

How to **DESIGN**
an infographic
in **9** simple
steps



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I will not tell you exactly how to design an infographic, but I will rather share with you the important points you should be taking into account when it comes to this visual content.



More than 50% of your
brain is involved in
visual proccesing

70% of all your
sensory receptors
are in **your eyes**





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REVOLUTION**



Ready to launch?



1. Process your data



After you've written them down you should ask yourself

“What can we understand from this data?”

2. Choose the wireframe





An infographic is like
visually telling a story!

After a close study of nearly
15 infographics I realized that Quicksprout's
mostly uses the same simple but useful wireframe.



1

Begin with a catchy title

(something quite sharable, maybe one that
can also be used as a blog post headline)

2

Start from the hypothesis of the subject

by asking questions like:
“Why isimportant?” or “Why bother ...?” or
“How much is ...?”

3

Present sexy facts about the subject

Show the importance of the subject!

4

Tips & Tricks

Here you should expand the infographic depending on the subject

5

Examples of situations

6

The conclusions

You have drawn and sometimes
even a CAT (call-to-action)

7

Your brand

Insert your logo or your website

8

Resources

Be very carefully with where you get that data.
Who is your source?
Can it be trusted or not?

3. Choose the tone of your infographic design





watch the **tone of the design**
because it's not just about the
visual part, it's also about the
way you're using the information
from your infographic.

4. Spacing between dates and graphics





Spacing helps
the reader process
the information from
the visual

5. Pay attention
to the details



6. Now you deserve a break



COFFEE
BREAK

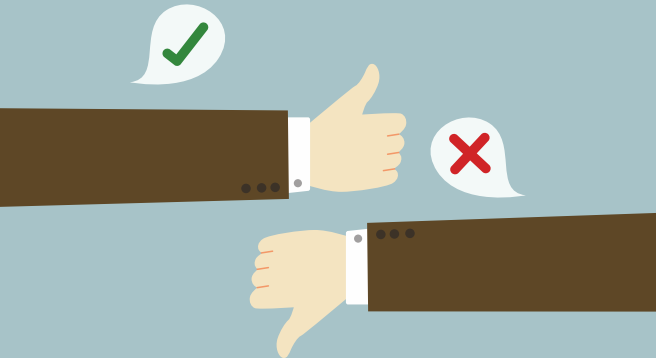
7. Resume Work



Nobody said a infographic must be finished in 2, 3 or 8 hours.

The important thing is for it to be **great in the end!**

8. Talk to someone with an eye for constructive criticism





9. Do an overhaul
of the infographic

Congrats!

So that's the practical part of designing an infographic.

I only hope that my information was useful and you've already started working.

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(all-in-one banner design and advertising app)



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