Turning Knowledge into Images in 6 easy steps!

**What’s Important?**
Narrow down the topics, concepts, and data your viewers must have to grasp the knowledge you want to share.

**High-level View**
Chunk your topics into small facts and phrases to reduce the amount of reading needed. Create an outline to map out your infographic.

**Design Elements**
Choose 2 or 3 bold colors and keep fonts simple and repetitive. Create a hierarchy with spacing and text size to draw the viewers' eye around the page. Don’t be afraid of blank space, it let's your infographic breathe!

**Convert to Images**
Select simple images or icons that best represent each topic or concept.

**Timing**
In a 30 second glance viewers understand your topics and concepts. In a 1-to-2-minute review viewers can understand your details, data and next steps. Timing takes practice!

**Call to Action**
Effective infographics are a call to action. What steps should your viewers take next? How can viewers use your information?

Infographic audiences are VIEWERS, not readers!

**Infographic by Bethany Buck, Instructional Designer at FVSU**

Don’t forget your sources!