



INFOGRAPHICS

MS Publisher User Manual

Version 1.2 (November 2016)



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STEP 1: Draft your concept

I've decided on the information I wish to present. How to I present it?

Take a look at existing infographics for ideas

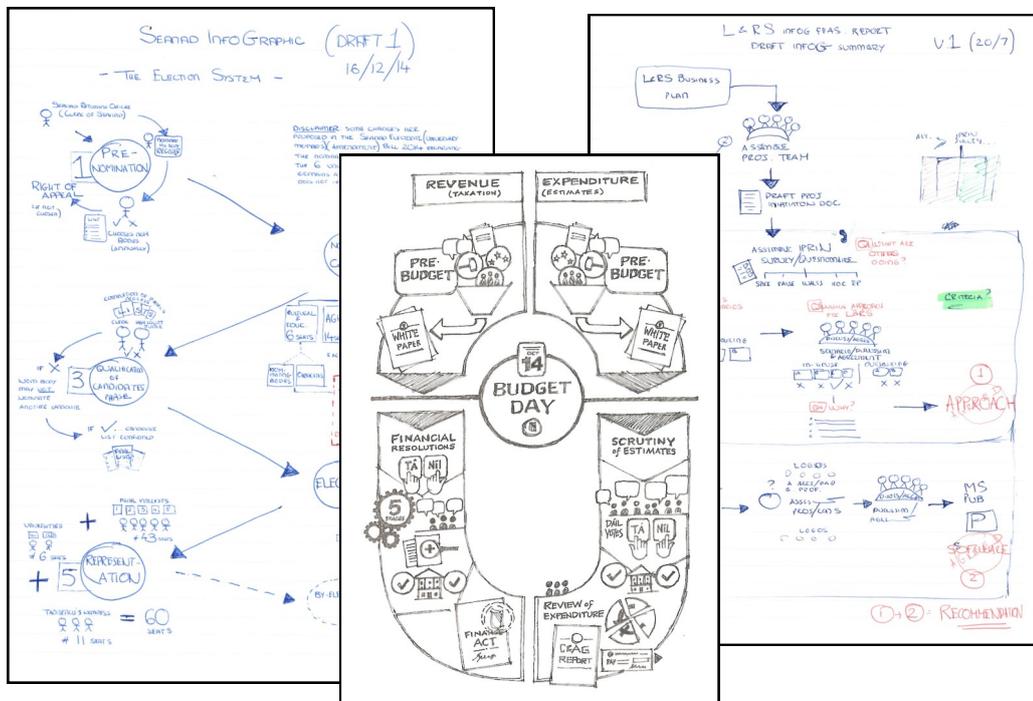


Information is Beautiful
ideas, issues, knowledge, data — visualized!



Online images / blogs / books

existing / similar infographics from other legislatures



Define the story and sketch it....

Be flexible
There is more than one way to visualise the same data so use trial and error

Search for simple icons



Many different sites...but...

For uniformity, the Team recommends the thenounproject.com

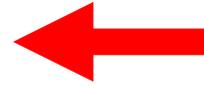


STEP 2: Find a template

Start as you mean to go on....



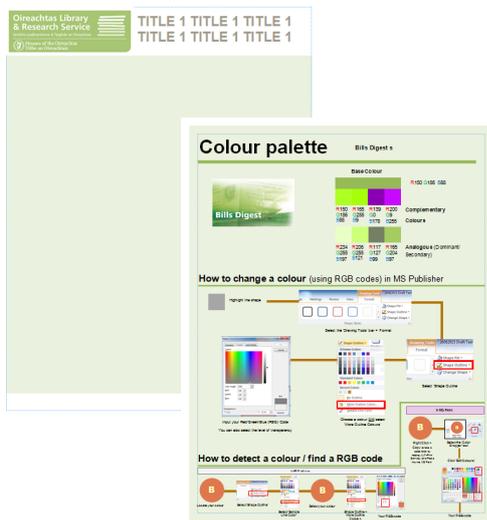
S:\03-10 RESEARCH & INFORMATION SERVICES\Infographics



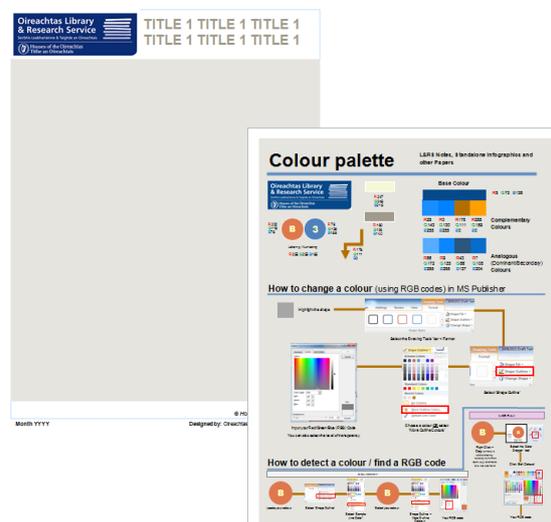
The Master Folder

A. Either start with a blank canvass...

S:\03-10 RESEARCH & INFORMATION SERVICES\Infographics\Resources\Templates



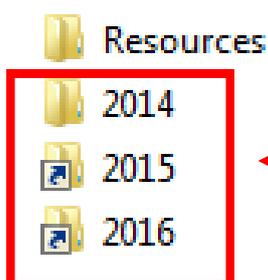
Bills Digest (+ Colour Palette)



Standalones / L&RS Notes (+ Colour Palette)

B. Use a previous graphic as a model...

S:\03-10 RESEARCH & INFORMATION SERVICES\Infographics



Check out examples from previous years and use as a template

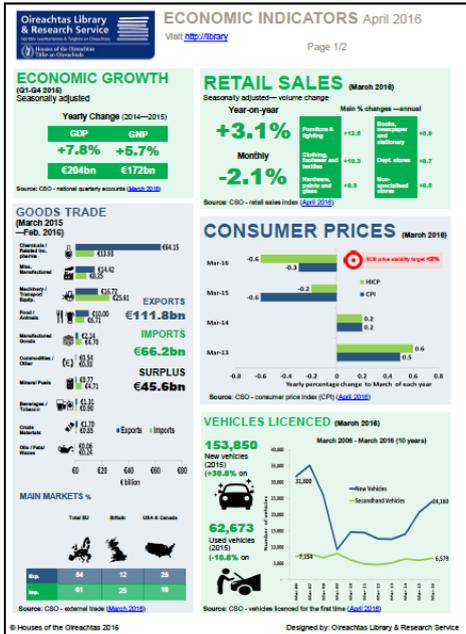
****NB:** Do **NOT** save over these graphics - open the file and save immediately into a new folder**

STEP 2: Find a template (Cont).

Start as you mean to go on....

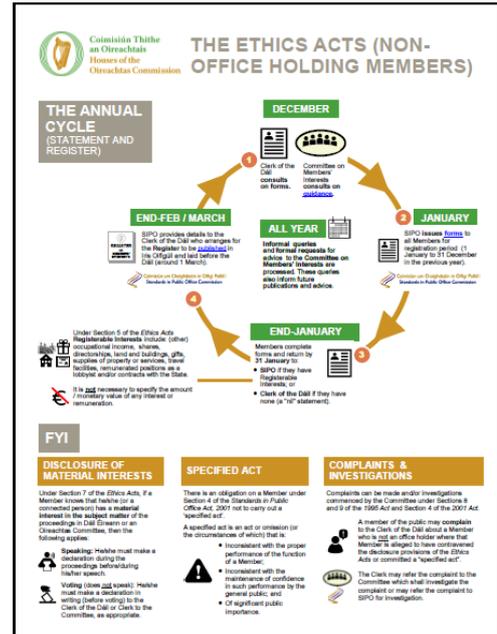
B. Use a previous graphic as a template (cont.)

Are you illustrating data?



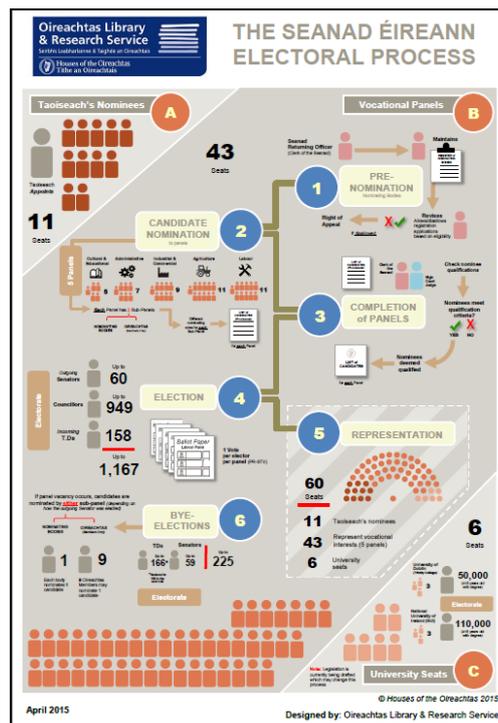
Source: Economic Indicators (April 2016)

Are you telling a story?



Source: Register of Members Interests (March 2016)

Are you illustrating a process / procedure?

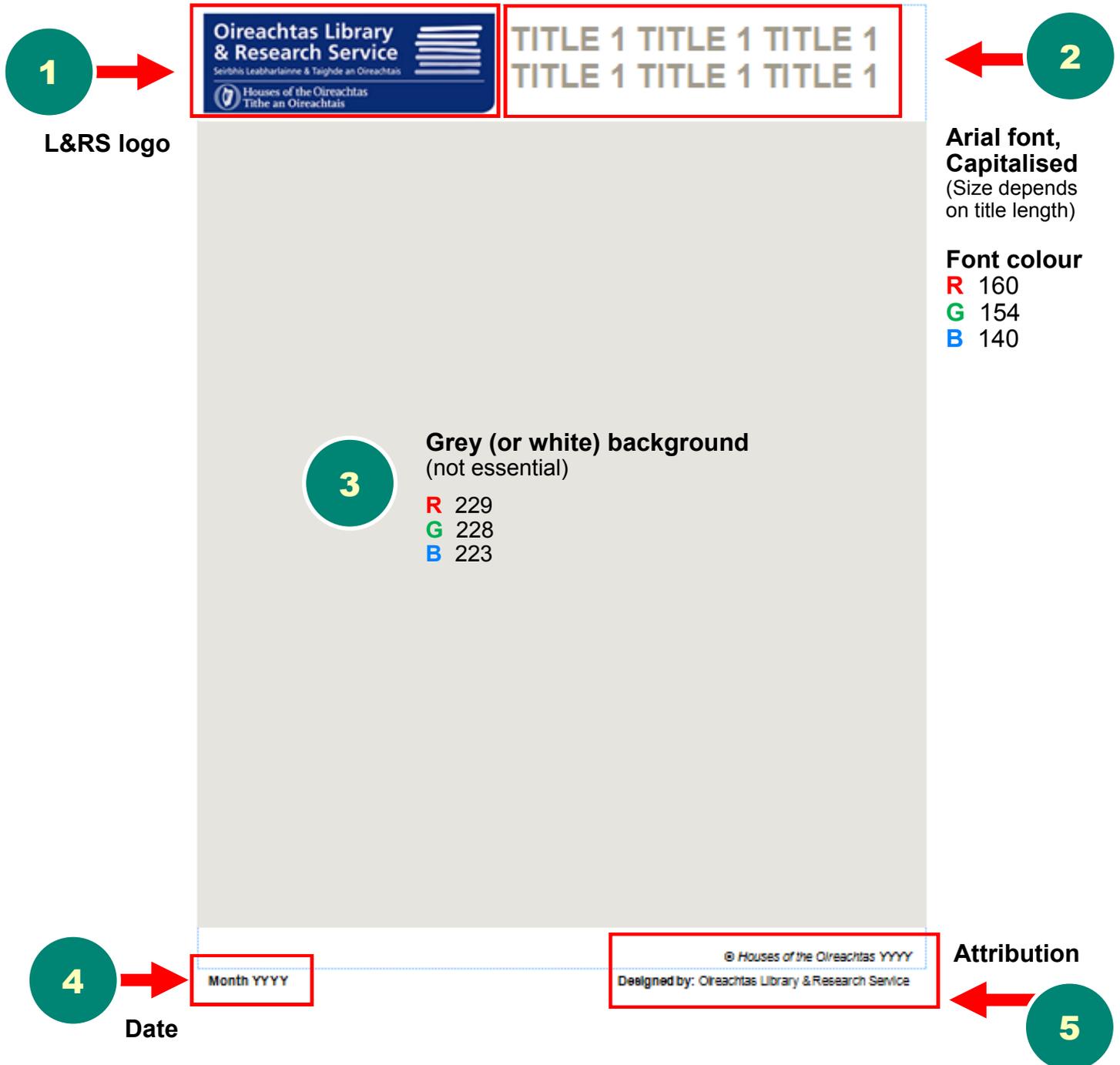


Source: Seanad Éireann Electoral Process (April 2015)

STEP 2: Find a template (Cont.)

Start as you mean to go on....

C. The template (explained)



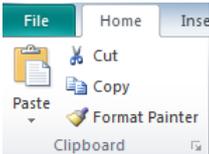
STEP 3: Design

Publisher has a few handy function tools...

A quick overview...

Draw Text Box
Insert a text box into the document, or add text to the selected shape.

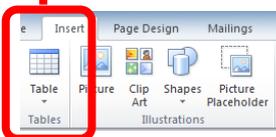
Format Painter
Use the Format Painter button to match styles



Shapes
Insert ready-made shapes, such as rectangles and circles, arrows, lines, flowchart symbols, and callouts

Guides
Insert a set of layout guides that create a grid pattern. Layout guides help you align objects in your publication.

Insert Table
Copy and 'paste special' from MS Excel / Word or use Table Tool



Arrows
Insert block or line arrows to aid the flow of your story.

Send Backward
Send the selected object backward so that it is hidden by the objects that are in front of it.

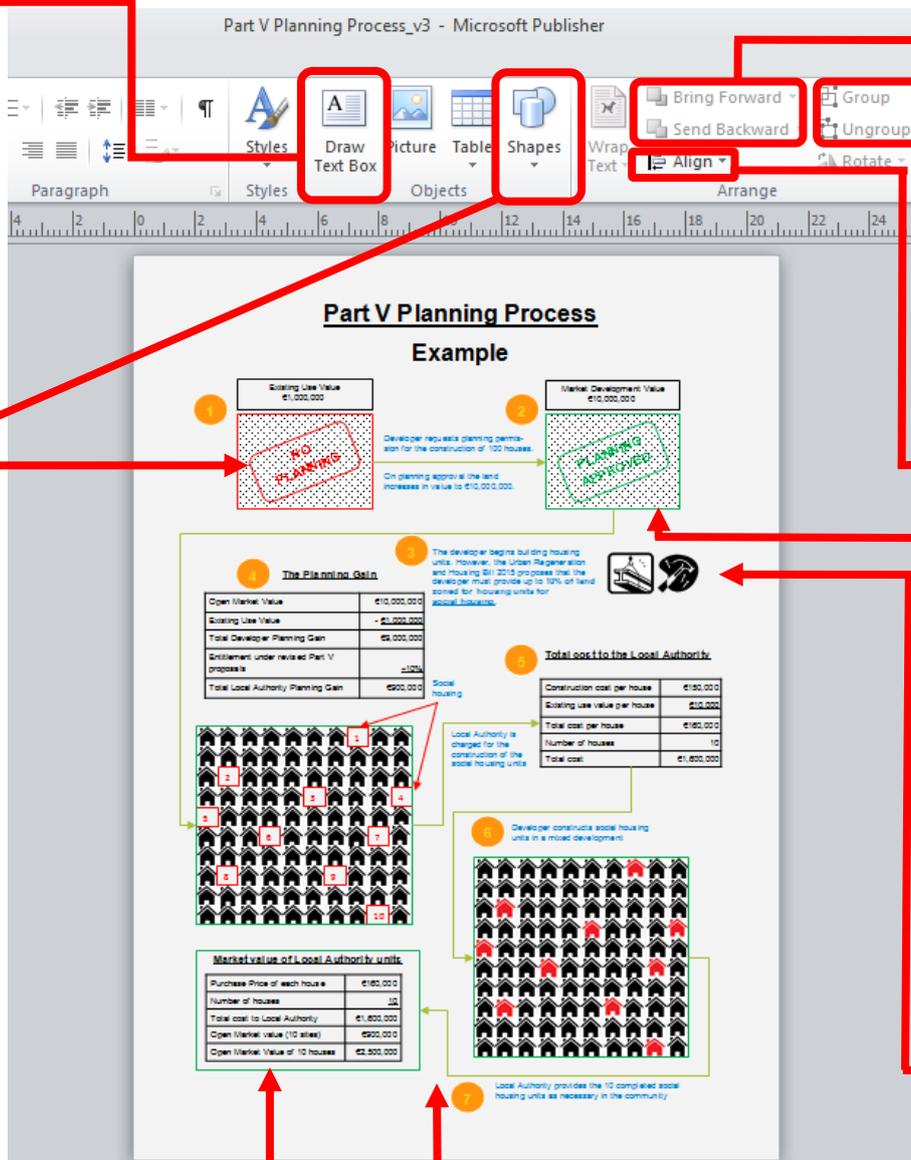
Bring Forward
Bring the selected object forward one level or to the front of all objects.

Group
Join two or more selected objects together so they will be treated as one object.

Align
Align the edges of multiple selected objects (select using *shift* key). You can also centre them or distribute them evenly across the page.

Shape Fill
Fill the selected shape with a solid colour, gradient, picture, or texture.

Icons
Add icons (as JPEGs, PNG or SVG files) and position / scale them.

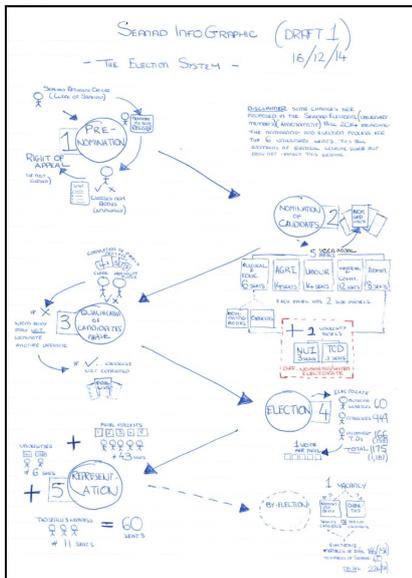


STEP 3: Design (cont.)

Telling a story...

Sketch it

Add as much detail as you wish. See what works / what doesn't work and ask someone else to check that the flow of information makes sense



Select a standard template

In this example, we used the **Standalone, L&RS Notes and Briefing Papers Template**

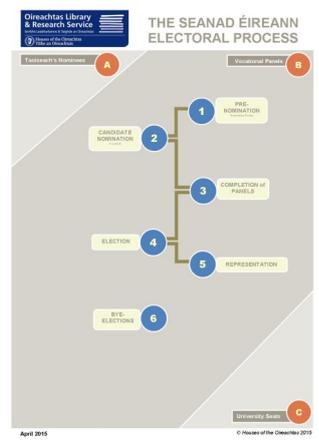
Flow
Organise the information from left to right, top to bottom. This is how the infographic will be read.



Date and Copyright
Mark the date at the bottom of the page along with Oireachtas signature.

Skeleton structure

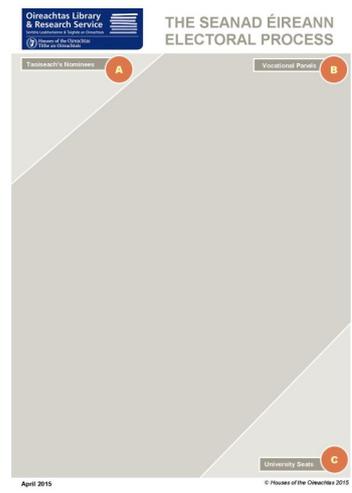
Add some detail (following the sketch) to frame your graphic



Spacing
Use light or grey shading to balance the composition of the graphic and aid accessibility.

Add shapes:
Using the 'Shapes' tool e.g. one circle + one round rectangle = a 'person shape' or one circle, white outline, with blue fill colour and *Arial Black* Number...

Add images: Using the www.nounproject.com



Add some sections

(based on your sketch) that will break the information down

Adjust the brightness/darkness of the template colours as need be.

Add headings to each of the sections

Sequencing
Use sequential letters and numbers so the story is easy to follow.

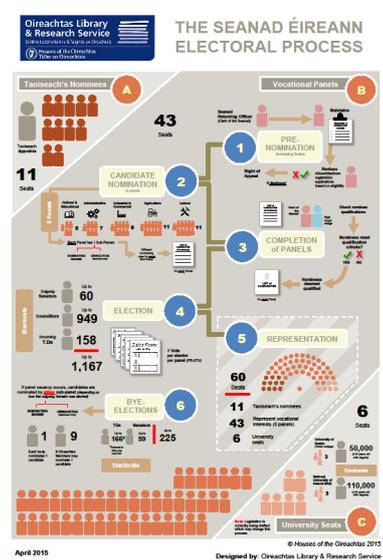


Boxes
Use 'stand-out' boxes to give context and identify key information.

To move / copy shapes:
To move multiple shapes, textboxes and images, select one, click and hold TAB and select more—you can now move / copy them together all together

Match colours: Use shades of the same colour to tell your story in each section

Finished Product
Ready to publish



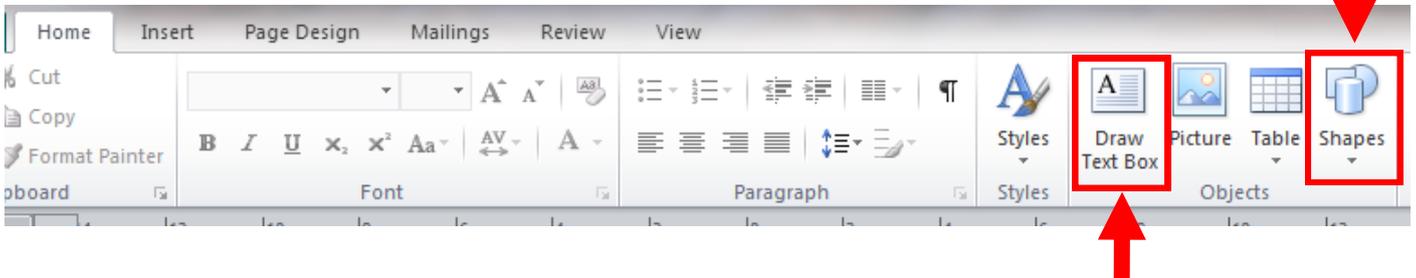
Get building

Add more detail (keeping the same style throughout)

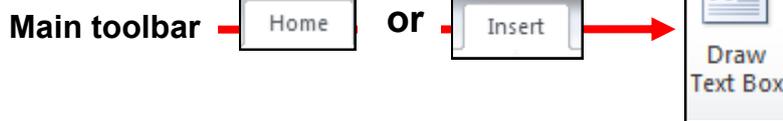
STEP 4: Add text / shapes

So, how do you add text and shapes?

Go to the **Home** Tab → **Draw Text Box** or **Shapes**



Textboxes



abcdefghijklm-
nopqrstuvwxyz

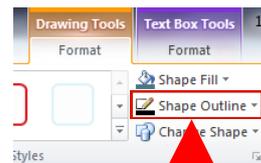
Insert Text

- Select textbox
- Type

abcdefghijklm-
nopqrstuvwxyz

Add a border

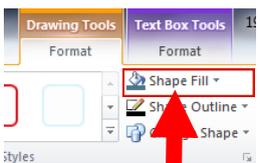
- Select textbox
- Select **DRAWING TOOLS** on the main toolbar
- Click **SHAPE OUTLINE**
- Choose a **COLOUR** / Adjust thickness (weight) etc.



abcdefghijklm-
nopqrstuvwxyz

Add a colour

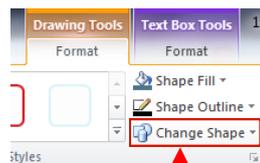
- Select textbox
- Select **DRAWING TOOLS** on the main toolbar
- Click **SHAPE FILL**
- Choose a **COLOUR** and choose darkness/brightness



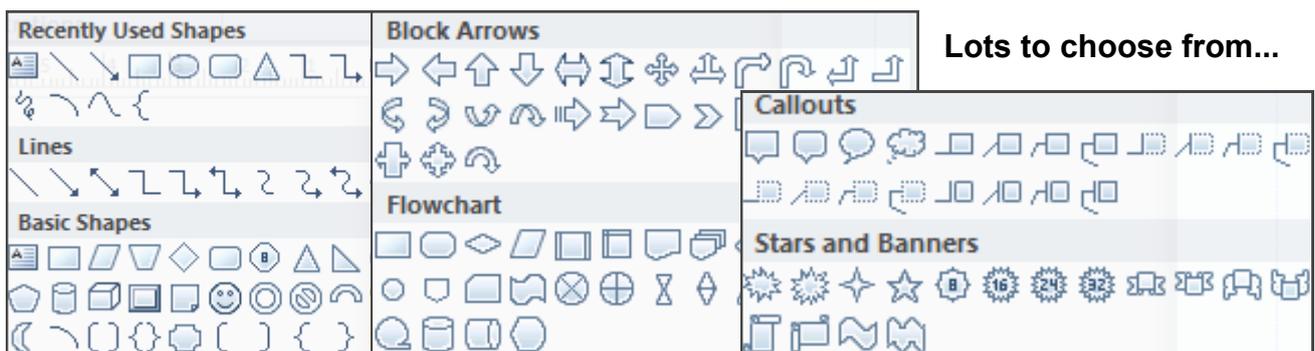
abcdefghijklm-
nopqrstuvwxyz

Change the shape

- Select textbox
- Select **DRAWING TOOLS** on the main toolbar
- Click **CHANGE SHAPE**



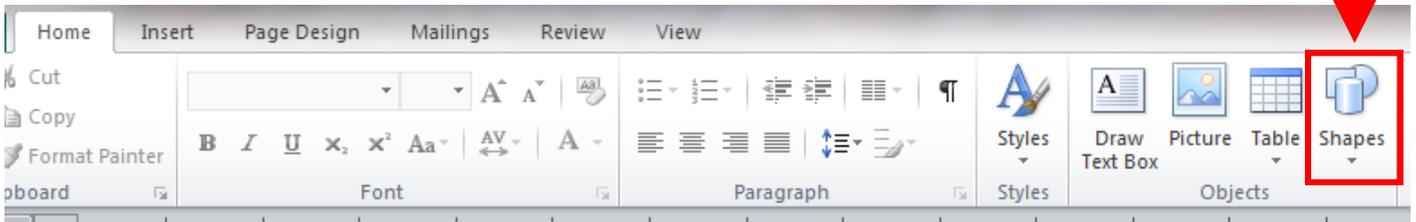
Shapes



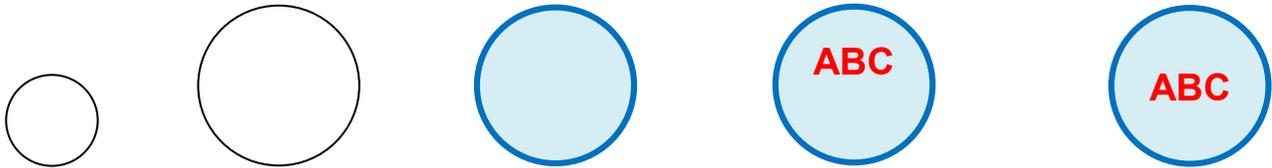
STEP 5: Manipulate shapes

How do you change shapes and change positioning?

Go to the **Home** Tab → **Draw Shapes**

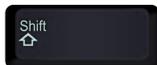


Making shapes



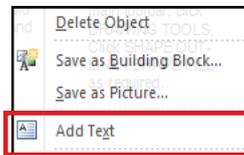
- Insert shape**
- Select shape from menu
 - Draw shape

- Enlarge shape (Keeping proportions)**
- Select shape, hold the SHIFT key and drag shape

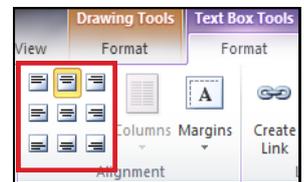


- Colour a shape**
- Select shape, go to main toolbar, click DRAWING TOOLS, Click SHAPE OUTLINE / SHAPE FILL as required.

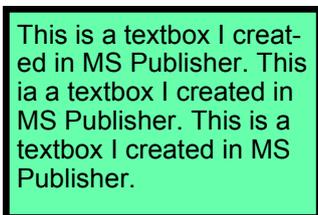
- Adding letters/ numbers**
- Select shape, RIGHT CLICK, ADD TEXT.



- To centre text**
- Highlight text, CLICK **TEXT BOX TOOLS** then alignment.

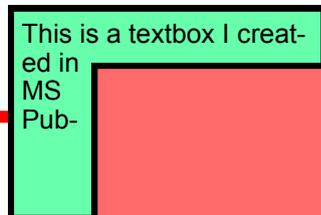


Sending to front / back



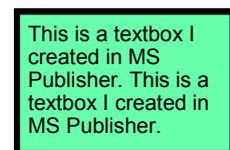
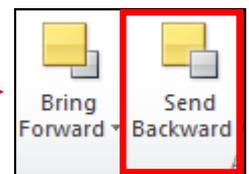
You have a shape, with some text added in.

Now you want to add a second shape behind the first...



Add a second shape. The first shape and its text are now hidden.

Click on the **second shape**, go to **DRAWING TOOLS** on the main bar.



You can also click on the other shape and '**Bring Forward**', etc.

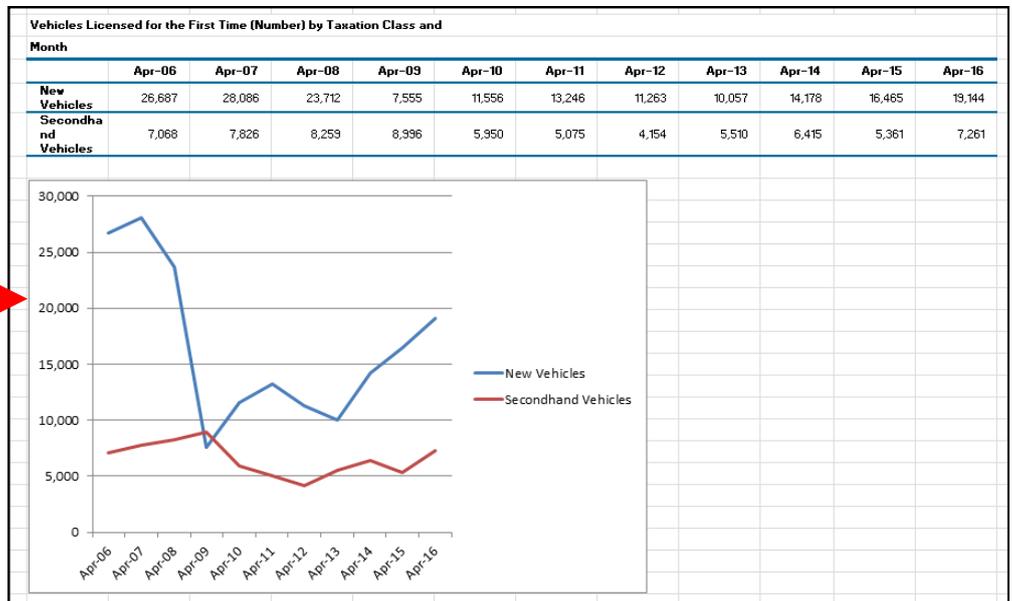
STEP 6: Import from excel

You've made a chart in Excel. How do I add this to my graphic?

In Excel....



Open Excel

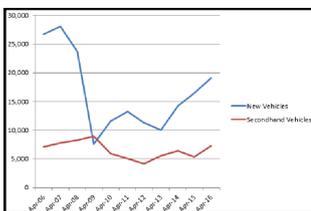


Once you make your chart...**copy** (right click, copy) in Excel + **paste** into Publisher as a PNG file

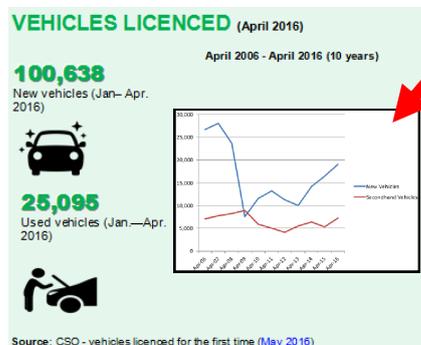
STEP 7: Transparency

How do I match backgrounds?

Your chart background is white...



But your Publisher page background is green..



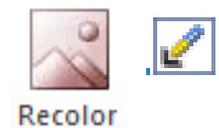
Make the graphic transparent (to match the background colour)

Select the chart...

Click **Picture Tools** on the toolbar



Click **Recolour** then 'Set Transparent Colour' (to get your 'colour picker tool')



Then **click** the background of the chart...

STEP 8: Add icons

Adding icons to your graphic? Use the www.thenounproject.com

To access

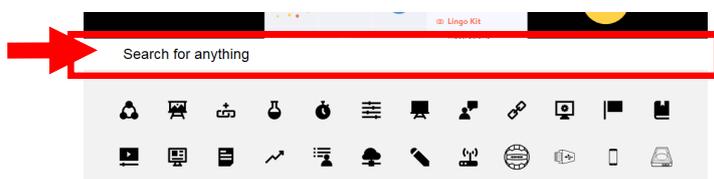
Visit thenounproject.com



All images come in PNG (Portable Network Graphics) and SVG (Scalable Vector Graphics) format. **What's the difference?** For our purposes, not much.

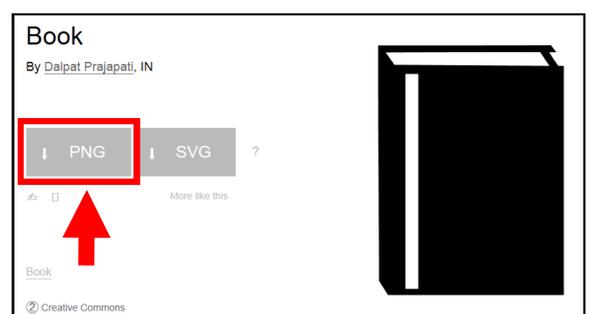
PNGs	SVGs
<ul style="list-style-type: none">• Are <u>less</u> customizable;• Can lose resolution when you change the size of them;• Can look lower quality on older browsers.	<ul style="list-style-type: none">• Are <u>more</u> customizable;• Can be resized and recoloured;• Are better quality (rendering) and more suited to newer browsers.

Search and copy



1

Search (e.g. 'book')



2

Select an icon, click 'Download' and PNG

4

Open the file (it will open in Windows Photo viewer. Then **Copy** and **Paste** into your Publisher Doc

3

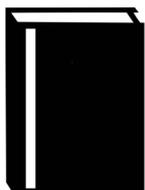


Click 'Save As' at bottom of page and save to desktop, etc.

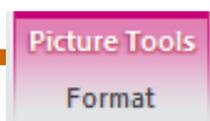
STEP 8: Add icons (cont.)

You've added your icons. How do you recolour them?

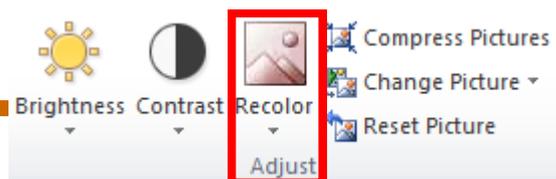
To recolour icons



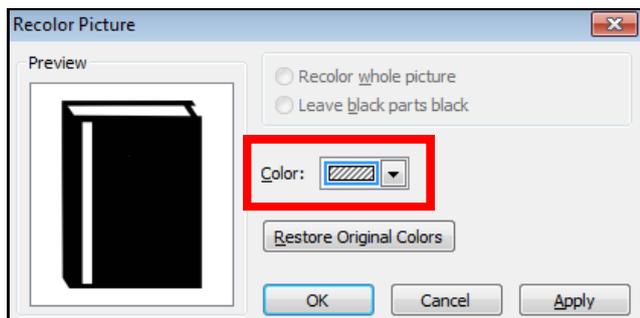
Select your icon



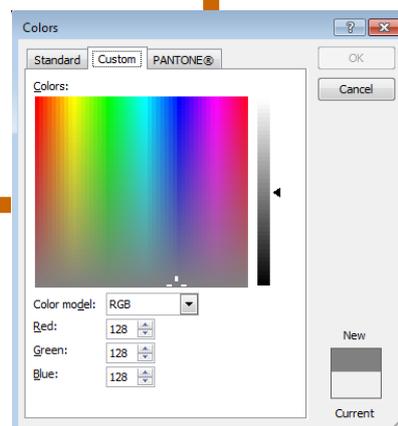
Click Picture Tools then **FORMAT** on the top bar



Click **RECOLOR** then **MORE VARIATIONS** on the ribbon



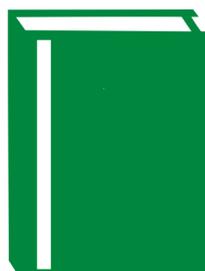
Use the **Color** drop down menu indicated above



Choose a scheme colour

OR

Click **MORE COLORS** (enter your desired RGB code / see Appendix 1)

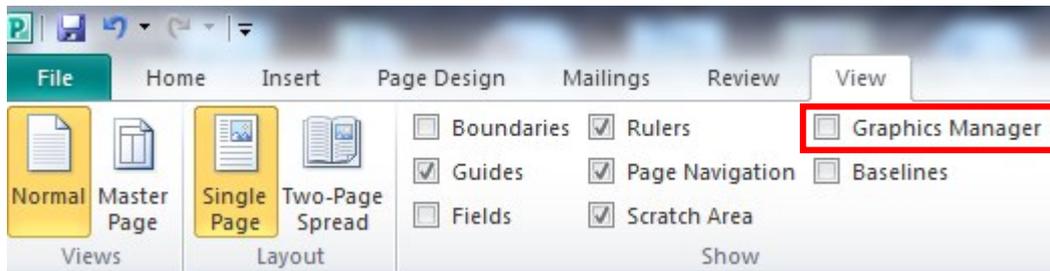


Colour changed

STEP 9: Speed up Publisher

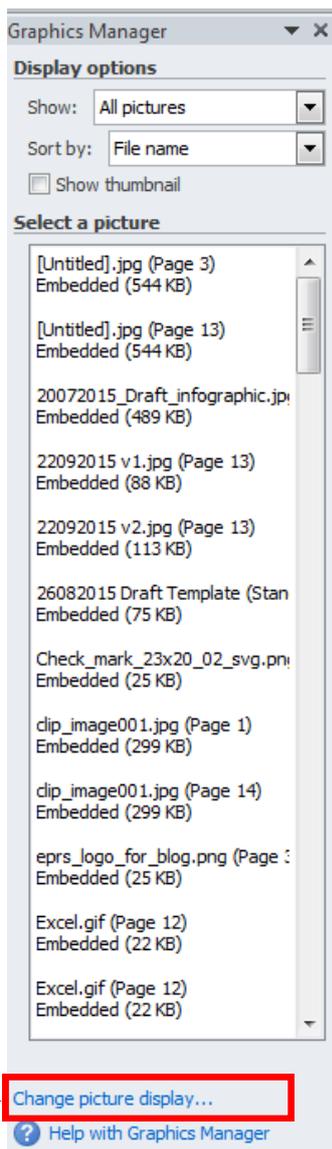
Is Publisher chugging along? Heres a tip to speed it up.

Go to the **View** Tab → Check **Graphics Manager** Box



1

In the right hand column...

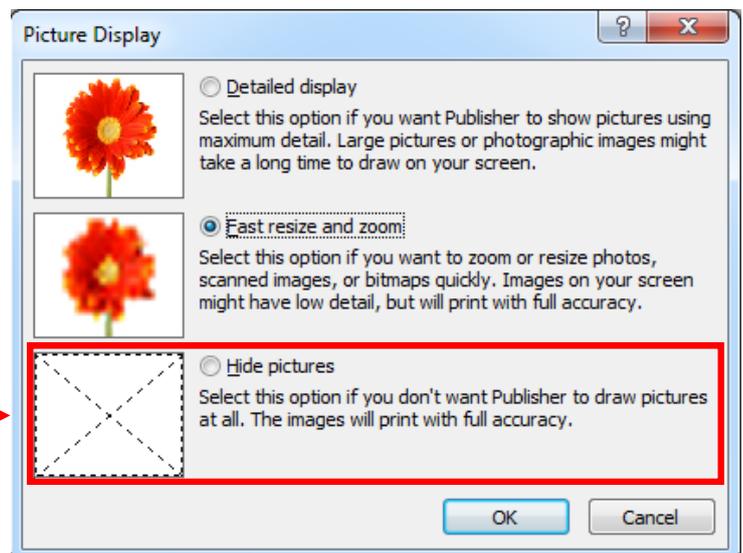


2

Click here

3

And click here...



4



Now all images will appear as this. You **can preview an image** by clicking and dragging it...

Appendix 1: Colour palette

L&RS Notes, Standalone Infographics and other Papers



R222
G119
B76

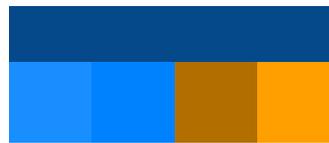
B **3**

R79
G129
B189

Lettering / Numbering
R255 G255 B185

R178
G111
B0

Base Colour



R5 G73 B138

R25 R0 R178 R255
G143 G130 G111 G159
B255 B255 B0 B0

Complementary Colours

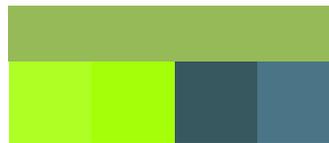


R86 R9 R43 R7
G172 G135 G86 G108
B255 B255 B127 B204

Analogous (Dominant/Secondary) Colours



Base Colour



R150 G186 B88

R150 R165 R55 R73
G186 G255 G88 G117
B88 B9 B95 B134

Complementary Colours



R234 R206 R117 R165
G255 G255 G127 G204
B197 B121 B99 B97

Analogous (Dominant/Secondary) Colours



Base Colour



R214 G139 B90

R255 R255 R0 R9
G122 G106 G170 G244
B35 B9 B178 B255

Complementary Colours



R255 R255 R127 R204
G212 G166 G106 G133
B184 B107 B92 B86

Analogous (Dominant/Secondary) Colours

Colour schemes chosen via **Adobe Kuler** at color.adobe.com. User can also select different colour rules including analogous (dominant/secondary colours), monochromatic (single / same hue), triad (three colours evenly spaced on the colour wheel), complementary, compound (earth colours, opposite ends to colour spectrum), shades (various lightened and darkened versions of the chosen colour) and custom.