COUNCIL on FOREIGN RELATIONS | CFR Education Global Matters

Creating an Engaging Infographic

Infographics are powerful tools to help efficiently and effectively share complex ideas and concepts. Through the intentional use of eye-catching visuals with concise text, dry data can be made into digestible stories. This helps enhance viewer comprehension as well as retention. The most effective infographics spark intrigue and a desire to learn more, making them valuable for anyone who wants to inform and engage an audience—leaving a lasting impression.

Define Your Purpose and Audience: Before diving into design, clarify the purpose of your infographic and identify your target audience. To get in the best creative mindset, imagine someone viewing the infographic for the first time. *What will they notice? What do you want them to think when they look at it? What do you want them to remember about it?*

Gather and Organize Your Content: Collect all the relevant information and data you want to include. Organize it logically, considering the flow and structure of your infographic. Focus on the key points to keep your visual presentation clear and concise. *Assume viewers do not already have all the information you do.*

Choose the Right Infographic Type: Select the infographic type that best suits your content and purpose. Examples are provided below. Tailor your choice to effectively convey your message. *The infographic should always be comparing at least two things to make a point (e.g. Something is bigger. Something has changed).*

Craft a Compelling Headline and Subheadings: Capture attention with a catchy and informative headline. Break down your content into sections with clear subheadings.

Design with Visual Appeal in Mind: Create a visually appealing layout using a consistent color scheme and fonts. Use icons, illustrations, and charts to enhance understanding. Don't crowd your elements: maintain a clean and organized appearance and think about in what order you want the viewer to look at things. *Keep the focal point in mind. Make sure that the other, less important details in the infographic don't overwhelm or distract the viewers from the focal point.*

Add Data and Visual Elements: Incorporate your data using charts, graphs, and other visual elements. Ensure that each visual component supports the overall message of your infographic. Use color strategically to emphasize important points and maintain a cohesive look. *Limit how much text you use in an infographic. This is an opportunity to make a point with non-textual designs.*

Bonus Tips:

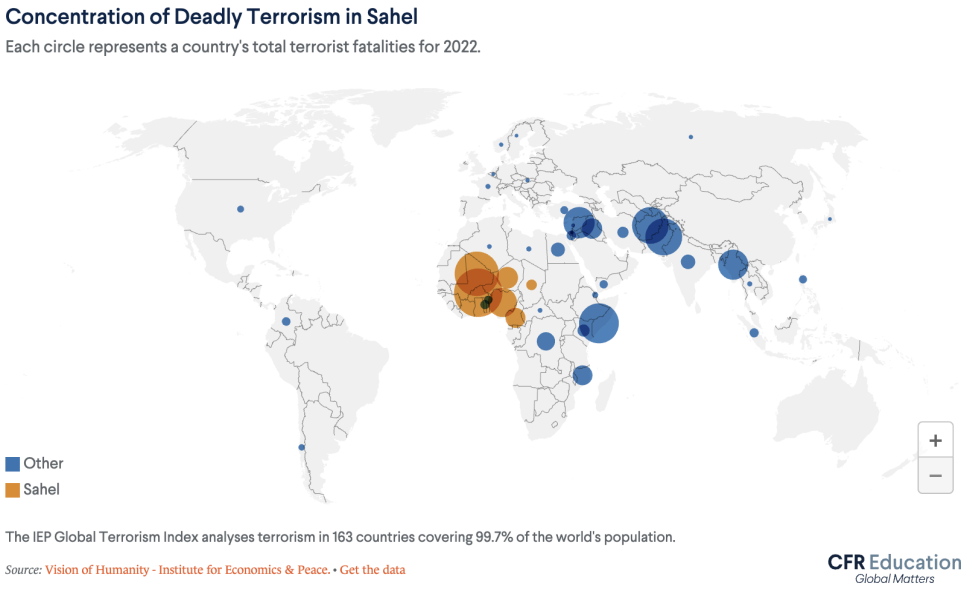
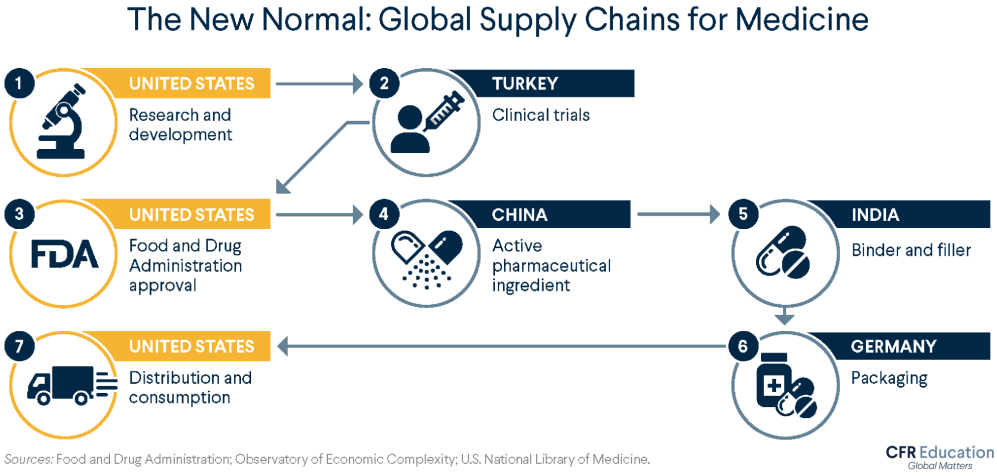
- Keep it Simple: Avoid clutter and unnecessary details.
- Source Your Data: Provide references for credibility.

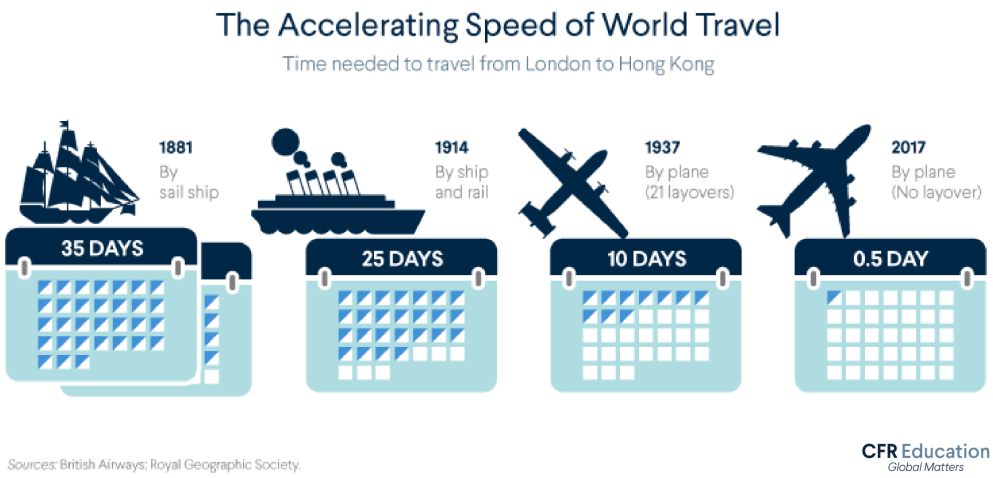
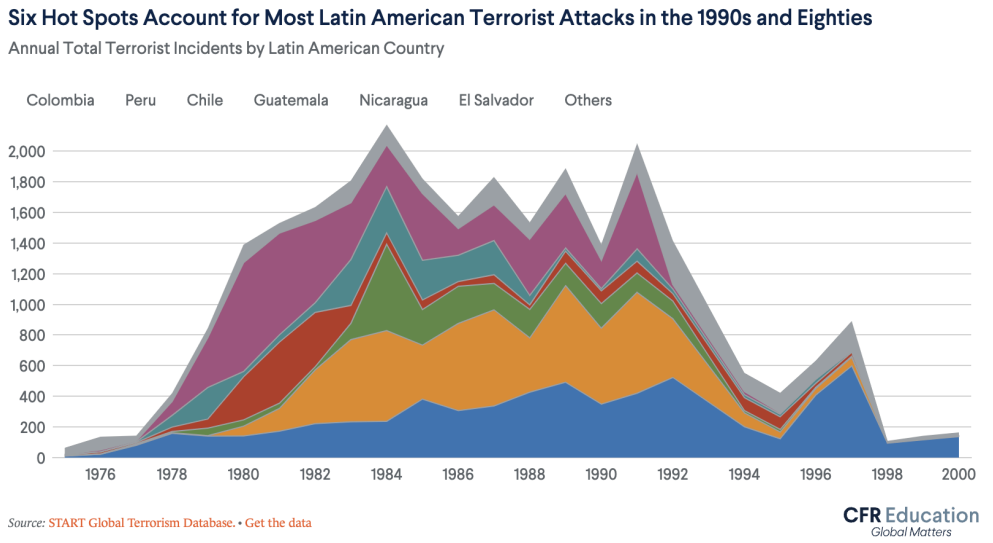
Recommended Tools for Creating Infographics:

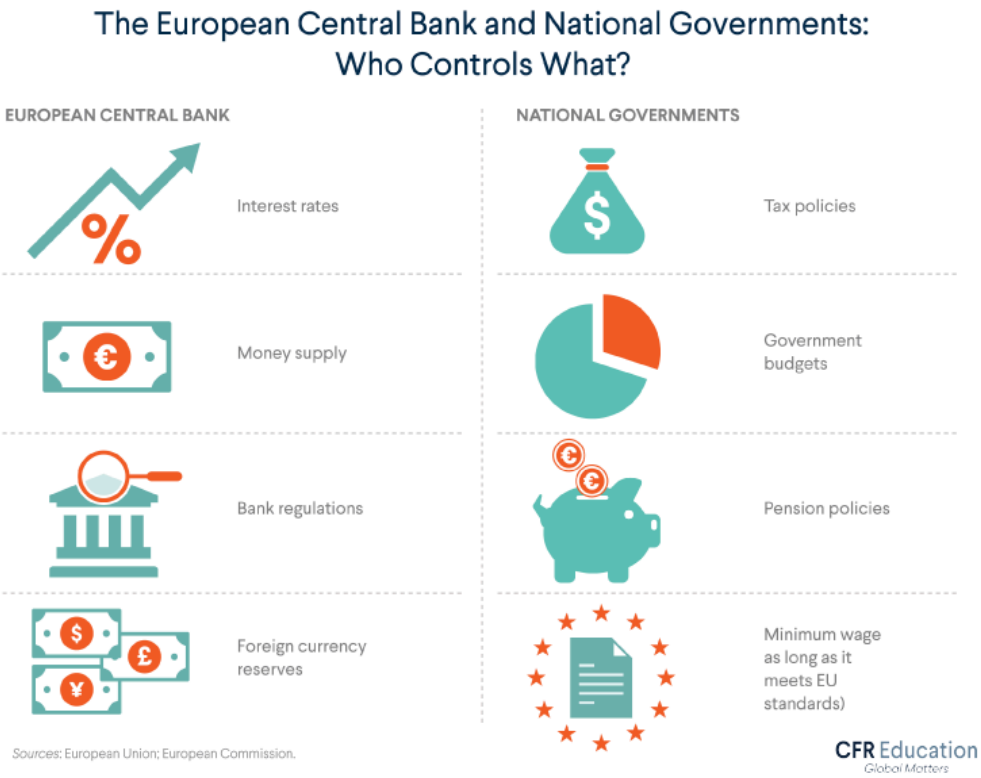
- Canva
- Google Drawings
- Google Slides
- Google Docs
- Mural
- Piktochart
- Venngage

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Types of Infographics

Maps Useful to visualize geographic data, display regional variations, or communicate location-specific information.	
Illustrations/Diagrams Useful to illustrate processes, relationships, or hierarchies to present a clear and structured representation of complex information.	

Illustrated Icons Useful to convey information in a visually engaging and easily recognizable way to help the audience grasp key concepts.	
Charts (bar, line, pie, scatter plot, etc.) Useful to visually represent trends, relationships, or comparisons between data sets.	

Tables Useful for organizing detailed numerical or categorical information. Often used to help compare values and identify patterns.	
Timelines Useful for showcasing historical developments, project timelines, or anything that happens in a specific order.	