

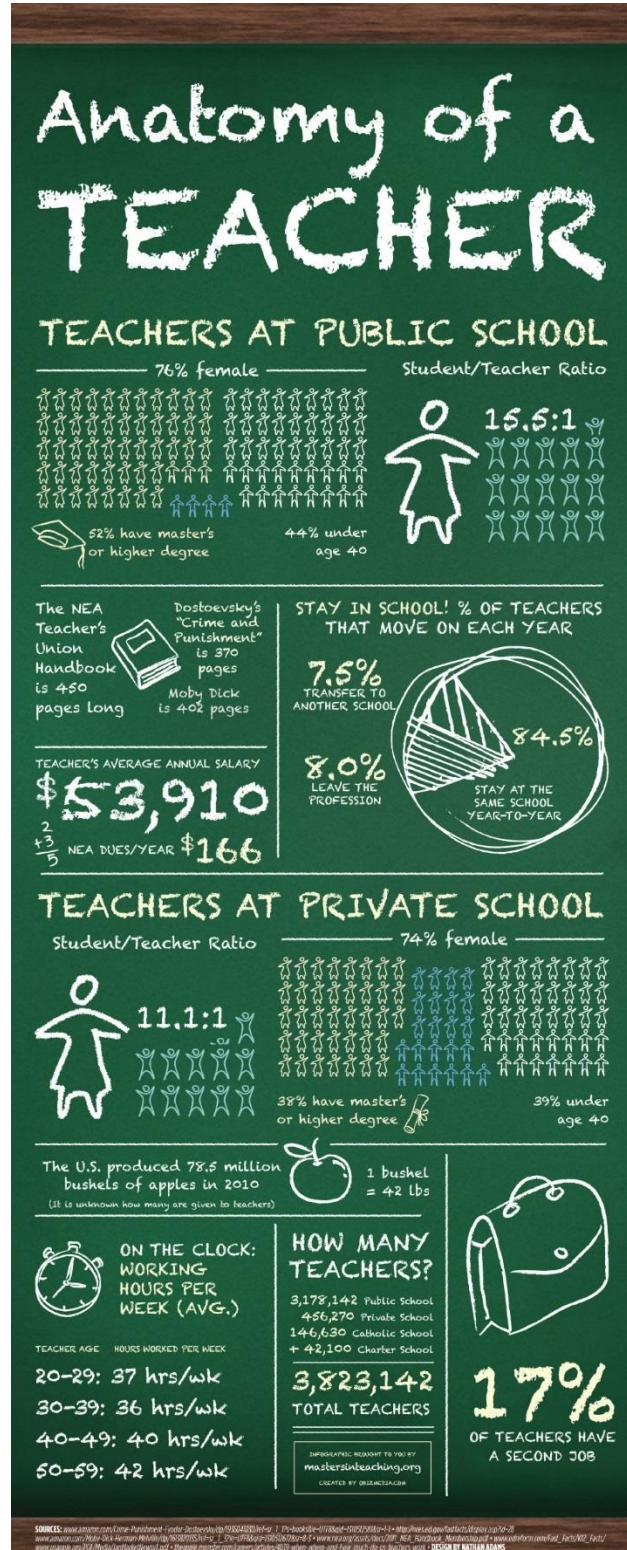
Infographic Best Practices

1. Know Your Audience

Before you begin your infographic, ask the question, "Who is my target audience?" "People" isn't a target demographic. You must determine your audience and figure out what the audience wants. The infographics with the most traction, attention and virality, are the ones that meet the target audience right where they want it most. Blanketing your decisions with broad generalizations rarely works. Design choices, such as colors and illustration style, should be driven by their purpose, not because you really like Chartreuse green or you just like certain geometric shapes or images. One mistake that people make when creating an infographic is that they try to choose something that is generically popular rather than specifically relevant to their audience. Keep it specific, relevant, and targeted.

2. Begin with the End

Before jumping to design, consider the take-away first. What should the audience learn from the visual? What action should they take? What should they think (or feel)? These answers many times change the original design assumption.



3. Keep it Simple (Less is more and more is less)

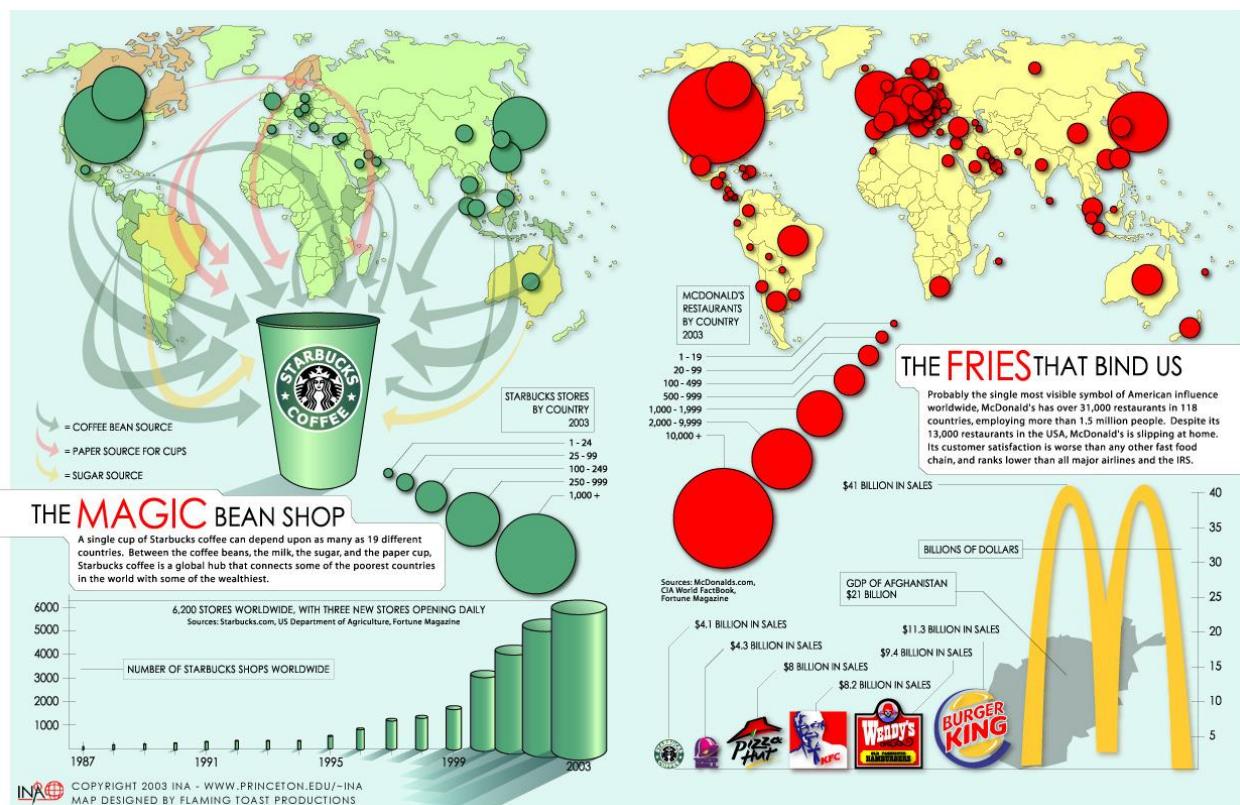
Keep the design relatively simple. Over conceived graphics make information complicated and confusing, and sometimes allow for misinterpretation. Crowded visuals don't attract viewers. When it comes to infographics, simple designs perform better than complex designs with abstract messages. The reason is that complex infographics make the data confusing and complicated. Avoid using crowded visuals in your infographics.

The reason for simple is simple. Infographics are targeted towards the masses, and their aim is to communicate complex data sets and dry facts in an attractive manner.

Complex designs kill that purpose and make it difficult for the viewer to understand the data presented in the infographic.

That is why it is very important that you keep the design of your infographic simple and easy to understand for your target audience.

This infographic would work better as multiple infographics.

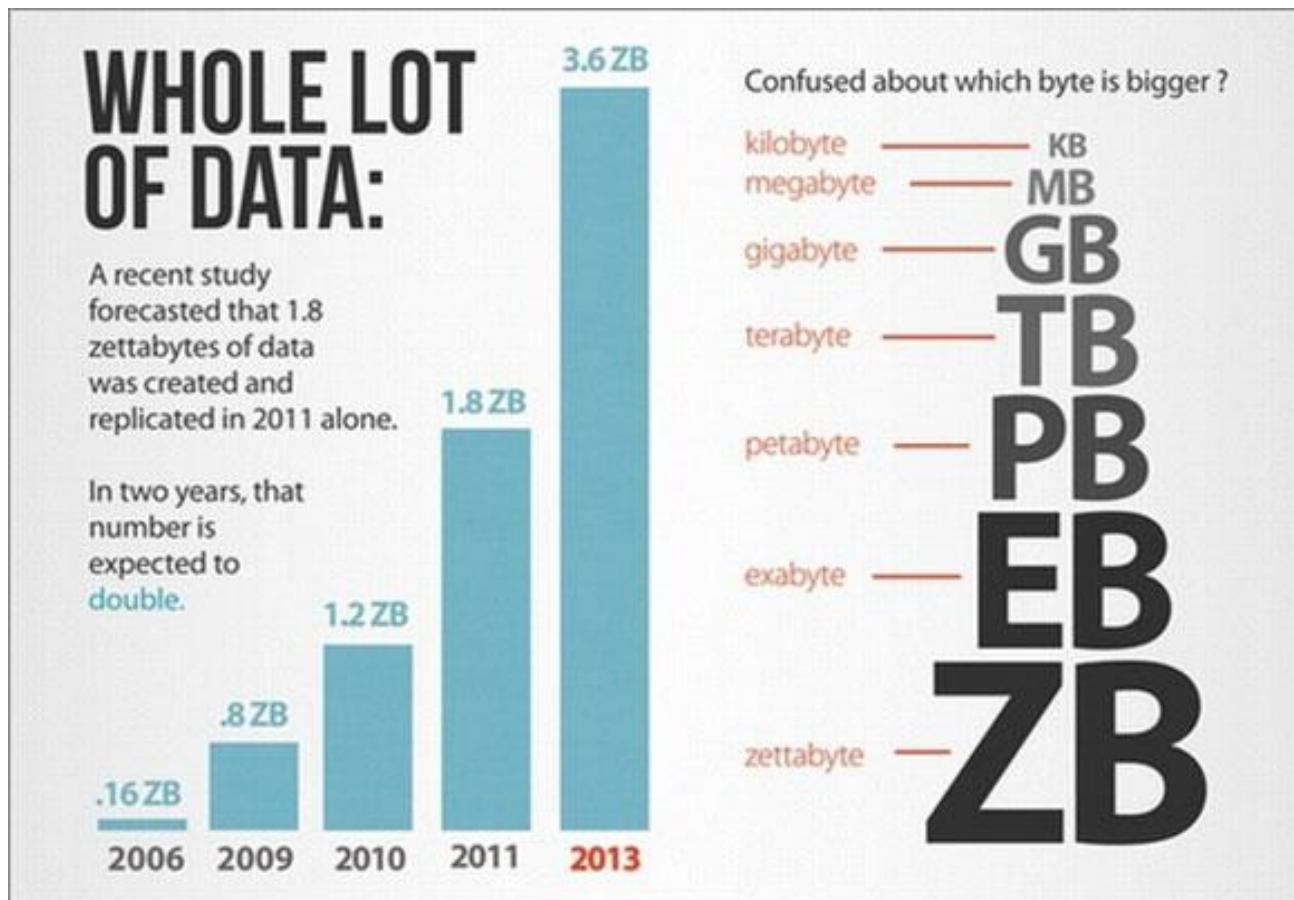


Retrieved from <http://www.princeton.edu/~ina/infographics/starbucks.html>

4. Keep it Focused

Simplicity, discussed previously, is ultimately about focus. Don't just make your infographic a potpourri of facts and figures. Make it streamlined and focused on a single topic. Let the data drive the topic, not the other way around. The goal is not to make data interesting, but to give it a voice. If it has little to say, move on to something else. Infographics are not attempts to randomly assemble all the data you can compile. Instead, an infographic is intended to drive a single, focused point.

This infographic is focused on a single topic — data storage.



5. Show Things Visually – Talk Less, Visualize More

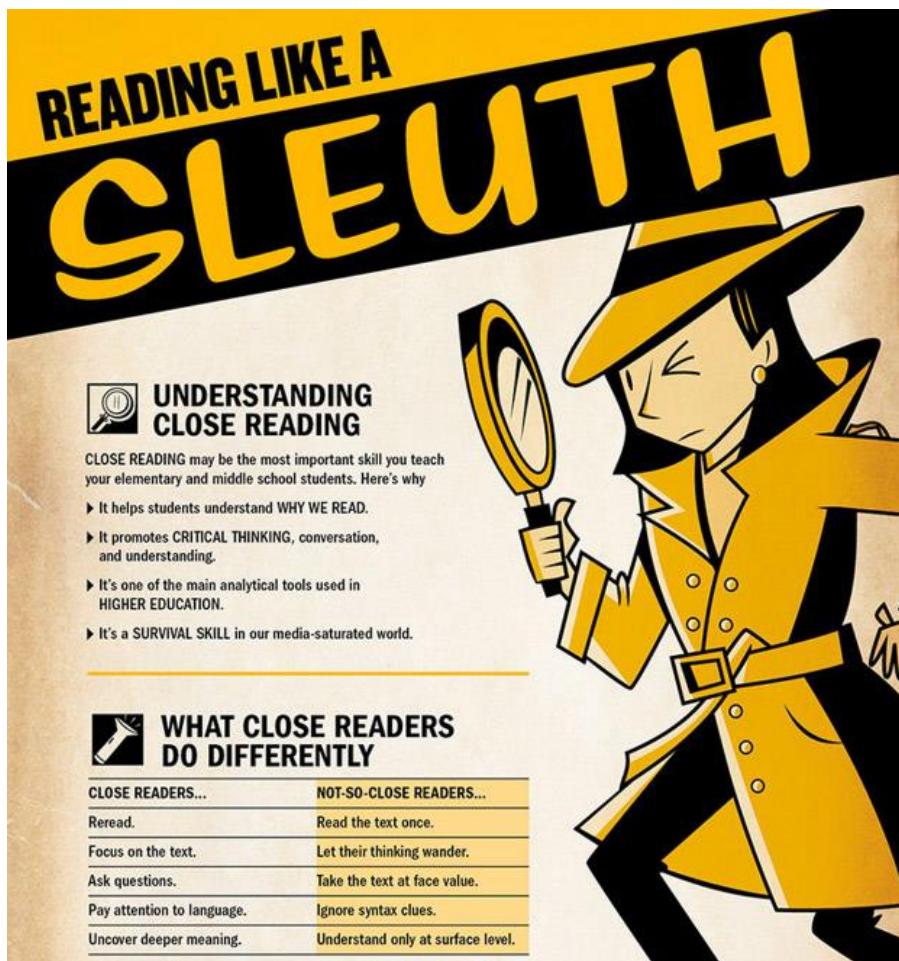
Some infographics are short on the “graphic” and long on the “info.” The best infographics are ones that have a good balance of visual information with written information.

A good infographic tells a story without relying on words to tell the audience what to think. The graphics are the primary communicator. Supporting text is just that. If your infographic needs a description to make its point clear, you have more work to do. Inform with “info” and engage with “graphics”

There is nothing that kills an infographic more than blocks of text. The purpose of an infographic is to create a condensed visual substitute for lengthy, text-heavy content.

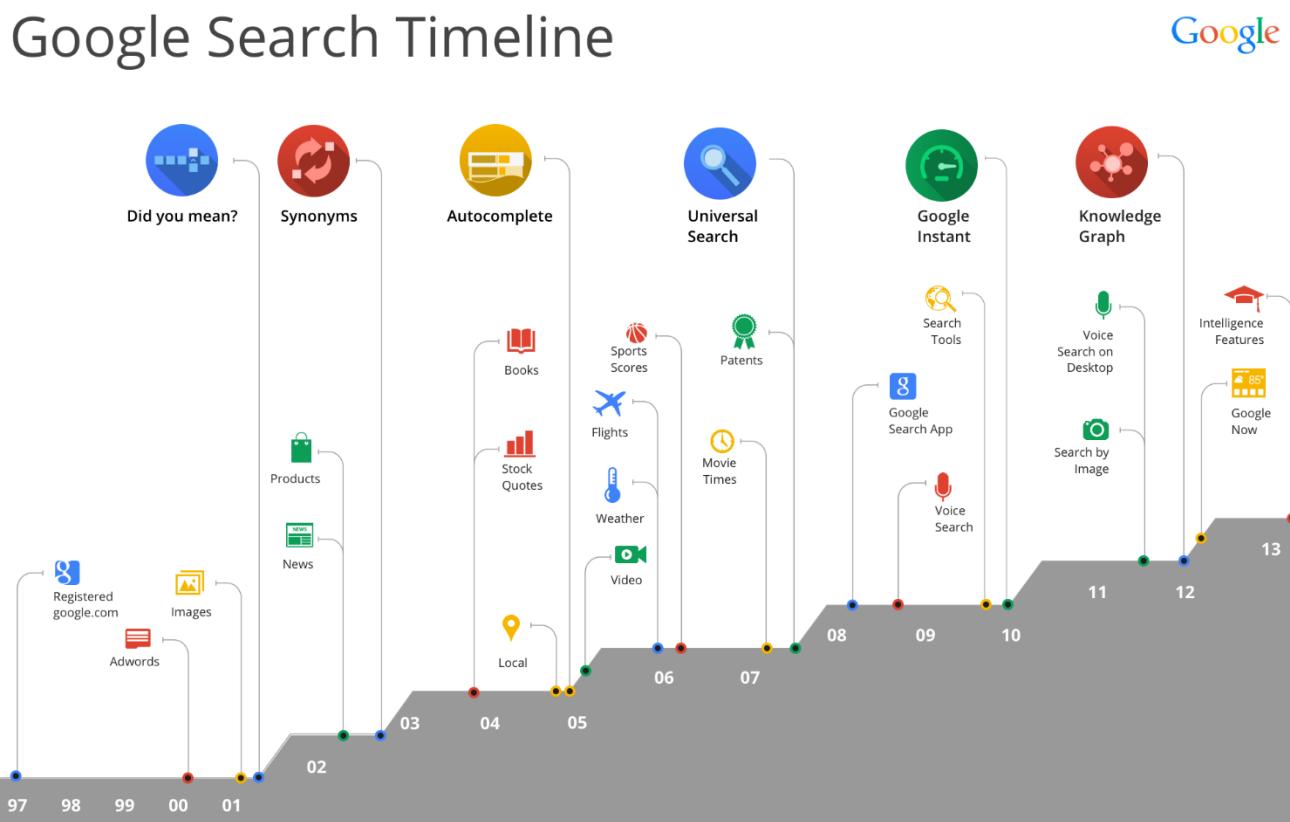
A good infographic is able to tell a story without depending on words too much. In this case, the graphics will do all the talking. But that’s not to say that text isn’t important. Supporting texts are still a part of an infographic. However, keep this to a minimum and let the visuals do most of the work.

This infographic uses a few icons and an image, but not a whole lot of other visual elements. To qualify for the “graphic” in infographic, it needs some more visual pizzazz.



6. Two is More Than Enough

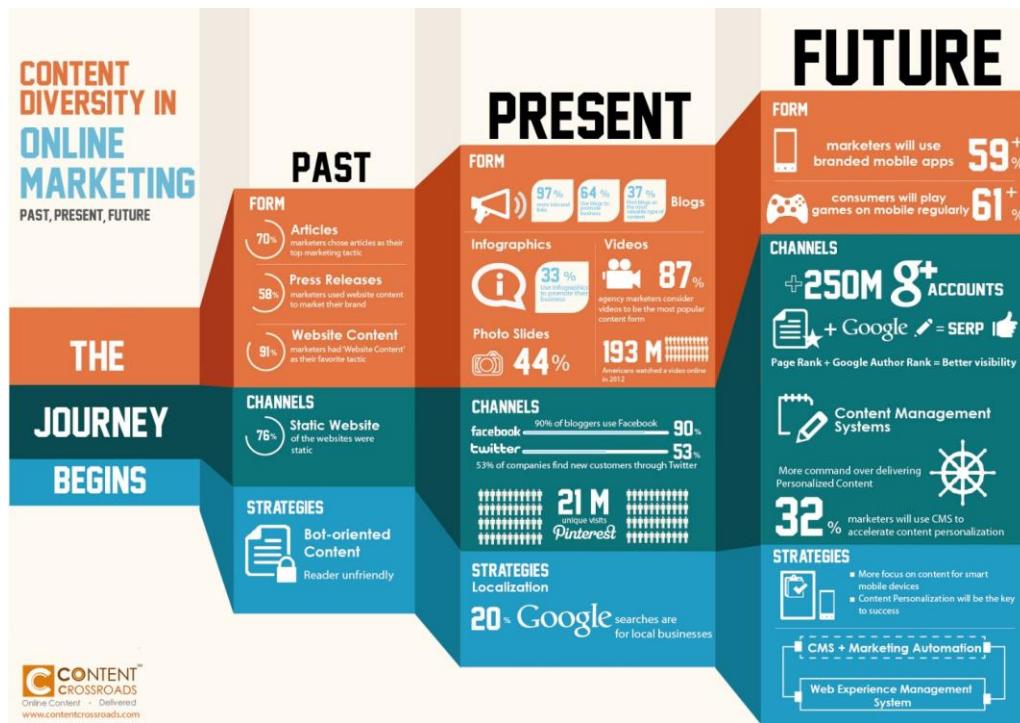
Don't can't go wild with fonts. Limit yourself to one or two font families and as few font styles as possible. Infographics are designed to instantly grab the attention of users through shocking facts and attractive visuals. That's why it's mandatory to keep the font size of your infographics big enough for easy viewing. Bad typeface design stands out on a basic level immediately, within 300 milliseconds of looking at it, and the brain's usually unable to remembering what was read after another 300 milliseconds. To help your users get the information quickly, you should also highlight the main areas of your infographic using different colors and large fonts. Be subtle by remembering that changes in font size, weight, color, letter case, and other decorations can help differentiate content and make elements stand out. Your goal is to help the reader determine headers, body copy, and captions.



7. Color is Queen – Limit Your Color Palette

Colors are vital. The best choices will enhance the take-away. Incorporate [color psychology analysis](#) into all color selections. The [psychology of color](#) has been demonstrated in a multitude of studies, and those who heed its lessons maximize infographic effectiveness. Color also does not necessarily imply overly colorful. Some really good infographics have little variation in color and tone. It all depends on what fits the subject. Using the right combination of colors can maximize the overall effectiveness of your infographic. You can choose a single color theme and apply different complimenting shades throughout the infographic, or you can choose random color sets for each section of your infographic.

The colors you choose should be attractive and look well together. Infographics of a central color theme with different complimenting shades get the most social media shares, but best practice is to use the color combination that fits your topic. Make sure you can read the text against the background. ([Infographic on Psychology of Color](#))



<https://www.pinterest.com/magedkoshty/inbound-marketing/>

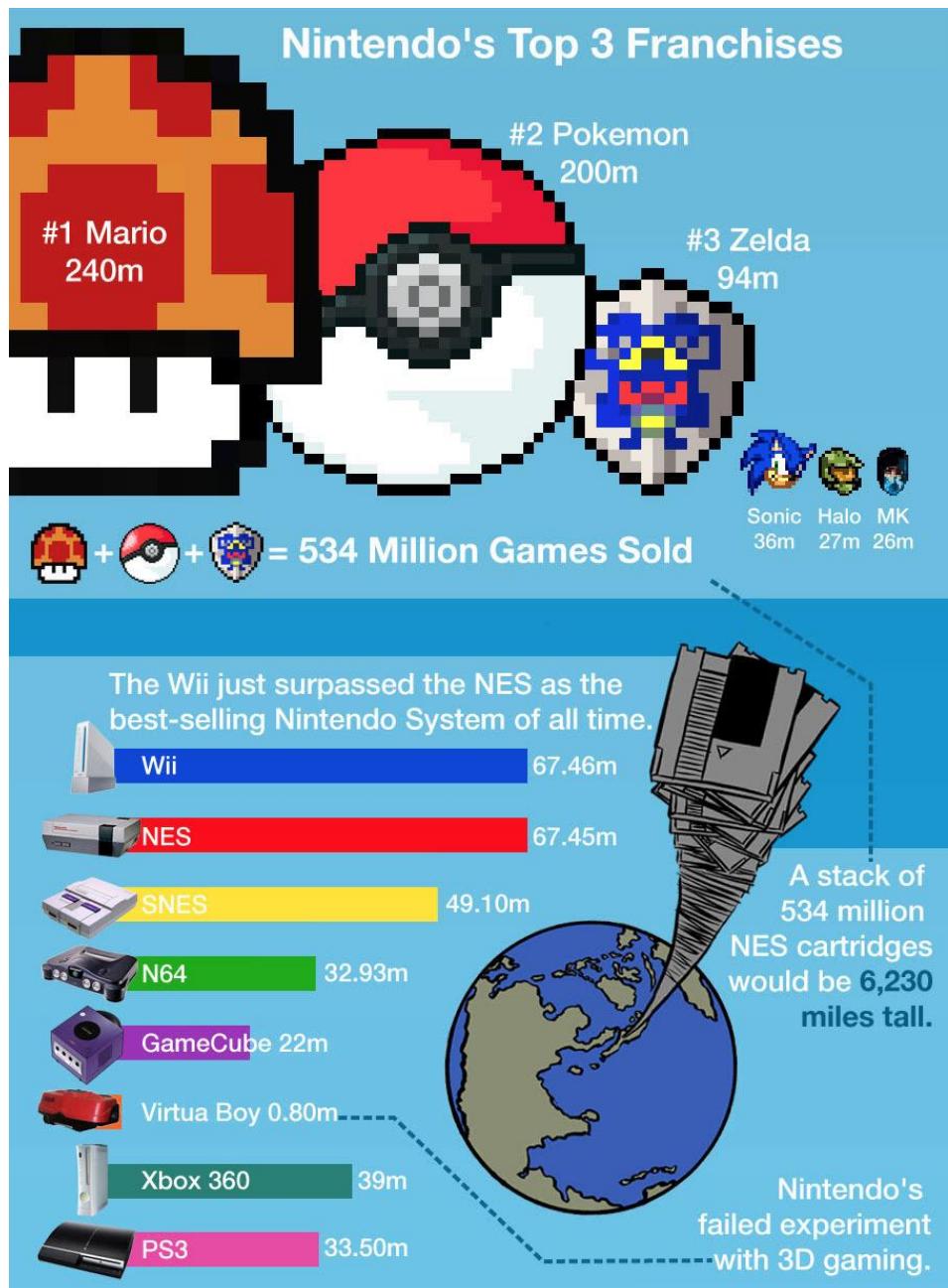
8. Make it Easy to View

What size should an infographic be? This is the first question that comes to mind when beginning the design process. Well, there's no perfect size, but generally, the horizontal width of an ideal infographic should not exceed 600 pixels, and the height should not be more than 1,800 pixels.

Following this simple rule, you can give your readers a better experience and make your infographic fit for all infographics submission platforms. Also, try to compress your infographic (under 1.5MB) before uploading to ensure that it'll not take too long to load. Sometimes, an infographic gets lost in its resizing. The designer makes it huge, then the developer has to downsize it. In the process, the readability gets lost.

Many infographics have a variety of font sizes. Make sure that the smallest font on your infographic can be seen without too much difficulty.

The infographic should be easy to read and view, whether the user clicks to enlarge or not.



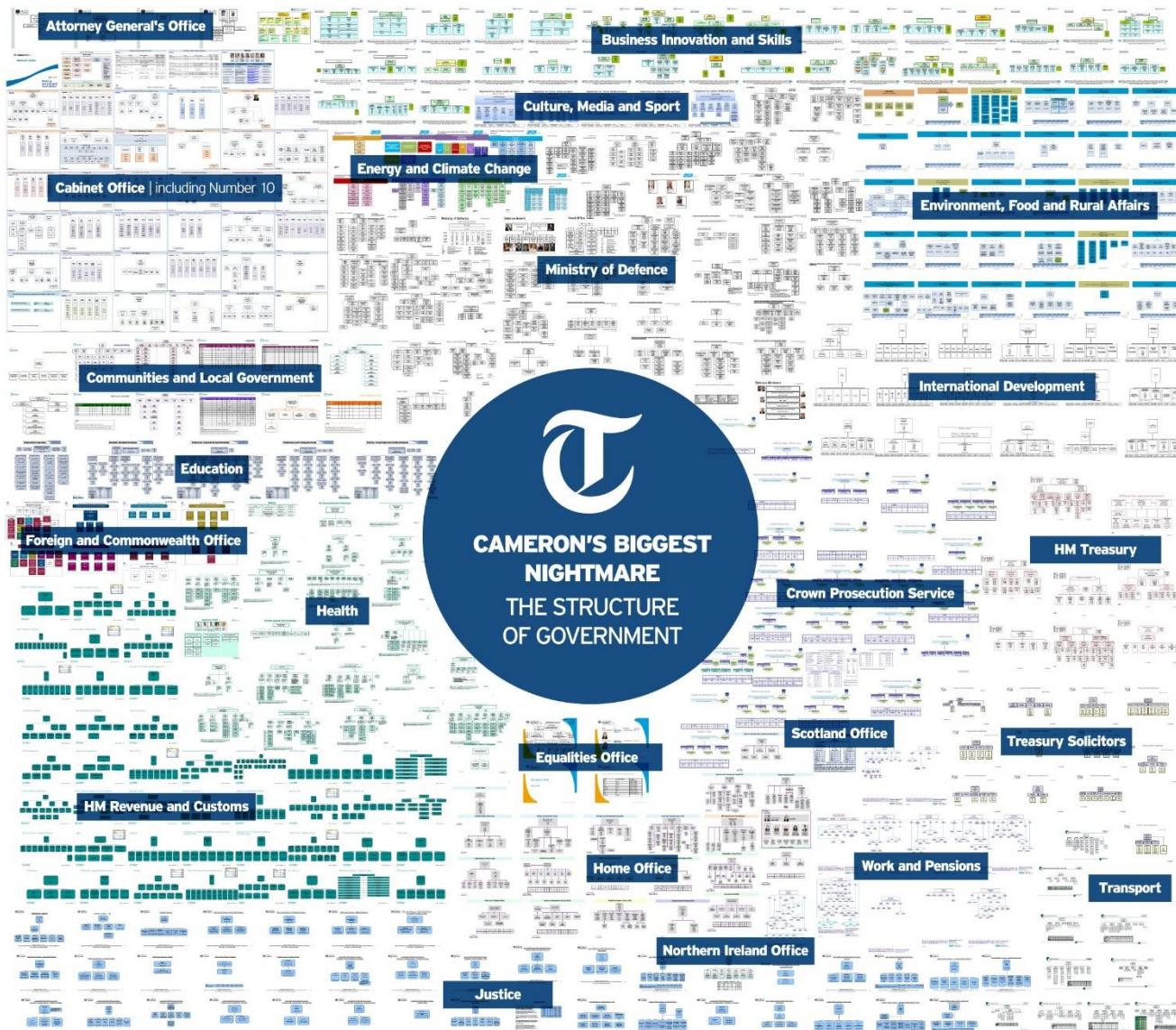
http://40.media.tumblr.com/75dbddb0c1f6f133e85b4e151f07587d/tumblr_nqzcmjjBC1s819puo2_1280.png

9. White Space is A Good Thing

An infographic is an exercise in graphic design best practice. Any graphic designer will tell you that white space is important.

There's not enough white space in this infographic (which might be its point).

Good infographic design includes a balance of visual elements with the necessary negative space to help guide the viewers as they look at the infographic.



<https://blog.kissmetrics.com/wp-content/uploads/2015/01/7-add-more-white-space.png>

10. Create a Killer Headline

Your infographic's headline is extremely important. This principle is the same as with a great blog article. The infographic doesn't get any attention if it doesn't have a great headline.

Good headlines will have these features:

- They describe the infographic
- They grab the user's attention.
- They are short enough to understand at a glance. 70 characters is a good length.

If you don't have a powerful headline, your infographic simply won't get viewed.



This infographic has a "catchy" title.

<https://www.idafrica.ng/infographic-the-difference-between-a-geek-and-a-nerd/>

This infographic, for example, has a wordy title that might not get the level of attention it wants.

11. Pick the Appropriate Data Visualization

Let the information be your guide. Bar charts make no sense with standalone stats: What are you comparing? And choosing a pie chart to illustrate 20 different percentages will just not work. It comes down to determining the data visualization type that's most sensible and most effective. Is the data information collected over time? Are there multiple categories in the data set? Make it clear for the reader.



<http://visual.ly/tag/pie-chart>



12. Break Your Infographic into Snackable Sizes

Beautifully breaking up your infographic design into smaller images extends your content's lifespan. Think of it like making your content into snack size bites of information. Empower your content by giving it the well-deserved opportunity for thought and process.



<http://openmarkets.cmegroup.com/4051/infographic-the-facts-behind-food-prices>



<http://www.pictureicon.com/image/love-infographics-1-infographic-submission-sitedigital-advertising>

13. Focus on the Flow

The greatest strength of an infographic is that it can flow both cognitively and visually.

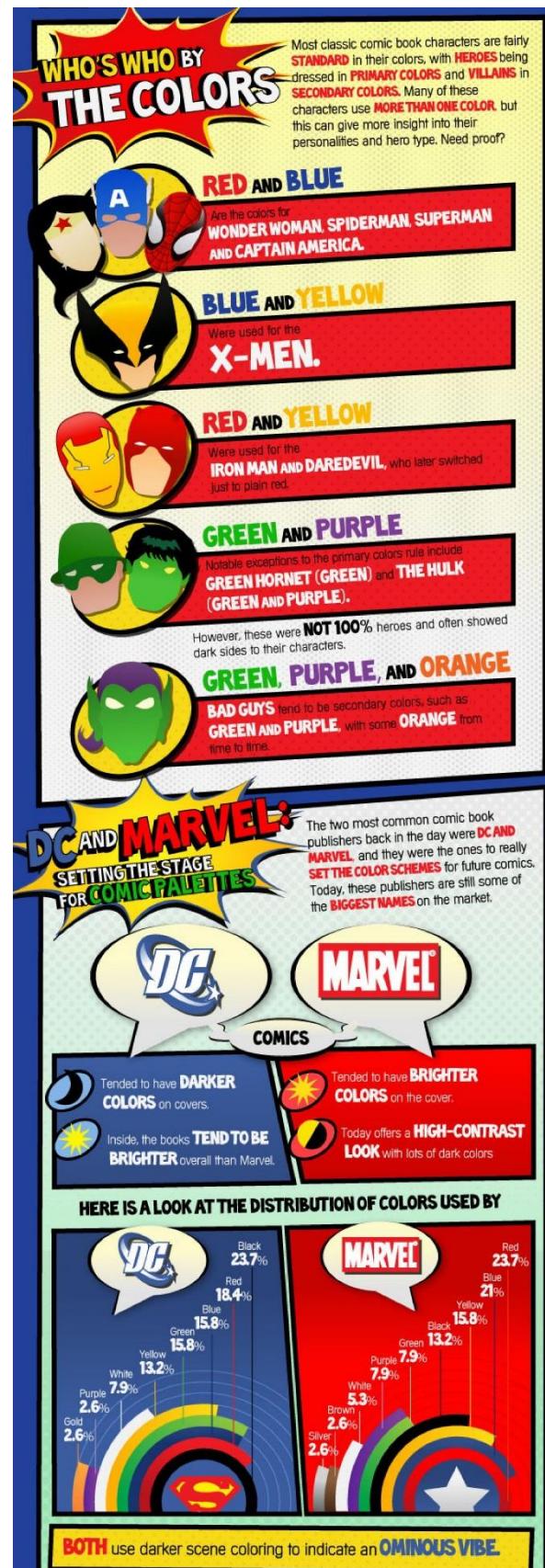
An infographic is like a good story. It has the ability to convey an idea by taking you from one phase to another, sequentially and seamlessly. The dots are all connected, and the ideas integrated. Design your infographic just like you're writing an article on a particular topic. While creating an infographic, create a logical flow for your data that can draw your reader's eyes from one section to the next. Right from the beginning to the end, you're required to maintain a relation between data types and their respective images like flow chart, timeline, pie charts, histogram etc.

There's power in being able to move a viewer through a thought process. But some infographics falter on this very point. Instead of moving the viewer through a thought process, they simply throw a bunch of information into graphical form.

When you create an infographic, do so by creating flow. The flow will help the user pay attention and to be persuaded by the message that you are presenting.

Even when this infographic is viewed from far away, it should have obvious flow. Each section has a number, a headline, and a different color background. It's comic book style helps us to better read each section. Every one of the visual elements serve to create a more powerful flow.

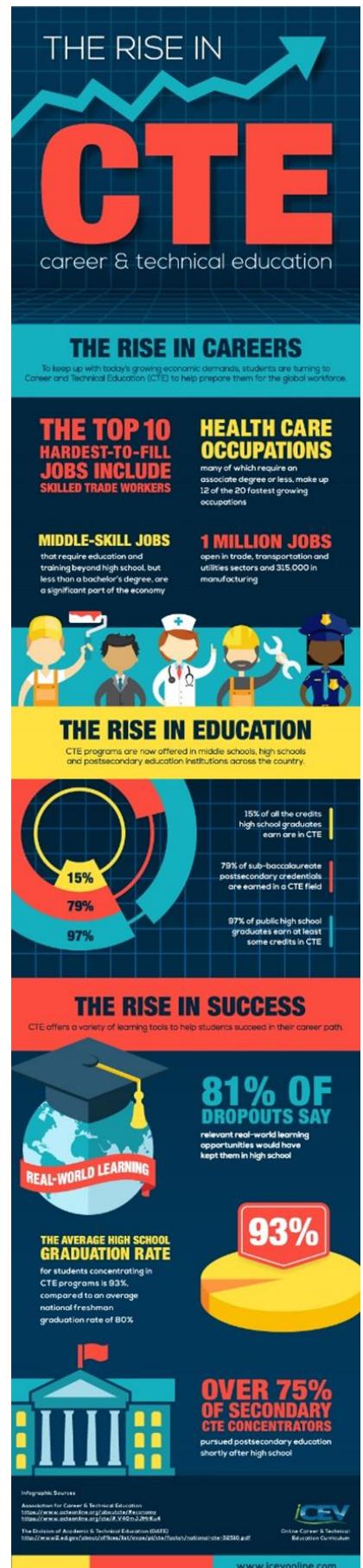
Visualize your infographic as a story that you're telling to your friends — it needs to be short, interesting and have a proper rhythm. Come up with a powerful headline, make your introduction attractive and finish the infographic with an excellent summary.



14. Vertical vs Horizontal Infographics

There are two ways to design an infographic: horizontally or vertically. The success of several viral infographic demonstrates that vertical infographics usually perform better than horizontal infographics. Researchers say that vertical infographics receive 28.9 percent more tweets than the horizontal ones. Whether your infographic will be on the web, in a brochure, or a printed poster will determine which design you choose.

Most people like to embed vertical infographics as compared to the horizontal infographics because most websites have vertical design rather than a horizontal one. While browsing a website, the natural flow of a visitor is from top to bottom. An added benefit of vertical infographics is that they are easier to view on most of the commonly used browsers and devices.



15. Check Your Facts and Figures

Data is King - Without valid (and statistically significant) data, even the most provocative topics ultimately lack substance. Let the data drive the topic, not the other way around. The goal is not to make data interesting, but to give it a voice. If it has little to say, move on to something else. Many infographics focus on presenting data. It's a smart idea. Our minds can process stats and percentages way better when we see them, rather than just look at a number with decimal points and percentage signs.

Make sure that you're being accurate, by focusing on these three often-overlooked areas:

- Make sure that the statistics themselves are true.
- Make sure that your sources are reliable.
- Make sure that your graphical representation of the data lines up with the number (if you have both)

If your infographic relies heavily on numbers and data, it pays to give this area special attention, double-checking, and rechecking.

16. Cite Your Sources

Just because you're making an infographic doesn't mean that you're released from needing to cite your sources. Where did you get your data? Cite it.

Try to use sources that are as up-to-date as possible. Using old stats, especially in an industry where information is always changing, makes you seem out of touch.

Best practice is to cite the source of the infographic data at the very end of the infographic.

You can also cite sources within the body of the infographic, as long as it doesn't distract from the flow and visual of the infographic.



16. CALL-TO-ACTION

Never forget the point is to create action, feeling, or thought. The call-to-action can be implied (through a leading question, for example), but direct or not, remember to include the point. High contrast colors and obvious action buttons with clear directives are simple ways to communicate. Whatever makes it extremely clear and easy (and urgent) for the viewer works time after time.

This is one of the most important elements of an infographic that we often forget to include. The call-to-action doesn't only create a bond between your users and infographic, but also encourages them to take the next step such as reading, sharing, embedding or downloading. It's highly recommended to imply a clear call to action – like "if you find this helpful, don't forget to share" — at the end of your infographic, just after conclusion.

Sources:

<https://www.columnfivemedia.com/11-best-practices-for-infographic-design-and-distribution>

<http://grasshoppermarketing.com/infographics-best-practices/>

<https://blog.kissmetrics.com/12-infographic-tips/>

<https://venngage.com/blog/9-types-of-infographic-template/>

How to Find a Job You Love

Student Edition



Find Latest Jobs

Use job boards like Glassdoor to find the latest open positions online & on your mobile devices



Get an Inside Look

Read Glassdoor reviews to find out what employees think about working at the company you're interested in



Prep for the Interview



Use Glassdoor to find out what the interview process is like and what kinds of questions you'll be asked

Find Connections

Use social media networks to leverage personal connections at companies



2 in 5 employees don't believe they're being paid fairly²

Know Your Worth

Research salaries provided by employees to find out if your pay stacks up

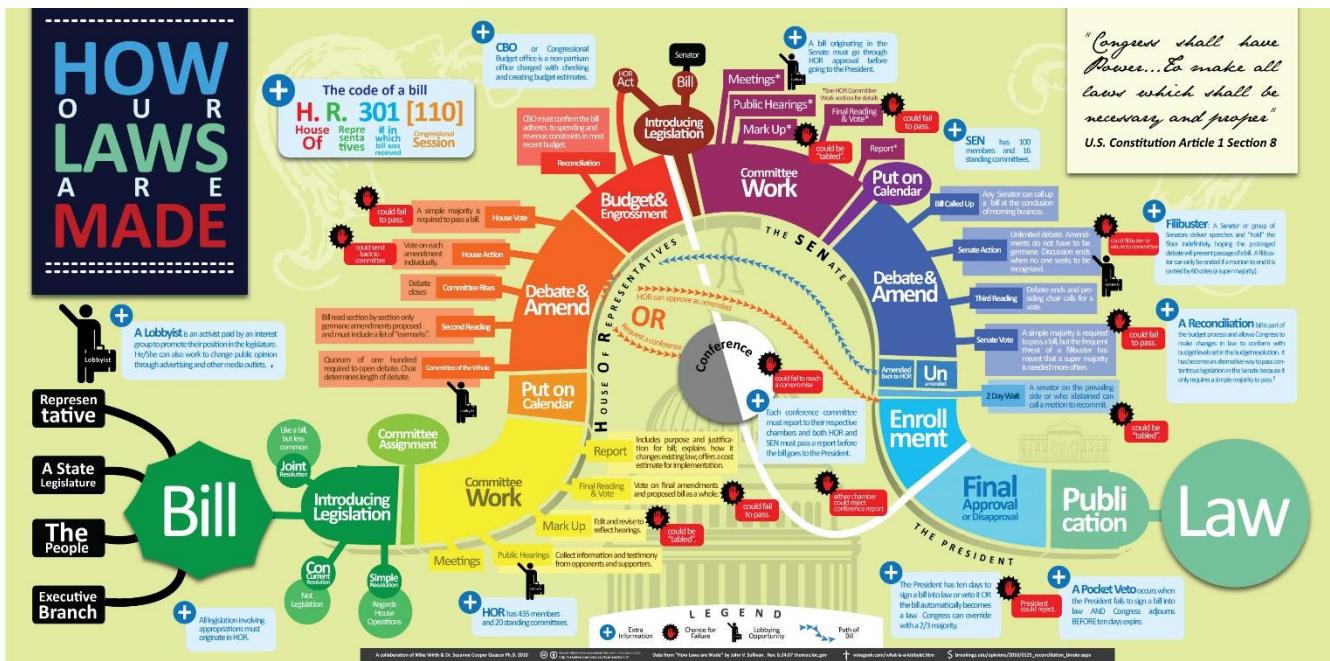
We Love Our Job!



Sources:

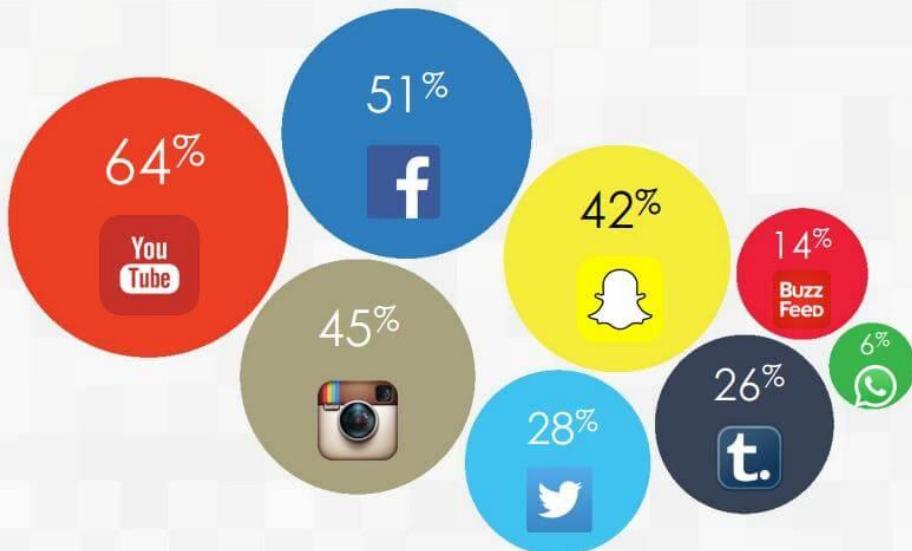
¹Glassdoor Site Survey, October 2013

²Glassdoor Site Survey, April 2014



Besides Youtube, Millennial Teens Spend Most of Their Time on Social Sites/Apps

Which sites or apps do you spend most of your time on?



Base: Qualified Respondents (16 to 19 year olds) (n= 684)
Source: Refuel Agency Digital Millennial Teen Explorer

Q41: Which of the following sites or apps do you spend most of your time on? Please check all that apply.

