

3 Hints for creating the convincing Infographic

Taken from [Wikipedia](#): “**Information graphics** or **infographics** are graphic visual representations of information, data or knowledge intended to present information quickly and clearly.”

Recently I made a great experience in moderating the creation of an infographic on #human centric #lighting for [LightingEurope](#).

It took 7,5 weeks, 4 industry experts and a graphic designer/ art director team from the agency [pageinextremis](#).

What triggered the project?

A briefing document existed in Word and an infographic had also been drafted by a graphic designer, but the team involved was not happy. Comments and corrections were made to the infographic but it just did not lead anywhere. I was asked to take over the project.

I decided to go back to the initial briefing document and to work with a graphic designer from pageinextremis. In the initial briefing, I had noted gaps in the flow of the story. In the initial infographic there were flaws where the visual lay-out did not match the expectation from the briefing.

In my approach, I developed a PowerPoint document derived from the word as well as first infographic, laid out rough graphical ideas and defined key messages.

1. The briefing to the agency is the first milestone

In 5 telcos with the experts over 2,5 weeks and quite a number of emails, a set of ppt slides were created that reflected the expectations from the experts and LightingEurope. This was the briefing document and the agency was happy to start their work.

2. The graphic designer and art director must contribute with empathy to the topic

After 3 weeks, as scheduled, we received the first draft from the agency. What then followed was intense ping-pong mail traffic with sticky notes on pdfs plus one last telco. It became obvious that the agency carefully considered each feedback and was able to bring in own solutions up to the last detail. 2 weeks later the team applauded the approval-for-print version which had been received from pageinextremis.

3. Experts should be willing to act on short notice

Yes, we had a deadline, the [Light+Building](#), and it was easy to motivate the experts to stay involved and keep the momentum until the finalization of the project.

The result is an infographic that illustrates the new approach to lighting in a nutshell. The main feedback received was, that the infographic really catches the message that the lighting industry wants to bring across. Check it out [here](#)

