

Infographics using Adobe Illustrator



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Course Description

Infographics are an exciting way to visualise data and make it interesting, accessible, and help reinforce your brand.

This one day course will teach you how to visualise data / information and allow your audience to digest your information in an enjoyable way.

You will explore different infographic formats, from web to print and design content using "industry standard" Adobe Illustrator.

Who should attend?

Designers / Web Designers, people in marketing in fact anyone that needs to create compelling infographics with a working knowledge of Adobe Illustrator or after attending a Dynamix "Introduction to Illustrator" course.

This course is run on a bespoke basis, giving you the opportunity to tailor the course to your exact requirements. To provide a starting point, we'd recommend you use the suggested course outline as a guide.

The course runs from 9.30 am to approximately 4.30 pm.

Introduction

- What is an infographic?
- What makes a successful infographic?
- Examples of infographics
- Make your data beautiful
- Turn it into an infographic
- Branding
- Infographics as marketing tools

Automation

- Excel and Illustrator
- Online services
- Clip art

Infographic Styles

- Flowcharts
- Single elements
- Diagram Infographics
- Process Infographics

- Chart Infographics
- Time line Infographics

Creating graphs in Illustrator

- Graph data
- Modifying & selecting graph elements
- Custom graph designs

Techniques

- Typography
- Consistency
- Hierarchy
- Grouping
- Shaping
- Cutting
- Comparing
- Content
- Structure
- Grids

- Wireframe
- Mood Boards
- Branding
- The "Call to Action"
- The core message

Distribution

- Formats
- Compression and web delivery
- .SVG
- .GIF
- .PDF
- Can/should it be animated?

Looking for good ideas

- Your audience
- The design brief

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