

Infographic Software Selection Guide

	PowerPoint	Easel.ly	PiktoChart	Infogr.am	Adobe Illustrator
Learning curve	Low	Low to Medium	Low to Medium	Low to Medium	High
Templates	None	Wide variety of options	Wide variety of options	Limited options	None
Fonts	Unlimited	Limited to what the software offers	Limited to what the software offers	Limited to what the software offers	Unlimited
Icon/image options within software	Some. Can import a variety of file types.	Many. Can import JPG.	Many. Can import JPG.	None. Can import JPG.	None. Can import a variety of file types.
Export	Many file types including JPG and PDF	JPG, PDF	JPG only with free version	None with free version, but can share online	Many file types including JPG and PDF
Charts	Same options as Excel	5 chart types, can't import spreadsheet data	14 chart types, can import spreadsheet data	30+ chart types, can import spreadsheet data	Graphing function is limited, but can import charts from Excel
Price	--	--	Free account with limited features, or subscription \$	Free account with limited features, or subscription \$-\$	Subscription \$
Other	--	--	Watermark on free version	Watermark on free version	--
Bottom Line*	More flexible than Easel.ly, Piktochart, and Infogr.am. Great option if you want to avoid the learning curve and ongoing expense of Illustrator. Main drawbacks are limited icon options within the software and no templates.	Good option if you want to create a printable version of your infographic and aren't using charts.	Good option if you want to use a combination of charts and icons. More sophisticated design options than Easel.ly.	Good option if your focus is charts. Most sophisticated charts of all software options. A bad choice if you need to create a printable version of your infographic.	Most flexible of all software options. Good choice if you plan to create infographics regularly and want unlimited options for fonts and icons (sourced externally), and the ability to export your infographic in a variety of file formats.

*Based on the features available in the free versions of Piktochart and Infogr.am.

Presentation slides and resources are available at http://bit.ly/CLA_2014.

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