

Chapter 2

Second step in the using of Infographics

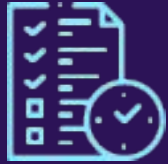
Contents:

- 2.1 Finding a subject / topic
- 2.2 Defining your audience
- 2.3 Mistakes to avoid

Finding a Subject

Pick a topic

Define your approach



Same subject – explore other paths



New subject – explore obvious paths first

Ask questions

To Yourself

About your own
subject

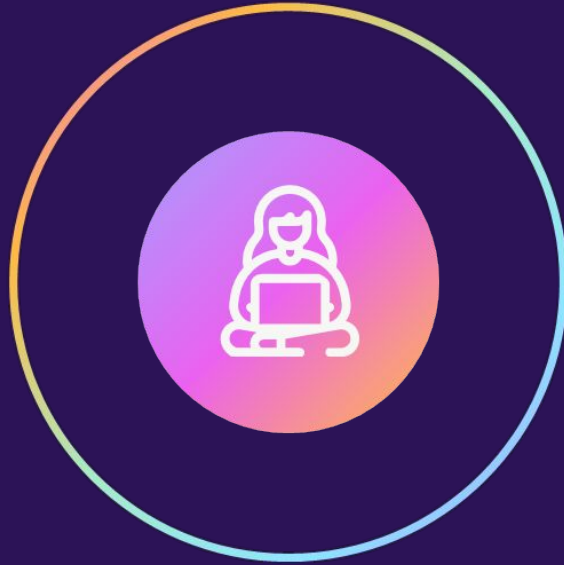
What you want
to talk about

Questions to which you don't have
answers to **yet.**

Research

**Find the
answers to
your questions**

**Rediscover
your subject**



**Find out
something
new**

**Don't get stuck
on what you
already know**

Define your audience

Their needs, wishes, ages, knowledge, skills ...

Your audience will have a big impact

Children:



Keep it simple



Don't overload with information



Make it playful

Specialized adults:



Specific knowledge



More complex visuals and data



Complicated vocabulary

Mistakes to avoid

<https://venngage.com/blog/good-infographic/>

Mistake 1

“Misleading with false information or data distortion”

- Research the author
- Check the date of publication
- Compare with other sources
- Read the “à-propos”
- Pay attention to grammar and spelling

Mistake 2

“Overloading your infographic with visual distractions or clutter”

- Don't use unnecessary visuals
- Lighten information
- Get to the point
- Don't focus on details
- Make choices to prune your outcome

Mistake 3

“Neglecting to value and include all types of people”

Be as inclusive as possible, keeping in mind:

- Genders
- Nationalities
- Ethnic groups
- Sexual orientations
- Disabilities

Mistake 4

“Refusing to correct
these mistakes”

...we all make them

- Be aware of your mistakes
- Accept criticism
- Be willing to learn
- Don't be afraid to change your manner of thinking

Conclusion