

Create easy infographics



December 2019

about Superhighways....

Providing tech support to small local charities in London for 20 years

- ✓ Support
- ✓ Training
- ✓ Consultancy
- ✓ Digital inclusion
- ✓ Impact Aloud
- ✓ Datawise London
- ✓ E-news sign up <https://superhighways.org.uk/e-news/>



HELLO

MY NAME IS

Your Name



Let's start with a drawing...



In this session we will...

- Identify free and low cost digital data visualisation tools
- Choose the right visuals – useful design tips
- Create infographics using free online tools
- Download your creations for use in reports, on websites & more

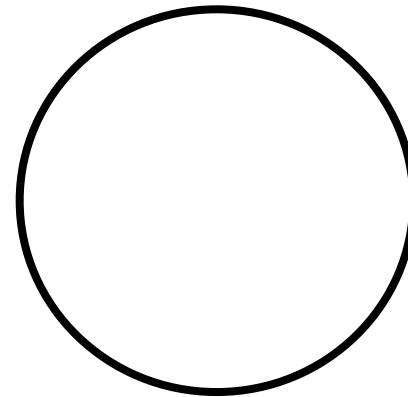


Quick task: image versus text

Textual description

A curved line with every point equal distance from the centre

Graphic description



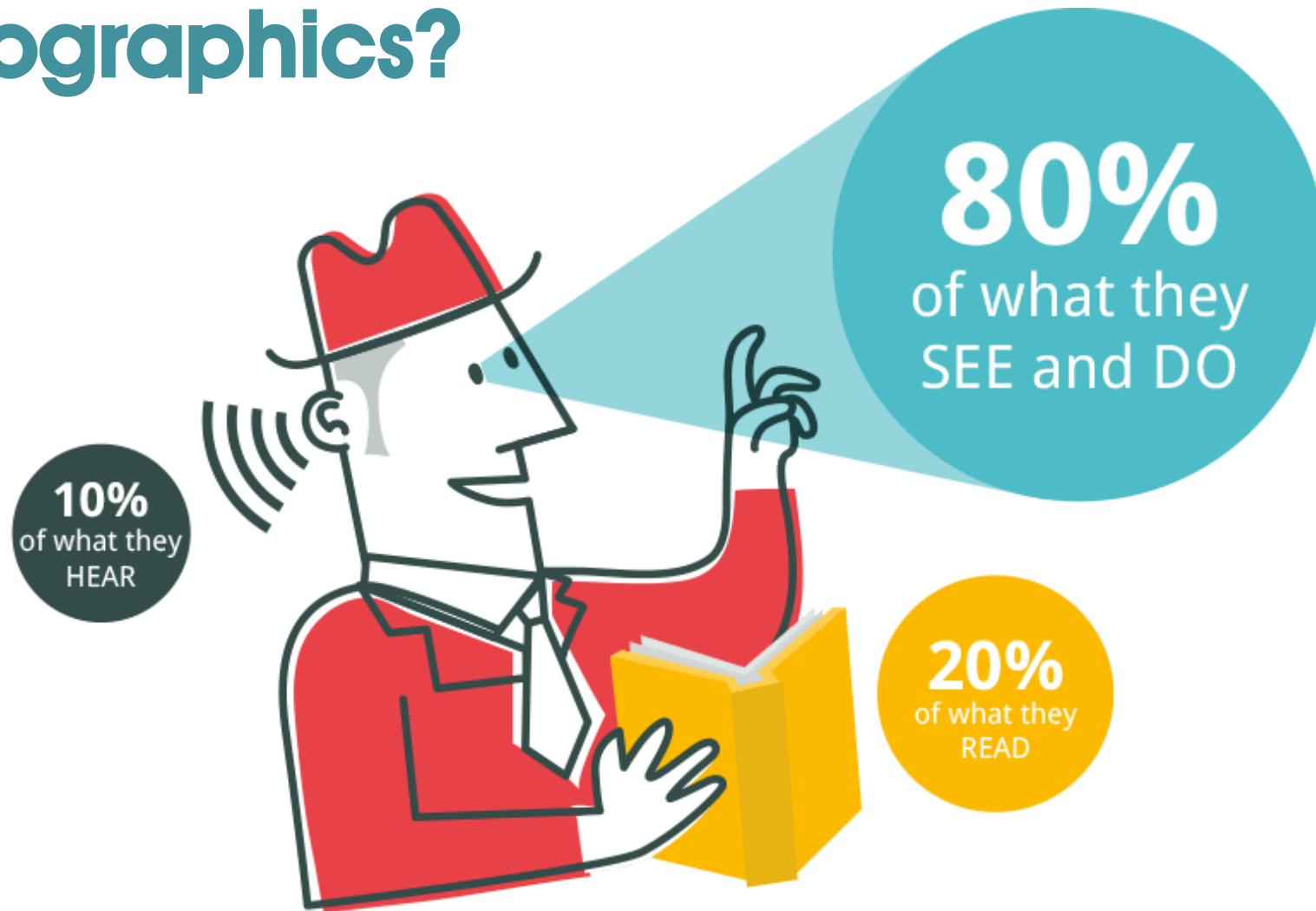
348478745875635889892
745990022945990920994
929594903909049737397
878378587378782746473
849209458928848980029
097365388288920678930



34847874**5**8776388989274
599002294**5**990920994929
09490390904979739787837
88737878**5**27464**5**38492094
489288489800290973388♂



Why infographics?



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



Like the flow of any great story, a great infographic contains a beginning, a middle and an end, with an overarching narrative that makes the reader continue all the way to the bottom

Freddie Ossberg
Raconteur Media's founder and CEO



Infographics for impact – reports



Infographics for impact – websites



663^M

663 million people live without clean water.

2.4^B

2.4 billion people don't have access to adequate sanitation, one in three of the world's population.

289k

289,000 children under 5 die each year due to diarrhoeal diseases caused by poor water and sanitation. That's 800 a day, or 1 child every 2 minutes.

Where your money goes

84p out of every pound we spent during 2018/19 was spent fighting poverty, excluding the costs of running our high street and online shops:



Infographics for impact – social media

Macmillan Cancer @macmillancancer · Jun 16

Up to 70% of carers experience one or more issues with their emotional wellbeing or mental health. Find support at macmillan.org.uk/getsupport

Issue	Percentage
of cancer carers experience stress	51%
of cancer carers experience anxiety	45%
of cancer carers experience depression	26%

26 18



When infographics go bad

Donut charts are mostly for decoration, right?



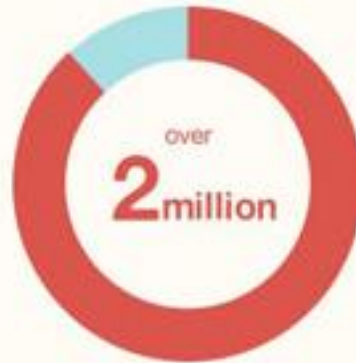
CarWool users

Already using CarWool to simplify their car buying experience. We've got the love letters to prove it.



Saved per user

Because we all have better things to do than spend our weekends on a car lot.



Phone calls avoided

Because only your mother should be able to interrupt dinner.



Dealer partners

Ready to communicate with you through the interwebs the way that Al Gore originally intended.



Getting started with Canva

Browse by Category



Getting Started



Fonts



Color



Images



Backgrounds



Layout



Branding



Skills in Action

Turn to your Canva task sheet 1
When you are ready, move on to sheet 2



Canva task 1: recreating a Tweet graphic



Getting started with PiktoChart



3 Easy Ways to Pick Great Color Schemes
For Your Infographics

If you have time...create a PiktoChart account
& take a look around



Further resources

How people perceive visual information

[5 psychology studies with top tips](#)

Choosing the right charts

[Quickly choose the right type of chart](#) for your data

Explanation of [which charts you should select](#) in different scenarios

Choosing the right colours

[The rule of three colours](#) – choosing your colour palette

[Adobe colour wheel](#) for finding complementary colours

[Upload a photo](#) to choose a colour scheme e.g. your logo

Watch this!

PiktoChart created a video for Superhighways to give local groups ideas for infographics, design tips and more. [Watch now](#)





Final
thought...



superhighways

harnessing **technology** for **community** benefit

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