

Infographics

What is an infographic?

An infographic is a visual representation of information that combines text, images, and data to explain a topic quickly and clearly.

Key components of an infographic

Author

Identify the organisation, institution, or author who produced the infographic.

Title

A short, clear heading that tells viewers what the infographic is about.

Data Visuals

Charts, graphs, icons, or illustrations that represent the key facts or statistics.

Introduction or hook

One or two sentences — this could be a question, a fact, or a brief explanation.

Sections or subheadings

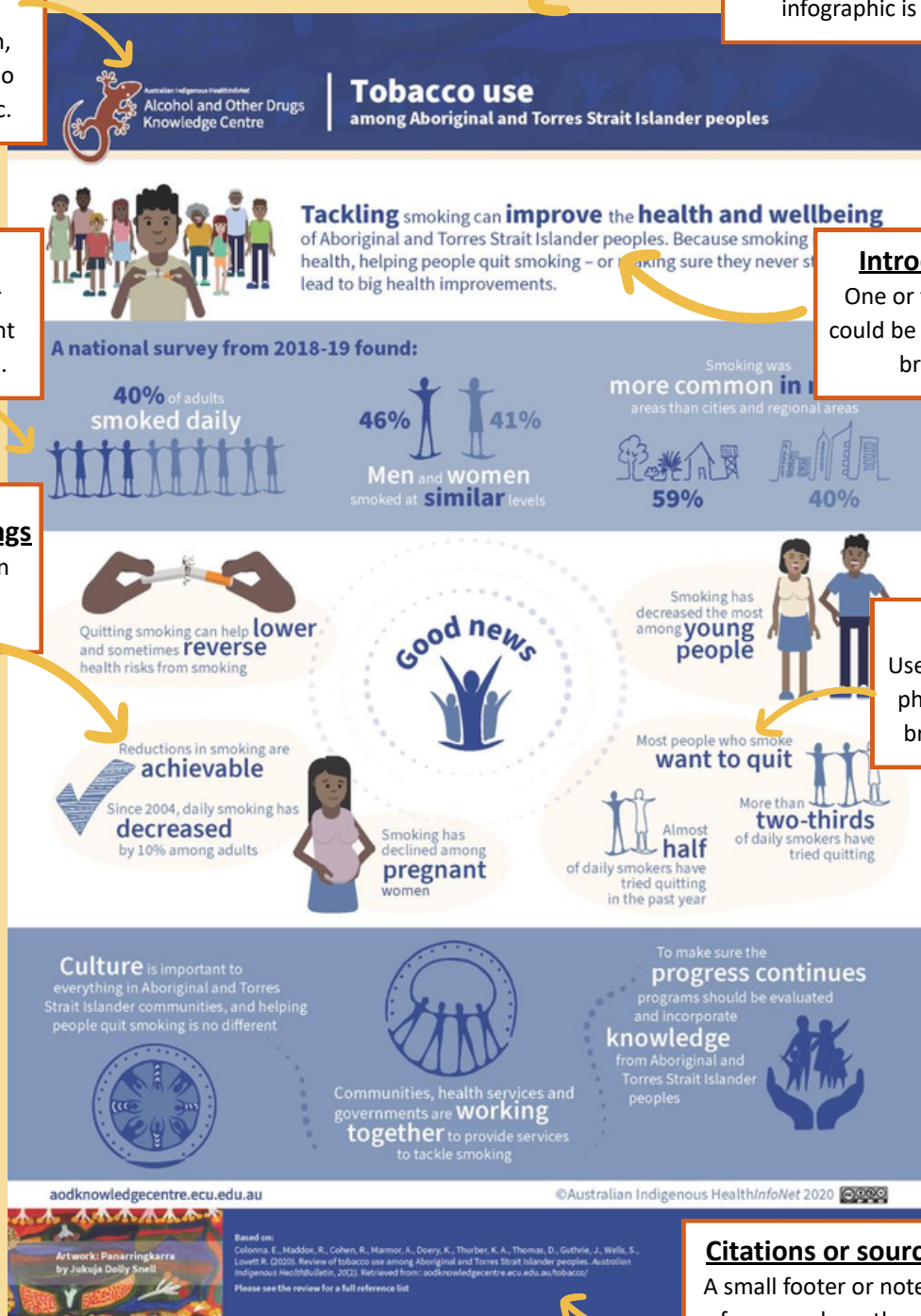
Organise the information into clear chunks.

Minimal text

Use bullet points or short phrases—keep wording brief and easy to scan.

Citations or sources

A small footer or note to reference where the data came from, especially if it's academic.



Steps to create an infographic

1. Choose your topic

- What are you trying to communicate?
- Who is your audience (e.g. the public, academics)?
- Is your goal to inform, raise awareness, or summarise research?

2. Research and collect data

- Gather data from credible sources (e.g. government reports, journal articles etc.).
- Note any stats, facts or trends.
- Keep track of your sources for referencing.

3. Plan the structure / layout

- Sketch a rough layout: top-down, left-to-right, or in sections.
- Decide how to guide the viewer's eye through the content.

4. Create your infographic

- Use consistent fonts/colours
- Include visuals (icons, graphs, illustrations)
- Keep text minimal
- Use headings and white space to organise information

5. Review and edit

- Check for clarity, spelling, and visual balance
- Ask a peer to give feedback: Is the message clear? Is it visually engaging?

How can GenAI help?

Generative AI tools can support various stages of infographic creation, including planning, design, and content development. For **brainstorming**, tools like [ChatGPT](#) can help generate topic ideas or outline key points.

For **layout and design**, [Canva AI](#) and [Adobe Express](#) offer AI-assisted templates and user-friendly design tools. If your infographic includes data, [Microsoft Copilot](#) or [ChatGPT](#) (using plugins) can **generate charts or tables**.

For custom **visuals or icons**, image generators like [Canva AI](#) can create illustrations based on text prompts. However, always fact-check AI-generated content and check CDU's [policies](#) and [advice](#) on the use of AI in assessments.