

# How to Create an Infographic in 8 Simple Steps



Whether you are an experienced designer or a creative newbie who has only begun making some outstanding designs, you need to take a minute to recognize the trend and create some unique art that follows the best design principles. In this article, we have collected some hot design topics that you should follow in order to master your talents in the right direction, create up-to-date [infographic templates](#), and as a result, be a high-demand graphic specialist.

Let's begin discussing these principles now.

## Visualize

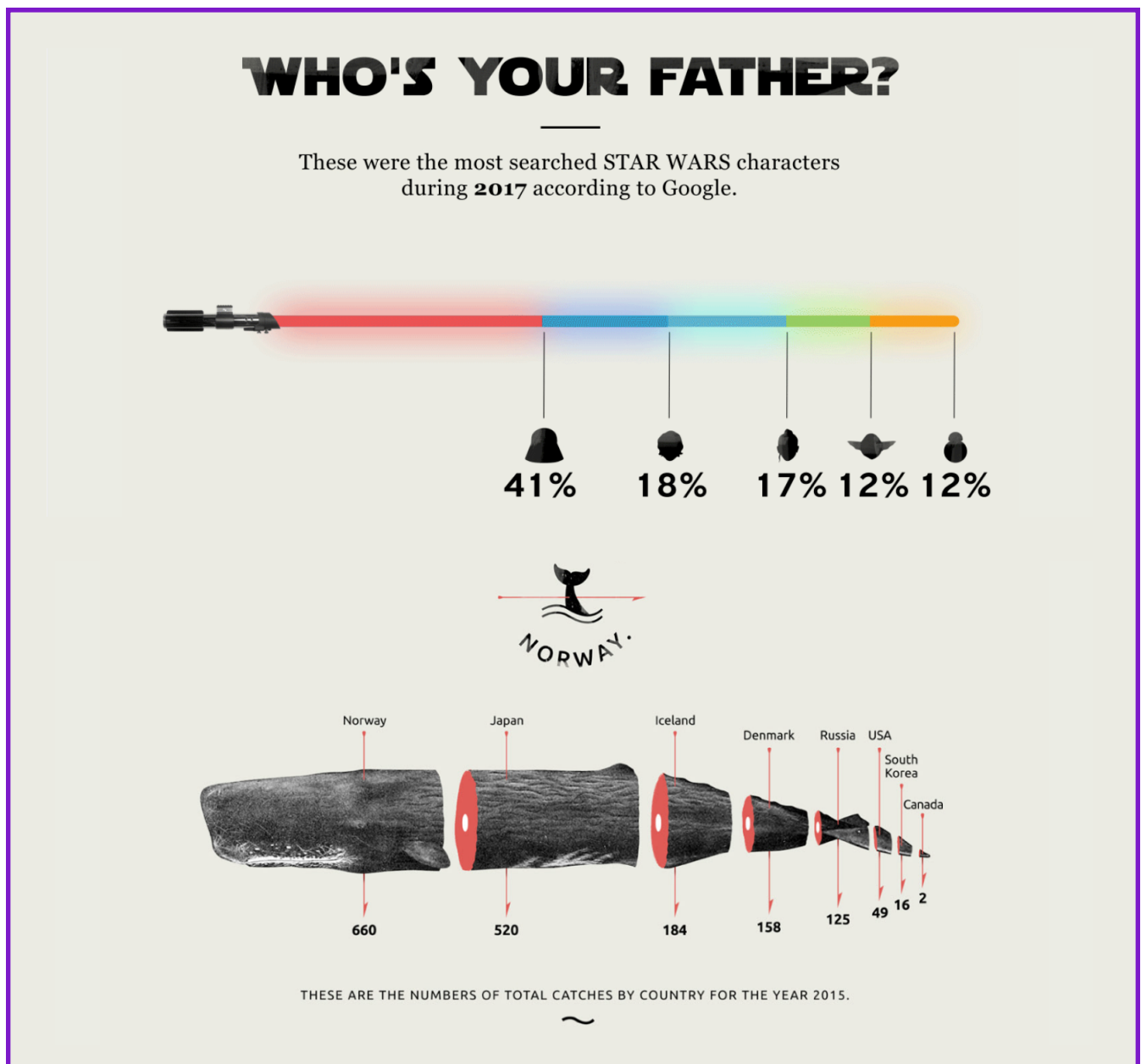
You don't want your infographic to consist of just text, do you? Ordinary data is boring and sometimes difficult to understand. Using geometric shapes, graphs, charts, and diagrams can all help you visualize data in a clean and organized way. If possible, replace words with icons and symbols. Remember that people today are much more receptive to graphic information than they are to plain text.



Design by Claudia Foo

## ✨ Be Creative

Creativity first! Yep, at least almost always. To be remarkable and successful you should make some significant efforts to create the best, most unique design possible. Yes, it could take some time before you find your own style, but creativity is the thing that makes a simple chart into an amazing infographic. The simple infographic is boring. Express yourself. Do not neglect using unusual typography, illustrations, icons, and other elements. Make your infographic stand out!



Designs by till noon

## 📌 Be Simple

Well, creativity is a good start, but be sure that your designs are not overwhelming. Too many details make infographics hard to understand. Knowing your target audience is also very helpful in the process of making infographic designs. And sure, don't forget to search for some great [infographic examples](#) to see how your designs stand up to the competition.



Design by Lisa Nemetz

## 🧐 Be Smart

Actually, this is a power that helps to create well-organized and accurate infographics. Making infographics requires a bit of study about the topic before the designing process. Try to make schemes and sketch some drafts including the proper info on the topic. Use Google, or find some materials in the library, read books and magazines, and look for truthful statistics.





Designs by 남 서연

## 🧐 Design Smartly

There is room for creativity in creating infographics, so there are no exact design guidelines, of course. But here are a few tips:

- Infographics on a colored background attract more attention than on a white one.
- The use of colors corresponding to the corporate colors is encouraged.
- When choosing a communication channel to display infographics, make sure that its format meets the requirements of the "site" (vertical or horizontal layout, font size, whether or not it is possible to scroll/enlarge the picture, etc.).
- All images and icons are perceived as information, so they must be carefully selected and aligned with the meaning.



Design by • sylvia •

## 💡 Be Clear and Honest

Give readers the opportunity to find additional information. Provide them with additional links and so on. Share your sources (no matter how “top secret” they may be). Don’t be afraid to be transparent, especially nowadays when the world is in need of honesty and clear data. Keep telling and sharing the truth.

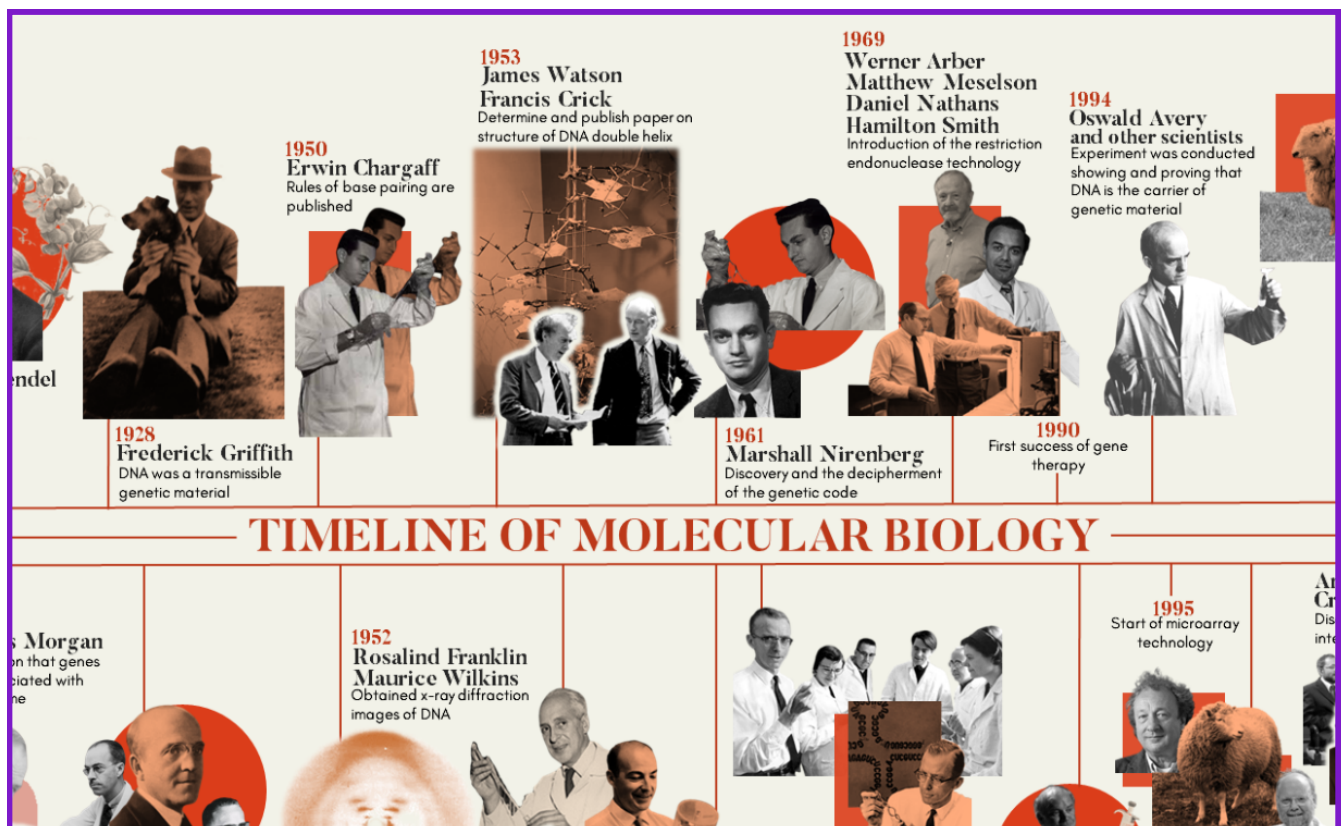


Russia-Ukraine conflict 2021-2022 designed by [Mohammed Fayaz](#) and Anatomy of sleep by [Jagoda Kolodziej](#)



## Be Accurate

It is very easy to make a mistake when you try to create an infographic in the form of a diagram or chart. Use different shapes and sizes, and combine them with each other to provide the user with the clearest and most memorable visuals. Don't be afraid of matching various elements, just don't cross the line. The infographics shouldn't seem overwhelming. And never try to draw the shapes without previous scaling. Remember about accuracy in your calculations.



Design by carl john

## Be Relevant

Looking for your own style, don't forget about the matching topic and appearance of your infographic charts. A flashy infographic will rarely fit a serious theme and vice versa. Choose an appropriate design and infographic tools for your creations based on the topic and audience it is created for.



Today there are many services that help to create original and outstanding, truly professional infographics. Let's see a couple of the best:

Canva has a convenient and simple builder for creating a vertical and horizontal infographic, and a large number of both free and paid infographic templates. The infographic posters can be saved in PNG, JPEG, or PDF.

This tool is perfect for visualizing data if you want to draw a cause-and-effect relation or a funnel of associations. [Mind Meister](#) has a large number of templates and a simple, intuitive interface. In the center is the first circle to build the mindmap. On the left, is a panel to manage the structure of the graph. On the right, a panel for editing the graph: you can change the background, and font color, insert a sticker as a smiley or add a note to the babble.





[Visme app](#) is suitable for creating presentations, animations, banners, infographics, reports, forms, etc. The free version has only three templates for infographics, but even this functionality should be enough for basic slides.



Service [Infogram](#) allows you to create infographics quickly and easily. You can add a graph, chart, image, header, quote, text field, and works are saved in the cloud storage. The only flaw is the small number of templates that are available.



[Piktohart](#) is a great service for creating a one-page infographic, presentations, posters, and flyers. You can make stylish and interesting templates. Besides, there are a wide variety of tools: graphs, charts, and histograms.

There are no limits to your creativity. Just try, create, get inspired, and amaze the world with your awesome infographics.

## 🤔 FAQ

### 1. How to make an infographic?

Anyone can create an infographic from scratch by following the simple design rules outlined in this [guide](#).

### 2. How to make an infographic on Google Docs?

With some effort, it is quite possible to create a simple infographic in Google Docs. This application is well suited for statistical data. Read this [tutorial](#) to learn how to do it.

### 3. How to make an infographic in MS Word?

It is also possible to create a great infographic in MS Word. Just check out this [cool video](#) guide by Lisa Doe and follow each step to learn how to do it.

### 4. How to create an infographic in PowerPoint?

If you want to learn how to make an infographic in PowerPoint, you are welcome to watch this amazing [video tutorial](#).

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