

A Picture is Worth 1,000 Words: Infographics & Institutional Research

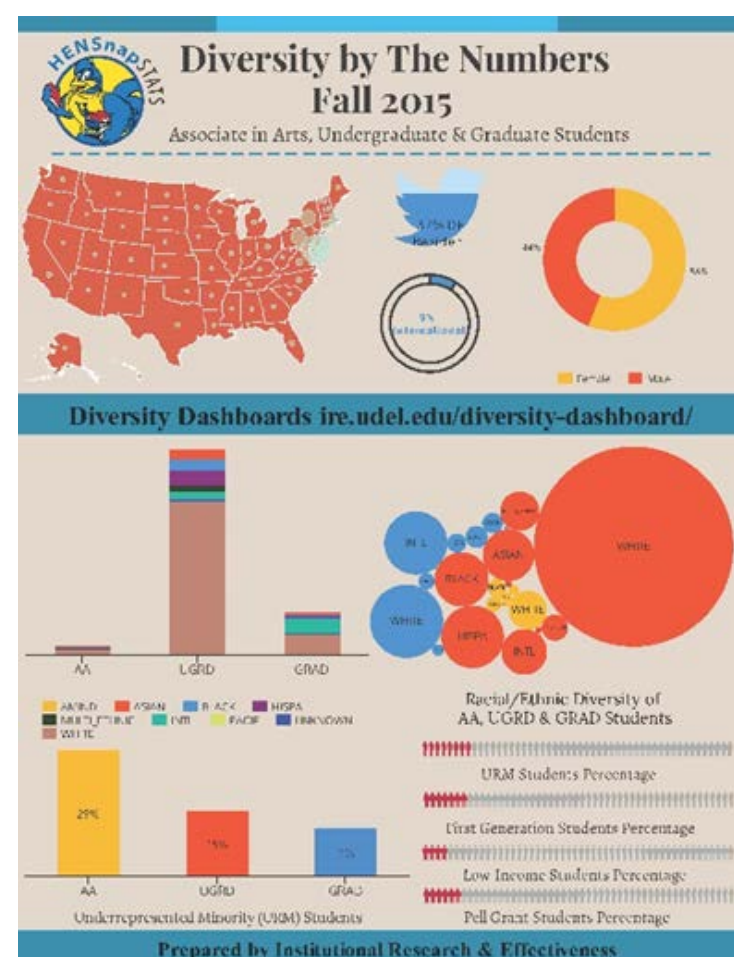
Qi Ding, Institutional Research Analyst

Heather Kelly, Director of Institutional Research

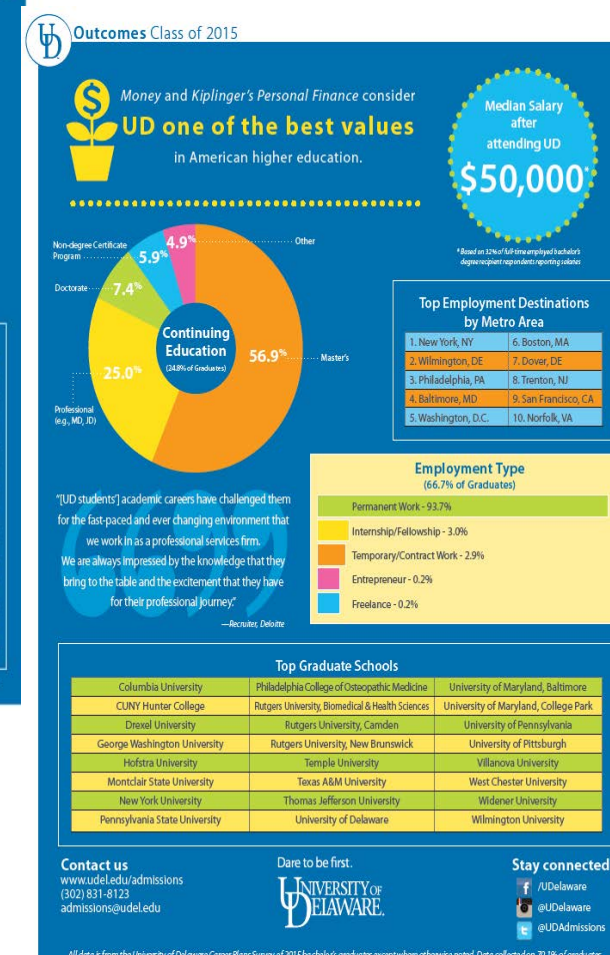
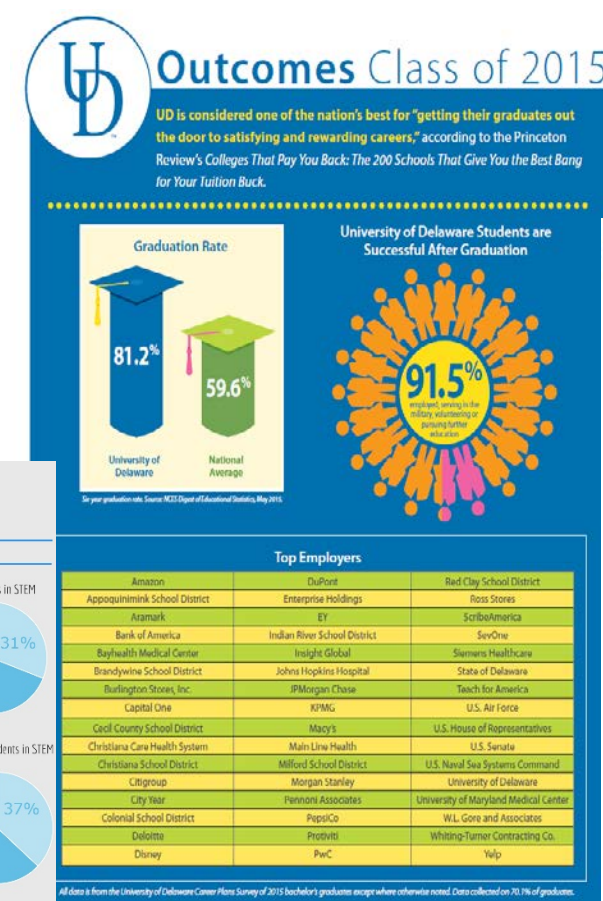
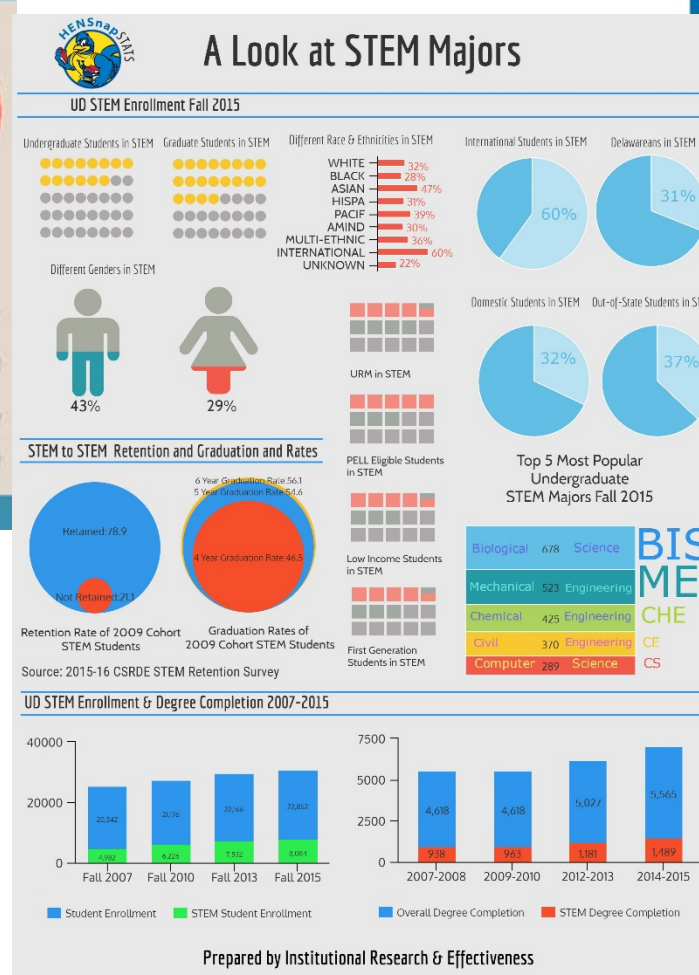
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Abstract

Too much data is both a blessing and a curse for institutional researchers. The issue is not only the quantity of data, but how to best communicate the story the data is telling while reaching the maximum number of individuals. Infographics are a great answer to address this dilemma. Infographics are being used to keep a newly designed website dynamic and vibrant by highlighting data campus stakeholders are seeking and creating a sense of anticipation for the next infographic to be released. Here we show you how we are branding infographics on our campus, examples, and tell you about free tools to get you started!



<http://ire.udel.edu>



***Free* Tools to Get Started Building Infographics!**

Venngage
<https://venngage.com/>

Canva
<https://www.canva.com/create/infographics/>

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