



Creating Infographics using **easel**ly

Humans are Visual Creatures

- Due to over information
- Less attention span
- But the visual presentations are much easier to understand

**So how to retain
more
information?**

What does Creative Commons mean?

Bildersuche.org
by Martin Misfeldt

Creatives



Creators enrich the Internet with their works.

Problem: what license?

How do I explain the license conditions?

Artist

User

What does he mean exactly?

Licensing agreements are complicated.

Solution:



creative commons

Creative Commons (CC) is a nonprofit organization. It offers pre-licensing agreements. CC licenses are free, but...

Four possible conditions are important to check:

Version 3.0

Attribution (BY)



The author's name must be listed under or next to the work!

No Derivatives (ND)



Exactly use! No editing!

Non Commercial (NC)



No revenue by using of the work.

Share Alike (SA)



Share. Gladly. But only under these conditions!

As result of the combination of these conditions, there are six different CC licenses:

Icon	Short-Text	means...
	CC BY 3.0	Only Attribution (name, sometimes with Homepage-link)
	CC BY-ND 3.0	Attribution and No editing (no derivatives)
	CC BY-NC 3.0	Attribution and No commercial use
	CC BY-NC-ND 3.0	Attribution, No commercial use and No editing
	CC BY-NC-SA 3.0	Attribution, No commercial use and Share Alike
	CC BY-SA 3.0	Attribution and Share Alike

Important!

Creative Commons does NOT mean that works are public domain! In any case, at least the AUTHOR has to be mentioned!

Advantages of CC licenses

- Statement: free access to digital culture
- Interest in the processing and derivatives.
- Enlargement of the world's material pool.



- Especially: Sharing of your works.
- When using CC licenses users feel more secure that the works could be shared without asking directly.

How to use CC licenses?

Include near your work a reference to the appropriate license (as graphics or text shortcut) and link it to the appropriate license agreement page. More about this:

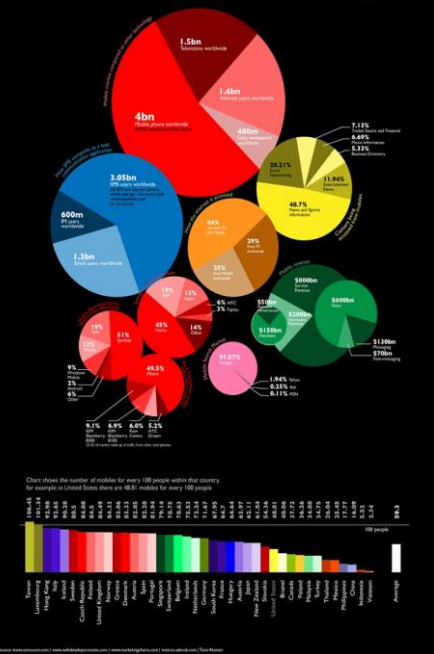
-> <http://creativecommons.org/choose/>

Sources: creativecommons.org, en.wikipedia.org/wiki/Creative_Commons

This infographic is licensed under CC-BY-SA: feel free to use and share it, but please mention the author www.bildersuche.org/en/creative-commons-infographic

The size of the Mobile market

Strategy



USDA

The United States Department of Agriculture

BRINGING THE FARM TO SCHOOL

Growing healthy children & communities

\$354,599,266

in school food dollars was invested in local communities in the 2011-2012 school year.

38,629 schools

are buying local foods for the school cafeteria. Money invested in agriculture has a positive economic impact on rural and urban communities.



56% of schools

Say they will buy more local food in the future. Expect growth in local plant-based proteins, grains, meat, poultry and eggs.



Local foods span the school meal tray

21,008,254 students

are learning to make lifelong healthy eating choices. With farm to school programs, kids are more likely to eat their fruits and vegetables and try new, healthy foods.

Healthy habits take root

Beyond serving local foods at mealtime, schools are planting gardens, visiting farms and turning the cafeteria into a classroom.



THE FARM TO SCHOOL CENSUS

To determine the prevalence of farm to school programs, USDA surveyed an estimated 13,000 public school districts across the country. Approximately 8,800 districts responded for a total response rate of over 65%.

HUNGRY FOR MORE?

www.fns.usda.gov/farmtoschool/census/

INFOGRAPHICS



What are Infographics

Infographics are graphic visual representations of information, data, or knowledge



Benefits

- lead to a better understanding of the concepts
- user can extract information on a subject
- conveying information quickly and easily to the masses

EDUCATIONAL USE

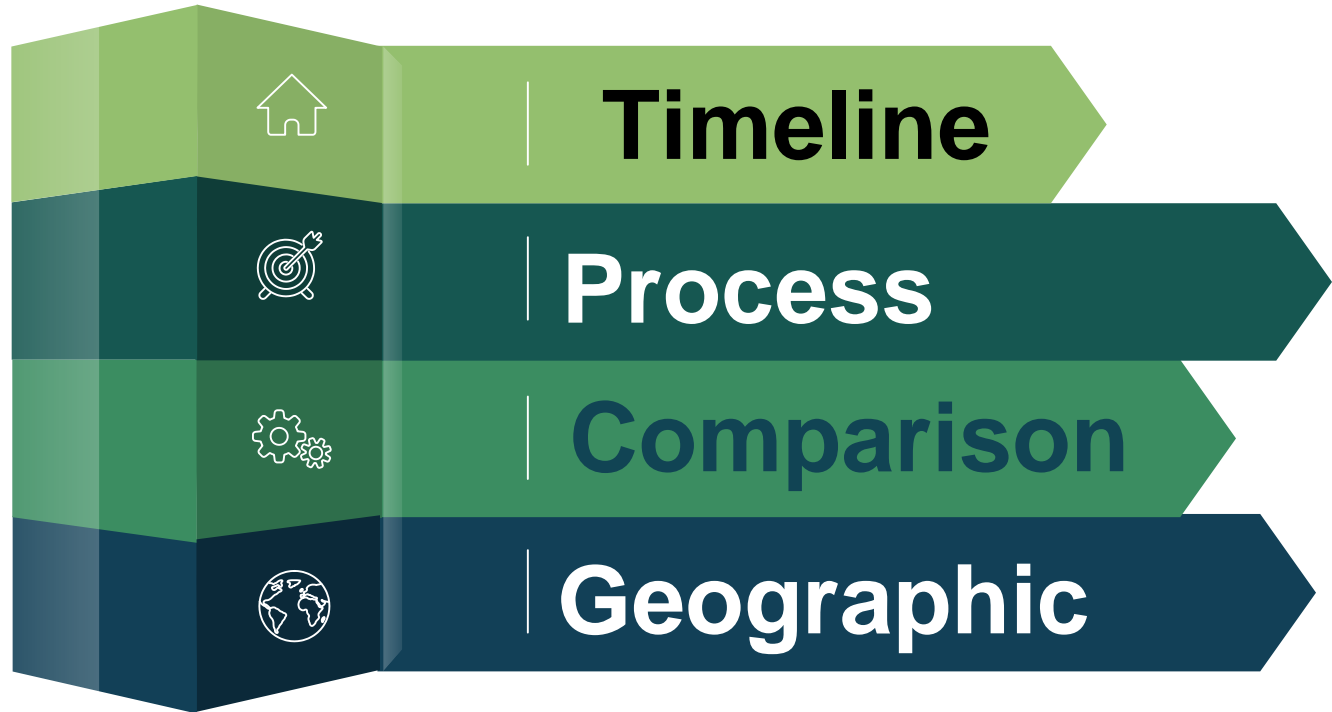
- **used as visuals aids**
- **as discussion starters**
- **introduce a topic or give an overview of the lesson**
- **for visualizing data**
- **create visual essays**

FEATURES

- **Comprehension**
- **Appeal**
- **Retention**



TYPES



Easel.ly is the online tool to create Infographics

The free way to turn boring data into an engaging infographic

Before easelly

Deliverable	Description	Stage	Definition
OS4000 series Storage Video	Brief oriented video describing storage value proposition, architecture and OS4000 series available also	Preparation	Pre-arrival, first day (first month) activities, activities for new employees in the early work environment, and introduction to public processes and procedures.
New product video update	Brief oriented video describing value proposition for new products	Orientation	HR New Employee Orientation on-site, client benefits training and department specific orientation.
New product hardware video	Overview of physical hardware configuration and brief value proposition discussion	Development	Employee development planning to meet employee attendance in all staff development, training i.e. LEAD or ASPRES.
Product messaging for social awareness campaign for search an arrival brief	Product messaging for a product campaign or posting	Production	Developing university partners, building relationships, meeting performance against score booking for the University's business.
		Final user	Monitoring and reviewing the effectiveness of onboarding process.
		Business	Initial user business, GP sales technical

After easelly

Easelly is a simple infographic maker that lets you visualize any kind of information.

Windows taskbar: Type here to search, 11:44, 19-05-2020

CREATING AN ACCOUNT

← → ↻ easel.ly/auth/login



easelly

Don't have an account?

Create Your Free Account



Login to use Easelly

Email or username

Password


Remember my password

[Forgot your password](#)

Login

or log in with

 Log in with Facebook


 Log in with Google

[Privacy Policy](#)



DASH BOARD

← → ↻ easel.ly/home#

easelly Pricing ▾ About Getting Started ▾ + Groups  singhaldeepti24 [FREE ACCOUNT](#) ▾


Upgrade to a Pro Account to enjoy 681,982 images and 732 high quality templates. [Upgrade](#)

My Visuals

[Blank Template](#)

[Present My Work](#) [Set Custom Size](#)

Design Service




No time? Let us help you [Learn more](#)

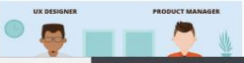




[Design Order Dashboard](#)

[Add New Folder](#)

Public Visuals

6+ Million Visuals Created

Search  Choose Category... ▾

SAMPLE TEMPLATES

easel.ly/home#

Public Visuals

6+ Million Visuals Created

Search

Categories of Templates

Choose Category...

Choose Category...

- Resume
- Timeline
- Process
- Comparison
- Food
- Social Media
- Health
- Report
- Financial
- Real Estate
- Misc
- Business
- Marketing
- Holiday
- Environment
- Science
- Checklist
- Sales
- Recycling

Empty Template



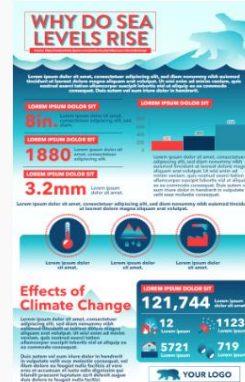
DesignerMa

Share



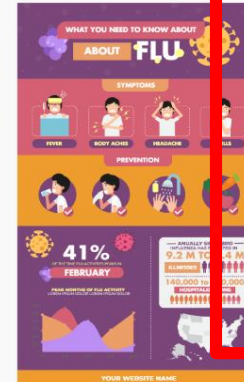
Phone

Share



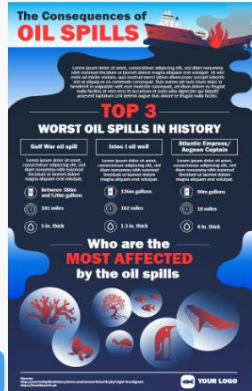
SeaLevelsR

Share



AboutFlu

Share



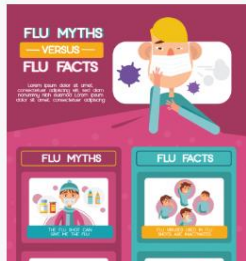
OilSpills

Share



LessPlasti

Share



TOOL BAR



File ▾

Download ▾

Share ▾

Resize ▾

Comparison

Preview

Save



Public



Templates Objects Media Backgrounds Line Text Charts Upload Pictogram Animations Undo Redo Grid



RESIZING THE TEMPLATE

The screenshot displays the Easel.ly web application interface. A red rectangular box highlights the 'Resize' dropdown menu, which is currently open. The menu shows the current size as '1589729868' and lists several standard paper sizes: Letter (8.5 x 11 in), Legal (8.5 x 14 in), Executive (7 x 10 in), Tabloid (11 x 17 in), Photo (4 x 6 in), A4 (8.3 x 11.7 in), and A3 (11.7 x 16.5 in). A green 'Custom Size' option is highlighted at the bottom of the menu. The background shows a colorful infographic template for 'FOOD INFOGRAPHIC' with sections for 'CLEAN FOOD', 'TOMATO LYCOPENE 65%', 'ORANGE VITAMIN 70%', and 'EGGPLANT 45%'. Other interface elements include a top navigation bar with 'File', 'Download', 'Share', 'Preview', 'Save', and 'Public' buttons, and a bottom toolbar with 'Undo', 'Redo', and 'Grid' options.



File

Download

Share

Resize

Comparison

Preview

Save

Public

Templates

Objects

Media

Backgrounds

Line

Text

Charts

Upload

Pictogram

Animations

Undo

Redo

Grid

Search



Categories

Categories

- Resume
- Timeline
- Process
- Comparison
- Food
- Social Media
- Health
- Report
- Financial
- Real Estate
- Misc
- Business
- Marketing

Blank template

CLEAN FOOD

JUNK FOOD

TOMATO
LYCOPENE 65%

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Vivamus euismod, odio at.



HAMBURGER
CALORIES

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.

450
CALORIES

ORANGE 70%

52%
70%

Custom



100%



Search

- People
- Medical
- Medical Staff
- Miniman
- Misc
- Monuments
- Multimedia
- Music
- Nature
- Network
- News
- Organic
- Outdoor
- Payment
- People



Go Pro to unlock more!
Upgrade

CLEAN FOOD	JUNK FOOD
TOMATO LYCOPENE 65%	HAMBURGER CALORIES
ORANGE 70%	450 CALORIES

The infographic features two columns. The left column, titled 'CLEAN FOOD', has a green background and shows 'TOMATO LYCOPENE' with a 65% value and 'ORANGE' with a 70% value. The right column, titled 'JUNK FOOD', has a yellow background and shows a 'HAMBURGER CALORIES' bar chart with 45% and '450 CALORIES' with a 52% value. Each item includes a small illustration (tomato, orange, hamburger) and a placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus euismod, odio at.'

Custom 100%

ADDING MEDIA

easel.ly/create?id=https://s3.amazonaws.com/easel.ly/all_easels/5594876/1589729868&key=pri

File Download Share Resize Comparison Preview Save Public

Templates Objects Media Backgrounds Line Text Charts Upload Pictogram Animations Undo

Unsplash Photos YouTube Upload Files

Search Unsplash Photos

Agriculture

Category	Item	Value
CLEAN FOOD	TOMATO LYCOPENE	65%
	ORANGE VITAMIN	70%
	EGGPLANT	70%
JUNK FOOD	HAMBURGER CALORIES	450
	FRENCH FRIES CALORIES	520

ADDING YOU TUBE VIDEO

easel.ly/create?id=https://s3.amazonaws.com/easel.ly/all_easels/5594876/1589869379&key=pri

File Download Share Resize 1589869379 Preview Save Public

Templates Objects Media Backgrounds Line Text Charts Upload Pictogram Animations Undo

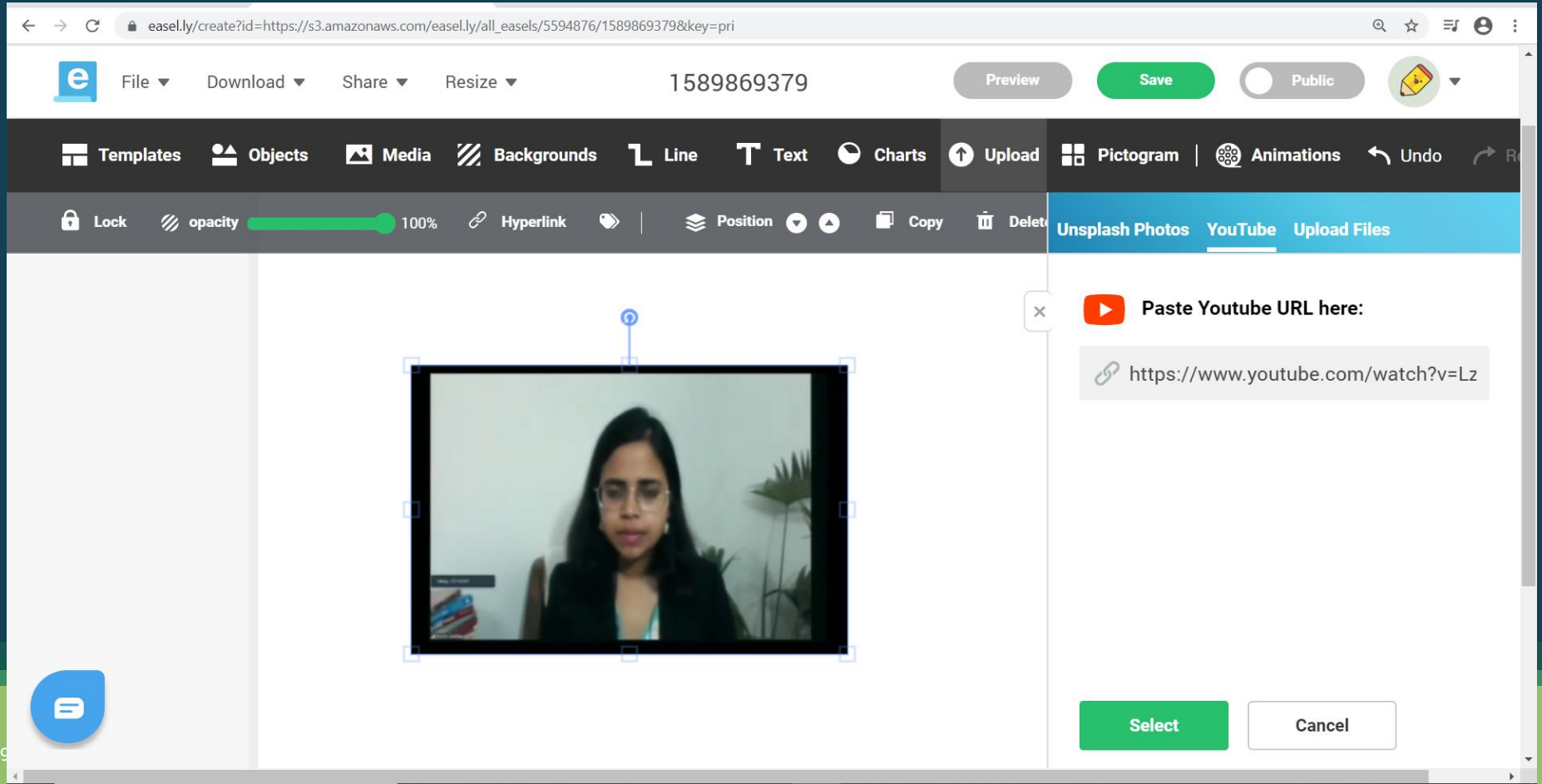
Lock opacity 100% Hyperlink Position Copy Delete

Unsplash Photos **YouTube** Upload Files

Paste Youtube URL here:

<https://www.youtube.com/watch?v=Lz>

Select Cancel

The image shows a screenshot of the Easel.ly web application. The main workspace contains a video player with a woman's face. A dialog box is open on the right side, prompting the user to paste a YouTube URL. The URL 'https://www.youtube.com/watch?v=Lz' is entered in the text field. The interface includes a top navigation bar with 'File', 'Download', 'Share', and 'Resize' options, and a central toolbar with various editing tools like 'Templates', 'Objects', 'Media', 'Backgrounds', 'Line', 'Text', 'Charts', 'Upload', 'Pictogram', and 'Animations'. A bottom toolbar shows 'Lock', 'opacity' (set to 100%), 'Hyperlink', 'Position', 'Copy', and 'Delete' options. The URL in the browser's address bar is 'easel.ly/create?id=https://s3.amazonaws.com/easel.ly/all_easels/5594876/1589869379&key=pri'. The video player shows a woman with long dark hair and glasses, wearing a black top, against a light background with a plant. The dialog box has a close button (x) and two buttons: 'Select' and 'Cancel'.

LINES

easel.ly/create?id=https://s3.amazonaws.com/easel.ly/all_easels/5594876/1589729868&key=pri

File Download Share Comp Preview Save Public

Templates Objects Media Backgrounds Line Text Charts Upload Pictogram Animations Undo

Choose shape to draw

Line Arrow L-Shape Wave

CLEAN FOOD TOMATO LYCOPENE 65% HAMBURGER CALORIES 100%

20

ADDING TEXT

The screenshot displays the Easel.ly web interface. At the top, there is a navigation bar with options: File, Download, Share, Comp, Preview, Save, and Public. Below this is a toolbar with icons for Templates, Objects, Media, Backgrounds, Line, Text, Charts, Upload, Pictogram, and Animations. The 'Text' icon is highlighted with a red box. Below the toolbar, a panel titled 'Drag text onto your Canvas' contains six text format options: Title, Header, Body, Bullet, Number, and Alphabet. The main canvas area shows a infographic comparing 'CLEAN FOOD' and 'JUNK FOOD'. The 'CLEAN FOOD' section features a tomato and 'TOMATO LYCOPENE 65%' with a paragraph of placeholder text. The 'JUNK FOOD' section features a hamburger and 'HAMBURGER CALORIES' with a paragraph of placeholder text. A zoom control at the bottom right shows 'Custom' and '100%'.

e File Download Share Comp Preview Save Public

Resize Templates Objects Media Backgrounds Line Text Charts Upload Pictogram Animations Undo

Drag text onto your Canvas

Title Header Body Bullet Number Alphabet

CLEAN FOOD

TOMATO LYCOPENE 65%

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus euismod, odio at.

JUNK FOOD

HAMBURGER CALORIES

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Custom 100%

ADDING CHARTS

The screenshot shows the Easel.ly web interface. A red box highlights the 'Charts' menu and the 'Go Pro' upgrade prompt. The 'Charts' menu includes options for Bar, Column, Line, and Radar. The 'Go Pro' prompt offers an 'Upgrade' button. The main content area displays a comparison between 'CLEAN FOOD' (Tomato Lycopene) and 'JUNK FOOD' (Hamburger Calories).

File Download Share Complete Preview Save Public

Resize Templates Objects Media Backgrounds Line Text Charts Upload Pictogram Animations Undo

Pie, Area, Line, Scatter... Go Pro to unlock more! Upgrade

Bar Column Line Radar

CLEAN FOOD

TOMATO LYCOPENE 65%

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus euismod, odio at.

JUNK FOOD

HAMBURGER CALORIES

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Custom 100%

ADDING PICTOGRAM

The screenshot shows the Easel.ly web interface for creating an infographic. The main design is titled "FOOD INFOGRAPHIC" and is divided into "CLEAN FOOD" and "JUNK FOOD" sections. The "CLEAN FOOD" section includes:

- TOMATO LYCOPENE**: 65% (with a tomato icon and placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus euismod, odio at.")
- ORANGE VITAMIN**: 70% (with an orange icon and placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus euismod, odio at.")
- EGGPLANT**: 45% (partially visible)

The "JUNK FOOD" section includes:

- HAMBURGER CALORIES**: 450 CALORIES (with a hamburger icon and placeholder text: "Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus euismod, odio at.")
- 52**: (partially visible)

The "Pick your icon" dialog box is open, showing two options:

- Single Icon**: A single blue raspberry icon.
- Many Icons**: Four blue raspberry icons arranged in a row.

Below the dialog box, a "Quick tip" states: "Split icons into rows of 5 or 10 to make your pictogram easier to read and understand." Two examples are shown:

- 80%**: A blue popsicle icon next to the text "80%". Below it, the text "Popsicle Consumption Rate" is displayed.
- 50%**: Five blue popsicle icons, with the first two filled and the last three outlined, next to the text "50%". Below it, the text "Popsicle Consumption Rate" is displayed.

The interface also features a top navigation bar with "File", "Download", "Share", and "Resize" options, and a main menu with "Templates", "Objects", "Media", "Backgrounds", "Line", "Text", "Charts", "Upload", "Pictogram", "Animations", "Undo", and "Redo". The "Pictogram" menu item is currently selected.

ADDING ANIMATIONS

The screenshot displays the Easel.ly web application interface. At the top, the browser address bar shows the URL: `easel.ly/create?id=https://s3.amazonaws.com/easel.ly/all_easels/5594876/1589729868&key=pri`. The main navigation bar includes options for File, Download, Share, and Resize, along with a 'Comparison' mode indicator, 'Preview' and 'Save' buttons, and a 'Public' toggle. Below this is a toolbar with icons for Templates, Objects, Media, Backgrounds, Line, Text, Charts, Upload, Pictogram, Animations, and Undo. The central workspace features a 'FOOD INFOGRAPHIC' template with sections for 'CLEAN FOOD' and 'JUNK FOOD'. The 'CLEAN FOOD' section includes data for TOMATO LYCOPENE (65%), ORANGE VITAMIN (70%), and EGGPLANT (45%). The 'JUNK FOOD' section includes data for HAMBURG CALORIES (450) and another item (52%). A red box highlights the 'Animations' panel on the right, which contains a search bar, a dropdown menu set to 'Animals', and a grid of animal icons: three dog silhouettes, two cat faces, and one penguin.

SHARING INFOGRAPHICS

The screenshot displays the Easel.ly web application interface. At the top, the browser address bar shows the URL: `easel.ly/create?id=https://s3.amazonaws.com/easel.ly/all_easels/5594876/15897298688/key=prif#`. The main navigation bar includes a logo 'e', a 'File' dropdown, 'Download', 'Share', 'Resize', and 'Comparison' options. To the right are buttons for 'Preview', 'Save', and 'Public'. Below this is a secondary toolbar with 'Templates', 'Objects', 'Media', 'Upload', 'Pictogram', 'Animations', 'Undo', 'Redo', and 'Grid' icons. A red rectangular box highlights the 'Share' dropdown menu, which is open and lists the following options: 'Invite a friend to edit', 'Share by Email', 'Shareable Link', 'Share as Template', 'Share to Group', 'View in Browser', 'Embed Code', 'Share to Facebook', and 'Share to Twitter'. The background features a colorful infographic titled 'JUNK FOOD' with a 'HAMBURGER CALORIES' section containing placeholder text: 'Lorem ipsum dolor sit amet, consectetur adipiscing elit.' A zoom control at the bottom right shows 'Custom', '100%', and '+'/'-' buttons.

DOWNLOADING INFOGRAPHICS

The screenshot shows the Easel.ly interface with a red box highlighting the 'Download' dropdown menu. The menu options are:

- Low Quality
- HD High Quality
- PDF (Print)
- Animated Graphics (GIF)

The background infographic features the text 'FOOD INFOGRAPHIC' in yellow on a green banner, and 'CLEAN FOOD' and 'JUNK FOOD' in white on a dark blue background. The top navigation bar includes 'File', 'Download', 'Preview', 'Save', and 'Public' buttons. The bottom right corner shows zoom controls set to 100%.