

<http://www.business2community.com/infographics/why-how-and-where-to-use-infographics-01407374#08pbeUyqe3DoCIHw.97>

<http://digitalmarketingphilippines.com/10-reasons-why-you-should-use-infographics-in-your-content-marketing-efforts/>

<http://www.lifehack.org/378392/how-use-infographics-for-content-marketing-2016>

<http://www.jeffbullas.com/2012/03/07/9-awesome-reasons-to-use-infographics-in-your-content-marketing/>

<http://www.visiblelogic.com/blog/2016/03/how-to-use-infographics-to-clarify-educate-and-build-your-brand/>

<https://www.searchenginejournal.com/6-benefits-using-infographics/70917/>

<https://www.freelancer.com/community/articles/the-benefits-of-using-infographics>

<https://bootstraptaste.com/page/2/>

<https://bootstrapmade.com/demo/Amoeba/>

https://themeforest.net/item/lumos-multipurpose-singlemultipage-template/10416769?ref=cirvitis&_ga=1.172823843.1272174441.1487733918

above paid for template from envato

http://preview.themeforest.net/item/skrollex-creative-one-page-parallax/full_screen_preview/11211962?ref=cirvitis

<http://shapebootstrap.net/item/1524983-spirit8-free-bootstrap-html-template/live-demo>

```
<p align="center"><a href="https://www.customermagnetism.com/infographics/what-is-an-infographic/" title="What is an Infographic?"><br /></a>Created by <a href="//www.customermagnetism.com/" title="Customer Magnetism">Customer Magnetism</a>.</p>  
THIS IS A FULL INFOGRAPHIC IMAGE TO USE AS BASE FOR MY TOPIC PAGE
```

<p align="center">
Created by Customer Magnetism.</p>

<https://www.elementarydigital.co.uk/infographics/>

<https://prezi.com/ihyu9ioizyym/infographics-the-how-what-and-why/>

<https://www.impactbnd.com/blog/an-infographic-about-how-and-why-your-marketing-need-infographics>

<https://www.techwyse.com/blog/infographics/the-how-what-and-why-of-evergreen-content-infographic/>

<http://www.knicecreative.com/blog/infographics-how-and-why-does-it-work/>

<http://neomam.com/interactive/13reasons/>

<https://www.semrush.com/blog/how-and-why-infographics-help-supplement-your-content/>

<https://www.equinetmedia.com/blog/bid/163196/b2b-infographics-the-what-why-and-how>

<https://piktochart.com/blog/layout-5-portraying-history-with-timelines/>

<https://piktochart.com/blog/layout-5-portraying-history-with-timelines/>

TOPIC PAGE-INFOGRAPHICS

My topic is infographics on the web. I really like infographics and the information that they can present in so many different ways. A well-crafted infographic can inform and amuse at the same time. They can take somewhat boring statistics and make them remember able and interesting.

I want to use the infographics themselves to present some of the information as well as text and a series of links to tutorial and infographic making sites.

I want to present the types of info graphics visually to show the different types as well as animated ones, with some text at the bottom.

There is a lot of information which I will have to pare down, but will still have a fair amount of text.

My template uses the font Raleway, and since it is one of my favorite fonts I will use it.

www.jqueryrain.com/126/testimonials - showcase

fac section #7
#41

Several in source Box #47+42
Also Accordians

Video infographics - youtube

SPFFY I AMrul

TYPES OF INFOGRAPHICS

MAP - showcases trends based on location

VERSUS - compares 2 things on a local to local study

TIMELINE - tells a story through a chronological flow

LIST - support a claim through a series of steps

FLOWCHART - provides a specialized answer to a question via nodes nodes choices

VISUAL ARTICLE - makes a piece of writing more visual

DATA VISUALIZATION - communicates data through charts graphs and designs

PHOTO INFOGRAPHIC - visually arresting
FACTS

- binoocular
bulb
glasses
plus
- gears
- ① PEOPLE REMEMBER 10% OF WHAT THEY HEAR, 20% OF WHAT READ BUT 80% OF WHAT THEY SEE AND DO.
 - ② 90% of information transmitted to the brain is visual
 - ③ 600 times more engagement with visual posts
 - ④ 88% of learning is done visually
 - ⑤ 93% of communication is non-verbal
 - ⑥ PEOPLE FOLLOW DIRECTIONS WITH ILLUSTRATIONS 323% BETTER THAN WITHOUT, ILLUSTRATIONS

W/HO W W W/H

1st section

WHAT IS AN INFOG. - answer on 1st page
followed by fun facts

2nd ✓

WHEN ✓ WHERE ✓ WHY ~~HOW~~ WHO HOW

where - social media

when -

W/HO - businesses wanting to ↑ branding / raise and traffic to site
educators - to present a concept -
as a visual learning tool
explain roles / processes
show data / trends

adds a storytelling / visual element to what can be sterile research or data

- presentation - news letters

at end of day - the main use for infographics is to create content that can potentially go viral and drive traffic, link exposure to a web site

Marketing

Blog

very little experience with or creating infographics

WANT TO KNOW WHAT?

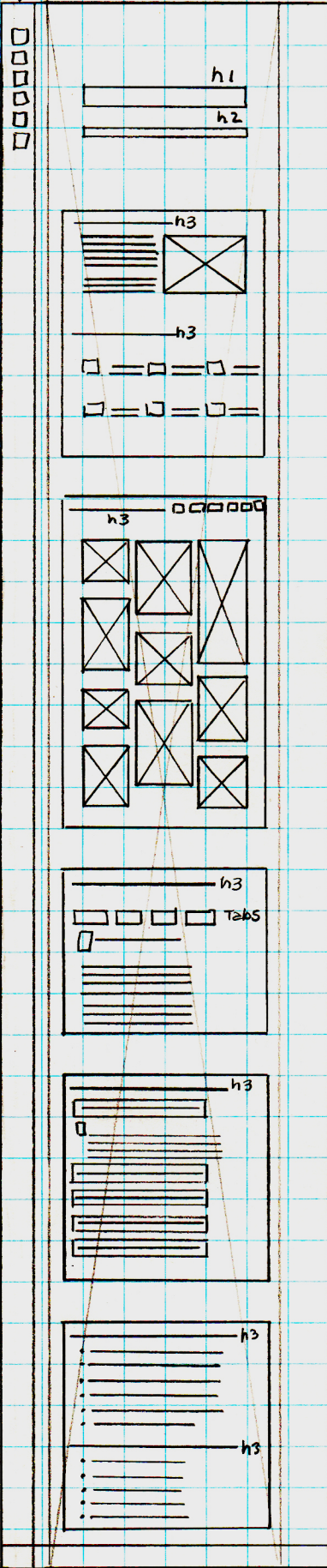
how to create
when to use
software
best practice

examples of types of IG's

show importance → most did not think them very important NO 10's

- ① what is an infographic
- ② when & why should you use an IG → drive traffic/marketing
some?
(pro's + com's?)
- ③ rules/practices for design *
- ④ examples of types - filter
- ⑤ links to IG's and software

NAV ↓



HOME

INFOGRAPHICS

the what, where, why, when and the how

ABOUT

image = image of infographic

text explaining what an infographic is

6 facts about infographics

TYPES OF
INFOGRAPHICS

map -

versus -

timeline -

list -

animated -

with descriptions

on each project page

WHO
WHEN
WHERE
WHY

tabbed content

drop cap

text explanation

BEST
PRACTICES

toggle/accordion

drop cap

text explanation

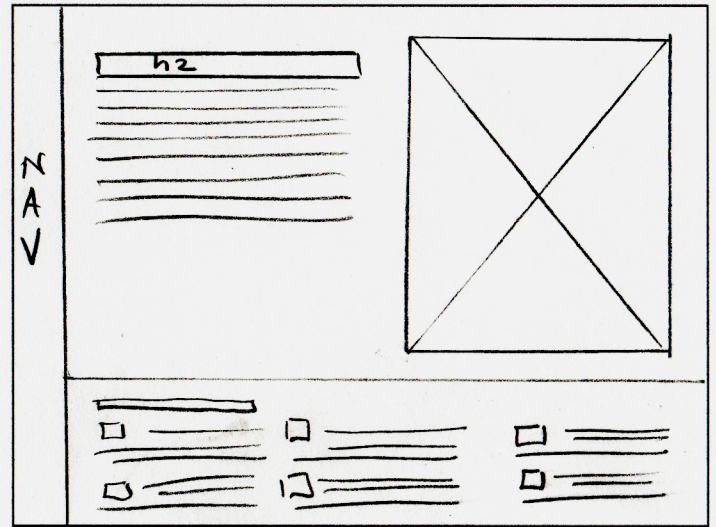
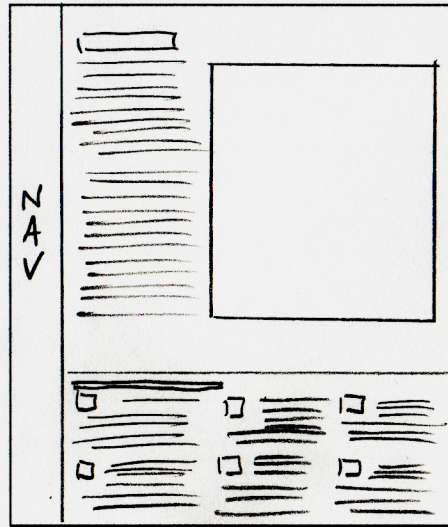
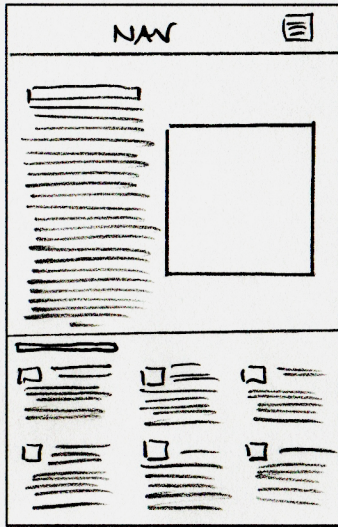
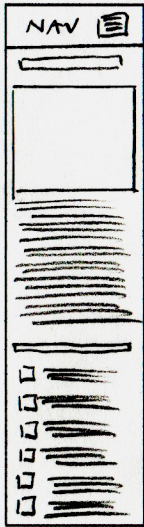
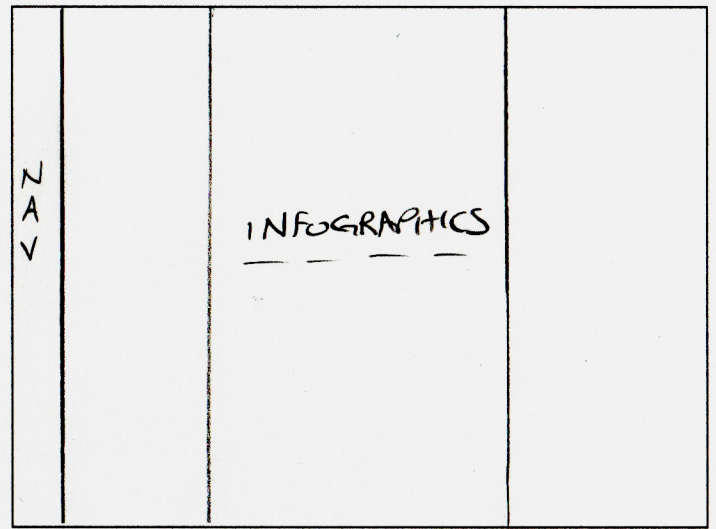
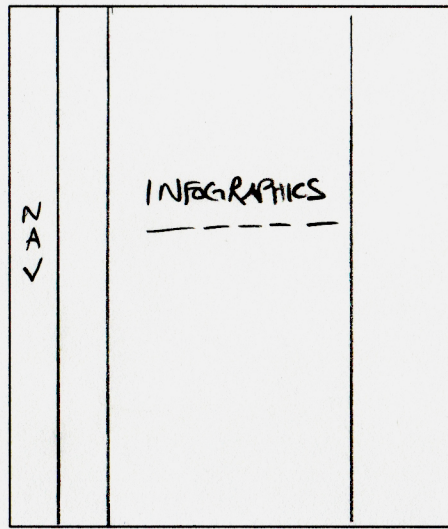
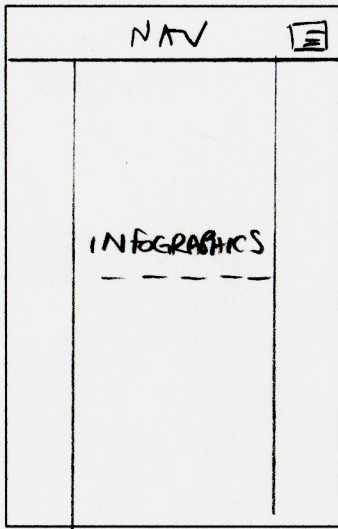
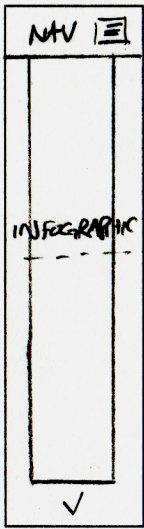
LINKS

unordered list

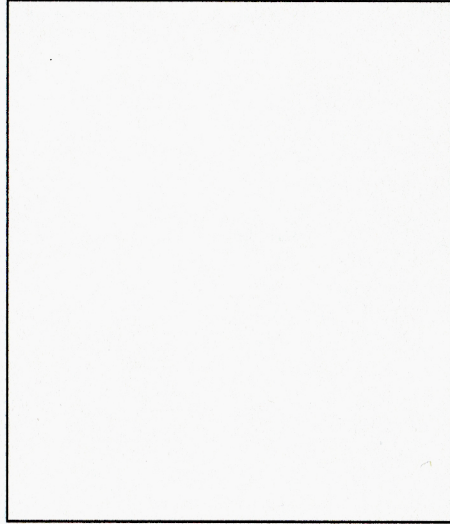
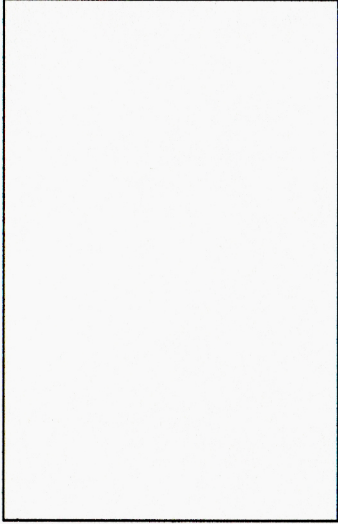
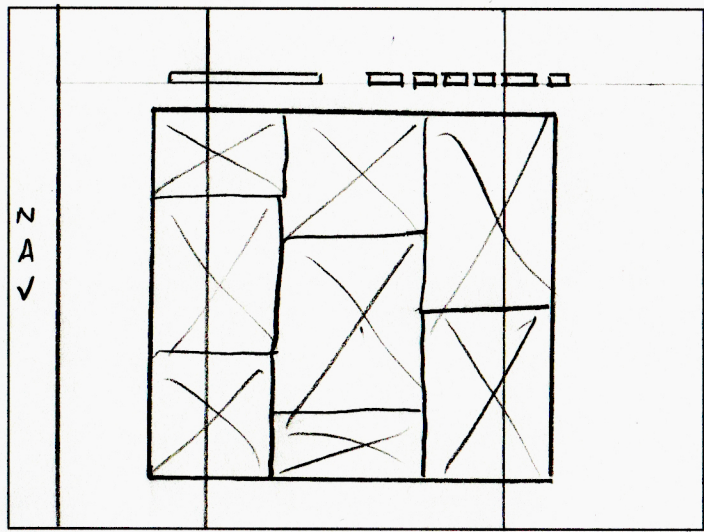
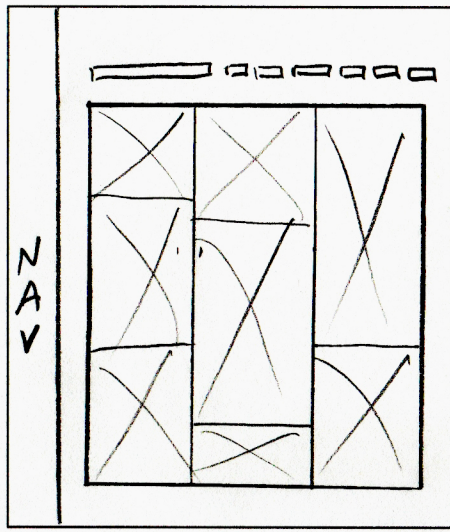
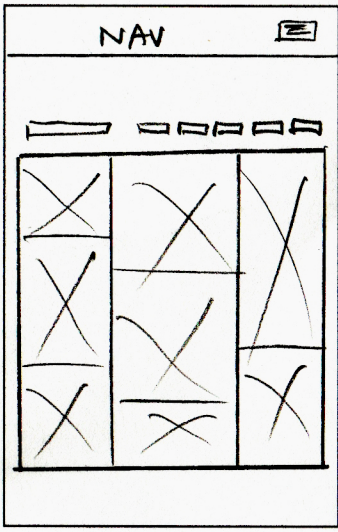
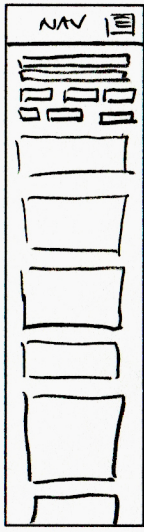
hyperlinks to : @tutorials

@infographic making sites

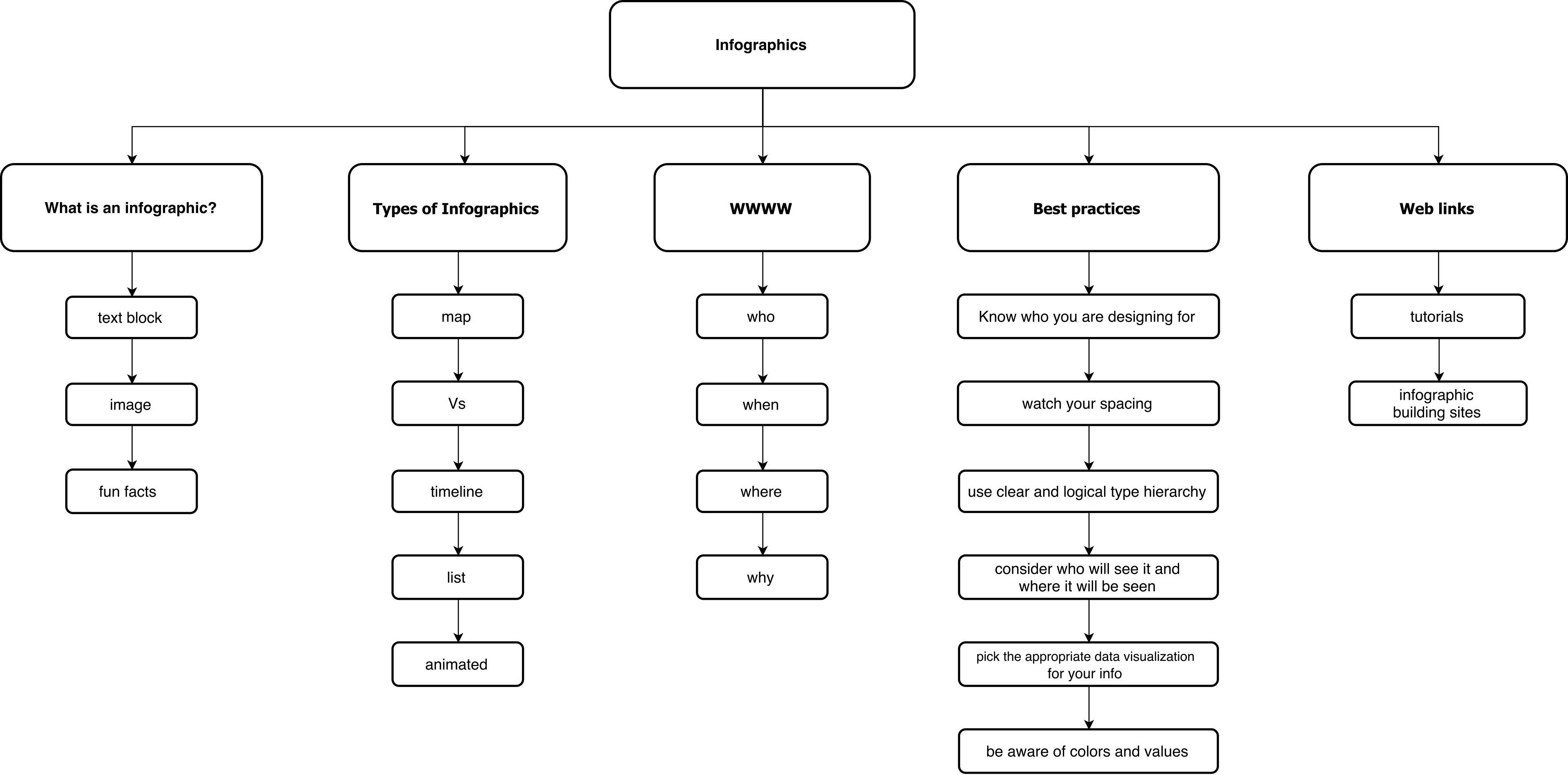
FOOTER



PROJECT NOTES



PROJECT NOTES



INFOGRAPHICS *the what, the when, the where, the why and the how*

(Baskerville : italic)

WHAT IS AN INFOGRAPHIC?



THIS IS AN EXAMPLE OF A HEADER

Font: Name : Raleway color:9d0500

This is an Example of a Sub Head

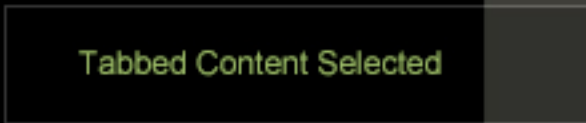
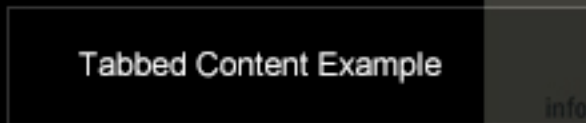
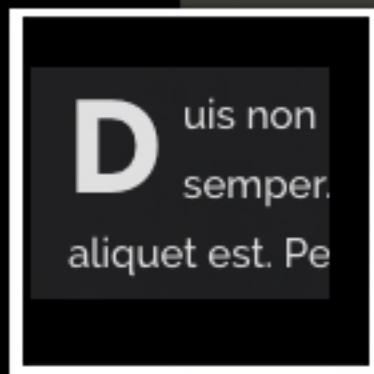
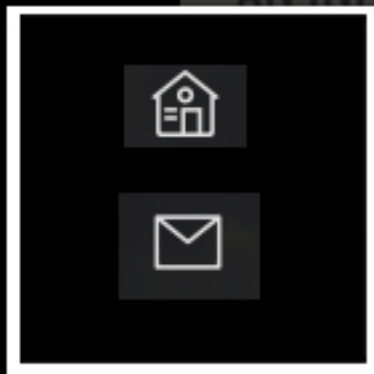
Font: Name Raleway #hexcolor:9d0500

Example of body text:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel feugait nulla facilisi.

Font: Raleway color: ffffff

[This is an example of a Text link »](#) color:9cbc68



Adjectives

Contrast

Fun

Cartoon

Bright

Peekaboo

Colorful



40% of people respond better to visual information than text

Topic User Analysis Worksheet

➤ **USER ANALYSIS FOCUS** -----

- 1) User Needs and Goals: What are your website users looking for?
- 2) User Characteristics: What are the behaviors and motivations of the User?

➤ **1) USER NEEDS AND GOALS**

If you know who your audience is and what they're looking for, you can create content catered to their expectations. You can include content and delivery methods suited to your primary audience.

Outcome:

A **measurable** change, action or behavior that you wish a visitor to take or an experience they will have.

Knowing your audience will help you identify the key features to include on your site.

You can include what your target audience will want from your website and narrow the scope of those content modules to appeal to your key audience and hone in on what is important to them.

From your Topic Survey determine:

User Outcomes	Content Module
List the outcomes your users want from your website. (Pick the most distinctive ones or the one that you most understand.)	Match how you would design your content to meet the outcome. List what Content Module will align with the desired user outcome. Examples: example gallery, demonstration animation, benefit bar
What is an Infographic	Definition-text block with image
The how, when, where & why of infographics	Tabbed content with text & list
Rules/Best Practices for Infographic Use	Collapse/Accordian
Examples of types	Filtered Gallery

Software and website links for infographic

bulleted list with links

➤ **2) USER CHARACTERISTICS**

Understanding what knowledge and tools Users have and where your audience's

Topic User Analysis Worksheet

frustrations are, shifts the conversation to your strategy.

- 1) What are the motivations and behaviors of your Users?
- 2) How can you help them know the subject?
- 3) What is the best way to present the content to them?.

Look at the User Profile Report. Are there any common / repeating ideas?

FROM THE USER PROFILES DETERMINE:

User Motivation	Approach
st user motivations	Match how this would influence your content, layout, navigation, etc. design.
Most really want to learn	present interesting content
want to keep current (trends)	make the information relevant
want to be self sufficient	give them enough info to get started and links to find more
are interested in design	approach infoG as a design element as well as content

FROM THE USER PROFILES DETERMINE:

User Behaviors / Preferences	Approach
st user behaviors	Match how this would influence your content, layout, navigation, etc. design.
Most express learning as hands on	present some sites, canva etc where they can get hands on
like print and visuals	USE VISUALS
get overwhelmed by too much	keep it simple
steep learning curve an issue	offer bite size bits of info easily digested before next topic

Topic User Analysis Worksheet

➤ **APPLY FINDINGS TO CONTENT PLAN** -----

From these 2 worksheet tables – place the information into your Content Plan

topic	
User needs & goals	To learn what an infographic is, when, how and why to use them and resources to help build infographics
User characteristics	Curious and inquisitive, but would prefer information in smaller bites with images
website goals	To give some good information to start someone on the right path to building an infographic
website message	Infographics are an extremely useful tool that are not difficult to use but has great benefits.

Topic Project Planning Worksheet

Topic	INFOGRAPHICS	
User goals	Learn about what an infographic is Learn when, why, where, how to use them	
User characteristics	curious, eager to learn, good computer skills, good design skills	
WEBSITE GOALS	To present information on infographics in a fun way with easy to digest information	
WEBSITE MESSAGE:	Infographics are a fun and easy way to increase your web presence	
OUTLINE		
	heading and content	element type
h1	INFOGRAPHICS	text
h2	what is an infographic	text and image adapted benefit bar
h2	examples of types of infographics	filtered gallery
h2	who, what,when, why	tabbed content with dropcap
h2	Best practices	toggled content with dropcap
h2	links to tutorials and infographic making websites	bulleted list

Template Analysis Worksheet

➤ **TEMPLATE ANALYSIS FOCUS** -----

- 1) Categorize Template Types

Choose a Template:

- 2) Match a Template features to your Content
- 3) Sketch the chosen template's breakpoint layout pattern
- 4) Create the Desktop layout wireframe with element labels and content descriptions

➤ **TEMPLATE TYPES**

Look at this website for ideas about how to categorize Templates

[HTTP://BLOG.JIMDO.COM/HOW-TO-PICK-THE-PERFECT-TEMPLATE-FOR-YOUR-WEBSITE/](http://blog.jimdo.com/how-to-pick-the-perfect-template-for-your-website/)

What do you **need** your website to do? What Layout Fits Your Needs?

The layout determines how the information will be structured when you create a website. The key to using Web design templates is choosing the one that works closest to as you need and want it to without too many changes. Avoid website templates that look good but require excessive redesign to meet your practical needs. Look at the structure of the home page and the interior pages. Do you want mostly text pages? Will you include graphics, tables, and links? Do you like the navigation bar at the top or to the side? Do the animations work? What dynamic elements are there? What industry is it slanted toward?

Separating Style from Substance

Look past the color scheme and graphic treatment.

1) CREATE YOUR OWN SYSTEM FOR QUALIFYING TEMPLATES:

Template Types / Categorizes	Example: description or mini-screenshot or link
Responsive or adaptive	http://allwebcodesign.com/website-templates.htm
full website, informational	full browser lots of content
mobile & mobile optimized	themeforest.net http://allwebcodesign.com/setup/mobi-templates.htm
Personal	Portfolio style or blog
Blogging	wordpress.com
photo sharing	https://themeforest.net/tags/image%20

Template Analysis Worksheet

	sharing
--	---------

Template Types / Categorizes	Example: description or mini-screenshot or link
Business	https://www.templatemonster.com/category/business/#gref
Retail	https://themes.shopify.com/

Template Analysis Worksheet

- **CHOOSE A TEMPLATE**
- **2) ANALYZE YOUR TEMPLATE AND MATCH TO YOUR CONTENT**

ANALYZE YOUR TEMPLATE:

General Features	
Is it responsive?	yes
What is the navigation scheme?	vertical sidebar and then a hamburger menu
Can I rearrange the layout (is it in sections) ?	yes
What is the home page like?	hero image with nav
What are the interior sections like?	scroll page sections
Is all the content on one long scoll page?	yes, but accesible by nav also

MATCH THE TEMPLATE TO YOUR CONTENT LIST:

List YOUR Content Items	MATCH Template Element
Example: List Benefits of my technique	Example: Section with 3 columns and icons with simple headings.
Home Page	hero graphic with h1
ABOUT Infographics	Text block, image and an adapted benefit bar
Examples of Infographic types	filtered gallery
The W's of Infographics	tabbed content with drop cap
Best Practices	toggle/accordion content with drop cap

links to tutorials and infographic makers	unordered list

➤ **TEMPLATE LAYOUT PATTERN** -----

3) Using the breakpoint sketch sheet -

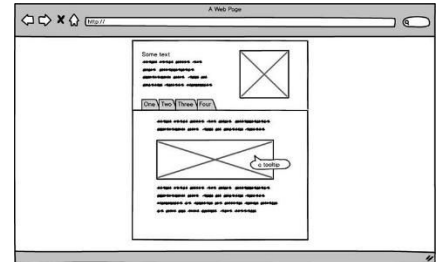
Template Analysis Worksheet

Do a rough sketch of the **Breakpoint Layout Pattern**

OPTIONAL Wireframe the Desktop Layout.

Label each element with its Section Name

& Content Description (You can use Balsamiq for this)



Template Analysis Worksheet

➤ **TEMPLATE ANALYSIS FOCUS** -----

- 1) Categorize Template Types

Choose a Template:

- 2) Match a Template features to your Content
- 3) Sketch the chosen template's breakpoint layout pattern
- 4) Create the Desktop layout wireframe with element labels and content descriptions

➤ **TEMPLATE TYPES**

Look at this website for ideas about how to categorize Templates

[HTTP://BLOG.JIMDO.COM/HOW-TO-PICK-THE-PERFECT-TEMPLATE-FOR-YOUR-WEBSITE/](http://blog.jimdo.com/how-to-pick-the-perfect-template-for-your-website/)

What do you **need** your website to do? What Layout Fits Your Needs?

The layout determines how the information will be structured when you create a website. The key to using Web design templates is choosing the one that works closest to as you need and want it to without too many changes. Avoid website templates that look good but require excessive redesign to meet your practical needs. Look at the structure of the home page and the interior pages. Do you want mostly text pages? Will you include graphics, tables, and links? Do you like the navigation bar at the top or to the side? Do the animations work? What dynamic elements are there? What industry is it slanted toward?

Separating Style from Substance

Look past the color scheme and graphic treatment.

1) CREATE YOUR OWN SYSTEM FOR QUALIFYING TEMPLATES:

Template Types / Categorizes	Example: description or mini-screenshot or link
Responsive or adaptive	http://allwebcodesign.com/website-templates.htm
full website, informational	full browser lots of content
mobile & mobile optimized	themeforest.net http://allwebcodesign.com/setup/mobi-templates.htm
Personal	Portfolio style or blog
Blogging	wordpress.com
photo sharing	https://themeforest.net/tags/image%20

Template Analysis Worksheet

	sharing
--	---------

Template Types / Categorizes	Example: description or mini-screenshot or link
Business	https://www.templatemonster.com/category/business/#gref
Retail	https://themes.shopify.com/

Template Analysis Worksheet

- **CHOOSE A TEMPLATE**
- **2) ANALYZE YOUR TEMPLATE AND MATCH TO YOUR CONTENT**

ANALYZE YOUR TEMPLATE:

General Features	
Is it responsive?	yes
What is the navigation scheme?	vertical sidebar and then a hamburger menu
Can I rearrange the layout (is it in sections) ?	yes
What is the home page like?	hero image with nav
What are the interior sections like?	scroll page sections
Is all the content on one long scoll page?	yes, but accesible by nav also

MATCH THE TEMPLATE TO YOUR CONTENT LIST:

List YOUR Content Items	MATCH Template Element
Example: List Benefits of my technique	Example: Section with 3 columns and icons with simple headings.
Home Page	hero graphic with h1
ABOUT Infographics	Text block, image and an adapted benefit bar
Examples of Infographic types	filtered gallery
The W's of Infographics	tabbed content with drop cap
Best Practices	toggle/accordion content with drop cap

links to tutorials and infographic makers	unordered list

➤ **TEMPLATE LAYOUT PATTERN** -----

3) Using the breakpoint sketch sheet -

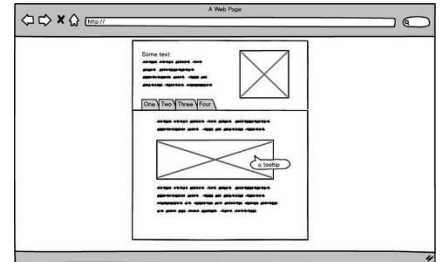
Template Analysis Worksheet

Do a rough sketch of the **Breakpoint Layout Pattern**

OPTIONAL Wireframe the Desktop Layout.

Label each element with its Section Name

& Content Description (You can use Balsamiq for this)



1928155: I wanted this topic!	1920523: What do you want to know about this topic?	1920524: What will make this information meaningful to you?
FALSE	pros and cons of infographics	the different kinds of infographics
FALSE	how to decide when to use one.	what makes an infographic effective
FALSE	Designing cool looking infographics	Learning how to display data in an engaging way.
TRUE	best practices.. how to create. focus on creating	I will use this in my current job. any info would be helpful
TRUE	What makes an infographic good / useful, and not just a meandering bunch of random pictures and boxes added to text.	Learning what is good vs what is "do something to make it look pretty".
FALSE	Infographic software What should they contain (information types, how much, etc.)	Examples of infographic in use
TRUE	I would like to know what the most amount of content should be on individual infographic. In what situation would be the best time to showcase	Seeing the creative rules when creating infographics. What are the wrong things to do when working on a infographic. Seeing real

TRUE

I know I like infographics and I enjoy creating them. As far as guidelines for use, I am not too well informed.

guidelines and do's and don'ts for the use of infographics

FALSE

what are infographics?

how can this be used in a website

1920525: How do you plan on using this information?

1920526: Rate on a scale of 1 - 10 How do you rate your current interest in this information?

1920527: This topic relates to my role as a:

how to create good infographics

8 web designer,web developer,media designer,visual designer

to use in making my own infographics

8 web designer,media designer

Creating infographics of my own

10 web designer,media designer,visual designer

helping me to create infographic ads for my clients

10 web designer,art director,media designer,animation designer,visual designer

I have a few freelance projects now that require infographics. Made one last night -- not sure how good it was, tho.

10 visual designer

To figure out where to put them on my sites / when they are most successful

5 web designer,web developer,art director,media designer,animation designer,visual designer

I plan on using this information to enhance webpages that need information displayed in a fun exciting way to catch the viewers attention.

10 web designer,web developer

1928155: I wanted this topic!	1920523: What do you want to know about this topic?	1920524: What will make this information meaningful to you?
FALSE	pros and cons of infographics	the different kinds of infographics
FALSE	how to decide when to use one.	what makes an infographic effective
FALSE	Designing cool looking infographics	Learning how to display data in an engaging way.
TRUE	best practices.. how to create. focus on creating	I will use this in my current job. any info would be helpful
TRUE	What makes an infographic good / useful, and not just a meandering bunch of random pictures and boxes added to text.	Learning what is good vs what is "do something to make it look pretty".
FALSE	Infographic software What should they contain (information types, how much, etc.)	Examples of infographic in use
TRUE	When is it best of use I would like to know what the most amount of content should be on individual infographic. In what situation would be the best time to showcase	Seeing the creative rules when creating infographics. What are the wrong things to do when working on a infographic. Seeing real

TRUE

I know I like infographics and I enjoy creating them. As far as use, I am not too well informed.

guidelines and do's and don'ts for the use of infographics

FALSE

what are infographics?

how can this be used in a website

1920525: How do you plan on using this information?

1920526: Rate on a scale of 1 - 10 How do you rate your current interest in this information?

1920527: This topic relates to my role as a:

how to create good infographics

8 web designer,web developer,media designer,visual designer

to use in making my own infographics

8 web designer,media designer

Creating infographics of my own

10 web designer,media designer,visual designer

helping me to create infographic ads for my clients

10 web designer,art director,media designer,animation designer,visual designer

I have a few freelance projects now that require infographics. Made one last night -- not sure how good it was, tho.

10 visual designer

To figure out where to put them on my sites / when they are most successful

5 web designer,web developer,art director,media designer,animation designer,visual designer

I plan on using this information to enhance webpages that need information displayed in a fun exciting way to catch the viewers attention.

10 web designer,web developer

Build informative
infographics

10 web designer,media
designer,visual designer

as a guide on how, when and
why to use infographic

8 web designer,media
designer,visual designer

1920528: Rate on a scale of 1 - 10 "I would like a broad idea of where the topic fits in"	1920529: Rate on a scale of 1 - 10 I would like an outline of the benefits of this product / idea / technique.	1920530: Rate on a scale of 1 -10 I would like detailed information on how to use this.
10	10	10
7	7	7
10	10	10
8	9	10
10	10	8
9	10	10
10	10	10

10

10

10

9

10

10

1920531:
Rate on a scale of 1 - 10
I would like to see examples of
this.

1928208: What is your current
experience making infographics?

10 Flash 2

8 none

10 None

10 I have none.

10 I create them when client
requests them, but they tend to
be time consuming. Meaning they
don't pay as well as other design
tasks.

10 None

10 I am currently not experienced in
making infographics.

10 I have played around in Illustrator
but nothing specific

10 I have very little experience

1928209: On a Scale of 1 - 10, how important do you think infographics are on a website?

1928210: Would you like to know how infographics are used as a marketing tool?

7 yes

9 yes

5 Yes

7 yes

8 yes

7 Yes

8 Working in a retail business, yes I am interested in knowing how they are used as a marketing tool.

8 yes

7 yes

1920532: Add any other input / comments.

n/a

I would like to see a wide variety of them and learn about how to exploit their effectiveness.

I think infographics are a cool addition to a website or individual page and personally have grabbed my attention helping me learn information.

is there a specific set of rules for
infographics

what are the best practices in using
infographics?