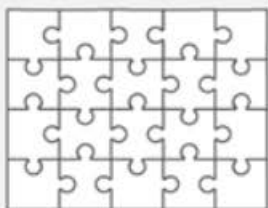


What is an Infographic?

BIG PICTURE



Present information.

SUMMARY



Report facts.

EXPLORE



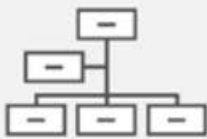
Investigate a topic.

IMAGES SUMMARIZE FACTS



Simple icons represent data.

90%
IMAGES



Graphs and diagrams illustrate information.



Maps pinpoint location.

WHY USE IT?



Attract attention.



Makes information clear.



Engage viewer to think.



Quick way to share facts.

DID YOU KNOW THAT...



Facts are organized in chunks.

ABC

Text is used for labels or short descriptions.



Numbers emphasize important facts.



Images are icons, not photos.