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# Infographics on the Brain: Lightning Talk

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# INFOGRAPHICS

## ON THE BRAIN

HOW?

Image + Text + Data  
About 1 Subject  
Done Creatively

5 Free Web Apps:

1. Piktochart	3. Canva
2. Venngage	4. Easelly
	5. Infogr.am

Get Inspired / Further Reading:

- 13 Reasons, by NeoMam Studios:  
<http://neomam.com/interactive/13reasons>
- 15 Fantastic Library Infographics:  
<http://ebookfriendly.com/libraries-matter-library-infographics/>



WHY?

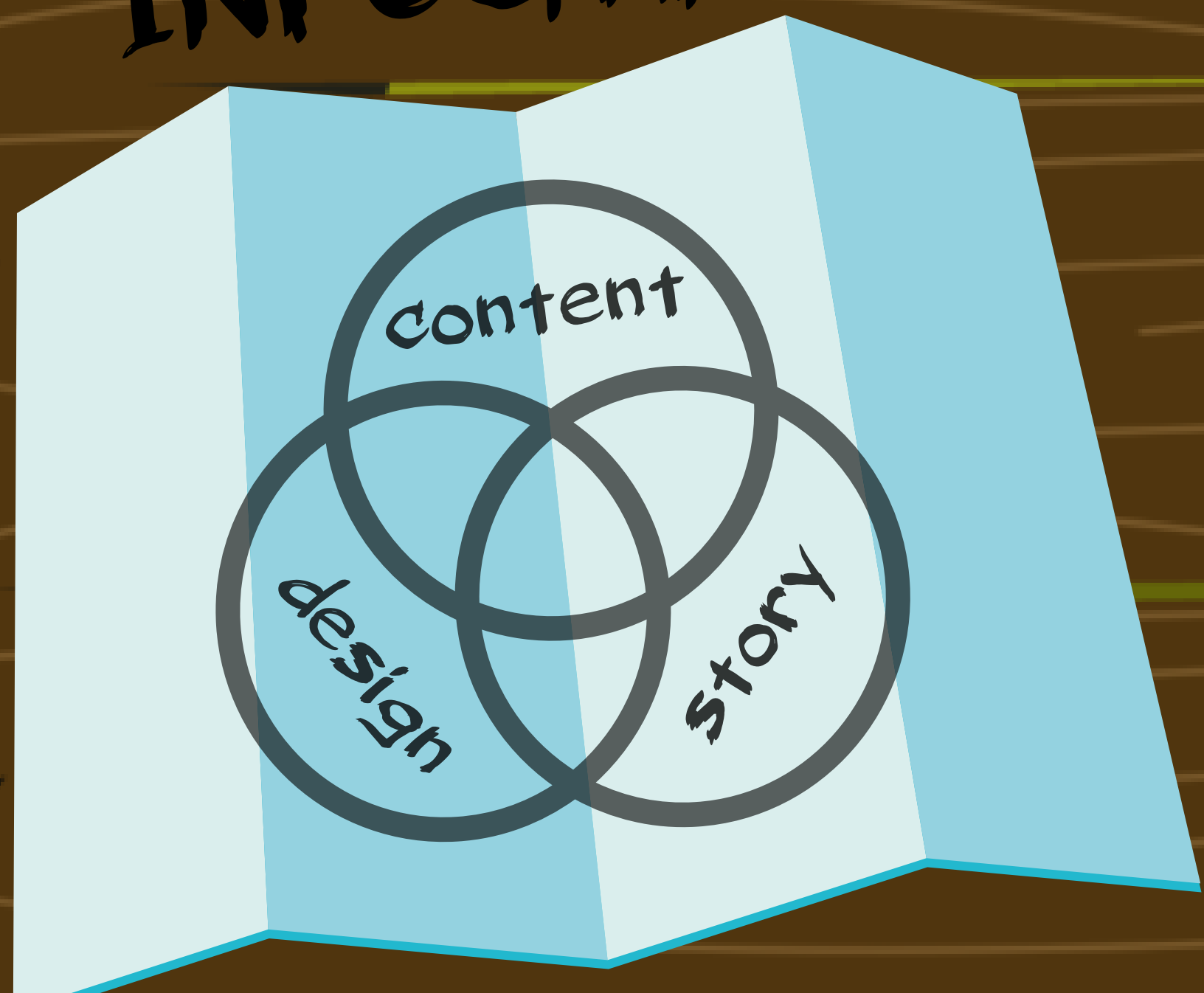
- 90% of info processed by the brain is visual
- 5 x more info bombards us than in 1986
- 7 second attention span for most people
- We are visually wired, overloaded with info, can process text & graphics faster

WHAT?



- Promotions**  
Posters, Fliers & Newsletters for Events, Instruction or Library Resources
- Presentations**  
Handouts/"Slides" for Classes, Conferences or Meetings; Strategic Plan
- Interactive Graphics**  
Embed Charts and Graphs as part of your Website

### ROAD MAP TO A STRONG INFOGRAPHIC



1. Serves a Clear Purpose
2. Uses Space Effectively
3. Leads the Viewer in a Specific Direction
4. Highlights Important Facts Visually
5. Uses Sections to Divide Content
6. Shows Data Clearly
7. Encourages the Eye to Compare Data
8. Uses Examples and/or Templates