

# INFOGRAPHICS:

## A QUICK GUIDE



American Association of  
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## What Is an Infographic?

- A visual representation of data, knowledge or information.
- A collection of text, charts or icons on a specific topic.

## Types of Infographics

1. Resources.
2. Flow chart.
3. Comparison.
4. Timeline.
5. How-to guide.
6. List.
7. Data visualization.

## Tips and Tricks

- Use lines, borders, triangles, rectangles and other shapes to break up your infographic into subsections. This will make your infographic easier to scan.
- Font styles can also make your infographic easier to read. For example, you could increase the font size for the subsection headers and make them bold.

## References

1. Arcia, A., Suero-Tejeda, N., Bales, M.E., Merrill, J.A, Yoon, S., Woollen, J., and Bakken, S. (2016). Sometimes more is more: iterative participatory design of infographics for engagement of community members with varying levels of health literacy. *Journal of American Medical Informatics Association*, 23(1), 174-183. doi: 10.1093/jamia/ocv079
2. Beck, B. (2018, August 13). Piktchart vs. Canva vs. Visme: We Put 3 Visual Storytelling Tools to the Test. Retrieved from <https://bit.ly/2BNB0pF>.
3. McCrorie, A.D., Donnelly, C., and McGlad, K.J. (2016, January 21). Infographics: Healthcare Communication for the Digital Age. *Ulster Medical Journal*, 85(2), 71-75. Retrieved from <https://bit.ly/2SAO8bU>.
4. Stikeleather, J. (2013, March 17). When Data Visualization Works – And When it Doesn't. *Harvard Business Review*. Retrieved from <https://bit.ly/2N77nUt>.

## Examples

Figure 1. List

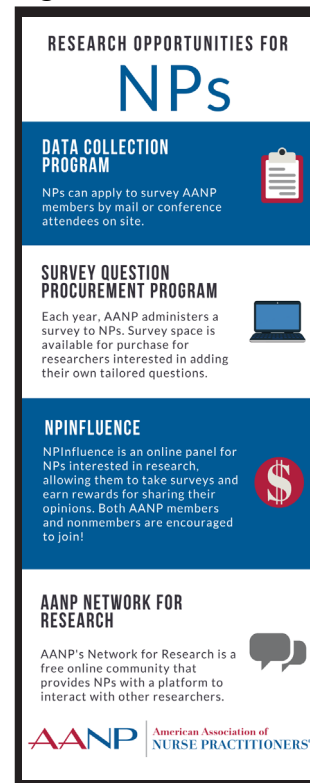


Figure 2. Resources

