

THE ART OF INFOGRAPHICS

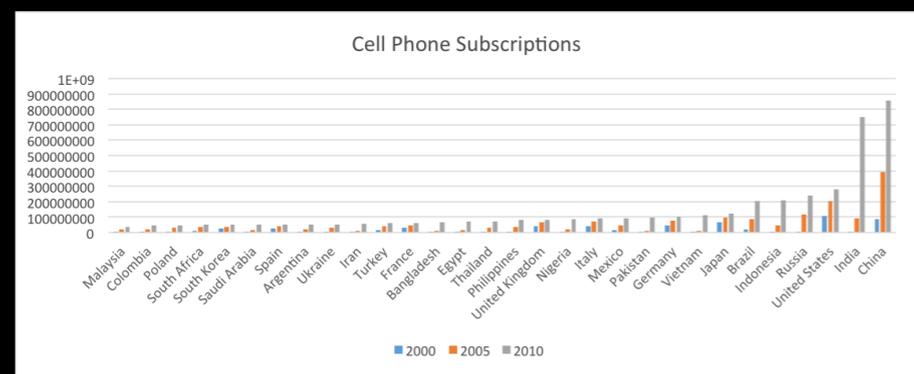
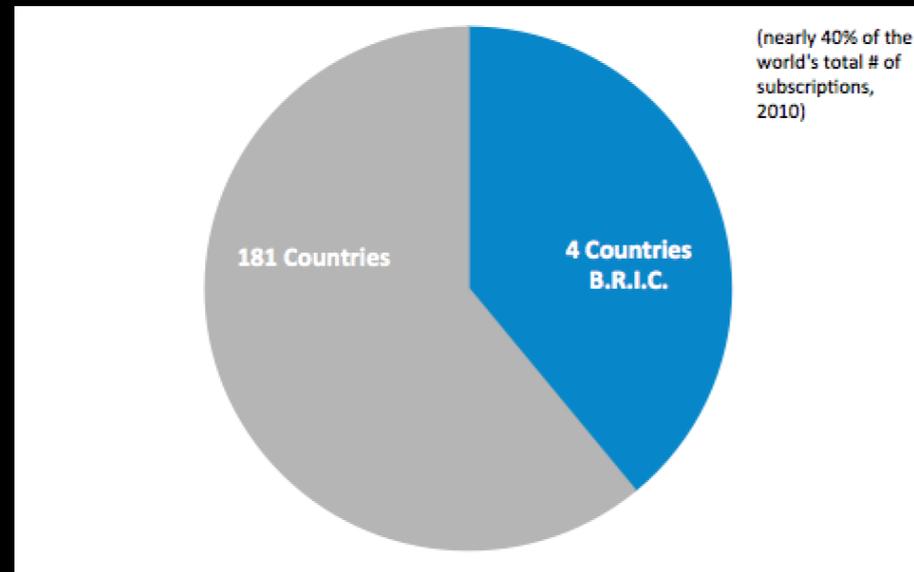
WHAT IS THE DIFFERENCE?

Simply put, data visualization is a visual representation of data. This data is quantifiable and is often in the form of pie charts, bar charts, line charts etc. Often a data visualization is used to help make sense of data and to make the data more accessible. The design of a specific data visualization is usually secondary to the data, and is often computer generated.

An information graphic, otherwise known as an infographic is created to tell a story. The design of the infographic is very important. The designer uses composition, color, typography and illustration to help tell the story to a particular audience. The design that is used for one infographic cannot usually be used for another.

An Infographic can contain data visualizations, but a data visualization cannot contain an infographic. Both data visualizations and infographics can be static, interactive or animated.

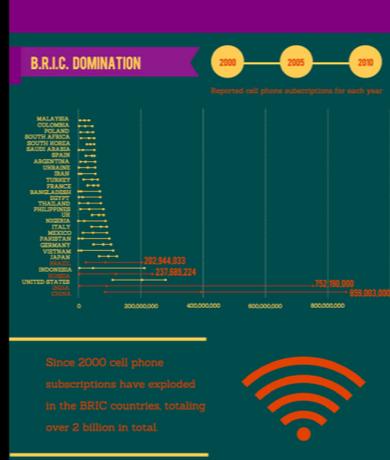
DATA VISUALIZATIONS



INFOGRAPHIC

WHO'S CALLING?

WHERE TO INVEST IN MOBILE TECHNOLOGY



WHO'S CALLING?

WHERE TO INVEST IN MOBILE TECHNOLOGY

WORLDWIDE SUBSCRIPTIONS

Nearly 40% of the world's total number of mobile phone subscriptions in 2010 were in the B.R.I.C. (Brazil, Russia, India and China) countries.

B.R.I.C. DOMINATION

Reported cell phone subscriptions for each year

Country	2000	2005	2010
Malaysia	~100M	~150M	~200M
Colombia	~50M	~100M	~150M
Poland	~50M	~100M	~150M
South Africa	~50M	~100M	~150M
South Korea	~50M	~100M	~150M
Saudi Arabia	~50M	~100M	~150M
Spain	~50M	~100M	~150M
Argentina	~50M	~100M	~150M
Ukraine	~50M	~100M	~150M
Iran	~50M	~100M	~150M
Turkey	~50M	~100M	~150M
France	~50M	~100M	~150M
Bangladesh	~50M	~100M	~150M

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MAKE IMPRESSIVE INFOGRAPHICS

Create beautiful infographics in less than 10 minutes

HOW MANY COUNTRIES?
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INSPIRATION
THE SCIENCE OF SLEEP
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Happy Thanks IMPORTANCE OF MUSIC EDUCATION FOR CHILDREN FACTS ABOUT RECYCLING Importance of Story Time Effectiveness COMMON DOUBTS ON BLOOD DONATION

WYSIWYG APP

Piktochart for Education

We want to make Piktochart accessible to all, especially those who are still at school or going through university/college. Here you will find our very special rates for teachers and students when they sign up for Piktochart PRO.

INDIVIDUAL LICENSE	CLASS SUBSCRIPTION
\$39.99 1 individual for 12 months	\$120 30 individuals for 4 months
GET IT NOW	GET IT NOW

If you would like to get in touch for larger classes/schools or a different duration, please contact support[at]piktochart.com for a customized quote.

Why Use Pro?

Here are some reasons why you should take on the PRO Account.

PRO ACCOUNT	FREE ACCOUNT
Huge selection of 600+ templates saves you time	Limited Templates
No watermark means you get all the credit	Piktochart Watermark

Editing Untitled Infographic

https://magic.piktochart.com/editor/172

abby@temple.edu

Untitled Infographic

GRAPHIC: SHAPES & LINES, ICONS, PHOTOS

UPLOADS

BACK-GROUND

T TEXT

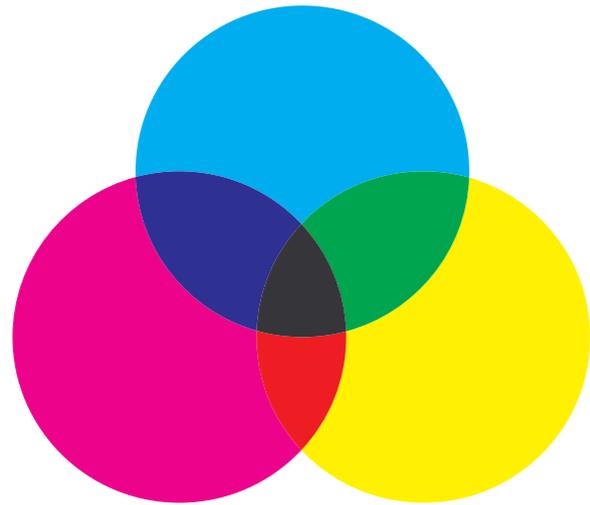
STYLES

TOOLS

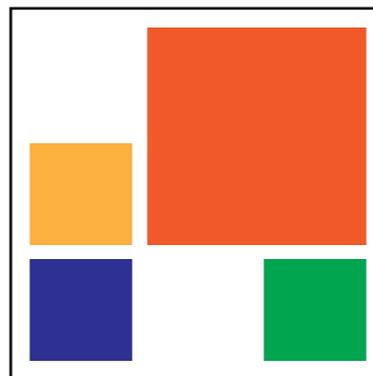
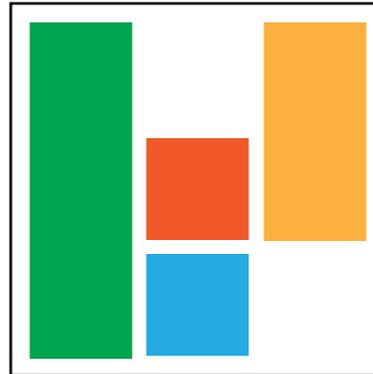
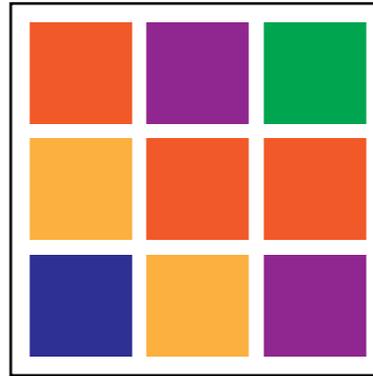
SUPPORT

Create Your Own Infographic

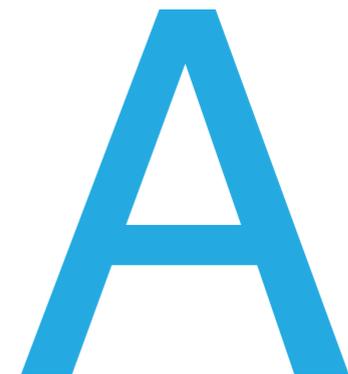
It's a blank



COLOR

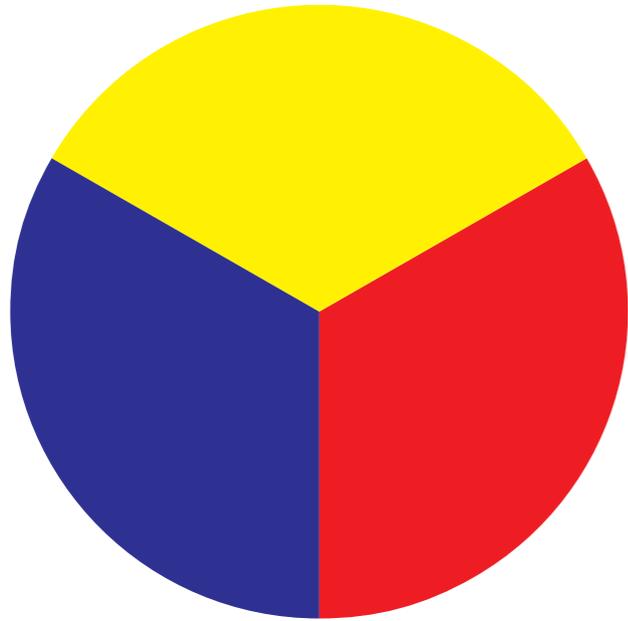


COMPOSITION



TYPOGRAPHY

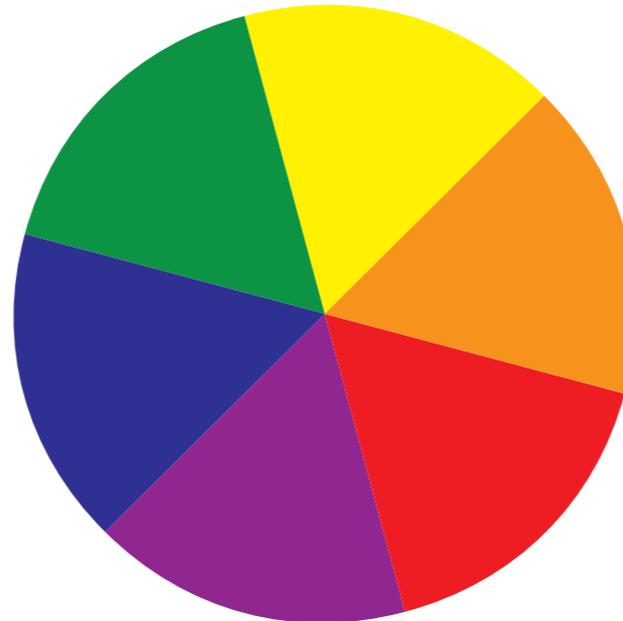
COLOR THEORY



PRIMARY COLORS

Primary Colors: Red, yellow and blue

In traditional color theory (used in paint and pigments), primary colors are the 3 pigment colors that can not be mixed or formed by any combination of other colors. All other colors are derived from these 3 hues.



SECONDARY COLORS

Secondary Colors: Green, orange and purple

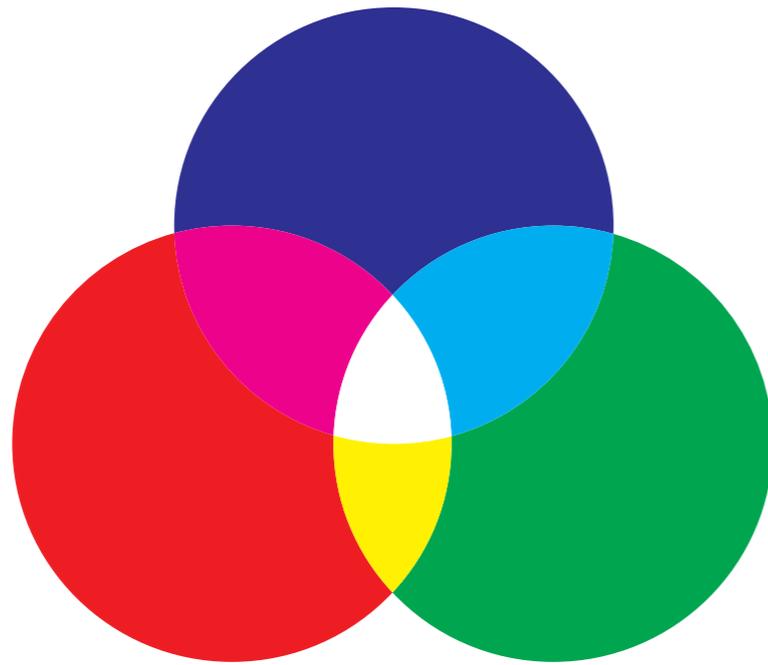
These are the colors formed by mixing the primary colors.



TERTIARY COLORS

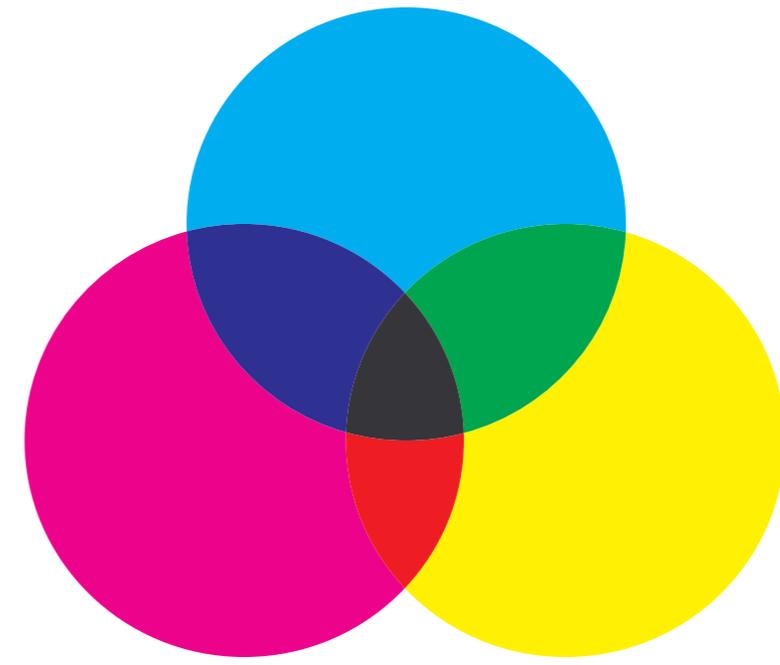
Tertiary Colors: Yellow-orange, red-orange, red-purple, blue-purple, blue-green & yellow-green

These are the colors formed by mixing a primary and a secondary color. That's why the hue is a two word name, such as blue-green, red-violet, and yellow-orange.



RGB (RED, GREEN, BLUE)

RGB is an 'additive color' process where color is produced by the light emitting from your monitor. In this process, the three primary colors of light are combined in various proportions to produce any color in the visible spectrum. You cannot print RGB colors, these can only be seen on screen and will be converted when printed.



CMYK (CYAN, MAGENTA, YELLOW AND BLACK)

CMYK are the colors used in printing inks. These four colors are used in printing because virtually any visible color can be created simply by mixing them in various amounts. CMYK is a 'subtractive color' process, which works by subtracting the colors of light reflected on a piece of white paper. In other words, each color of ink on the paper reduces the light that would otherwise be reflected and seen by our eyes. For example, when light falls on red ink printed on white paper, it absorbs (subtracts) all the colors from light except red. Hence this process is called a 'subtractive color' process.



WARM COLORS are vivid and energetic, and tend to advance in space.

COOL COLORS give an impression of calm, & create a soothing impression.

WHITE, BLACK AND GRAY are considered to be neutral.

COLOR AND EMOTIONS

RED is the color of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.

ORANGE combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and the tropics. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.

YELLOW is the color of sunshine. It's associated with joy, happiness, intellect, and energy.

GREEN is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety. Dark green is also commonly associated with money.

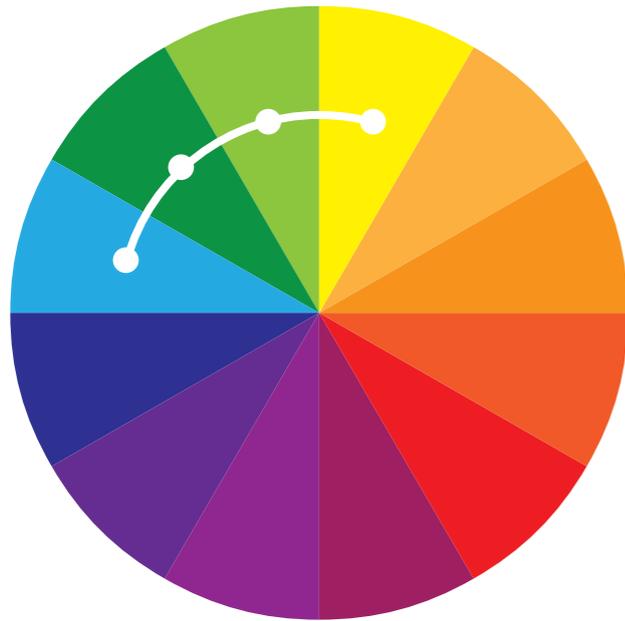
BLUE Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.

PURPLE combines the stability of blue and the energy of red. Purple is associated with royalty. It symbolizes power, nobility, luxury, and ambition. It conveys wealth and extravagance. Purple is associated with wisdom, dignity, independence, creativity, mystery, and magic.

WHITE is associated with light, goodness, innocence, purity, and virginity. It is considered to be the color of perfection.

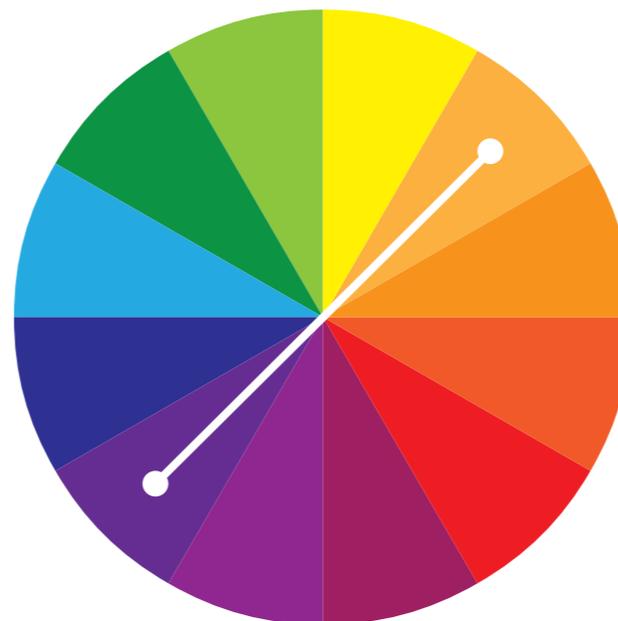
BLACK is associated with power, elegance, formality, death, evil, and mystery.

(<http://www.color-wheel-pro.com/color-meaning.html>)



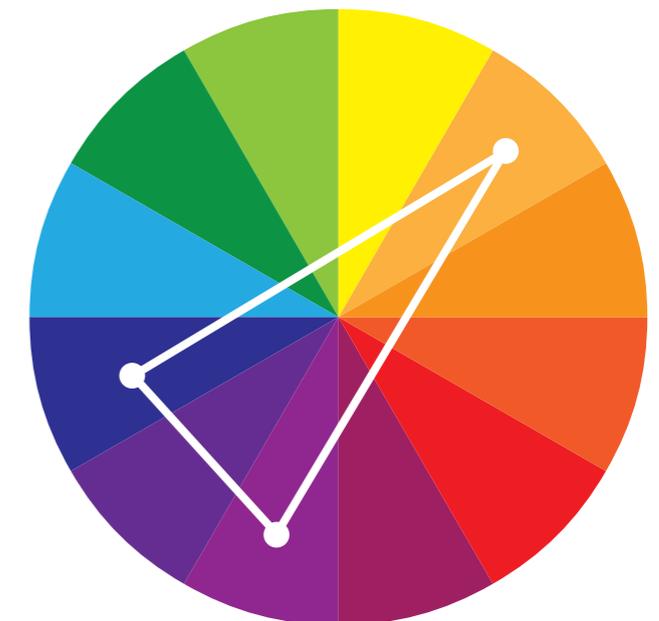
ANALOGOUS

Uses any three or more colors on the color wheel that have a color in common and are adjacent on the color wheel. Analogous color schemes are often found in nature and are harmonious and pleasing to the eye. Make sure you have enough contrast when choosing an analogous color scheme. Choose one color to dominate, a second to support. The third color is used (along with black, white or gray) as an accent.



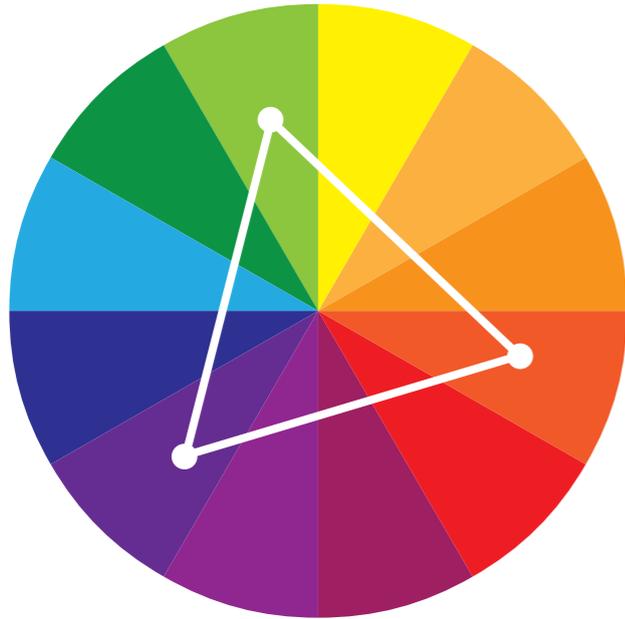
COMPLEMENTARY

Uses colors that are across from each other on the color wheel. The high contrast of complementary colors creates a vibrant look especially when used at full saturation. This color scheme must be managed well so it is not jarring. Complementary colors are tricky to use in large doses, but work well when you want something to stand out.



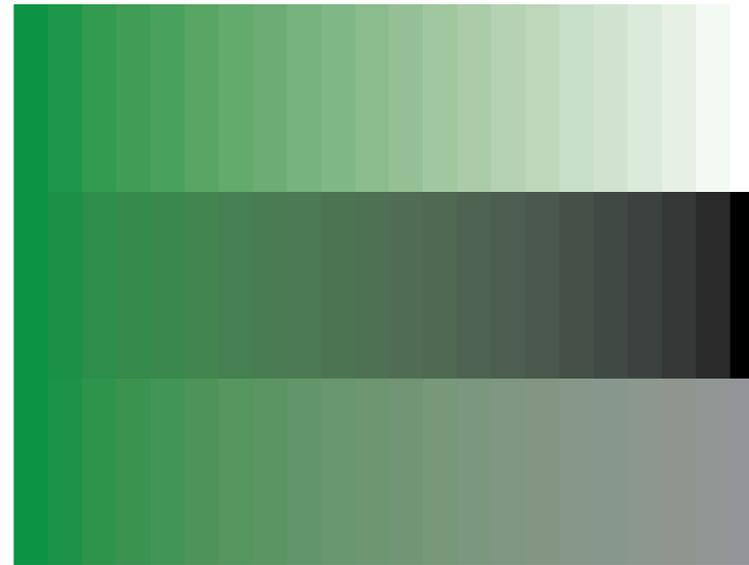
SPLIT-COMPLEMENTARY

A variation of the complementary color scheme. In addition to the base color, it uses the two colors adjacent to its complement. This color scheme has the same strong visual contrast as the complementary color scheme, but has less tension. The split-complimentary color scheme is often a good choice for beginners, because it is difficult to mess up.



TRIAD

Uses colors that are evenly spaced around the color wheel. Triadic color harmonies tend to be quite vibrant, even if you use pale or unsaturated versions of your hues. To use a triadic harmony successfully, the colors should be carefully balanced - let one color dominate and use the two others for accent.



MONOCHROMATIC

Uses one color and all of the tints, tones, and shades of that color.



GENERATION Z

MARKETING'S NEXT BIG AUDIENCE

Millennials (born 1976-1994) have enjoyed their recent time in the spotlight, as marketers evolved to reach the most researched generation in history. But it's time to get to know the next generation of buyers: Generation Z. They might not be buying your products yet, but their consumption patterns and behaviors will soon inspire big changes in your marketing. Get ahead of the curve, and meet Generation Z.

MORE THAN A QUARTER

OF THE U.S. POPULATION BELONGS TO GEN Z

NO. 1	25.9%
NO. 2	24.5%
NO. 3	15.4%
NO. 4	23.6%
NO. 5	10.5%

ENTERING "Z" TERRITORY

ADEPT RESEARCHERS

Gen Z knows how to self-educate and find information.

- 33% WATCH LESSONS ONLINE.
- 20% READ TEXTBOOKS ON TABLETS.
- 32% WORK WITH CLASSMATES ONLINE.
- +50% INCREASE SINCE 2000 IN YOUTH POPULATION WHO IDENTIFY AS MULTIRACIAL.

DRIVEN WORKERS

A DIY culture and access to crowdsourcing shape Gen Z's goals for work and self-employment.

- 76% WISH THEIR HOBBIES WOULD TURN INTO FULL-TIME JOBS (COMPARED TO 50% OF MILLENNIALS).
- 80% OF HIGH SCHOOL STUDENTS BELIEVE THEY ARE MORE DRIVEN THAN THEIR PEERS.
- 72% OF HIGH SCHOOL STUDENTS WANT TO START THEIR OWN BUSINESSES SOMEDAY.

NO-GOODERS

GEN Z WANTS TO MAKE A DIFFERENCE IN THE WORLD.

- 50% WANT THEIR JOBS TO MAKE THE WORLD BETTER.
- 35% OF 18-29 YEAR OLDS CURRENTLY VOLUNTEER.
- 75% ARE CONCERNED ABOUT HUMANITY'S IMPACT ON THE PLANET.

FAST-MOVERS

The average American attention span is short, and Gen Z is no exception. Accustomed to auto-correct and emojis, Gen Z prefers visuals to text.

- 8 SECONDS: AVERAGE AMERICAN'S ATTENTION SPAN
- 5: PREFERRED NUMBER OF SCREENS FOR MULTITASKING (TV, PHONE, LAPTOP, DESKTOP, IPAD, OR OTHER PORTABLE MUSIC PLAYER)

WHERE IS GEN Z ON SOCIAL MEDIA?

FACEBOOK	62%
INSTAGRAM	63%
SNAPCHAT	33%
TIKTOK	23%
YOUTUBE	17%
WHATSAPP	23%

PRIVACY, PLEASE.

GEN Z PREFERS "NO-TOO-MEDIA" PLATFORMS (SPRINGING, SECRET, WHISPER).

25% OF 13-17 YEAR OLDS LEFT FACEBOOK IN 2016.

DON'T MISTAKE THEM FOR MILLENNIALS

GENERATION Z	MILLENNIAL
3 SCREENS COMMUNICATE WITH IMAGES CREATE THINGS FUTURE FOCUSED REALITY WANT TO WORK FOR SUCCESS	2 SCREENS COMMUNICATE WITH TEXT SHARE THINGS FOCUSED ON THE PRESENT OPTIMISTS WANT TO BE DISCOVERED

REACHING GEN Z: THE FUTURE OF MARKETING

This generation knows the ins and outs of the internet, shops online, and is skeptical about work. Your future business depends on understanding how to market to them.

\$16.90

61% OF GEN Z SPENDS 1+ HOURS A DAY ON COMPUTERS FOR SCHOOL, WORK, RELATED ACTIVITIES.

61% MESSAGE WEEKLY ALLOWANCE, COLLECTIVELY RESULTING TO SAVE A YEAR

MARKETING BEYOND MILLENNIALS:

NO. 1 Communicate visually to a diverse audience across screens.	NO. 5 Connect viewers with collaboration and live-streaming technology.
NO. 2 Keep it short (think "shareable content").	NO. 6 Inspire audiences with social causes to rally behind.
NO. 3 Feed curiosity. Tap into an entrepreneurial spirit.	NO. 7 Educate and build expertise.
NO. 4 Empower users with control over preference settings.	

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BEWARE, INTERNET! YOU'RE BEING WATCHED...

79% of job recruiters say they will look at a candidate's online presence before making a decision.

70% say they've rejected a candidate due to something they saw online.

SO ASK YOURSELF, SHOULD I POST THIS?

STATUS? Does it contain expletives or abusive content?

PHOTO? Is everyone in it fully clothed?

PUT YOUR PANTS BACK ON

Of recruiters who rejected a candidate due to online content, 53% said the reason was provocative or inappropriate pictures.

'M DRUNK RIGHT NOW

Are you doing anything illegal in it?

STOP BEING A JERK

Of recruiters who rejected a candidate due to online content, 53% said the reason was provocative or inappropriate pictures.

GO FOR IT!

SOURCES:

<http://www.pewinternet.org/Reports/2012/Social-networking-climate.aspx>
<http://pewinternet.org/Reports/2011/Technology-and-social-networks.aspx>
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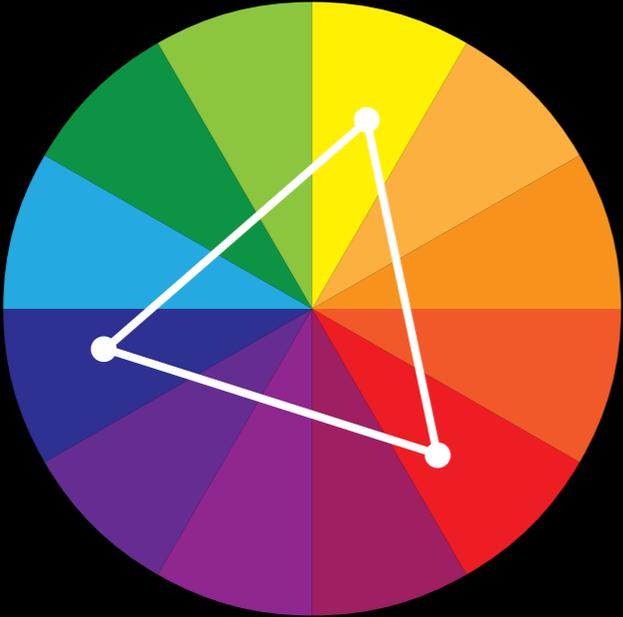
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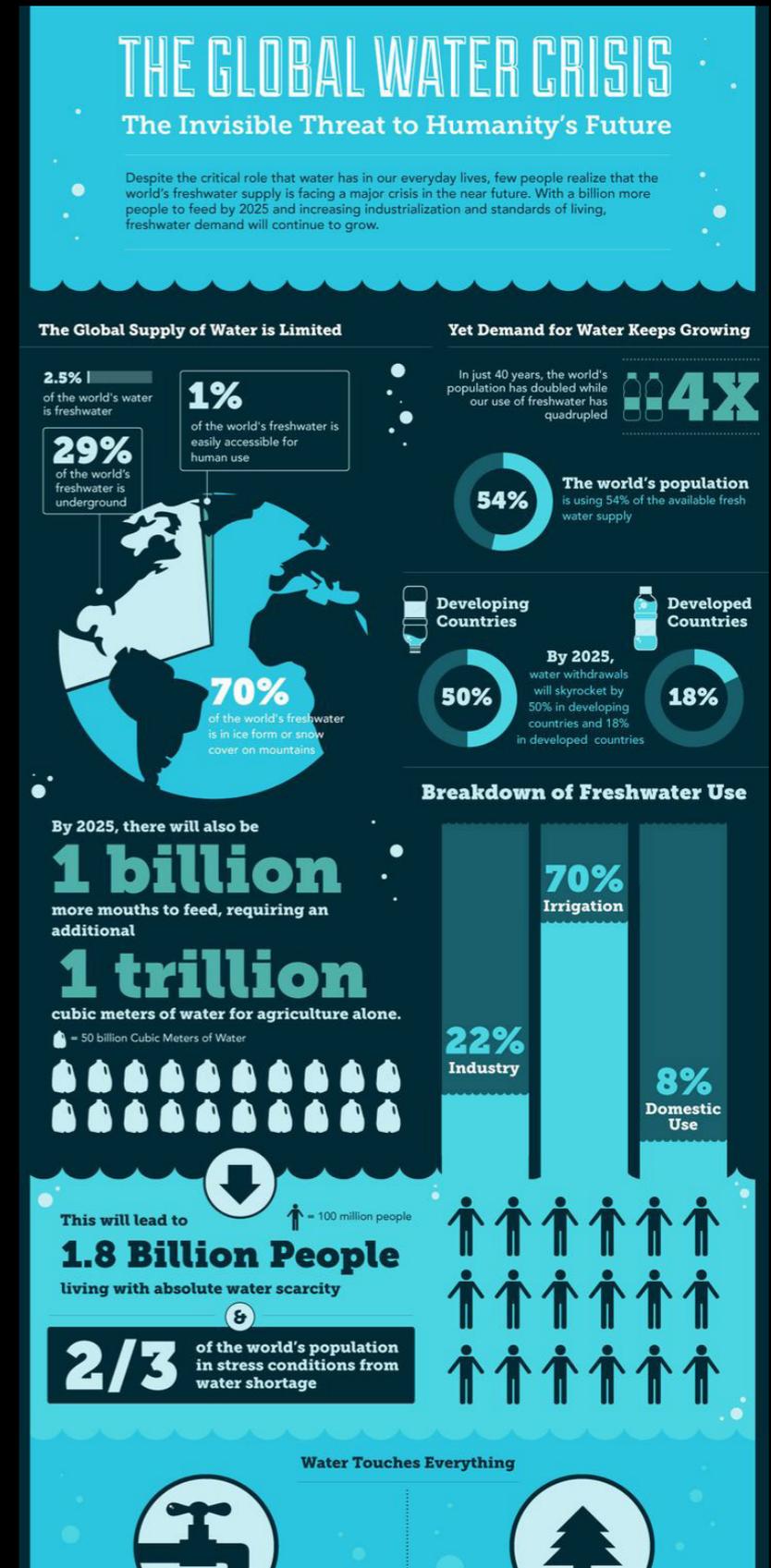
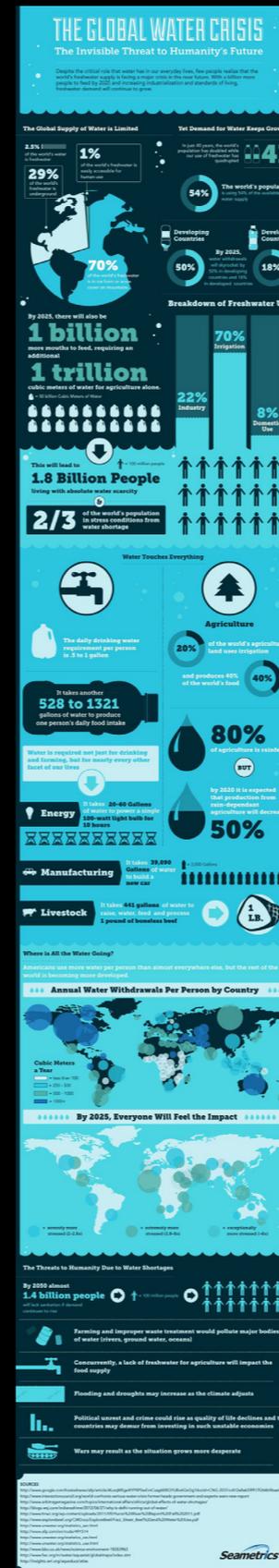
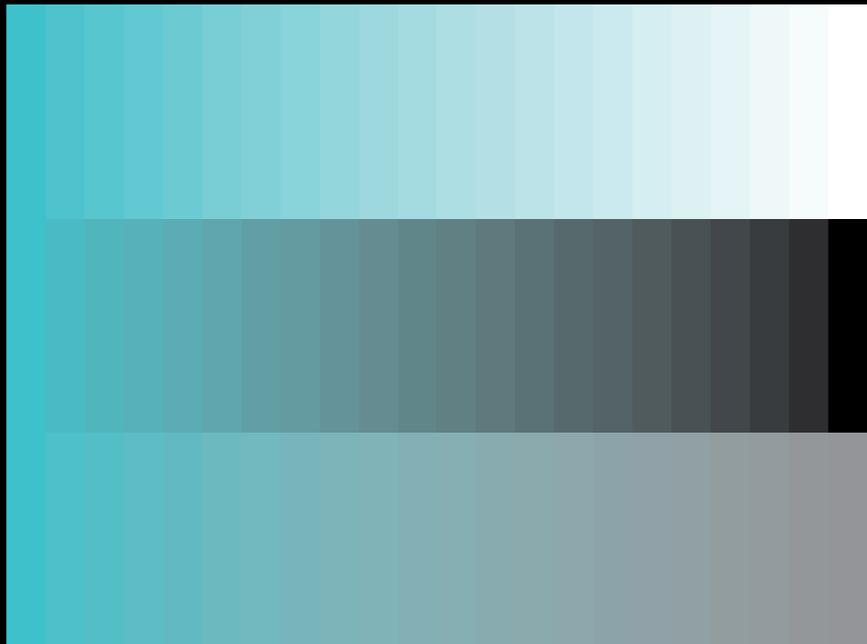
SOURCES:

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<http://www.fox.com/2011/03/03/fox-computer-eyes-look-at-social-media/>
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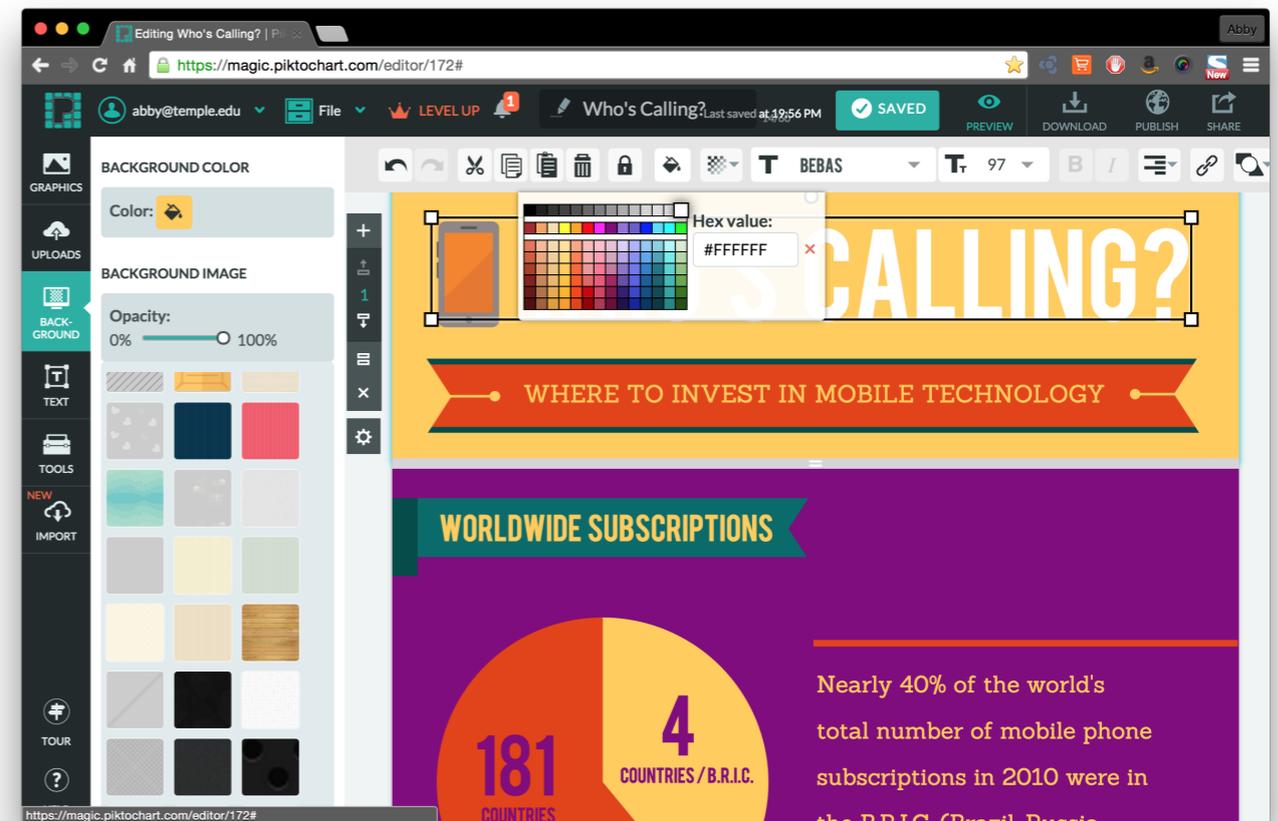
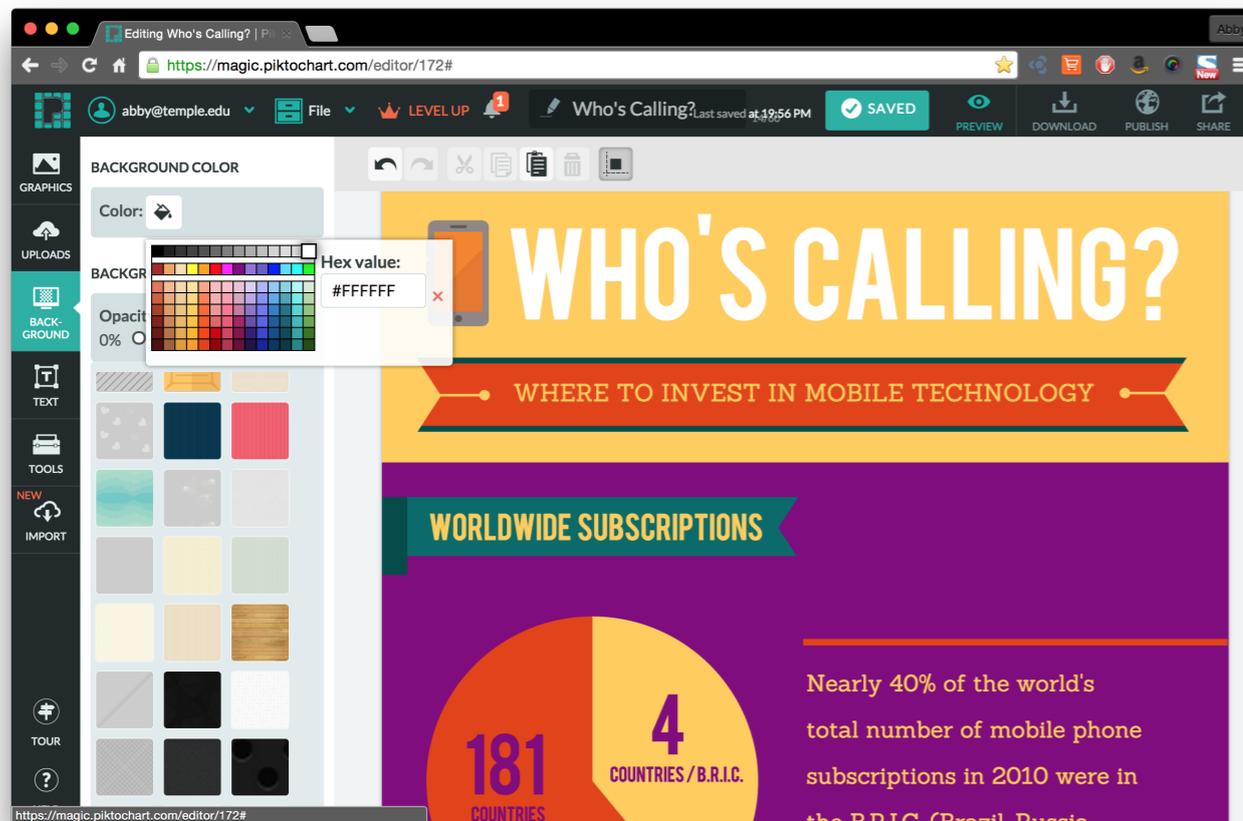
COLOR: TRIAD





BACKGROUND COLOR

TEXT COLOR



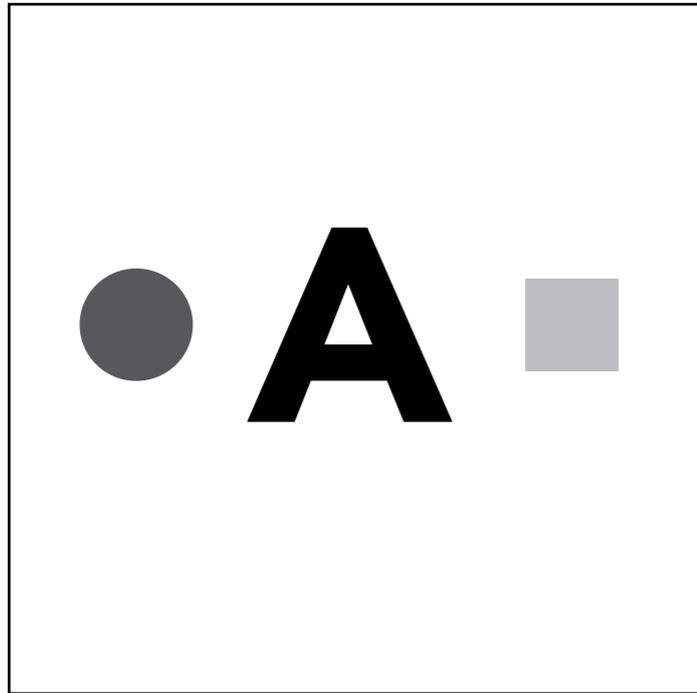
COLOR TIP: USE A COLOR PICKER

http://www.w3schools.com/tags/ref_colorpicker.asp

COLOR TIP: USE ADOBE COLOR APP

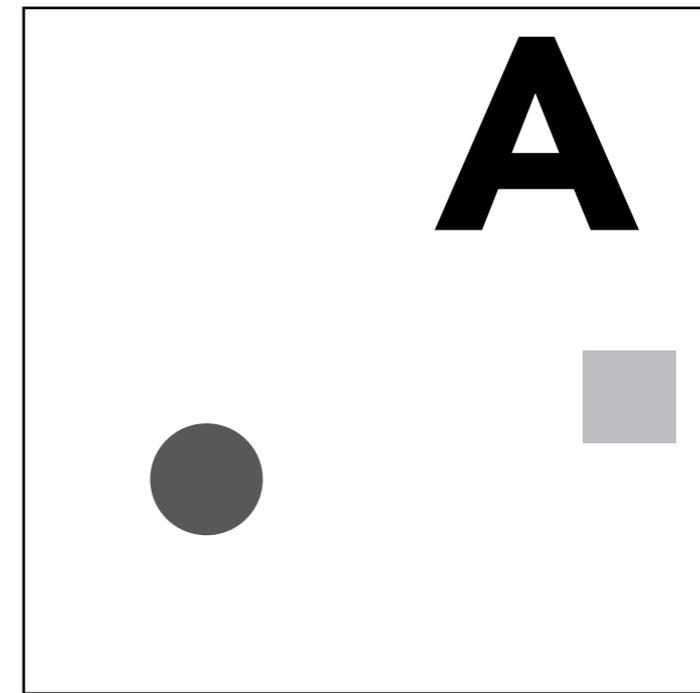
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COMPOSITION



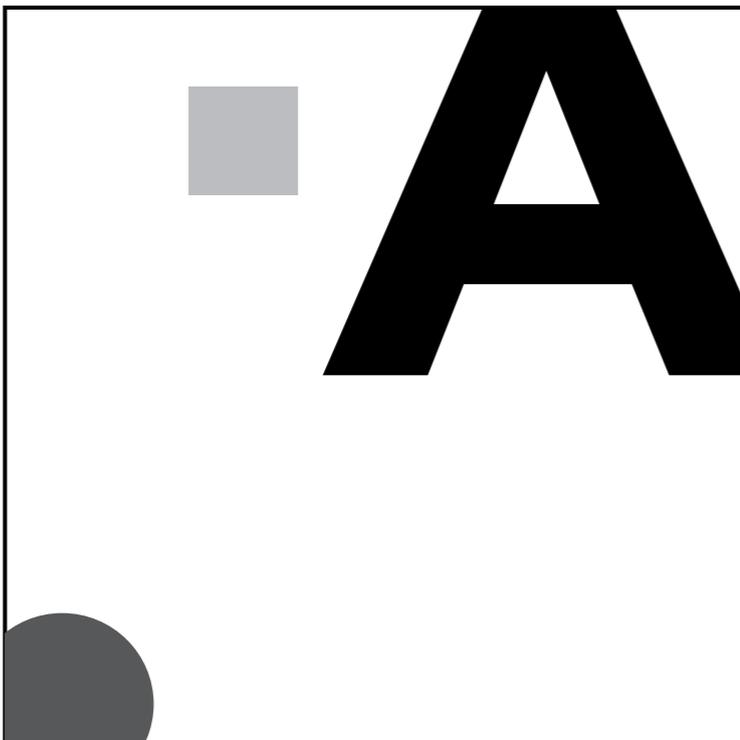
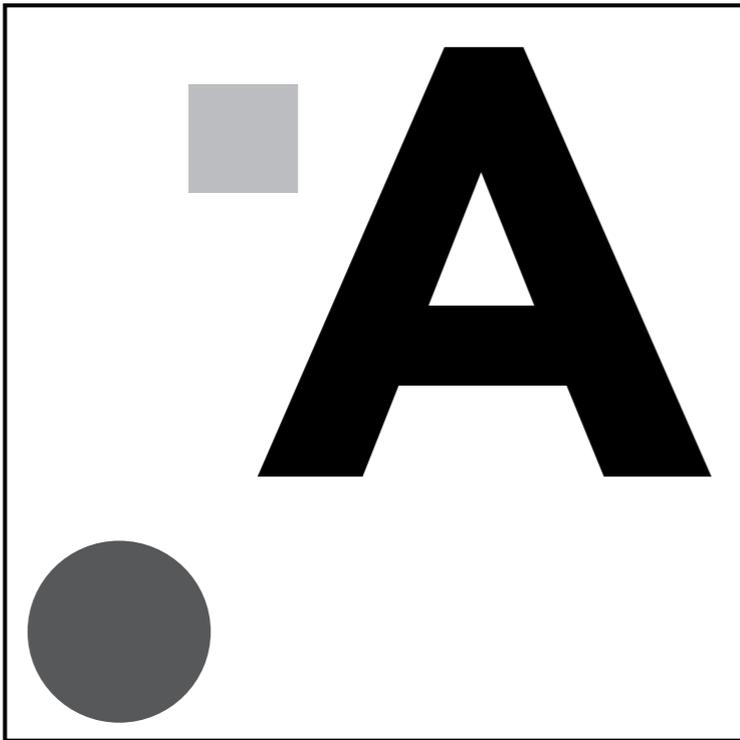
SYMMETRIC

A composition that is balanced and uses the elements in equal amounts. It is divisible into equal parts. A symmetrical composition is more passive and expected.

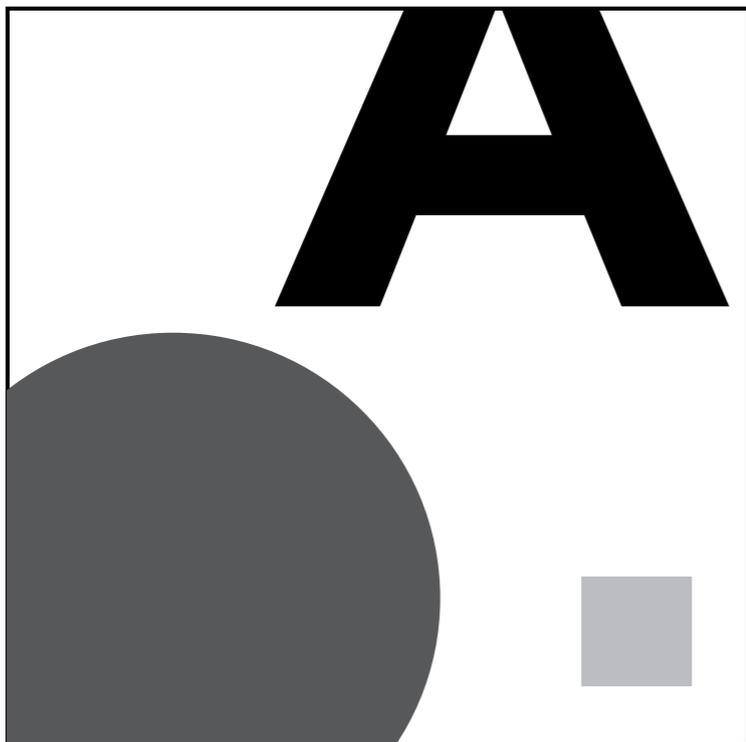
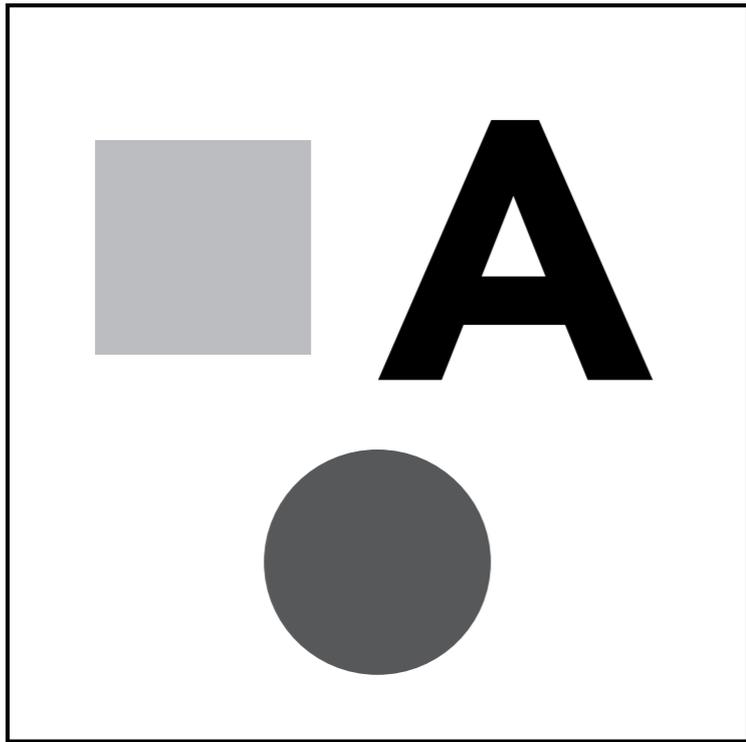


ASYMMETRIC

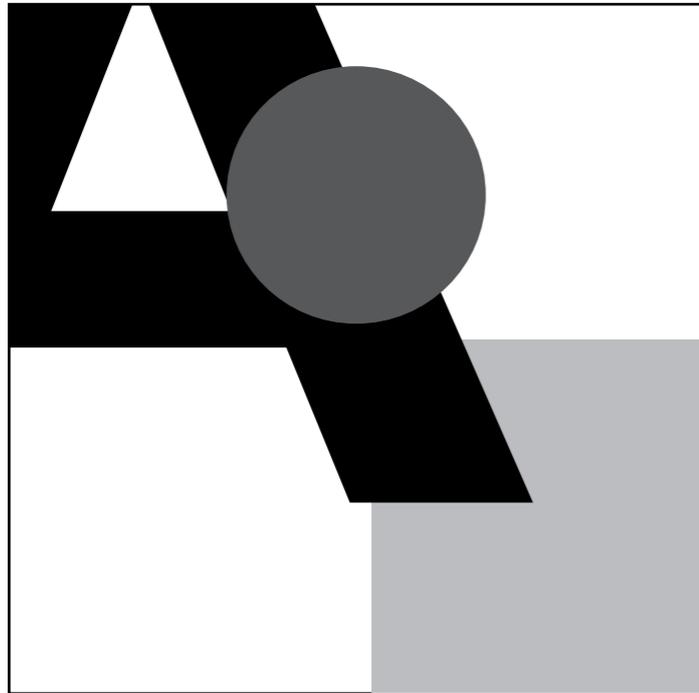
A composition that is not balanced and does not use the elements in equal amounts. It is not divisible into equal parts. An asymmetrical composition is active and dynamic and sparks emotions.



When any image or element on a page touches the edge of the page, extending beyond the trim edge, leaving no margin it is said to bleed. When you bleed an image you are cropping it. Bleeding images also helps make a composition more dynamic. Be careful not to place a graphic element too close to an edge but with no bleed. This often looks like a mistake.

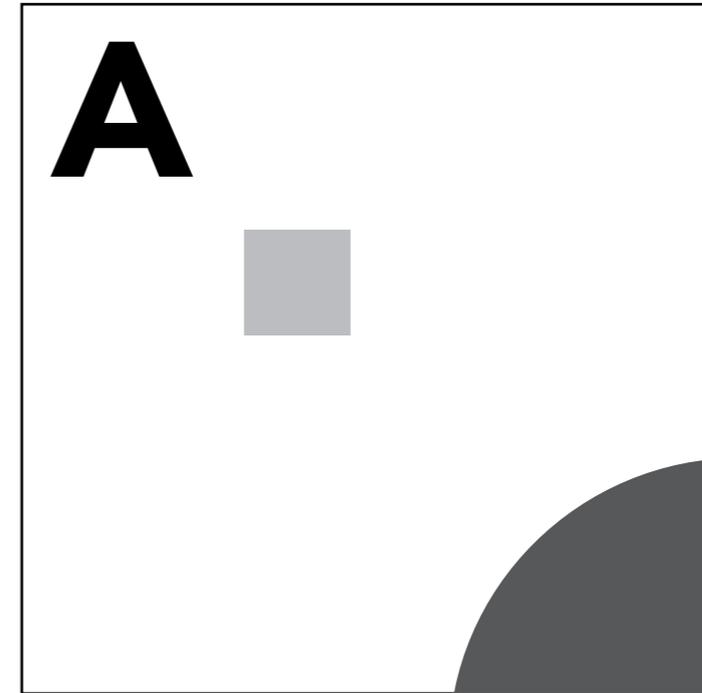


Scale refers to overall size and proportion refers to relative size. Scale and proportion principles help the viewer organize an image and they can be used to create or minimize points of emphasis. If an object is out-of-scale or oddly proportioned, then it will create a point of emphasis. Also, large scale objects create obvious visual weight. We automatically perceive larger objects as closer and more important than smaller objects.



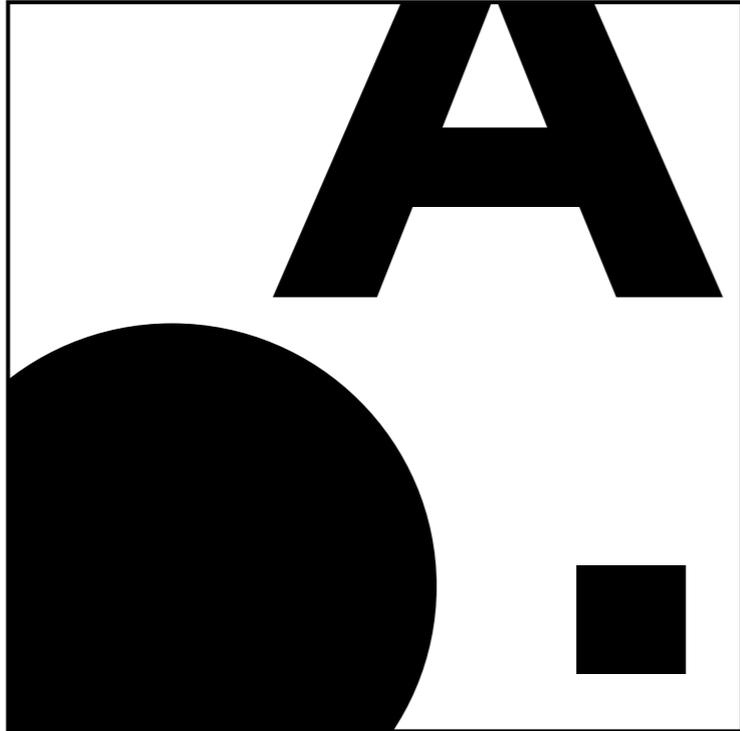
OVERLAPPING

When shapes are in front of other shapes. If one shape overlaps another it communicates an illusion of depth.

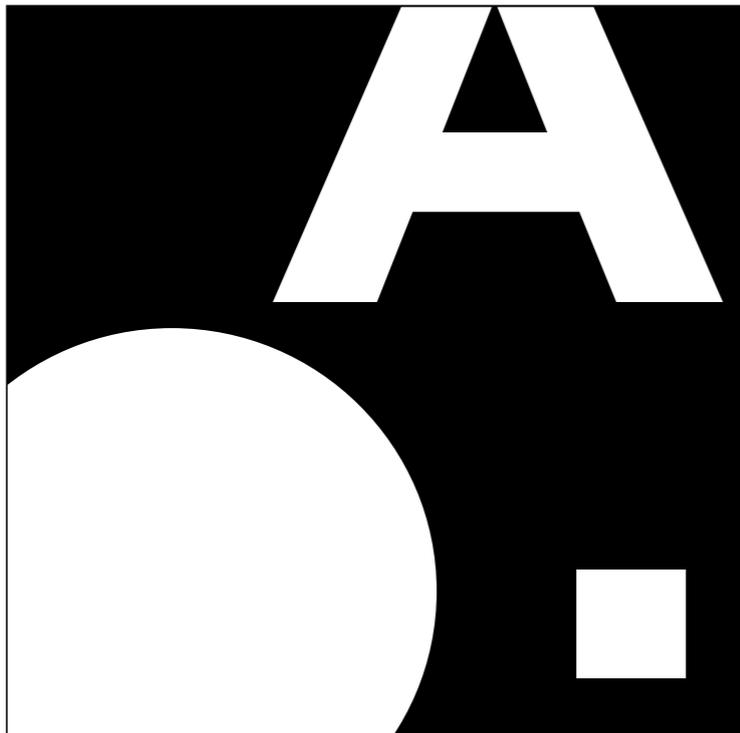


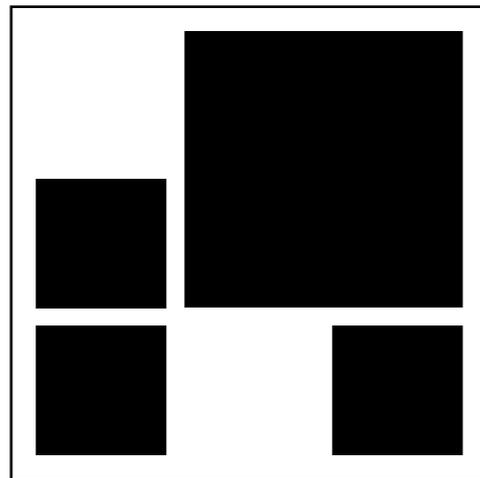
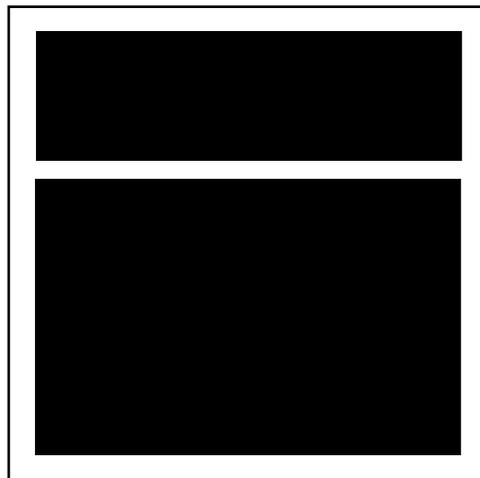
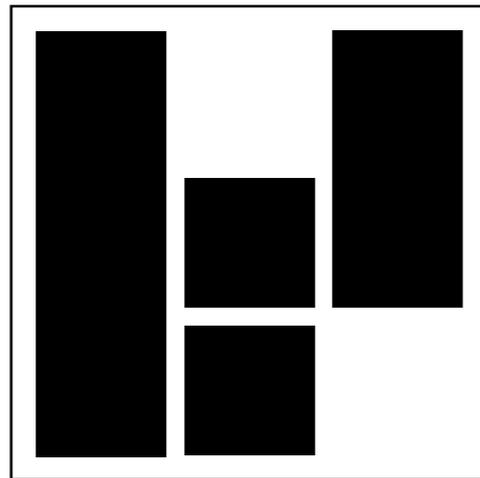
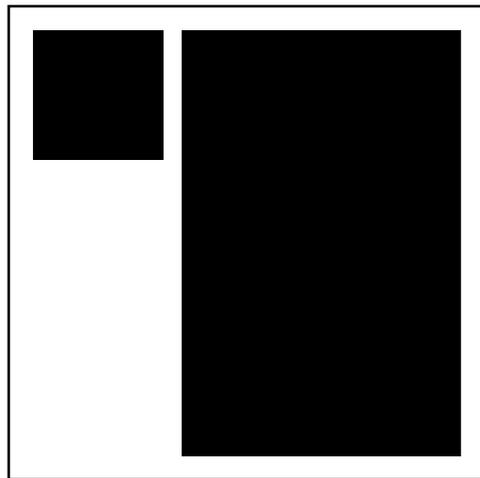
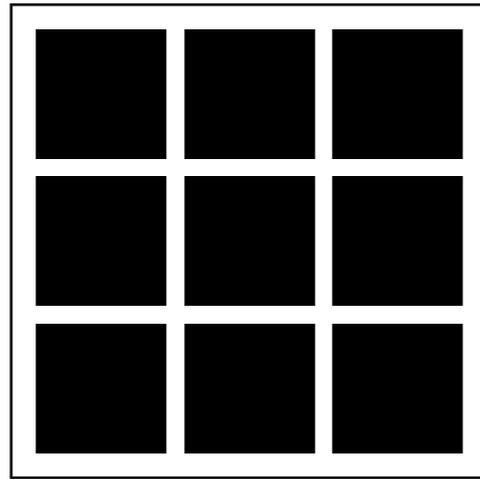
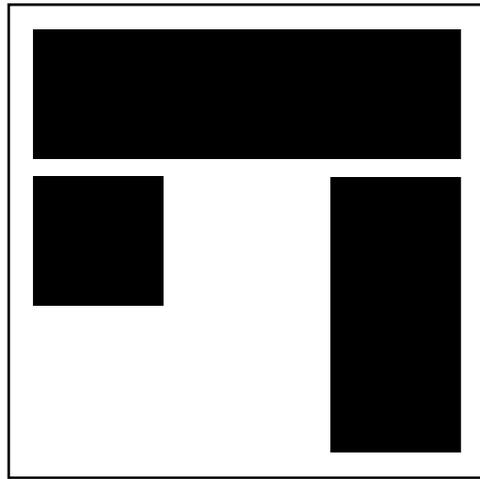
FOCAL POINT

Using layout principles you can create the focal point of your composition.



Positive space is best described as the areas in a work of art that are the subjects, or areas of interest. Negative space is area around the subjects, or areas of interest. Positive space does not have to be black, and negative space does not have to be white.





The grid serves as an armature on which a designer can organize graphic elements (images, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, in relation to other graphic elements on the page, or relation to other parts of the same graphic element or shape. All layouts should start with a grid. Do you want a uniformed grid or non-uniformed?

A Well-Balanced Blog

It's no secret that blogging is a foundational element of successful content marketing. In fact, 87% of marketers created blogs last year. While blogging can deliver solid results, it does require significant time, consistency, and strategy. Here, we break down the types of content that your readers prefer to consume, to help you plan and execute efficient and impactful blog entries throughout the week.

The Blogging Food Groups

Whole Wheat & Grains
Heavy and filling, you can quickly fill out the basic content entry. How to create a sharing infographic and a video. Share relevant topics for readers. Incorporating all content.

Vegetables
It might not be your favorite, but you know it's good for you. Thought leadership pieces. Guest blogs. Case studies.

Meat
These valuable, time-consuming projects leave your readers begging for more. Thought leadership and analysis. Big fish content, or large and colorful thought leadership pieces.

Desserts
Sweet and delicious, there'll be a second helping of these little treats. Light-hearted, easily digestible content. Content content like "Top of the Day". Attracting views, shares, and social.

Condiments
Lathering up any meal, a dash of this stuff can spread the love. Bold statements with strong point of view. Helpful tips.

Blogging Meal Plan

Here is one week's worth of content for you to try. Remember, it's important to find the right, steady diet that works best for your goals.

MONDAY Vegetables	TUESDAY Meats
WEDNESDAY Whole Wheat & Grains	THURSDAY Condiments
FRIDAY Desserts	SATURDAY Vegetables
SUNDAY Rest Day	

A Big Payoff

82% of marketers who blog on a daily basis see improved ROI.

as opposed to

57% of marketers who just blog monthly.

Breaking Down Your Meal

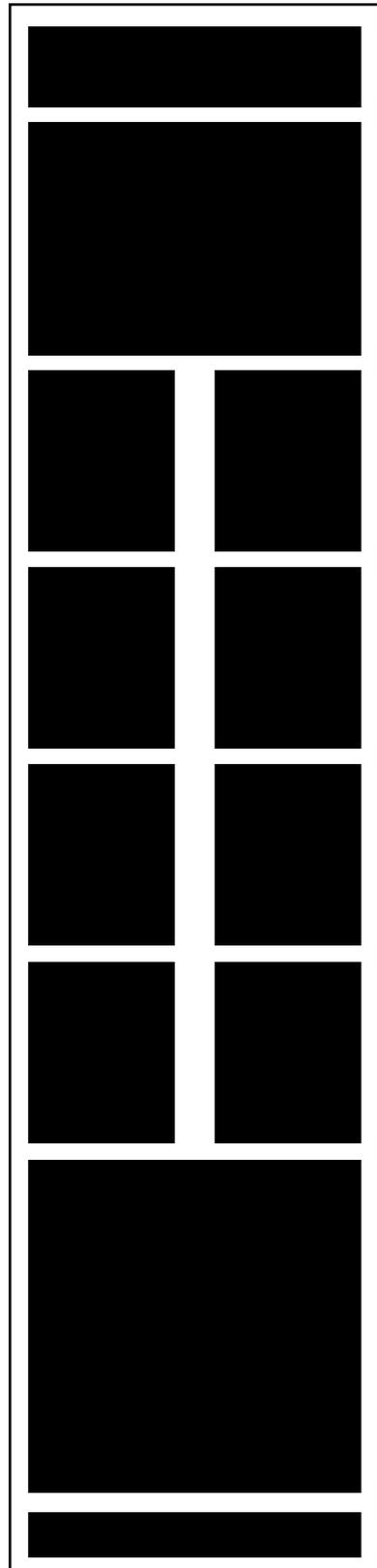
This is how much time and energy you should be spending on each type of content.

- Vegetables: 35%
- Meats: 20%
- Grains: 25%
- Desserts: 15%
- Condiments: 5%

Follow this recommended diet, and learn more about how to boost your impact and reach online by visiting marketing.linkedin.com.

Inspired by HubSpot's blog post, "5 Types of Posts to Feed Your Business Blog"

LinkedIn Marketing Solutions



COMMON Octopus

PREferred TEMp
15°C / 16°C

PREferred FOODS
CRAB, SQUID, CRAYFISH, MUSCLE, LUMBER

NATURAL PREDATORS
SHARK, MANTA/RAY, SEAL

AVERAGE LIFESPAN
12-24 MONTHS

HABITAT
The octopus lives in a variety of habitats, including shallow and deep water, and is found in all of the world's oceans. It is most common in the temperate zone.

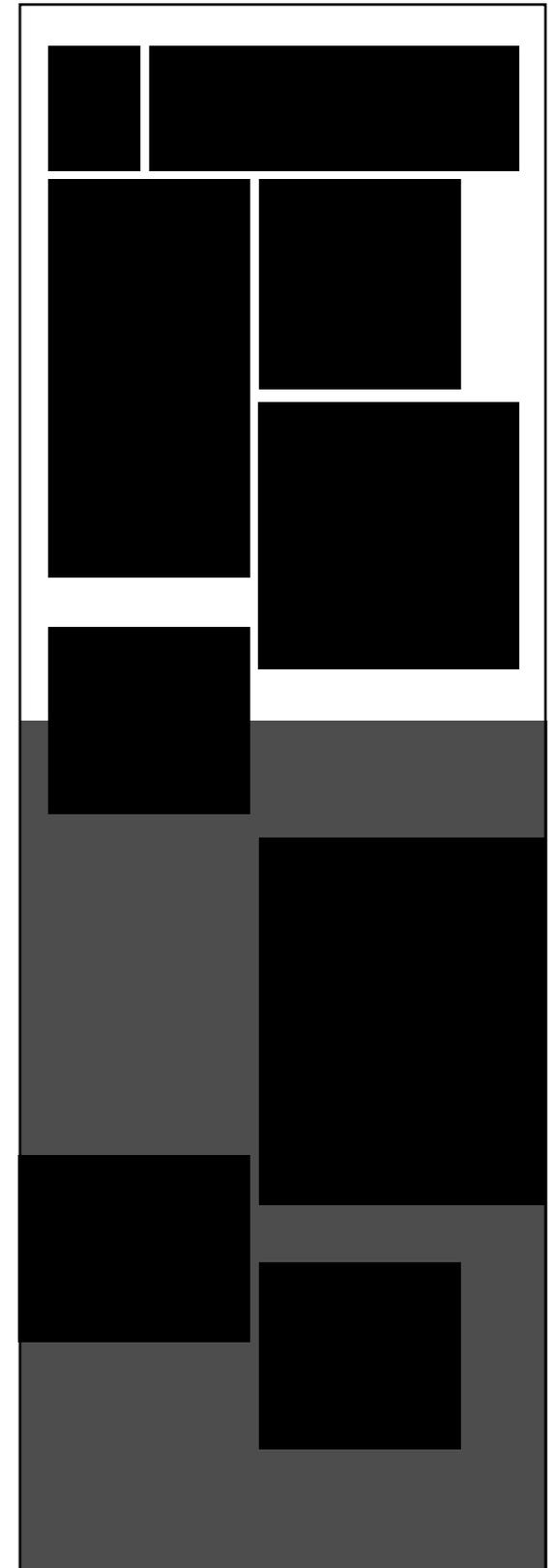
DEFENSE:
AN OCTOPUS CAN RELEASE A CLOUD OF BLACK INK TO DECEIVE AN ATTACKER'S VISION. THE INK CHANGES COLOR AND TEXTURE TO BLEND IN WITH THE ENVIRONMENT. THE ATTACKER'S SIGHT IS CONFUSED, AND THE OCTOPUS ESCAPES UNHARMED TO TRACK.

DEFENSE:
AN OCTOPUS CAN USE AN ARM TO ESCAPE A PREDATOR'S GRASP AND REASON IT LIVES WITH NO REMAINING DAMAGE.

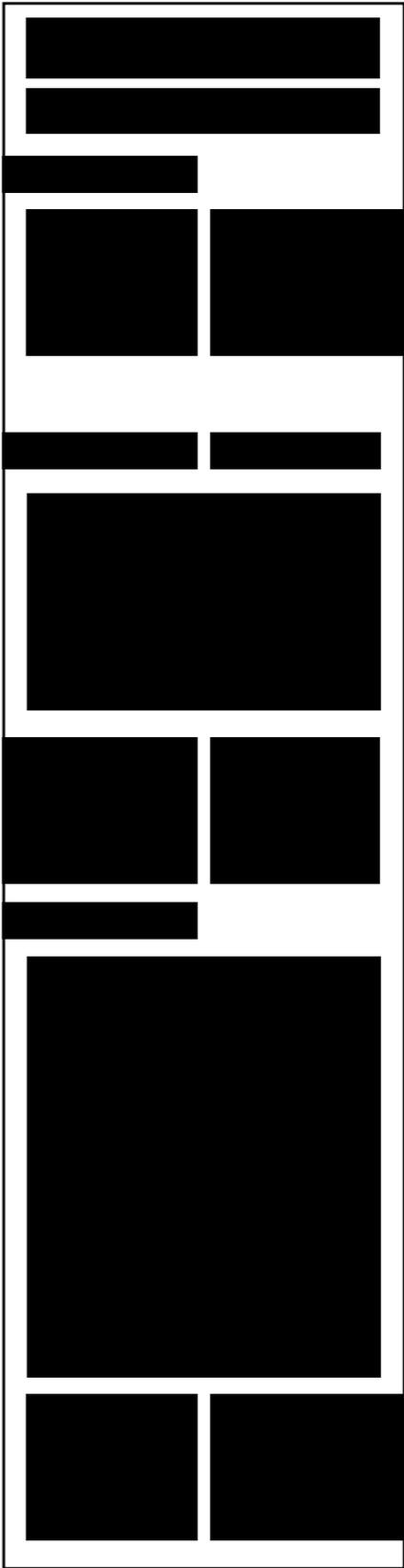
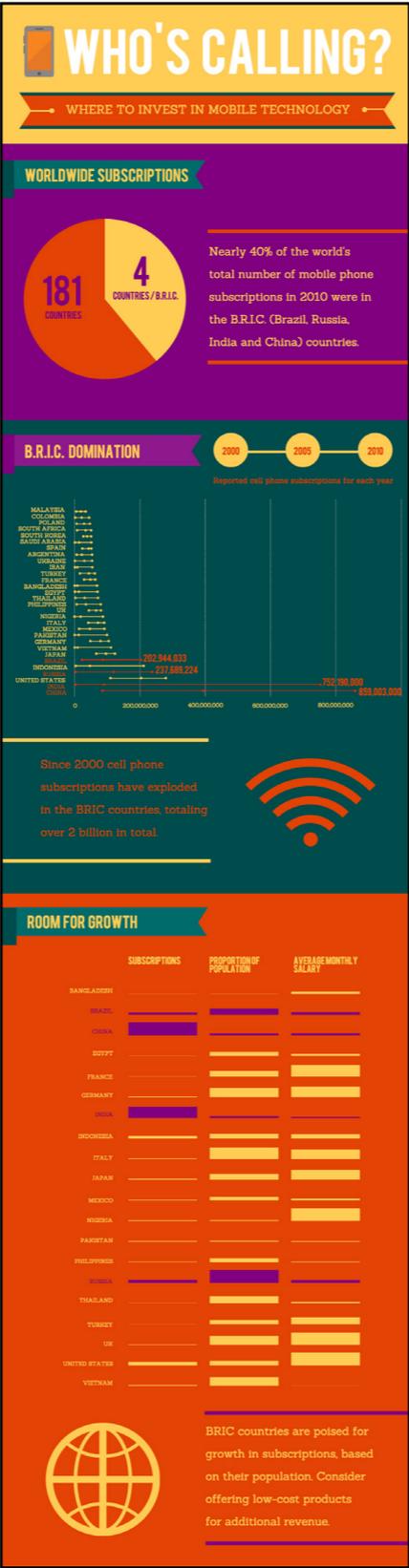
DEFENSE:
PREDATOR CELLS IN THE OCTOPUS'S SKIN CONTRACT TO CREATE COMPLEX, BUMPY CHANGES COLOR AND TEXTURE TO BLEND IN WITH THE ENVIRONMENT. THE ATTACKER'S SIGHT IS CONFUSED, AND THE OCTOPUS ESCAPES UNHARMED TO TRACK.

DEFENSE:
AN OCTOPUS HAS A BLENDED SKIN THAT CAN RELEASE A BLACK INK AND CHANGING COLOR, BUT IT MUST GO FOR THE LONGEST TIME.

DEFENSE:
AN OCTOPUS CAN PUMP FLOODS OF BLOOD UP TO 10 MPH BY PUMPING WATER FROM ITS HEARTS TO ESCAPE.



COMPOSITION: USING COMPOSITION IN PIKTOCHART THE ART OF INFOGRAPHICS

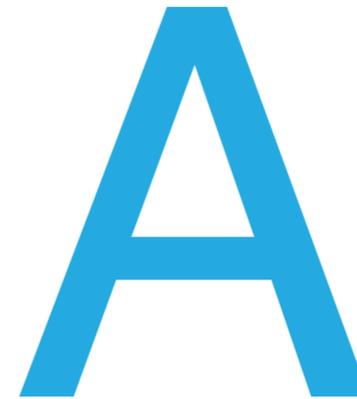


TYPOGRAPHY



SERIF

Serif typefaces have little feet or wings at each end. Serif fonts are seen as **TRADITIONAL, STABLE, PRACTICAL, SERIOUS, MATURE, FORMAL, SCHOLARLY, CORPORATE,** and **BUSINESS-LIKE.**



SANS SERIF

Sans Serif fonts are typefaces without feet, which makes them look clean and understated. Their personality is **CONTEMPORARY,** and sometimes **SLEEK** and **ELEGANT.**



SLAB SERIF

Slab Serif is a certain kind of serif typeface that has thick, squared-off serifs. Slab Serif fonts are more **MODERN,** but can also be perceived as **BOLD, HARSH, RUDE, ASSERTIVE, COARSE,** or **MASCULINE.**



SCRIPTS

Script typefaces look like handwriting or calligraphy. They can range from casual to formal. They have **SOFT ORGANIC** and **HUMANISTIC** qualities that give them a **WARM PERSONALITY.**

1 TYPE FAMILY: AVENIR

HEADING TO APPEAR HERE

Subhead to Appear Here.

Body copy goes here. Apienit hic te ius. Bus utem qui volesti offic to quunt endandios aut dolorios etur? Cusa. Voluptasiti officip iducipsant dolum. Body copy goes here. Apienit hic te ius. Bus utem qui volesti offic to quunt endandios aut dolorios etur? Cusa. Voluptasiti officip iducipsant dolum.

Footnote to appear here. Apienit hic te ius. Bus utem qui volesti offic to quunt endandios aut dolorios etur.

2 TYPE FAMILIES: AVENIR AND ROCKWELL

HEADING TO APPEAR HERE

Subhead to Appear Here.

Body copy goes here. Apienit hic te ius. Bus utem qui volesti offic to quunt endandios aut dolorios etur? Cusa. Voluptasiti officip iducipsant dolum. Body copy goes here. Apienit hic te ius. Bus utem qui volesti offic to quunt endandios aut dolorios etur? Cusa. Voluptasiti officip iducipsant dolum.

Footnote to appear here. Apienit hic te ius. Bus utem qui volesti offic to quunt endandios aut dolorios etur.

VERTICAL
VERTICAL

AVOID
TYPOGRAPHIC
CRIMES

AVOID
TYPOGRAPHIC
CRIMES

HORIZONTAL
HORIZONTAL

s **S**
t **T**
a **A**
c **C**
k **K**

VERTICAL/HORIZONTAL SCALING

Don't scale type vertically or horizontally, instead select a typeface that is condensed or extended.

SCALE

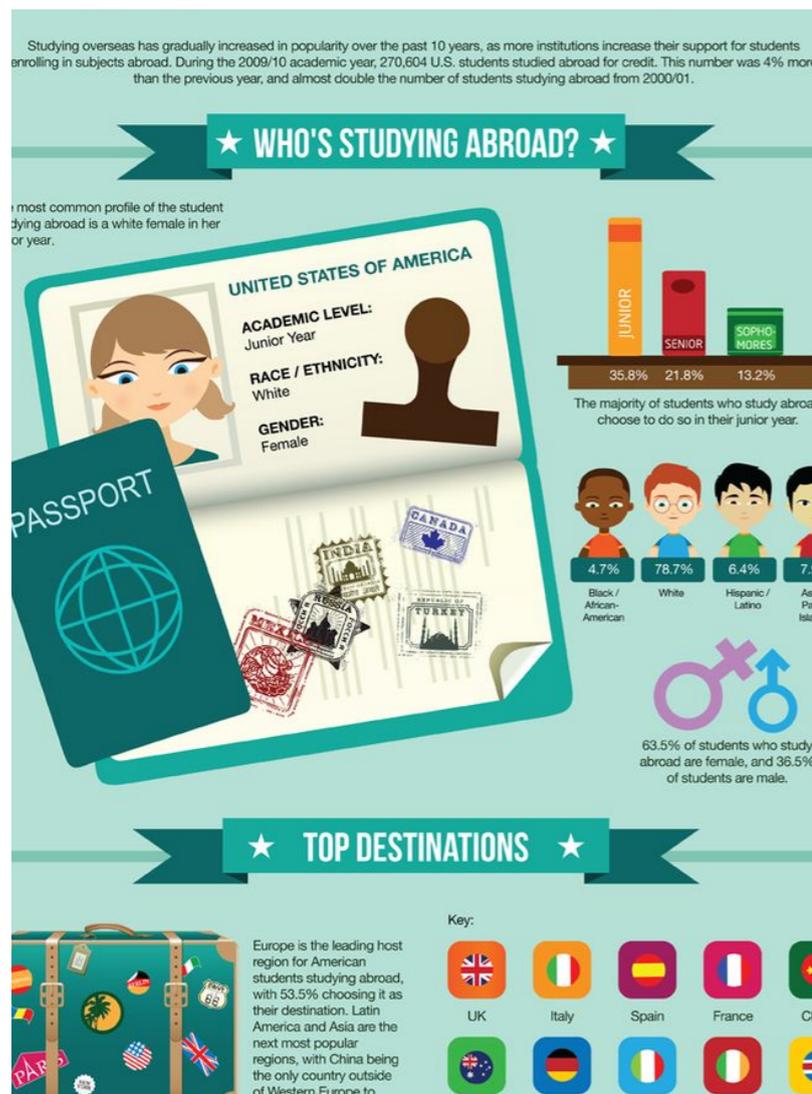
Minimal differences in scale can look tentative and appear to be a mistake. Strong contrast in scale gives a dynamic feel.

STACKING

Never stack lowercase letters. They are not designed to stack. If you are stacking letters please be sure they are the same width.

TYPOGRAPHY: BASIC RULES TO FOLLOW

THE ART OF INFOGRAPHICS



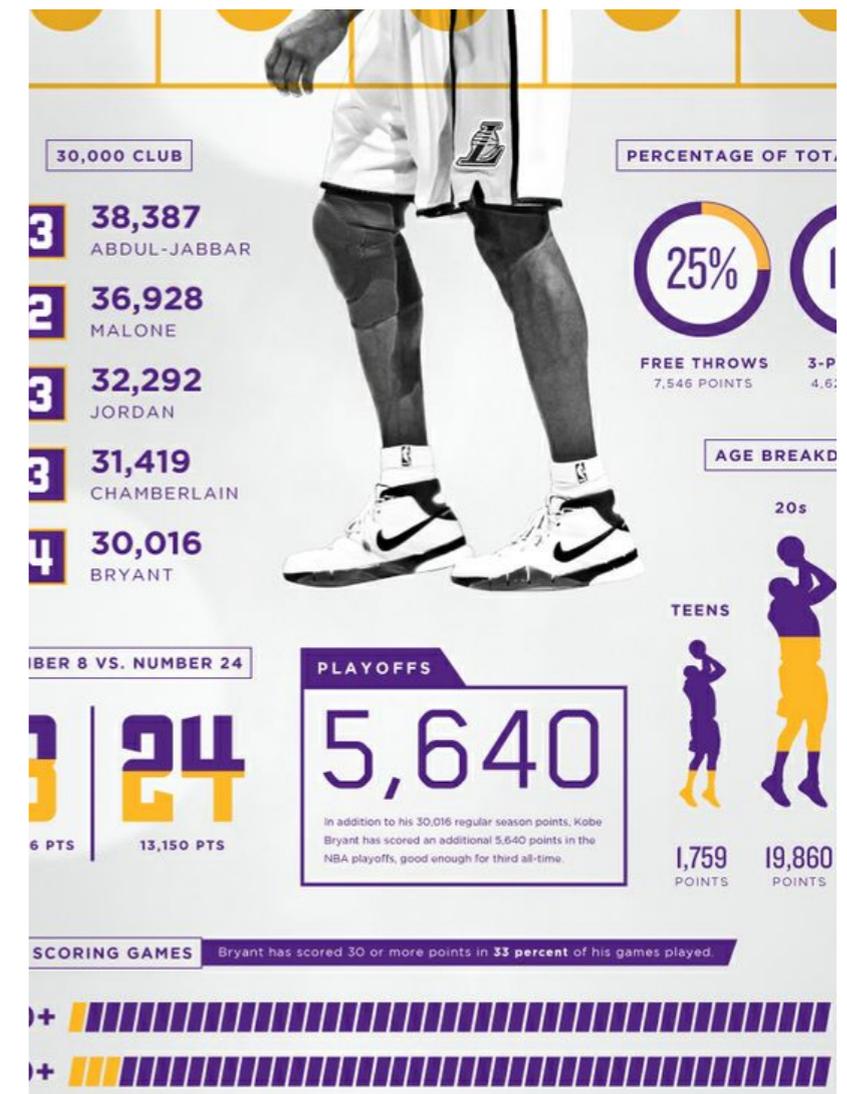
4 POINT SIZES

Try to only 4 point sizes on your entire infographic, this does not have to include headlines. Be sure these vary enough in scale.



2 TYPE FAMILIES

Stick to two type families. These should not be too similar. Try to vary the type classifications, so a serif and sans serif, or a script and sans serif.

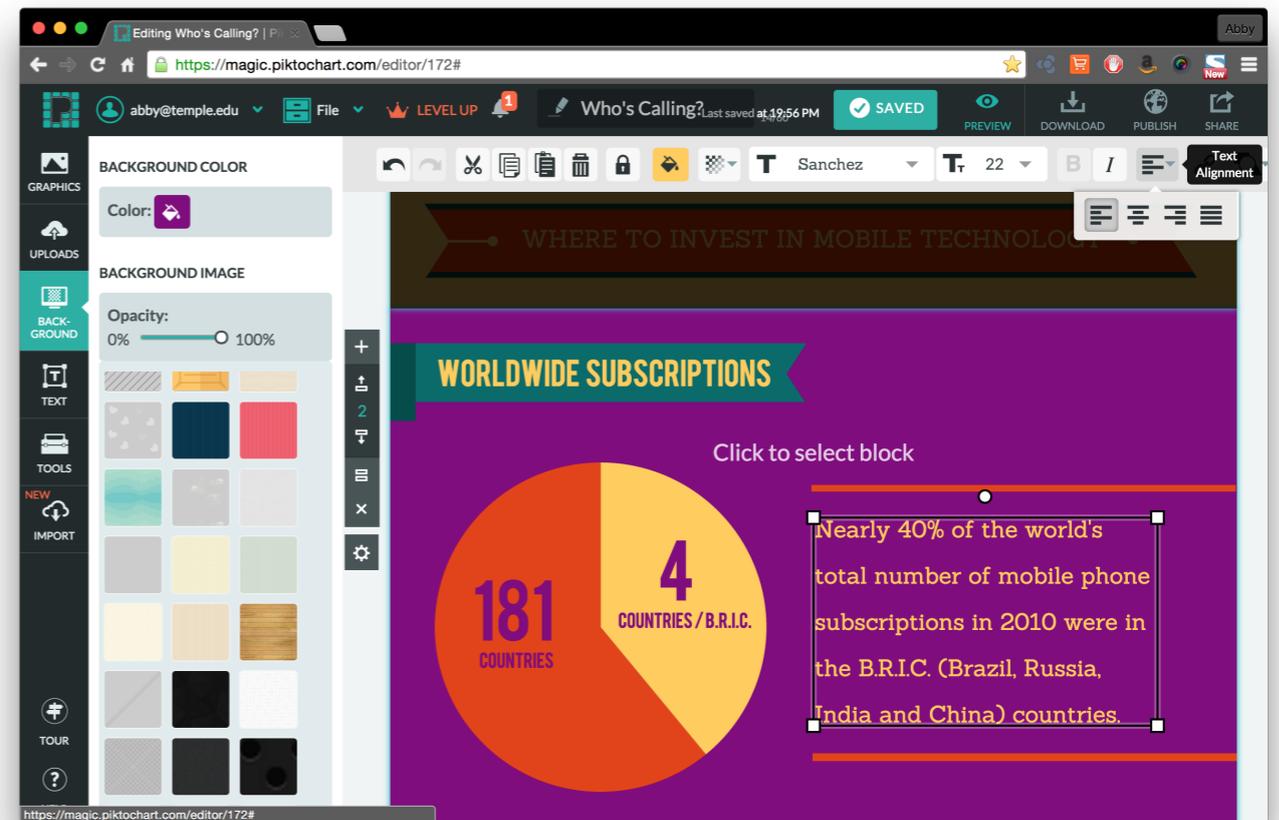
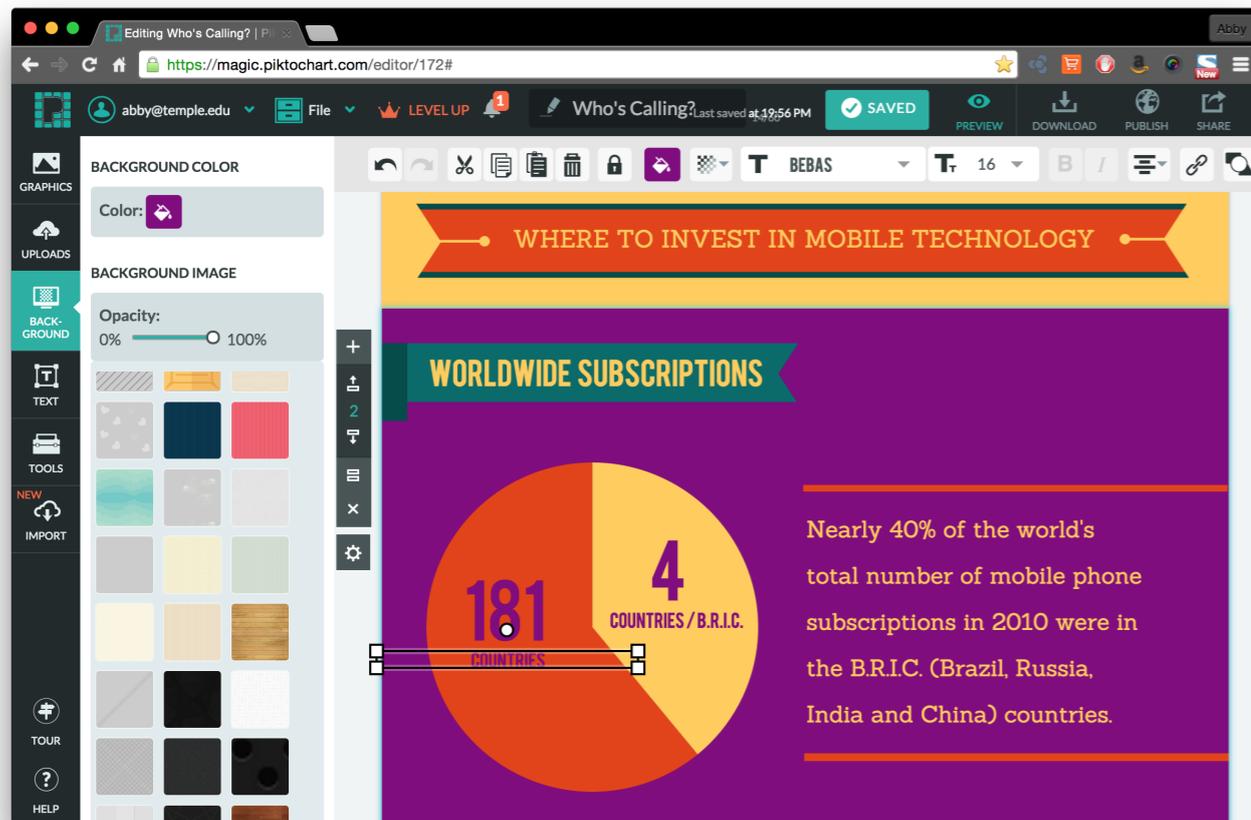


AT LEAST 2 CHANGES

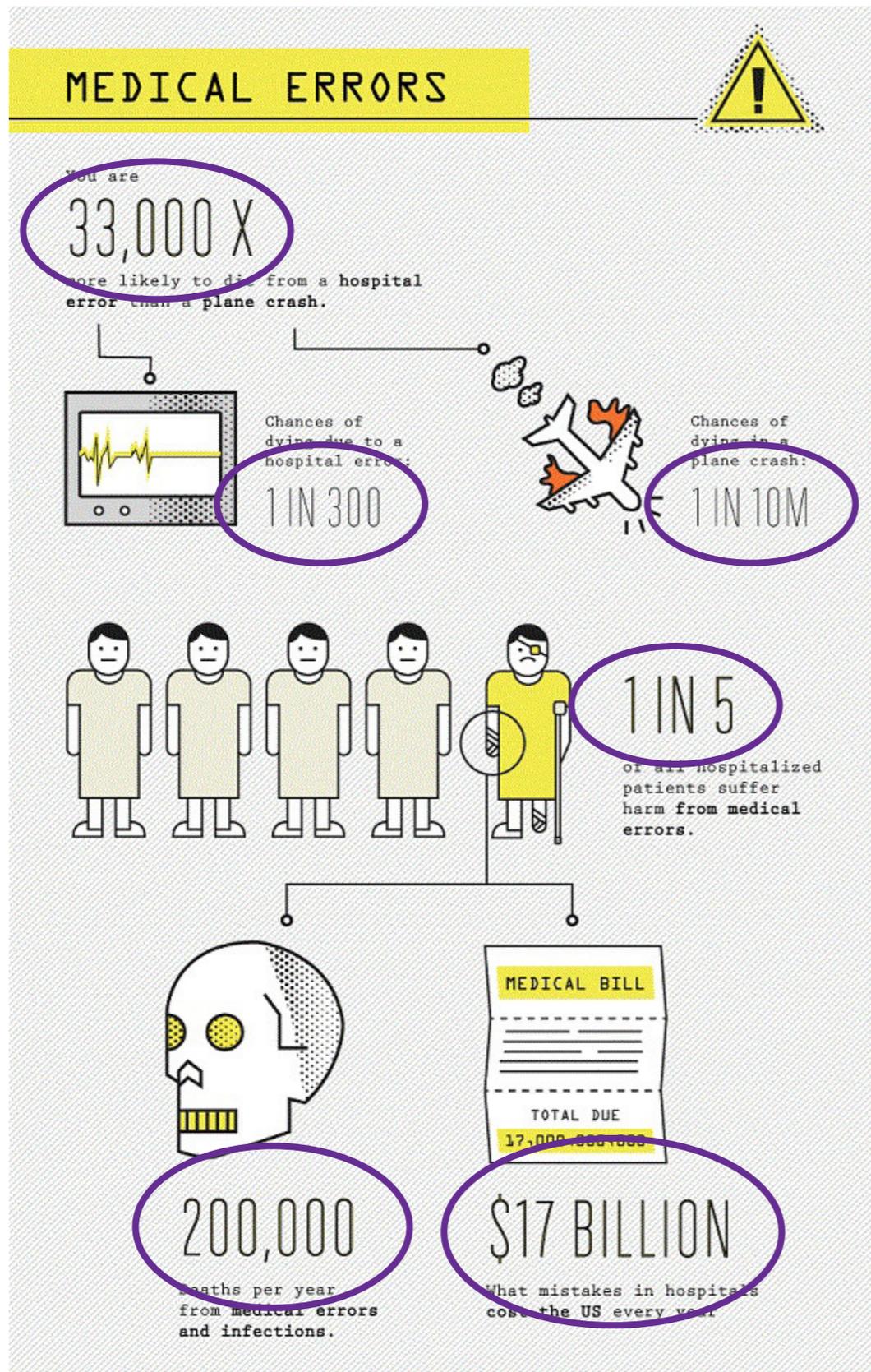
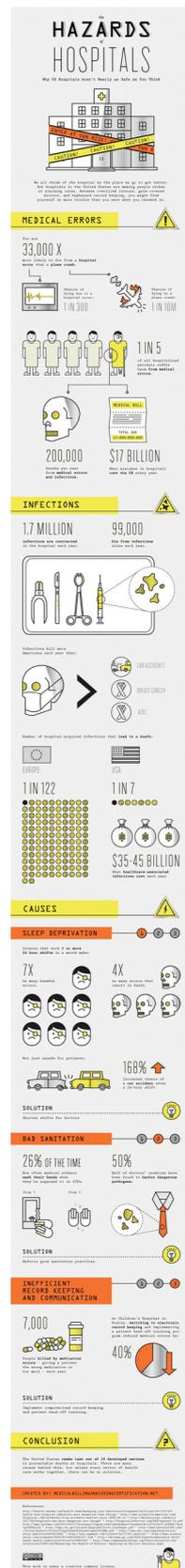
Your hierarchy should have at least 2 changes. For example, all caps and different tracking, or bold and different color. If they are too similar it will look like a mistake.

DIFFERENT TEXT BOXES

ALIGNMENT



**STORYTELLING
USING NUMBERS**



USE NUMBERS TO LEAD THE VIEWER THROUGH YOUR STORY.

33,000 X

You are 33,000 X more likely to die from a hospital error than a plane crash.

1 IN 300

Chances of dying due to a hospital error: 1 in 300.

1 IN 10M

Chance of dying in a plane crash: 1 in 10 Million.

1 IN 5

1 in 5 of all hospitalized patients suffer here from medical errors.

200,000

200,000 deaths per year from medical errors and infections.

\$17 BILLION

\$17 billion, what mistakes in hospitals cost the US every year.

WEDNESDAY'S IN OCTOBER

1PM–2PM