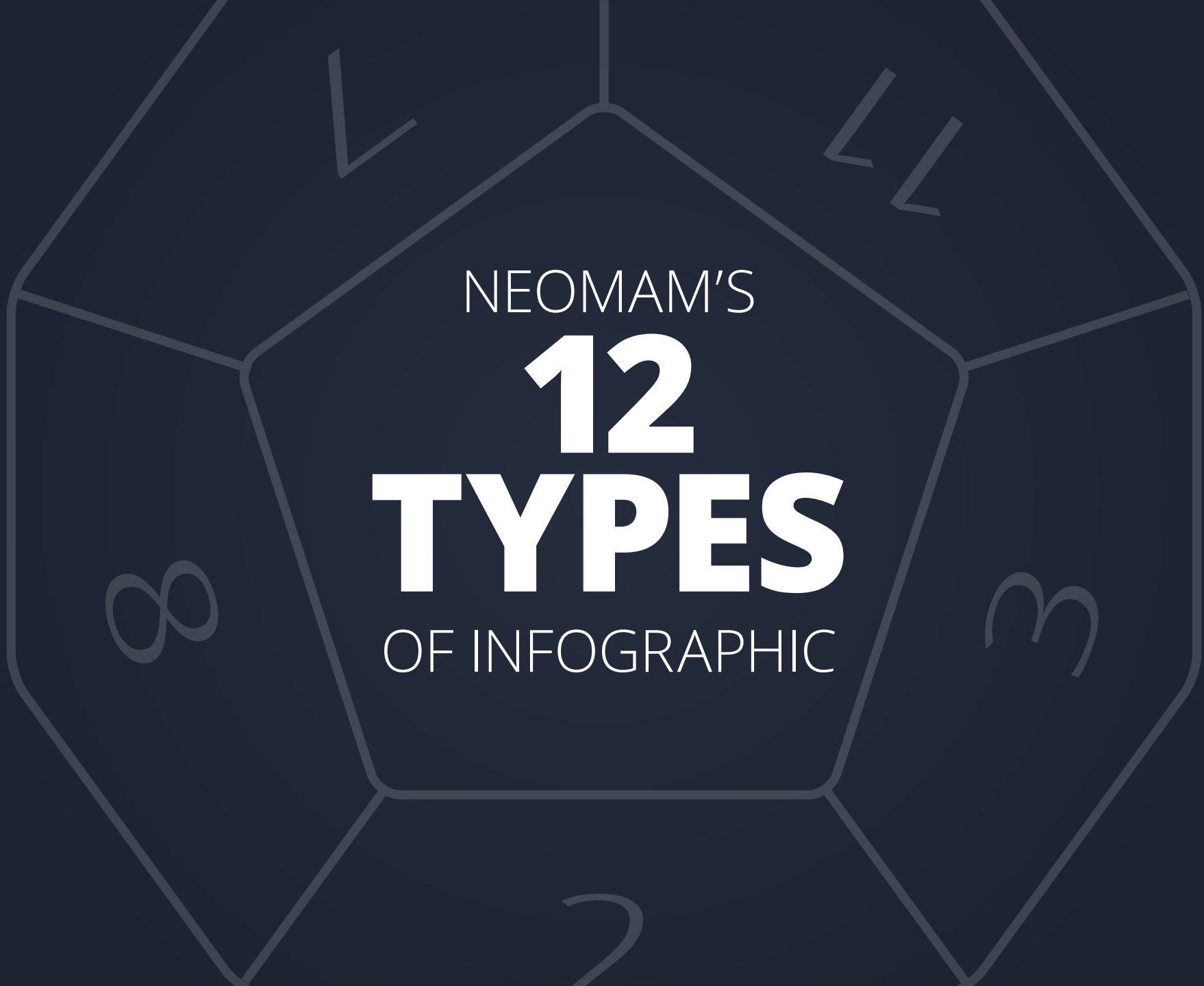
NEOMAM'S

12 TYPES

OF INFOGRAPHIC



CONTENT
Intended uses
12 types: breakdown
Outcomes

12

PRACTICAL

Flowchart How-to

World Maps / Countries That...

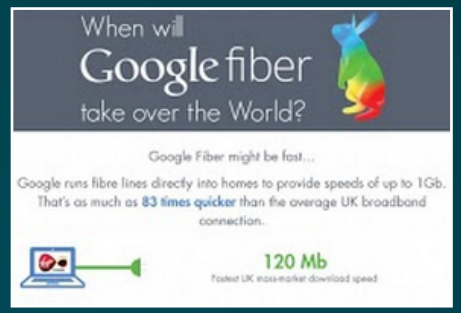
How to Guides

Illustrated How-Tos

The Guide to...

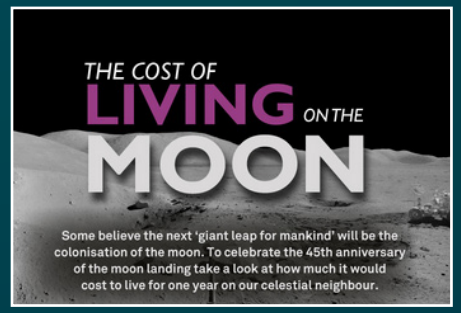
Photo Guides

EDITORIAL



Visual Answer to a Question

Versus Infographic



Statement with Proof

SOCIAL

50 Facts

Lists Using Illustrations

Visual Map

12

PRACTICAL

Flowchart How-to

World Maps / Countries That...

How to Guides

Illustrated How-Tos

The Guide to...

Photo Guides

How to **do / solve / answer** something

Intellectual **insight**

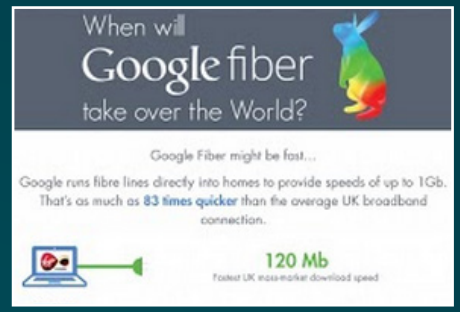
Provide **knowledge**

EDITORIAL

Timely - responds to a calendar event

Presents **intelligent reputable data**

Sharer appears to have **knowledge.** Refer to social proof concept in Jonah Berger's 'Contagious'.



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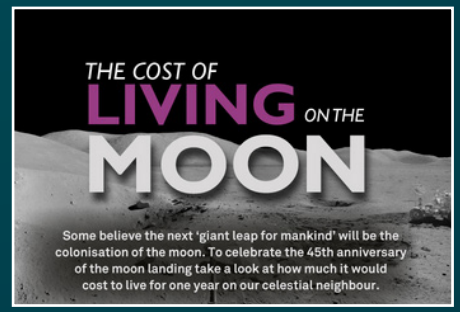

Statement with Proof

Creates a **visual buzz**

Quirky content & **dynamic, engaging design**

Provides sharer with **‘cool factor’**

SOCIAL

50 Facts

Lists Using Illustrations

Visual Map

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12 TYPES

1. 50 FACTS ABOUT...

Purpose

- Social Currency
- Look cool/interesting
- Trigger – talked about every day

Focus

- Variety in fact display
- Visualize as much as possible
- Engaging approach for niche topics

12 TYPES

2. VISUAL ANSWER TO A QUESTION

Purpose

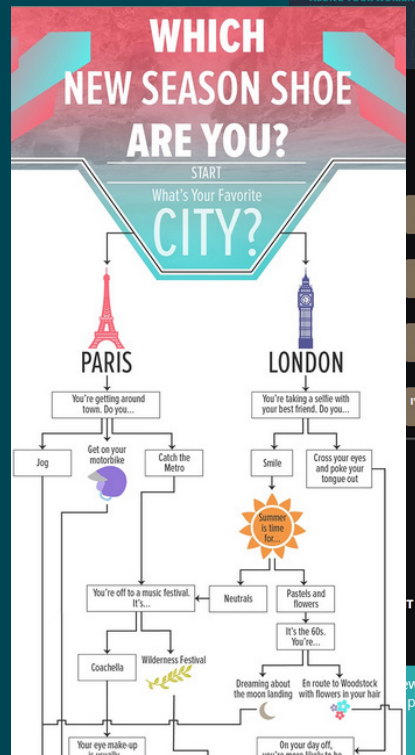
- Trigger for editorial calendar
- Timely (not evergreen)

Focus

- Visual storytelling
- Keep interest throughout in content and design
- Use clear sections to aid user navigation
- Analytical and data-dependent – needs to be easy to understand
- Triggers different editorial approach in the eyes of journalists by posing questions

12 TYPES

3. FLOWCHART HOW-TO



Purpose

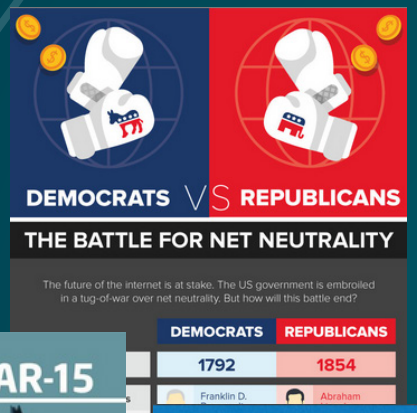
- True practical or entertainment value

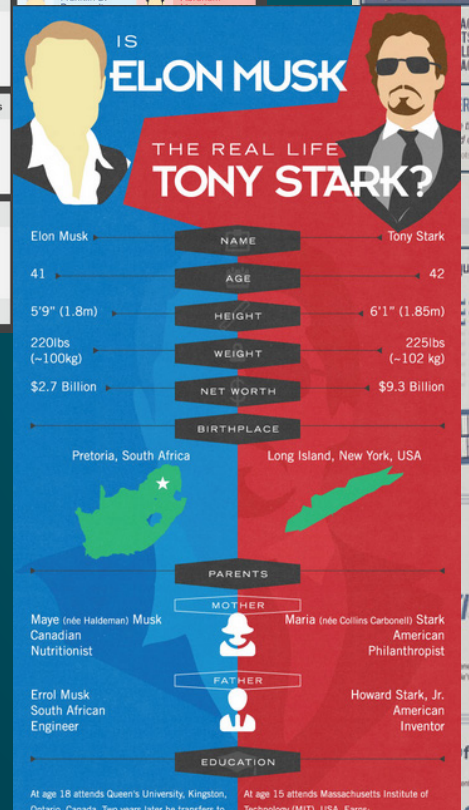
Focus

- Practical, so must be easy to follow
- Logical hierarchy of information and flow
- Basic data visualization principles
- A well produced flowchart should be visualized as a 'poster on the fridge' scenario
- Great opportunities for social media versions - highly shareable

12 TYPES

4. VERSUS INFOGRAPHIC





Purpose

- Timely like movies and games
- Social currency

Focus

- Clear like-for-like comparison
- Data elements adjacent
- Use data visualization principles
- Great accompanying pieces for editorial content around the topic
- Direct visual comparisons allow for instant understanding of the parallels drawn (immediate transferrance of concept) - ignites engagement and commentary

12 TYPES

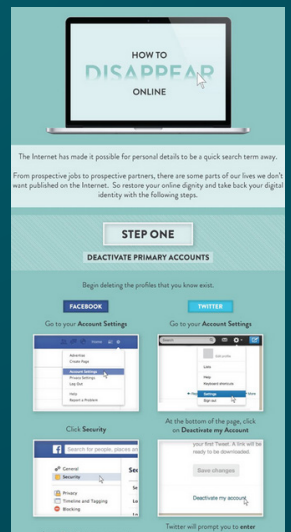
5. HOW TO GUIDES

Purpose

- Trigger / timely
- High practical value

Focus

- Actionable steps
- Clear, easy to follow diagrams
- HIgh editorial success



12 TYPES

6. THE GUIDE TO...

Purpose

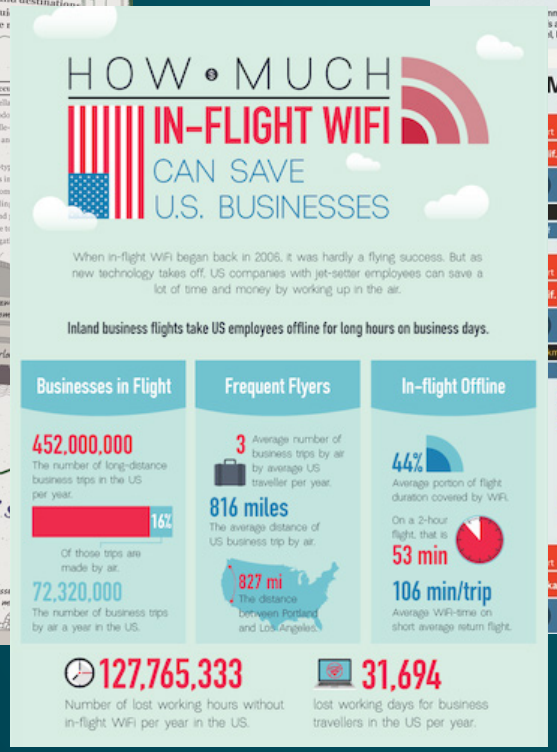
- Trigger for big audiences
- Practical value
- Solve a problem
- Social currency

Focus

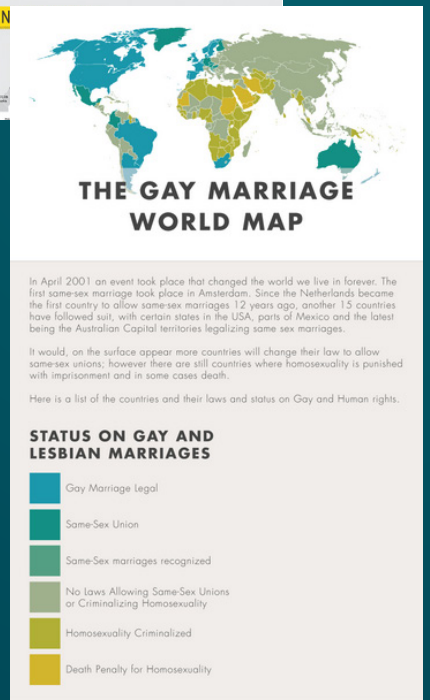
- Topics vary widely
- Clear, understandable, logical, usable
- Visualized guides have achieved great success throughout different audiences

12 TYPES

6. THE GUIDE TO...



12 TYPES 7. WORLD MAPS / COUNTRIES THAT...



Purpose

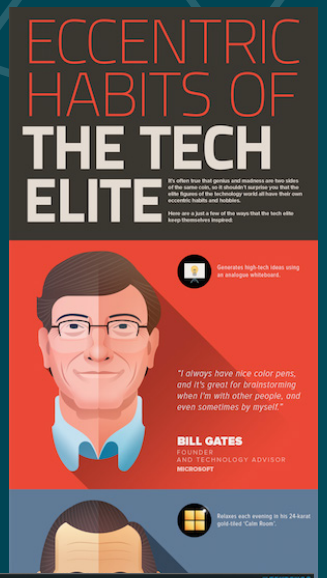
- Trigger (media)
- Practical value

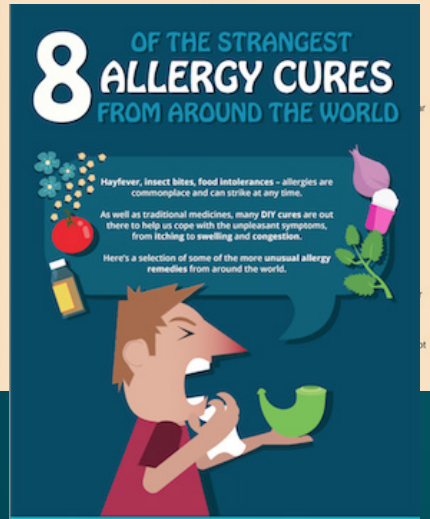
Focus

- Try to include an overview of the map in heading for editorial purposes
- Clarity in data set
- Make sure it tells the story of the data
- Care in perfection of maps - online communities are passionate about accuracy of their country's representation

12 TYPES

8. LISTS USING ILLUSTRATIONS





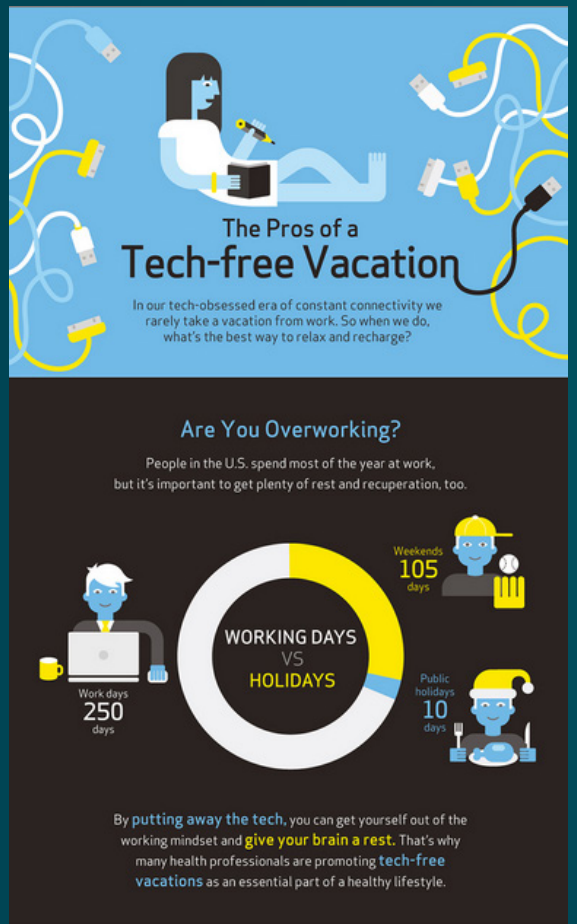
Purpose

- Trigger - Interest

Focus

- Illustrations do the talking
- Increase the speed of transference
- Make text into labels / graphic features / part of illustration
- Mixture of photos & illustrations works well
- Keep content to minimum in order to convey the concept, allowing maximum space for impactful visuals
- Great potential for visualized articles through use of segments with written text which supports the concept

12 TYPES



9. ILLUSTRATED HOW-TOS

Purpose

- Social and practical
- Wide appeal and are practical

Focus

- Maximize illustration (or would be article)
- Scenario-heavy
- Travel industry love these
- Bright colours, dynamic, positive, engaging
- Feel-good factor

12 TYPES

10. STATEMENT WITH PROOF

Purpose

- Based on a topical issue
- Sharer looks knowledgeable

Focus

- Evidence will be from high-end sources
- Look viable, believable, scientific
- Hypothetical situations based on existing data
- Build up the case visually alongside content
- Visuals are to enhance understanding, not cloud it - allow journalists to create their own angle

12 TYPES

11. VISUAL MAP

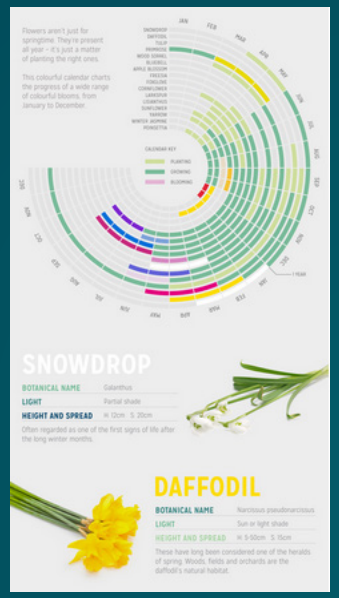
Purpose

- Map-orientated
- Highly social

Focus

- All data requires top map for context
- Detail below
- In contrast to 'World Maps', where a specific location/country/region is featured, rather than a global view
- Narrow/niche topic which appeals to a specialized community
- Combination of photo and illustration works well

12 TYPES



12. PHOTO GUIDES

Purpose

- Practical

Focus

- Another 'poster on the fridge' scenario
- Works well within travel and lifestyle industries
- Photos provide instant transference and visual appeal
- Keep it simple
- Visualize everything (such as the steps within 'A Guide to DIY Cleaning Products')

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DESIRED OUTCOMES

Robotic templated design

Copy, paste, change the colour

“Do this one, but about giraffes.”

Trying new things

Creative, unusual approaches

Within an organised framework

ALWAYS ASK:

What is the **purpose**?

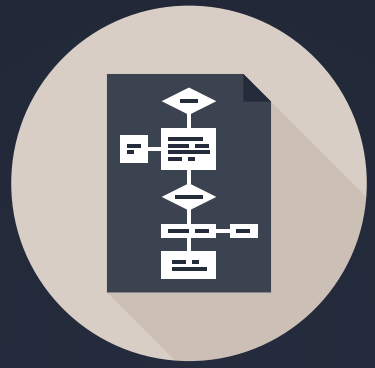
Where is the **value**?

Why will people **share** it?

How can I **maximise** that?

ALWAYS DO:

Visualise as much as possible to **aid understanding**



Always have a clear **hierarchy of information**

Explore and **push boundaries**

THE DESIGN IS TO **AID UNDERSTANDING** & **GENERATE APPEAL**

NeoMam Studios

QUESTIONS?
COMMENTS?
IDEAS?

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