

4 Types of Infographic Projects

The "Process"

1

Useful for
"first this, then that"
scenarios

Takes the viewer on
a journey from
"beginning" to "end"

Illustrates chronological
relationships between
events

2

The "List"

- ☒ Works well for multiple content items
- ☒ Turns information into something visual
- ☒ Shortens lengthy material

The "Diagram"

3

Content tells a
story and/or
illustrates
relationships

Good for
describing or
explaining

Visualizes ideas
and concepts

4

The "Comparison"

Useful for
comparing two
different ideas
or things

Can be used to
highlight
similarities and
differences