

# HOW I CREATE AN INFOGRAPHIC



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## WHAT IS AN INFOGRAPHIC?

Infographics unite great, modern design with complex numerical data. People simply love reading infographics and easily understand the data more.

*"Infographics are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends."*

Wikipedia



## HOW I CREATE AN INFOGRAPHIC

### PURPOSE OF USE

It is important to know how the infographic will be used. Format and size, resolution (300 dpi for print, 72 dpi for "ordinary" screens, 200 dpi for Retina screens) and colours (CMYK for print, RGB for screens) depend on how the infographic will be used. Moreover, it is crucial to know who will read the infographic, as it has to be designed differently for end customers or business partners for example. An infographic for a company can require knowing the corporate design of that company. Here it makes sense to request the corporate design manual.

## STRUCTURE

Upon receiving the client's briefing, I group the data as how it will be displayed in the infographic. At this stage, it is very important to thoroughly understand the data as well as finding links and connections between the data groups. A logical order of data groups determines the infographic's structure. Besides that, I scribble the entire infographic on paper in order to find the best design solutions for the data groups. This also gives me a feeling for size and order of specific style elements.

## COLOURS

I find it important to have a colour concept. Only a design based on a concept, is a good design. For example, you can allocate different colours to different data groups. Or percentage numbers can be highlighted by using certain fonts and colours. How the colour concept looks like, depends very much on the theme, the purpose of use and the target group of the infographic. I choose about five to eight matching colours that harmonize and complement each other well. Depending on how the infographic will be used (digital or print), I pick CMYK, RGB or spot colours if the client specifically asks for that. Also hachures and patterns can be used to give the design more oomph. But be careful: hachures and patterns shall be used only in small amounts. You don't want the infographic to look messy.

## SHAPES

Also shapes require a concept that runs through the infographic like a common thread and matches the theme. By the way: According to a study, data is more likely to be remembered when it is displayed in round shapes. This can be useful for calls to action ("buy now") for instance.

## PHOTOS

Here and there you can see infographics with photos in them. Placing an illustration into a photo can look quite nice, okay. But placing a photo into an illustration? This is a bit spooky and distracts the eye. The human eye is constantly looking for recognising reality and tries to concentrate on the photo. The infographic around the photo becomes a bit oblivious. Mixing infographics and photos is dangerous and I recommend not to use photos.

## ONE LAST TIP

I always create infographics in a vector program (i.e. Adobe Illustrator). This guarantees unlimited scaling without pixelation and gives me access to the full bandwidth of design possibilities. I have heard of graphic designers that create infographics in Adobe Photoshop. Too little design possibilities and pixelation when scaling make Photoshop a No-Go for creating infographics with. An infographic must be created in a vector program!



# HCG

## CORPORATE DESIGNS

### ABOUT THE AUTHOR

Hello, my name is Helene Clara Gamper. I'm a graphic designer that believes in a common thread – as illustrated in my logo. I help businesses build a visual identity, translate data into graphic landscapes and help publishers make their magazines look great.

I grew up in a publisher family. About ten years ago I started working in the creative field what in 2010 made me start my own business called HCG corporate designs.



Since then, I've designed for companies of many sizes from the German speaking area but also from other countries such as the USA or the United Kingdom. I created corporate design concepts for business start-ups, established editorial designs for publishers, designed and implemented rich media magazines for tablets and smart phones and visualized complex data for some great infographics.

When creating designs, I always try to get to the very essence of the character and the philosophy behind my clients' businesses and their products. This essence I include in a holistic design approach, that follows me through the entire creative process. Collaborating with my clients and exploring what makes their businesses and their products unique and stand out, I believe is an important part of my job as a designer. This is how I can develop unique visual concepts with a common thread running through them, which is something I'm really passionate about. It puts a smile on my face when I see people respond and interact with my design creations – and when my clients tell me about that.

Some of my clients say they appreciate my flexibility and transparency. I believe that being open and straight with my clients is a matter of fairness and respect and contributes to a positive and successful collaboration.

When I'm not designing you can find me doing sports, exploring nature or travelling. I get a lot of inspiration from seeing different places, doing new things or trying out new recipes with exotic spices I bought from different corners of the globe. In 2014, I fulfilled one of my biggest dreams: travelling through Peru and Ecuador and visiting the giant tortoises of the Galapagos Islands.

I live in the wonderful city of Innsbruck, Austria, the so-called "Capital of the Alps". The lovely scenery here inspires me every day.

Want to get in touch?  
I'd love to hear from you.

## DESIGNS FOR DIGITAL AND PRINT

