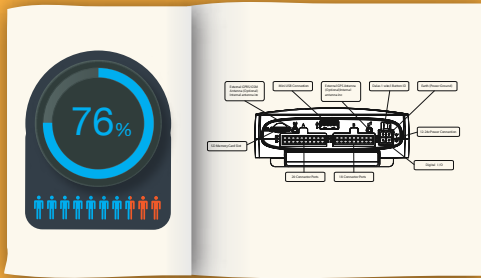


infographics

Complement Technical Communications

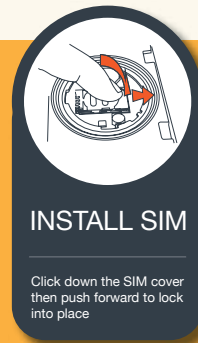
What are Infographics?



Graphical Representations



Storyboards



Processes



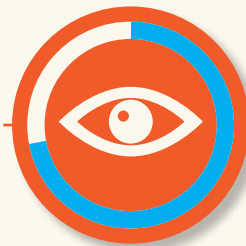
Information

Why Infographics Reinforce a Message

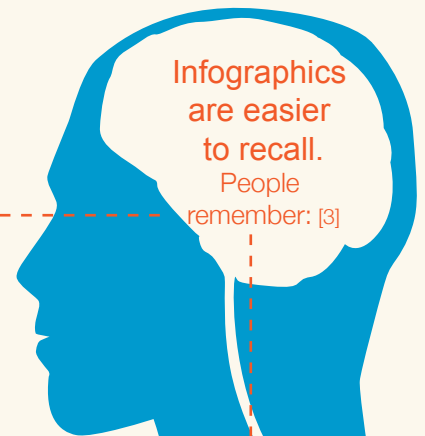


34Gb

Avg. Information we are exposed to daily [1]



70%
of sensory
receptors are
in your eyes [2]



Infographics
are easier
to recall.
People
remember: [3]

“The combination of graphics and words help to convince an audience of your message, far more than just written text [4]”



80%
of what we
see or do

20%
of what we
read

10%
of what we
hear

[1] Alleyne, R. (11 Feb 2011). Welcome to the information age – 174 newspapers a day. The Telegraph.

[2] Merieb, E. N. & Hoehn, K. (2007). Human Anatomy & Physiology 7th Edition, Pearson International Edition

[3] Lester, P. M. (2006). Syntactic Theory of Visual Communication.

[4] Wharton School of Business. 'Effectiveness of Visual Language'