Infographics: Choosing the Best Format to
Present Your Data and Information
*Instructor: Kevin Kepple,* *Kevin.Kepple@nreca.coop*

Learning Objectives:

Informational graphics can be a powerful way for you to communicate with your members, but some infographics are more effective than others. Which one should you use? We’ll cover some basic tips to help you decide which type of infographic works best to tell your story.

Key Takeaways:

1. Identify commonly used types of infographics, such as bar charts, pie and donut charts, line charts, timelines, maps.
2. Based on the type of data you’re working with and the goal you’re trying to achieve, we’ll provide tips on how you can choose the most appropriate type of infographic to help tell your story.
3. A look at some successful infographics, what makes them work and how they can help you in your next project.

Notes:

Helpful Resources:

**Creation:**

ADOBE ILLUSTRATOR:

<https://www.adobe.com/products/illustrator.html>

CANVA:

<https://www.canva.com/infographics/templates/>

INFOGRAM:

<https://infogram.com/templates#infographics>

<https://www.youtube.com/channel/UCucQyadmBLl3COnfiGW3YSw>

ADOBE SPARK:

<https://spark.adobe.com/>

**Inspiration:**

PINTEREST:

<https://www.pinterest.com/>

*(search ‘infographics’, data visualization.’)*

BEHANCE:

<https://www.behance.net/>

*(search ‘infographics’, data visualization.’)*