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Infographic report genre

Infographics can make dry and boring information exciting. Whether you're a marketer who wants to make your content more attractive or a manager who wants to communicate more effectively with your team, infographics can be a useful visual tool. But if you're not yet familiar with infographic design, you may not be sure how to effectively visualize your information. That's where this guide can help you. How do you choose the best infographic style for your information? Short answer: it depends on the purpose of your infographic and the type of information you visualize. We have categorized the infographics in the Venngage templates library into 9 different types of infographics. 9 of the most popular types of infographics are: This guide explains what the 9 types of infographics are and what the best infographic is to use, depending on your information. Confused about what an infographic is and why you would want to use one? Our Guide to What is an Infographic? is the best place to start. Now let's delve deeper into every type of infographic. 1. Statistical infographic templates If you want to visualize survey results, present data from multiple sources, or back up an argument with relevant data, then a statistical infographic is the best infographic to do so. A statistical infographic puts the focus on your data. The layout and visuals help you tell the story behind your data. Your storytelling devices can include charts, icons, images, and eye-catching fonts. For example, this infographic uses an icon to illustrate each metric: [USE THIS INFOGRAPHIC TEMPLATE](#) And this statistical infographic template uses a combination of bold fonts and colorful icons to draw attention to each metric: [MAKE THIS INFOGRAPHIC TEMPLATE ANOTHER](#) example of a statistical infographic that visualizes data from this local SEO research report: Meanwhile, this statistical infographic template takes a more varied approach. The design combines pie charts, icons, and a timeline: [CREATE THIS INFOGRAPHIC TEMPLATE](#) If you have a few key metrics you want to highlight, you also opt for a more unconventional design. A bubble or cloud layout can help any statistic stand out while also creating a hierarchy of information. Just put your most important metric in the biggest bubble, and then reduce the bubbles in size: Best practices for creating a statistical infographic: Search for the story behind your data and reflect that in your design. Vary the types of data visualizations you use, such as charts, icons, and text. Write a descriptive infographic title that contextualizes the data. Emphasize important data by using a contrasting color or number link to an icon. Want more statistical infographic templates and design tips? Read our guide to creating statistical infographics. 2. Informative infographic templates An informative infographic template is the best infographic to communicate a new or specialized concept clearly, or to provide an overview of a topic. Give an informative infographic is divided into sections with descriptive headers. Numbering each section will help your infographic design flow. In addition, we've found that people tend to like infographics with numbers in the title. This informative infographic template is by far one of our most popular. It keeps the information short by 5 points. Descriptive headers and illustrative icons help communicate each point clearly: [CREATE THIS INFOGRAPHIC TEMPLATE BUT](#) you don't need to follow a chronological order. If you have a collection of tips or facts that don't have an order, you can opt for a circular layout: Use design tricks like switching color and direction to keep people engaged with your infographic. For example, this informative infographic template alternates three different background colors for each section: [CREATE THIS INFOGRAPHIC TEMPLATE](#) Adding decorative edges around each section can also add a little flare to an otherwise simple design. For example, this infographic template finds a balance between decorative and functional: Best practices for designing informative infographics: Give each section a descriptive header so that the information is clear. Number your sections to help the flow of information. Alternate between different colors, types of visuals, and directions to keep readers engaged. Illustrate concepts with icons and images. Learn how to summarize content, such as a blog post or report, and visually present it as an infographic. 3. Timeline infographic templates Timeline infographics are the best type of infographic for visualizing the history of something, to highlight important data or to give an overview of events (for example, a project timeline). Because people tend to understand spatial time, a visual such as a timeline infographic can help create a clearer picture of a time frame. Visuals, such as lines, icons, photos, and labels, all help to highlight and explain points over time. For example, this simple timeline template emphasizes each year using a larger font. Each point in time is illustrated using a colorful icon: [CREATE THIS TIMELINE TEMPLATE WHILE](#) icons of the same style represent different events in this timeline infographic: A visual trick to display time progression is to use a color gradient. See how the progress of color in this timeline template helps to give the impression of movement from past to present. The dark color on the left attracts the eye at the beginning of the timeline: Alternating between different colors for each point in time can also help pull the reader's eyes down along the timeline: Timeline infographic design Practices: Use a central line to connect the different points over time. Use a bold, contrasting font to mark the year or name of each event. Illustrate every point in time with a simple icon. If necessary, provide a short description for each point in time. Looking for more timeline templates, examples, and design tips? Read our to create timeline infographics and our post with 20 timeline template examples. 4. Process infographic templates While a timeline infographic highlights points over time, a process infographic is the best infographic for summarizing or summarizing the steps in a process. Process infographics will allow you to simplify and clarify each step. Most process infographics follow a simple top-to-bottom or left-to-right flow. Numbering the steps will make your process easy to follow. For example, this process infographic template uses a different color for the headers of each step. Notice how the colors of numbered icons on the right side of the infographic match the headers. [USE THIS PROCESS INFOGRAPHIC TEMPLATE](#) To keep your information flowing, use your directional signals such as arrows, lines, and other shapes that point the eyes in a certain direction. For example, this process infographic template uses arrows to visualize the order of each step. This simple process summary is perfect for recording in a presentation or video: If you have many steps to fit into a single process infographic, try using a hose layout. In short, your steps will wind back and forth across the page in an S form. So save you space: [USE THIS PROCESS TEMPLATE](#) Best practices for creating a process infographic: number every step in your process to easily follow it. Use an S shape format to place many steps in one page. Use visual cues such as arrows to indicate where the eye should look next. Write your headers in a different font or color than the other text to help them stand out. Want more process infographic templates and process visualization tips? Check out our guide to creating process infographics. 5. Geographic infographic templates Do you want to visualize location-based data, demographics, or large amounts of data? In those cases, a geographic infographic is your best choice. Geographic infographics use map charts as the focus visually. Different types of map charts work better for different types of data. For example, this geographic infographic template uses a heat map to view regions hierarchically: But to pinpoint locations on a map, use icons and short labels: Geographic infographic templates can also be used to compare data by region or demographics. You do this by placing multiple cards side by side. For example, this geographic infographic template uses maps of different countries to compare a breakdown of America's population by race: Best practices for designing geographic infographics: Use a heatmap to visualize density by area and a data. Use a map sequence to compare location-based information or to show changes over time. Clear label points on a map to make your data easier to understand at a glance. Want more geographic infographic templates, examples, and design tips? We have a geographic infographic design guide. 6. Comparison infographic templates Many people people problems choosing between multiple options. Whether you want to compare options in an unbiased way, or you want one option to look better, a comparison infographic is the best infographic to do so. Typically, comparison infographic is split vertically or horizontally in the middle, with one option on each side. For example, this comparison infographic template

provides an unbiased comparison of two phones. The phone's specifications appear in the middle of the infographic, making it easy to compare both options: USE THIS INFOGRAPHIC TEMPLATE Use contrasting colors to set two options apart. You also use a brighter, more eye-catching color to emphasize the option that readers should choose. This comparison infographic template uses contrasting colors to highlight the difference between the two options: USE THIS INFOGRAPHIC TEMPLATE If you want to compare more than two things, simply dividing your infographic won't work. Instead, divide your infographic into multiple columns. Best practices for creating a comparison infographic template: Divide your infographic in two to show two options. Divide your infographic into columns to show more than two options. Set two options apart by using contrasting background colors. Use a brighter color to highlight the option readers should choose. Read our comparison infographic design guide for more than 20 comparison templates and design tips. 7. Hierarchical infographic templates A hierarchical infographic can organize information from the largest to the least. A famous example of this is the pyramid visualizing Maslow's Hierarchy of Needs. The main needs of humanity at the base of the pyramid, ascending to the least important needs of humanity in the smallest segment at the top. You use a similar pyramid chart for a wide range of hierarchical information. For example, these hierarchical infographic templates show the most effective learning methods, with the highest retention method at the base: If you visualize a chain of command or want to show how something is broken down into parts, use an org chart. For example, this hierarchical infographic template uses two organizational charts to display the chain of command in a company: Click the template above to enter our online organization chart maker tool. Edit the template as desired - no design experience needed. 8. List infographic templates If you want to share a collection of tips, or a list of sources or a list of examples, why not create... a list infographic! List infographic templates are generally simple—the goal is to make them more eye-catching than a basic list. Visuals such as icons bulleted, and creative fonts and colors can make any item stand out. If you number the points in your list, your information may flow. This list infographic template uses different colored circle icons to help pop each song from the page: CREATE THIS INFOGRAPHIC TEMPLATE Just because you're is a list, does not mean that you follow the basic layout from top to bottom. For example, this infographic list does not follow a specific order. Instead, the dots circle around the main topic, with different background colors to make each point stand out: Find creative ways to set up the points in your list. Play with your audience's expectations and add eye-catching design elements to give their eyes a break. For example, this infographic template for the list uses an S shape layout to move your eyes back and forth across the page. The brightly colored icons contrast with the blue background, making the design exciting: CREATE THIS INFOGRAPHIC TEMPLATE Best practices for creating a list infographic: Number the points in your list to help the flow of information. Replace bullets with icons to illustrate your points. Vary the color of the fonts, backgrounds, or icons of each point to keep your design attractive. Try unconventional layouts like S-shaped layouts or circular layouts. 9. Infographic resume templates With the current job market is so saturated, job seekers need to find creative ways to stand out. That's why infographic CVs have gained a lot of popularity in recent years. Infographic resume will not be able to completely replace a traditional RESUME in most cases. But they're a great visual document to take to an interview, to publish on your portfolio site, or to include in an email application. For example, this infographic cv template has a muted, minimal color scheme. Simple icons and a sidebar add some subtle embellishments to the design: CREATE THIS CV TEMPLATE Design a resume header that reflects your skills and experience. For example, this infographic cv template uses a simple mind map with illustrative icons to visualize the candidate's experience: Give your infographic resume a decorative edge that reflects your personality or personal brand. For example, the leafy edge gives this infographic resume template a calming, friendly atmosphere. Perfect for a customer service advisor: CREATE THIS CV TEMPLATE Infographic resumes the best practices: Design a header for your resume that reflects your personality or personal brand. Enhance your infographic resume by adding company logos, icons, and data visualizations. Use bar or line charts to show profit or growth. Use word clouds to visualize relevant keywords such as skills or values. Looking for a more in-depth guide to creating an infographic resume? Click here. Or check out our roundup of more than 20 infographic resume templates. BONUS: Infographic diagrams Once you've chosen a layout for your infographic, the next step is to how to visualize your data using charts. Depending on your data and the purpose of your infographic, you can change a pre-existing chart in a template to something better. At Venngage, we use the ICCOR method to choose the best charts. The types of charts you choose should depend on the purpose of your ICCOR stands for: Inform: Convey one important message or data point that doesn't require much context to understand Compare: Show similarities or differences between values or parts of an entire Show Change: visualize trends in time or space Organizing: Show groups, patterns, rank, or order Relationships: show correlations between variables or values This infographic summarizes how to choose the right chart depending on your goals : What are the best infographics for marketers? Marketers use infographics to reuse their text content in engaging visuals. For example, marketers can use information infographics to summarize key points from a blog post: In fact, that's exactly how Lease Used Ref Venngage to increase their blog traffic and online visibility. They used infographics to improve audience engagement and creative blog headers to generate clicks to their posts – without a design experience! Do you want to know how they did it? Check out the Lease Ref Case Study. Content can also be reused in infographics of social media, such as instagraphics: (By the way, you can read this blog post about common symbols and meaning here.) Marketing consultants can also use infographics to explain processes to their customers. For example, this marketing infographic guides readers through how to increase landing page conversions: For more marketing infographics, check out our guide here. What are the best infographics for teachers? Infographics are the perfect tool for visualizing information in the classroom. They can make boring and technical information fun! Teachers can create informative infographic posters to hang around their classroom: teachers can also create infographic lesson plans to share with their teachers, or post online: many teachers also let their students create infographics. Data visualization is a useful skill that can be applied to many types of careers. More information about using infographics in the classroom can be found in this guide. What are the best infographics for Human Resources? Human Resources specialists need a lot of dry information to communicate to teams... and let them pay attention. HR infographics can make information more digestible and attention-attracting. For example, HR teams can use infographics to communicate processes to management: HR team members can also create an infographic business FAQ sheet to share on their site & company profiles social media: HR specialists who want to grow their thought leadership can also share statistical infographics infographic and create infographics that share HR trends: What are the best infographics for brokers? Brokers know that a big part of their job is communicating processes to clients. A process infographic can help relieve some of the stress and mystery surrounding the property Statistical infographics are also perfect for sharing real estate trends on your social media channels, to grow thought leadership: For more real estate infographic examples, read our Here. What are the best infographics for nonprofits? Infographics can be a powerful storytelling tool for nonprofits. A statistics infographic can make numbers more concrete. An infographic can also make complex problems more accessible and solvable. Organizations can share their campaigns in a visual, easy-to-understand format. Marketing collateral such as infographics can play an important role in increasing exposure and attracting donors. They also create attractive visuals for your non-profit website. With these 9 essential types of infographics, you are equipped to visualize most types of information. Ready to design an infographic? This short video shows you how to create an infographic in 5 steps: steps:

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