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Infographics on the Brain: Lightning Talk

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INFOGRAPHICS

ON THE BRAIN

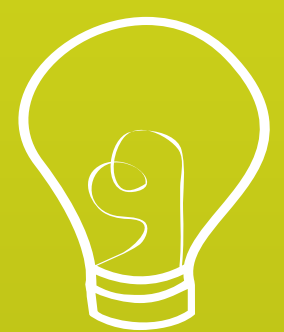


Image + Text + Data
About 1 Subject
Done Creatively

5

Free Web Apps:
1. Piktochart
2. Venngage

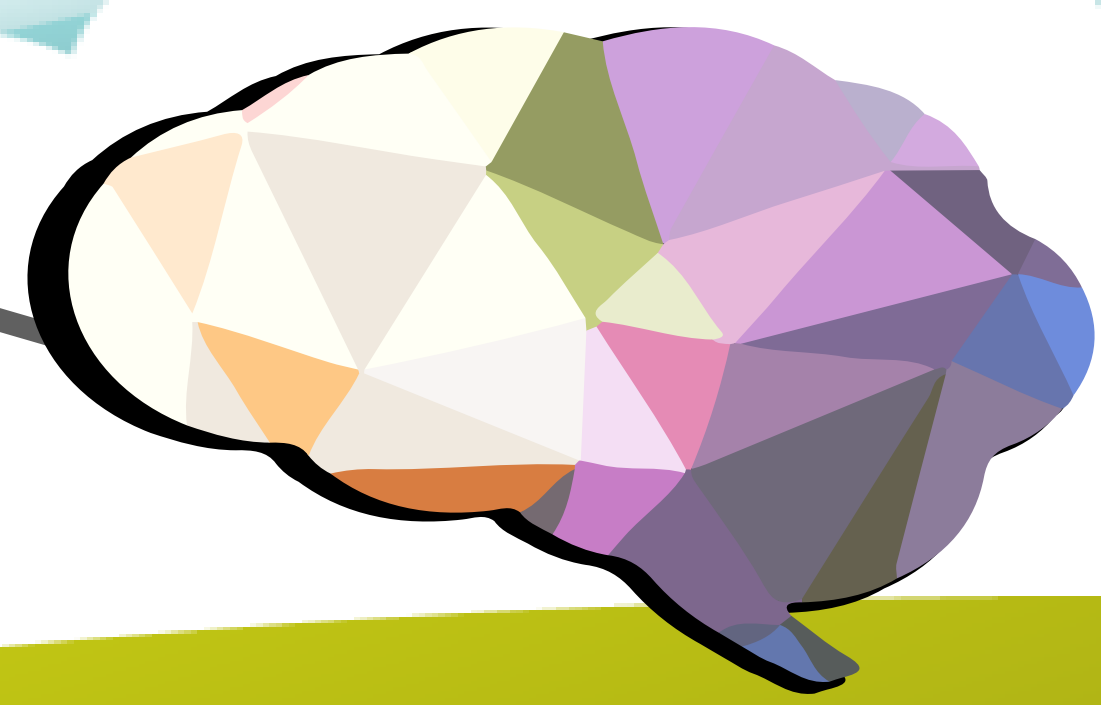
3. Canva
4. Easelly
5. Infogr.am



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/>



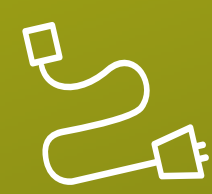
90% of info processed
by the brain is visual



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



Promotions

Posters, Fliers & Newsletters
for Events, Instruction or
Library Resources



Presentations

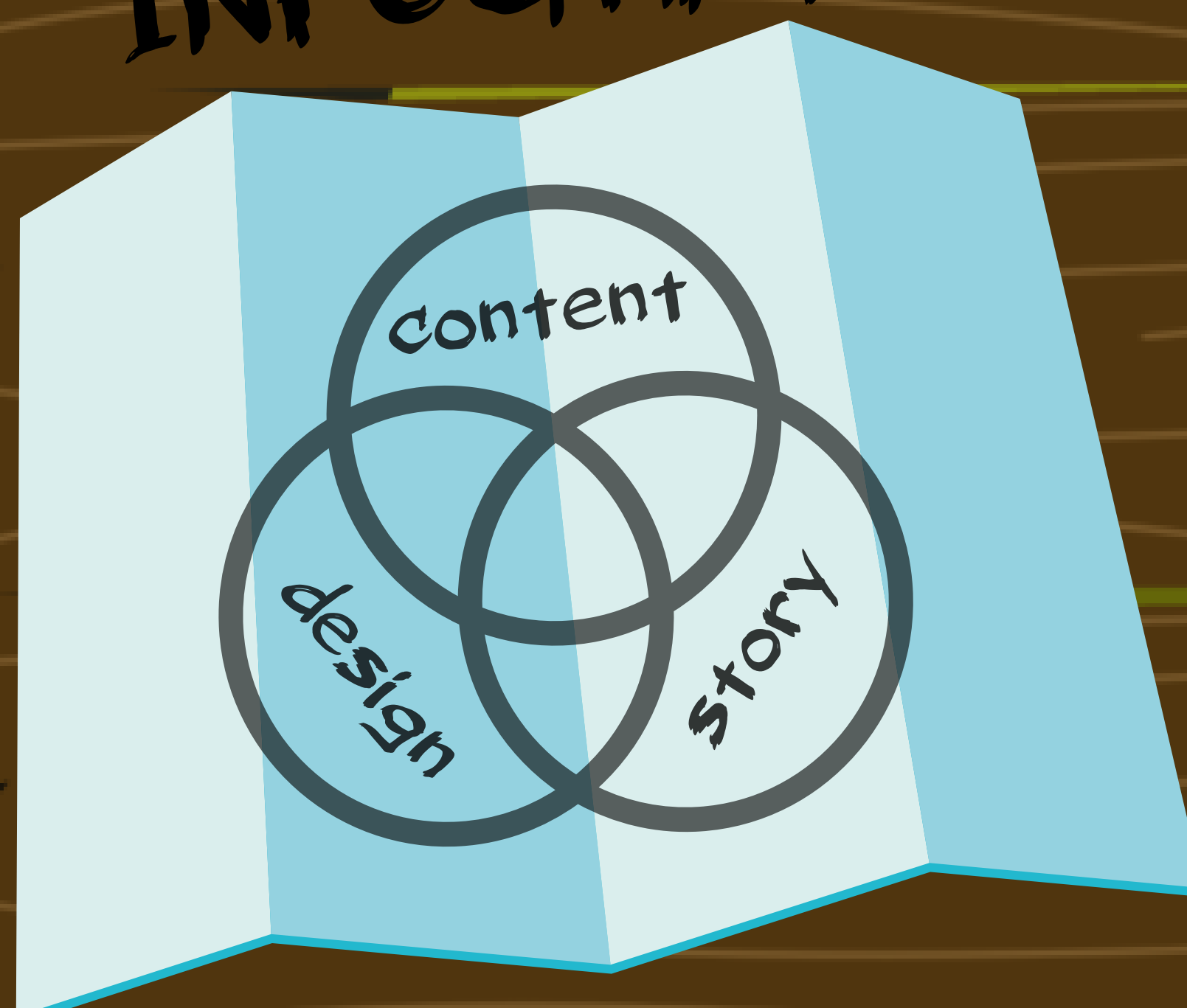
Handouts/"Slides" for
Classes, Conferences or
Meetings; Strategic Plan



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