

Software Solutions

Mastering Infographics

With Microsoft PowerPoint, Designer, AI Tools & More



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Welcome to "Mastering Infographics" This course is designed to take you through the fascinating principles of infographics, from understanding what they are to creating your own compelling designs. We'll start by exploring the definition and importance of infographics, highlighting their benefits in conveying information effectively. You'll learn the step-by-step process of making an infographic, including setting clear goals, collecting and visualising data, and designing your layout. Additionally, we'll cover how to add style to your infographic to ensure it stands out. By the end of this course, you'll be equipped with the skills to create informative and visually appealing infographics using tools like Microsoft PowerPoint and Word, and leveraging AI tools like ChatGPT, Copilot, and Gemini. Get ready to transform your data into engaging visual stories!

WHAT ARE INFOGRAPHICS?

IMPORTANCE AND BENEFITS OF INFOGRAPHICS

HOW TO MAKE AN INFOGRAPHIC

STEP 1 OUTLINE YOUR GOALS FOR CREATING YOUR INFOGRAPHIC.

- | | |
|--------------------------------------------------------------------|-------------------------------------------------------------------|
| <input type="checkbox"/> Provide a quick overview of a topic. | <input type="checkbox"/> Raise awareness about an issue or cause. |
| <input type="checkbox"/> Explain and simplify a complex process. | <input type="checkbox"/> Goals |
| <input type="checkbox"/> Display research findings or survey data. | <input type="checkbox"/> Define the burning problem. |
| <input type="checkbox"/> Summarise a long blog post or report. | <input type="checkbox"/> Use a Question Pyramid. |
| <input type="checkbox"/> Compare and contrast multiple options. | <input type="checkbox"/> Product Design Example. |

STEP 2 COLLECT DATA FOR YOUR INFOGRAPHIC.

STEP 3 MAKE DATA VISUALISATIONS FOR YOUR INFOGRAPHIC.

ICCORE Method
Inform
Compare
Change

Organise
Relationship
Explore

STEP 4 CREATE YOUR LAYOUT USING AN INFOGRAPHIC TEMPLATE.

Create a natural information flow.

Use a grid layout to add structure and balance to your infographic.

STEP 5 ADD STYLE TO YOUR INFOGRAPHIC DESIGN TO MAKE IT STAND OUT.

How to pick fonts for your infographic.
Five Steps to Picking the Perfect Infographic Fonts
Fonts impact readability and legibility.
Fonts can be used to create a sense of visual hierarchy on the page.

Fonts evoke emotion and have personality.
How to use repetition, consistency, and alignment in your infographic.
How to use negative space in your infographic design.
How to pick colours when you design an infographic.

MICROSOFT POWERPOINT & WORD AS INFOGRAPHIC CREATION TOOLS

MICROSOFT POWERPOINT

Templates
Slide Layouts
Animations

Transition Effects
Export Options

MICROSOFT WORD & POWERPOINT

Drawing Tools, Shapes, Icons & Pictures
SmartArt
Text Boxes
Text Formatting

Images
Tables
Charts
WordArt

LEVERAGING CHATGPT, COPILOT & GEMINI

MICROSOFT DESIGNER

You will be taught by Cathi Barker NZ's first Microsoft Office Master Instructor with many years of experience and qualifications in adult education and Microsoft Applications [LinkedIn Profile](#)