

## Infographic References

There are numerous information sources on the web for learning and creating infographics. The following handout provides five web references you can use as a starting point.

Hope you become inspired to design and create an infographic to effectively visualize and communicate your economic development story in a simple but effective manner. Once you experience the first – “ooh’s and ahh’s! - you will be hooked. Have fun, stick with it and enjoy.

- 1) [http://www.schrockguide.net/uploads/3/9/2/2/392267/infographic\\_handout.pdf](http://www.schrockguide.net/uploads/3/9/2/2/392267/infographic_handout.pdf)
  - a. Infographics Seminar Handout, Venkatsh Rajamanickam –
- 2) <http://www.schrockguide.net/infographics-as-an-assessment.html>
  - a. Infographics as a creative assessment
- 3) <https://themefurnace.com/blog/free-infographics-tools/>
  - a. 30 free tools & resources for creating infographics 2016
- 4) <http://www.pcc.edu/library/scripts/know-your-sources/index.html>
  - a. Infographic: Know your sources: A guide to understanding sources
- 5) <https://wiki.rice.edu/confluence/download/attachments/18949960/Infographics-Handout.pdf?version=1&modificationDate=1458747960656&api=v2>
  - a. Infographics, Communicate information with graphics

These are some of the best practices that have developed over the last couple of years.

### A. Call to Action

Each infographic should have a clear call to action to which the viewer can respond. This should reflect what you want them to do after having seen the video. Do you want them to learn more the role of your office by visiting your About Page? Do you want them to visit your other pages? Do you want them to follow you on social media? Do you want them to share the infographic?

### B. Links

Once you have your viewer paying attention, you want to hold on to that attention! Links are an important way of doing this. Plus, the more links they follow on your page, the better for your site’s search engine optimization. Consider including not only links to original documents but also any other compelling content you can create, such as videos, blog posts, etc. And, of course, include links back to anywhere on your site you want viewers to click.

### C. Make it unique

You have the opportunity to make your data stand out by using design elements and creative techniques that can present your information in a compelling and memorable fashion. Done correctly, a uniquely designed infographic maximizes the intake value of the information, and simulates and attracts your reader to want to understand the relevance and accessibility of your message.

### D. Embedding: Prepare to share

To get more views and links followed, make it easy for others to embed the infographic on their own sites by including simple code for them to copy. The more shares, the more views!

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