

## Infographic Software Selection Guide

	PowerPoint	Easel.ly	PiktoChart	Infogr.am	Adobe Illustrator
<b>Learning curve</b>	Low	Low to Medium	Low to Medium	Low to Medium	High
<b>Templates</b>	None	Wide variety of options	Wide variety of options	Limited options	None
<b>Fonts</b>	Unlimited	Limited to what the software offers	Limited to what the software offers	Limited to what the software offers	Unlimited
<b>Icon/image options within software</b>	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.
<b>Export</b>	Many file types including JPG and PDF	JPG, PDF	JPG only with free version	PNG, PDF	Many file types including JPG and PDF
<b>Charts</b>	Same options as Excel	5 chart types, can't import spreadsheet data	14 chart types, can import spreadsheet data, as well as direct import of SurveyMonkey data.	35+ chart types, can import spreadsheet data	Graphing function is limited, but can import charts from Excel
<b>Price</b>	--	--	Free account with limited features, or subscription \$	Subscription \$-\$\$	Subscription \$
<b>Other</b>	--	--	Watermark on free version	--	--
<b>Bottom Line*</b>	More flexible than Easel.ly, Piktochart, and Infogr.am. <b>Great option if you want to avoid the learning curve and ongoing expense of Illustrator.</b> 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 <b>aren't using charts.</b>	Good option if you want to use <b>a combination of charts and icons.</b> More sophisticated design options than Easel.ly.	Good option if your focus is charts. <b>Most sophisticated charts</b> of all software options.	<b>Most flexible</b> of all software options. Good choice if you <b>plan to create infographics regularly and want unlimited options</b> for fonts and icons (sourced externally), and the ability to export your infographic in a variety of file formats.