# Infographics for Non-Technical Audiences Training Course

Professional Development Training Course Outline

| | | | |
|---|---|---|---|
| **Category** | Monitoring and Evaluation | **Duration** | 5 Days |
| **Base Fee** | $1,500 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

In today’s fast-paced information landscape, the ability to convey complex data in a visually compelling and easily digestible format is crucial. Infographics serve as a bridge between raw data and clear understanding, transforming numbers, trends, and insights into engaging visuals that resonate with non-technical audiences. Infographics for Non-Technical Audiences Training Course professionals with the skills to design impactful infographics, emphasizing clarity, storytelling, visual hierarchy, and data-driven design principles, ensuring that every message is both memorable and actionable.

This training course focuses on empowering learners to translate data into visuals without requiring advanced technical expertise. Participants will gain hands-on experience in leveraging graphic design tools, data visualization best practices, and communication strategies to produce infographics that influence decision-making, enhance presentations, and improve stakeholder engagement. Through interactive exercises, case studies, and collaborative workshops, learners will leave with the ability to craft infographics that simplify complexity, boost comprehension, and amplify their professional impact.

## Programme Curriculum

**Infographics for Non-Technical Audiences Training Course**

**Introduction**

In today’s fast-paced information landscape, the ability to convey complex data in a visually compelling and easily digestible format is crucial. Infographics serve as a bridge between raw data and clear understanding, transforming numbers, trends, and insights into engaging visuals that resonate with non-technical audiences. Infographics for Non-Technical Audiences Training Course professionals with the skills to design impactful infographics, emphasizing clarity, storytelling, visual hierarchy, and data-driven design principles, ensuring that

every message is both memorable and actionable.

This training course focuses on empowering learners to translate data into visuals without requiring advanced technical expertise. Participants will gain hands-on experience in leveraging graphic design tools, data visualization best practices, and communication strategies to produce infographics that influence decision-making, enhance presentations, and improve stakeholder engagement. Through interactive exercises, case studies, and collaborative workshops, learners will leave with the ability to craft infographics that simplify complexity, boost comprehension, and amplify their professional impact.

**Course Duration**

5 days

**Course Objectives**

By the end of this course, participants will be able to:

1. Understand the fundamentals of data visualization and visual storytelling.
2. Identify key audience needs to craft audience-centric infographics.
3. Apply principles of color theory, typography, and layout design.
4. Transform raw data into clear, concise, and compelling visuals.
5. Use infographic creation tools like Canva, Piktochart, and Visme efficiently.
6. Integrate charts, icons, and imagery to enhance narrative clarity.
7. Apply simplification techniques to present complex information.
8. Evaluate infographics for usability, engagement, and comprehension.
9. Incorporate branding and professional design standards.
10. Leverage storyboarding and planning methods for visual communication.
11. Adapt infographics for different platforms and presentation contexts.
12. Use interactive and dynamic elements to enhance user engagement.
13. Analyze real-world case studies to extract best practices in visual communication.

**Target Audience**

1. Project managers seeking to present data to non-technical stakeholders.
2. Communication and marketing professionals.
3. Policy analysts and program officers.
4. NGO and nonprofit staff reporting to donors.
5. Educators and trainers translating data for students or participants.
6. Business analysts and consultants.
7. Content creators and social media managers.
8. Any professional needing to **communicate insights visually**.

**Course Modules**

**Module 1: Introduction to Infographics & Visual Communication**

- Understand the role of infographics in modern communication.
- Learn the difference between technical vs. non-technical communication.
- Explore types of infographics
- Principles of clarity, simplicity, and engagement.
- Case Study: Effective infographic campaigns in public health awareness.

**Module 2: Understanding Your Audience**

- Conduct audience analysis for visual content.
- Identify cognitive load and comprehension levels.
- Tailor content to decision-makers vs. general public.
- Recognize cultural and contextual factors in visual design.
- Case Study: NGO donor reporting infographics for non-technical stakeholders.

**Module 3: Data Simplification & Storytelling**

- Transform complex datasets into digestible visuals.
- Apply storytelling frameworks for data presentation.
- Learn hierarchy and emphasis techniques.
- Use narrative structures to guide audience understanding.
- Case Study: Government budget infographics simplified for citizens.

**Module 4: Design Principles for Non-Designers**

- Fundamentals of color theory, typography, and layout.
- Importance of white space and visual hierarchy.
- Using icons, shapes, and symbols effectively.
- Avoiding common design pitfalls.
- Case Study: Corporate dashboard infographics for team briefings.

**Module 5: Tools for Infographic Creation**

- Overview of Canva, Piktochart, Visme, Adobe Express.
- Choosing the right tool for your audience and purpose.
- Templates vs. custom design approaches.
- Exporting and sharing infographics digitally and in print.
- Case Study: Social media infographic campaigns with Canva.

**Module 6: Interactive & Dynamic Infographics**

- Benefits of interactive data visualization.
- Tools for animated and clickable infographics.
- Principles of user navigation and engagement.
- Incorporating hover, zoom, and filter effects.
- Case Study: Interactive dashboards for NGO monitoring reports.

**Module 7: Evaluation & Feedback**

- Methods to assess infographic effectiveness.
- Collecting audience feedback for improvements.
- Metrics: engagement, comprehension, and retention.
- Iterative design process for continuous improvement.
- Case Study: Evaluating infographics for corporate presentations.

**Module 8: Practical Workshop & Capstone Project**

- Hands-on creation of infographics using real datasets.
- Peer review and collaborative design critique sessions.

- Applying course learnings to real-world scenarios.
- Preparing final presentations for diverse audiences.
- Case Study: Capstone project showcasing an infographic for policy communication.

### Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.
- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Online | $1,000 |

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Physical | $1,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $4,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com