



# INFOGRAPHIC

## Think of the expression of an idea as a map to its meaning.

Infographics, because they use a combination of images, words, and numbers, operate in a hybrid system of both the verbal and the visual. Consequently they offer us the greatest opportunity to increase the effectiveness of our communication.

A given representation can be characterized by its degree of abstraction. The ease of interpretation varies with the level of abstraction of the representation. As highly concrete, realistic representations are simplified, they become easier to interpret – up to a point, beyond which further abstraction begins to obscure its meaning. We get best results by eliminating non-characteristic details and exaggerating defining features. Representations that successfully manage to communicate are *easily visible, simple, immediate, cohesive & general in nature.*

### FRAMEWORK

There are 3 major challenges in designing a successful infographic.

1. To clearly understand what type of information it is trying to communicate – whether spatial, chronological, quantitative or, as is usually the case, a combination of all three.
2. To conceive a suitable representation for that information as a cohesive whole – a whole that is more than the sum of its constituent parts such as, charts, diagrams, maps, timelines etc.
3. To choose an appropriate medium for presentation – static (paper or computer screen), motion (animation or video), or interactive (increasingly web or other electronic device-based, but could be something as simple as a paper-based pregnancy wheel). Despite the difficulty in creating a design framework, it would be useful to have one, in order to understand the overall picture of the infographic design process.

