

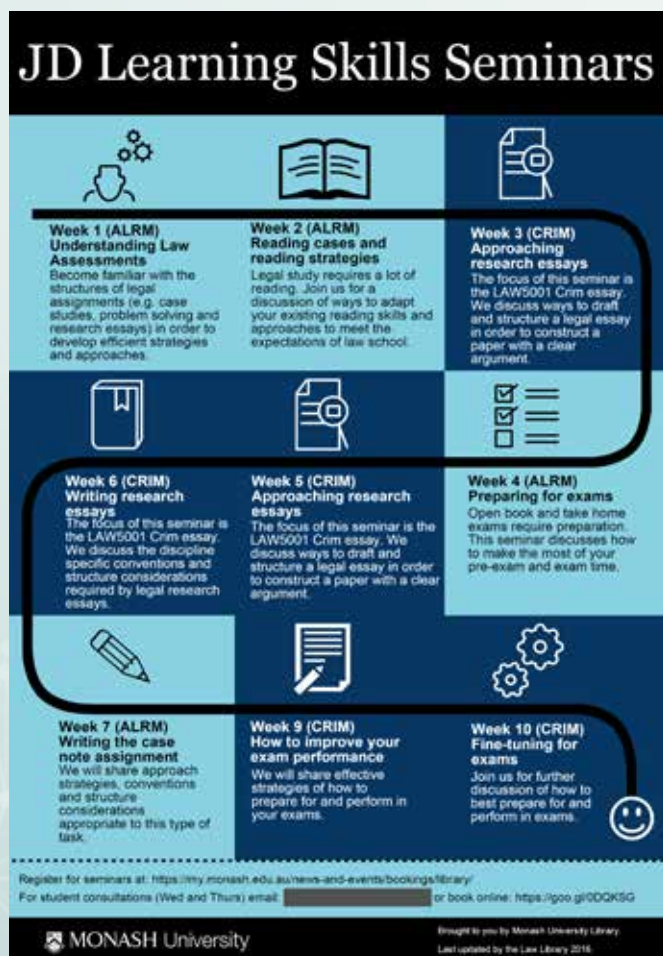
# COMMUNICATING WITH INFOGRAPHICS

Presenting information handouts that are relevant and useful for your library patrons in an engaging way is a challenge. MICHELLE DE AIZPURUA has some useful suggestions.

It's no surprise why some handouts don't get the message across effectively: text heavy, black text on white background, Times New Roman font. Even an informal font like Comic Sans is tedious, and clipart looks dated.

But there is an alternative – infographics that grab the user's attention and communicate in a simple and eye-catching manner.

Using infographics is very easy, so there's no excuse to avoid trying them out. Many free platforms online provide a limited number of editable templates, as well as tutorials to get you started. Everything is fully customisable – from the text, to the background, images and other design aspects – so you can make them as simple or complicated as you like. And for a relatively small fee you can gain access to a huge number of templates and extra features, such as higher-quality exports and removal



Infographics can make plain text much more visually attractive.



Michelle De Aizpurua is Law Librarian at Monash University

of the platform's watermark. Once you've made a few, it becomes easy to start with a blank page and let your creativity guide you. Piktochart.com is a favourite of mine, but there are many others.

Taguchi and Ackerman's 2014 E-Learn conference paper, 'The Infographic: Is there a Place in Higher Education?' says that your infographic should tell a story as well as provide good data. Be warned though – making infographics can be so much fun that you might get addicted. (Don't start making infographics for your cats!)



Infographics are easy to make.

There are many benefits to using infographics rather than more traditional leaflet. You can limit the amount of text by utilising more images to express the same meaning. Less text means the information is quicker to scan and is more likely to be used. You can make a printable infographic that fits neatly on a page, or you can make a digital, interactive and shareable infographic containing hyperlinks. Infographics can be used to present data from surveys, for an annual report (yes, you can make cool graphs!), conference posters and invitations – they've even been used for funky résumés.

So get experimenting and see what a big difference a simple change like this can make. You are only limited by your imagination – and the brand guidelines of your workplace! 🌟

MICHELLE DE AIZPURUA  
Law Librarian  
Monash University, Clayton, VIC  
michelle.deaizpurua@monash.edu