# Create easy infographics for impact: top tips from PiktoChart

# Visual Info Design #2

*based on Sanocki and Sulman's Color Relations Experiment*

**Reduce colors on complex content**

**High contrast between visual info and background**

**Use harmonious theme color**

**Use disharmonious colors smartly**

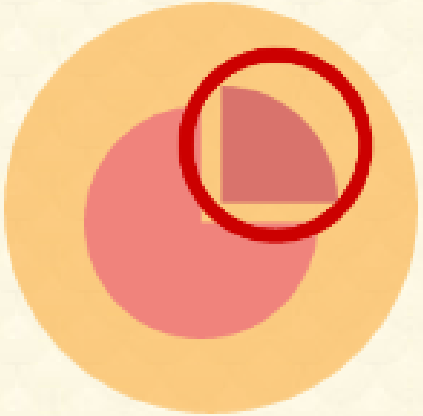
# Visual Info Design #3

*based on Binocular Rivalry Phenomenon*

**Do not clutter your content**

**Use themed icons**

**Highlight important points**



# Visual Info Design #4

*based on Larson and Picard's Experiment on Typography Influence*

**Use easy-to-read font types**

**Space out text and visuals**

**Do not place images or icons in between texts**

**Place sufficient whitespace between characters**

# Visual Info Design #5

*based on Castelhano and Henderson's Scene Perception Study*

**Use proper icon or image to represent data**

**Layout content in proper sequence**

**Use standard colors on important objects**

# Top Tips from Pikto Chart

superhighways
harnessing technology for community benefit

## 1. Layout & Designs

- Theme and designs to compliment your data.
- Do not clutter your infographics.
- Use themed icons.
- Layout your content in proper sequence.
- Headline to set the key expectations.

## 2. Visuals

- Text to go with visuals.
- Highlight important numbers on charts and graph.
- Use the right image or icon to represent your data.

## 3. Colors

- Reduce the number of colours for complex content.
- Use high contrast between important visual info and background.
- Use harmonious theme colours.
- Use disharmonious colour smartly.
- Use normal colour on important objects.

## 4. Typography

- Use easy-to-read font types.
- Place ample white space in between headline and the descriptive text or images.
- Do not obtrude line of connected words with images or icons.
- Provide ample whitespace in between characters.

http://piktochart.com/5-psychology-studies-that-tell-us-how-people-perceive-visual-information/