COURSE DURATION

7 hours

COURSE OVERVIEW

This course helps learners understand the fundamentals of design and how to create attractive infographics that are easy to read and digest.

LEARNING OUTCOMES

1. Articulate what are infographics, identify the intended audience and the benefits of infographics
2. Articulate the planning and design considerations for creating infographics
3. Design, create and publish infographics

ASSUMED SKILLS

A basic working knowledge of Microsoft Office is recommended as PowerPoint will be used as the main presentation and graphic design tool.

COURSE OUTLINE

1. **Introduction to Infographics**

   To ensure that the infographics are useful and compelling, you must first have a firm foundation in understanding what are infographics

   a. What is infographics?
   b. Purposes of infographics
   c. Who Can Use Infographics?
   d. Benefits of Infographics
   e. Difference between an Infographic Vs Data Visualization

2. **Infographic Design Tips**

   To be truly impactful the infographics have to be well designed. This chapter will share with you best practices for planning the tasks required to create the infographics, sources of data, and how to design the infographics to enhance user experience and readability

   a. Design Considerations
   b. Data Source for Infographics
   c. What Should I Look for in an Infographic Design?
   d. Best Dimensions for an Infographic

3. **Designing Infographics**

   This chapter will take you through the process of creating and publishing infographics. This is done through a series of practical hands-on exercises to allow you to master the steps required

   a. Steps of Creating Infographics

      i. Consider Design Element
      ii. Layout
      iii. Typography
      iv. Colours
      v. Icons
      vi. Illustrations/Imagery
   b. Publishing Infographics