

## Infographics for Market Researchers

Learn how to create infographics to highlight market research results. As part of a comprehensive deliverables strategy, they can play a crucial role in getting and keeping your audience's attention.

1. Overview and Background
2. Infographics as a communication vehicle
  - USA Today daily snapshots
3. How to Create an Infographic in 6 easy steps
  - Gather Data
  - Find the Narrative
  - Design a Layout and Format
  - Determine a Visual Approach
  - Review and Test
  - Publish
4. Case Study: Vortex Freezers
  - Models by demographics
  - Horizontal bar graph
  - Column chart
  - Highlight several items at a glance
  - Visual Message vs. Text Message
  - Examples:
    1. Option 1: Table Display
    2. Option 2: Graph Display
    3. Option 3: Infographic Highlights
    4. Option 4: Verbatim Quotes (with text)
    5. Option 5: Verbatim Quotes (with images)
    6. Option 6: Verbatim Quotes (with Word Clouds)

5. Good vs. Bad Examples of Infographics Exercise
  - Examples
6. Infographic Websites (Template Infographic sites) Videos
  - Piktochart
  - Easel.ly
  - Vengage
7. Homework: Create a one page infographic about Gaming
8. Review of Homework
9. Market Research Examples:
  - Gallup (US map)
  - Market Segmentation infographic
  - Charting the Future of Market Research
  - Effective Communication with Stakeholders
  - Cellphones and Dining Out
  - More examples
10. Resources, links and recommended readings

**Class availability and content subject to change. For the most current information, please contact [Sales@ResearchRockstar.com](mailto:Sales@ResearchRockstar.com).**