

Purpose

Infographics use visuals to present data and information in a concise, engaging, and aesthetically pleasing manner. The University of Nevada, Reno uses infographics to share library statistics, accomplishments, and survey results with a variety of stakeholders.

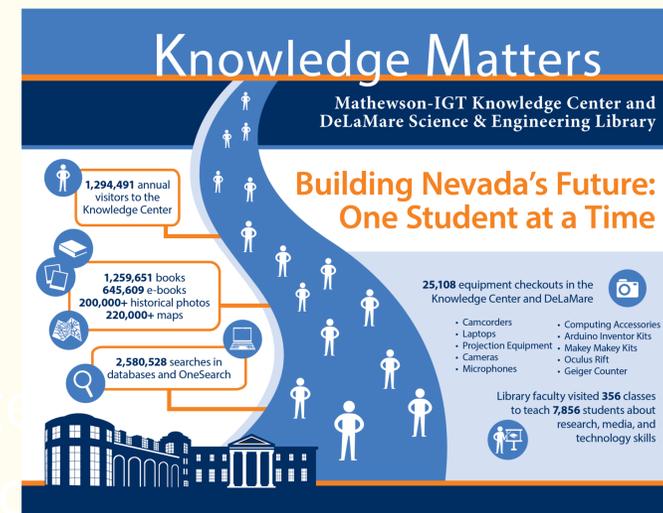
Using Infographics to Communicate about Library Data



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Two Uses of Infographics

1. A two-page infographic was developed for fundraising purposes that contains information about library statistics, events, and initiatives. This infographic was produced as both a handout and webpage, and is distributed to potential donors and community members. It is updated annually.
2. Two infographics were developed to share the results of a campus-wide student and faculty survey about the library. These infographics were produced as pages on the library website and provide a concise summary of the survey results for both library users and staff.



Process

1. Decide on the message and primary audience. What story do you want to tell?
2. Select data and information about your library that enhance your story and message.
3. Use a storyboard to help lay out your design.
4. Create a consistent design that organizes information into small chunks.
5. Produce with consideration for how the infographic will be shared.

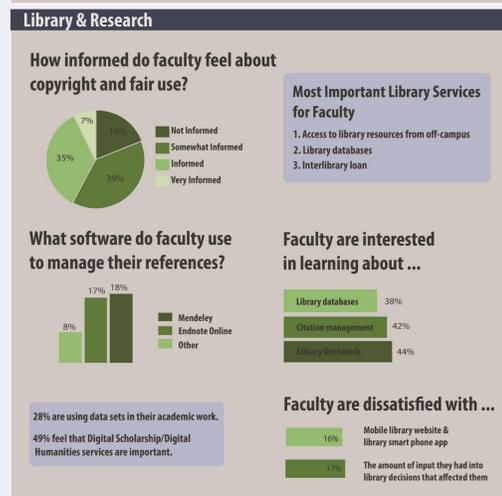
Tips for Constructing

1. Find examples that you like and model your design accordingly.
2. Carefully select color combinations. Use contrast to highlight information, but avoid the rainbow effect.
3. Emphasize the story.
4. Use local and/or national data sources, but be sure to accurately represent data.
5. Keep it as simple as possible. Infographics can be difficult to read if they are too busy.
6. Budget a significant amount of time for design and production.

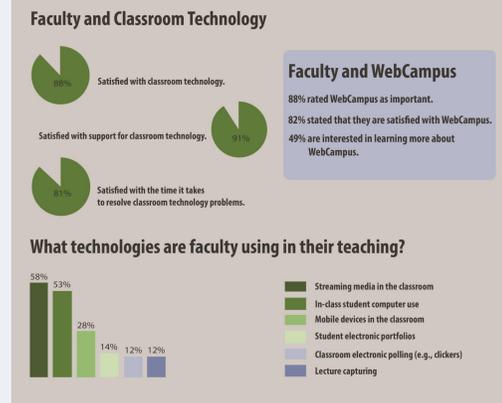
Implications

Infographics provide an excellent way for libraries to visually present data in an attention-grabbing and attractive manner. Libraries can use infographics as a tool for creatively telling their stories.

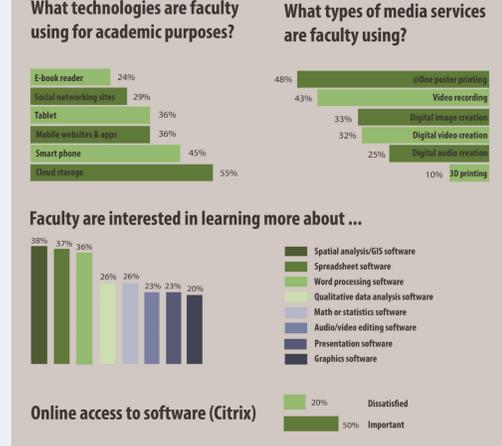
UNR Faculty Library & Technology Use



Teaching & Learning Technologies



Media Production & Software



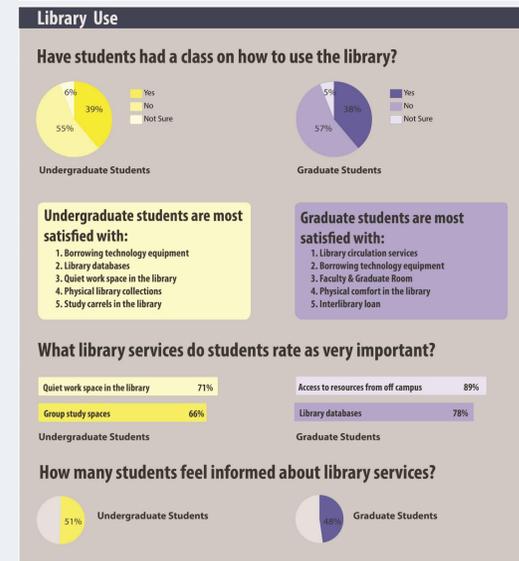
Source: UNR's 2014 Measuring Information Service Outcomes (MISO) Survey



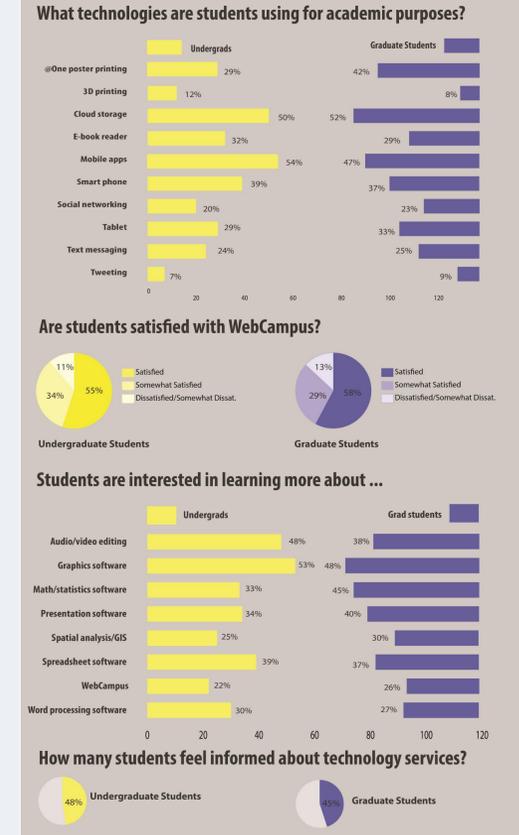
Characteristics

1. Icons and symbols may be used to represent numerical data.
2. A consistent theme or metaphor may be used to help tell the story.
3. Call outs can help to highlight key points.
4. A colorful or striking design can help to grab attention and sustain interest.
5. Data sources or contact information is usually presented at the bottom.

UNR Students Library & Technology Use



Technology Use



Source: UNR's 2014 Measuring Information Service Outcomes (MISO) Survey