

70th Anniversary

Creating an Infographic using PowerPoint: Let's Do It!

Kelly Schrank

13-17 MAY 2023



Contents

Elements of an Infographic	2
Color	2
Shapes	2
Sizes	3
Fonts	3
Icons	3
Tips for Creating Infographics	4
Insert and Adjust Icons	8
Keep in Touch	9
References/Resources	9

Elements of an Infographic

Elements that really stand out when you see an infographic:

Color **Shapes** **Sizes** **Fonts** **Icons**

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.

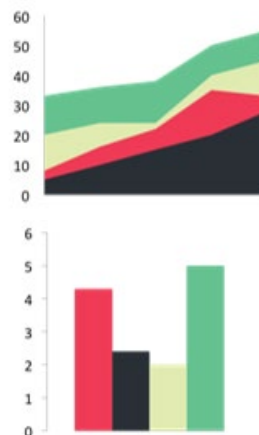


Color is often used to differentiate items when counting or to differentiate important data.



It's estimated that up to **1 in every 3** Baltimore City residents will need food supplements by June

And of course, color is used in charts and graphs.



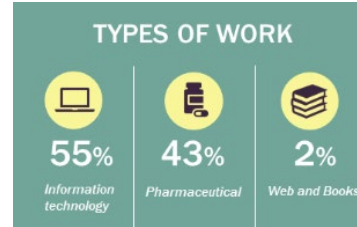
Shapes

Infographics tend to put paragraphs or bulleted lists into shapes to make them stand out.



Sizes

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



Fonts

Use of cool fonts is usually reserved for headings, but it can provide a level of sophistication in certain kinds of infographics. In this example, the sleek font and different sizes make it look professional but interesting. With a lot of space around it, it really stands out.



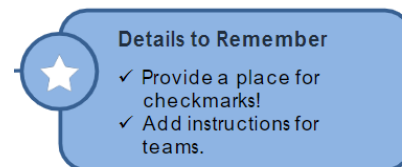
Icons

Icons are used to represent an idea quickly.

They can be used to show what's in the text.



Sometimes symbols or icons are used as bullets.



Sometimes icons are used to help count and to show the differences between items.

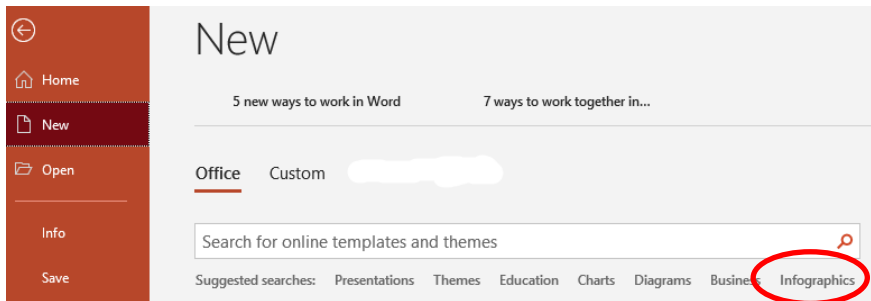


Tips for Creating Infographics

While there are many apps on the web to help you create infographics, it's sometime best to use a tool you know and that is readily available to you and your co-workers: PowerPoint. **Note:** Screenshots in these instructions are from PowerPoint O365 on a PC; your options may differ if you are using an older version, on a Mac, or your enterprise version of PowerPoint is not up to date.

To create an infographic from a template in PowerPoint, do the following:

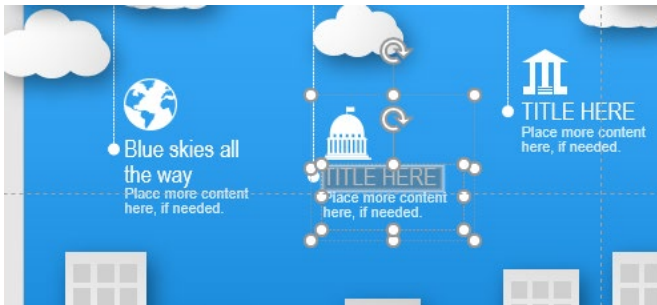
1. Open PowerPoint.
2. Click **File**, then **New**.



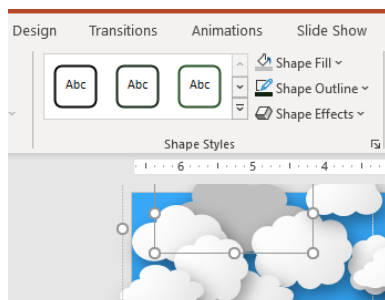
3. Select **Infographics**.
4. Choose a template that either seems to fit your needs or that has an appealing color scheme or layout.

Once in the template, you'll want to start adding your text, playing with the shapes, changing colors, and moving things around.

5. Click a text box to select the text, then type your text.

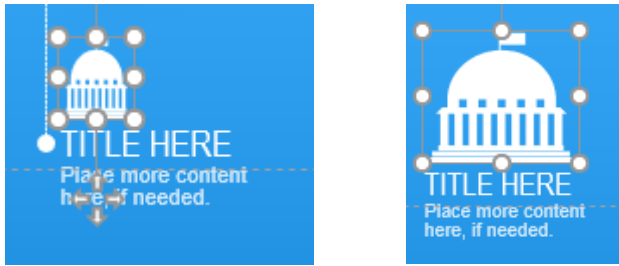


6. Click a graphic element to change its color.

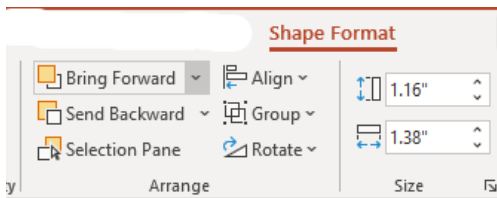


Creating an Infographic using PowerPoint: Let's Do It!
Handout
#STCSummit

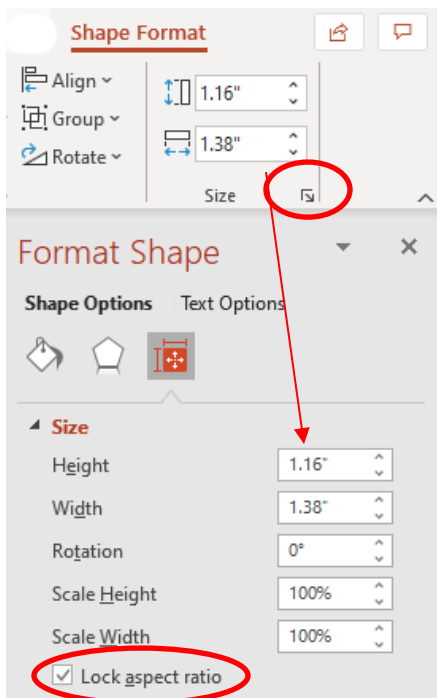
- Click on the circles at the corners of the bounding box to change the size.



- If you want to take more control of the size, go to the **Shape Format** tab, within the **Size** group to choose the dimensions of your object.



To keep the item from looking distorted as you change its size, click the dialog box launcher to open the **Format Shape** menu, which allows you to lock the aspect ratio as you make the item larger or smaller.

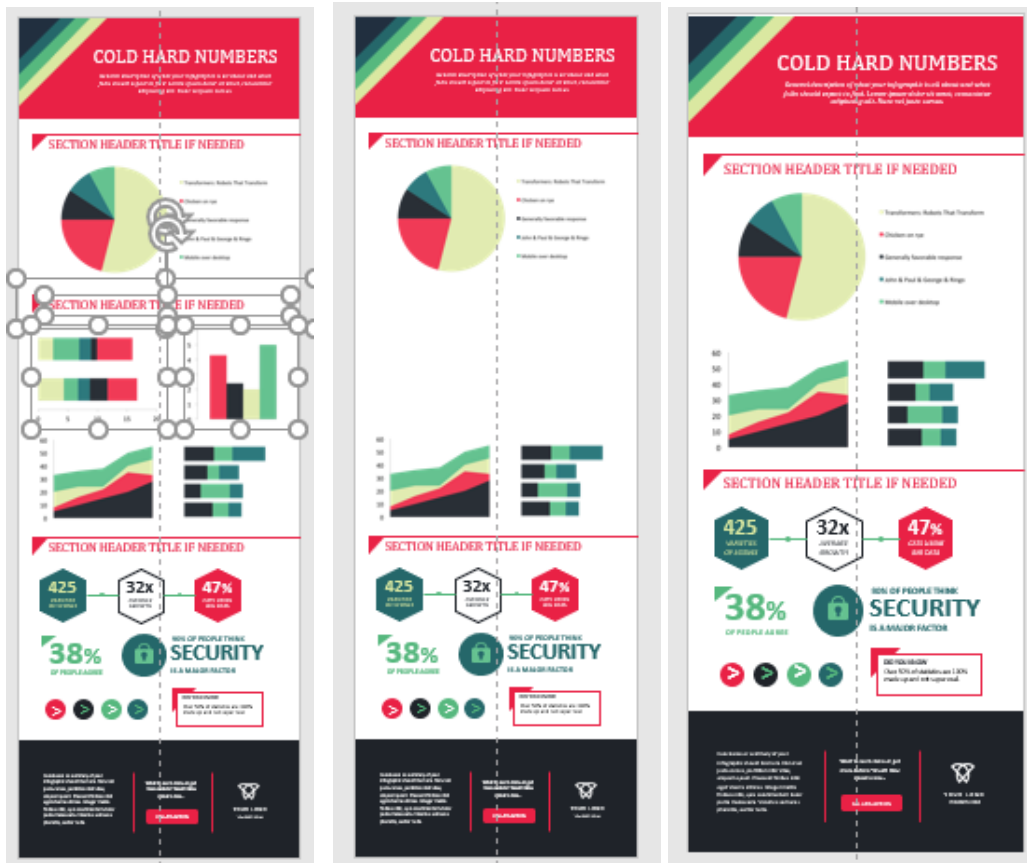


If you get deeper into PowerPoint and infographics, you'll want to become more familiar with the **Shape Format** tab; lots of cool stuff in here.

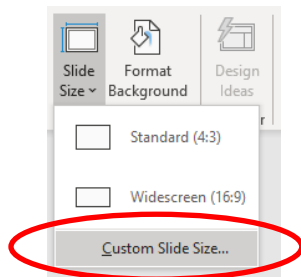
- Click and delete any extraneous elements.

Creating an Infographic using PowerPoint: Let's Do It!
Handout
#STCSummit

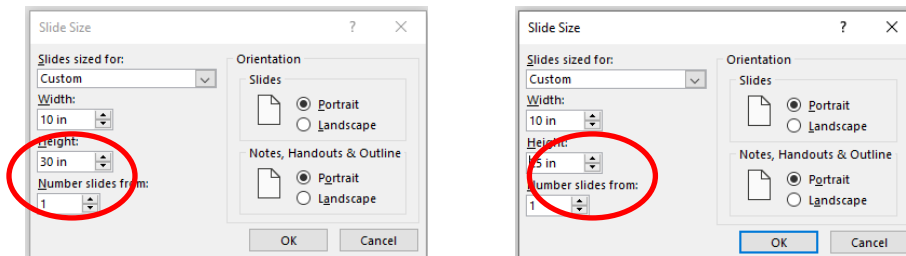
10. Reassemble the remaining elements on a different size slide if needed.



- a. From the **Design** tab, click **Slide Size**.
- b. Select **Custom Slide Size**.



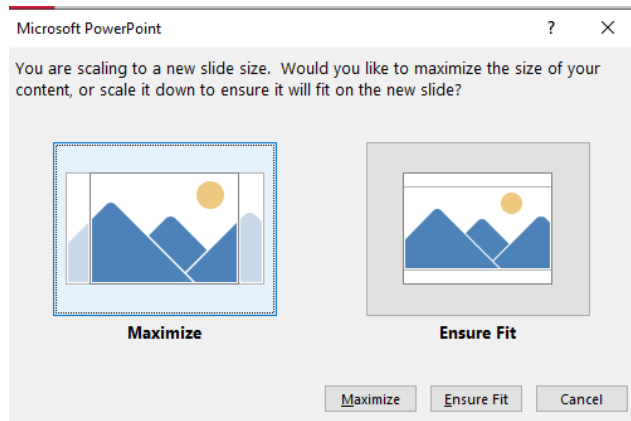
c. Type in a smaller height, then click **OK**.



Creating an Infographic using PowerPoint: Let's Do It!

Handout
#STCSummit

d. Click **Maximize** or **Ensure Fit**.



Note: This is largely a guessing game as far as I can tell. Try something that seems reasonable, then Undo if you don't get the desired consequences.

e. Fit all of the content back onto the slide background. See below where the top and bottom are now off the slide background. Select the content that moved off the slide background and use the arrow key to move it back up or down to fit onto the slide background.



Creating an Infographic using PowerPoint: Let's Do It!

Handout
#STCSummit

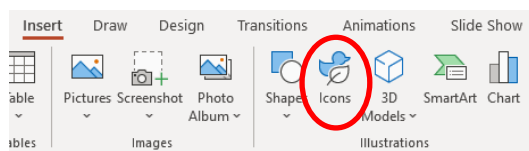
Another option, if Maximize or Ensure Fit doesn't produce good results, is to do the following:

1. Select all contents on the slide (CTRL + A)
2. Group them all (right-click and select Group)
3. Cut (CTRL + X)
4. Change the size of the slide using either method.
5. Paste (CTRL + V) back on slide and move around.

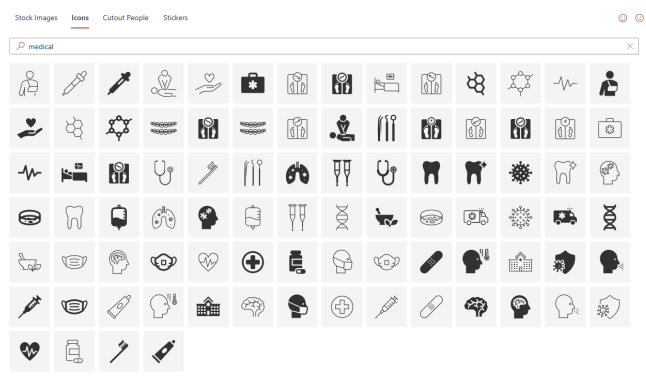
Insert Icons

In addition to using the icons in the template, you can insert icons from PowerPoint and change them as needed to provide visual appeal or match the color scheme of your infographic:

1. From **Insert** tab, in **Illustrations** group, click **Icons**.



2. Search for a topic, like *Medical*, or a specific item.



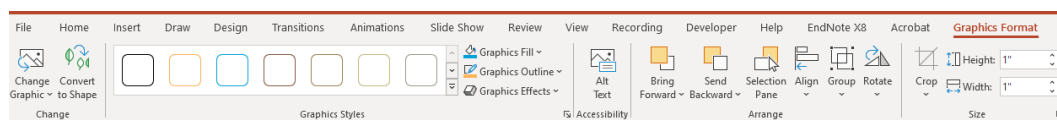
3. Click the box of as many items as you think you might use. They will all appear in your slide.
4. Select one or more icons.



Above, there are two versions of the same icon, which could give a different feel depending on the color and size you ultimately use; there are usually two versions of each icon, though they are not normally together in the icons list.

Change Color of Icons

1. From **Graphics Format** tab, in **Graphics Styles** group, change the color as needed:



Creating an Infographic using PowerPoint: Let's Do It!
Handout
#STCSummit

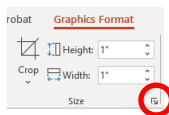
- a. Select arrow next to Graphics Fill to change the fill of the icon. In the first pair, the fill is blue.



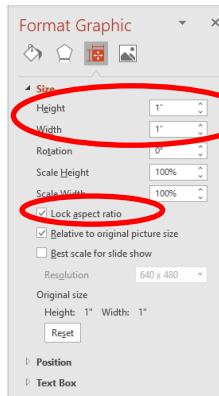
- b. Select arrow next to Graphics Outline to change the outline of the icon. In the second pair, the outline is yellow.

Change Size of Icons

1. To change the size, do the following:
 - a. From **Graphics Format** tab, in **Size** group, click the dialog box launcher.



- b. The **Format Graphic** menu will open. Click **Lock aspect ratio**, then change the size by adjusting the numbers in the Height or Weight boxes.



Keep in Touch

There is more you can do and more to learn, but this is already a long handout! For more tips on PowerPoint, Word, and checklists, follow me (<https://www.linkedin.com/in/kellyschrank/>) or my company LinkedIn page (<https://www.linkedin.com/company/bookworm-editing-services-llc>) or get on my email list.

References/Resources

Screenshots were taken from two free HubSpot templates available at <https://www.hubspot.com/resources/template>, two infographics freely available from <https://coronavirus.baltimorecity.gov/>, PowerPoint O365 on PC, and my own creations.

Other session materials (templates, handouts, and slides):
<https://headbookworm.com/kelly-schrank-summit-2023/>