



INFOGRAPHICS have been enabling organizations to present complex ideas in simple visual form for years.

One could even argue that early cave paintings were themselves infographics! Fortunately, after all this time, designers have managed to perfect the art and use of these amazing and entertaining pieces of communication. These refinements are at the core of the Questline Creative approach to delivering data in an interesting and engaging way.

While there's no precise formula for success, we believe there are basic factors that can determine how successful an infographic is in conveying its data.

QUESTLINE CREATIVE **THOUGHTS ON:**

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INFOGRAPHICS

+ **CONSIDER YOUR AUDIENCE**

Begin the design process with your specific audience in mind. Who are you trying to reach? What are their key issues? What solutions can you offer? How does your data support the message?

+ **FOCUS YOUR MESSAGE**

Infographics should communicate the key message clearly and concisely. Even readers who are skimming should easily grasp the main takeaway.

+ **SHOW, DON'T TELL**

Infographics are designed to show, not tell. Your visuals need to do most of the talking. There are more appropriate channels to unpack explanations of your data and deliver promotional messaging like your blog or print collateral. Infographics tell a story with pictures.

+ **DESIGN SMART**

From color and typography to the flow of information, design is the language in which your data will be communicated to your audience. The layout should guide your reader's eye through your data in a thoughtful and intuitive way. Trust your creative professionals to deliver graphics that will best serve your message and brand.

+ **KEEP IT SIMPLE**

Bring it all together and, above all, remember the primary function of an infographic is to quickly and easily distill data and complex ideas down to simple visuals. Keep that goal in mind when evaluating the content and layout of your next amazingly sharable piece of communication excellence!

See how Questline's compelling creative can power your customer engagement! **Visit questline.com**