How to Make Powerful Infographics in PowerPoint

Mike Parkinson
Billion Dollar Graphics
People think and decide emotionally (subconsciously) and justify cognitively.
INDIE AUTHOR CHEAT SHEET

TOP 3 TIPS

FAVORITE RESOURCES

SANDRA EDWARDS
Author of Millennial Music Series

TAMARA HOGAN
Author of The University Chronicles

KIMBERLY KINCAID
Author of Places Like These (The Sage Series)

INDIE AUTHOR ADVICE

J.T. BOCK
Author of A Gardener's Play

MEREDITH BOND
Author of The Avid Series

MIAMI HAMMER
Author of Billionaire Series

1. Start experimenting at Lucky Speakers
2. The Pet Shop and Marta Subilas
3. Wait until City Series
4. Talent is an important
5. Fandom, like it shows

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50% Concept

Step 1
Know your audience. What motivates them? What do they want?

Step 2
Know your message. One sentence. If your goal is to motivate, include a benefit.

Step 3
Explain or prove your message. Use quantitative data to validate assertions.

50% Render

Step 4
Break your explanatory text into bite-sized chunks.

Step 5
Assemble the chunks to tell a story or show a process.

Step 6
Add icons and symbols and/or use a visual metaphor, simile or analogy or help clarify.
3 Clever Keys...

18% Starts protection protocols immediately
28% Confirms identity and credentials
19% Denies inconsistent reports

Stops 65% of fraud and theft before it happens.
PowerPoint

1. Shape options
2. Edit points
3. Boolean functions
   1. PC: PowerPoint Options > Customize Ribbon > Commands Not in the Ribbon > Combine Shapes.
   2. Mac: Control Click > Grouping
4. Align and distribute tools
5. Move
6. Group
7. Rotate
8. Glow and Soft Edges
1. Make and center two circles.

2. Select the outer circle and the inner circle. Use "Combine Shape/Subtract" to cut away the inner circle.

3. Draw a rectangle.

4. Select the circle and the rectangle. Use "Combine Shape/Subtract" to cut away the inner circle using the rectangle.

5. Draw a rectangle (left) and a rounded rectangle (right – adjust curved corner as needed) and an oval (bottom right). Use "Combine Shape/Subtract" to cut away the oval.

6. Select the rounded rectangle and the oval (bottom right). Use "Combine Shape/Subtract" to cut away the oval.

7. Select all shapes. Use "Combine Shape/Union" to combine all.

8. Draw a rectangle.

9. Fill the rectangle with a gray color. Use "Fill Effects" to change transparency to 20%. Add rectangles.

10. Color as shown below. Use "Fill Effects/Gradient" to add gradients. Draw a thin rectangle.

11. Use "Fill Effects/Gradient" to add a gradient to the thin rectangle. Duplicate and use "Distribute Vertically" to evenly space the thin rectangle.

12. Copy and paste the lock arm and body. Use "Combine Shape/Union" to combine all. Change the transparency to make the lock shadow.

13. Place the lock shadow behind your lock (if wanted).
Want amazing training?
Contact me at mike@billiondollargraphics.com or call (703) 608-9568.

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Don't have hours to spare crafting something beautiful in Photoshop? Sarah James selects tools that won't cost you a penny...

For all the importance we place on text, it's an indisputable fact that images are perceived as the brain of the week. However, they are often given no thought in the process of designing them...