

The Four Parts of an Info-Graphic

Introduction: An info-graphic is a visual representation of information. It uses images and texts to send a message to the reader in a concise and strategic manner. We will be focusing on the following four characteristics when studying info-graphics:

1. The first impression:

- Gives the reader a first impression of what the text is going to present or argue.
- Sets a mood for the text using images, color, font, words, and numbers.
- When analyzing the first impression you want to address what are the first things you notice?

2. The Story:

- What is the main argument of the infographic? Normally you will find it in the title.
- What are the main points of the info-graphic? (You will normally find it is written in larger font)

3. The Data:

- What are the supporting details for the main arguments?
- How are they presented? (numbers, images, text, a combination?)

4. The Strategy:

- How is the information presented?
- How is color used?
- How are images used?
- How is font used?
- Who is the audience?