

FUNDED BY TRUST FOR LONDON

Hands on...
PIKTOCHART

Brought to you by Datawise
London and Superhighways





What we'll cover today

- ✓ DEMO of key features
- ✓ essential design principles
- ✓ create a simple design
- ✓ download and share your creations

How this session will run

- ✓ I'll share a couple of slides
- ✓ Then I'll demo
- ✓ Then it's over to you!
- ✓ We're working with a fictitious case study
- ✓ I'll ask you to recreate a 1 page Annual Review
- ✓ You won't finish!



**What would you
like to use
PiktoChart for?**

Answers in chat...





HOW TO



Find your way
around

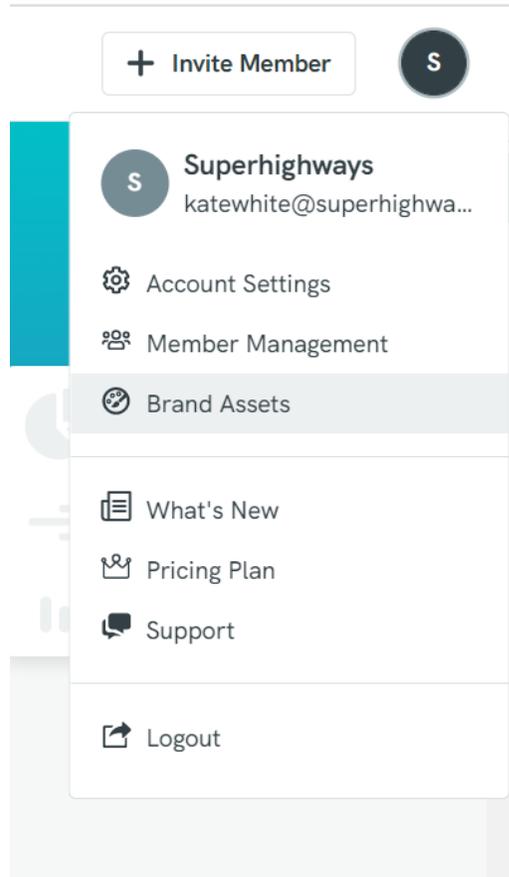
Your dashboard

The screenshot shows the Piktochart dashboard. At the top left is a circular profile icon with the initials 'SP'. Next to it is the 'PIKTOCHART' logo. In the top right corner, there are three buttons: '+ Invite Member', 'Upgrade to Pro', and a profile icon with 'SP' inside a pink square. The main content area has a teal header with the text 'Tell your stories with Piktochart Visual' and 'Start by selecting the type of story that you would like to tell.' Below this are seven category cards: 'All Formats', 'Infographics', 'Presentations', 'Posters', 'Reports', 'Flyers', and 'Social Medi'. The bottom of the dashboard shows 'Sorrel Parsons's Workspace', a search bar for projects, and a 'Help' button.

Access your account settings, plan and brand in the top right icon that has the initials of your name



Brand is a paid for feature



1. Click on your account icon
2. Go to brand assets
3. You can now add your brand colours
4. Easily choose from your logo
5. And add your fonts

But don't worry, you can still choose your colours in each template



It looks like this...

- ✓ £60 annually non profit pricing
- ✓ £14 per month annually others (or £29 for one month)
- ✓ See the [paid for plans](#)

My Colors My Fonts

Set Up My Colors



Drag an image here to magically extract its colors.
(.jpg/jpeg, .png, .svg)

Browse Images

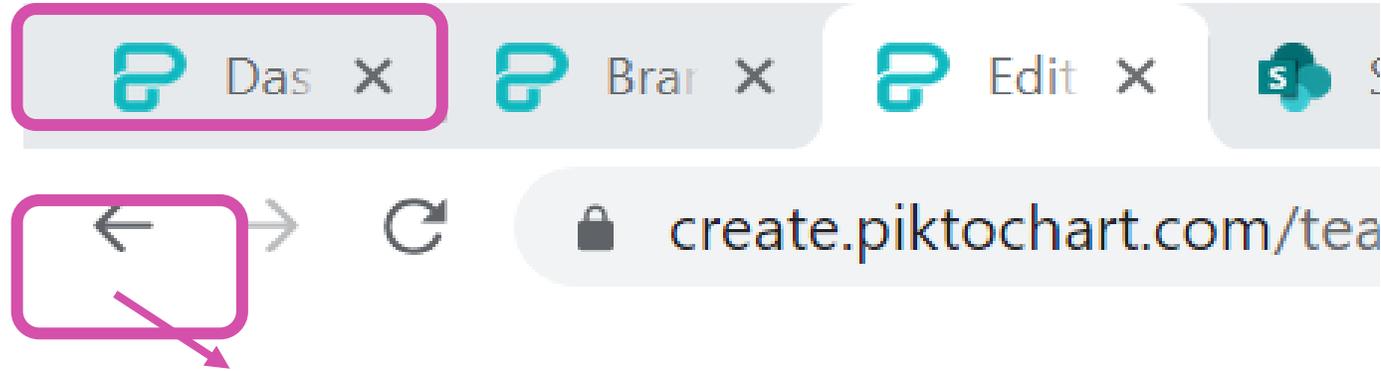
Select up to 6 colors. Create your unique colors accessible on all your designs.



i Fast. Convenient. Consistent. Access your colors from anywhere within the editor.



Remember whatever you click on opens in a new tab in your browser...



You don't need to use the back button in the address bar to see your dashboard.

But you can use the internal back button top left.





Try it for yourself:

1. Log into your account
2. Go have a look at your settings
3. Go back to your dashboard





HOW TO



Choose a
template

Choosing a template

Formats

All

Infographics



Presentations

Posters

Reports

Flyers

Social Media

Brochures

NEW

News Visualizations

NEW

Proposals

NEW

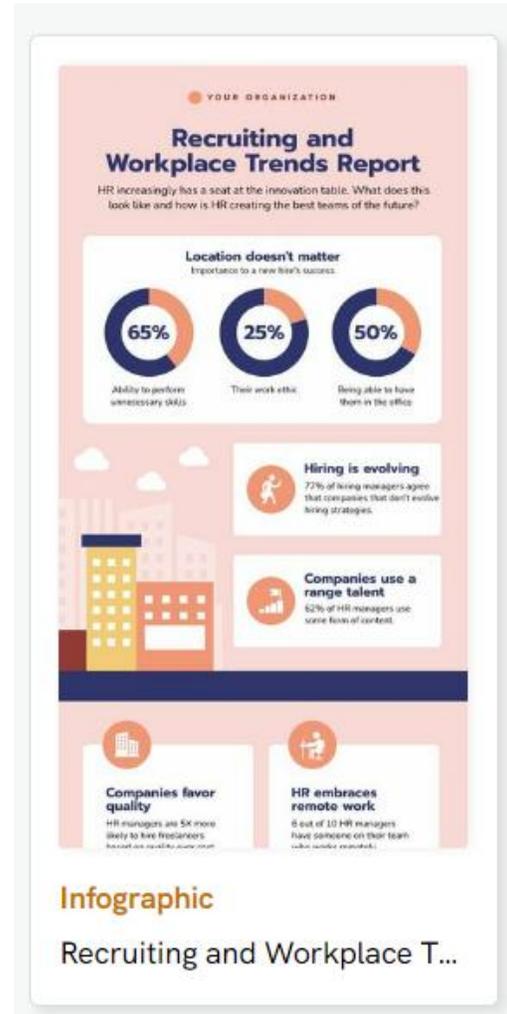
Resumes

NEW

Schedules & Planners

NEW

Custom size



- ✓ You can:
 - ✓ re-size
 - ✓ duplicate blocks
 - ✓ remove blocks
 - ✓ duplicate your design
- ✓ So choose for the story you want to tell



BUT remember

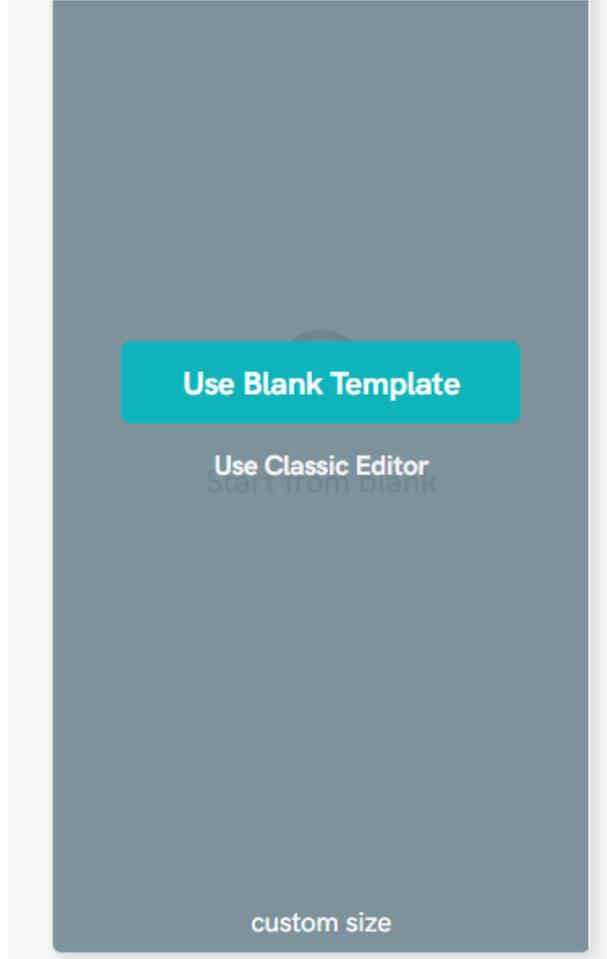
- ✓ Templates are created by designers with lots of experience



Social Media

Meet the Design Team Instagram...

Choosing your editor



- ✓ If you click on blank template you are choosing the new editor
- ✓ Or you can choose to Use Classic Editor



PiktoChart simple visual editor

The screenshot shows the PiktoChart simple visual editor interface. At the top, there is a navigation bar with a home icon, the text "It's a blank template", and several action buttons: "Saved", "Undo", "Redo", "Share", "Comment", "Download", "Preview", and "Upgrade to Pro". Below the navigation bar is a sidebar on the left with a pink border containing icons for "Background & Pattern", "Graphics", "Text", "Charts", "Maps", and "Styles". The main workspace is a large grey area with a teal border. In the top right corner of the workspace, there is a pink-bordered box containing icons for adding, duplicating, deleting, and undoing elements. A pink arrow points from the "Graphics" icon in the sidebar to the text "Main stuff you put on the page is in the left toolbar". Another pink arrow points from the pink-bordered box in the top right to the text "Adding or duplicating a page top right". On the right side of the workspace, there is a vertical toolbar with a zoom-in (+) and zoom-out (-) button, a zoom level indicator showing "71%", and a zoom reset button. Below the workspace, there is a "Help" button.

Home | It's a blank template | Saved | Undo | Redo | Share | Comment | Download | Preview | Upgrade to Pro

Background & Pattern

Graphics

Text

Charts

Maps

Styles

Main stuff you put on the page is in the left toolbar

Adding or duplicating a page top right

1

+

71%

Help

✓ New simple visual editor released May 2022



Classic view editor

Dashboard | My Visual | Save | Preview | Download | Share | Upgrade to Pro

Graphics
Design Components
Uploads
Background
Text
Color Scheme
Tools
Tour

Charts
Maps
Videos
Get Started

Main stuff you put on the page is in the left toolbar

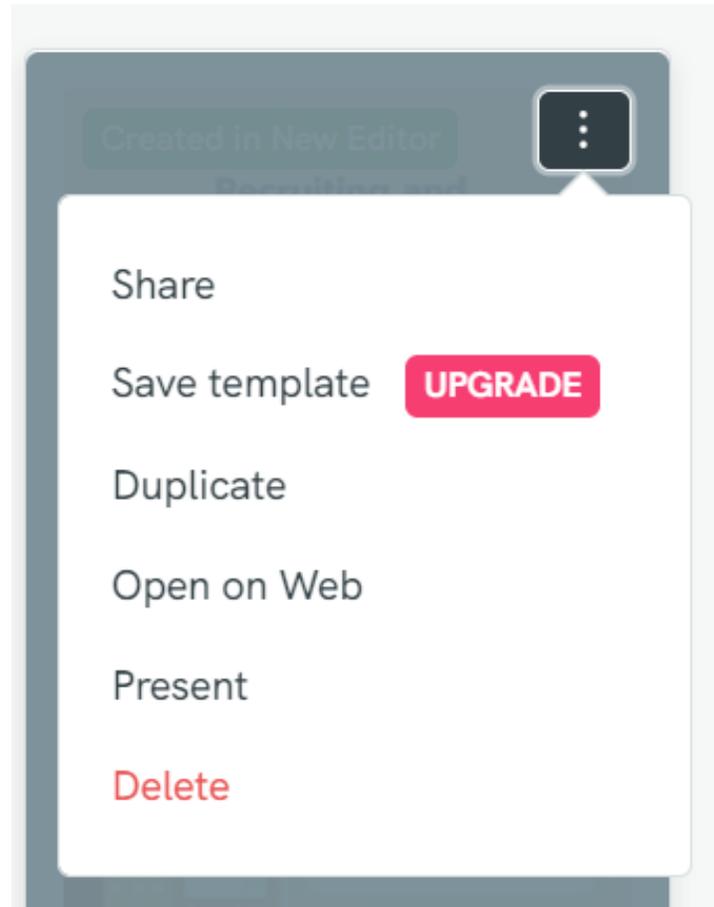
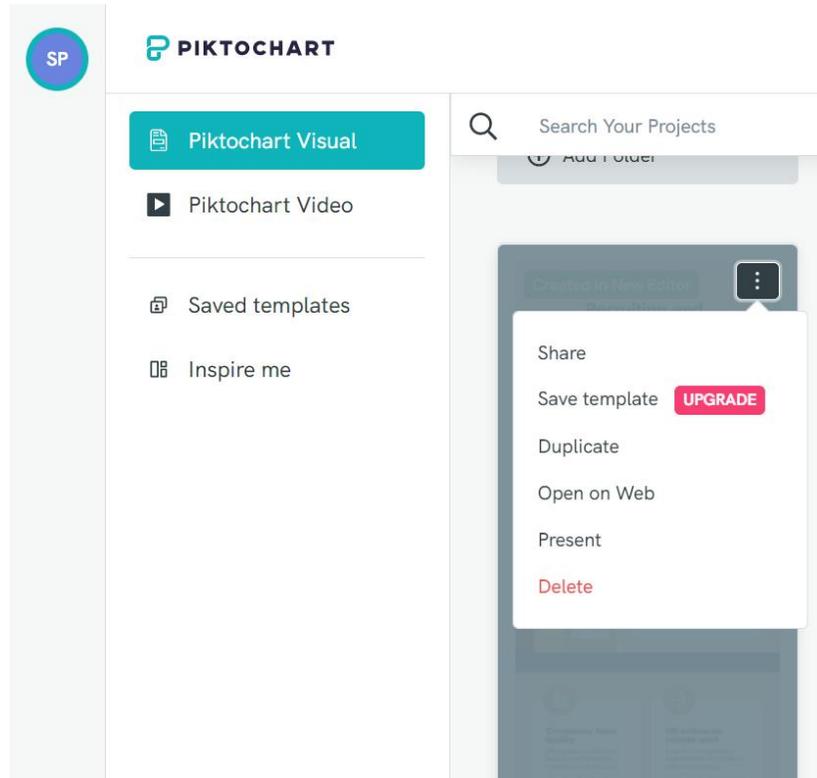
Adding, duplicating and resizing are on the smaller blocks on the left

100% | Need help?

✓ More tools e.g. insert video from YouTube.



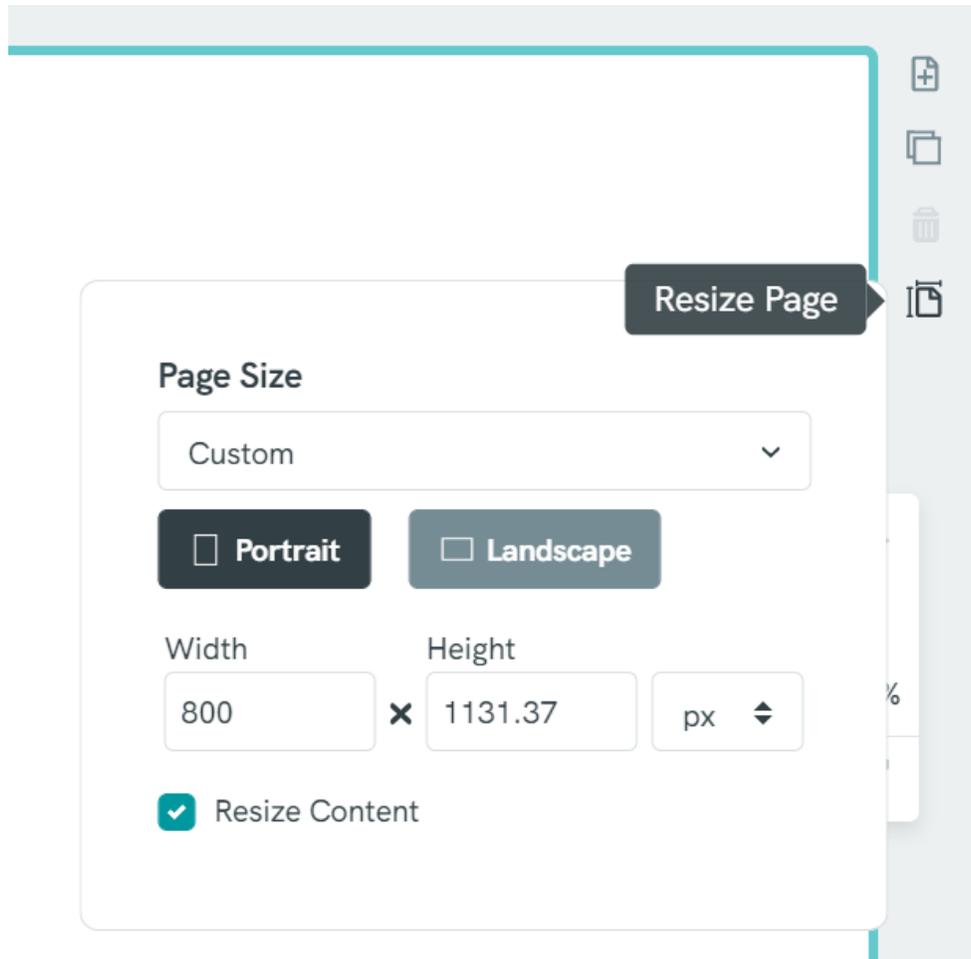
Once you have created a design



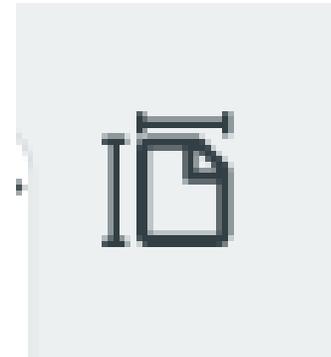
✓ Click on the three dots by any design in your dashboard to duplicate or delete



And don't worry, you can resize!



- ✓ Go to the little page icon (with a turned down corner) in right hand toolbar



Rename your visual

- ✓ Rename your visual in the top left hand box next to the Home or back to workspace button

The screenshot shows the top navigation bar of a design tool. On the left, there is a 'Home' button with a back arrow. Next to it is a text input field containing the text 'Here is where I rename my visual', which is highlighted with a pink rectangular box. To the right of the input field are buttons for 'Saved', undo, redo, and 'Share'. Below the navigation bar, the interface is divided into a sidebar and a main workspace. The sidebar on the left has icons for 'Graphics', 'Text', and 'Charts'. The main workspace area has a search bar for icons, a 'Background & Pattern' section, and a 'See more' link.



DEMO Simple editor





Try it for yourself:

1. Go to your dashboard
2. Click on Report templates
3. Scroll down and click on 'Create New' (or search for reports and click 'Start from scratch')

Create New



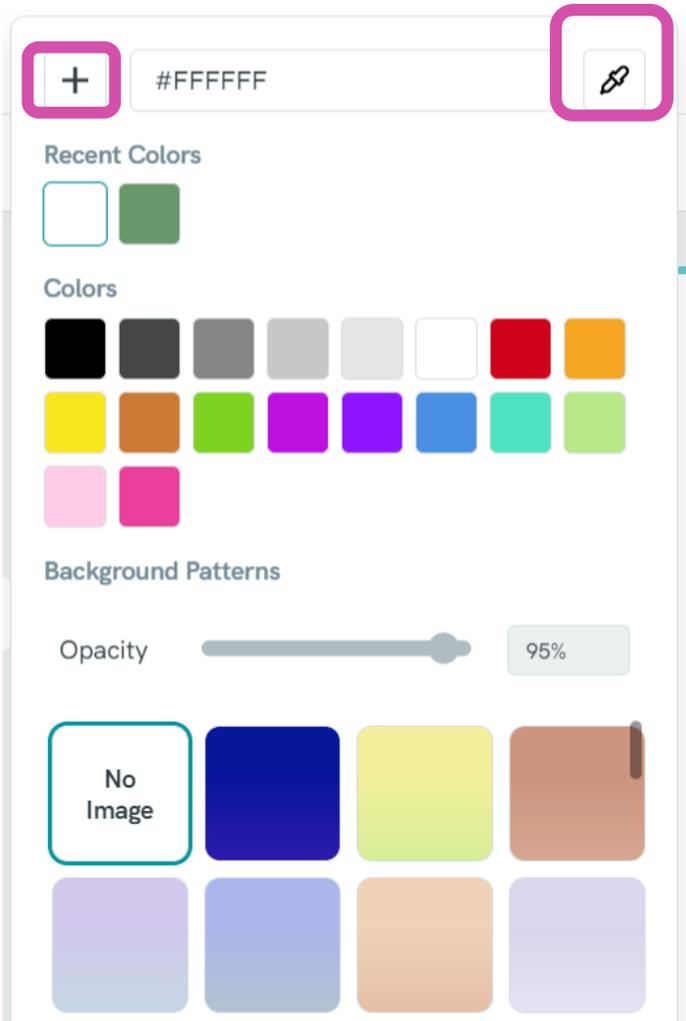


HOW TO



Change
background

Background & Pattern



- ✓ Click on Background and Pattern top left above your canvas
- ✓ Click on the + to add a new colour
- ✓ Click on a colour
- ✓ Or you can use the eyedrop tool to hover over a colour on an image
- ✓ Colours you add will be in 'recent colours'



DEMO
Changing
your
background

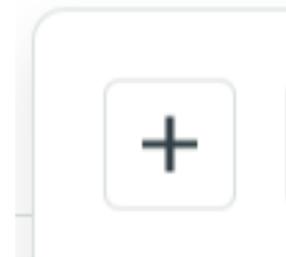




Try it for yourself:

1. Click on background
2. Explore
3. Then Add the green colour

#67976A





HOW TO



Add text and
shapes



Text



Charts



Maps



Styles

1. Click on text on your left hand toolbar

2. Click on a text style e.g. **Title** to add to your page

3. Double click in the box to type your text

Text

Display

Title

Header

Body Text



Open Sans



48



B

I

U



Add your text here





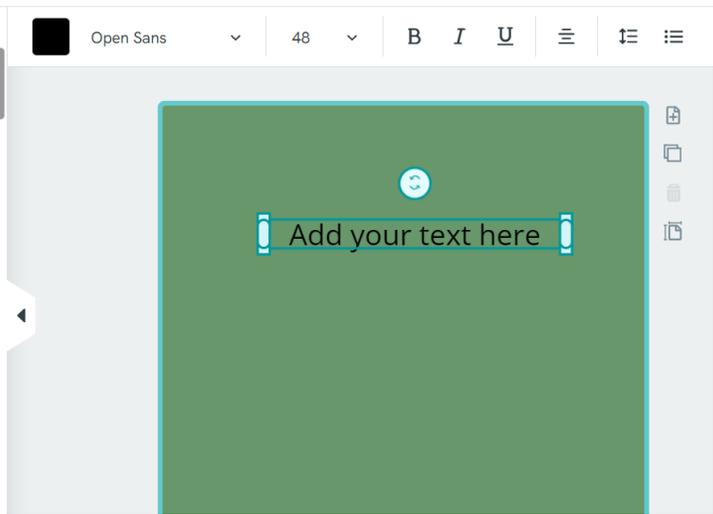
Text

Display

Title

Header

Body Text

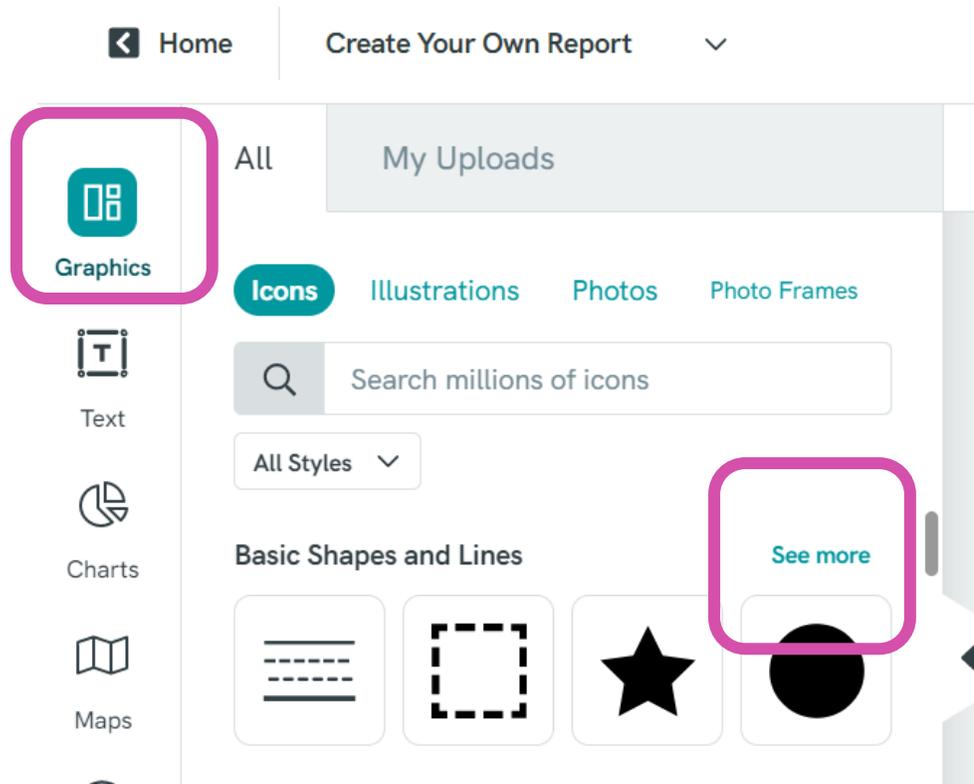


Group boxes by clicking on one, holding the shift key on your keyboard and clicking on the Group icon

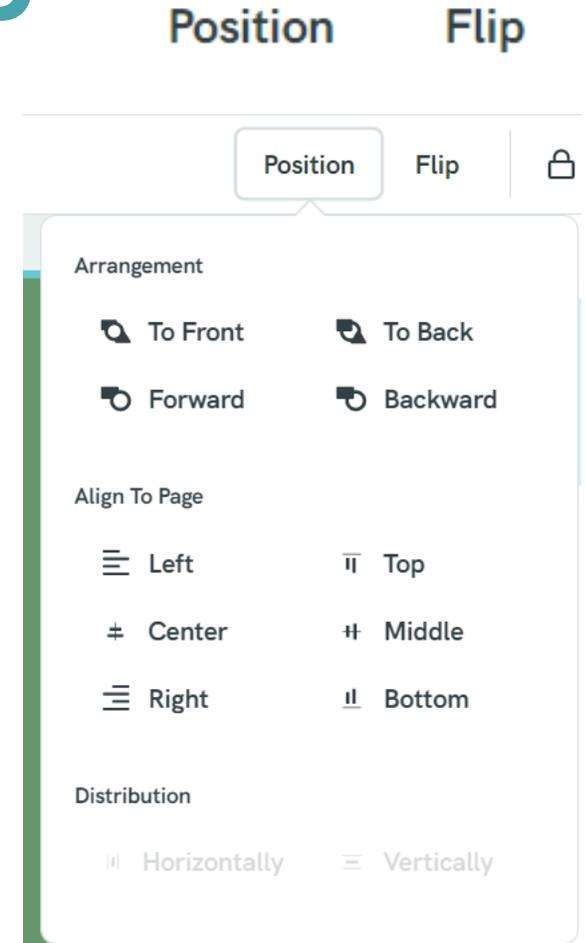
Every time you add a layer (text, graphic etc.) it will have a toolbar at the top of your canvas that allows you to change its size, shape, position and more



Adding shapes and ordering



- ✓ Click on graphics
- ✓ If you can't find your basic shape click on [See more](#)
- ✓ Or search e.g. rectangle



DEMO
**Adding text,
shapes and
positioning
layers**





Try it for yourself:

1. Add the titles for the annual review
2. Make sure each line is in a separate text box
3. Change the colour to white
4. Add a rectangle shape and change its position behind the text
5. Add a white line



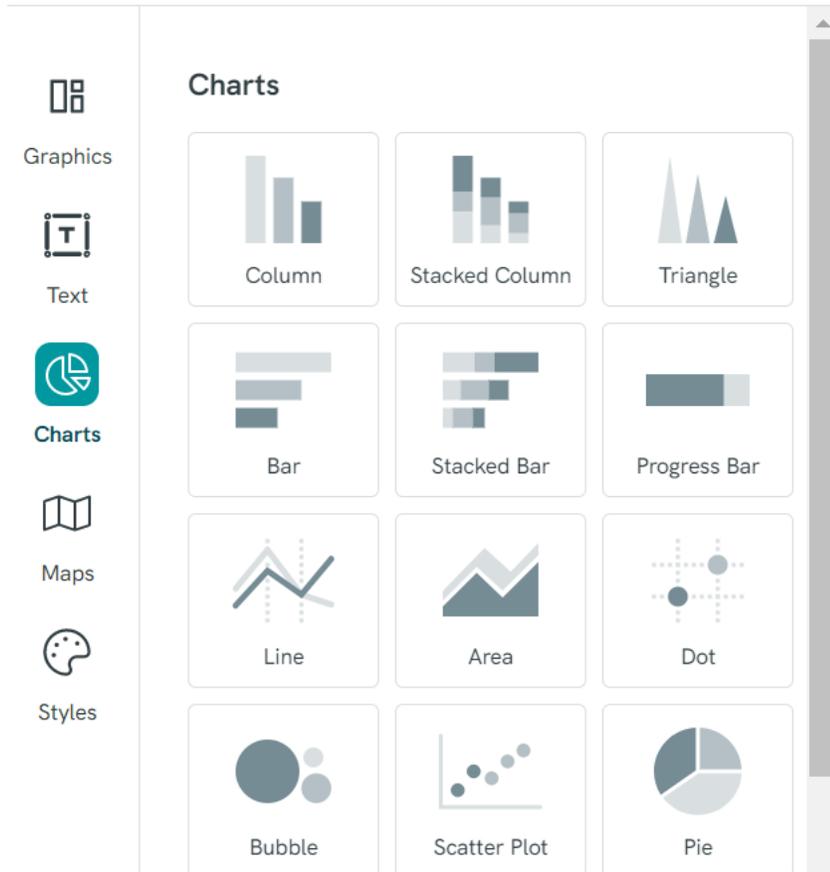


HOW TO



Add a chart

1. Click on charts in the lefthand toolbar



2. You can manually type in your data, paste from a spreadsheet or connect to Google when you are in the data tab

The image shows the Google Sheets data tab interface. At the top, there are tabs for 'Data' and 'Chart Settings'. Below these are buttons for 'Upload File' and 'Google Sheets'. A table is displayed with the following data:

	A	B	C
1	Period	Profit 2018 (\$)	Profit 2019 (\$)
2	QTR 1	390	540
3	QTR 2	480	310
4	QTR 3	320	410
5	QTR 4	280	430
6			
-			



Click on the chart settings tab to change colours and more

Data Chart Settings

Title

Legend

Legend Position Bottom ▾

Legend Text Color

Axes Titles

X Axis Title

Y Axis Title

Axes Title Color

Axes Labels

Min value - Max value

Axes Label Color

Colors

One color for all series

Advanced Options <

- ✓ Use the on / off button to choose whether to show details
- ✓ Sometimes it helps to change the colours first if you have a dark background



DEMO

Adding and editing a chart





Try it for yourself:

1. Insert a bar chart
2. Delete the data
3. Copy and paste [this data](#)
4. Change the chart to white
5. Decide what to switch on and off!

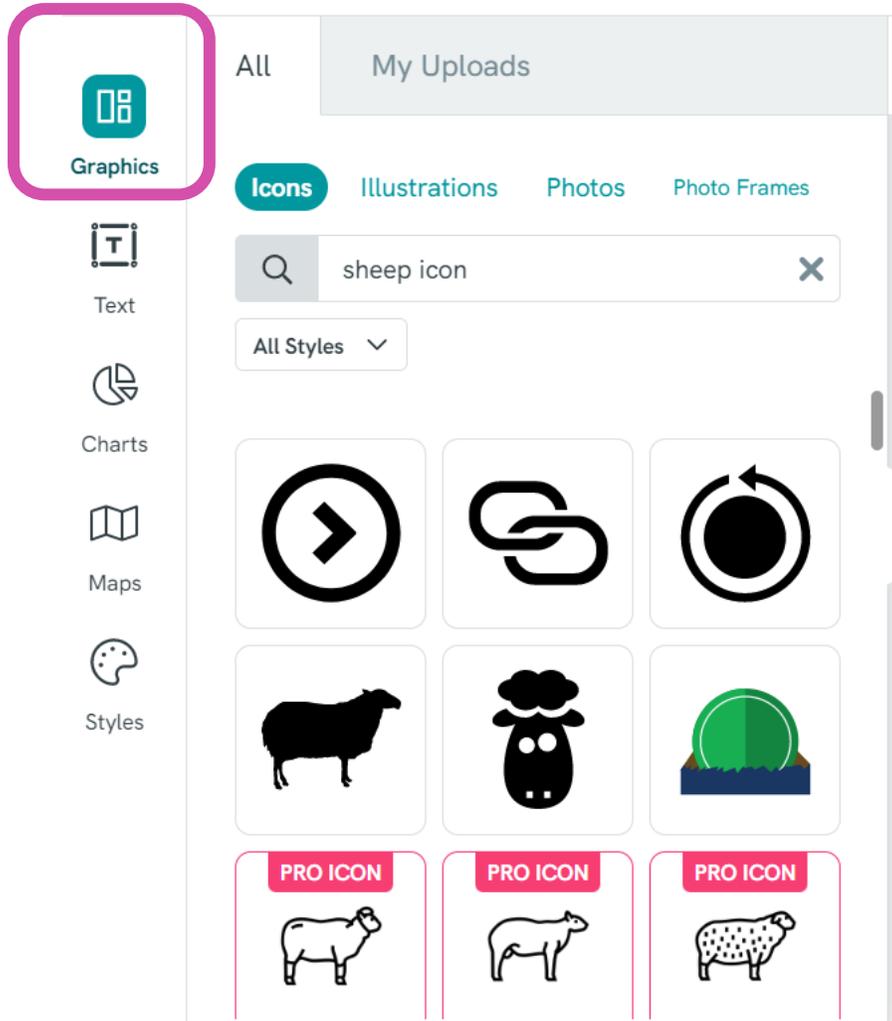




HOW TO



Add icons



- ✓ It's the same as adding shapes
- ✓ Click on graphics
- ✓ Scroll down to see icons
- ✓ Or search e.g. sheep icon



DEMO

Adding icons





Try it for yourself:

1. Add the title 'Here's how it worked last year'
2. Add white circle shapes
3. Add red icons at the front
4. Keep your icons in the same family if you can

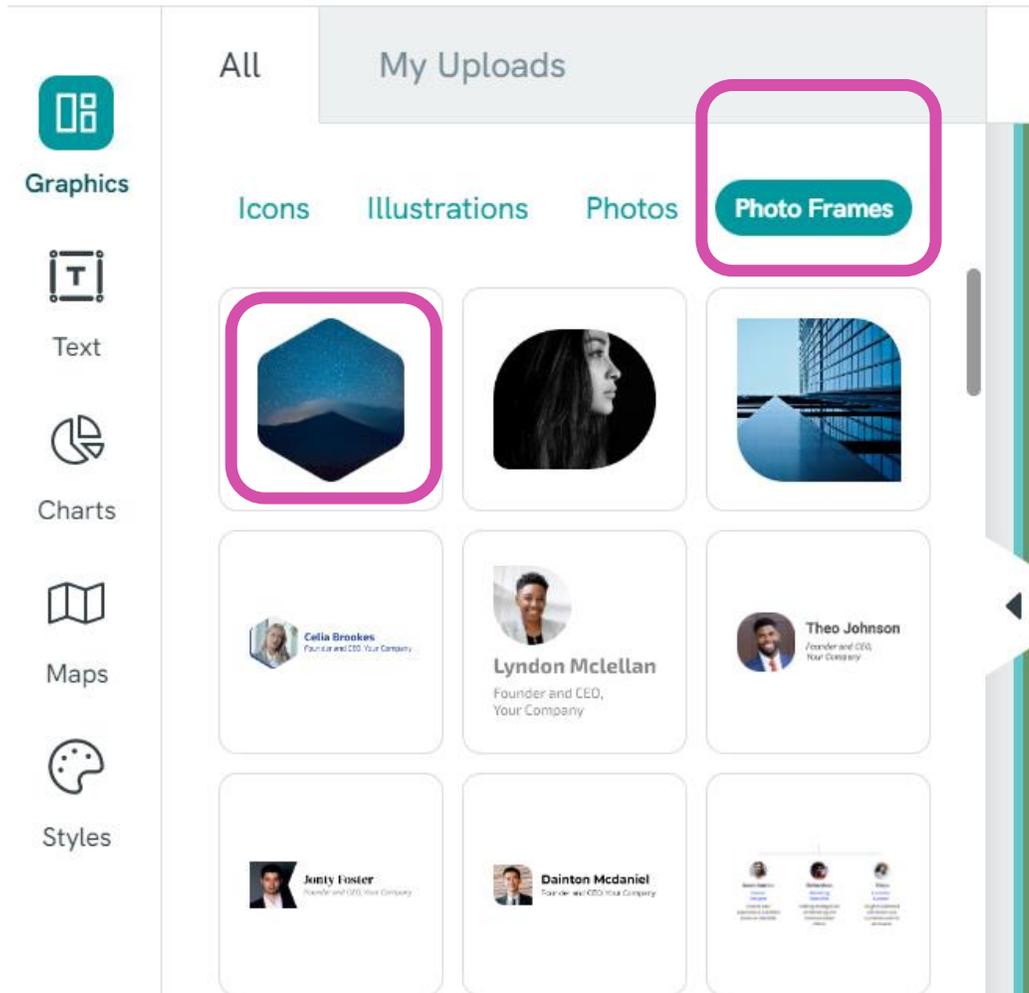




HOW TO



**Upload and
add a photo
to a frame**



- ✓ Go to graphics
- ✓ Then along to the frames tab
- ✓ Choose a shape to put your photo in
- ✓ Add to your page





Graphics



Text



Charts



Maps



Styles

All

My Uploads

Mask

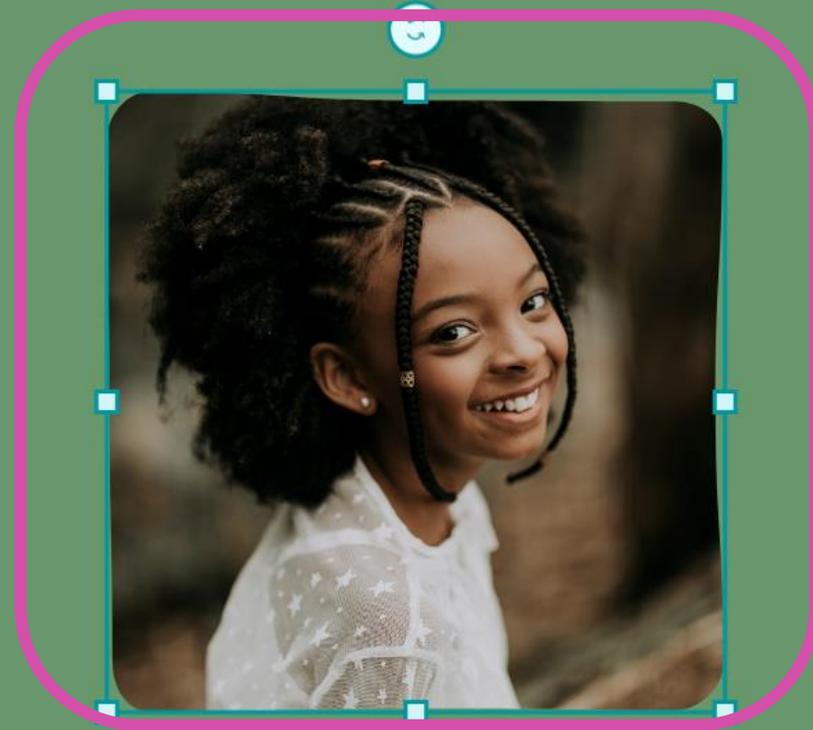
Position

Icons

Illustrations

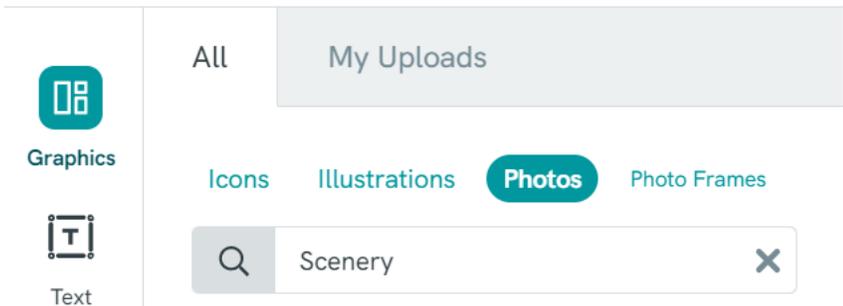
Photos

Photo Frames

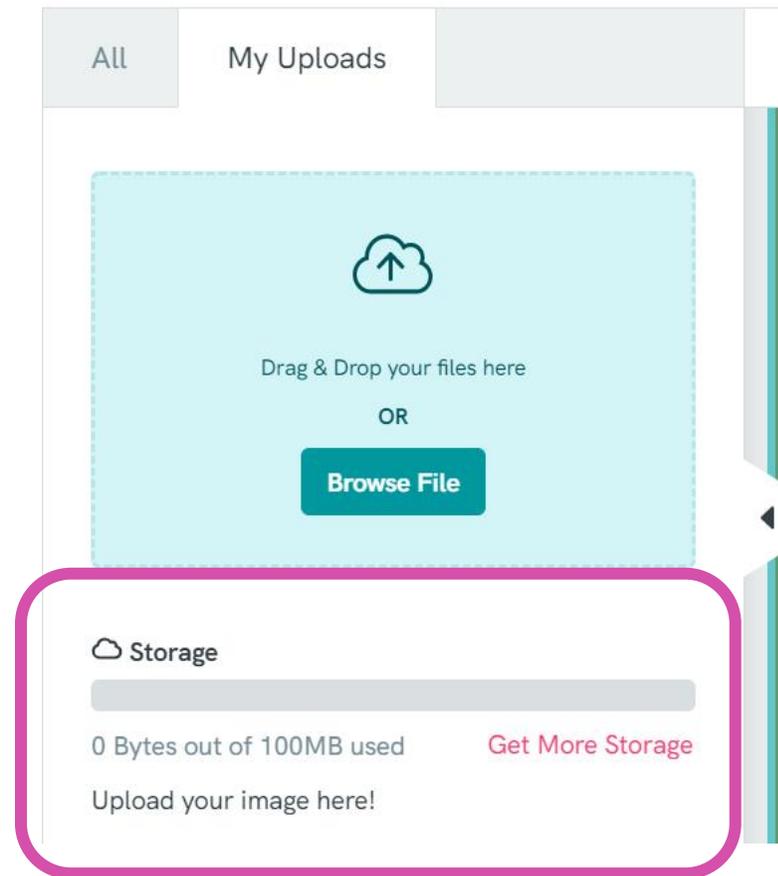


- ✓ Go to Graphics, then the frames tab
- ✓ Choose a shape to put your photo in
- ✓ Add to your page





1. Click on photos
2. Click on 'My uploads'
3. It will open a dialogue box where you can browse for your file



Space is one of the main restrictions on the free plan!



DEMO
Uploading a
photo and
adding to a
frame





Try it for yourself:

1. Download this photo
2. Upload into PiktoChart
3. Add a frame to your canvas
4. Insert your photo into the frame





HOW TO



Insert video
using the
classic view

DEMO
Classic editor
for adding
video



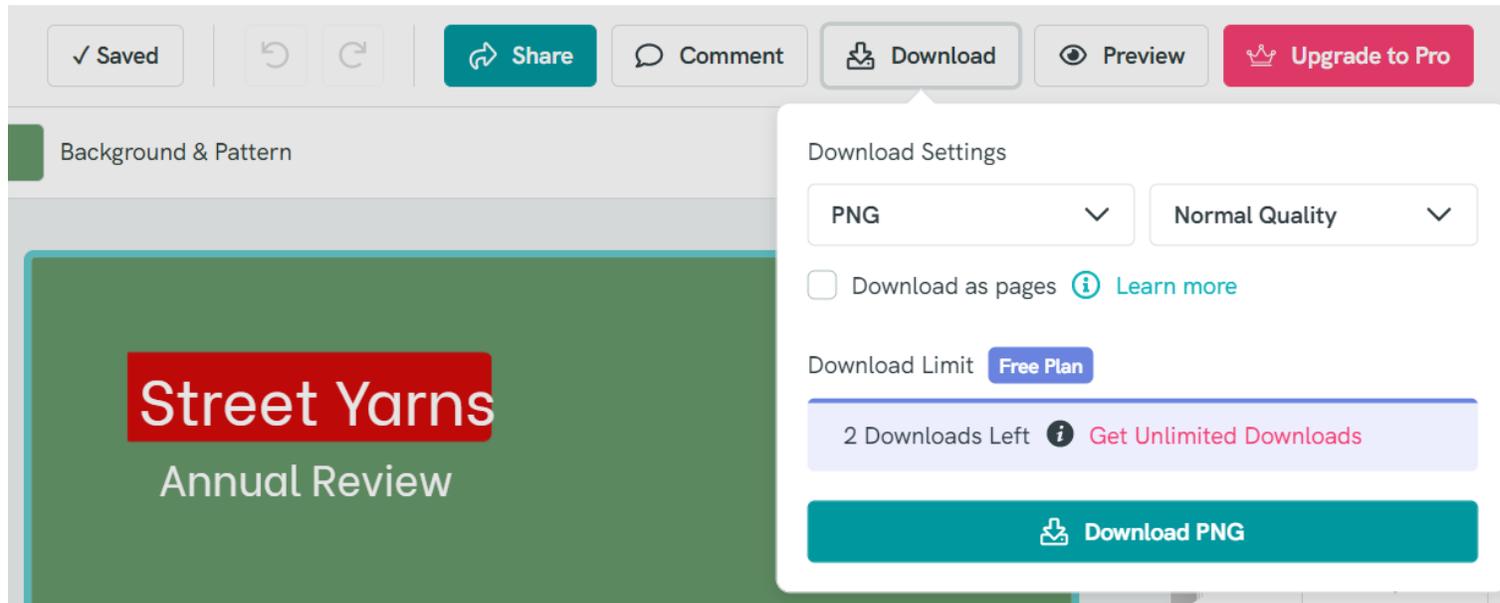


Try it for yourself:

1. Create a new canvas
2. This time social media
3. Choose classic view
4. [Insert this video](#)



Sharing options



- ✓ In the free account unfortunately there are only 2 free downloads! An upgrade to Pro non-profit pricing may be better
- ✓ Or you'll need to screen capture (Print screen or use a clipping tool).
- ✓ Canva may be a better option for you if you need to download



Final thought



Thank you for taking part



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Trust for London

Tackling poverty and inequality





DON'T FORGET



**to send us
your
creations!**