The Seven Types of Infographics

Category	Purpose	Example(s)	Additional information
Statistical	Focus on data	Teaching with Technologies Statistical Infographic (new window)	Trying to tell a story using numbers and data. Storytelling devices could include charts, graphics, impactful numbers or illustrations to visualize the data.
Informational	Convey text-based information in easy-to-understand points	7 Things to Remember about Feedback (new window) 9 Things Tech-Savvy Teachers Do on a Regular Basis (new window)	Informational posters, "listo-graphics," presentations, brochures, instructional guides. Goal is to inform.
Timeline	Maps a story or process through time	Civil Rights Timeline (new window)	Use a connecting line with different points branching out.
Process	Break down a process into a series of easy to follow steps	Bonsai Tree Care for Beginners (new window)	Makes a complex process easy to follow.
Geographic	Location-based information	The United States of Facebook (new window) Five Geographical Wonders You Must See in Ecuador (new window)	Can be conveyed by highlighting or shading different parts of a map or overlaying shapes on top of the map
Comparison	Compare and contrast two different "things" or "types" of information	The eLearning Dilemma (new window)	Can highlight differences or similarities for objects, brands, places, categories, versions, theories, problem-solving methods, philosophies, etc. Determine pros/cons. Can serve as a guide for selecting one option over the other.
Hierarchical	Organize content into levels	Game of Thrones: Illustrated Guide to Houses (new window)	Used to show how information is organized into different levels and how each level is connected to another Examples: Pyramid charts or organizational flow charts