# Infographic Creation

Janette Toral
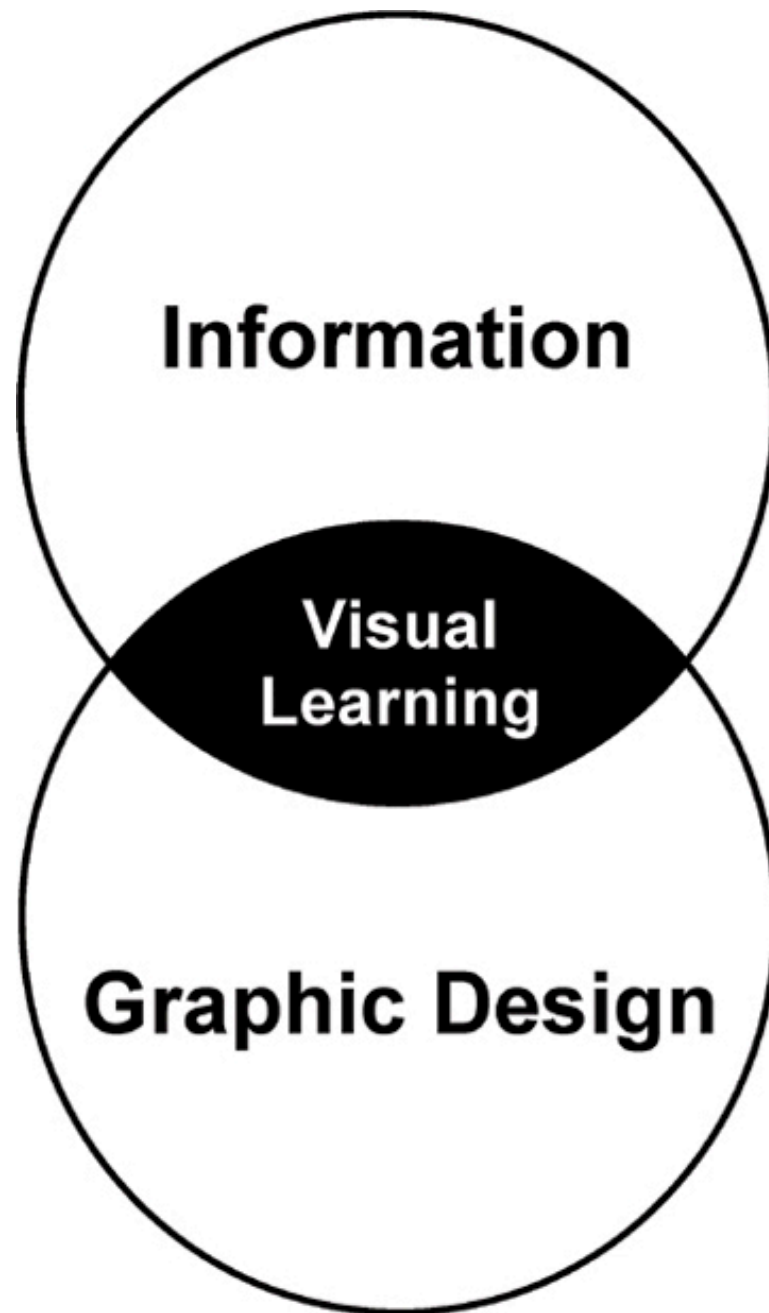
Information

Visual Learning

Graphic Design

**1 DO YOU HAVE AN IDEA?**

**YES** — THE HARD PART IS OVER. LET'S DO RESEARCH!

**NO** — ASK AROUND FOR INSPIRATION. (FAMILY, FRIENDS, SOCIAL MEDIA)

**2 DO YOU HAVE ENOUGH DATA TO BACK YOUR IDEA?**

**YES** — TIME TO PLAN YOUR LAYOUT AND DESIGN ELEMENTS.

**NO** — KEEP RESEARCHING UNTIL YOU ENOUGH FACTS TO SUPPORT YOUR IDEA.

http://entreviewmarketing.com/infographics-101/

http://mashable.com/2012/07/18/lego-infographic/

# DESIGN PRINCIPLES

## COLOR

YOU DON'T WANT TO OVERWHELM YOUR VIEWERS WITH TOO MANY COLORS, WHICH IS WHY WE RECOMMEND YOU USE THE 60-30-10 RULE

DOMINANT COLOR **60%**

COLOR USED TO SEPARATE LEVEL OF IDEAS **30%**

ACCENT COLOR (USE SPARINGLY) **10%**

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infographics-101/

# FONT

## Serif
GREAT FOR SMALLER FONTS IN THE INFOGRAPHIC. SOME SERIF FONTS INCLUDE:

**Times New Roman**

**Palatino Linotype**

**Georgia**

## Decorative
USE DECORATIVE TYPE FOR HEADINGS, TITLES, OR SHORT TEXTS.

## Sans Serif
THIS STYLE IS GREAT FOR LARGER FONTS IN THE INFOGRAPHIC. EXAMPLES INCLUDE:

**Arial**

**Tahoma**

**Myanmar**

http://entreviewmarketing.com/infographics-101/

**6 facts about PUBLIC SPEAKING ANXIETY**

PUBLIC SPEAKING REMAINS THE #1 PHOBIA

Women & Men ARE EQUALLY AFFECTED BY PUBLIC SPEAKING

SOCIAL PHOBIAS BEGIN WITH SHYNESS IN CHILDHOOD

MORE MEN THAN WOMEN SEEK ASSISTANCE WITH SPEAKING ANXIETY

FEAR of SPEECH AFFECTS 5% OF THE WORLD'S POPULATION

by SLIDEgenius

3 out of 4 PEOPLE SUFFER FROM SOCIAL ANXIETY

http://slide-genius.com/infographics-101/

# HOW TO DO KEYWORD SEARCH

## 1 IDENTIFY YOUR CORE PRODUCT OR SERVICE AND LANDING PAGE

define how your target customers will search for your business.

Landing pages are your home page and some specific internal pages.

LINKS:
www.upcity.com/blog/2010/12/infographic-diyseo-seokeywords
www.promodo.com/blog/keyword-research-process-infographics

## 2 DO ROUGH KEYWORD RESEARCH

GRAPHICS ARTIST       SOOVLE

GRAPHICS ARTIST
GRAPHICS ARTIST GUILD
GRAPHICS ARTIST JOBS
GRAPHICS ARTIST RESUME
GRAPHICS ARTIST FOR HIRE
GRAPHICS ARTIST JOB DESCRIPTION
GRAPHICS ARTIST SALARY
GRAPHICS ARTIST PORTFOLIO
GRAPHICS ARTIST GUILD HANDBOOK

Brainstorming. Come up with a short list of keywords for each page or page type. Just rely on your common sense, try to imagine how real customer might look for your products

LINKS:
www.soovle.com
www.promodo.com/blog/keyword-research-process-infographics

## 3 CHECK KEYWORD POPULARITY WITH GOOGLE KEYWORD TOOL

GKT is the most powerful and important tool in the whole process of keyword research

KEYWORD1       KEYWORD2

LINKS:
www.adwords.google.com
www.promodo.com/blog/keyword-research-process-infographics

## 4 DO COMPETITOR ANALYSIS

1 Finding strong sites and your direct competitors

2 Evaluate your competition for the specific keywords and discard the most competitive ones.

3 Find out good keywords which you have not included in the keyword list

✓ KEYWORD
✓ KEYWORD
✓ KEYWORD
✓ KEYWORD

LINK:
www.promodo.com/blog/keyword-research-process-infographics

## 5 FINALIZE THE LIST

Check again the keywords with GKT to throw out the keywords with low search volume.

KEYWORD2       KEYWORD3

LINKS:
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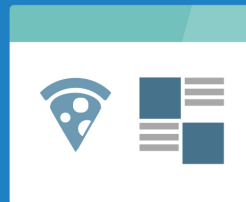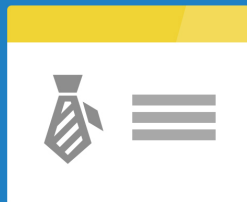
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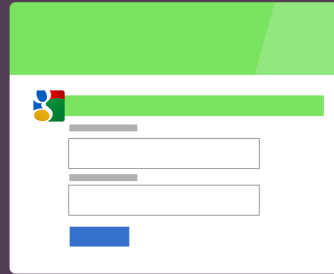GRAPHICS ARTIST GUILD HANDBOOK
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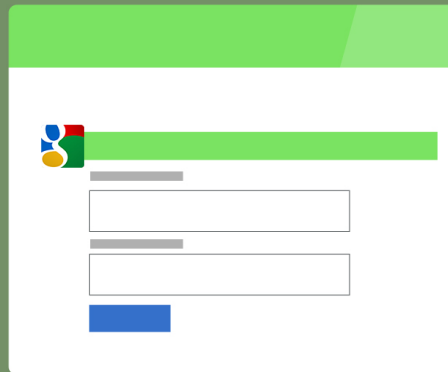**3** Find out good keywords which you have not included in the keyword list

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