

12 secrets of creating Infographic 'capturing' viewers

When users are increasingly lazy to read, using Infographic is a very effective way to market content. However, optimizing the benefits of this tool also requires you to understand certain tricks.

Unlike other forms of popular content advertising such as articles with only text, articles including content, photos or videos, **infographic (information graphic)** is a combination of information (info) and graphics (graphic). Specifically, this is a visual graphic form that uses images to present data or knowledge that contains complex information quickly and clearly. Thus, the reader can easily grasp the main idea of the message instead of reading a series of lengthy information or losing time to process and reason.

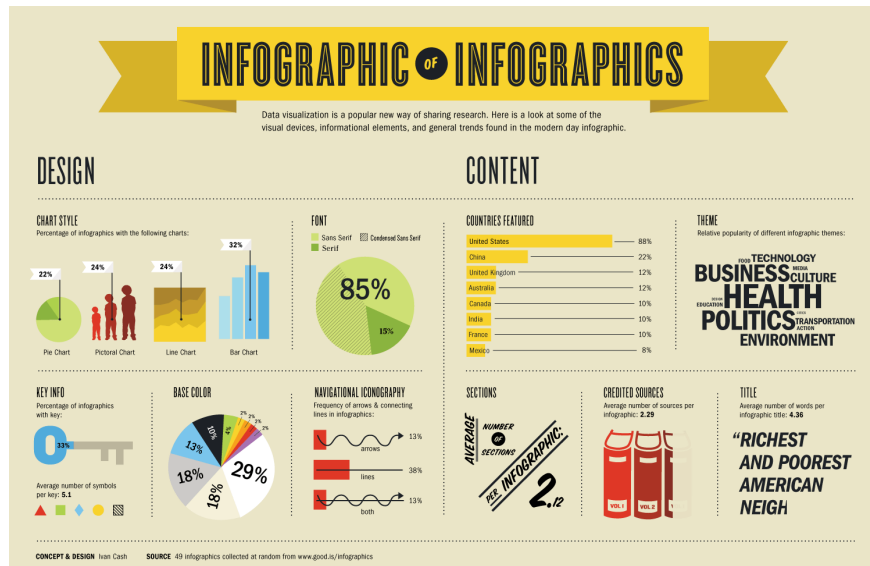
Infographic is no longer so special. Anyone can create their own products and in particular, this tool is very popular by designers. However, not everyone makes impressive infographic.

Here are 12 things to remember when designing infographic.

1. Aim to the target user (target audience)

Having the idea of infographic design means that you are halfway through the process of creating an impressive product. And the best way to do this is to take the time to analyze the readers' needs and wants.

Infographic has the ability to create great traction, attract attention and spread widely (viral) are products that meet the greatest needs of target users.



However, a very common mistake among those who are just beginning to do that infographic is that they made a mistake or ignored the readers' needs. Instead, they are more prone to popular needs - suitable for the majority of users without even targeting their target customers.

Don't forget that the infographic goal is to convey the message of your company, product or personal brand to a specific set of customers, not necessarily directed to the world. So be **specific, have a connection and a focus.**

2. Simple

One of the advantages of using an infographic is that it can encapsulate complex ideas, improve under a very simple, easy-to-understand format.

However, this advantage will also become "asin heel" if you are too subjective. An infographic may become unnecessarily complicated, causing the reader's mind to be "paralyzed" by overloading the amount of information to be absorbed rather than helping them understand the message after only a few seconds of looking at the product. yours.

Like many other forms, infographic is great only when they **are simple, not too informative and not too long.** It is best to only about 5 for a single article / campaign / project.

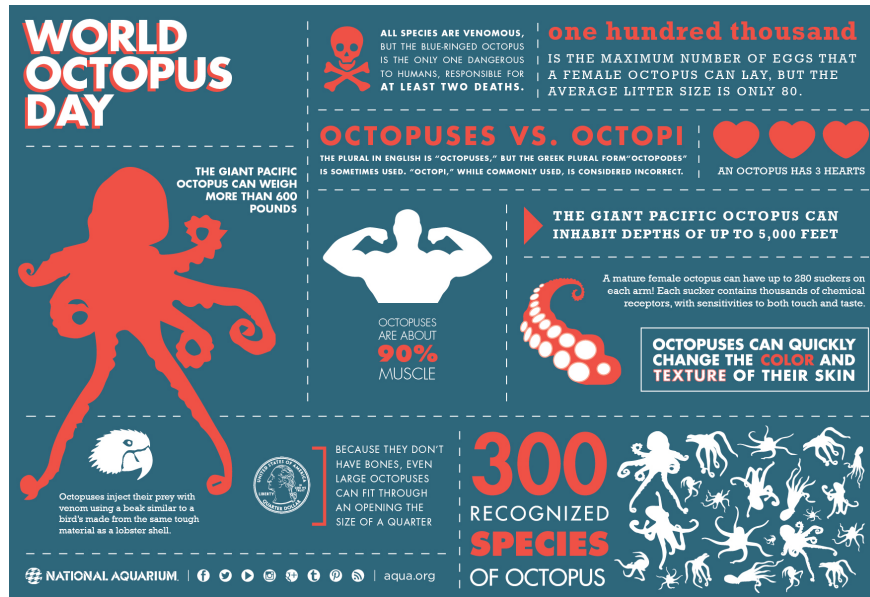
Simplicity will win. Always like that.

3. Focus

As discussed above, the ultimate simplicity is also concentration. Don't create infographics with a lot of data and facts, but stay focused, seamlessly with a single topic.

Infographic doesn't mean you have to cram all random data into one article. On the contrary, it must lead to a specific message.

4. Visualize information



No less infographic has a very serious error that contains too much information but has not exploited the power of graphics. The most impressive infographic is the product that has a balance between visual information (Visual information) and text information (Written information).

5. Promote it

Infographic does not automatically spread. Therefore, if you want your product to "really storm" and be known by more users, you must promote it.

Advertising infographic is similar to other types of content, such as inserting a few sharing buttons on the social network right below the article to stimulate users. In addition, you should know how to exploit niche markets and carefully research user needs to create focal points for your product.

Do not let the infographic be "sinking" too soon but promote it to readers.

6. Easy to see

The size of infographic is also an issue that needs attention.

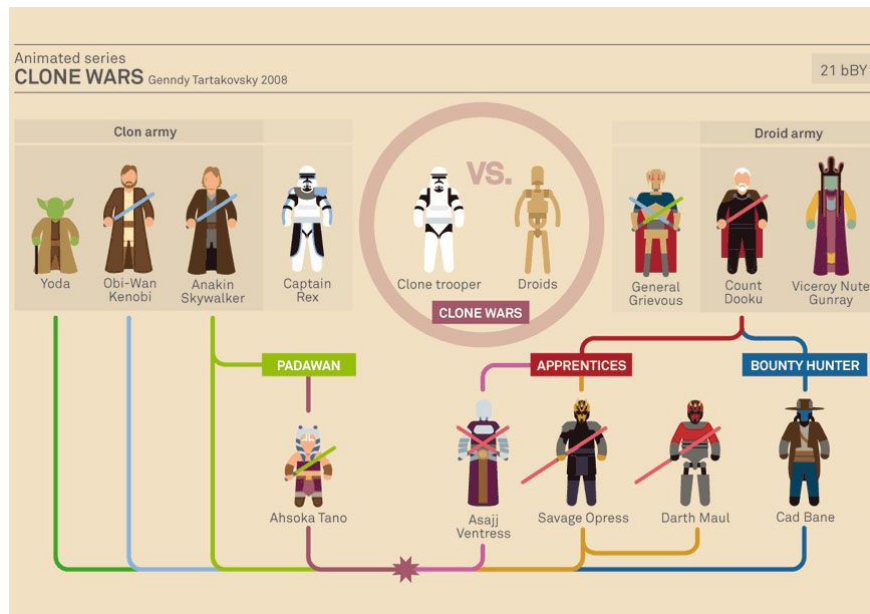
Many designers create large-size infographic. Therefore, when moving to the development department, developers must reduce their size to match the user interface. It is this operation that makes the infographic not keep readability as before.

The next error is the size of the font, using too many fonts, large letters, small letters, no harmony makes the infographic become confusing and aesthetic.

Therefore, when designing infographic, you need to pay attention to the viewability and readability, ensuring that if you do not zoom in, users can still grasp your content. As suggested, an infographic of 600 pixels wide is ideal.

7. Length and width infographic can control

Infographic can be large if the image is high resolution. However, if too large will cause users to lose patience when loading.



Therefore, keep the limit length to about 8,000 pixels. If larger, try estimating attention span to choose the right size.

Comes with a limit on length that is a limit on capacity. In case the user's Internet connection is slow, you should maintain it at 1.5MB.

8. Add a space

Infographic is a useful exercise to practice graphic design. Any Graphic Designer will tell you that white space is very important.

A good infographic design must have a **balance between image elements and "negative space"** to increase symmetry for the layout, making the product look cleaner and more natural for viewers. Negative space is not necessarily white, it simply does not have any content.

9. Attractive title

The title of infographic is extremely important. This principle is the same as when you blog. Infographic will not attract attention if you do not get an attractive title.

A good title will include the following characteristics:

1. Describe the content of infographic.
2. Attract user attention.

3. Short enough to understand when users browse. 70 characters is a good choice.

Without a strong title, infographic will not get many views and of course, your goal fails.

10. Flowing

The strongest point of the infographic is that it can create seamlessness both in terms of awareness and image.



An infographic like a story. It can convey a message by moving you from one part to another smoothly and continuously. All dots are connected and all ideas are united.

The movement of the viewer mind in the process of thinking will create strength. However, a few infographic can not do this because simple designers have added too much information to make the infographic confusing.

When creating an infographic, create a fluency, or rather a process. This process will help users stay focused and convinced by the message you have expressed.

11. Check out facts and figures

Many infographic focus on data presentation. It is a smart idea. Our minds can handle image data better than just looking at numbers with decimal points and symbols.

However, make sure your figures are accurate, reliable sources and annotate specific numbers on the graph.

If your infographic has many numbers and data, then take the time to check many times before sharing it with users.

12. List source

Where do you refer to the data, please mention them. That is the principle.

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