DESIGNING & USING INFOGRAPHICS FOR SCIENCE COMMUNICATION

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What are infographics?

**GRAPHICS + TEXT + STATISTICS = INFOGRAPHIC**
Why infographics are excellent for science communication

- transmit messages faster
- improve comprehension
- trigger emotions
- increase a learner’s attention
- stick in long-term memory
- motivate learners
- promote widespread
Evidence of infographic greatness

More than half of U.S. public prefers to learn visually

90% of information transmitted to the brain is visual

Visuals increase retention scores from 10% to 90% after three days of learning the material

Downsides to infographics

- Time consuming
- Requires certain skills
When to use infographics

- A LOT of information
- Complex concepts
- Multiple components
- Quantified info
- Processes

While overly simplified, this is a starting point for determining the type of graphic that should be designed. Graphics are often a combination of types depending on the context and material.
Infographic Designing Process

**Research**
- Conduct literature review of material

**Organize**
- Sort or outline information

**Sketch**
- Draw a wireframe
- Play with layout

**Design**
- Start designing using a graphics software

**Edit**
- Expert and non-expert feedback
- Vet content
## What software to use

<table>
<thead>
<tr>
<th>FREE</th>
<th>PURCHASE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Microsoft PowerPoint</td>
<td>iDraw ($28)</td>
</tr>
<tr>
<td>Inkscape</td>
<td>Adobe Illustrator ($40/month)</td>
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<tr>
<td>Lucid Chart</td>
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<tr>
<td>Draw.io</td>
<td>Corel IDraw</td>
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</tbody>
</table>

*FREE PURCHASE*
Microsoft PowerPoint Tips & Tricks
Microsoft Powerpoint Tips & Tricks
Customizing Shapes & Lines
Microsoft PowerPoint Tips & Tricks

Manipulating Images & Clipart

1. Change colors
2. Remove background
3. Take apart clipart
Microsoft Powerpoint Tips & Tricks

Cropping

Francesco Veronesi
Microsoft PowerPoint Tips & Tricks

Creating a 3D perspective
Microsoft Powerpoint Tips & Tricks

Adding “realism”
Microsoft PowerPoint Tips & Tricks
Aligning & Distributing