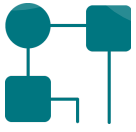


# Structuring Your Infographic

## CHRONOLOGY

### Flowchart



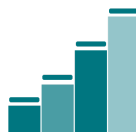
Starts at a single point and looks at the points that branch off based on different decisions

### Game Board



Provides a step-by-step guide to creating or completing something.

### Steps



Represents the number of steps it takes to do something, as well as the complexity of each of those steps.

### Road



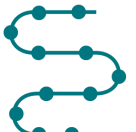
Anything that can be broken down into steps can be visualized as a road.

### Mountain



Can show a challenge where winning means climbing to the top. Terrain can be used to show difficulty.

### Timeline



A time sequence where events are shown starting at the top and moving in spirals. Prompt the eye to follow the story naturally.

### Grid



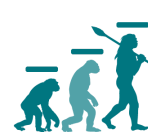
Let's you know immediately there is no hierarchy - every cell is equal. Yet, there is order.

### Cycle



Focuses on the never-ending nature of a cycle. Should be used when the steps repeat.

### Evolution



Can be used to show a gradual change in something. The result should be something dramatically different than the start.

### Factory

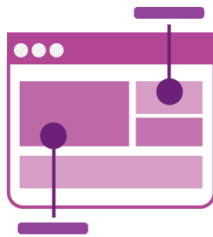


Can be used to show a mechanical process - could use a conveyor belt or an assembly line to show a concept.

## GEOGRAPHY

### Anatomy

Points out the parts of an object or person, describing what each part does, and what makes it work.



### Map

A location-based infographic uses a map to visualize geographical data.



## CATEGORY

### Comparison



A side by side comparison with points explaining the difference between two things.

### Venn



Show how concepts overlap. Is best used when you want to show simple overlaps.

### Mind Map



Can be used to show details of a single concept, or to show connections between multiple concepts.

### Spoke



All spokes support the center equally. This can be used to show equal members or parts of anything.

### Grid



Can be used to categorize different topics. Similar to the infographic you are looking at now.

### Subway



Shows how routes with multiple stops intersect. Can show how theories or objectives connect (or don't)

### Puzzle



Can show how irregular things can fit together despite looking like misfits.

### Scale



Shows a comparison between two things, especially pros and cons, positives and negatives, etc.

### Faces



Any information that could be easily encoded into human sentiment could use faces as a representation.

### Life of a City



Think of a city map, sidewalks and streets. Main topic can be separated into grids. They all work together to make the city work.

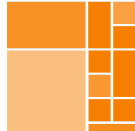
## HIERARCHY

### Pyramid



Shows hierarchy where every upper layer is progressively smaller than every lower layer.

### Grid



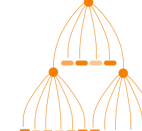
Uses nested rectangles to show a hierarchy. Rectangles can be divided into smaller ones to show what's within them.

### Concentric



In the middle is the most important thing, or the purpose. The importance should decrease going outward.

### Tree



Shows hierarchies and groupings. Anything that has subtypes or subcategories can be visualized as tree.

### Filter



The reverse of a pyramid. Shows how a concept is reduced as it goes through different stages.