

# || INFOGRAPHICS ||

A Re:Fresh guide to using infographics in museums



## What is an infographic?

Transforming raw, boring data into digestible, visual information. These can be in the form of charts, graphs, pictograms, maps, timelines and symbols. They can simplify complex statistics, highlight key facts or simply tell a story.



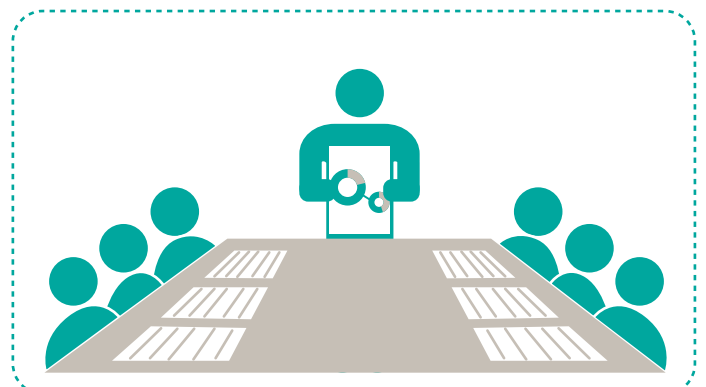
## Why should I use them?

It's no secret that pictures are processed quicker than words or numbers. Infographics are one of the most effective ways of displaying palatable information, increasing reader engagement, understanding and enjoyment. They can educate, inform, entertain and persuade, and most importantly, are far more memorable than sets of text or numbers.



## How can I use them in my museum?

Displays, interpretation and handouts are all opportunities to use infographics. It may be to convey exhibition information to visitors, to highlight successes in board meetings or to persuade people to change something. They can be used digitally or in print, and can use graphics to shock, surprise and entertain readers.

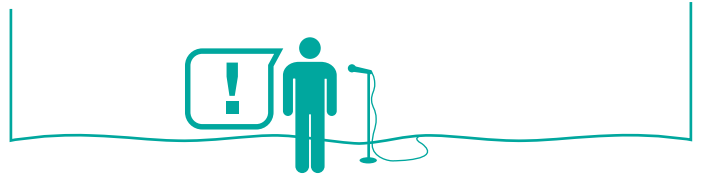


## How do I make an infographic?

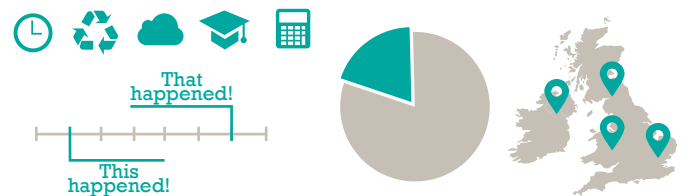
1. Think about your audience - who are they and what are they interested in finding out about.



2. Find out the most important and interesting information, facts, data or trends that you want to shout about.



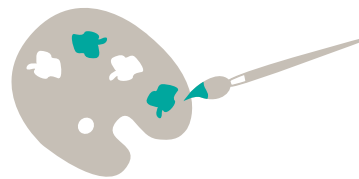
3. Choose the best way of telling it using the elements and templates provided. If you have numbers, use a graph or chart. If you have locations, use a map. If you have dates, use a timeline. If not, use icons, arrows or short text.



4. Things to consider:

### Colour

Stick to two or three colours and try to match it to your branding/logo.



### Text

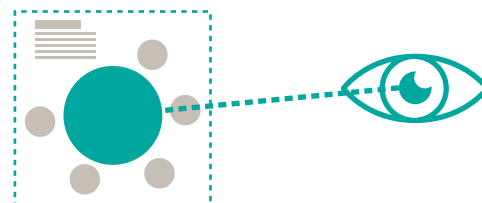
Break up text by highlighting important words and numbers with varying font size and boldness.

**This text**  
is more important than this text

Re:Fresh guarantees  
**100%**  
visitor satisfaction

### Layout

Place emphasis on key information to instantly grab and maintain the readers attention. Also, dont force too much information on - less is more.

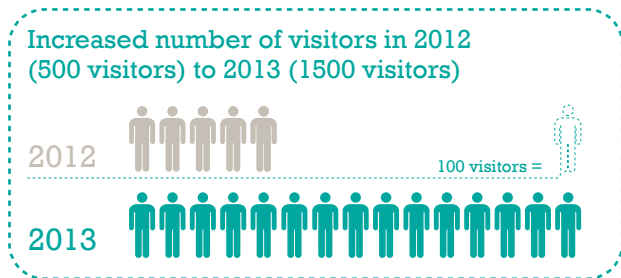


5. Take pride in your infographic, and display it in the best possible way. Colour infographics are more engaging than black & white, so print in colour when possible. Also, take time to share on social media - you are more likely to get shares and retweets!

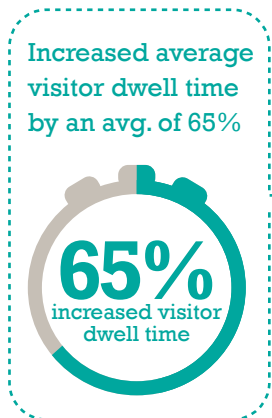


**What should it look like?**

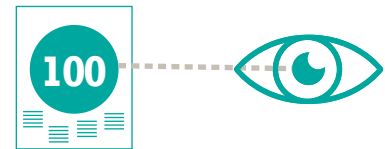
Let's try some examples.



Icons, particularly people, are a great way to add character to graphs and charts.



Large-font statistics within a graphic is an easy way to quickly highlight key bits of data and draw the reader's attention.



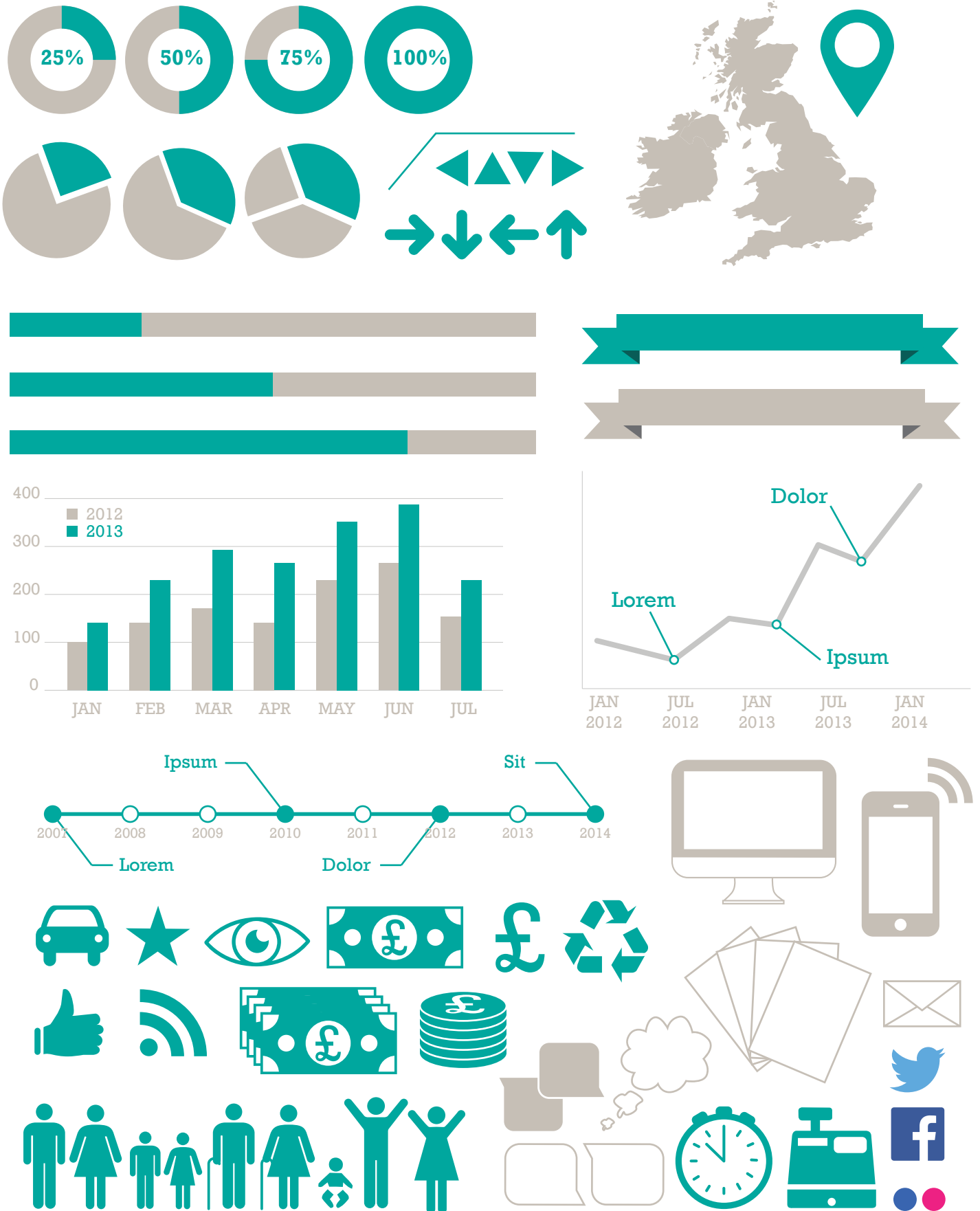
Varying scales of graphics can have a shocking impact and help the reader appreciate the difference between two numbers



Speech bubbles are a simple solution to including quotes, while personalised icons and smiley faces are a way to show emotion



Elements



Template

**TITLE**

SUBTITLE

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Introduction text - what is the infographic about? What are the key messages, and what are you trying to emphasise/advocate?

Smaller infographic here

Key infographic here

Infographic caption or short summary here

Smaller infographic here

Key infographic here

Infographic caption or short summary here

Company logo here

Infographic caption or short summary here

Template

# RE:FRESH

The benefits of investing in your visitor experience

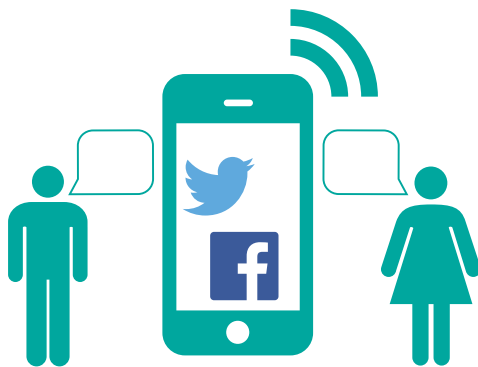
The Re:Fresh project focusses on investing to improve your visitor experience - from kick-ass trails to effective signage and interpretation. Here's just some of the reasons why you should be investing in your visitor experience:



Increasing visitor enjoyment is likely to result in increased donations and revenue



Improving displays and interpretation increases visitor enjoyment, encouraging recommendations and repeat visits.



Encourage positive feedback on social media - a powerful tool of promotion



Increased visitor dwell time - people appreciate strong visuals, and are more likely to read interpretation if it looks appealing

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