



TIPSHEET

What are infographics?

Some thoughts on images and words

1. *Infographics in White Papers*

Information graphics play a central role in a White Paper, because they can visually portray the most important information briefly and succinctly.

2. *The aims of Infographics*

a) Infographics communicate facts and complex relationships; they portray figures and data clearly and are understood correctly at a glance.

b) Infographics are supposed to evoke emotions: The images of an infographic can arouse enthusiasm, curiosity or fascination and thereby lead on to the text.

c) Infographics use symbols: As the saying goes, a picture paints a thousand words. Above all, the images of an infographic can specifically introduce the right symbols into discussion about the portrayal of controversial subjects. These are – often unconsciously – taken on board by the readers.

d) Infographics are supposed to be aesthetically pleasing: The layout of infographics contributes heavily to the image of a White Paper. But in a different way to brochures and advertising material, there are normally no other “advertising laden” images.

3. *Text and Image*

Infographics convey the key messages und facts of a White Paper and thereby create a “genuine faith” in its content. This faith is not arrived at by reasoning, but rather directly from the resonance on the product altogether. Every reader understands infographics intuitively. They are the elements, according to which the reader judges whether the White Paper equates with its own demand for quality and whether they are convinced of its content.



Would you like to receive more information?

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