**Infographics:**
Displaying Data for Easy Interpretation

**Course objectives:**
- Create new infographics
- Customise block and layouts
- Edit content using text, images, media, charts and maps
- Publish, Present and Print

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**Student Training and Support**

<table>
<thead>
<tr>
<th>Phone</th>
<th>(07) 334 64312</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td><a href="mailto:askus@library.uq.edu.au">askus@library.uq.edu.au</a></td>
</tr>
</tbody>
</table>

**Service Points**

- **St Lucia:** Main desk of the SSAH, ARMUS and DHESL libraries
- **Hospitals:** Main desk of the PACE, Herston and Mater libraries
- **Gatton:** Level 2, UQ Gatton Library

Library services provide the student I.T. Helpdesk service in the UQ Library. They can assist with general enquiries and IT support. This includes computing help and training for UQ students in: Study Management Applications like my.UQ and Learn.UQ (Blackboard), Microsoft Office and I.T. fundamentals like file management, printing and laptop setup.

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**Staff Training and Support**

<table>
<thead>
<tr>
<th>Phone</th>
<th>(07) 3365 2666 (Bookings Only)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td><a href="mailto:staffdev@uq.edu.au">staffdev@uq.edu.au</a></td>
</tr>
<tr>
<td>Web</td>
<td><a href="http://www.uq.edu.au/staffdevelopment">http://www.uq.edu.au/staffdevelopment</a></td>
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</table>

Staff may contact their trainer with enquiries and feedback related to training content. Please contact Staff Development for booking enquiries or your local I.T. support for general technical enquiries.

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Piktochart is one product amongst many that provide Data Visualisation and Infographic capabilities. Others are listed in the table below. Feel free to investigate others and choose those you like better.

<table>
<thead>
<tr>
<th>Application</th>
<th>Free Account</th>
<th>Download Function on free account</th>
<th>Sharing</th>
<th>Resources Available</th>
</tr>
</thead>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Hidden</td>
<td>Library size</td>
</tr>
<tr>
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<td></td>
<td>Public</td>
<td>Maps</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Specific</td>
<td>Charts Graphs</td>
</tr>
<tr>
<td></td>
<td></td>
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<td></td>
<td>Data Import</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Upload images</td>
</tr>
<tr>
<td>1 <a href="https://piktochart.com/">https://piktochart.com/</a></td>
<td>Yes</td>
<td>Yes</td>
<td>✓ Premium</td>
<td>Unlimited</td>
</tr>
<tr>
<td>2 <a href="https://infogr.am/">https://infogr.am/</a></td>
<td>✓</td>
<td>No</td>
<td>✓ Premium</td>
<td>Max 10</td>
</tr>
<tr>
<td>3 <a href="https://venngage.com/">https://venngage.com/</a></td>
<td>✓</td>
<td>No</td>
<td>✓</td>
<td>5</td>
</tr>
<tr>
<td>4 <a href="http://www.easel.ly/">http://www.easel.ly/</a></td>
<td>✓</td>
<td>Yes</td>
<td>✓</td>
<td>Unlimited</td>
</tr>
<tr>
<td>5 <a href="https://www.canva.com">https://www.canva.com</a></td>
<td>✓</td>
<td>Yes</td>
<td>✓</td>
<td>Unlimited</td>
</tr>
</tbody>
</table>
**Piktochart**

Piktochart is a web application, for creating a range of data visualisations including infographics, posters, reports, and promotions. The basic version of the Piktochart application is web based and does not require an installation. You do, however, need a free account to start creating your own visualisations. There are also paid and educational membership options which can be investigated at https://piktochart.com/pricing/education/

### Exercise 1.  Create a Piktochart account

1. Go to [http://piktochart.com](http://piktochart.com)
   **Note** Piktochart works best in Google Chrome or Firefox
2. Click on **START FOR FREE**

3. Complete the registration form
   DO NOT use same password as UQ account
4. Click on **CREATE MY ACCOUNT**

A dialogue box will open to indicate a confirmation has been sent to your email.

5. Open your mail
6. Click the **Confirm my Mail** button

7. Sign in with your details
8. Click **LOGIN**
**The Piktochart interface**

Piktochart is being actively developed and the interface and features may change from time to time.

**Banner**

**Menu bar**

**Gallery**

Piktochart has three main sections:

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Pikto Templates</td>
<td>Access templates to assist with new creations. When you logged in this will be the default screen.</td>
</tr>
<tr>
<td>2. My Saved Piktocharts</td>
<td>Your personal gallery of creations. With a free licence you can create an unlimited number of data visualisations</td>
</tr>
<tr>
<td>3. Featured Piktocharts</td>
<td>Be inspired by the Piktochart community. Browse the gallery of creations from other users.</td>
</tr>
</tbody>
</table>

**Creating a Data Visualisation**

The process in five easy steps

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Instructions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Discover</td>
<td>your infographic Story</td>
</tr>
<tr>
<td>2.</td>
<td>Select your Template format</td>
<td>Infographic, Poster, Presentation, Report</td>
</tr>
<tr>
<td>3.</td>
<td>Get the Relevant Data</td>
<td>This can be your own data, original research or from other data sources such as journals, databases or websites</td>
</tr>
<tr>
<td>4.</td>
<td>Design your infographic</td>
<td>Visualisations, Blocks &amp; Layout, Colours/Fonts</td>
</tr>
<tr>
<td>5.</td>
<td>Promote your Infographic</td>
<td>Publish by sharing online or downloading to print</td>
</tr>
</tbody>
</table>
Getting Started

Exercise 2.

View featured Piktocharts

1. Click Featured Piktocharts
2. Enter a title to search: Star Wars
   Or
3. Click on any displayed creation
   Use the arrows at the left and right of the screen to navigate or scroll through the creation

Exercise 3.

Choose a template

Templates are pre-made Piktocharts with empty frames for your content. Use templates to get a feel for how Piktochart works best or to get started quickly.

1. Click Pikto Templates
2. Click the INFOGRAPHIC format
3. Click the FREE TEMPLATES option
4. Click on the Create
   This will open the editor on the Create Your Own Infographic template. If you click on the magnifier a preview of the template will display.
Use a new template

1. Click on your username in the banner
2. Select Pikto Templates

3. Filter to show Infographic free templates

4. Hover on the Business Basic Template
5. Click on the Create
   This will open the editor on the Business Basic template. If you click on the magnifier a preview of the template will display.

The template will be available for you to edit. Simply click on any block to edit, reposition, duplicate, resize or remove.
Exercise 4.

Set Dimensions

The format and size of the template you choose will have an impact on its output. To ensure your offline creations can be viewed and printed set the pixel dimensions when you begin. This can be done after working but you need to ensure content is resized to retain layout and proportions.

Poster dimensions - Pixel measurements

<table>
<thead>
<tr>
<th>Page Size</th>
<th>Print Quality - 300 dpi</th>
<th>Screen Quality – 72ppi</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Width px</td>
<td>Height px</td>
</tr>
<tr>
<td>A4</td>
<td>2480</td>
<td>3508</td>
</tr>
<tr>
<td>A3</td>
<td>3508</td>
<td>4962</td>
</tr>
<tr>
<td>A2</td>
<td>4962</td>
<td>7017</td>
</tr>
<tr>
<td>A1</td>
<td>7017</td>
<td>9933</td>
</tr>
</tbody>
</table>

Size - the height and width of blocks will always be measured in pixels

Height

1. Click on block 6
   There will be a white semi-transparent bar at the bottom defining the boundary between the blocks.
2. Hover your mouse-over this bar.
3. Click and drag to resize the block height to approx. 850px.
   A tiny black box will appear to show you the size height to guide you as you resize.

Height and width

1. Click on block 3 to select it.
2. Click the cog button for Settings.
   It opens up a menu to change the width and height.
   Piktochart provides pre-set width e.g. 600, 800, and 1280 pixels. Please note that changing the width on any block will apply the changes to all blocks.
   You can also input your desired height (in pixels) for the selected block. Please search online for a free inch to pixel calculator to help determine this.
   Please keep your Piktochart under 30,000 pixels for height. In addition, try not to exceed 1980 pixels for width as most machines are currently not sufficient to handle this large a file.

Resize Content

If “Resize Content” is ticked all objects within the selected block act accordingly as the block size changes. If the infographic block size is reduced, all objects will shrink accordingly. Changing each object’s size separately will not be needed, saving precious time!

If ‘Resize Content’ is unticked, any changes made on the selected block size will only affect the block, and all objects remains untouched. Note that the width changes will take place from the right side of the block!
Visual Elements

Exercise 5. Add Blocks

1. Click on block 2
2. Click the clone button in the block toolbar

Block 3 will be added immediately below the original.

Background

1. Click on block 2
2. Click Background in the menu
3. Click on a background image
4. Slide the opacity
5. Click the colour button
6. Select a background colour
   Click and drag to adjust opacity further if necessary

Exercise 6. Remove Cut-Off line on screen

1. Click on File in the editor
2. Select Page Setup
3. Click checkbox alongside Hide cut off line
Adding Content

Exercise 7. Add Text

a. Text placeholders
   1. Double-click Placeholder 1 in block 1
   2. Add University of Queensland
   3. Double-click Placeholder 2 in block 1
   4. Add LIBRARY
   5. Click placeholder 1
      A dark outline with handles will appear.
   6. Drag this object up to re-position
      Orange alignment guides will display onscreen.

b. Text frames
   1. Click on block 2
   2. Resize to approx. 350px
   3. Click Text in the side menu
   4. Click on a Text Frame
   5. Double-click text to edit
   6. Add new text: TENNIS
   7. Drag and Drop to resize and reposition

Exercise 8. Rename your Piktochart

1. Click in the name field in the banner
2. Enter a new name: i.e. Training sample
3. Click on Save button in the banner
   Piktochart will auto-save to ensure you don’t lose content unexpectedly but you can click save at any time.
Exercise 9.  

**Working with Graphics**

**a. Shapes and lines**

1. Resize block 3 to approx. 450px

2. Click on Graphics in the side menu
3. Click on Shapes & Line
4. Click Add Line button
5. Click and drag line to resize

6. Click on a basic shape
   Repeat for 2 other shapes
7. Click and drag to align shapes under line

8. Select a line or shape
9. Click on the Colour tool in the properties toolbar
10. Select a colour
    Repeat for other shapes
11. Click in block to close tool palette

**b. Icons**

1. Click Icons bar in the Graphics side menu

2. Click the category field
   A drop down list will appear
3. Select a category
   A range of icons will appear. Hover over an icon to see a magnified view.
4. Click an icon to add it to the active block

5. Resize and reposition over an existing shape
6. Click on the **Colour** tool in the properties toolbar
7. Select a colour
8. Click in block to close tool palette

**c. Photos and Photo Frames**

1. Click on **block 4**
2. Adjust the height to approx. 675px
3. Click the **PHOTO FRAME** bar
4. Click on a frame from the gallery
5. Resize and reposition inside active block
6. Copy and paste the frame
   (use CTRL C + CTRL V)
7. Reposition along block
8. Double-click on the number on each photo frame to edit
9. Change the numbers into sequence
10. Click **PHOTOS** in the **Graphics** side menu

11. Select a category
12. **Drag and Drop** a photo over a frame

13. The image will be bound by the frame already in place.
   **Note:** If you drag beyond the frame the image will appear independently.
**Edit graphics**

**Exercise 10. Masking**

The masking tool is used to "cut" an image into the shape of an icon.

1. Add an icon and image to a block in your infographic
2. Select both these objects
   For best results, use a single coloured icon. To select two images at one time, hold the shift key as you click to select.
3. Click on the mask button from the menu at the top.
4. Double click to reposition your image within the icon.
5. Click and drag to resize and reposition

**Exercise 11. Upload Images**

1. Click on **Uploads** in the side menu
2. Click **Select image(s) from computer** button
3. Navigate to the required image file
4. Double-click to upload

**Exercise 12. Insert Images**

a. **To a block**

1. Click on any block to activate
2. Go to **Uploads** in the side menu
3. Click on any uploaded image
   The active image will be placed into the block
4. Resize and reposition as necessary
b. To a placeholder

1. Go to block 5
2. Go to UPLOADS in the side menu
3. Drag and drop an image over a placeholder
4. Release when image fills the placeholder
5. Double-click to edit image position within frame

**Grouping**

Objects can be selected together to edit or can be grouped to manage in a frame are automatically grouped. This means they rescale or are deleted if you change or delete the frame. Grouping also links objects as related ideas.

**Exercise 13.**

<table>
<thead>
<tr>
<th><strong>Grouping related elements</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Go to Block 7</td>
</tr>
<tr>
<td>2. Click and drag across one panel to select all the elements.</td>
</tr>
<tr>
<td>3. Right click on <strong>Selected elements</strong></td>
</tr>
<tr>
<td>4. Select <strong>Group</strong></td>
</tr>
<tr>
<td>5. Click and drag to reposition</td>
</tr>
<tr>
<td>6. Repeat for the other panel</td>
</tr>
</tbody>
</table>

**Exercise 14.**

<table>
<thead>
<tr>
<th><strong>Ungrouping</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Optional</strong></td>
</tr>
<tr>
<td>1. Right click the object</td>
</tr>
<tr>
<td>2. Select <strong>Ungroup</strong></td>
</tr>
</tbody>
</table>
Interactive elements
If you intend to use a digital version of your infographic you can add charts, hyperlinks, interactive maps and media clips.

Exercise 15. Insert charts

1. Go to Block 6
2. Extend block to approx. 1100px
3. Go to Tools in the side menu
4. Click on the Charts icon.
   A popup window will appear displaying:
   - A list of available chart types.
   - A preview of the chart
   - A spreadsheet for inserting or importing your data
5. Click on the Insert Chart button
6. Resize and reposition as necessary
7. Click on the edit icon
8. Select the icon matrix chart
9. Change the data as shown: representing 90% of population change data
10. Click the settings button
11. Switch off Legend
12. Change Individual Colour Setting
13. Choose a shape
14. Enter a Chart Title, sample “Smart Phone Usage”
15. Click **Update Chart**

The matrix charts will be displayed on screen

16. Resize and reposition as necessary

b. **For effect**

1. Go to **Tools** in the side menu
2. Click on the **Charts** icon.
3. Select the **Doughnut Chart**
4. Click on Insert Chart

5. Click on the edit icon

6. Change the data as shown

7. Click **Settings**
8. Switch off the **Legend**
9. Change the **Individual Colour Setting**

10. Click on **Update Chart**

Layering is necessary to locate a chart behind an image or icon for effect.

11. Hover over **Arrange** button
12. Click **Send to back** button
13. Resize and reposition as necessary

The chart will be positioned behind the relevant object.
Exercise 16. Add Hyperlinks

You can include hyperlinks to sites on the internet by entering the URL. Note that these hyperlinks will only become active if you choose Publish and either view the infographic online or embed the infographic to a website. Links will not work if you export to JPEG or PNG.

1. Select the object or text you would like to hyperlink on your Piktochart.
   References, icons and images are great for hyperlinking.

2. Click the link icon in the top menu
3. Enter the URL.
   Remember to include http:// for the hyperlink to work.
4. Click on OK
5. Click on Preview to check link
   There will be no indication of the link other than the Hyperlink Hand

Exercise 17. Add a map

a. Insert a new map

1. Click Tools in the side menu
2. Click Maps icon
   You have the choice of working with Countries or Regions
3. Click on Countries
4. Enter a country name
5. Click on the result displayed
6. Click on **EDIT MAP**

7. Edit the colour for each map element

8. Change the population heading to **UQ Student Attendees**

9. Enter details for each state
   - **Please note:** the data that you include has captions available (on Hover) with the online (url/published) shared version. However, no static data will appear for the downloaded version.

10. Click **Insert Map** button

b. **Edit an existing map**

1. Click on **Edit icon**

2. Right click on a row number

3. Select **Hide**

4. Click on **Update Map**
Exercise 18. **Add Video**

You can add a YouTube or Vimeo video to an infographic. Note, however, that videos will only work when opened with the provided URL or when the infographic is embedded in a website. Videos will **not** work if you choose to export your Piktochart as JPEG, PNG, or PDF.

1. Select a block
2. Click on **Tools** in the side menu
3. Select the Video icon.
4. Paste the video URL
5. Click **Insert**
6. Resize and reposition as necessary

The video will not play when you are editing or previewing your infographic. It will only play once you choose Publish.

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Exercise 19. **Acknowledgments**

It is important to include attribution for the sources used in creating your infographic. These can be added to the last block in your creation.

1. Go to **Block 9**
2. Double Click to edit text

---

Remember to give credit to your resources:
Take this example:
www.piktochart.com/blog
Publish, Present and Print your Piktochart

Exercise 20. Publish your infographic

Share online via Edit Mode

1. Click on Share in menu bar

2. Click the expand arrow beside UNPUBLISHED, if necessary

3. Click on public

4. The URL of your creation will display. This can be copied to add to web pages, blogs and presentations.

5. Click on Open in Presentation Mode

Each block will be displayed full screen
Use the arrows at the left and right of the screen to navigate

Share online via My Saved Piktocharts

1. Click on Unpublished
2. Click on **Public**

The status of your creation will update. It will now be published and is available to anyone using the URL or searching.

**OPEN ON WEB:** Displays the creation in a new tab.
**PRESENT:** Displays the creation directly in presentation mode

---

**Exercise 21.**  
**Preview a Piktochart**

**a. Preview via My Saved Piktocharts**

1. Hover mouse over a Piktochart
2. Click on **Preview**

A sample will display, with a gallery of all creations
3. Click arrows to navigate to other creations

a. Click trash icon to delete  
b. Click pencil icon to edit  
c. Click cross icon to close preview

**a. Preview via Edit Mode – simply editing a creation will enable edit mode**

1. Click on **Preview**

2. Click on Exit Preview

---

Data Visualisation: Infographics
Exercise 22.  **Present a Piktochart**

An infographic can be presented after it has been published. Please see Exercise 20 on page 20

Go to **My Saved Piktocharts**

1. Hover mouse over a “public” infographic
2. Click on **Present**

3. Hover mouse over a navigation arrow to view full screen
4. Click arrows to navigate through infographic
   Each block will be displayed full screen
5. Hover mouse over bottom edge of screen to display presentation tools or
6. Press **ESC**

Exercise 23. **Download your Piktochart**

Go to **My Saved Piktocharts**:  

1. Click **Edit** button on chosen creation

2. Click **Download**

3. Select the download file settings
   a. Size for quality
   b. File Format
4. Click the **Download as .PNG** button
   Remember to size your creation appropriately for print and screen output. Please see Exercise 4 on page 8

5. Enter a filename for the download
6. Click on **Save**
7. Click the close icon

**Exercise 24. Print your Piktochart**

Piktochart does not include a built-in printing function. This is not recommended with a free licence as the output is limited. To print, you have to first download your infographic to your computer.

1. Open the file using your computer’s photo software, and print with that application.

   You may experience unexpected results if your printer cannot work with the infographic dimensions.

**Permissions and house keeping**

**Exercise 25. Delete a Piktochart**

1. Click My Saved Piktocharts in the toolbar

2. Click on the Delete icon on the Piktochart thumbnail

3. Click on the Delete button