

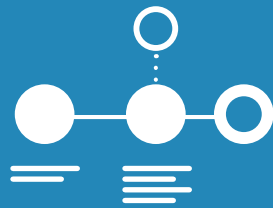
YOU KNOW YOU NEED AN INFOGRAPHIC IF...

Infographics are fast becoming the most effective item in the proposal writer's toolbox. They save time in understanding complex ideas, processes and data – saving space in the overall proposal production and presentation. **But, how do you know when you need one?** Here are some ideas:



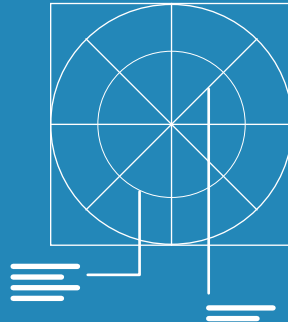
YOU HAVE LOTS OF DATA THAT'S DIFFICULT TO UNDERSTAND IN WRITTEN FORM

Infographics are excellent for illuminating the story in data that is hard to digest in written form.



YOU NEED TO ILLUSTRATE A TIMELINE FOR YOUR PROGRAM OR SOLUTION

Infographics can also help to display chronology. Timelines create a visual reference for time and history.



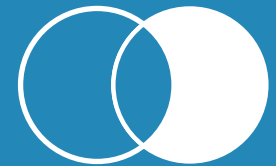
YOU ARE SIMPLIFYING A COMPLICATED CONCEPT

The core purpose of an infographic is to simplify a complex idea which makes it a great educational tool, especially when presenting an overview of a program or solution.



YOU ARE EXPLAINING HOW SOMETHING WORKS

In addition to simplifying complex ideas, infographics are often used to reveal the mechanics behind how your idea, process or equipment works.



YOU ARE MAKING COMPARISONS

When drawing comparisons, infographics help organize similarities and differences by visually illustrating parallels that complement the information being presented. Text explanations of comparisons sometimes create more confusion than clarity.

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