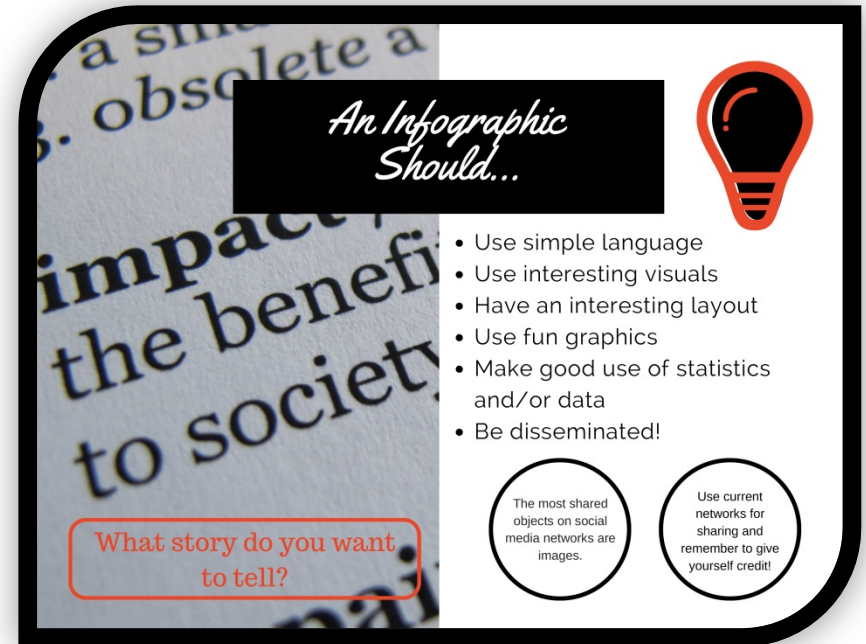


## Turn Your Research into an Infographic

By [@MDXImpact](#)






### What is an “infographic?”

Essentially, an infographic is a visual representation of information and/or data!

This is useful to researchers who want to make their work more appealing to/understandable by multiple audiences.




#### Step 1:

Decide on your story. What do you want your infographic to do?

-  Is it a communications tool for your partners/stakeholders?
-  Is it going to be shared to the general public?
-  Is it meant to convince or is it simply disseminating?



#### Step 2:

Distil your information into key points and statistics/data.

-  Include an executive summary to guide your reader.
-  What do you want to highlight in the work?
-  What do you want your audience to walk away knowing?



#### Step 3:

Choose your visuals.

-  Try doing a Google search of key terms. Remember to check for copyrights and royalties!
-  Alternatively, use the [Noun Project](#) to find appropriate clipart images.

#### Step 4:

Put it all together!

-  A free infographic maker can help with layout and make everything look snazzy!
-  Try [Canva](#), [Visme](#), [Google Charts](#), [Piktochart](#), [Infogram](#), or one of the many other tools out there.

Infographics are a fantastic way to repurpose other communications tools. They are shareable and professional. Most importantly, they are very easy to target towards specific audiences!