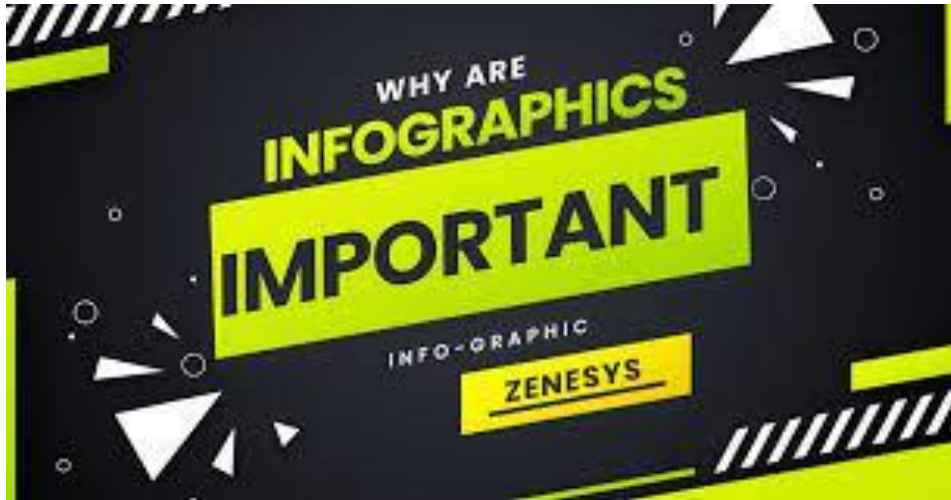


INFOGRAPHICS



We live in the age of social media that is more on visuals, videos and images. Media landscape has come with news trends. We realized that even in a generation of media many individuals were not aware of the many offers that media could give. The Veritas Asia Institute of Social Commination (VAISCOM) organized a webinar on Infographics last October 26,2021 by Miss Arlene A. Donarber, the assistant program director of Radio veritas Asia (RVA). She discussed the essential element in multimedia journalism especially in social media with its main goal is to present information, stories and data in a visual format. This helps the users and audience's ability to understand the message of any content.

An infographic is a graphical representation of concepts, or of patterns in data or information. In broader definition, it is *The Power of Visual Storytelling*, authors Lankow, Ritchie, and Crooks define an infographic as a medium that uses visual cues to communicate information. "It can be as simple as a road sign of a man with a shovel that lets you know there is construction ahead, or as complex as visual analysis of the global economy," the authors wrote.

Different Types of Infographics:

The following Infographics types are defined in simplest ways:

1. List – This presents a series of steps or procedures.
2. Comparison vs – This compares two ideas, concepts, or objects. It highlights differences or similarities between two things.

3. Flowchart - This offers specialized answers to a question via reader choices for ex. How to make a diet plan, decomposing procedure.
4. A visual article - consists of a lot of visuals relevant to the content of the article. The approach makes it easier for the reader to work through the article instead of spending too much time reading the content.
5. The map - is ideal for presenting and sharing data trends based on location
6. A timeline - is a type of graphic that visually displays information in the context of time progression. This feature can be used in presentations, marketing content, and a variety of other occasions.
7. Data visualizations are certain types of visuals that help us see and understand data, ideally in ways that lead us to have quick insights and “aha”s.

On the other note, there is another tool similar to Canva and this is Piktochart in the sense that they're both drag-and-drop editors that allow users to create visuals. However, a big difference is that Piktochart is more aimed at professional users who need to communicate with colleagues and managers. Moreover, Piktochart is usually designed for creating infographics, presentations, and reports while Canva is made for designing anything whether it's social media posts, infographics, presentations, logos, and 50+ other content types. Both tools are free but offer premium plans for better functionality.

For the students of Vaiscom, they can use and practice the use of Canva tool because of more features, content types, integrations, significantly more ready-made templates with better collaboration functionality, and a cheaper option than Piktochart for premium account but the students can use the free account, they just need to create their own accounts.

A bit of trivia:

Melanie Perkins, A Fil-Aussie CEO and co-founder of Canva who is part Filipino through her paternal grandmother, and founded a multibillion-dollar company from her Perth living room. Perkins began her first business in her mom's living room. Perkins started a company focused specifically on yearbook designs, allowing schools to choose their layouts and colors. To launch the company, she set up shop in her mother's living room, and eventually took over most of the family home.

But what was the idea?

She was at university and she was teaching design programs, programs like Photoshop and InDesign. Everyone was struggling to learn where the buttons were, not just design something that looked good. She observed that these tools were difficult to use. She wanted to make design easy for everyone. When she was introducing this tool to the investors and to the market, Melanie Perkins was rejected hundreds of times. But rather than give up, she and her partners used each rejection as an opportunity to improve their strategy. They let the investors understand the market and the gap they are planning to fill.

Fast forward to the present time. They have now had 10 million users in over 179 countries and it's growing very rapidly. Their company Canva, an Australian software behemoth with a market value of AU\$54 (\$40) billion, is now worth more than Aussie telco Telstra. They launched the Canva almost four years ago. She said that it really started with that idea that design should be accessible to everyone and it's grown from there.

It was attended by 20 students from VAISCOM online course with the following main objectives:

- To learn to present or convey stories, news and information to the audience in way that is easy to understand.
- To acquire the skills on how to create infographics and quote cards.
- To identify the different types of infographics and choose the appropriate type that they can use for presentation and promotion especially when writing articles or sharing research.

May every language that we use in our infographic presentation delivers a right message for every viewers and readers.