

# Infographics and Presentations with Piktochart.com

## Benefits of Visual Information:



Easy to scan, appeals to internet users



Images are processed more quickly by the brain



Facts are remembered more easily when tied with visual information

## How can librarians use tools like Piktochart to make their information visual?

- Embed videos uploaded to Youtube or Vimeo
- Ideal for web-based promotional materials, libguides, and presentations

### Embedded Video



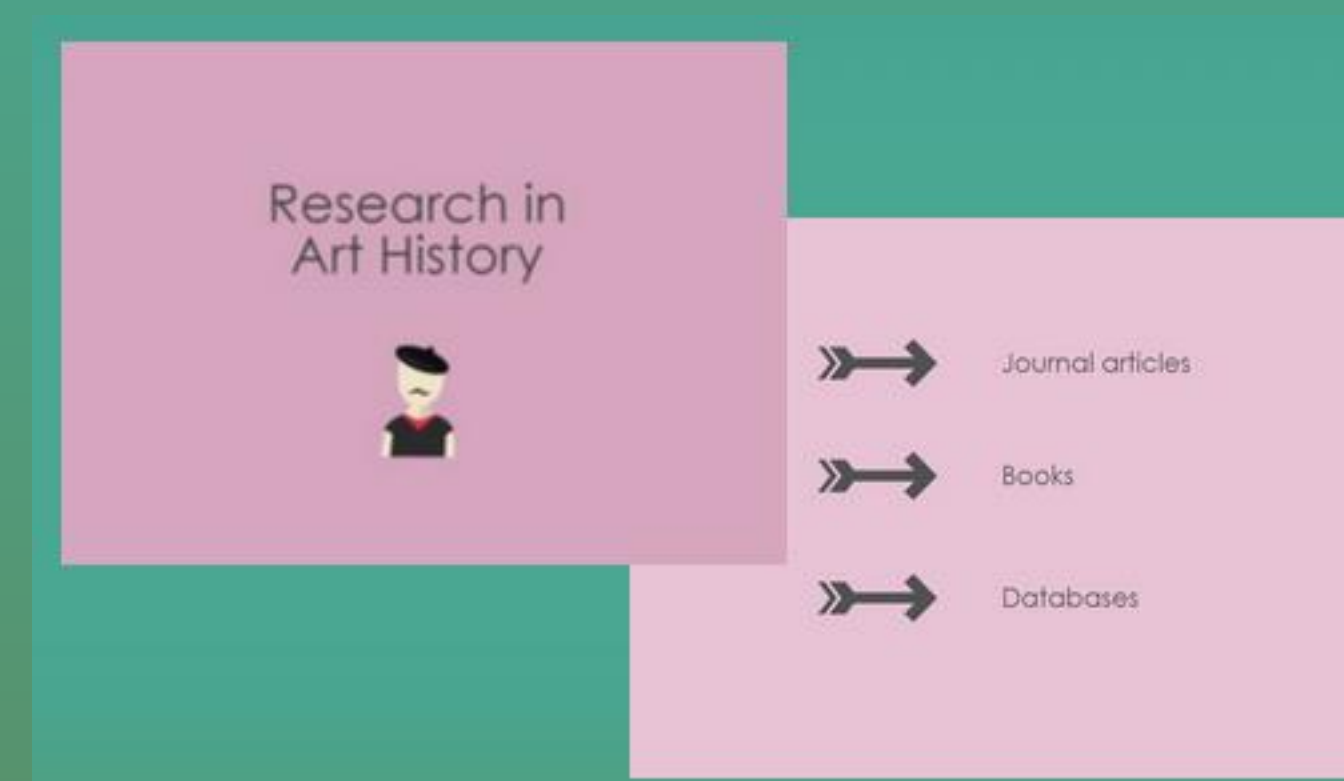
### Data Visualization Using Maps



- Interactive maps are ideal for web-based promotional materials and libguides
- Templates available for USA, each continent, and the world

- Free access to gallery of 4,000+ icons
- Present with animations using presentation mode, or copy slides into Powerpoint

### Minimalist Presentation



### Data Visualization Using Graphs



- Link directly with data in a Google Spreadsheet, or upload an Excel file
- Interactive graphs are ideal for web-based promotional materials and libguides