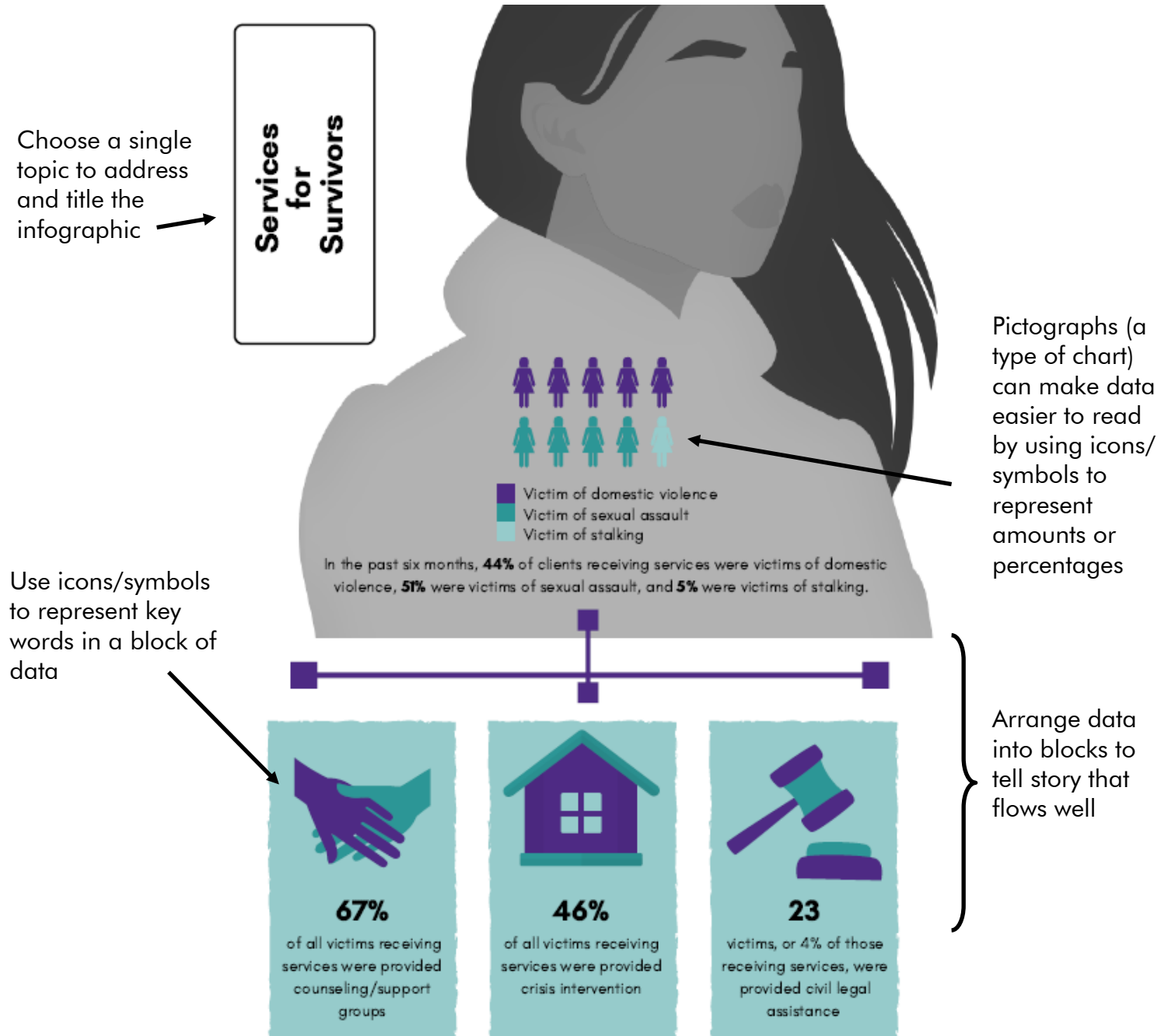# Infographics

Infographics transform data into stories with pictures. These stories can capture who received services, what kind of services clients received, and more.

Example: The Deer Nation might share the data, "In the past six months, 575 victims of domestic/sexual violence received comprehensive services. Of these victims served, 44% were survivors of domestic/dating violence, 51% were survivors of sexual assault, and 5% were survivors of stalking. Some services provided to victims include: counseling services/support groups (67% of all victims receiving services), crisis intervention (46% of all victims receiving services), and civil legal assistance (4% of all victims receiving services)."

That data could also be presented like this:

Choose a single topic to address and title the infographic

Services for Survivors

Pictographs (a type of chart) can make data easier to read by using icons/symbols to represent amounts or percentages

Victim of domestic violence
Victim of sexual assault
Victim of stalking

In the past six months, **44%** of clients receiving services were victims of domestic violence, **51%** were victims of sexual assault, and **5%** were victims of stalking.

Use icons/symbols to represent key words in a block of data

Arrange data into blocks to tell story that flows well

67%
of all victims receiving services were provided counseling/support groups

46%
of all victims receiving services were provided crisis intervention

23
victims, or 4% of those receiving services, were provided civil legal assistance

Continue on the back side of the page for online resources

Online Infographic Tools

Websites like Canva, Piktochart, and Easel.ly provide free tools to help you design infographics for flyers, brochures, presentations, and more.

	Canva	Piktochart	Easel.ly
FREE	✓	✓	✓
Export/Download (.jpg, .png, .pdf, etc.)	✓	✓	✓
Sharing on Social Media	✓	✓	✓
Pros	all templates are free to customize; access to "Design School" with video tutorials and interactive lessons; registered nonprofits may receive free pro accounts	created specifically for infographics; extensive map and chart creation tools	many free templates
Cons	even with pro accounts, not all images/graphics are free	limited number of free templates; free accounts can only save five infographics at a time	Work created on free accounts is not private (viewable to public); limited access to fonts and graphics
Tutorial video	https://designschool.canva.com/tutorials/getting-started/getting-started-canva/	https://piktochart.com/video-tutorials/	https://www.easel.ly/support/article-categories/videotutorials/

Remember: Cite your grant number and any sources referenced.

Avoiding Copyright Issues

Although Canva, Piktochart, and Easel.ly provide a large selection of images to use in infographics, you might decide to use images from other websites. If you do, here are the general rules:

- If you don't see a Creative Commons (CC) copyright license on the work or the creator doesn't tell you their work is free to use, you cannot use it.
- There are three ways to know if an image has a Creative Commons license:
  - It has a Creative Commons icon like the ones above.
  - The text says CC BY or a combination of the licenses above.
  - Check the bottom of the homepage or the "About" page so see if the website uses a single license for all their images/graphics.
- "Open source" or "creative commons zero" means the image/graphic is free to us without crediting the artist.
- Visit opensource.com or creativecommons.org for more information.