

DO I NEED AN INFOGRAPHIC?

Information graphics (or infographics) are generally a visual representation of information or data. At **FIVEFOLD** we like to be more specific. A true infographic uses connecting imagery, charts, and minimal text to communicate complex information in a simple and easy to digest overview. It has the power to reveal alternate perspectives and ideas. So it's crucial to remember that true infographics must and can do much more than just visually excite and engage the reader. But even if you don't have a 'true' infographic, strong design can still help you communicate effectively. Find out what you might need below.

