



## ESSENTIALS IN INFOGRAPHICS

### (4 SESSIONS X 3 HOURS)

In this four-session short course, learners will learn to create a content-rich infographic using Microsoft PowerPoint. The sessions will cover what makes a good infographic, why infographics are effective and how to plan and design an infographic for maximum impact. Learners will also explore the approaches in creating visualisations such as maps, charts, flow charts and simple drawings in presenting their information effectively. Learners will create infographics that engage their target audience and convey information clearly through the effective use of design elements such as structure, graphics, typography, and colour. This course is recommended for business owners, entrepreneurs, freelancers, public relations and marketing executives who wish to use a powerful medium to convey information concisely and effectively.

#### Course Content

- Definition of infographics
- Reasons for the effectiveness of infographics
- Criteria for creating effective infographics
- Techniques of turning data into stories
- Valuable steps for planning and conceptualising an effective infographic
- How to use and make building blocks of infographics such as maps, charts and flow charts
- Ways of visualising data to clarify it and give it meaning
- How to design a good infographic by effectively using elements such as icon, type, colour and underlying grid structure

#### Certification:

Learners will be presented with a digital Certificate of Participation upon attaining a minimal 75% attendance rate.

#### Enquiries:

##### 1) Application

Apply online during application period.  
Click [here](#) on "How to Apply".

##### 2) Contact details

Tel: 6512 1388  
Email: [lifelongeducation@nafa.edu.sg](mailto:lifelongeducation@nafa.edu.sg)

**Trainer's Profile:**

**Matthew Ng**

Matthew holds a Bachelor of Arts (Multimedia) and is a passionate practitioner in digital creative and marketing. He has spent over two decades helping multinational companies and local enterprises across various industries gain a strong market presence in a competitive business world. He has been imparting his real-world skills and experience in various educational institutions for the past 14 years, preparing the next generation and current workforce to meet the demands and challenges of the digital economy.