



What is an infographic and how to design an infographic professionally

The importance of the infographic is that it is one of the powerful [content marketing methods](#) that many companies always use in the marketing content that you write. The infographic, being a design that includes writing and a picture combined together and in color, attracts the attention of the audience, which is what the audience looks at, so you must know [what is your guide in photographing your products professionally](#)

He pays attention to it and reads quickly and completes the reading of the marketing article accordingly. Attention must be paid to an attractive design of the infographic

The infographic is a visual design that includes a set of images and below it some written explanation that clarifies it, and the infographic is used by companies as an explanatory scheme for the audience showing them the

most important information that companies want the target audience to know and care about more than others, and [e-marketing](#) companies can Using infographics, [you can also learn the most important 3 basic skills in the arts of montage](#)

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The introduction

Visual content has become an essential part of any digital content on the Internet such as images, videos and infographics, and our talk today will be about what is infographic, which is increasingly used day by day

Infographics are one of the types of visual content that anyone can use like

Marketers in various fields

Employees and managers in companies who rely on data

All members of the educational process, including teachers and students

Social media managers

Bloggers and website owners

And others interested in the digital content industry may interest you to

[see what search engines are](#)

And communicate with people, if you are one of those and are looking for what is an infographic and how to design it, then you are in the right place

The main purpose of any infographic is to draw attention with design, colors, and images and use them to explain a particular concept or process in any field or industry.

What is the importance and benefits of infographics

There is more than one reason to use infographics, but let's start first in terms of the theoretical benefit, which is represented in the following

elements

Simplify information and complex concepts

Summarize the steps required to do something for reference at any time

Presenting information and data in an attractive and interesting way

Make comparisons between two topics to choose the best among them

Draw attention in general

That is why you find that there are many people who can benefit from infographics in their scientific and practical lives, such as

Teachers and university professors to explain scientific theories in a way that is easy for students to absorb

Workers and engineers in companies and factories

Managers and workers in any company to display results and reports in a simple and fast manner

Digital content makers in all fields

Data analysts in all fields

As for the benefits of infographics, they lie in people who are interested in communicating with others and exchanging information, so its benefits are

The infographic prompts people to share it, which increases awareness, whether on social networking sites or other methods of communication and information exchange

If you create digital content and are interested in the world of SEO, the infographic is a great tool that enables you to get links to your site from various sites, such as the link obtained by the petroleum company that owns the previous infographic

The infographic makes your brand image strong in the eyes of your followers, whatever field you work in, because they realize how much you know the topic you are talking about

Imagine that you mainly use infographics in any presentation (Presentation) while presenting a specific report to your manager or during a meeting in your company, how will this affect your position in the company

The use of infographics in advertising campaigns has proven successful with the testimony of many professional marketers

Non-profit organizations as well as government institutions use infographics to educate people about a specific issue, which makes the advertising campaign spread more and also makes the process of convincing people easier.

There are other reasons, but I think you have become fully aware of what an

infographic is, what is its importance in theory and practice, and how it will help you in presenting information and gaining the trust of others easily.

Various types of infographics

There are many types of infographics, and there are many categories of infographics that may make it a bit complicated, so I will only show you the most popular ones

The most common types of infographics are

Statistics infographic: which is based on displaying information and numbers in an attractive way

Time change infographic: It shows the evolution of a particular matter over time

Information infographic: which summarizes a concept or a certain information with some simple pictures and words

Infographic of steps: which summarizes the steps necessary to do a particular thing, especially industrial processes

Infographic of comparisons: which is based on a comparison between two topics from different possible angles.

Lists infographic: which displays the elements of a particular topic in the form of a list

Infographic of places: It is concerned with displaying geographical and demographic information in the form of maps

How to design a professional infographic step by step

In this paragraph, we will show you how to design an infographic in an easy and practical way. Before you start designing, you must

Define the goal of the infographic

An infographic is not just a display of all the information about a particular thing, but it is a choice of which information should be displayed, to explain or display that thing. In order to do this, you must know the purpose of the infographic

The following questions may help you determine the purpose of the infographic

Do you want to convince a certain person to make a decision after seeing the infographic

Do you want to summarize or document a specific process

Do you want to view a biography or chronological history of a particular event

Do you aim to publish shocking information or shed light on a specific problem?

Think about it well, and after you have set that goal, ask yourself, how would you formulate it? What is the main obstacle or the main information that you want to reach those who view the infographic?

For example, if I want to convince a new client to deal with our company, I will present a summary of the state of the market in his field and how there are shortcomings in a particular field by displaying some statistics

Then explain in numbers how our company will help him avoid this shortcoming

Collect the data you need

If you look at any of the infographics displayed in Google, you will find that it contains data and statistics collected and arranged from several sources (through a survey of more than 500 marketers specialized in various fields), and this is what you should do in this step

Decide how the data you collected will be used

In the first step, you set the goals and questions that you want to answer through the infographic, and in the second step you collected the data you need

Now you have to determine how to display this information, so that the idea you want reaches those who view the infographic, you can use the following methods

Quick summary

Timeline display

Use maps or tables to organize information

Use graphs to illustrate relationships between different elements

Use pictures to illustrate certain steps

After performing these steps, you will find that you have an integrated vision of the infographic that you want to design

Select the theme you want to use in your infographic design

Layout means how information is displayed and arranged, it can be displayed horizontally or vertically where the information is arranged on top of each other, you may feel that it is complicated or requires a lot of effort from you, but do not worry, there are many ready-made templates that you can rely on. In the beginning until you choose the format that suits you, and with time you will find that you try on your own and put your own touch.

Select the style of the infographic

The style is the form of the infographic in general, which should be related to

your brand, or be related to the topic you are talking about
There is more than one way to determine the style, including
Determine the fonts used.

Determine the colors (preferably matching your brand or the topic you are talking about) so that they are consistent and deserve attention

Image selection (do you rely on real images or edited images)

Or use graphics

Selecting the previous elements will make the process of designing the infographics very simple, it may take some time in your first design, but with time you will find your own voice and style

If you are confused about the choice of colors, I recommend using the ColourHunt tool, in which you will find many assortments of harmonious colors that you can easily use in any design tool

5The best tools for designing infographics that suit all purposes

There are many great tools for designing infographics with ease, they provide ready-made templates, and enable you to modify them in a few steps and use them the way you want, and for this reason we have made a complete guide about the best of these tools with a presentation of their most important characteristics in terms of price, ease of use and the nature of the files that you can Extract it, you may be interested to see [which is better search engine optimization or Google ad](#)

Top 3 Infographic Design Websites

Canva Tool: You can use it for free to create infographics and all kinds of images

Venngage Tool: A great tool for professionals and large companies, as it provides great data editing capabilities (available in Arabic)

Snappa Tool: A simple tool that you can use with Buffer to manage social media sites and instantly publish your infographic with the click of a button

Important tips for using infographics correctly
In order to make the best use of the infographic and achieve its purpose, you must follow the following rules,

which will certainly help you achieve this purpose successfully

a. Rely on continuity

Try to use different colors and fonts constantly, for example, titles must be in the same colors and in the same font in all parts of the infographic
Similarity, or the so-called symmetry, is generally pleasing to the eye, which is what all designers and engineers rely on in their work

B. tell a story

Imagine the infographic as telling a story, presenting a problem or issue at the beginning, then a dramatic plot, some steps, information and comparisons, and then arriving at a conclusion at the end

Always try to rely on this principle in your designs whenever it is appropriate, and you can also rely on humor and change the pace of events themselves and get out of the ordinary

Remember that any design is a creative process... let your imagination run wild

T. Clarify the important elements

Almost any infographic you will find displays numbers in a large size so that they are clear and draw attention, and this is what you should do, use colors and font size to highlight a specific element in your infographic

For the same reason, you will also find that there are three different font sizes used in most infographics, to highlight the most important elements

d. Use icons

Small and ready-made icons and designs such as (phone - camera - lens), and other icons add a touch of elegance and beauty to your design
For this, try to rely on them constantly, and you can also design some of them so that you will use them permanently in all your infographic designs in the future, and thus create a brand for yourself

Conclusion

If you want to use any of the professional [e-marketing](#) and social media advertising companies, you can contact [the digitmark team](#), where we offer you a group of specialists in professional web design services, social media and SEO services, and many various digital marketing services

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