

Infographics are extensively used and applied in diverse and expansive ways in many businesses and organizations for marketing, reporting, and gaining business insight. Creating an engaging infographic will help businesses and organizations to display valuable data, facts, information, and trends effectively.

Infographic Definition & Meaning

An infographic is a clear visual representation of data, facts, figures, information, and statistics through organized charts, graphs, and other graphic tools.

Infographics are essential to many businesses, organizations, and professionals to clearly and quickly present complex information and to guide them in better recognizing and visualizing various patterns and trends in a specific area.

What Is an Infographic?

An infographic is an abbreviation of an information graphic that uses visual elements to communicate information for business and organizational purposes such as content marketing and brand promotion. It is commonly used in traditional prints, online publications, blogs, and/or social media pages to visualize data, the latest trends, patterns, and statistics. Plus, this tool guides the audience to comprehend the message immediately.

10 Types of Infographics

Vaccine Infographic

A vaccine infographic is an infographic used for health care and medical purposes, providing a clear visual representation of key information about a specific vaccine. It highlights the major components of a vaccine and how each component works together to boost the immunity of a person against a particular disease. Use a [vaccine infographic](#) to inform the public about the statistics and other details of several vaccine ingredients.

Vaccine Ingredients

● Stabilizers

Stabilizers keep vaccines effective and ensure that vaccine ingredients don't separate.

● Surfactants

Surfactants can be used for emulsion, adjuvants, and the like and they prevent lumping.

● Residuals

Residuals are inactive ingredients in a vaccine that work to remove viruses during manufacturing.

● Adjuvants

Adjuvants work to make a vaccine work better by creating a better immunity response.

● Diluents

Diluents are liquid ingredients used to reconstitute a vaccine before administering it to a patient.

● Preservatives

They help a vaccine steer away from any contamination.



Travel Infographic

Create a clear and well-structured infographic for your traveling and long journey plans. List down the important things you need to do before you travel to a certain place. Make things easy and quick while designing your travel infographic when you use an awesome [travel infographic](#) template.

SIX THINGS TO DO BEFORE



Travelling

Check the Weather

Check what weather your vacation is going to have so you can bring the right clothes and things.



Prepare Passports

Always put your passport inside your bag the night before the flight.

Take Travel Documents

Make sure to take your travel documents with you.



Inspect Motorcycle

Check the motorcycle's brakes, electrical systems, tires, and hoses.

Contact Bank

Tell your bank that you're going to have transactions abroad.



Get Travel Insurance

You can't tell what emergencies you may face during the vacation, it's best to have insurance for protection.

SEO Infographic

Using an appealing [SEO infographic template](#) helps you to define several ways to use SEO for your company. SEO is generally used in increasing social media awareness, optimizing

websites, and developing relevant content for the target audience. Our website provides a wide selection of SEO infographic templates that you can easily use.

SIX WAYS TO USE SEO FOR BUSINESS

- 1. Use Social Media**
Post on social media so that when people visit your social media page they will help your ranking when someone searches for you.
- 2. Use Keywords**
Think of keywords related to your product or you can search online to find them.
- 3. Optimize Website**
Make sure your website is optimized for better mobile search.
- 4. Make Website Easy to Navigate**
Make sure when people use your website they will have a good user experience.
- 5. Good Meta titles**
Meta titles can affect people's decisions in clicking.
- 6. Make Content Relevant**
Your content must be relevant to your target audience's needs.

Music Infographic

Explain the history and major benefits of listening to music to your audience. Use an engaging music infographic template so that you can present core points about the worthwhile benefits of music in our body such as improving mood, helping you sleep better, and many others. Customize one of the [music infographic](#) templates on our website and use the colors based in psychology.

**SIX WAYS
MUSIC IS
HELPING YOU**

- 1 Improves Mood**
Listening to music can help you improve your mood for example, from sad to happy.
- 2 Minimizes Pain**
If you suffer from any pain, music therapy is here to help.
- 3 Makes You Consume Less Food**
Dining in restaurants that play slow or relaxing music can help you take in food slowly.
- 4 Helps Your Heart**
Your heartbeat and breathing can follow a music's tempo or beat.
- 5 Motivates You to Exercise**
Try listening to music for your next exercise, it will motivate you to work out longer.
- 6 Helps You Sleep Better**
If you need a good night's sleep, then classical music can help you with that.

The infographic features a dark blue background with a large, faint circular graphic in the upper right. At the bottom, there are stylized yellow wave patterns and several white musical notes, including a treble clef and a single eighth note.

Project Infographic

A project infographic is a comprehensive visual representation that clearly outlines the different phases of your project. When preparing this design, it is important to use a simple [project infographic](#) template, include short texts and icons in each phase, and divide the sections appropriately. Apply two contrasting colors to make your infographic stand out and accentuate the content of your infographic.



About Me Infographic

Introduce yourself as an artist, blogger, content creator, or any other professional title with a contemporary [About Me infographic](#) that you can use for your CV or resume. Apply some earth tones, simple geometric lines and shapes, and typography art. Add some graphical elements that personify your brand identity.



The infographic features a light orange background with a subtle grid pattern. At the top, the title 'ABOUT ME' is written in a bold, brown, serif font. Below the title is a circular portrait of a woman with dark hair, wearing a black top, resting her chin on her hand. To the right of the portrait is a stylized sunburst graphic. Below the portrait, the name 'Johanna Myers, 27' is written in a white, sans-serif font on a brown, torn-edge banner. Below the banner is a light yellow, torn-edge rectangular box containing the following text in a brown, sans-serif font: 'Born on January 5, 2033', 'Speaks French, Spanish, and English', 'Loves to travel to big cities', 'Favorite activities: Reading, writing, and watching movies', and 'Occupation: Social Worker'. In the bottom right corner, there is a small, dark orange banner with the text 'TEMPLATE.NET' in white.

ABOUT ME

Johanna Myers, 27

Born on January 5, 2033
Speaks French, Spanish,
and English

Loves to travel to big cities
Favorite activities: Reading,
writing, and watching movies
Occupation: Social Worker

TEMPLATE.NET

Real Estate Infographic


This type of infographic is commonly used to help people learn and understand some tips to become successful real estate agents. Demonstrate key aspects of a successful real estate agent and insert some icons to visualize these aspects. Construct a modern [real estate infographic](#) to help you in your work.

SIX TIPS FOR A SUCCESSFUL REAL ESTATE AGENT

<p>Get Certified Take pre-licensing courses from reliable program providers.</p>		<p>Build Relationships Take pre-licensing courses from reliable program providers.</p>	
<p>Be Available Make your phone available for inquiries all the time.</p>		<p>Use Social Media Stay up to date with the current real estate trends and ramp up your social media game and post new properties.</p>	
<p>Focus on Big Goals Be specific in writing down your goals, like selling 100 properties by the end of the year.</p>		<p>Find a Mentor Look for an industry-experienced and professional mentor.</p>	

School Infographic

Teachers and other academic professionals need to use awesome infographics in their professional work to assist students in their studies well. Use a compelling [school infographic](#) template for your class. Guide your students in their online learning and present an infographic that explains the important tips on how they can be successful in their online learning journey.



SIX TIPS FOR STUDENTS TO HAVE SUCCESSFUL ONLINE LEARNING

- 1. Create a Study Schedule**

Get organized by preparing a study schedule days ahead.
- 2. Prepare a Study Set-up**

Designate a space for the online class and prepare all technical requirements, such as laptop, webcam, audio, and internet connection.
- 3. Have Study Breaks**

Schedule regular breaks in between classes and study sessions to avoid stress.
- 4. Participate in Discussions**

Be attentive and answer questions.
- 5. Submit Assignments On Time**

Avoid procrastination and schedule a time for homework.
- 6. Reward Yourself**

Don't forget to reward yourself with a good rest or good food.

TEMPLATEKIT

Nonprofit Infographic

If you are planning to organize a sports fundraising event for a cause, we recommend that you use an incredibly-designed [nonprofit infographic](#) template like this one. Indicate the main goals and objectives of the fundraising event, and the key statistics of the event such as the number of athletes affected, online engagement, and the number of donors. Also, tell the people how they can join in the event.

The infographic features a yellow background with a silhouette of a runner in the center. The title 'the 2km run challenge' is at the top. Below the title are two columns: 'What' and 'How'. The 'What' column contains three statistics: 'Number of Athletes Affected', 'Online Engagement', and 'Number of Donors'. The 'How' column contains one statistic: '#3.8 Million Raised'. A silhouette of a runner is positioned on the right side of the infographic.

the 2km run challenge

What

The 2km run challenge is a movement that encourages people to stay active by running a 2-kilometer distance to help aid athletes with injuries.

How

Run, take a video, record your distance, and submit through [atheleterise.com](#) to help raise funds.

Number of Athletes Affected

Studies show that 67% of US athletes sustain major injuries in competitions.

Online Engagement

15 million Facebook shares, comments, and likes.

Number of Donors

800,000 donors

#3.8 Million Raised

More than 20% of the expected amount was raised.

Construction Infographic

Make a modern and unique infographic when describing the different types of construction jobs such as water treatment, debris removal, crane operation, etc. To assist you in designing the infographic, use a basic building [construction infographic](#) template. Customize the template according to your needs and preferences for your work as you add your logo and brand colors to your infographic design.



DIFFERENT TYPES OF JOBS IN CONSTRUCTION



Construction Workers

These people do on-site work, such as digging, removing debris, and assisting machine operators.



Civil Engineer

Civil engineers operate, review design, evaluate, and build for commercial construction projects.



Surveyors

They identify the exact location of the construction site before any work begins.



Construction Manager

They supervise, make schedules, plan, and complete a construction project.



Crane Operators

Crane operators control or move heavy materials using different crane machines.



Painters

Construction painters apply paint or coating on surfaces after preparing them for painting.



Infographic Uses, Purpose, Importance

An infographic has multiple uses based on the purpose of the infographic material of a business or an organization. Nowadays, it is widely used in digital content like in blogs and social media pages. Listed below are the common uses, purposes, and importance of infographics.

Brand Awareness

Creating visually appealing infographics is important to reinforce a brand. Having an infographic embedded with your logo and with your business brand prominently displayed is very effective in increasing brand awareness. That's why many businesses, institutions, social media influencers, and content creators showcase their brand value while integrating their brand purpose and services into their infographics.

Informative Guides/Manuals

Infographics are important to internal communication and education. These graphic representations are great in employee guides, product information manuals, food menu guides, social media marketing timeline guides, technology process guides, health and safety booklets, research development process booklets, and/or resource booklets. Academies, schools, colleges, and universities incorporate their service marketing into their infographics.

Marketing and Promotional Tools

Many companies, health facilities, institutions, and organizations use an infographic to market and promote their products, services, and processes to the public. Businesses print company brochures and sell sheets to visualize their products, services, and processes. Through effective infographic marketing, they collect data and reveal their ability, authority, and expertise to solve existing problems.

Increased Blog/Website Traffic

All kinds of infographics published online are immensely shareable for use around the internet. If your infographic is published on a blog or website, it commonly provides an embed code that enables an automatic link from the original website to your blog or website. So, a well-designed infographic generates traffic to your website as your viewers visit your webpage, improving the bounce rate of your site.

Enhanced Search Engine Optimization

As infographics can be easily shared on various social media platforms, it greatly benefits search engine optimization or SEO. It helps your business or organization to become visible on different social media platforms like Facebook, Twitter, LinkedIn, Google+, and Pinterest. A good infographic that enhances SEO must convey a bold and innovative message and has minimal use of words that catches the attention of your target audience.

What's in an Infographic? Parts?

Title and Subheadings

Write a simple yet thought-provoking title and subheadings. Inform your readers of what they need to know right away.

Accurate Statistics

Ensure that you provide accurate, relevant, and valuable statistics. Cite all facts and figures to the legitimate references and sources from which you obtained the information.

Color Scheme

Select a striking color scheme that matches the message you want to convey to the audience. The colors you choose should invoke a certain feeling.

Graphics or Illustrations

Including some eye-catching graphics, or illustrations is a fantastic way to make an enticing infographic. Make your graphics and illustrations stand out from the rest.

Facts and Figures

Highlight the most important facts and figures in your infographic by specially formatting them. You may increase their font size, choose a unique font style, or bold the typeface.

Organized Narrative

The audience is attentive to content with a compelling and organized narrative. Your infographic must be arranged and structured within the right context in a way that they can easily absorb the information.

How to Design an Infographic?

1. Choose an [Infographic Size](#)
2. Consider the purpose of your infographic
3. Select the [Infographic Template](#)
4. Write the title and subheadings
5. Indicate the data, facts, figures, trends, and statistics
6. Choose your font, typography style, and color scheme
7. Design the overall layout of your infographic
8. Adjust, edit and revise other visual and text elements if necessary
9. Finalize and download your work

Infographic vs. Graphic Organizer

An infographic is a visual communication tool that simplifies complex, lengthy data, information, statistics, and trends through graphic illustration, large typography and long, vertical orientation.

A graphic organizer is a graphic display that expresses the relationships between facts, ideas, and terms with the use of concept diagrams, knowledge maps, or story map to help individuals classify their ideas in an organized way.

What's the Difference Between an Infographic, Data Visualization & Dashboard?

An infographic is an essential visual communication tool that represents specific data, facts, figures, trends, and statistics of a business, or an organization for their advocacy, brand, event, products, and/or services.

A data visualization is a clear graphical representation of data and information with the use of simple charts, graphs, maps, and other data visualization tools to help businesses, organizations, and professionals in observing and analyzing trends, patterns, and outliers in data.

A dashboard is a visual display of one's data to give primary information at a glance as it obtains information from a linked database.

Infographic Sizes

Infographics have a wide array of standard sizes both in digital and physical formats. The [infographic size](#) and format are based on the type of infographic material that will be used to present to the public.

Infographic Format	Type of Infographic Material	Size (in) & File Format
Printouts	Letter	8.5 x 11 in
	Legal	8.5 x 14 in
	Executive	7 x 10 in
	Tabloid	11 x 17 in
	A4	8.3 x 11.7 in.

Digital	Standards Blog Posts	663 x 2000 pixels
	Facebook -	1200 x 628 pixels for Shared Post Image, and 1080 x 1920 pixels (an aspect ratio 1.91:1); minimum size of 403 x 403 pixels and a maximum up to 2048 x 2048 pixels for Facebook Stories
	Twitter	1200 x 675 pixels (an aspect ratio of 16:9) for Single Image / GIF post and multiple image post
	Instagram	1080 x 1080 pixels for the square image, 1080 x 566 pixels for a horizontal image, 1080 x 1350 pixels for the vertical image, and 1080 x 1920 pixels for Instagram Stories
	Pinterest	600 x 900 pixels
	LinkedIn	1104 x 736 pixels
	Snapchat	1080 x 1920 pixels

Infographic Ideas & Examples

There are numerous ways to demonstrate your creativity and innovation when it comes to designing infographics. Check out the following details for more [infographic ideas](#) and design inspiration.

- Marketing Infographic Ideas and Examples
- Art Infographic Ideas and Examples
- Unique Infographic Ideas and Examples
- Product Infographic Ideas and Examples
- Students Infographic Ideas and Examples
- Business Infographic Ideas and Examples
- Social Media Infographic Ideas and Examples
- Events Infographic Ideas and Examples

- Website Infographic Ideas and Examples
- Kids Infographic Ideas and Examples

FAQ

What should be included in an infographic?

An infographic should include a descriptive title and subheadings, comprehensive statistics, a bold and theme-based color scheme, vivid graphics, a well-structured sequential story, and uniquely formatted facts.

What information is shown in the infographic?

The information presented in the infographic is a visualization of informative data, facts, figures, and statistics, with the use of various charts, graphs, and other graphic representations.

What is an infographic promoting?

An infographic usually promotes a specific brand, business, event, product, idea, trend, data, and statistics.

What is an infographic poster?

An infographic poster is a type of marketing and promotional tool that contains infographics to demonstrate fundamental information.

What are the rules for an infographic?

The standard rules when creating an infographic are to make sure to tell a compelling story, keep things simple, present information in a sensible way, provide context to your data, convey one main idea, and avoid misrepresenting information.

What makes an effective infographic?

When making an effective infographic, it is important to make a thought-provoking story, maintain simplicity, utilize appropriate data visualization, logically organize the content, avoid text and graphic clutter and select the right color scheme for your infographic material.

How do you analyze an infographic?

Scrutinize the infographic, list down your first impression, identify the major points or arguments that the infographic is trying to convey to its audience and how they are portrayed in the infographic, determine the supporting details for each main argument or point, and examine the connection between the color scheme, font, and images.

What is an infographic image?

An infographic image is a type of image that represents data, information, trends, and statistics.

What is an infographic supposed to do?

A well-designed infographic acts as a powerful visual communication tool that helps businesses and organizations in developing eye-catching content and make their brand, products, services, and/or ideas get noticed in a short amount of time.

How do you make an infographic on Microsoft Office?

Go to the SmartArt Graphic Box, choose your preferred SmartArt Graphic Box, and, edit infographic text, or you can select an infographic template from their wide selection of infographic templates that fits your current needs and preferences.