

# Quick Guide to Creating an Infographic

Webinar Handout  
Center for Parent Information & Resources  
May 7, 2015

## Easel.ly does it.

There are literally dozens of websites offering free templates and online software you can use to create original infographics. This quick guide acquaints you with just 1 of those sites—**easel.ly**, at: <http://www.easel.ly/>

**1** Go to the Easel.ly website.  
<http://www.easel.ly/>

**2** Open a free account. Log in.  
Here's what you'll see:

### My Visuals



*Thumbnails of the visuals you've created to date. When you first sign up, you won't see this section.*

### Public Visuals 1466348 Visuals Created



*Your template library—Here are thumbnails of the visuals created by others and made public. You can use these. More than 1 million to choose from!*

**3** Explore the “Public Visuals.”

Explore the various visuals to find a design you'd like to use for *your* infographic. Click on the “Choose Category” box (on the far right of “Public Visuals”) to see what types of infographics are available. *Or* type a term in the search box that's there.

Search

### Choose Category...

Animals  
Business  
Checklist  
Education

*(list continues)*

**4** Pick a tempting template! Finally, you settle on one good-looking infographic design and want to adapt it for your own. **CLICK** on the image.

The image will load. You now have to **SAVE** the image and make it your own. Here's how to do that.

*Toolbar—What do you want to do with the “model” you've chosen? Save it!*

Home Save Open Clear Download Share

**5** Save the image. See the **toolbar** at the very top of your screen? It's just above the open infographic, in a long black bar that offers you many options. Click on **SAVE**. When the blue box appears, re-name the file as you'd like (erasing the name that's already there). Now it's yours to do with what you will!

The infographic now has the name you gave it and appears under “My Visuals.”



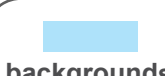




# “How To” Tips @ easel.ly

Need some tips on how to get things done with easel.ly’s software? Here are a few pointers to get you started.

**FYI:** Your infographic isn’t saved to your computer. It’s saved online at the easel.ly site.

## Explore what’s under each hood.

Home Save Open Clear Download Share

|  |   |  |  |   |   |   |
|--|---|--|--|---|---|---|
|  <b>Vthemes</b> |  <b>Objects</b>            |  <b>backgrounds</b> |  <b>shapes</b> |  <b>text</b> |  <b>charts</b> |  <b>upload</b> |
| <b>Choice of different themes</b>   drag a theme onto your Canvas                                | <b>Choice of different objects</b>   choose a category and view possible objects you can add to your visual | <b>Pick your background</b>   lots of colors and textures  | <b>4 pages of shapes</b>   arrows, conversation bubbles, lines                                   | <b>Only 5 choices here</b>  | <b>Upload your own graphics here</b>  |   |

## Other buttons to know and use.

zoom @ 100%



grid









undo

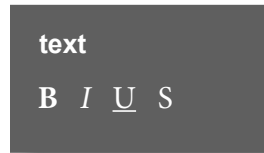
redo



## If you click on an **OBJECT** in your infographic, you’ll get these options.

|   |   |  |   |   |  |  |
|---|---|--|---|---|--|--|
|  |  |  <b>clone</b> |  <b>position</b> |  <b>opacity</b> |  <b>color</b> |  |
| <b>Trashcan!</b><br>Throw the object away   | <b>Lock</b> the position of an object, so it stays where you put it                 | <b>Copy</b> the object   | <b>Move</b> the object forward or backward  | <b>Send</b> the object to the front or back   | Move the slider to change how intense the color of your object is                                  | <b>Change</b> the color of your object |

If you click on **TEXT** in your infographic, you'll get the same options as before (trashcan, lock, clone...), plus—



**Adjust your text**  
bold, italics,  
underline, shadow



**Align your text**  
left, center,  
right

**Change the font**  
or its size

---

**D**ownload your infographic.



**Click here!**  
You'll get 3 options:  
low quality, high  
quality, PDF

**Want to **SHARE** your infographic?**  
Click "Share." You'll get 3 options:  
shareable link  
embed code  
group share

---

*Experiment!  
Let your creativity fly!  
Have fun!*

# Resources on Creating Infographics

---

There are so many resources available on creating infographics and so many places online that offer free tools and software. We've listed several below for your experimenting pleasure!

## Free, Online Creation Tools

### **Piktochart**

<http://piktochart.com/>

### **Canva**

<https://www.canva.com/create/infographics/>

### **Infogr.am**

<https://infogr.am/>

### **Tableau Public**

<https://public.tableau.com/s/>

### **SmartDraw**

<http://www.smartdraw.com/>

### **Easel.ly**

<http://www.easel.ly/>

## Interesting Readings

### **5 tips for creating infographics**

<http://www.digitalchalk.com/wp-content/uploads/2014/02/digitalchalk-5-tips-for-creating-infographics.png>

### **10 free tools for creating infographics**

<http://www.creativebloq.com/infographic/tools-2131971>

### **5 great online tools for creating infographics**

Identifies the top 5 programs online and gives their pros and cons.

[http://www.huffingtonpost.com/randy-krum/5-great-online-tools-for-\\_b\\_5964874.html](http://www.huffingtonpost.com/randy-krum/5-great-online-tools-for-_b_5964874.html)

### **10 awesome free tools to make infographics**

Lots of great design tips here.

<http://www.makeuseof.com/tag/awesome-free-tools-infographics/>

### **10 free infographic templates in PowerPoint**

<http://linkis.com/offers.hubspot.com/gmXVY>



---

## **Center for Parent Information & Resources**

SPAN | 35 Halsey Street, Suite 400, Newark, NJ 07102-3047

*"User-centered, user-driven, universal TA for Parent Centers"*