

5 VITAL FUNDAMENTALS FOR MAKING INFOGRAPHICS USING POWERPOINT

Posted in [Infographics](#) by [Manoj](#)



Ever wondered you could even make an infographic in PowerPoint? Well, that's true.... Create an impact with stunning infographics made in PowerPoint. Yes, you too can create an infographic without using any advanced tools like Adobe Photoshop or Illustrator. All you need is some creative visualization and proper use of PowerPoint elements (shapes) combined with the stock of photos or data you have.

Here are the five vital fundamentals you need to keep in mind for creating an impressive infographic in Microsoft PowerPoint:

1. Dimensions:

Generally, infographics are tall (vertical layout). PowerPoint slides are usually landscape mode, obviously considering

the fact that it's made for creating presentations! You can easily change the width and height of your slide by choosing **Design >> Page Setup**. In the dialog box that opens, set the desired dimensions.

However, if you are presenting your Infographic as a PowerPoint Presentation, instead of scrolling down a super long Infographic, why not to slice it up into slides, animate them, and make it more comprehensive. PowerPoint is a brilliant tool to communicate an idea visually.

2. Setting up A Color Theme:

You must have noticed, most infographics use up to 7 color-shades to represent all their data. You need to set up a color scheme in PowerPoint as well, so that when you add elements like shapes, smart-art, text etc. you automatically get default chosen color shades, and save time on editing too!

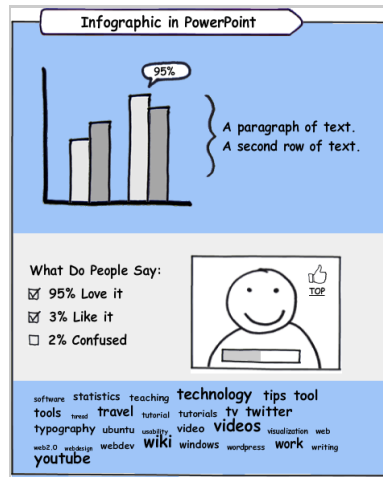
To change the color scheme, simply go to **Design >>** click on **Colors** button. It shows you built-in color schemes. If you want to create a custom color theme, in the colors menu that appears, click on "**Create new theme colors**". It opens up a dialog box allowing you to set individual color shades.

3. Using Shapes & Smart Art:

Shapes are multipurpose. They form a part of your data visualization and also to design the theme or background shades or for emphasis of elements. Avoid background fills or colorful shapes that are distracting or difficult to read from!

Some common examples of using shapes to in a PowerPoint infographic

- Rectangles – lighter shades in the background for headings
- Circles – bubbles to show percentages
- Arrows – To show dependencies or steps or a process or outcomes



If you have less time and need a quick good-looking representation of data, try one of the Smart-Arts. Yeah, that takes care of everything.... Lists, processes, organization charts, matrix, pyramids and more!

4. Using Images – Silhouettes, Icons & Photos

Mere shapes and text don't complete an infographic! You need to make your PowerPoint infographic visually stimulating by using the right type of images, silhouettes, icons and photos.

If you import photos, make sure they have a transparent background or you can read my article on how to make photo background transparent in PowerPoint here. It's recommended to have a transparent PNG file format though. Using silhouettes can also be pretty impressive – esp when showing demographic data like male / female etc.

While depicting data make sure you use icons! Everyone remembers and can easily relate to an icon. Using an icon can also avoid visual clutter. Here's an important resource for you – www.iconfinder.com. Check it out! You'll find loads of Free Icons to use for your presentation.

5. Using Charts

Data without Charts is like an annual report without balance sheet! Nothing goes into the head.

As a ground rule, every infographic that emphasizes on data, must have at least one chart or represent numbers in the new trendy chart formats! Oh yeah... the new trends... showing iconified stuff with color-filled or piles of money or bars of stuff charts. You better read this article about unique chart styles for an impressive PowerPoint presentation!

Make sure your charts don't have gridlines and too many labels. Infographic charts are usually a gist of what you wish to say. One or two points well elaborated in a sentence are supported via these charts.

Checkout Freebie Of The Week: [Infographic Elements PowerPoint Template](#)

Summary:

To summarize, infographics in PowerPoint are a cake walk! You don't need to be a pro at Photoshop, all you need is some creative inspiration and a few right clicks to get a visually charming, easy to grasp-data infographic made in PowerPoint. You must initially set-up your color theme, so that your charts & smart-art will blend with the shades of the theme. Now you know why that was the second most important fundamental here.

If you've made an infographic in PowerPoint, do share it with us here! Either via comments or email it to us. We would love to showcase some real life work for inspiration of all those PowerPoint lovers!



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