



Module II. Technical

6. Info graphic course

Topic 2. Realization of an infographic

Lesson 4. Creating an infographic



Co-funded by the Erasmus+ Programme of the European Union

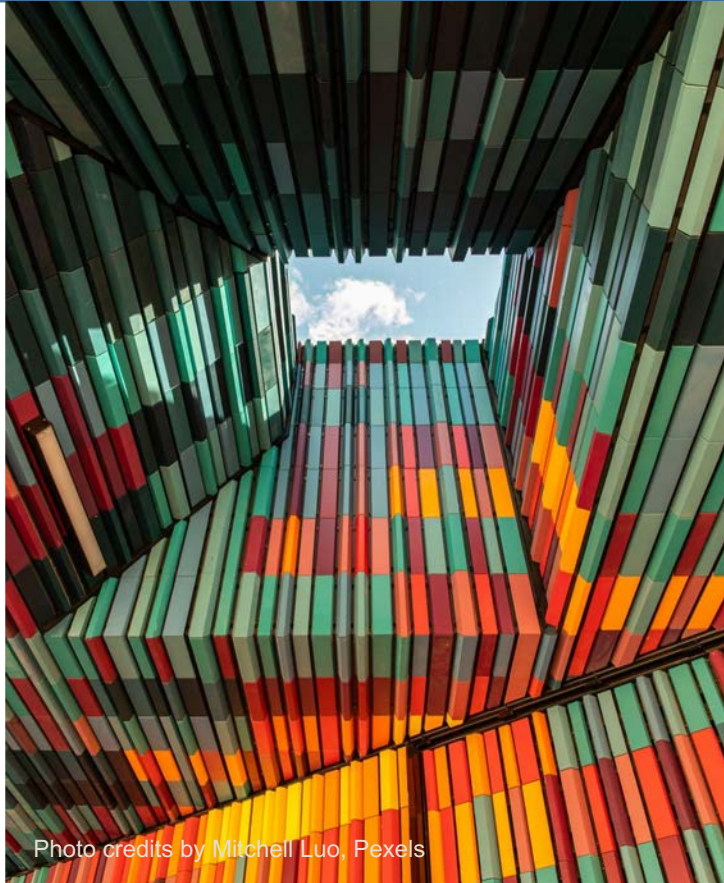


This lesson has been prepared with the aim of teaching students some **key steps** needed to realize an infographic with a **graphics tool**, in order to allow them to create their **infographics**, that can be **uploaded** on the **O-City World platform**.

In this lesson, we will learn:

The most important steps to follow that will allow you to realize an infographic using some **typical functions of graphic tools.**





Introduction to a graphic tool useful to realize the infographic

An infographic, like that required as the final output of this course, can be realized through a dedicated **online tool** or a **graphics software**.

Dedicated online tools are more **focused** on the elements the users need the most to create an infographic and offer some **presettled templates** customizable by users. However, **free basic accounts** have a **limited** set of functions.

On the other hand, **graphics softwares** are more elaborated and offer users less aid in respect of ready-made solutions, but they have **no restrictions on functions**.



Photo credits by Radek Grzybowski, Unsplash



Photo credits by NeONBRAND, Unsplash

In this lesson, we will explain some key features of an **open source graphics software**, as an **example** for illustrating some main aspects to consider and some **key steps to follow** when creating an infographic.

The **functions** we are going to explain are available **alike or almost similar in other** graphic softwares and dedicated online **tools**.



Photo credits by Ilkka Kärkkäinen, Unsplash

How to use Gimp to create an infographic

The graphics software we are going to use is Gimp, a free and open source **Image Manipulation Program**.

Take the following steps **as a reference** showing some functions that can be found in many tools used to create infographics.

If you want to **learn more in depth** how to use Gimp, please visit the official website:
<https://www.gimp.org/tutorials/>.

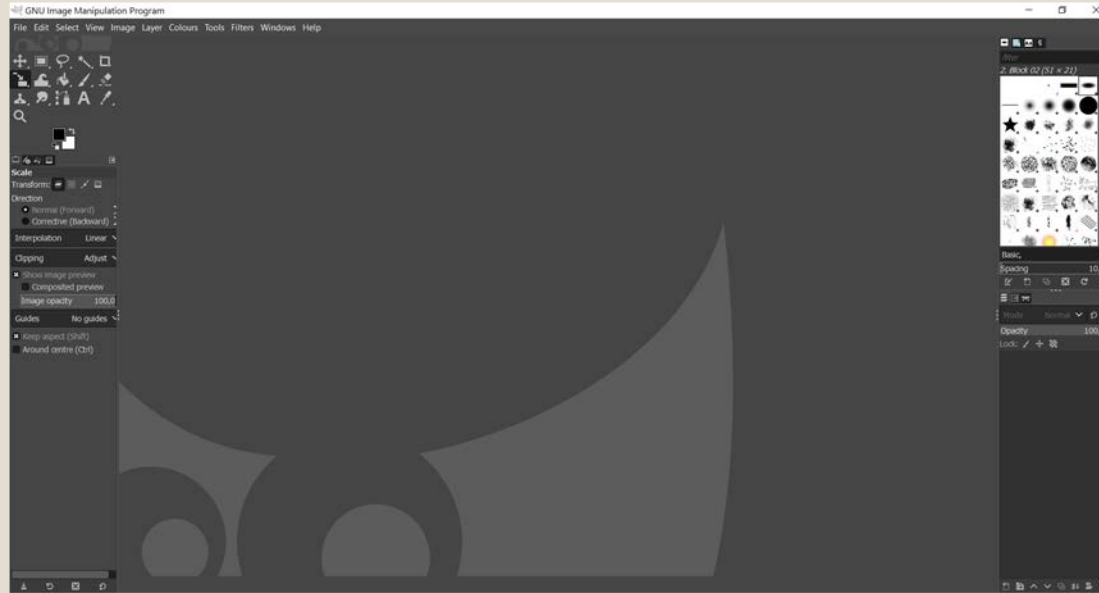


To start creating your infographic, first of all, you need to **download and install the program**. You can do it from the Gimp website: <https://www.gimp.org/>.



Gimp official website

This is the UI of Gimp.

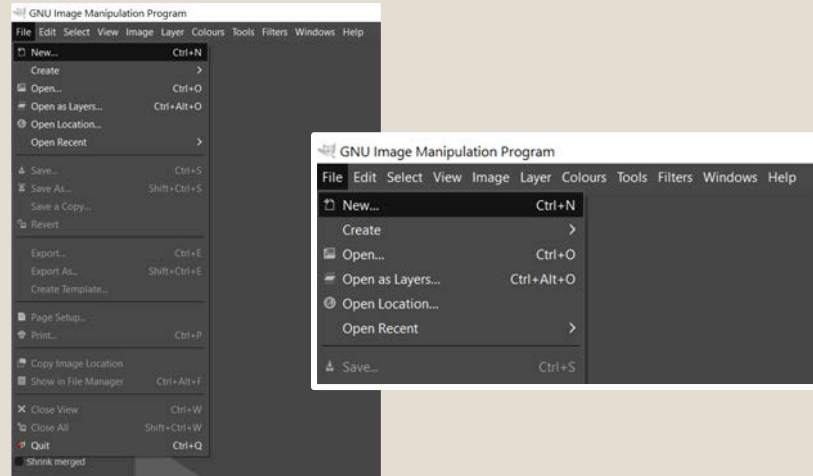


Assuming that we already have made the **infographic prototype** (sketch), we will proceed **by levels** for realizing all the different layers of the infographic. You can take these steps as a reference.

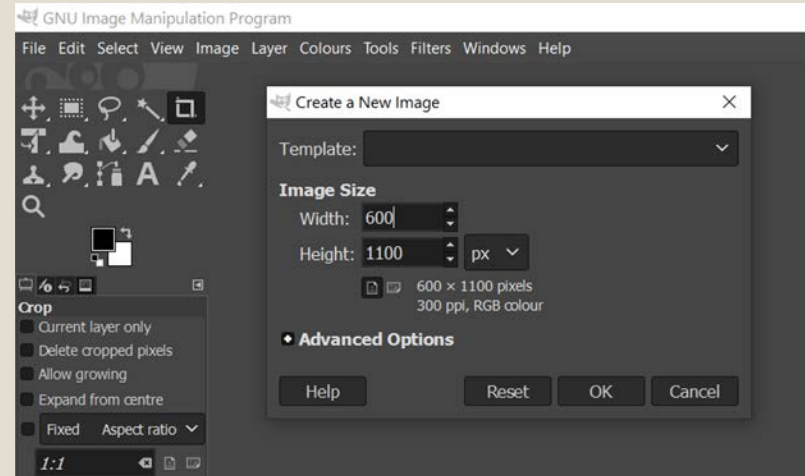
1

Set the size of the infographic

To **define the dimensions**, click on “File” and select “New”. Then you can set up the image size by typing the values of width and height in the **corresponding boxes**.



“Create a New Image”



“Image Size”

The ideal **dimensions of an infographic change** according to the platform or mode of use for which you are creating it:

- **Where** it will be published.
- **Who** will be using it.
- **What** its content will be.



Moreover, remember that infographic can be **vertical or horizontal**, or even **square**.

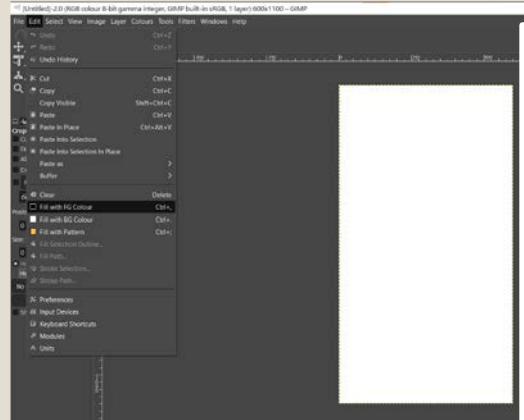
Source: <https://visme.co/blog/infographic-dimensions>

2

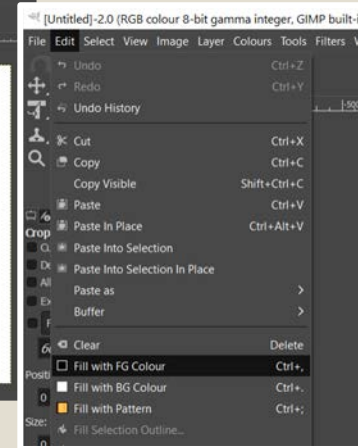
Create the infographic background

To create the visual elements of your infographic, start from the **background**. You can fill the background with **one or more colours** and **patterns** or you can insert an **image**. Click on “Edit”, then choose one of the **available options** to fill the area.

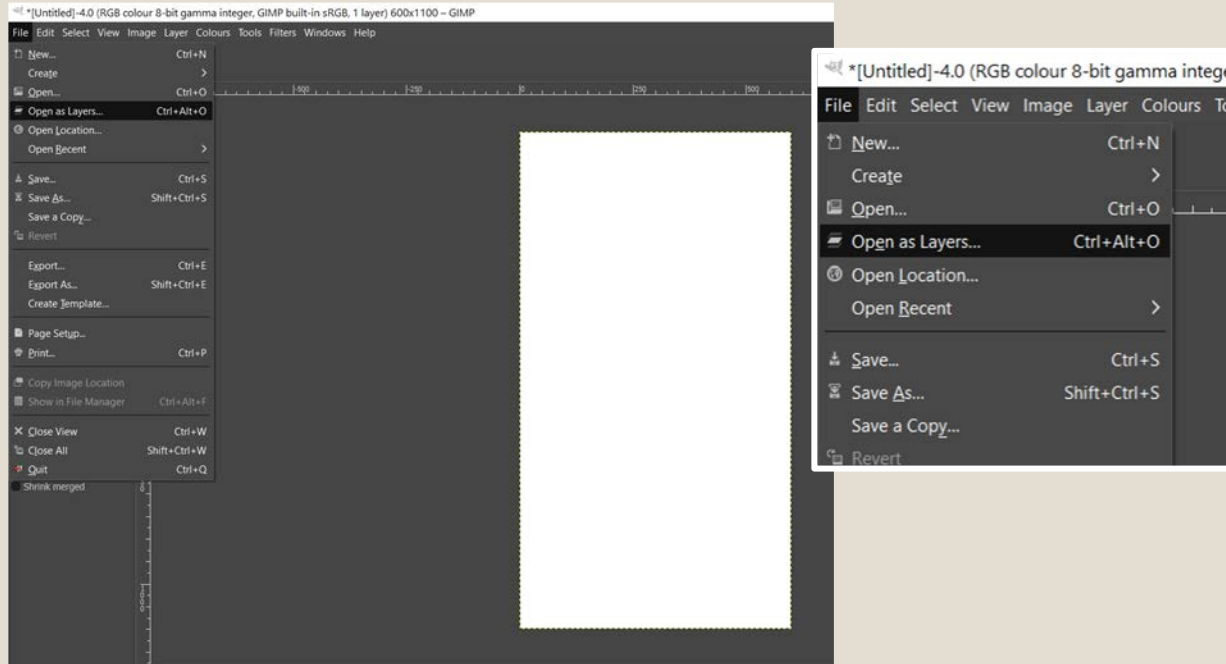
Examples of actions:
Fill with Colour
or Pattern...



“Fill with Colour”



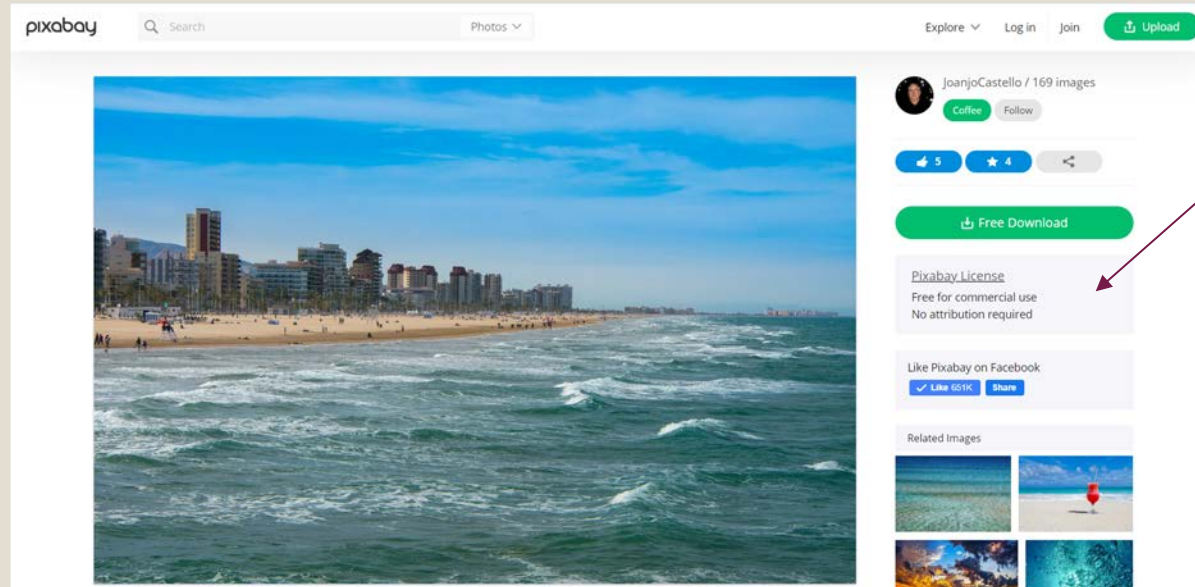
Otherwise, you can click on “File” and select “Open as Layers” to **import** an image.



“Open as Layers”

...or Open an
Image File as
Layers.

There are a **lot of repositories** with free images that you can use in your infographic, such as [Unsplash](#), [Pexels](#), or [Pixabay](#).



Source:

<https://pixabay.com/photos/sea-body-of-water-travel-costa-sky-3283608/>

Be sure to use them legally, by providing **attribution and credits** how required.

The same applied to other kinds of resources, such as icons, vectors, etc.

How to use images legally



1 MAKE YOUR OWN IMAGE

The simplest way to ensure that you own all rights to an image is to make it yourself. You can capture an image, hire a photographer, make a custom digital image, or hire a designer.

2 ASK PERMISSION TO USE AN IMAGE OR ARTWORK

When you contact a designer or photographer, ask them for ownership rights to the image and detail what you want to use it for, if you want to alter it and how to provide attribution.



3 USE PUBLIC DOMAIN IMAGES WITH CREATIVE COMMONS LICENSES

You can easily find public domain images suitable for a variety of uses simply by searching the internet. Before using an image, read the license and restriction information.

4 CONSIDER IF FAIR USE PROVISIONS MAY APPLY

If you want to use an image for education, research or repurposing, usage may fall under fair use provisions.



5 BUY STOCK IMAGES: HOW MUCH DO STOCK IMAGES COST?

If your company uses quite a few images for your website, blog, and marketing material, a medium-priced subscription with quality images may prove to be a sound investment.

Source: <https://visme.co/blog/copyright-images/>



5 WAYS TO MAKE YOUR INFOGRAPHICS LEGAL

- 1 MAKE YOUR OWN IMAGE**
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If you want to use an image for education, research or repurposing, usage may fall under fair use provisions.
- 5 BUY STOCK IMAGES: HOW MUCH DO STOCK IMAGES COST?**
If your company uses quite a few images for your website, blog, and marketing material, a medium-priced subscription with quality images may prove to be a sound investment.

BUCKET: ARTIST
Illustration by: [unreadable]

Following, a **few examples of free repositories** useful to create an infographic or a user interface:

- [Freepik](#): Database of free free vectors, stock photos, icons, and PSD formats.
- [Flaticon](#): Database of free icons in PNG, SVG, EPS, PSD and BASE 64 formats.
- [Iconmonstr](#): Database of free icons.
- [Vecteezy](#): Database of free vector art, stock photos, and videos.
- [Font Squirrel](#): Database of free fonts.

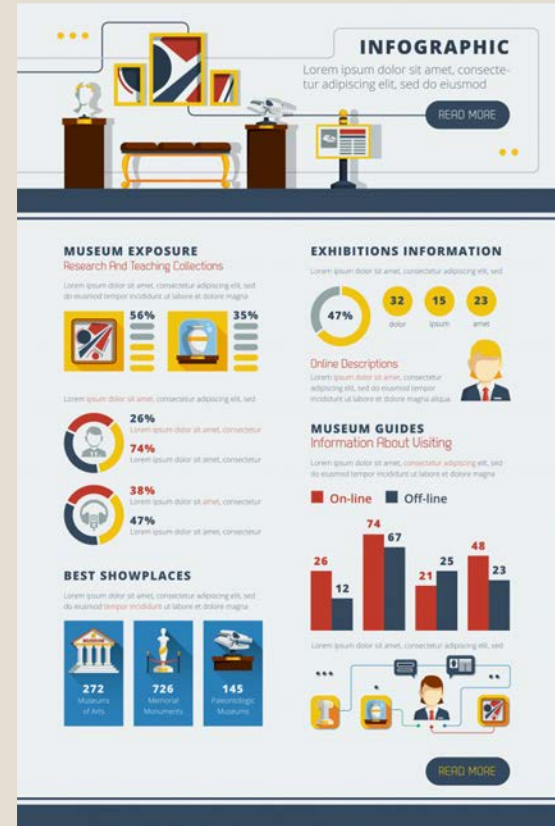


The list is not exhaustive, but it is a good starting point for finding themed graphics and templates to use in your infographic.

Sources:

https://www.free-pik.com/free-vector/museum-isometric-infographics_6168550.htm

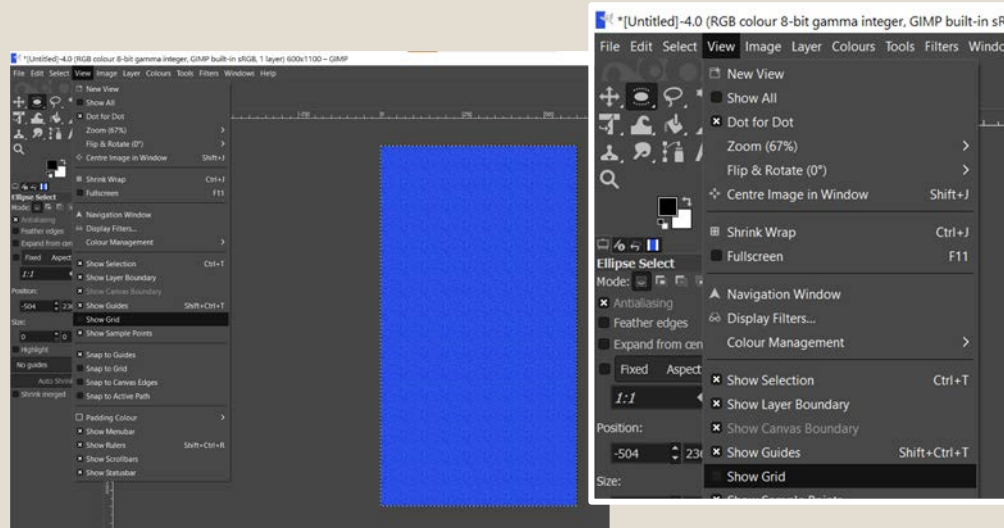
https://www.free-pik.com/free-vector/museum-infographic-poster_3794886.htm



3

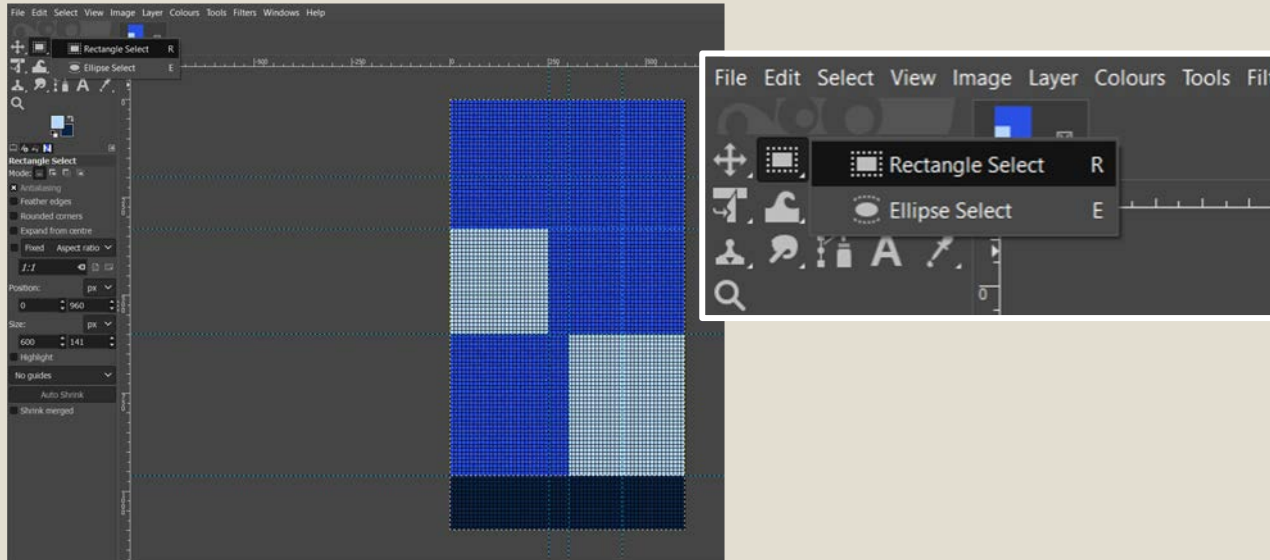
Create the infographic layout

Click on “View” and use grid and guides as a reference **to draw the layout** of the infographic.



“Show Grid and Guides”

Then **insert the shapes** and create the frames that will contain the contents. You can change **the colour** of a shape by selecting that region and filling it with foreground or background color.

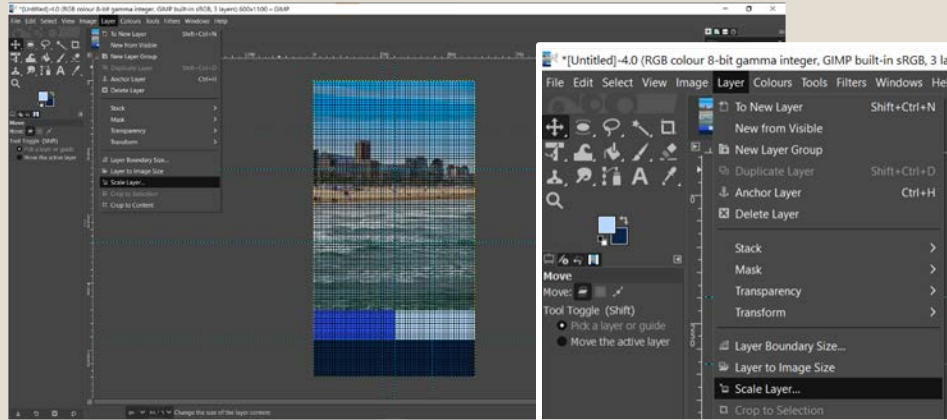


“Rectangle or Ellipse Select Tool”

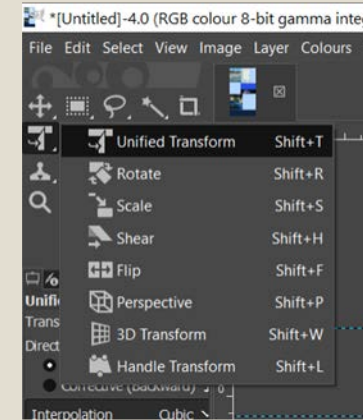
4

Add images, graphs, icons, illustrations, and other graphic elements to your infographic

When you insert an image or another graphic element as a new layer, **you can resize** it. Click on “Layer” and then on “Scale Layer” or use the “Unified Transform Tool” or the other options in the **Transformation Tools dialog box**.

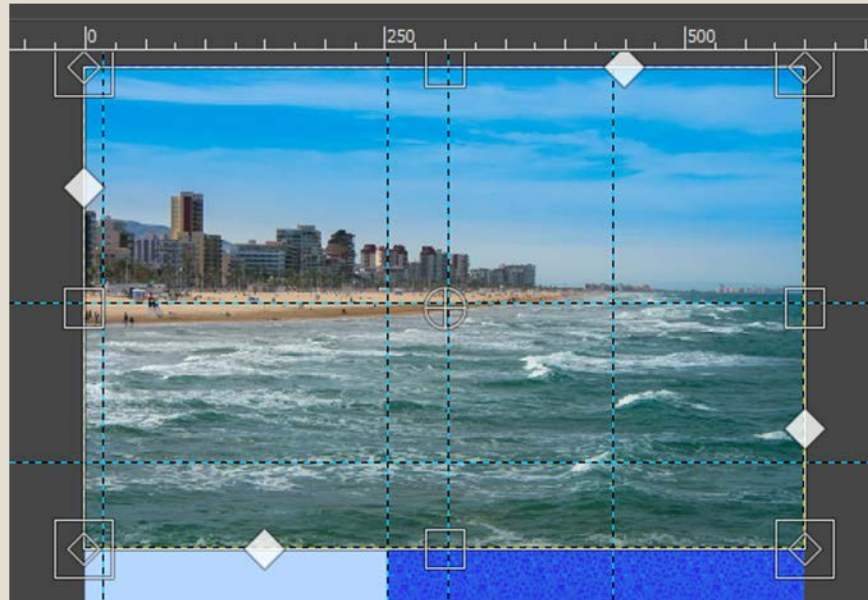


“Scale Layer”



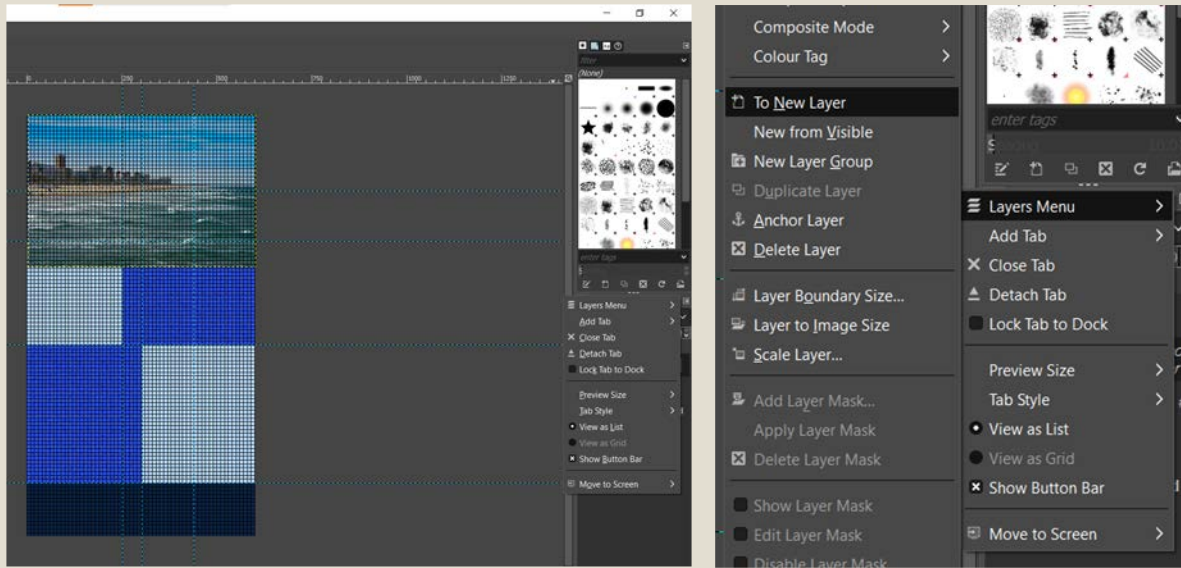
Transformation Tools dialog box

Once selected, you can **transform** the image by interacting with the UI **controls**, as shown in the screenshot below.



Transform the image by interacting with the UI controls

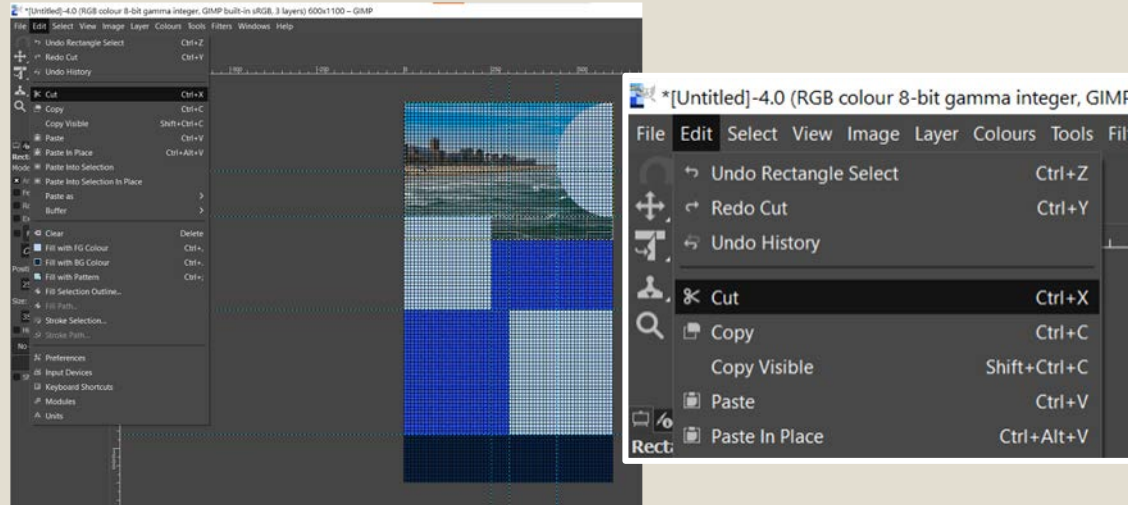
Remember to add the **inserted image on a new layer**, so that you can bring it to the front or send it to the back: Right-click on the image window and select “Layers Menu”, then click on “To New Layer”.



“Layers Menu”

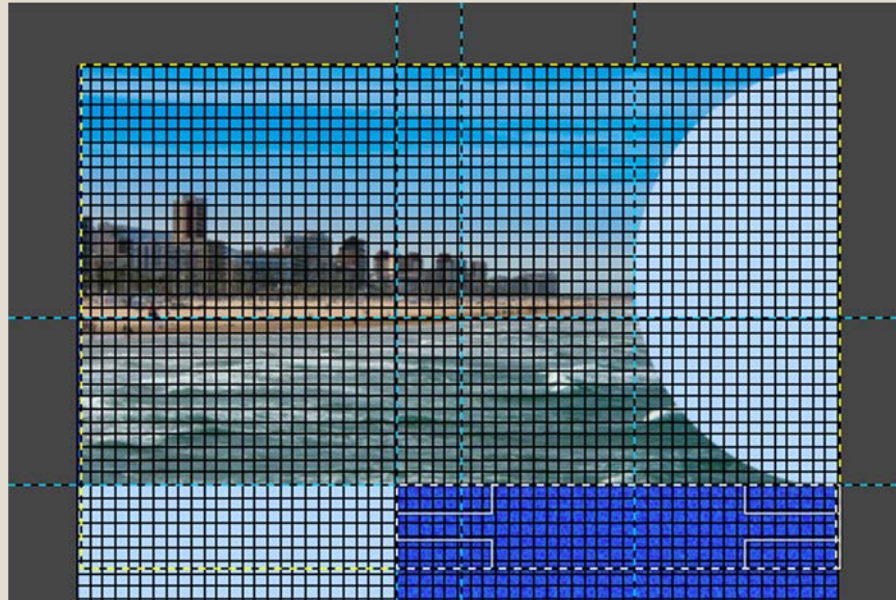
Move the images and the layers by using the “Move Tool” to arrange them as you wish.

Another operation you can do to modify images and graphic **elements is selecting a region of the image** (you can use the “Rectangle or Ellipse Select Tool” or the “Fuzzy Select Tool”) **and cutting off** that part of the image by clicking on “Edit” and then on “Cut”.



“Cut” function (before the cut)

However, if possible, it is **preferable to hide** that part of the image under other layers, rather than cut it. Especially if you would like **to make adjustments** later.



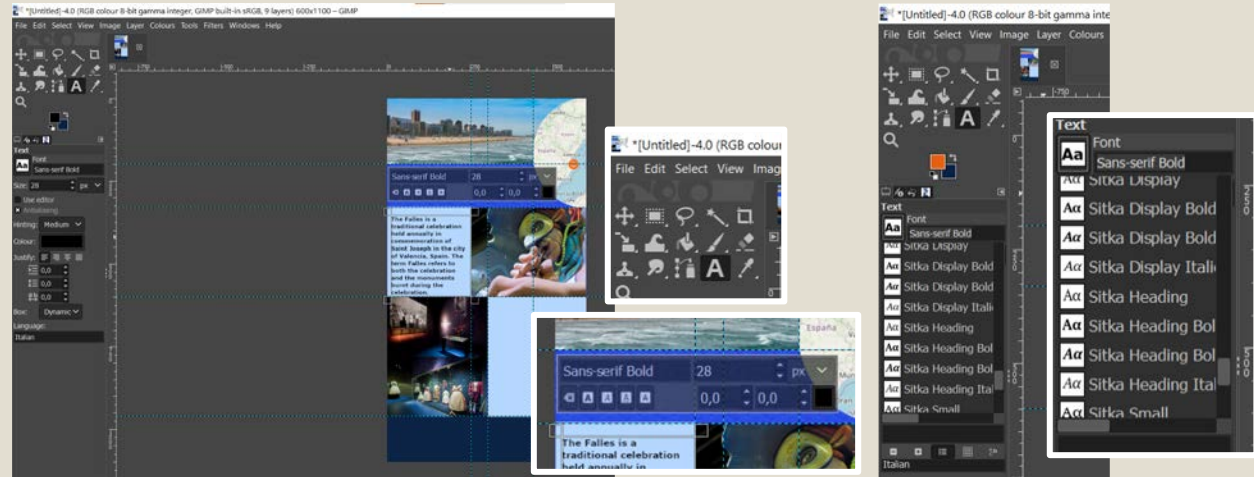
"Cut" function (after the cut)

5

Insert texts and select the chosen font

Once created the composition, add the text using the dedicated tool and apply the chosen font or fonts.

You can **manage different options** straight on the text or from the **Tool options dialog box** under the Main Toolbox panel.

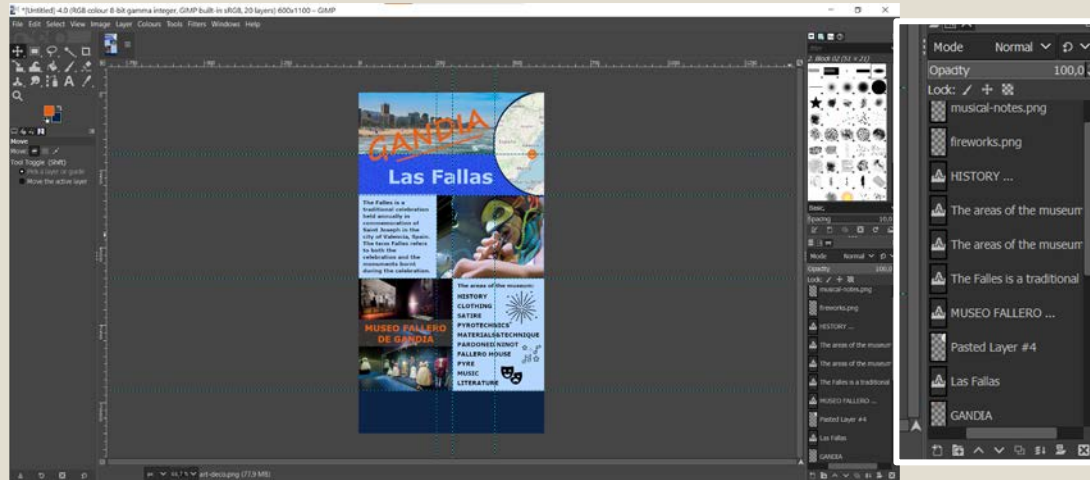


Text Tools

6

Refine and adjust the infographic details

To complete your work, adjust all the **graphics details**. As you can see, the number of layers in the right windows has considerably increased since the beginning.



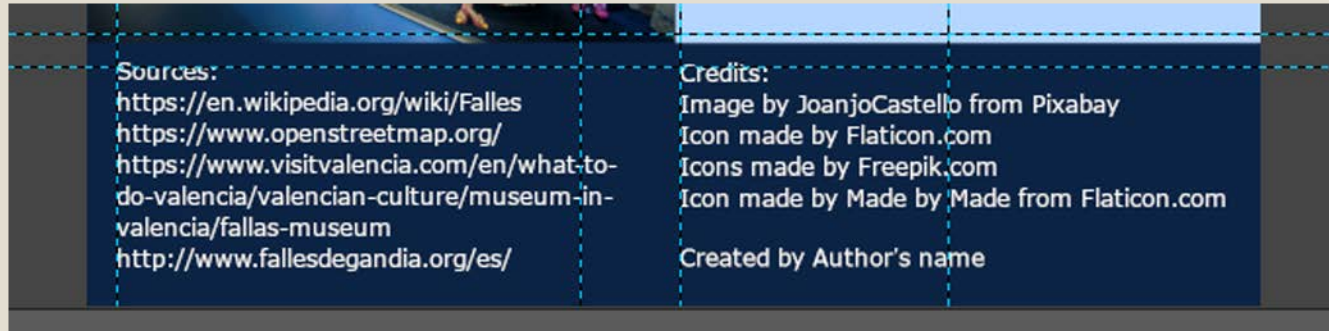
Adjustments and refinements made by working by layers

7

Cite sources and give credits

In the end, remember to always **cite your sources** and to give credits to the authors of the graphics you used, if it is the case, in order to create a “**legal**” and **reliable infographic**.

Also, you can add your name, as the designer of the infographic.

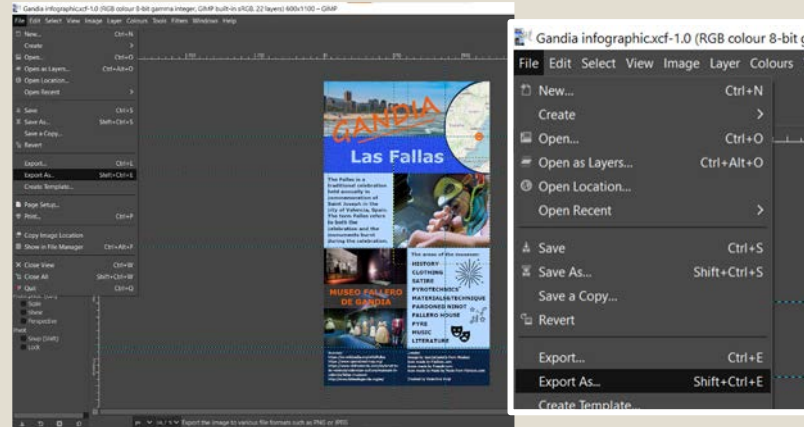


Sources and Credits inserted within the infographic

8

Save and export your infographic

The last step in creating your infographic **is saving or exporting** it as .PNG, .JPEG, or .PDF format. Click on “File”, then on “Export as” and export the image to the **chosen file format**.

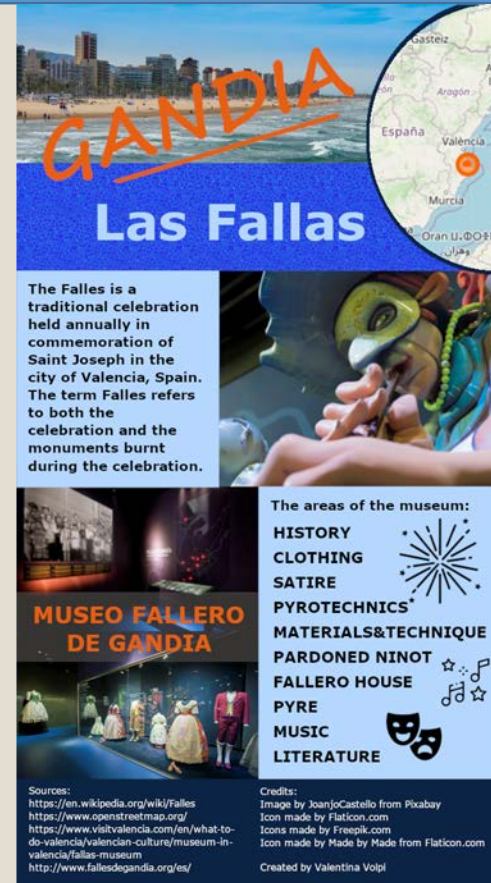


“Export As”

Following you can see the **final infographic** we made as an example.

Surely, there are **many other functions** offered by Gimp that you can use to work on images to realize your infographic, as well as **many tricks and shortcuts**.

You can learn them over time by deepening your knowledge of graphics and of the program.



You can **choose the tool you want** to realize the infographic.

Indeed, there are several. Some have been presented in the previous lesson, but there are many others, according to different needs.

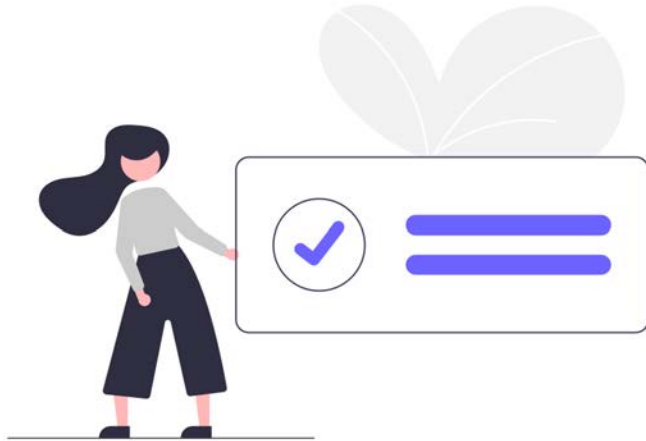
For example, if you are **more inclined to use a program** to make vector illustrations, you can use [Inkscape](#), instead of Gimp, to make static images. Alternatively, you can **work with online tools**, such as [Genial.ly](#) or [H5P](#), to create interactive infographics. Lastly, some tools help you in creating diagrams and charts to insert in your infographic, such as [diagrams.net](#).



Photo credits by Estée Janssens, Unsplash



Photo credits by Junior Teixeira, Pexels



Conclusions

This lesson allows students to acquire knowledge and skills useful to create an infographic that can be printed or published on different kinds of platforms, including the O-City World platform.

Thank you for your attention!

Content realized by Link Campus University



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