NEOMAM’S
12 TYPES
OF INFOGRAPHIC
Intended uses
12 types: breakdown
Outcomes
PRACTICAL

Flowchart How-to

World Maps / Countries That...

How to Guides

Illustrated How-Tos

The Guide to...

Photo Guides

How to do / solve / answer something

Intellectual insight

Provide knowledge
Timely - responds to a calendar event

Presents intelligent reputable data

Sharer appears to have knowledge. Refer to social proof concept in Jonah Berger’s ‘Contagious’.
Creates a **visual buzz**

Quirky content & **dynamic, engaging design**

Provides sharer with ‘**cool factor**’
CONTENT

Intended uses

12 types: breakdown

Outcomes
12 TYPES

1. 50 FACTS ABOUT...

Purpose
- Social Currency
- Look cool/interesting
- Trigger – talked about every day

Focus
- Variety in fact display
- Visualize as much as possible
- Engaging approach for niche topics
12 TYPES

2. VISUAL ANSWER TO A QUESTION

**Purpose**
- Trigger for editorial calendar
- Timely (not evergreen)

**Focus**
- Visual storytelling
- Keep interest throughout in content and design
- Use clear sections to aid user navigation
- Analytical and data-dependent – needs to be easy to understand
- Triggers different editorial approach in the eyes of journalists by posing questions
3. FLOWCHART HOW-TO

**Purpose**
- True practical or entertainment value

**Focus**
- Practical, so must be easy to follow
- Logical hierarchy of information and flow
- Basic data visualization principles
- A well produced flowchart should be visualized as a ‘poster on the fridge’ scenario
- Great opportunities for social media versions - highly shareable
4. VERSUS INFOGRAPHIC

**Purpose**
- Timely like movies and games
- Social currency

**Focus**
- Clear like-for-like comparison
- Data elements adjacent
- Use data visualization principles
- Great accompanying pieces for editorial content around the topic
- Direct visual comparisons allow for instant understanding of the parallels drawn (immediate transferrance of concept) - ignites engagement and commentary
5. HOW TO GUIDES

Purpose

- Trigger / timely
- High practical value

Focus

- Actionable steps
- Clear, easy to follow diagrams
- High editorial success
12 TYPES

6. THE GUIDE TO...

Purpose

- Trigger for big audiences
- Practical value
- Solve a problem
- Social currency

Focus

- Topics vary widely
- Clear, understandable, logical, usable
- Visualized guides have achieved great success throughout different audiences
12 TYPES

6. THE GUIDE TO...
Purpose

- Trigger (media)
- Practical value

Focus

- Try to include an overview of the map in heading for editorial purposes
- Clarity in data set
- Make sure it tells the story of the data
- Care in perfection of maps - online communities are passionate about accuracy of their country's representation
8. LISTS USING ILLUSTRATIONS

**Purpose**

- Trigger - Interest

**Focus**

- Illustrations do the talking
- Increase the speed of transference
- Make text into labels / graphic features / part of illustration
- Mixture of photos & illustrations works well
- Keep content to minimum in order to convey the concept, allowing maximum space for impactful visuals
- Great potential for visualized articles through use of segments with written text which supports the concept
12 TYPES

9. ILLUSTRATED HOW-TOS

Purpose

- Social and practical
- Wide appeal and are practical

Focus

- Maximize illustration (or would be article)
- Scenario-heavy
- Travel industry love these
- Bright colours, dynamic, positive, engaging
- Feel-good factor
10. STATEMENT WITH PROOF

**Purpose**
- Based on a topical issue
- Sharer looks knowledgeable

**Focus**
- Evidence will be from high-end sources
- Look viable, believable, scientific
- Hypothetical situations based on existing data
- Build up the case visually alongside content
- Visuals are to enhance understanding, not cloud it - allow journalists to create their own angle
11. VISUAL MAP

**Purpose**
- Map-orientated
- Highly social

**Focus**
- All data requires top map for context
- Detail below
- In contrast to ‘World Maps’, where a specific location/country/region is featured, rather than a global view
- Narrow/niche topic which appeals to a specialized community
- Combination of photo and illustration works well
12 TYPES

12. PHOTO GUIDES

Purpose

• Practical

Focus

• Another ‘poster on the fridge’ scenario
• Works well within travel and lifestyle industries
• Photos provide instant transference and visual appeal
• Keep it simple
• Visualize everything (such as the steps within ‘A Guide to DIY Cleaning Products’)

Herb Guide to Cooking
A TAMPANIAN’S GUIDE TO TAMPA
Honeymoon Island State Park
Snowdrop
Daffodil

FOR THE KITCHEN

STOVETOP CLEANER

FOR THE KITCHEN

STOVETOP CLEANER

STOVETOP CLEANER

STOVETOP CLEANER
DESIRED OUTCOMES

Robotic templated design
Copy, paste, change the colour
“Do this one, but about giraffes.”

Trying new things
Creative, unusual approaches
Within an organised framework
ALWAYS ASK:

What is the **purpose**?

Where is the **value**?

Why will people **share** it?

How can I **maximise** that?
ALWAYS DO:

- Visualise as much as possible to aid understanding
- Always have a clear hierarchy of information
- Explore and push boundaries

THE DESIGN IS TO **AID UNDERSTANDING & GENERATE APPEAL**
QUESTIONS? COMMENTS? IDEAS?

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