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ONcall

ready-to-use NEWS

Add infographics to your content toolbox

Infographics are not new. As media consumers, we frequently come across these visual data tools that break down technical or complex information into easy-to-understand content.

They are effective because people are visual learners. Images increase engagement and help people understand information, and infographics, specifically, help simplify concepts and tell stories.

How to use infographics

They can be an effective part of any content strategy for any internal or external audience at the district level. They can also be used by schools to share information with parents and by teachers for instruction.

They can accompany almost any information you need to share, from proposed budgets to annual reports, administrative cost ratios, student achievement gains and bond election facts. In some cases, they can replace the stories you write about these topics.

Post them online and include links in key communicator and staff emails. Have colorful copies available at board meetings, forums, news briefings, staff in-service sessions, or just about any gathering you organize. Turn them into large posters and display in lobbies and at meetings, receptions and even at sports, music and graduation events.

What is an effective infographic?

According to Creative Blog Art and Design Inspiration, “The best infographics should tell the story of a piece of data in an entertaining and concise way. Infographics should spark interest in the data story, and allow people to understand it at a glance.” <http://bit.ly/2LQoVff>

Visme (www.visme.co), an infographics and presentation content maker, breaks down the fundamental elements of successful infographic design:

- It should tell a story.
- It should lead your eyes through the information.
- It should be well-structured.
- It should send a clear message.
- It should be visually appealing.
- It should be accurate and well-planned.

<https://visme.co/blog/best-infographic-examples/>

For inspiration, there are countless examples of effective infographics online. Search the web for specific ideas and check out these examples of effective designs:

For subscription information, contact WSSDA at (800) 562-8927 or (360) 493-9231.

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Washington State
School Directors' Association

(Over)

The 56 best infographics

www.creativebloq.com/graphic-design-tips/information-graphics-1232836

101 of the Best Infographic Examples on 19 Different Subjects

<https://visme.co/blog/best-infographic-examples/>

Why infographics matter in the classroom

<https://www.easel.ly/blog/infographics-effective-classroom/>

Tips for making infographics

If your communications plan does not include infographics, there are easy ways to build these visual files without having graphic design expertise. A good design is essential, but first, you must plan and organize the information.

For tips, refer to “How to Make an Infographic in 5 Steps (Beginner Guide)” by Venngage.com, an online infographic maker:

1. **Outline the goals of your infographic.** Define your goals. Why are you making this infographic and what are you trying to communicate? This should include a very specific solution to a communication goal for your specifically defined audience. See the question pyramid for more information to help you flesh out the burning problem, supporting questions and probing questions that will be the basis for your graphic.
2. **Collect data for your infographic.** Start with your own data (test scores, absentee rates, teacher education levels, etc.) and add supporting data through online searches of census data, Pew Research, Google Scholar, etc.
3. **Visualize the data for your infographic.** One strategy is to use the ICCORE method to determine the primary goals for your data: Inform, Compare, Change, Organize, Reveal relationships, or Explore. Visit the site for examples.
4. **Layout your infographic design.** Your design should have a natural information flow and a grid layout to add structure and balance. A grid is a predefined symmetrical layout of columns and rows. It is a standard structure in graphic design that provides an order and helps guide the reader through the design.
5. **Add style to your infographic design.** Pick fonts that are simple. As this is a visual summary, be sure to only include text that is necessary for understanding concepts and supplementing visuals. Don't be afraid to use large headings and subheadings. In fact, be sure to use big fonts to call attention to your messages. Choose colors carefully, and follow the principles of good design: alignment, consistency, repetition, negative space and color.

<https://venngage.com/blog/how-to-make-an-infographic-in-5-steps>

Use templates and tools

You don't have to be a professional graphic designer to make infographics. It helps to have an understanding of good design, but there are many free and fee-based tools and templates that will help you create a good data image.

If you are a design novice or lack the time to design from scratch, take a shortcut with an online infographic tool. Read reviews on Creative Bloq's list of 19 incredible options. Here are the top five on the list:

1. **Piktochart:** Entry-level tool with customizable templates. www.piktochart.com

2. **Biteable:** Free high-quality video infographics for social media. www.biteable.com
3. **Mural:** Fee-based interactive, collaborative design tool. www.mural.co
4. **BeFunky:** Free customizable template library for exportable infographics. www.befunky.com
5. **Visme:** Free infographic maker with more than 100 free fonts, a large image and icon library and the ability to include video, audio and animations. www.visme.co
<http://bit.ly/30KQVP2>

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