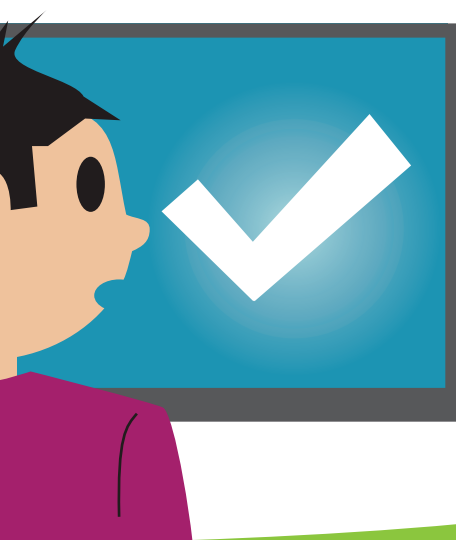


How to Make an Effective Infographic



Make it Necessary

Ensure that your topic can be communicated visually. If it can't, stick to text!

Have a Purpose

Know your goal, have a theme, and be consistent.

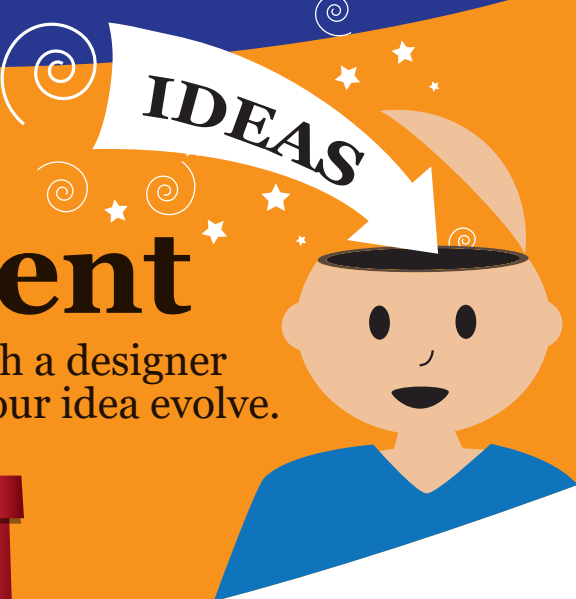


Consider Context of Use

Understand where your infographic will be used.

Be Open to Different Ideas

Work with a designer and let your idea evolve.



Tell the Story Visually

Use graphics, icons, and images to make your point.



Consider Your Budget

Custom illustrations will help you stand out but pre-made graphics can cut costs.