10 Steps to Creating Infographics *using PowerPoint*

By Kalei Munsell

Step 1

Create a PowerPoint file using the "Blank" template

You can always change the background color later on. Just because it starts out white, doesn't mean you have to keep it that way.

Blank Presentation

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Step 2

Resize slide to your infographic size

I typically start out with a 1:3 ratio (10 x 30 in), and build out as needed for extra information.

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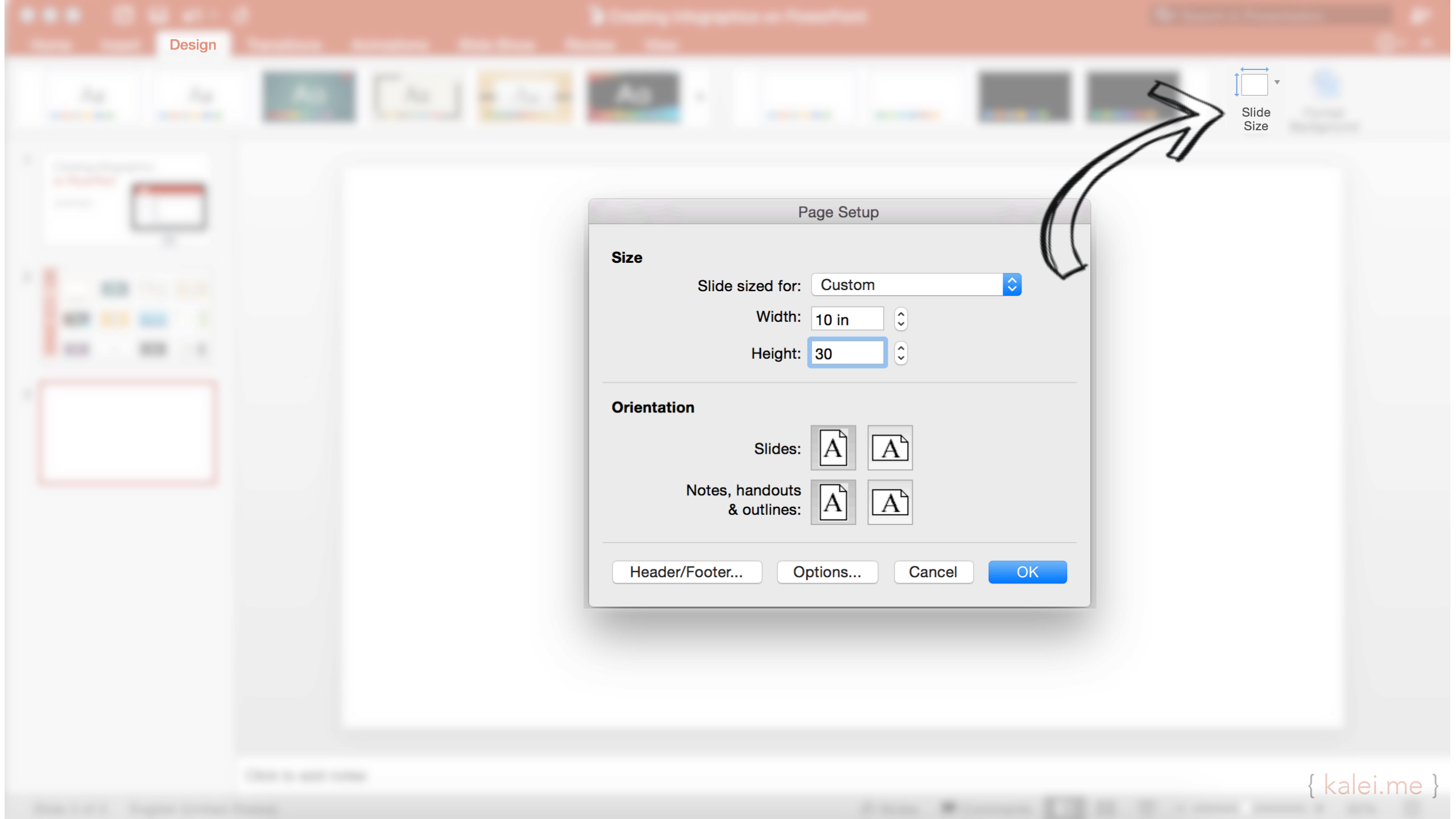
Design
Slide Size
Page Setup
Size
Slide sized for:
Custom
Width:
10 in
Height:
30
Orientation
Slides:
Notes, handouts & outlines:
Header/Footer...
Options...
Cancel
OK

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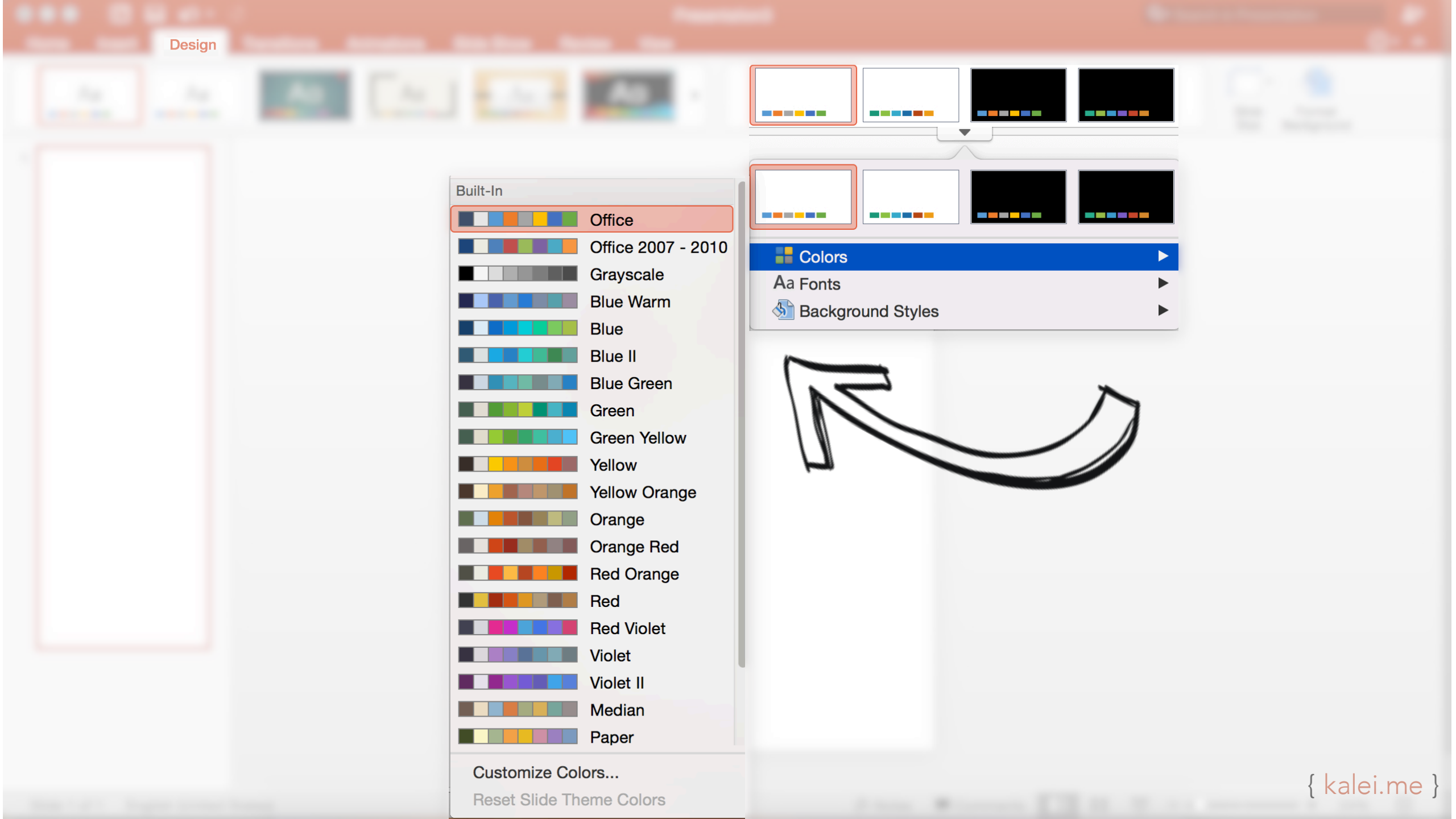
Step 3

Choose a color scheme to fit your look

If you don't like the color schemes offered by PowerPoint, customize your own palette. Many external sites (such as Adobe Color CC) will even generate cohesive color palettes for you.


Design
Built-In
Office
Office 2007 - 2010
Grayscale
Blue Warm
Blue
Blue II
Blue Green
Green
Green Yellow
Yellow
Yellow Orange
Orange
Orange Red
Red Orange
Red
Red Violet
Violet
Violet II
Median
Paper
Customize Colors...
Reset Slide Theme Colors
Colors
Fonts
Background Styles

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Step 4

Write down the information and data you want to include in the infographic

You have to know what type of information you're trying to visualize before you can figure out the best way to design it. Do you need to include charts? Graphs? Word art? Icons?

Professional Infographic:
$2500
DIY Infographic: $0

Content with visuals get 94% more total views

People remember:
10% of what we read
20% of what we hear
30% of what we see

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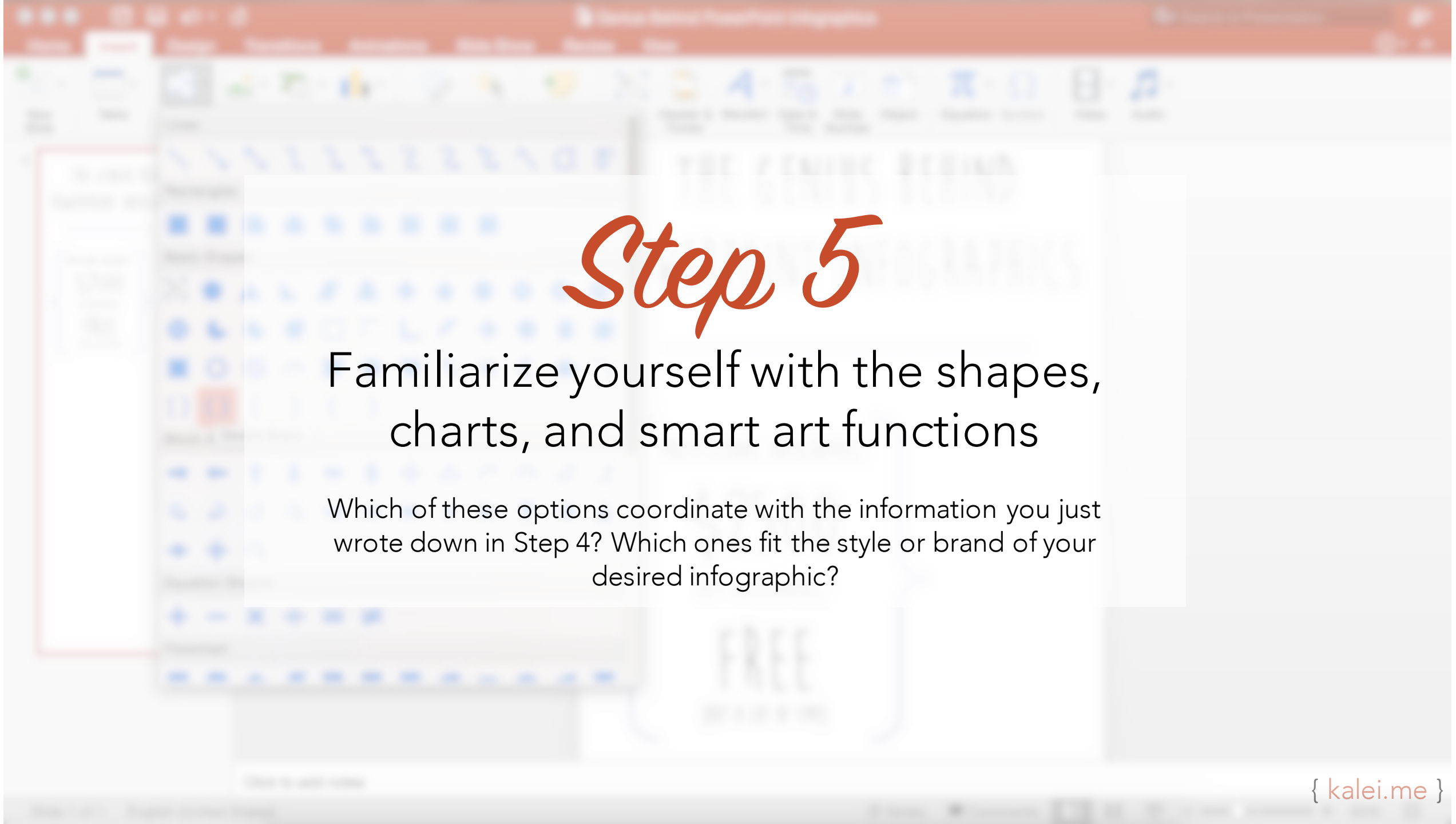

Step 5

Familiarize yourself with the shapes, charts, and smart art functions

Which of these options coordinate with the information you just wrote down in Step 4? Which ones fit the style or brand of your desired infographic?

Insert

Lines

Rectangles

Basic Shapes

Double Brace

Block A

Equation Shapes

Flowchart

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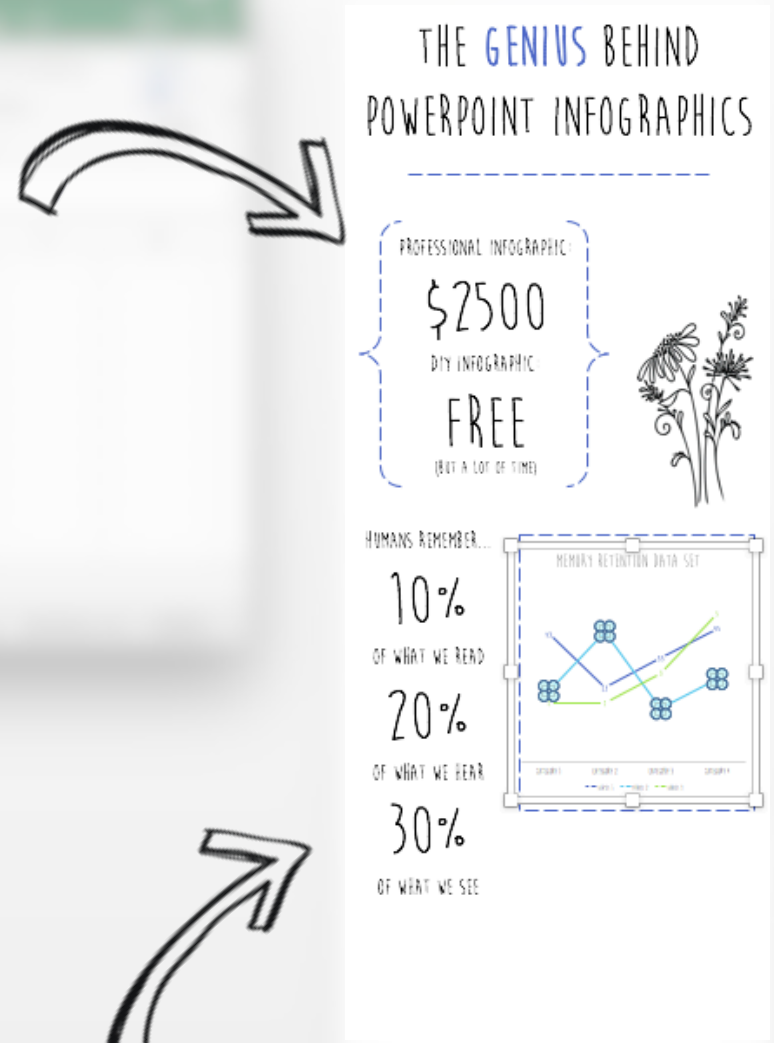
Step 6

Mix things up

Insert information in various styles: charts, shapes, borders, different font styles/sizes/colors, icons, etc. Look at other infographics for inspiration.


THE GENIUS BEHIND
POWERPOINT INFOGRAPHICS
PROFESSIONAL INFOGRAPHIC:
$2500
DIY INFOGRAPHIC
FREE
(BUT A LOT OF TIME)
HUMANS REMEMBER...
10%
OF WHAT WE READ
20%
OF WHAT WE HEAR
30%
OF WHAT WE SEE
MEMORY RETENTION DATA SET

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Step 8

Use real data

PowerPoint allows you to use datasets through Excel in order to create correctly proportioned graphs and charts, take advantage. This is something you can't do on a lot of software that professional designers use for infographics.

Chart Design

Edit Data in Excel

Search Sheet

Home | Insert | Page Layout | Formulas | Data

Clipboard | Font | Alignment | Number | Conditional Formatting | Format as Table | Cell Styles | Cells

A6

	A	B	C	D	E	F	G
1		Series 1	Series 2	Series 3			
2	Category 1	4.3	2.4	2			
3	Category 2	2.5	4.4	2			
4	Category 3	3.5	1.8	3			
5	Category 4	4.5	2.8	5			
6	›››						
7							
8							
9							
10							
11							

Sheet1

Ready 100%

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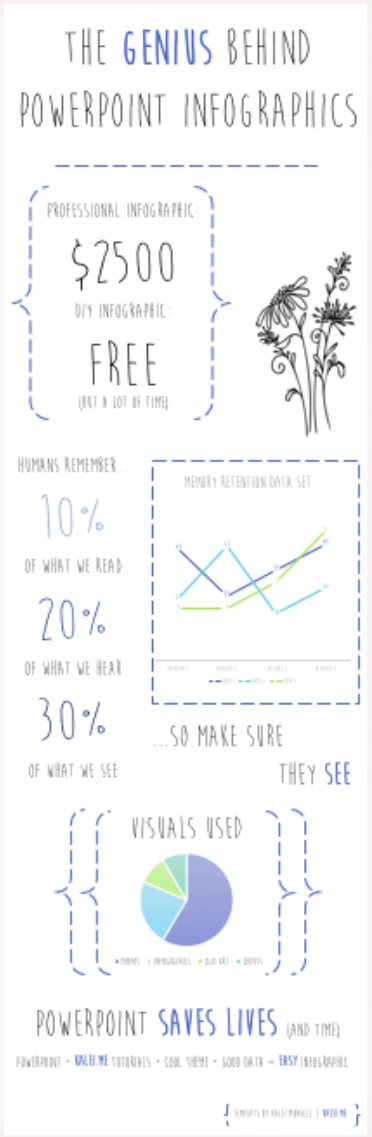
Step 9

Trial and error

I wish there were better advice here, but honestly the best infographics come from a lot of time spent experimenting with different placement and style. Once all your information has been included, keep trying new things until you like the way it looks.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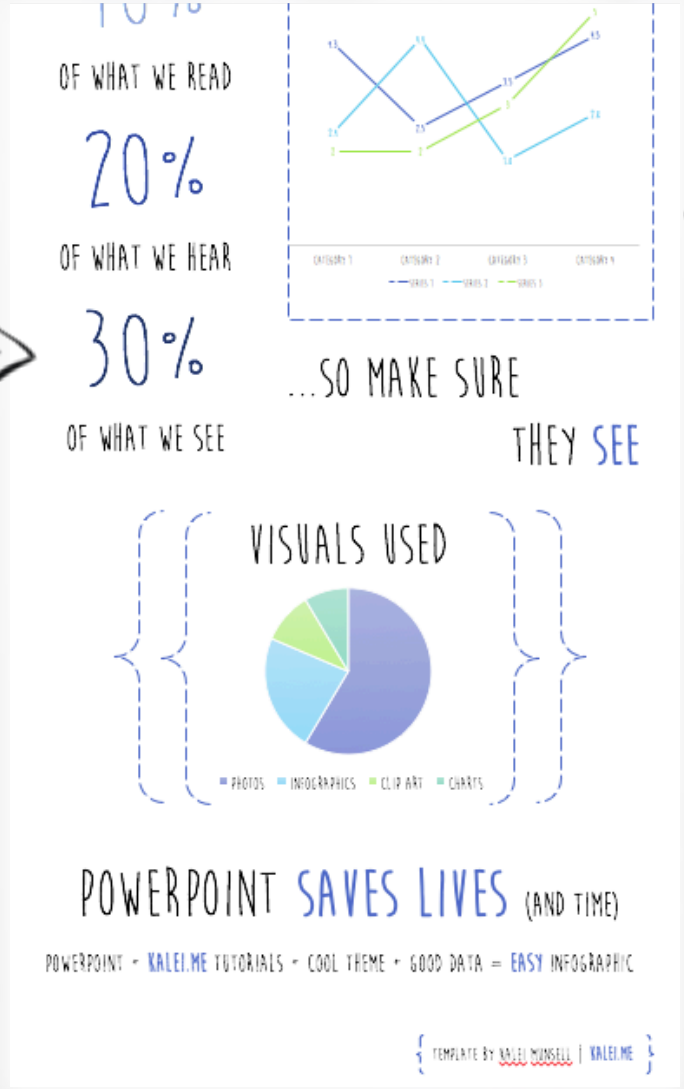
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THEY SEE
VISUALS USED
PHOTOS
INFOGRAPHICS
CLIP ART
CHARTS
POWERPOINT SAVES LIVES (AND TIME)
POWERPOINT + KALEI.ME TUTORIALS + COOL THEME + GOOD DATA = EASY INFOGRAPHIC
TEMPLATE BY KALEI MONSELL | KALEI.ME

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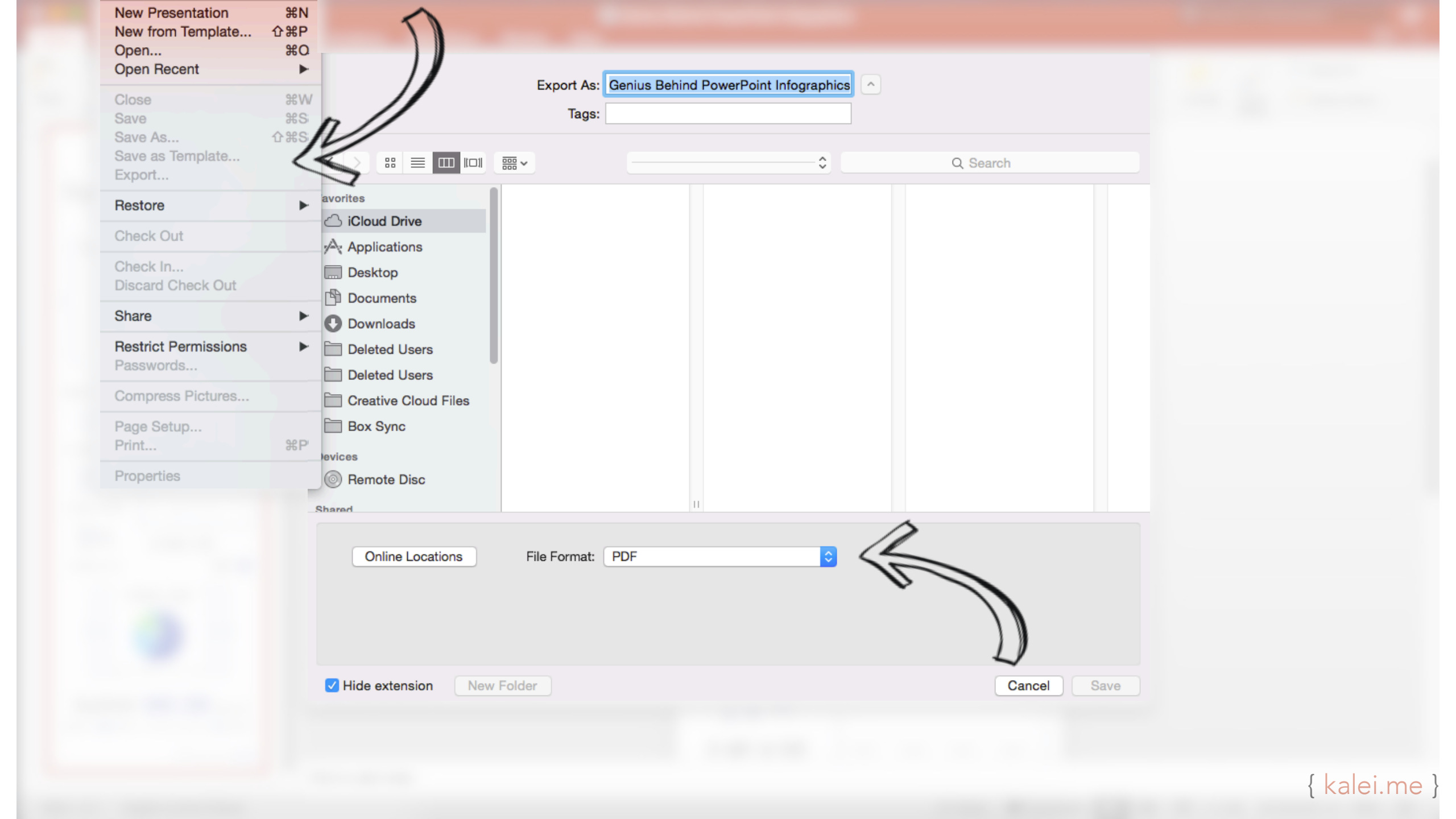
Step 10

Export and share

For best quality, I recommend exporting as a PDF (but you can export as whatever you need for the means of your infographic). Enjoy your hard work, and share with the rest of the world!


New Presentation ⌘N
New from Template... ⇧⌘P
Open... ⌘O
Open Recent
Close ⌘W
Save ⌘S
Save As... ⇧⌘S
Save as Template...
Export...
Restore
Check Out
Check In...
Discard Check Out
Share
Restrict Permissions
Passwords...
Compress Pictures...
Page Setup...
Print... ⌘P
Properties
Export As: Genius Behind PowerPoint Infographics
Tags:
Search
Favorites
iCloud Drive
Applications
Desktop
Documents
Downloads
Deleted Users
Deleted Users
Creative Cloud Files
Box Sync
Devices
Remote Disc
Shared
Online Locations
File Format: PDF
Hide extension
New Folder
Cancel
Save

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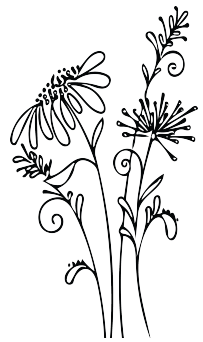

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Created by Kalei Munsell

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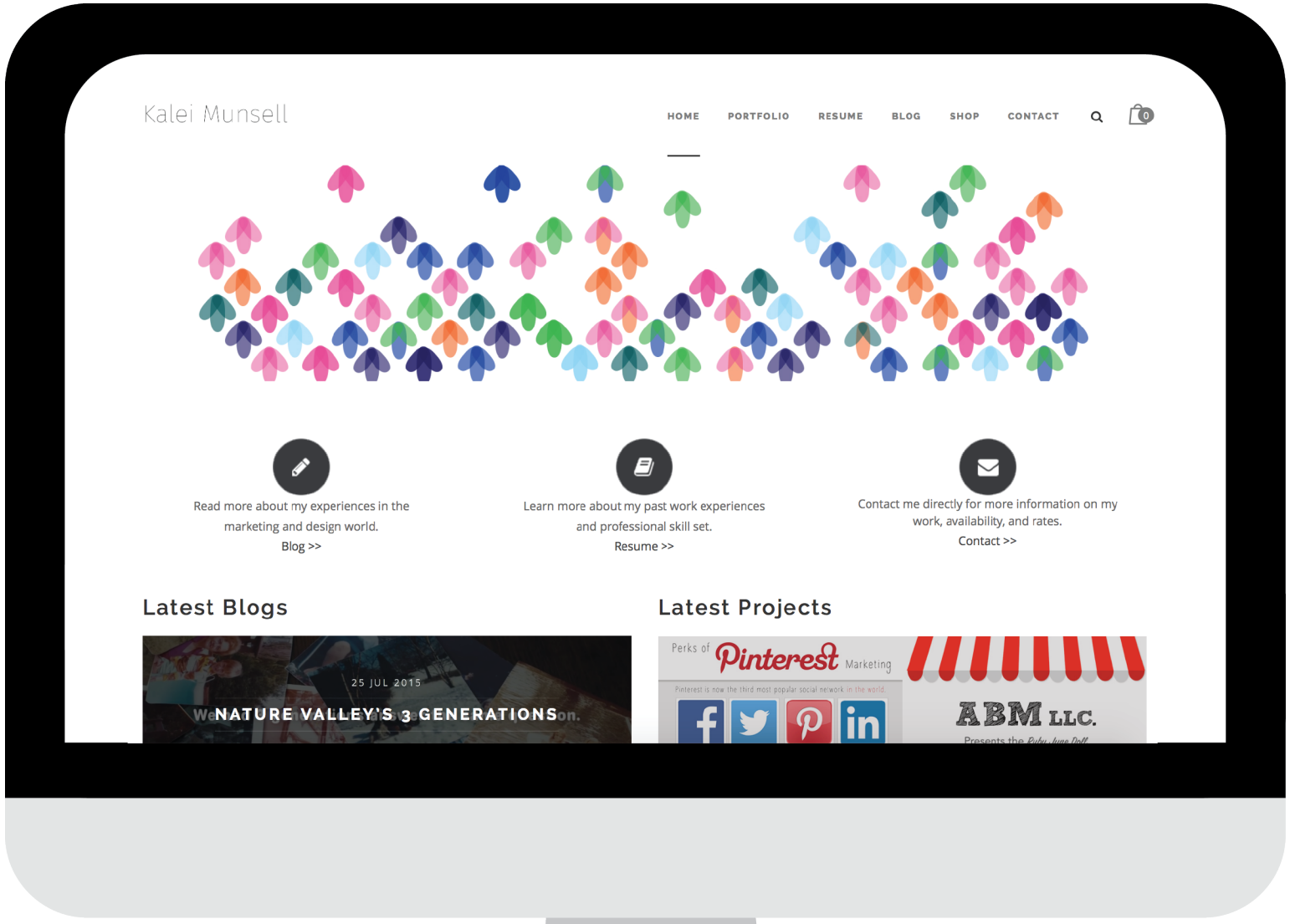
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