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# **Software/tools for making infographics.**

**Microsoft Office** – there’re lots of tools in Word, PowerPoint or even excel for making pretty and useful infographics. Even with them, there’s a learning curve. Explore the algin and distribute tool, and master them!

**Adobe Illustrator, InDesign, Photoshop** – There’s a learning curve, but these are probably the most powerful tools you can use.

Alternatives (still with a learning curve):

* Photoshop > [GIMP](https://www.gimp.org/) or [Pixelmator](https://www.pixelmator.com/pro/) (both free), [Affinity Photo](https://affinity.serif.com/en-gb/photo/)
* InDesign > [Scribus](https://www.scribus.net/) (free), [Affinity Publisher](https://affinity.serif.com/en-gb/publisher/)
* Illustrator > [Inkscape](https://inkscape.org/) (Free) or [Affinity Designer (One off ££)](https://affinity.serif.com/en-gb/designer/) (really good on iPAD too...)

# **Online infographic making websites:**

[**Visual.ly**](http://visual.ly/) – good site with ready to use tools, as well as access to designers. Free and paid options. Templates and pre-designed themes.

[**Easel.ly**](https://easel.ly/) – in beta last I checked, but was free and easy to use. Templates and pre-designed themes.

[**Infogr.am**](https://infogr.am/)– customisable templates.

[**Canva**](https://www.canva.com/) – customisable templates

[**Adobe express**](https://www.adobe.com/uk/express/) – Free to use and worth considering for quick and easy little graphics, especially easily sharable ones for twitter and Facebook etc.

# **Resources:**

Most of these claim various types of creative commons usage rights, i.e. free to use with/without attribution but do check each images permission when you use it, as some might not.

Most vector image banks specify not for commercial use, which much university work would fall under, but the risk is yours…

## Vector images:

[www.freepik.com](http://www.freepik.com) – great resource, used lots of things from here in the past, or at the least as a source for ideas

<http://7428.net/category/free-vector>

## Stock photos (and some vectors):

<https://pixabay.com/>

<https://www.pexels.com/>

<https://genderphotos.vice.com/>

<https://www.123rf.com/>

<https://foodiesfeed.com/>

<https://librestock.com/>

<https://stocksnap.io/>

<http://easo.org/media-portal/obesity-image-bank/>

<https://picography.co/>

# **Help with Software and training:**

Check if institution has access to [Lynda.com](https://www.lynda.com/search?q=infographics). Ox Uni does and it’s pretty good with tutorials etc for most software packages as well as more general themes such as ‘infographics’.

Youtube is also usually really good if you can’t work out how to do something, the snag is getting the right search terms.

<https://www.coursera.org/> has some really good [infographics](https://www.coursera.org/learn/infographic-design)/design courses free of charge too.

<https://www.skillshare.com/> is also pretty good for tutorials (and can usually be got with a three month trial)

And there’s plenty of [other resources online](https://www.google.co.uk/search?q=tips+on+designing+infographics) that will give you some good tips

# **Outsourcing:**

To get something that looks professional, sometimes you need a professional…

Prices can range from £1/200 to £1000+ or so, depending on what you want to do and which agency or freelancer you choose to do it (you could for example try www.fiverr.com).

Tips for minimising costs are to have a good idea of *what* you want to say first (what is the key message, what’s the data you will be using, etc), and the general narrative you want (how the infographic might best ‘flow), and where or how you want to use it (e.g. website, social media, printed posters/postcards etc)

Meet up with the designer to discuss this and have clear agreement on what you want. This’ll help minimise corrections, changes etc after the fact and therefore costs. Because there will be changes you / others want to make.