



Photos of faces draw in readers. It can help get information across when you literally put a face on your data.

## 7. Determine Your Approach for Bringing Data to Life Beyond Charts and Graphs.

Before you talk with a designer, think through how you might tell a graphic story.

## Online Tools

[Piktochart.com](http://Piktochart.com): Easy-to-use-infographic maker

[Visual.ly](http://Visual.ly): Visual content that works

[Vizualize.me](http://Vizualize.me): Visualize your resume in one click

[Easel.ly](http://Easel.ly): Create and share visual ideas

[Venngage.com](http://Venngage.com): Make infographics for free

What visual represents your core message? What graph might demonstrate a key finding? Do you want to use one central image and attach stats—like a central human body with pull-out health data—or layer a series of individual data points? Consider a combination of photos and illustrations that fits the vernacular of your story. Use a mix of percentages in numbers and words (46% or “nearly half”) in a limited number of fonts (three at most) and a variety of complementary colors (blue and red are used in the most-shared infographics).

## 8. Ensure That Consumers Can Quickly Grasp What the Infographic Is About Before Reading It Fully.

Provide the reader with visual cues, making it quickly scannable and digestible. Meris Brown of **Fancypants Design** recommends identifying the three most important facts so they can be highlighted with visual weight. Then create a graphic hierarchy providing a clear reference for primary findings and key takeaways. Keeping copy brief and to the point also is essential.

## 9. Build in Promotional Elements to Increase Shareability.

You need facts to get people to believe and a story to get them to care, so the old adage goes. We'll add to that conventional wisdom: make an offer that draws readers to your website or social channels and include a hashtag so you can track shares. You also can feature coupons or giveaways in your infographic to