

RESOURCES and TIPS

Creating Infographics and Data Visualizations

RESOURCES

What is an infographic?

<https://blog.adioma.com/what-is-an-infographic/>
<https://www.easel.ly/blog/types-of-infographics/>

Tips

<https://neilpatel.com/blog/12-infographic-tips/>

Layouts

<https://venngage.com/blog/9-types-of-infographic-template/>
<https://piktochart.com/blog/layout-cheat-sheet-making-the-best-out-of-visual-arrangement/>

Online templates

<https://blog.hubspot.com/marketing/resources-for-creating-infographics>

Piktochart <https://create.piktochart.com>

Easel.ly <https://www.easel.ly/>

Canva <https://www.canva.com/>

Word Count: Under 35 words;
less for digital/web

Consider dissemination channel

Consider typography

Use color intentionally – should
help tell story/convey message;
avoid too much color

Show, don't tell - If you remove
all the text, the
images/illustrations still convey
message

ICONS

Inspiration

The Noun Project

<https://thenounproject.com/>

Tools

Adobe Illustrator and InDesign

Online alternatives to expensive tools

<https://www.makeuseof.com/tag/free-browser-adobe-illustrator-alternatives/>

Wingdings: Insert as symbol into text box

<https://speakingpowerpoint.files.wordpress.com/2011/10/symbol-fonts-wingdings-webdings-character-map3.pdf>

Convert to shape for formatting

<https://www.youtube.com/watch?v=Gf9ouk5zULg>

COLORS

Tools

Mixer

https://www.w3schools.com/colors/colors_mixer.asp

Color-brewer

<http://colorbrewer2.org/#type=sequential&scheme=BuGn&n=3>

Coolers

<https://coolers.co/browser/latest/1>

Search the web for inspiration

Trending colors for 2019

<https://www.canva.com/learn/6-trending-colors-to-use-in-2019/>

<https://piktochart.com/blog/pick-great-color-schemes-your-infographics/>

<https://visme.co/blog/infographic-color-schemes/>

Color Blindness Simulator

<https://www.color-blindness.com/coblis-color-blindness-simulator/>

FONTS

Download free fonts

<https://www.1001fonts.com/>

Fun text creator

<http://flamingtext.com/logo/Design-Neon>

GUIDANCE ON DATA VISUALIZATION

Choose a chart that is right for your data

<https://extremepresentation.typepad.com/files/choosing-a-good-chart-09.pdf>

<https://activewizards.com/blog/how-to-choose-the-right-chart-type-infographic/>





Experts

Stephanie Evergreen: <https://stephanieevergreen.com/blog/>

Alberto Cairo: <http://albertocairo.com/>

Flowing Data: <https://flowingdata.com/>
 Edward tuft: <https://www.edwardtufte.com/tufte/>

Data Visualization Tools

Software	Cost	Pros	Cons	Purpose
	Costly For individuals: https://www.tableau.com/pricing/individual For organizations: https://www.tableau.com/pricing/teams-orgs	Easy, drag-and-drop, good for common graphics, good default graphics	Expensive licensing fees, easy to make mistakes; Not good for replication	Quick graphics; dashboards
	Expensive for individuals, but most organizations have this: https://www.microsoft.com/en-us/p/excel/cfq7ttc0k7dx?activetab=pivot%3aoverviewtab	Some graphics are easy, everyone has access to it, easy to share	Defaults are bad	Common graphics
	Open source, free editors and library	Free online library of JavaScript code, cool graphics, interactive	Programming language can be difficult to learn, may need a server to post	Interactive graphics
	Open source, free online resources	Free, cool graphics, interactive	Programming language can be difficult to learn	Replication