

Elements Common to Infographics and Visually Appealing Slides

Words

- Pare down language to phrases and words.
- Do NOT use conventional paragraphs.

Icons

- ✓ Icons are used to **represent** an idea quickly.
- ✓ Symbols or icons can be used as bullets.
- ✓ Icons can help **count** items.

Color

Color is often used to **differentiate items** when counting or to differentiate important data.

3 of 5 laptops



Matching colors are used to pair/group items or **bring cohesion**.

Ample use of **“white space”** allows ideas to stand out.

Color is used in charts and graphs.



Shapes

Paragraphs or bulleted lists are put into shapes to make them stand out.

Phrases or words are put into boxes, circles, or other shapes to provide structure to the ideas.

Bulleted lists are put into SmartArt to give visual interest.

Data are put into shapes to showcase the data.

Elements Specific to Infographics

Color

Infographics rely heavily on color to make them stand out and to help tell a story. Many of them use **alternating color blocks** to separate sections of an infographic.

Fonts

Use of **cool fonts** is usually reserved for **headings**, but it can provide a level of sophistication in certain kinds of infographics.

The **sizes** of items — whether numbers, words, or graphic elements — are often used to **show their importance** or make comparison easier.

Elements Specific to Visually Appealing Slides

- Use of images, like photographs, are more popular in slides.



Visual



Color Coding



Graphics



Reference Icons

Content



Time Frames



Statistics



References

Knowledge



Facts



Deductions

Resources for Infographics and Visually Appealing Slides

Sites	Infographics	Slides	Images	Graphics
https://www.canva.com/				
https://infogram.com/				
https://piktochart.com/				
https://venngage.com/				
https://www.visme.co/				

Organizations / Conferences

Presentation Guild

<https://presentationguild.org/>

(organization that offers bootcamps and the Certified Presentation Specialist designation)

Presentation Summit <https://www.betterpresenting.com/summit/>

(conference about presentations and presenting)

Stock Images

The Noun Project

<https://thenounproject.com/>

Pexels

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

Pixabay

<https://pixabay.com/>

Unsplash

<https://unsplash.com/>

Servier Medical Art

<https://smart.servier.com/>

Science Source Images

<http://www.sciencesource.com>

BioRender

<https://biorender.com/>

Centers for Disease Control and Prevention

<https://phil.cdc.gov/default.aspx>

National Institutes of Health

<https://www.flickr.com/photos/nihgov/albums>

Books

Lankow J, Ritchie J, Crooks R. *Infographics: The Power of Visual Storytelling*. Column Five Media; 2012.

Reynolds G. *Presentation Zen: Simple Ideas on Presentation Design and Delivery*. New Riders; 2012.