



computer graphics training

# INFOGRAPHICS

## Primer - One Day

### MORNING

#### Introduction

Why Use Infographics?  
Deciding when & how to use an infographic  
Different types of infographics  
Considering the purpose of your infographic  
Which visual tools to use to meet your target

#### Infographic Styles

Structuring your Infographic  
Diagram Infographics  
Process Infographics  
Chart Infographics  
Timeline Infographics  
Best Practice for Data Presentation  
Using Symbols or Icons  
Sourcing Infographics

#### The Design Brief

Planning and Visualising the Story  
Consider and Incorporate Branding  
Standing Out from the Crowd

#### Getting Good Ideas

Researching Different Infographic Styles  
Finding the Best Data Sources  
Defining & Refining Your Approach

#### Creating Infographics

What Software to Use?  
Professional Vector Tools  
Microsoft Tools - Excel, Powerpoint  
Free Tools for Creating Infographics

#### Discussion Session

### AFTERNOON

#### Graphic Considerations

Using Branding  
Use Colour Schemes  
Using Typography Effectively  
Using Icons and/or Symbols  
Using Existing Resources for Graphics & Icons  
Importing Images  
Creating a Library of Styles and Icons

#### Communicate a Story

Infographic Content  
Structuring the Dialog  
What's new or different?  
Getting Reliable Data: Using Statistics and Facts

#### Call to Action

The core message of your infographic  
Who is your Audience?  
Ask Engaging Questions  
Write Attention-Grabbing Headlines

#### Using infographics

File formats  
Print, web or presentation formats  
Transparency for overlay

#### Presenting Your Infographics

Creating Documents  
Presentations

#### Useful Tools

Font Resources  
Adobe Color (Kuler)

#### Discussion Session

Infographics are on trend and rightly! They provide a great visual way of communicating complex data in a graphic and attractive way. This Infographics course is ideal for anyone who wants to engage their audience with well designed and researched infographics. Whether you want to know how to plan or find reliable data or want to know how to design an infographic for use in presentations, for the web or within documents.

The course will explore different infographic styles, tools to create infographics and develop content all the way to the point of design.

### You will learn:

- Why Infographics can be so compelling
- Sourcing Copyright Free Infographics
- What Tools are Used to Create Infographics
- Using Type in a Creative Way
- Which Software to Use

### Prerequisites

No previous experience is required to attend this course.

### Who Should Attend?

Anyone who wants to improve the visual content and quality of their documents and communicate sometimes complex data in a visual way. Particularly relevant to those producing Presentations in Powerpoint or Keynote.

If you would like to also learn how to create the infographics, we recommend attending either the one day Infographics with Illustrator or our two day Adobe Illustrator Introduction course will provide a more in-depth understanding of Illustrators drawing and design tools.

### Complementary courses that could be considered:

Infographics with Illustrator  
Infographics with Powerpoint  
Adobe Illustrator Essentials

Adobe Illustrator Masterclass  
Adobe Photoshop Elements  
Adobe Photoshop Pro

Oak Trees, Watts Cross Road,  
Hildenborough, Kent TN11 8NE  
01732 833004 [training@cgt.uk.com](mailto:training@cgt.uk.com)  
[computergraphicstraining.co.uk](http://computergraphicstraining.co.uk)