

# Piktochart Training Workshop

8 October 2019



NEW ZEALAND TOURISM  
RESEARCH INSTITUTE  
AN INSTITUTE OF AUT UNIVERSITY

9.30	Introductions
	<p>Visualisation of data</p> <p>Top Piktochart tips</p> <p>Infographic examples</p> <p>Available infographic tools – free vs paid</p> <p>Why Piktochart</p>
10.45	Break
	<p>Sign up create your account</p> <p>Templates</p> <p>Explore the Dash Board options</p>
12.30 – 1.30pm	Lunch
	<p>Exercise – create infographics</p> <p>Import from Excel</p>
2.45pm	Break
	<p>Continue with infographics</p> <p>Reviewing infographics</p> <p>Saving/naming infographics</p> <p>Wrap up discussion and question</p> <p>Workshop evaluation forms</p>
4.00pm	Certificate presentations
	Home time!

# Visualisation of data - Infographics

As the saying goes *“a picture is worth a thousand words”*

- Great way to highlight key findings
- Easy to understand and visually appealing
- Readers can scan or skim the content quickly
- User friendly for online sharing - Twitter, Facebook, Blogs etc.
- Easily exported to presentations, posters, brochures etc.

# Top Piktochart Tips!

1. **Think of your target audience** - keep it specific, relevant, figure out your audience wants
2. **Keep it simple** - less is more, be mindful of cognitive overload!
3. **Keep it focussed** – object is to drive a single focussed point
4. **Show things visually** - right balance between ‘graphic’ and ‘info’
5. **Make it easy to read and view** - infographics are often resized (600 pixel wide is a good width)
6. **Make it a manageable length and size** - keep infographics to 1.5MB. Think of the data use and slow internet connection!

# Top Piktochart Tips!

7. **Use white space** - balance between the visual elements and white space
8. **Create a snappy headline** - grab the user's attention, make it short and sharp (e.g. 70 characters long)
9. **Focus on the flow** - like a telling a good story, engage your user
10. **Check your facts and figures** - double check and recheck. Only use reliable sources
11. **Cite your sources** - where did you get your data? Is it up to date?
12. **Version control** - check before you publish and share



## SAMOA AND AUSTRALIA:

Tasi le aiga, e tutu malosi fa'atasi  
One family standing strong together

OVER  
**75,000**

AUSTRALIAN RESIDENTS  
HAVE SAMOAN ANCESTRY

OVER  
**33,000**

AUSTRALIANS VISITED SAMOA IN 2017



176 Australian  
volunteers since 2011  
(32 in 2018-19)

**522**

Australia Awards  
Scholarships

SINCE 2007  
(58 in 2017-18 ↑ 70% WOMEN)

**FINANCIAL LITERACY  
TRAINING FOR 406 PEOPLE**  
(78% WOMEN IN 2017-18)

**New Parliament House**

**\$35.5 MILLION IN OFFICIAL  
DEVELOPMENT ASSISTANCE**  
(OTALA \$67 MILLION 2018-19)

ALMOST  
**1,400**

Samoans with  
disabilities provided  
with mobility devices

**OVER 350**

AUSTRALIAN BUSINESSES  
EXPORT GOODS TO SAMOA

\$175 MILLION WORTH OF TWO-WAY  
TRADE IN 2017 (OTALA \$330 MILLION)

OVER **1570**  
Samoans

have graduated from the  
Australia Pacific Training  
Coalition (86 in 2017)

**\$2 BILLION** Australian Infrastructure Financing Facility for the Pacific

**31,500**  
BANANA PLANTS

SUPPLIED TO HELP RECOVER FROM  
THE DESTRUCTION CAUSED BY TC GITA

**New patrol boat**

**Seasonal Worker  
Programme:**  
OVER 500 SAMOANS IN 2017-18

440 women participated in the  
Pacific Sports Partnership funded  
Healthy Nanas Programme in 2018.



# SAMOA



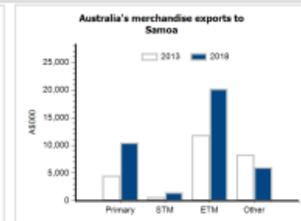
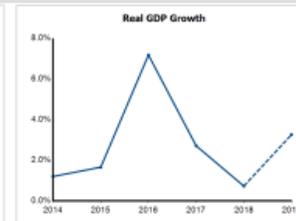
Fact sheets are updated biannually, August and February

### General information

**Capital:** Apia  
**Land area:** 2,830 sq km  
**Official language(s):** Samoan, English  
**Population:** 199,000 (2018)  
**Currency:** Tala

**Head of State**  
HH Tuimaleali'ifano Vaaletoa Sualauvi II  
**Head of Government**  
Prime Minister Hon Tuilaepa Lufesoala Sialele Mallelegaoi

Economic indicators (a)	2014	2015	2016	2017	2018	2019
GDP (US\$b) (current prices)	0.8	0.8	0.8	0.8	0.9	0.9
GDP per capita (US\$)	4,179.0	4,149.4	4,015.2	4,258.3	4,318.3	4,487.5
GDP PPP (Int'l \$)	1.0	1.0	1.1	1.1	1.2	1.2
GDP per capita PPP (Int'l \$)	5,088.0	5,187.7	5,560.6	5,768.8	5,889.6	6,135.5
Real GDP growth (% change yoy)	1.2	1.7	7.2	2.7	0.7	3.3
Current account balance (US\$b)	-0.1	0.0	0.0	0.0	0.0	0.0
Current account balance (% GDP)	-8.1	-3.1	-4.7	-1.8	2.3	-0.6
Inflation (% change yoy)	-1.2	1.9	0.1	1.3	3.7	5.1
Unemployment (% labour force)	8.7	8.8	8.5	8.2	8.1	na



### Australia's trade and investment relationship with Samoa (b)

Australian merchandise trade with Samoa, 2018 (A\$000)	Total share	Rank	Growth (yoy)	
Exports to Samoa	38,227	0.0%	87th	20.6%
Imports from Samoa	5,263	0.0%	123rd	-72.0%
Total merchandise trade (exports + imports)	43,490	0.0%	108th	-13.9%

Major Australian exports, 2018 (A\$000)	Major Australian imports, 2018 (A\$000)	
Aircraft, spacecraft & parts	Vehicle parts & accessories	1,430
Milk, cream, whey & yoghurt	Fruit & nuts	612
Meat (excl beef), f.c.f.	Manufactures of base metal, nes	478
Travel goods, bags & like containers	Non-ferrous waste & scrap	451

\*Includes \$6m of confidential items & special transactions, 16% of total exports.

Australia's trade in services with Samoa, 2018 (A\$m)	Total share	Rank	Growth (yoy)	
Exports of services to Samoa	27	0.0%	89th	-35.7%
Imports of services from Samoa	119	0.1%	56th	29.3%

Australia's investment relationship with Samoa, 2018 (A\$m)	Total	FDI
Australia's investment in Samoa	60	np
Samoa's investment in Australia	12	0

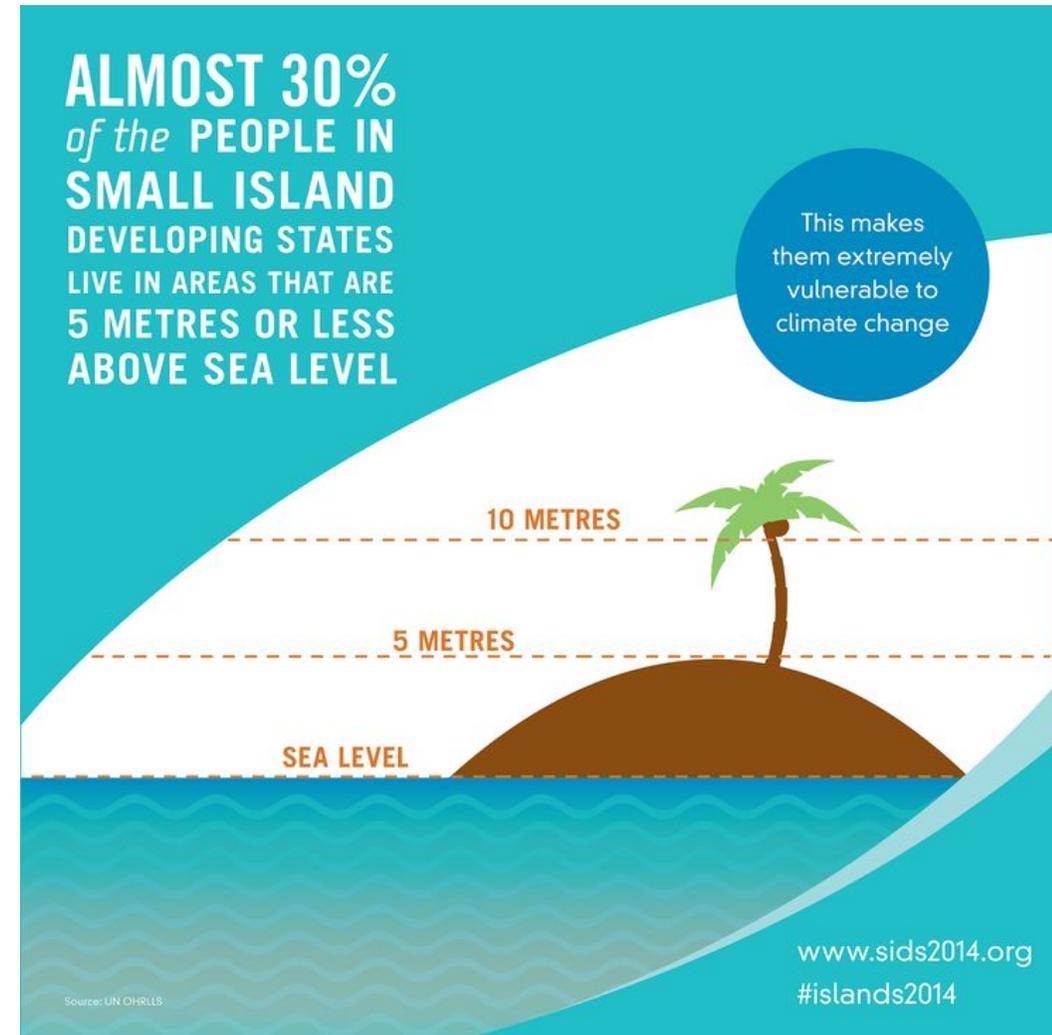
### Samoa's global merchandise trade relationships

Samoa's principal export destinations, 2018	Samoa's principal import sources, 2018		
1 American Samoa	26.7%	1 New Zealand	24.9%
2 New Zealand	17.7%	2 Singapore	18.4%
3 Tokelau	13.8%	3 China	11.9%
4 Australia	10.8%	5 Australia	9.6%

# Infographic examples

Infographics can be static or animated

- [Papua New Guinea IVS Infographics](#)
- [PNG International Visitor Spend 2018](#)



# Infographic maker options

Piktochart

<http://piktochart.com>

Canva

<https://www.canva.com>

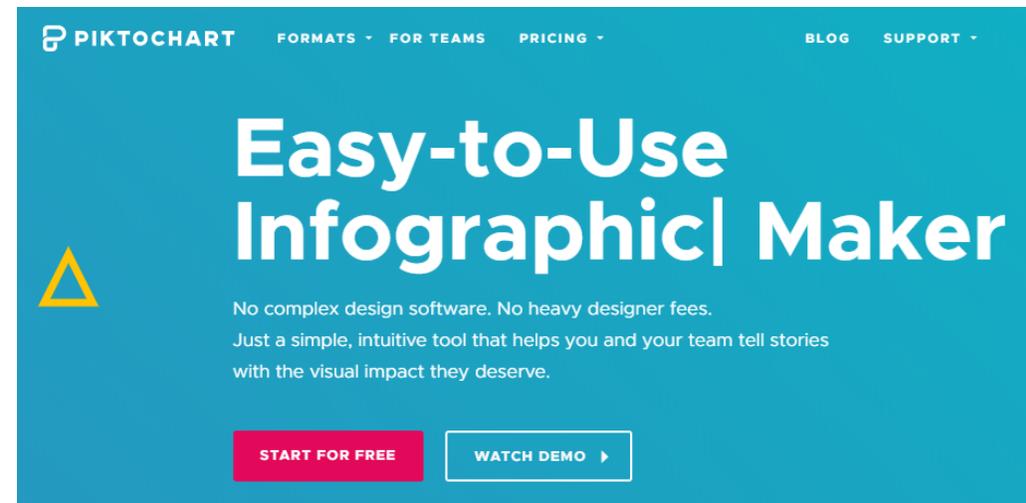
Edraw

<https://www.edrawsoft.com>

# Piktochart Training

## Why Piktochart?

- Free
- User-friendly
- Templates
- Accessible via the Internet – no special licence required
- Share with others
- **Link:** <http://piktochart.com/>





# Piktochart – NZTRI’s creative space

PIKTOCHART

NZTRI

Create New
Search saved visuals

Dashboard

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FIND TEMPLATES

Infographic

Presentation

Poster

Report

Flyer

Social Media NEW

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TEAM

Team Templates

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GET INSPIRED

Inspire Me

Chinese Visitors\_Vanuatu\_...

Coromandel NZMCA Park M...

Vanuatu Outer Islands

2016- 2017 Annual report\_S...

Cook Islands Wedding party

The Self-Catering Visitor

Jan-Jun PNG

30th Sept Annual report\_C...

Vanuatu Outer Islands (Con...

7th Sept Annual report\_Co...

COOK ISLAND ANNUAL REPORT 2015 - 2016

# Select your creative space

1/5 visuals created

## What would you like to create today?

-   
**INFOGRAPHIC**  
Long form graphics  
perfect for web
-   
**PRESENTATION**  
4:3 ratio slides for  
online presentations
-   
**POSTER**  
Stunning posters for  
print (A4/Letter)
-   
**REPORT**  
Insightful reports for  
print (A4/Letter)
-   
**FLYER**  
Beautiful flyers for  
print (A4/Letter)
-   
**SOCIAL MEDIA**  
Visual content for  
social media platforms

# Piktochart Templates

Dashboard | Piktochart

create.piktochart.com/infographic

PIKTOCHART

Sam Li

Create New

Dashboard

FIND TEMPLATES

- Infographic
- Presentation
- Poster
- Report
- Flyer

TEAM

- Team Templates

GET INSPIRED

- Inspire Me

Infographic | Easily create long-form graphics perfect for the web

Search infographic templates

Create a new infographic

It's a blank template

Organizational Chart 2

Organization Chart 1

Hiring Process

End of the Year Newsletter

Lead Gen Summit

GROWTH CON

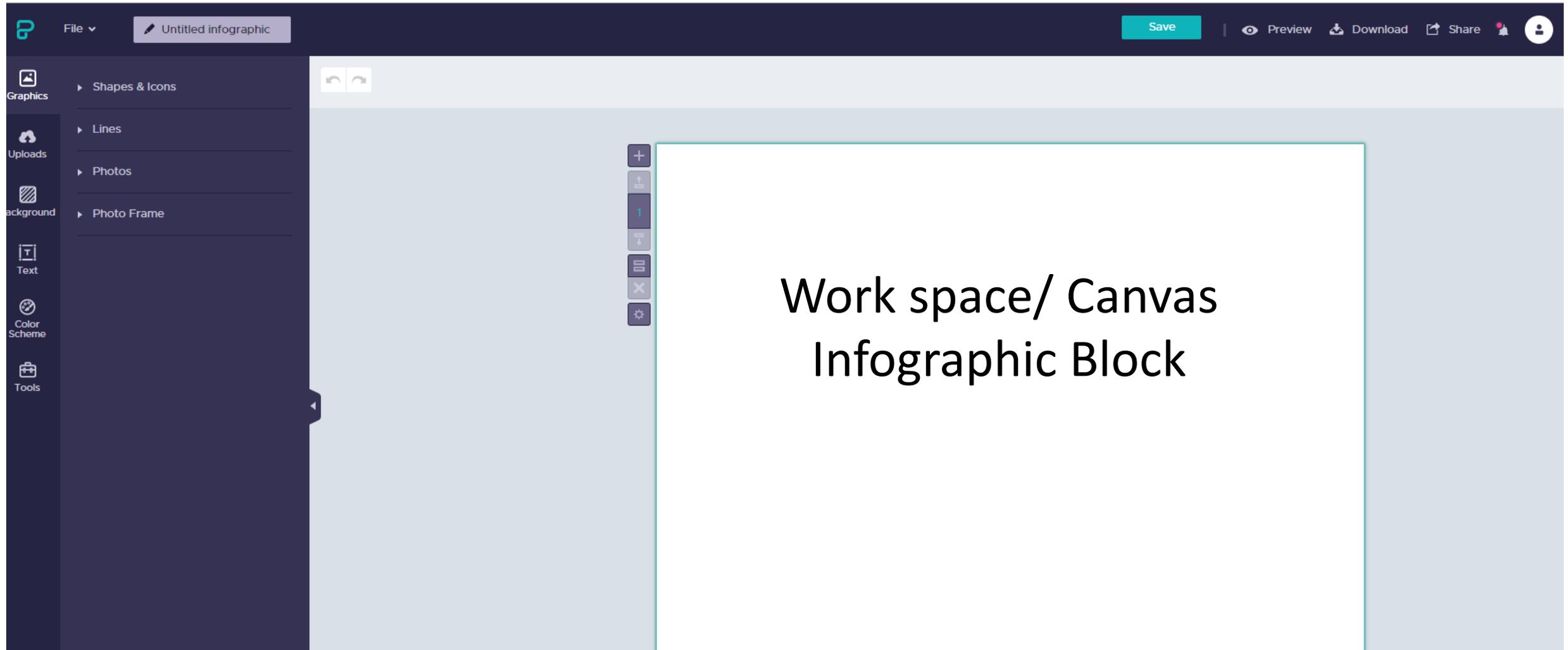
Weekly Newsletter

Employee Story

Marketing Newsletter

Need help?

# Create your new infographic



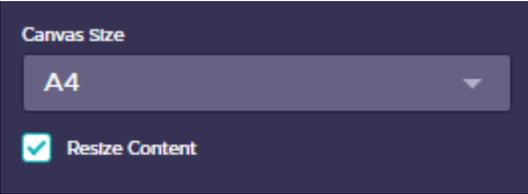
# Managing blocks

Infographics are organised in blocks, which can be cloned, moved or deleted



- Add block
- Move up
- Block number
- Move down
- Clone block
- Delete block
- Settings – select canvas size

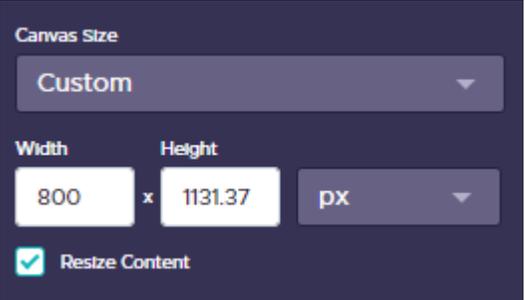
→



Canvas Size

A4

Resize Content



Canvas Size

Custom

Width 800 x Height 1131.37 px

Resize Content

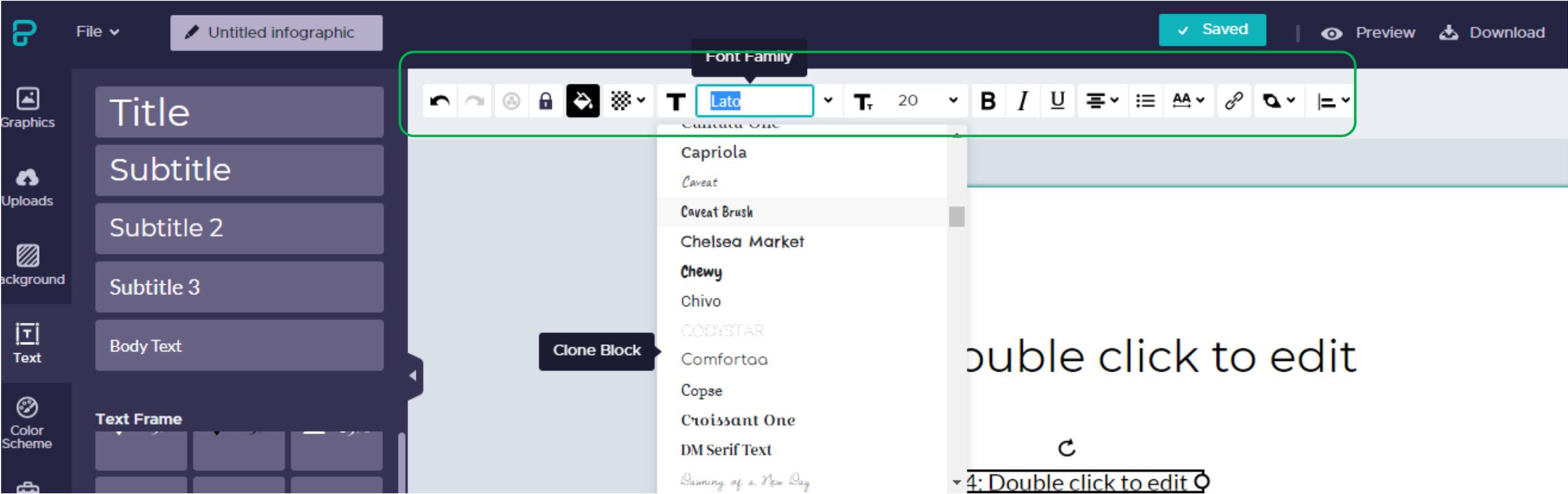
# Add text

Select the font style and drag across

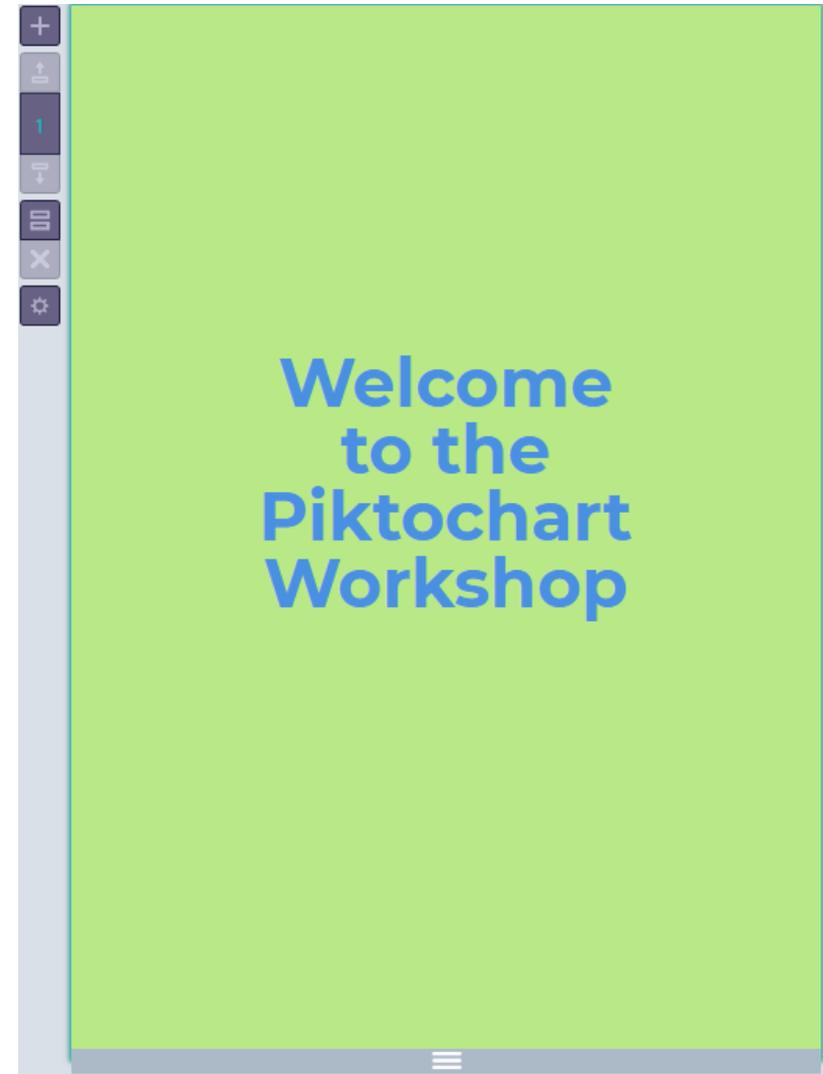
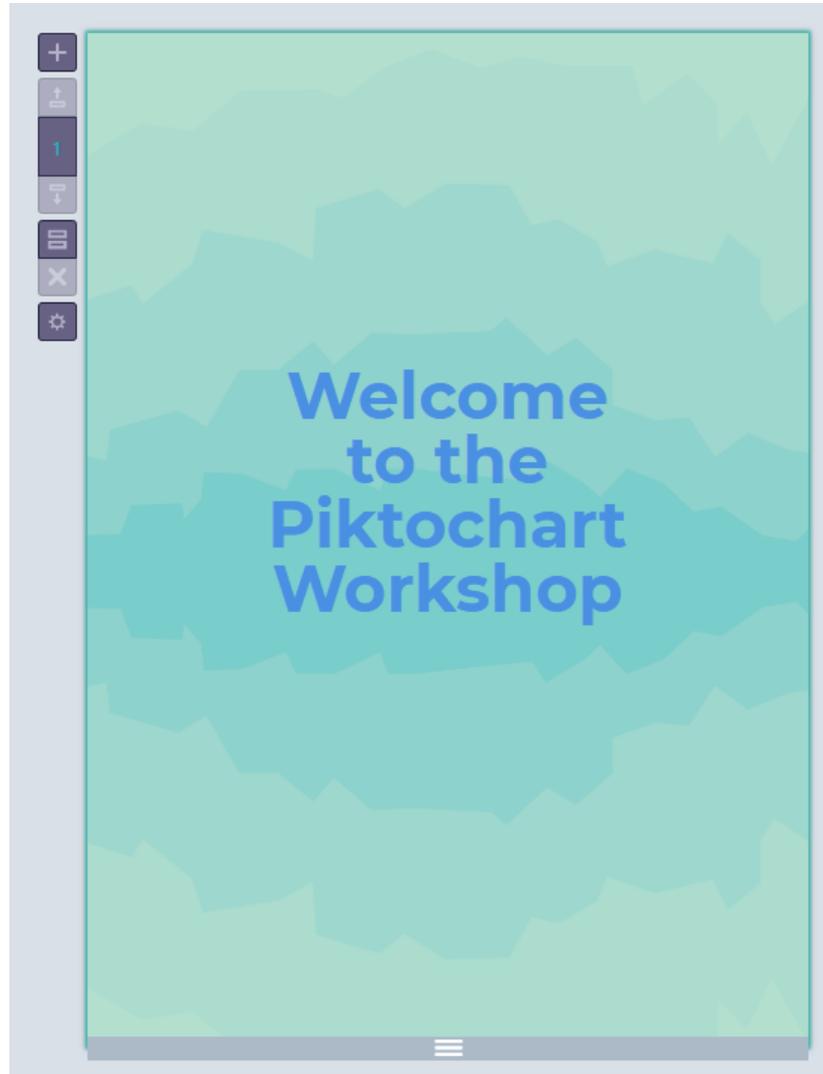
The image shows a design tool interface with a dark sidebar on the left and a light gray canvas on the right. The sidebar contains several categories: Graphics, Uploads, Background, Text, Color Scheme, and Tools. The 'Text' category is highlighted with a green circle and contains a list of text styles: Title, Subtitle, Subtitle 2, Subtitle 3, and Body Text. Below this is a 'Text Frame' section with a grid of various infographic templates, including logos, dates, and percentages. The canvas on the right displays a partially completed infographic with the following text elements: 'H2: Double click to edit', 'H4: Double click to edit', 'T1: Double click to edit', 'Samoa 8 October 2019', 'Untitled' (in a black circle), a downward arrow followed by '15%', and an upward arrow followed by '15%'. The top of the interface shows a 'File' menu, the title 'Untitled infographic', and buttons for 'Save', 'Preview', and 'Download'.

# Formatting Text

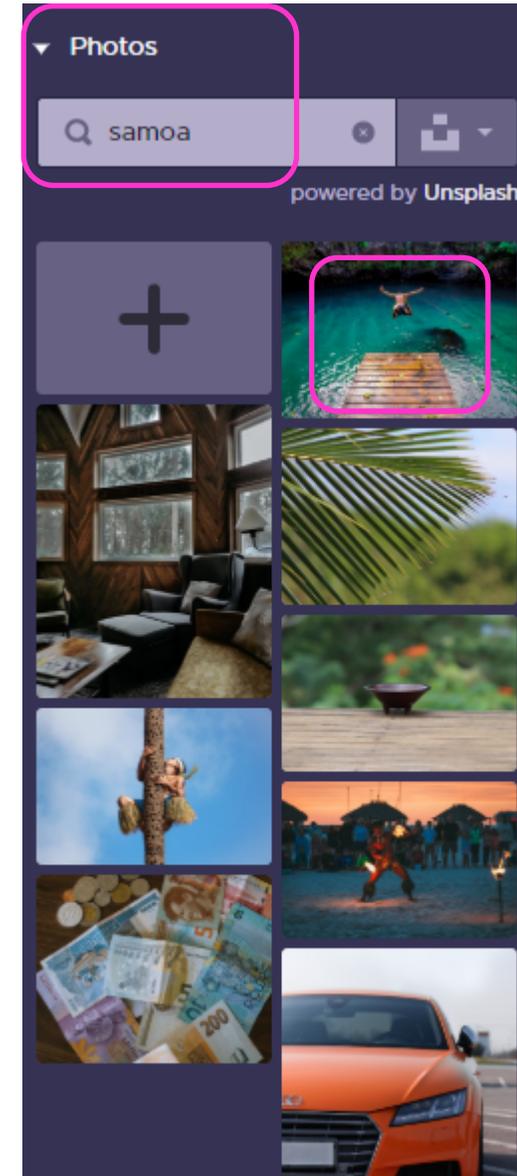
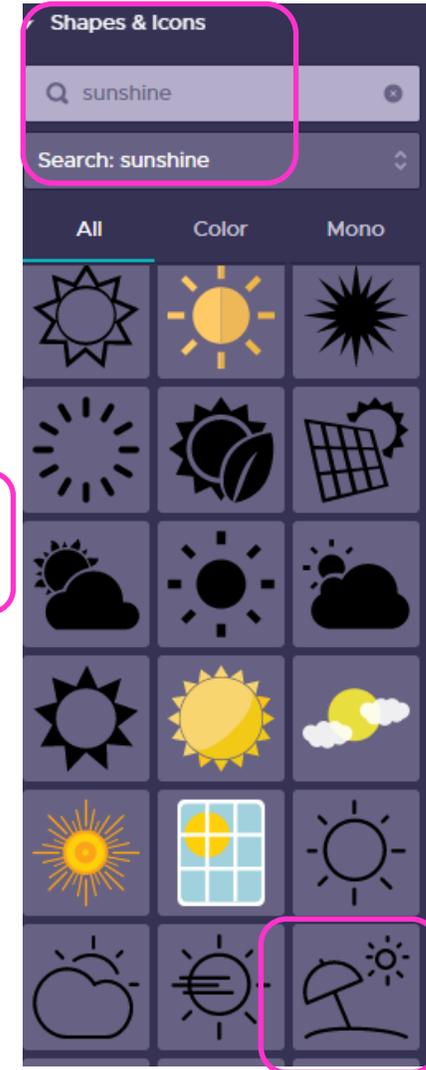
Similar to Word documents– scroll over tool bar to see options



# Choose your background image and/or colour



# Graphics - adding shapes/icons/images



# Tools – Interactive Maps

Samoa

Cancel Insert Map

Data Data Visualization

Map Color Border Color

Show Border Line

Show Selected States Hide Show

Search For States

	Color	States	Population
3		Aiga-i-le-Tai	30
4		Atua	40
5		Va'a-o-Fonoti	50
6		Fa'asaleleaga	60
7		Gaga'emauga	70
8			80
9	Recent Colors		90
10			100
11	My Colors		110





# Insert own data

- To upload your own data from Excel into Piktochart
- First prepare a separate sheet in Excel with responses to survey questions to create a graph in Piktochart
- Leave first row blank or add a title heading

Travel Booking	Places visited Upolu	<b>Nights spent per Island</b>	Accommodation

	A	B
1		
2	Samoa Total	8.4
3	Upolu Island	6.9
4	Savai'i Island	4.5
5	Manono Island	1.1
6	Apolima Island*	1.9
7		

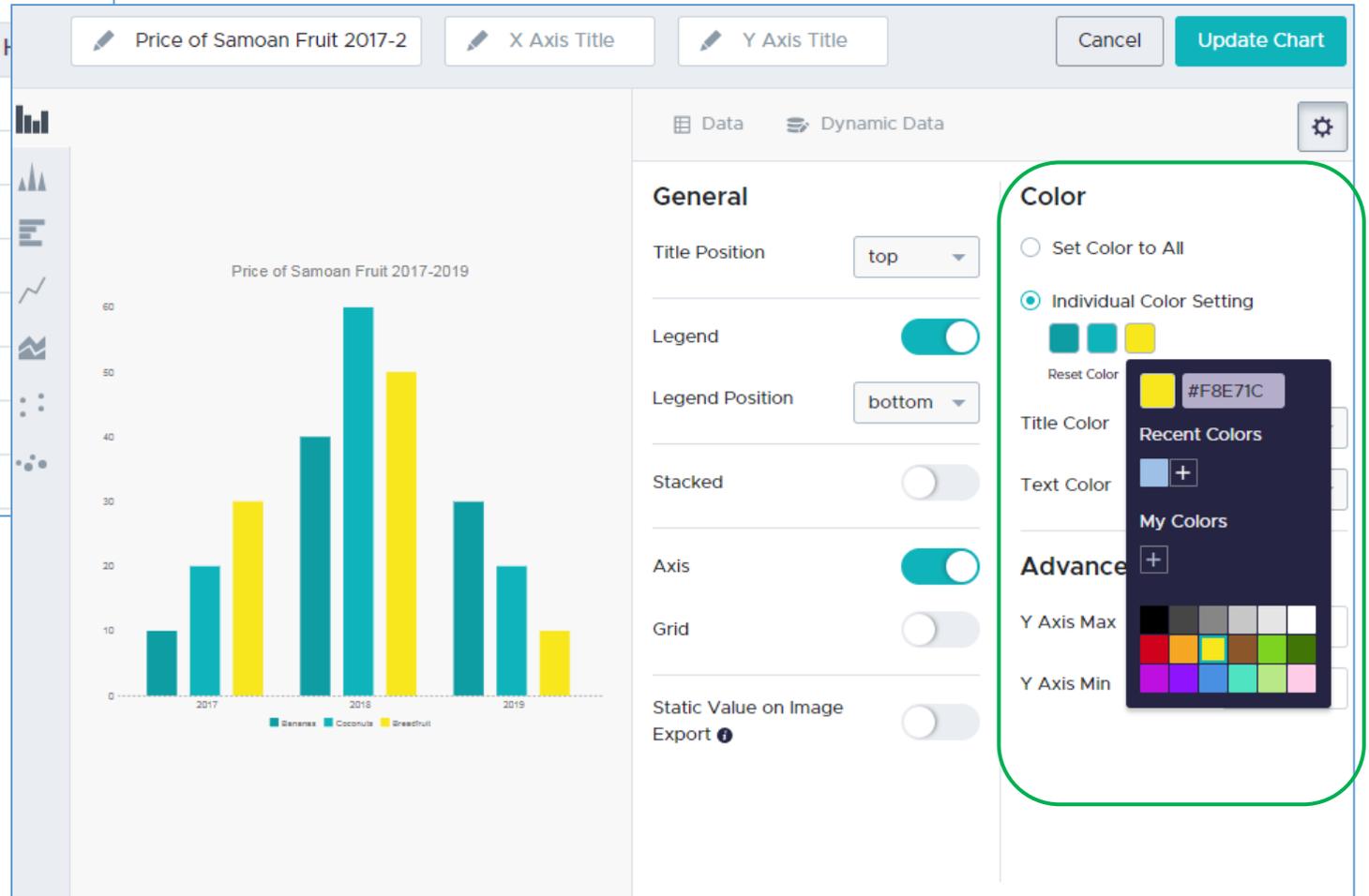
	A	B
1	<b>Nights spent per Island</b>	
2	Samoa Total	8.4
3	Upolu Island	6.9
4	Savai'i Island	4.5
5	Manono Island	1.1
6	Apolima Island*	1.9
7		

# Tools – Editing data or format of charts

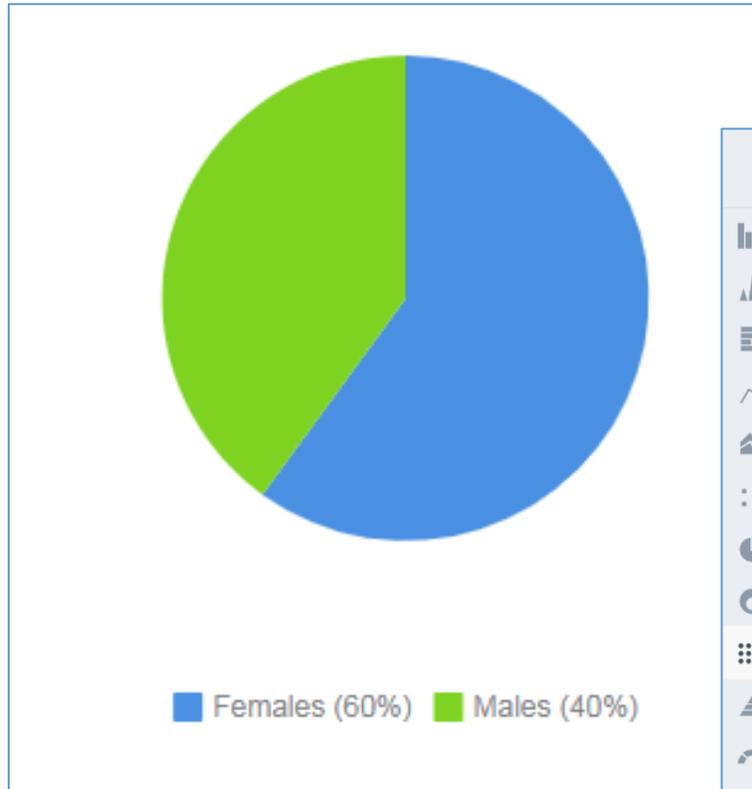
Data Dynamic Data

Sample Data 1 Sample Data 2 Import Your Data

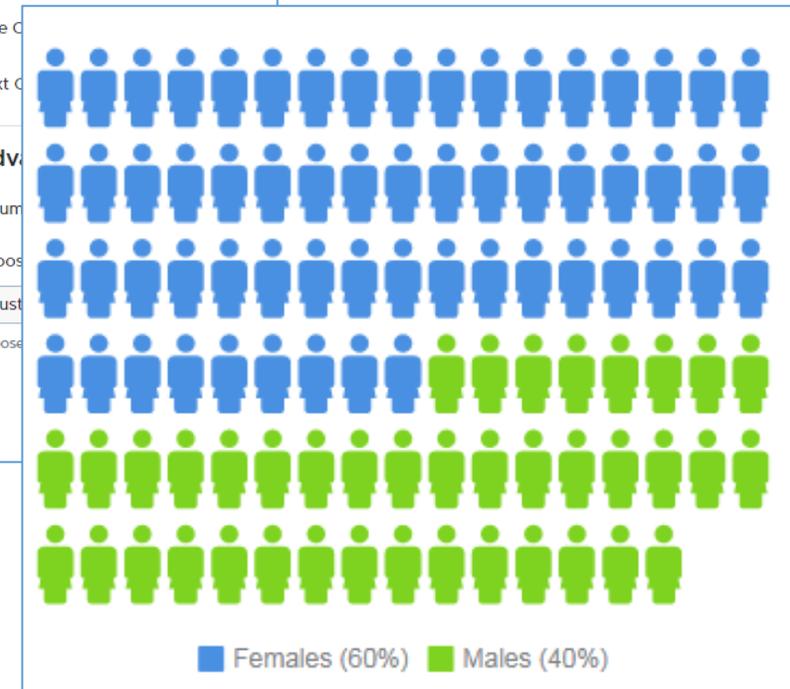
	A	B	C	D	E	F	G	H
1		2017	2018	2019				
2	Bananas	\$10	\$40	\$30				
3	Coconuts	\$20	\$60	\$20				
4	Breadfruit	\$30	\$50	\$10				
5								
6								
7								
8								



# Spice up your pie chart



The screenshot shows a chart editor interface. On the left is a preview of a pie chart with a title 'Click to Edit Title' and a legend. The legend shows 60% Females (blue) and 40% Males (green). The control panel on the right has sections for 'General' and 'Color'. The 'General' section includes 'Title Position' (top), 'Legend' (checked), 'Legend Position' (bottom), and 'Static Value on Image Export' (unchecked). The 'Color' section includes 'Set Color to All' (unchecked), 'Individual Color Setting' (checked), and color swatches for blue and green. Buttons for 'Cancel' and 'Update Chart' are at the top right.



# Add extras touches to your infographics

## To mask an image and shape/icon

- Under 'Graphics' first select a photo and a shape/icon you wish to use and drag both onto the canvas
- Hold down the shift key while selecting photo & shape/icon - they will now appear in one frame
- This will make 'mask' icon active on the toolbar



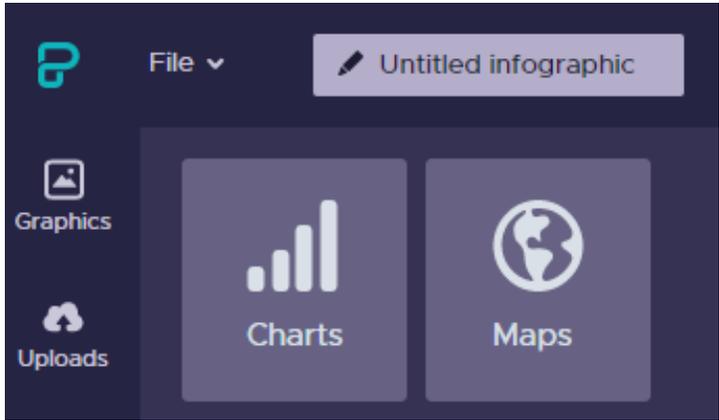
- Select icon to see your creation!



Double click the masked image to edit the position of the icon to change the look



# Title your infographic, save it, then download



No PDF option for free version

**Bonus Tip** – if more than one block  
Select – ‘**Download in Blocks**’ easier to work with instead of one LONG document!

