

Show Don't Tell – Your Story With Infographics



With infographics generating 30 times the reader-reach than pure text based communications, more Marketers are turning to the medium to get their message across visually than ever before.

1. Content Objectives

Determine your content's **key info and facts**, and what you want the consumer to go away with. **Summarise** either a key area or the whole process, whatever you think best fits the bill for your objective.

2. Identify Head-turning Title and Section Headings

Keep them **short and compelling** to help the reader navigate through your content.

3. Add simple in-a-nutshell text

This information needs to be **easy to read** in not much more than a **glance**, keep it to a handful of to-the-point paragraphs.

4. Create the design brief

Have you a **strong idea** in mind already of how you want this to look? Do you have an existing brand style to follow or are you flexible with the design and open to ideas?

