CONCEPT

Infographic Design for Data Reporting: Charts, Pictograms and Arabic-English Graphics

26 – 30 April 2027
London - Central London four-star



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Ref: 847_20562 **Date:** 26 – 30 April 2027 **Location:** London - Central London four-star **Fees:** 25300 SAR

Introduction:

Annual results, survey statistics and performance figures often reach employees, partners and the public as dense tables that few readers ever finish. Infographic design converts those numbers into compact, truthful graphics built from charts, pictograms, icons and annotated maps that a reader grasps in seconds. This Core Concept course trains data-literate communicators to pick the message behind a dataset, choose the right chart or pictogram, compose a one-sheet summary and publish it in Arabic and English. Participants produce an Infographic and One-Sheet Data Summary Set from a case dataset.

Course Objectives:

- Classify infographic types, statistical, process, timeline, comparison and geographic, and match each to the question a dataset answers
- Extract a single headline number or finding from a data table and pick the chart, pictogram or map that shows it without distortion
- Compose one-sheet data summaries with a grid, a clear reading sequence, a limited palette and consistent type sizes
- Produce Arabic and English versions of an infographic with right-to-left mirroring, matched fonts and correct numeral forms
- Audit graphics for truncated axes and inflated pictograms and write alt text and long descriptions for charts and maps
- Convert a long statistical document into an infographic and a one-sheet summary sized for social feeds and posters

Target Audience:

- Communications and media officers who release statistics, campaign results and announcements as graphics
- Research and survey officers who condense periodic findings for internal and external readers
- Analytics support officers who pass numbers to colleagues without a data background
- Executive office and administrative coordinators who prepare briefing sheets and summaries of figures
- Content and social media officers who publish charts and number-led posts
- Quality, planning and human resources officers who share indicators on noticeboards and intranets

Course Outline:

Day 1: Infographic Types and Finding the Message in Data

- Infographic Type Map: Statistical, Process, Timeline, Comparison and Geographic Formats
- Historic Reference Graphics: Playfair, Nightingale Coxcomb and Minard Campaign Map
- Appeal, Comprehension and Retention Balance Check
- Headline Finding Extraction from a Raw Survey Table
- Reader and Channel Brief Template for Data Graphics

Day 2: Charts, Pictograms and Grids for Numbers

- Encoding Channels for Quantities: Position, Length, Area, Hue and Shape
- Chart-to-Question Matcher for Ranking, Change Over Time, Share and Flow
- Isotype Pictogram Method and Unit Chart Construction
- Modular Grids for A4 Sheets, Posters and Square Social Tiles
- Reading Sequence Plan: Headline Number, Supporting Charts and Footnotes

Day 3: Type, Palette, Icons and Annotation for Data Graphics

- Font Pairing and Size Scale for Big Numbers, Axis Labels and Captions
- Limited Palettes: Accent, Neutral and Category Swatches for Charts
- Icon Set Consistency: Stroke Weight, Metaphor Choice and Sizing
- Callouts, Leader Lines and Direct Data Labels on Charts and Maps
- Choropleth and Proportional Symbol Maps for Location Data

Day 4: Arabic-English Graphics, Accessibility and Honest Numbers

- Right-to-Left Mirroring of Charts, Timelines and Bidirectional Text
- Arabic and Latin Font Matching and Arabic-Indic Versus Western Numerals
- Alt Text and Long Description Writing for Charts, Diagrams and Maps
- Misleading Scale Audit: Truncated Axes, Inflated Pictograms and 3D Distortion
- Chartjunk Removal and Data Source Credit Lines

Day 5: Case Dataset Studio: Infographic and One-Sheet Data Summary

- Case Dataset Briefing and Long-Document Condensing Plan
- Paper Sketch, Wireframe and Grid Setup in a General Graphics Tool
- Social Tile Cut-Downs and Poster Export Settings
- Peer Critique Against an Infographic Accuracy Checklist
- Infographic and One-Sheet Data Summary Set Presentation

Skills You Will Gain:

- Infographic Format Selection
- Headline Finding Extraction
- Pictogram and Icon Construction
- Grid Composition for Data Graphics
- Chart Annotation
- Right-to-Left Graphic Adaptation
- Chart Alt Text Writing
- Distorted Scale Detection

Why Attend This Course:

- Leave with an Infographic and One-Sheet Data Summary Set built from a case dataset and reviewed by peers
- Replace long statistical documents with number-led summaries that readers absorb at a glance
- Release Arabic and English versions of the same chart without reversed timelines or mismatched numerals
- Compare practice with communications, research and administrative officers from several sectors and organisation types

Conclusion:

An infographic earns its place when a reader grasps the main finding in seconds and trusts the numbers behind it. The course moves from infographic types and finding the message in data, through charts, pictograms and grids, to fonts, palettes, icons and annotation, then to Arabic-English mirroring, accessible descriptions and honest scales. The final day applies these methods to a case dataset and produces an Infographic and One-Sheet Data Summary Set ready for social feeds and posters.