well as the transfer of knowledge on the way Boring, colorful academics Fun and addictive



Types of Infographics

Some stories may need to be conveyed through thick texts, but with infographics, they can be contained in a confined space.



Types of Infographics

Surveys and Research Infographics are best suited to convey research that looks messy with huge numbers and data into a beautiful and powerful diagram. Many companies have started using this tool to make their research accessible to the masses.



Types of Infographics

For example, the dangers of smoking are to smokers and people who do not smoke but also suffer from smoking effects. These facts are all intended for the reader to change the behavior of people in society for the better. If it's been Sharing a lot online can create buzz, leading to a change in behavior in the online world.



Types of Infographics

Promote products and services

Examples of using infographics to promote products, reasons why you switched to Nokia Lumia in The Infographic style

