Piktochart
make information beautiful

GETTING STARTED

Piktochart

Version
2.0

WELCOME TO PIKTOCHART

Piktochart is a simple online application for a non-designer to create customized infographics easily. All you need is to drag, drop and voilà! Informative yet stunning visuals can be created with just a few clicks. Since it is hosted on the cloud, there is no need to download and install the editor on the computer.

In order to help you to get started, Piktochart team has prepared this guide to walk you through some steps.

Basic Piktochart

Advanced Piktochart

If you have any questions, please feel free to contact us at support@piktochart.com

CREATE AN INFOGRAPHIC

Once you login into your Piktochart account, you will be taken to the following screen where you can choose a new template or continue with your saved infographic.

Start with a New Theme

In order to create your own infographic, select one of the Free or Pro themes. Also, you can filter the themes according to the categories.

CREATE AN INFOGRAPHIC (CONT.)

Load a Saved Infographic

To access your previous works, click on "**My Saved Piktocharts**" on the Dashboard. Additionally, you can access them from within the app by clicking on your username in the top left corner and then selecting "**My Saved Piktocharts**".
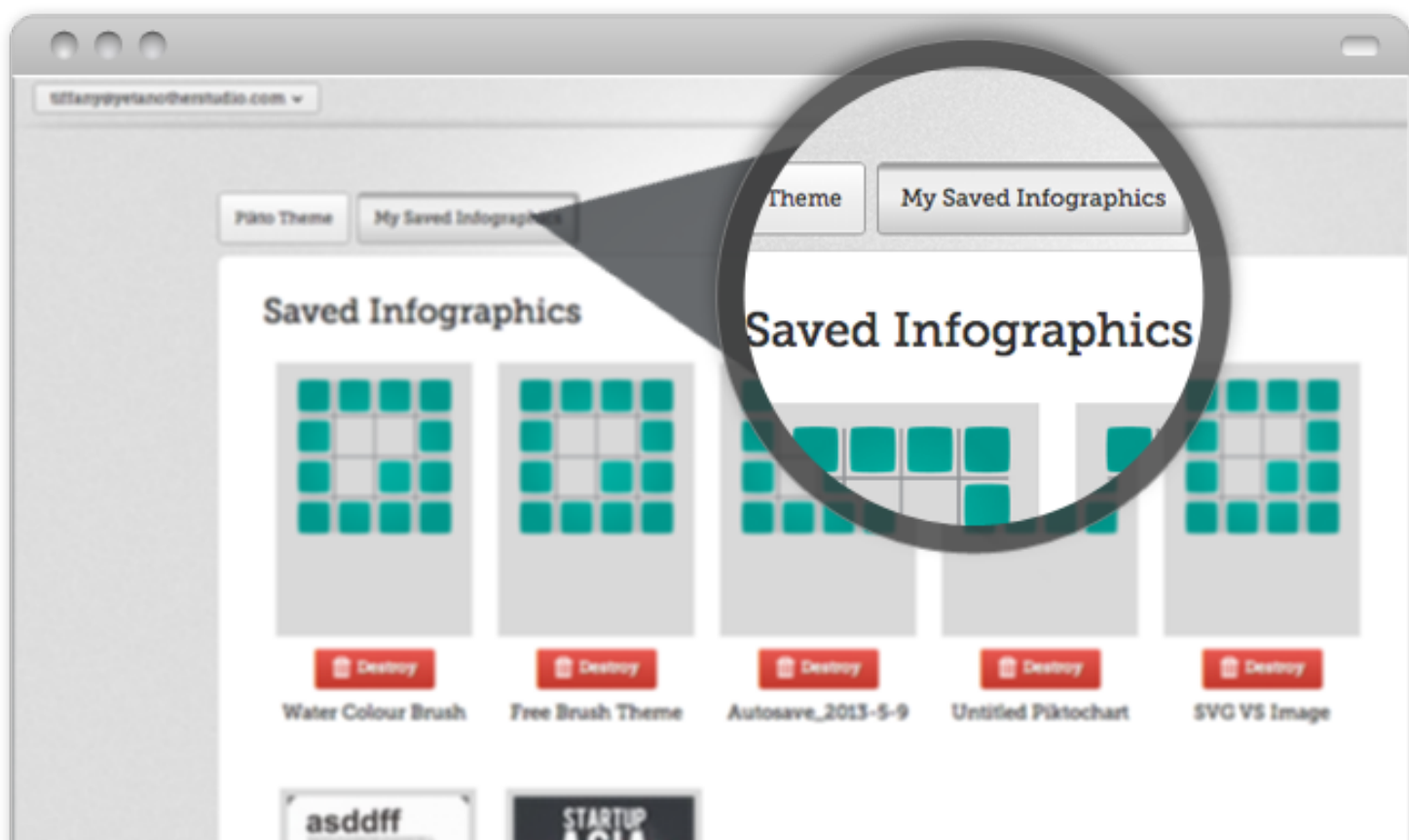
UPLOAD AN IMAGE & ADD EFFECTS

If you want to add an image to your infographic, you can browse the image gallery in the editor (in "Images") or upload your own image. Note that the number of upload slots depends on the type of your account.

Step 1: Go to '**Uploads**'

Step 2: Simply click the icon or drag it to the canvas where you want to place an image.
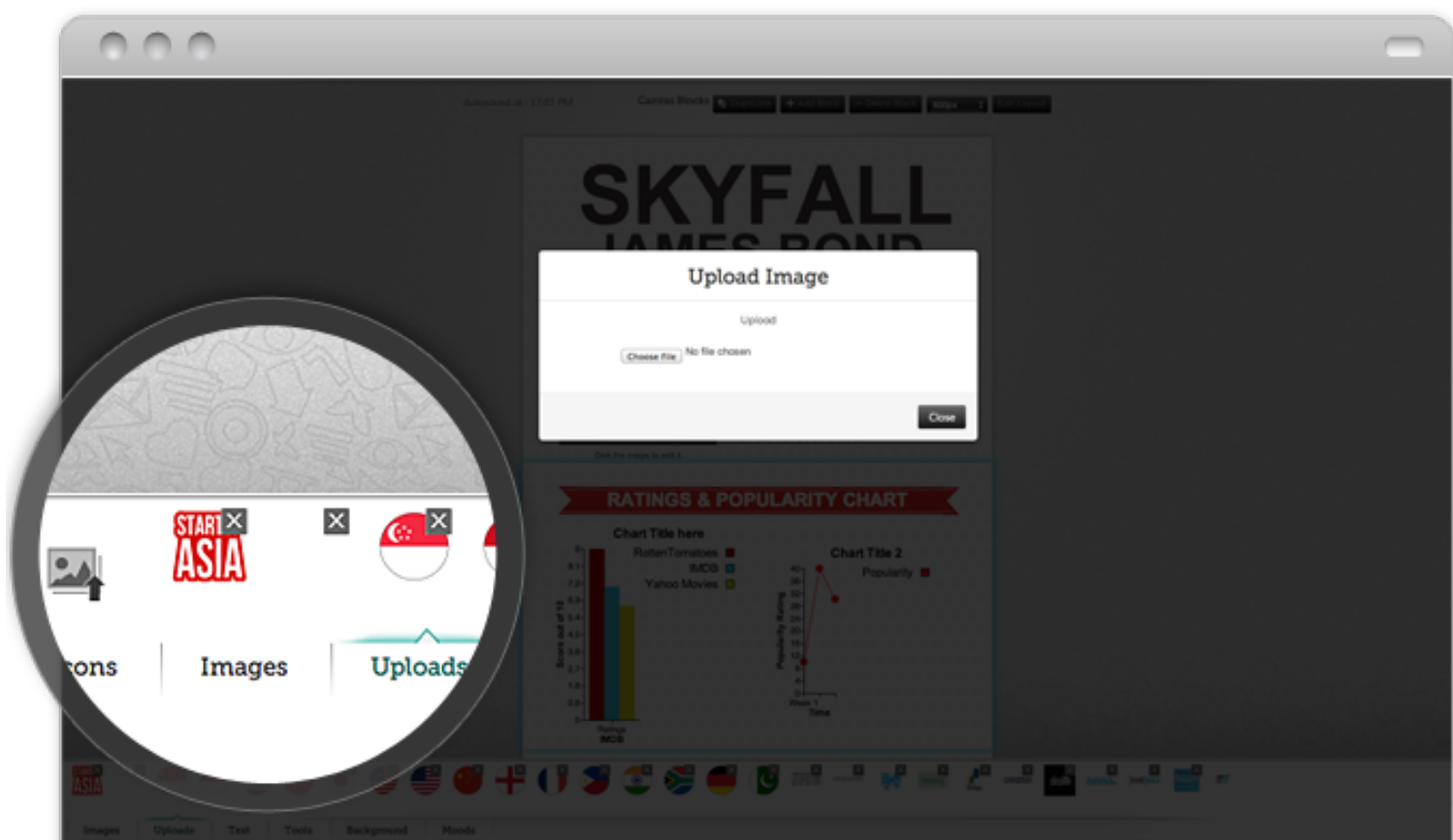
You can also adjust your images and add affects in simple 3 steps:

Step 1: **Double Click on the image** which you would like to adjust.

Step 2: Make adjustments or select any effect from the menu "**Effects**".

Step 3: Click "**Apply**" and "**Save**". DONE!

CREATE A CHART

Add a chart to support your story. Customize it to suit your needs. Be creative.

How can you import your data and set up the chart options?

Step 1: Go to '**Tools**' and click on the "**Chart**" icon

Step 2: Drag it to the canvas

There are 2 ways to import your data:

Insert Information Manually
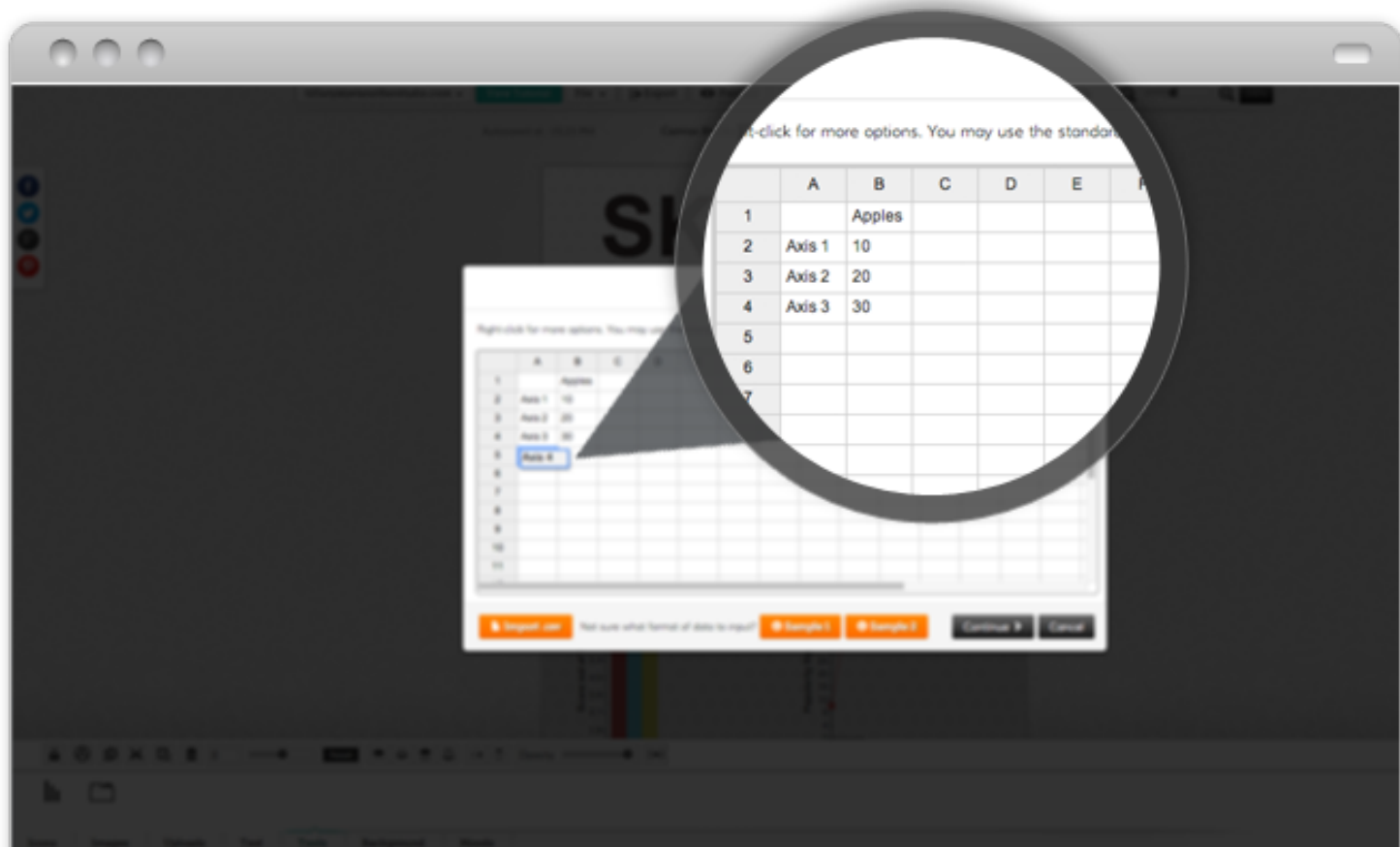
CREATE A CHART (CONT.)

Import a CSV File

If you already have the data in a CSV file, you can import the data directly from there. Note that Excel / OpenOffice spreadsheets can be saved in a CSV format.

Step 1: Click on "**Import.csv**".

Step 2: Select a CSV file from your computer or insert an URL.

(Here are some samples and download the sample CSV)

Step 3: Click "**Continue**".
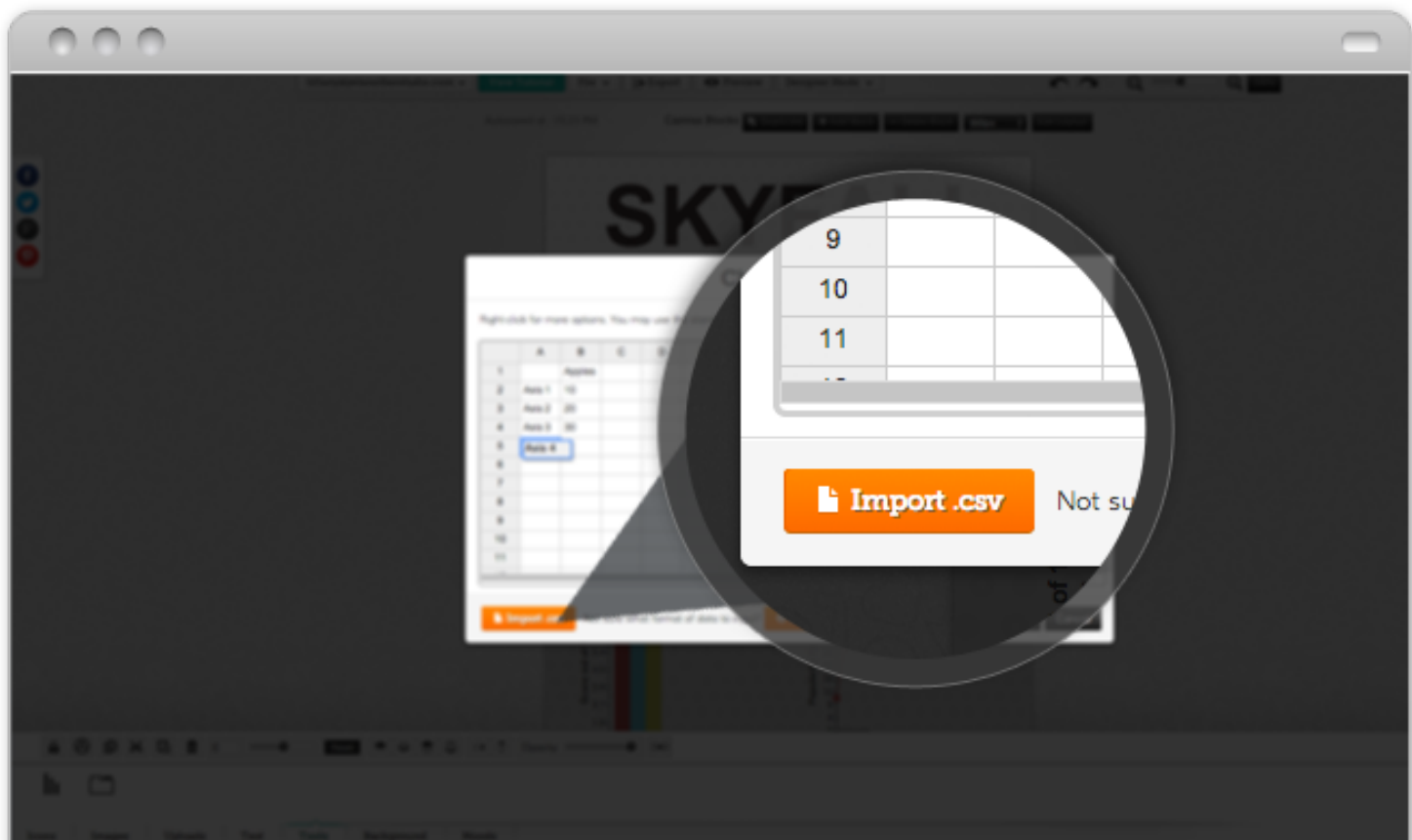
CREATE A CHART (CONT.)

You can also add colour and select one of 11 data visualization types such as bar chart, line chart and so on.

Depending on a number of columns of data, the chart tool is likely to automatically preselect the types of visualizations you can use in this case. Currently, for single column data these following chart types are available: **Vertical Bar, Horizontal Bar, Line, Area, Dot, Pie, Matrix, Gradient, Gauge, Donut and Swatch**.

After you select the type of data visualization, you can also change other settings like colour. Click "**Create Chart**".
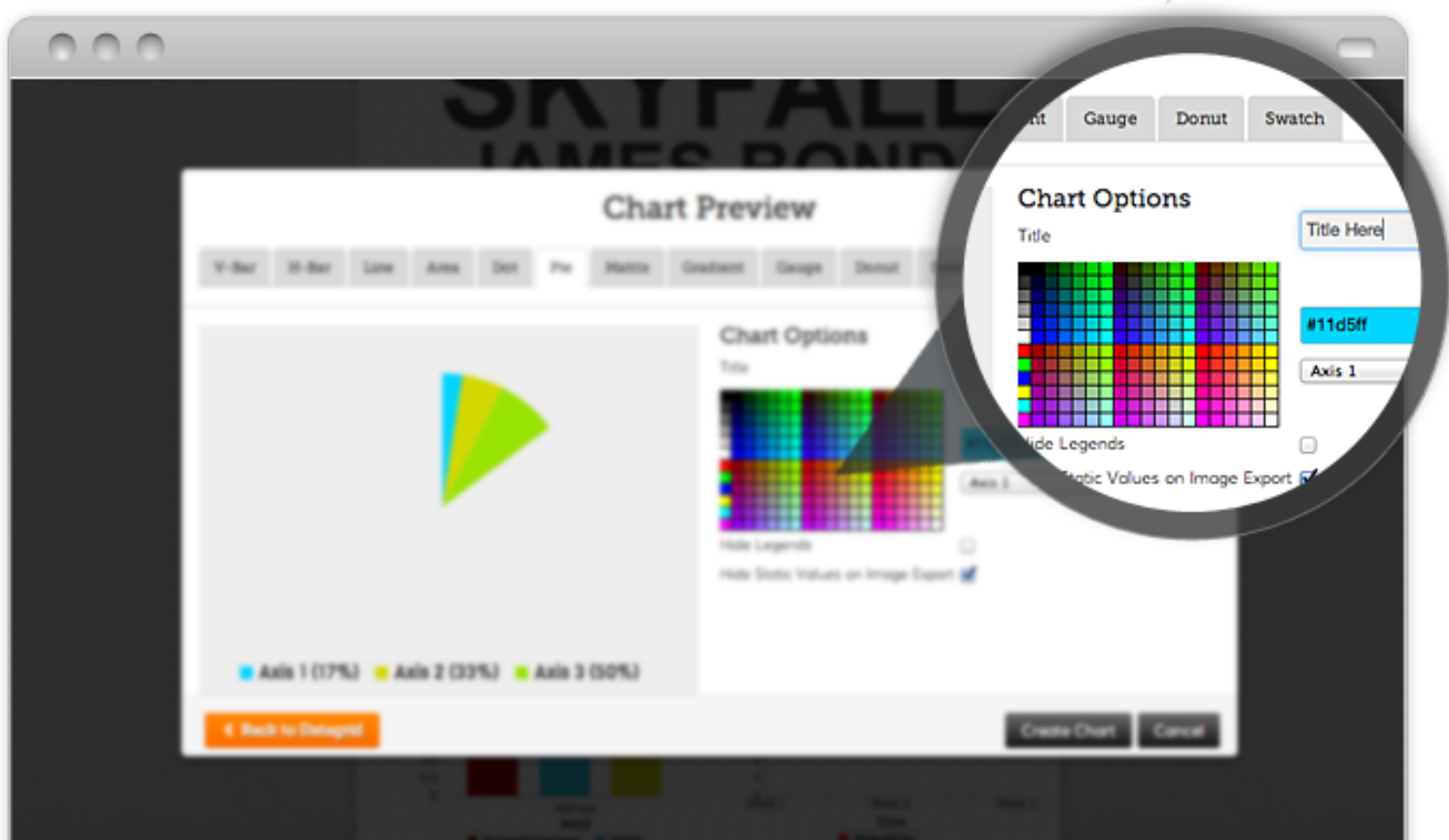
CREATE AN INTERACTIVE TAB

If you find that your infographic stretches too long, you may want to arrange the content into Pikto tabs.

Please note that you can have tabs only in the HTML output but not in the PNG or JPEG image (images will not render any interactive feature).

The guide will teach you how to create the tab.

Step 1: Go to '**Tools**' and click the Tab Icon

Step 2: Drag it to the canvas.

Step 3: Insert the tab name.

Step 4: To add more tabs, click "**Add Tab**".

Step 5: Insert the content.

Step 6: You can also move between the tabs.

Step 7: Click "**Done**". That's it.
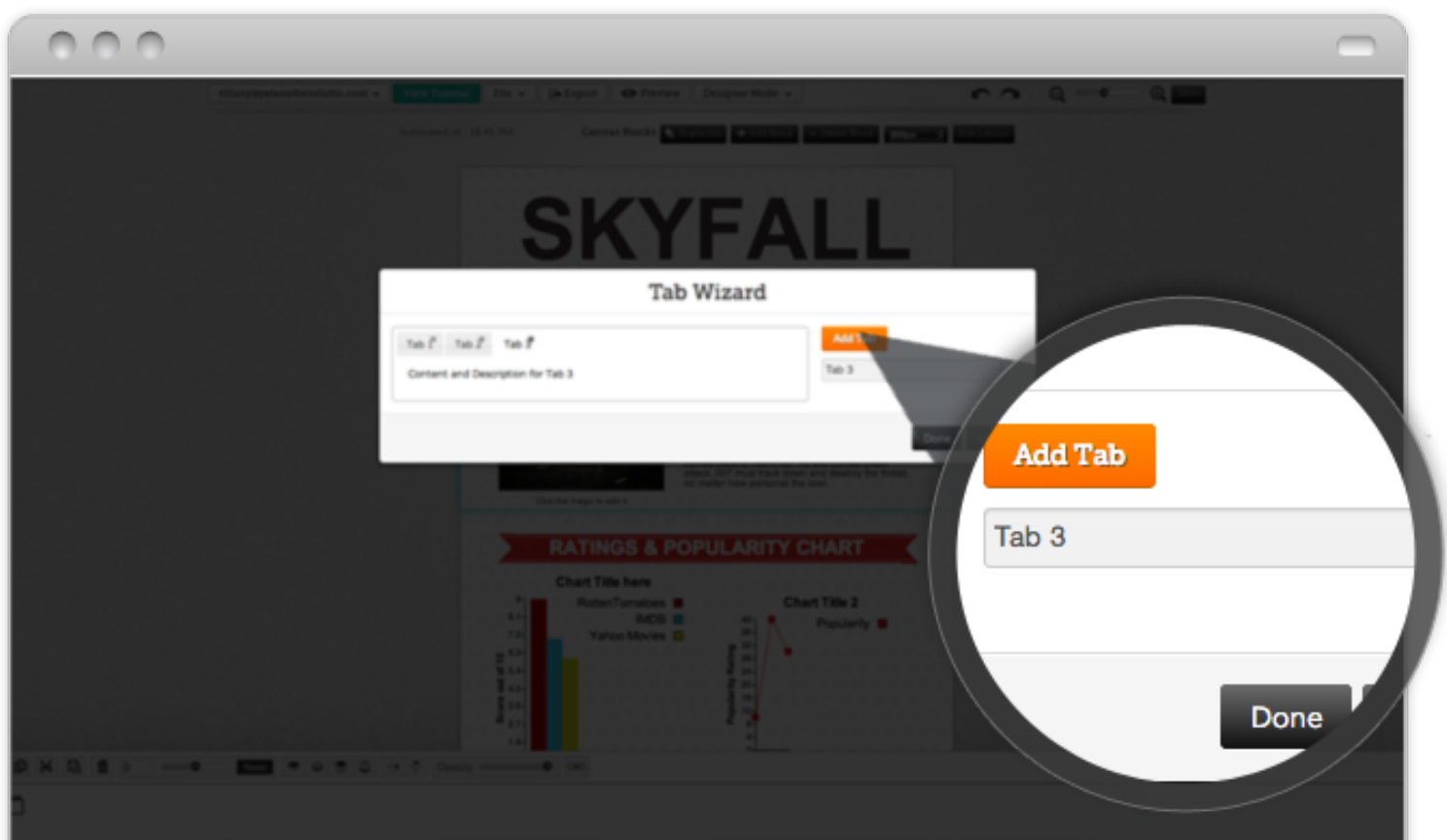
ARRANGING ELEMENTS

Lock Layers, Group Layers, Rotation, Mirror, Opacity Levels are cool and helpful features for arranging your infographic. With Piktochart you can customize your infographic easily and effectively. You are able to:

- Group layers
- Lock layers
- Rotate the images or icons or text
- Adjust opacity levels for icons or images

Group Layers

1. The "**group**" button will allow you to modify a large group of items at the same time. Simply select the icons, images and text and then click "**group**".
2. To ungroup, select anywhere within the group area and then click on "group" button again.

Lock Layers

1. In order to prevent the images, icons and text from further changes or moving (temporally), you can also lock them. You can lock a single item or a group of items by selecting an item and then clicking on the "**lock**" button.

2. To unlock, select the item and uncheck the button.

ARRANGING ELEMENTS (CONT.)

Rotation

You can also rotate icons, text or images by using a rotation editor. When you move the slider right or left, you will notice a clockwise or anti clockwise rotation. Alternatively you can enter the degree of an angle in a box on the left side of the slider. For example, '90' will rotate an item 90 degrees CW, '-90' - 90 degrees CCW.

Opacity Levels
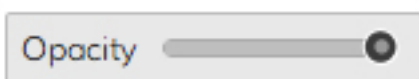
Another new editor feature available in Piktochart is an opacity level slider. You can also reduce the opacity (or increase transparency) for your icons/ text/ images in order to overlay them with the background.

BLOCKS: ADD, EDIT, CLONE, DELETE, ADJUST

Add Block and Adjust Width

You can easily adjust the width and length of your infographic.

The default width for canvas is 600px, however, you also can choose 800px and 1280px.

The length can be changed by adjusting the length of an individual block (select and drag the border of a block) or adding a new block (click on "**Add Block**"). Note that a new block will appear in the end of your infographic.
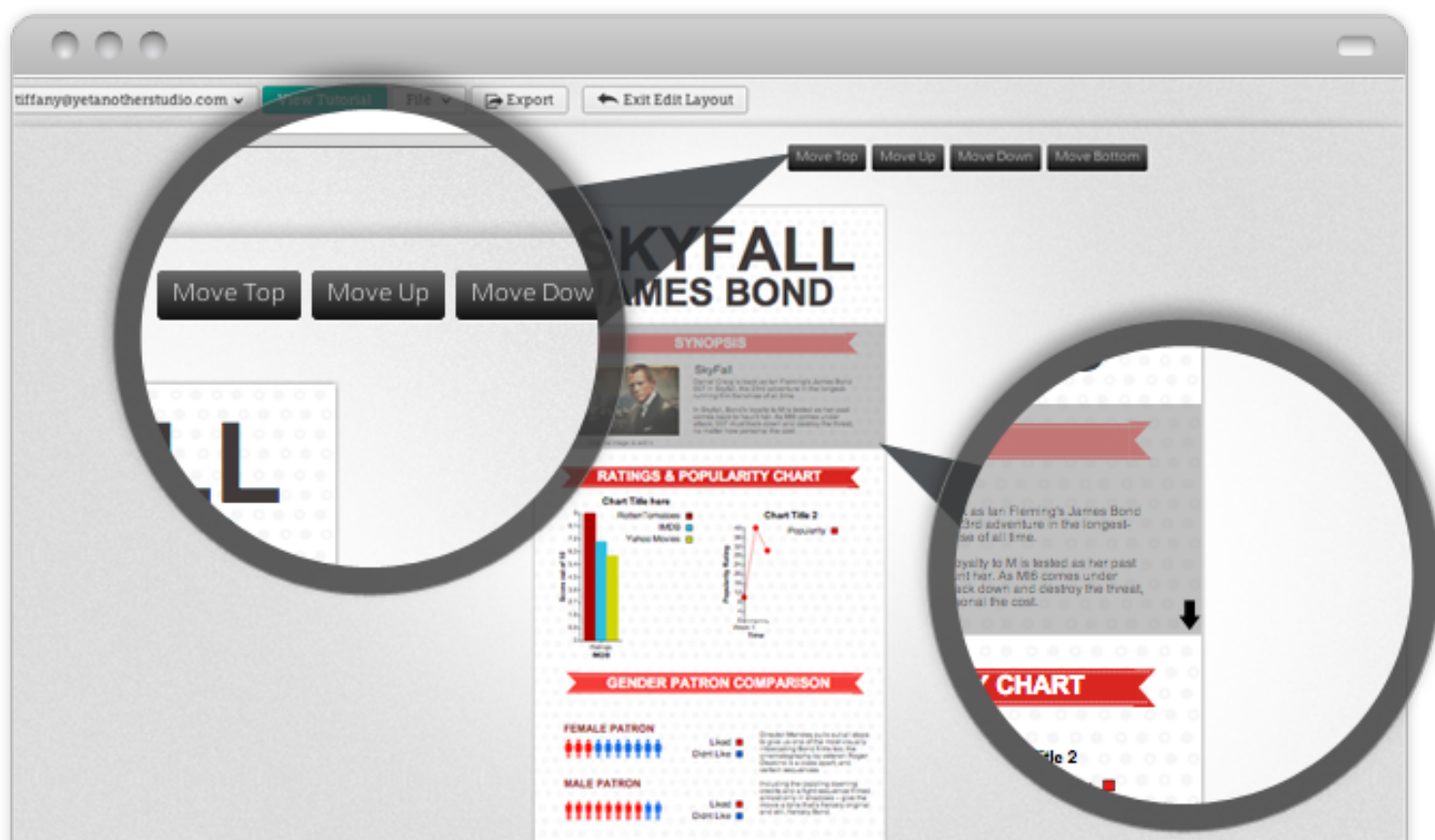
BLOCKS: ADD, EDIT, CLONE, DELETE, ADJUST (CONT.)

If you want to adjust the length of the block or the order of blocks in your infographic, follow these steps:

Adjust the Height of Block and Change the Order of Blocks

Step 1: Click on the button of "**Edit Layout**" on the canvas blocks. You will be redirected to new page.

Step 2: To move the blocks, select the block and click "**Move Up**" or "**Move Down**" on the top menu.

Step 3: When you are done with the block adjustment, click "**Exit Edit Layout**".

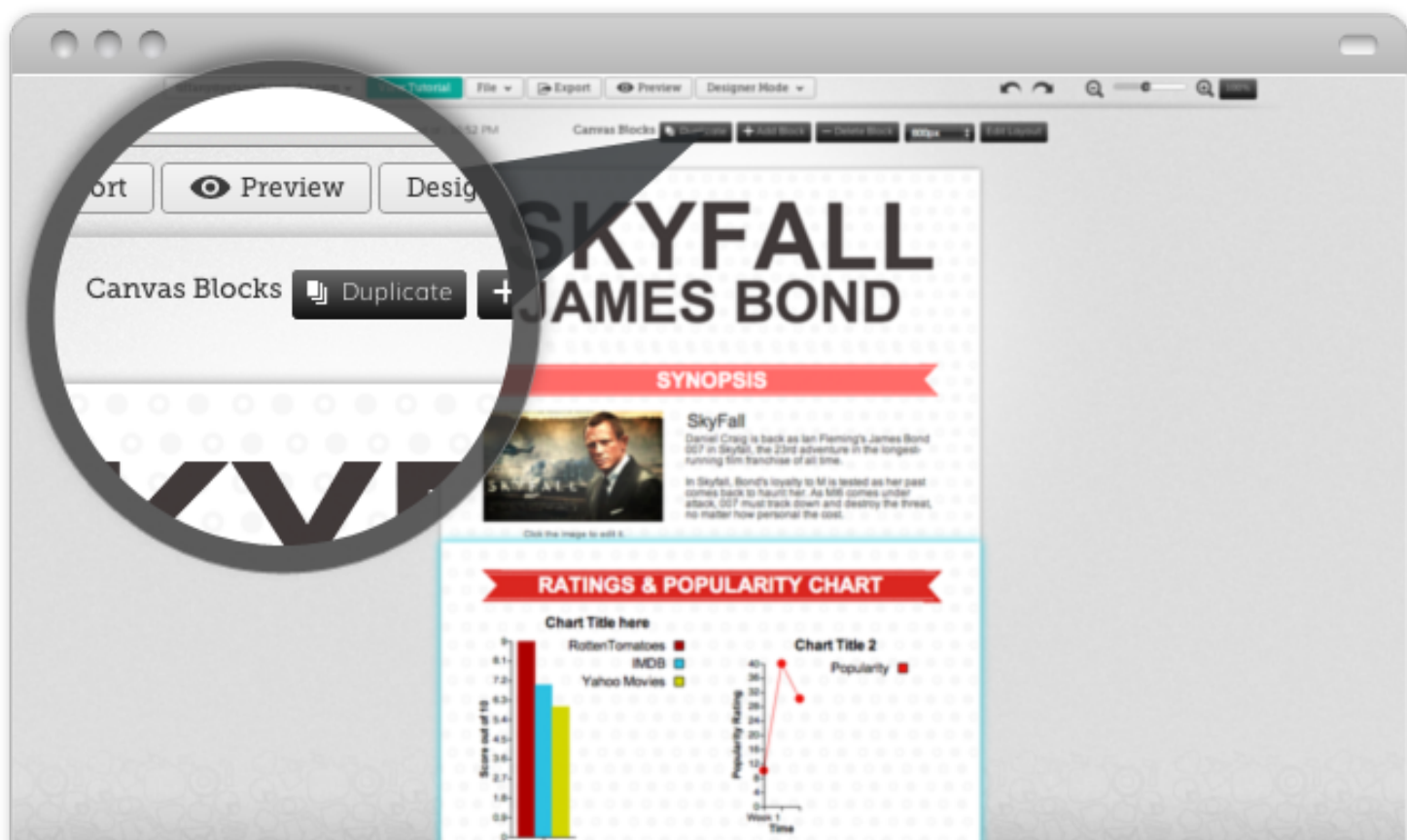# BLOCKS: ADD, EDIT, CLONE, DELETE, ADJUST (CONT.)

To clone or duplicate the entire block of items, please follow these steps:

Clone Blocks (Duplicate block)

Step 1: Select the block which you want to clone.

Step 2: Click on "**Duplicate**".

Step 3: The cloned block will appear at the end of infographic.

BLOCKS: ADD, EDIT, CLONE, DELETE, ADJUST (CONT.)

It is easy to delete your canvas blocks, but make sure you want to delete it before doing so!

Delete Block

Step 1: Select the block which you want to delete.

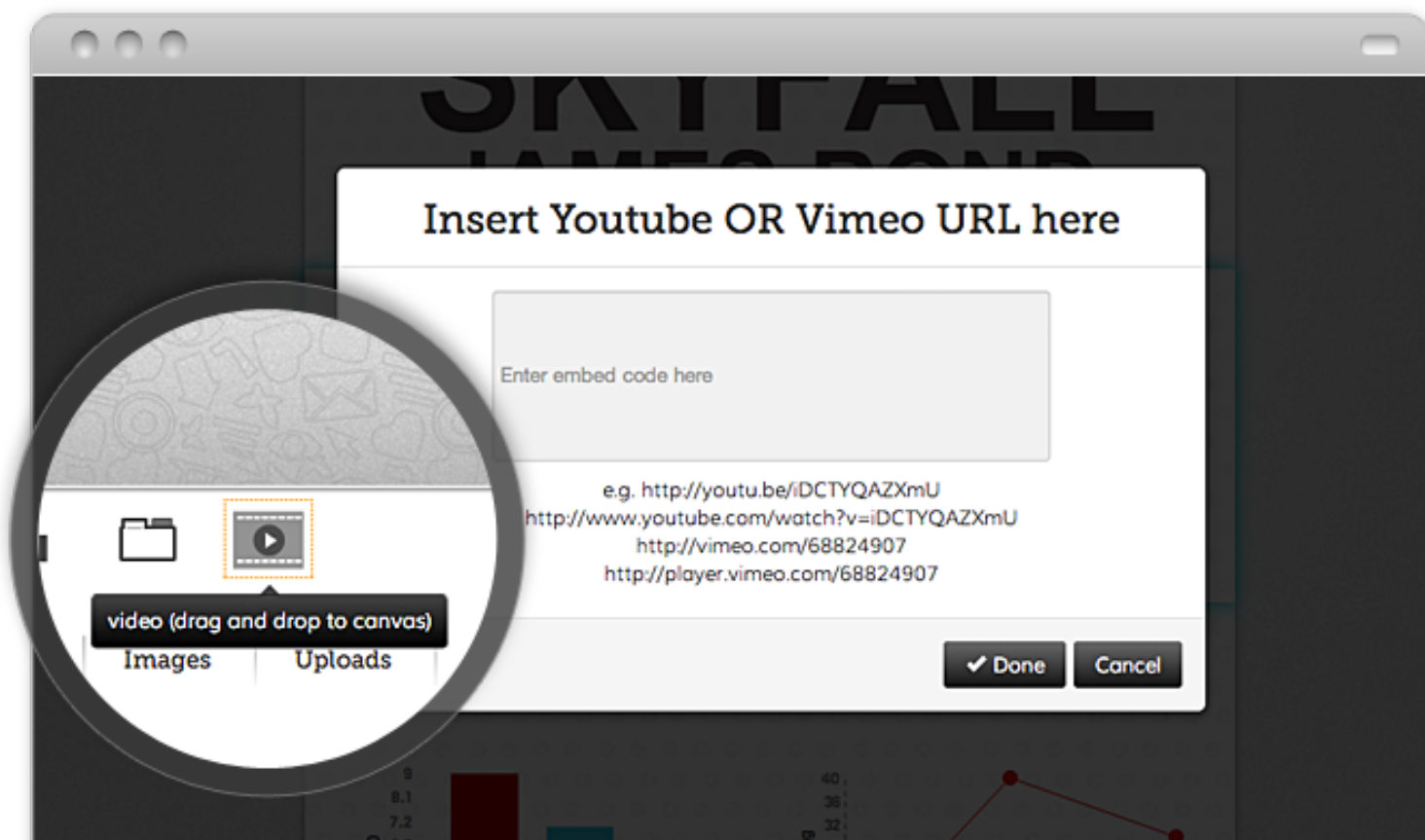Step 2: And then click on "**Delete Block**".

EMBED VIDEO

Yes. The embed video function is available in Piktochart now. These are steps to embed your video:

Step 1: Go to "**Tools**" and click the "**Video**" icon

Step 2: Drag it to the canvas.

Step 3: Copy and Paste the embed code into the text area.

Step 4: Click "DONE". That's it.

SAVE & EXPORT

Don't forget to save your infographic when you are done!

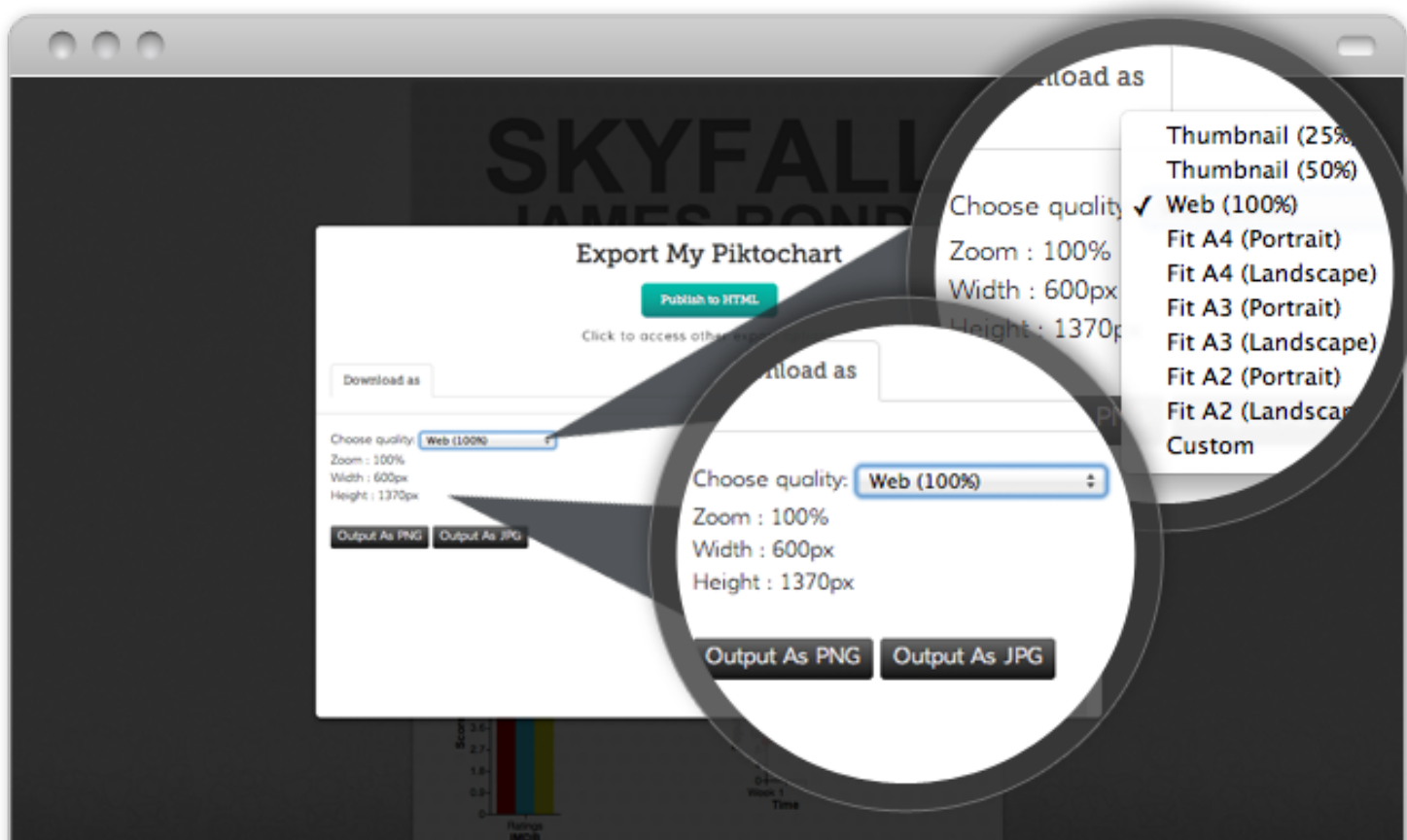Step 1: Click **Output** on the top.

Step 2: Choose any of 3 types of output in Piktochart editor, namely

- Download as Images
- Publish to HTML
- Embed code on your website

Download as Images

1. You can select **Output as JPG** or **Output as PNG**.

2. You can also select the size/ quality of the images.

Note that interactive features like tabs or videos will not be available in the image.
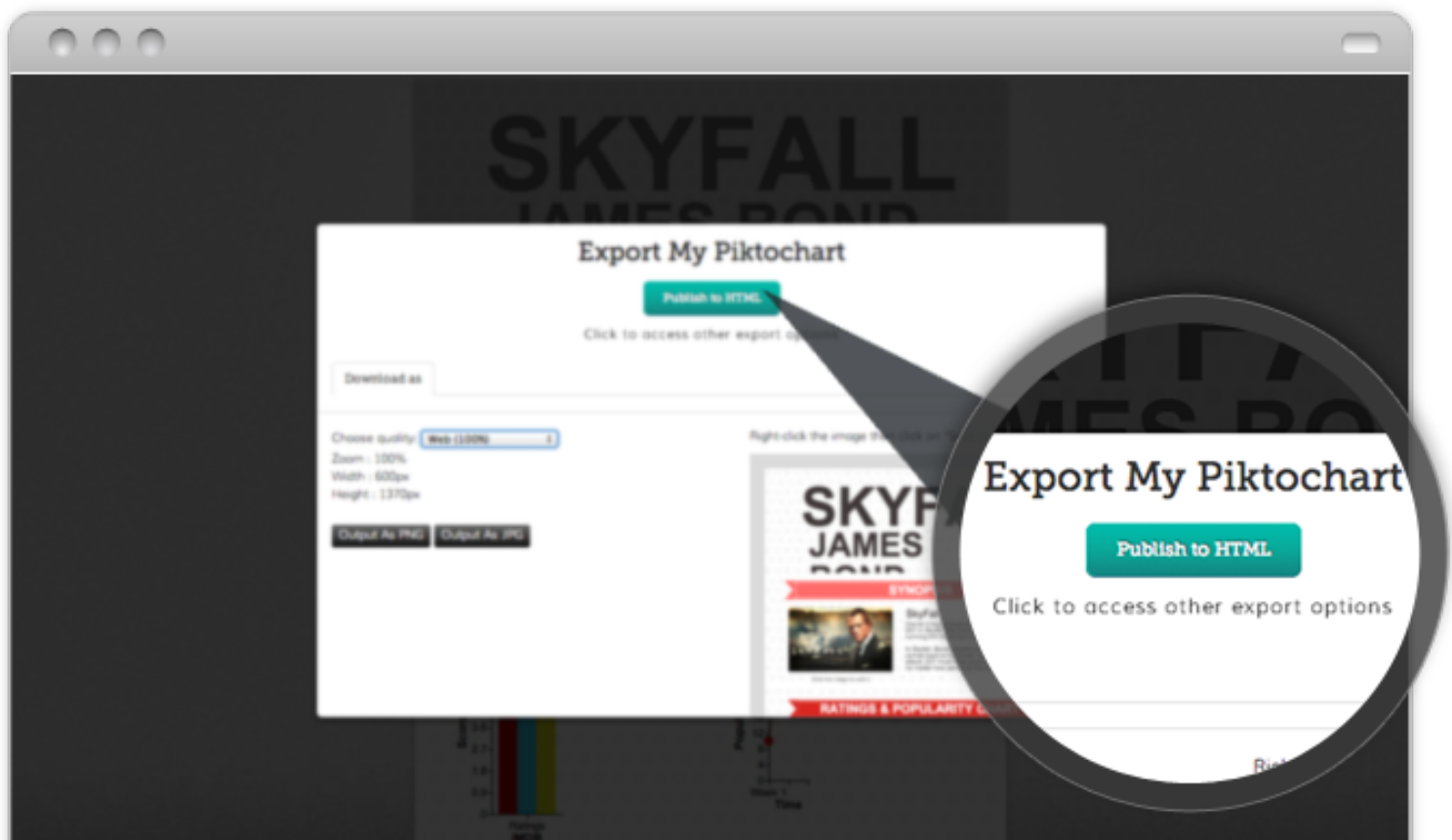
SAVE & EXPORT (CONT.)

Publish to HTML

You also can simply display your finished infographic on the Piktochart domain. It will have all interactive features, as well as be SEO friendly!
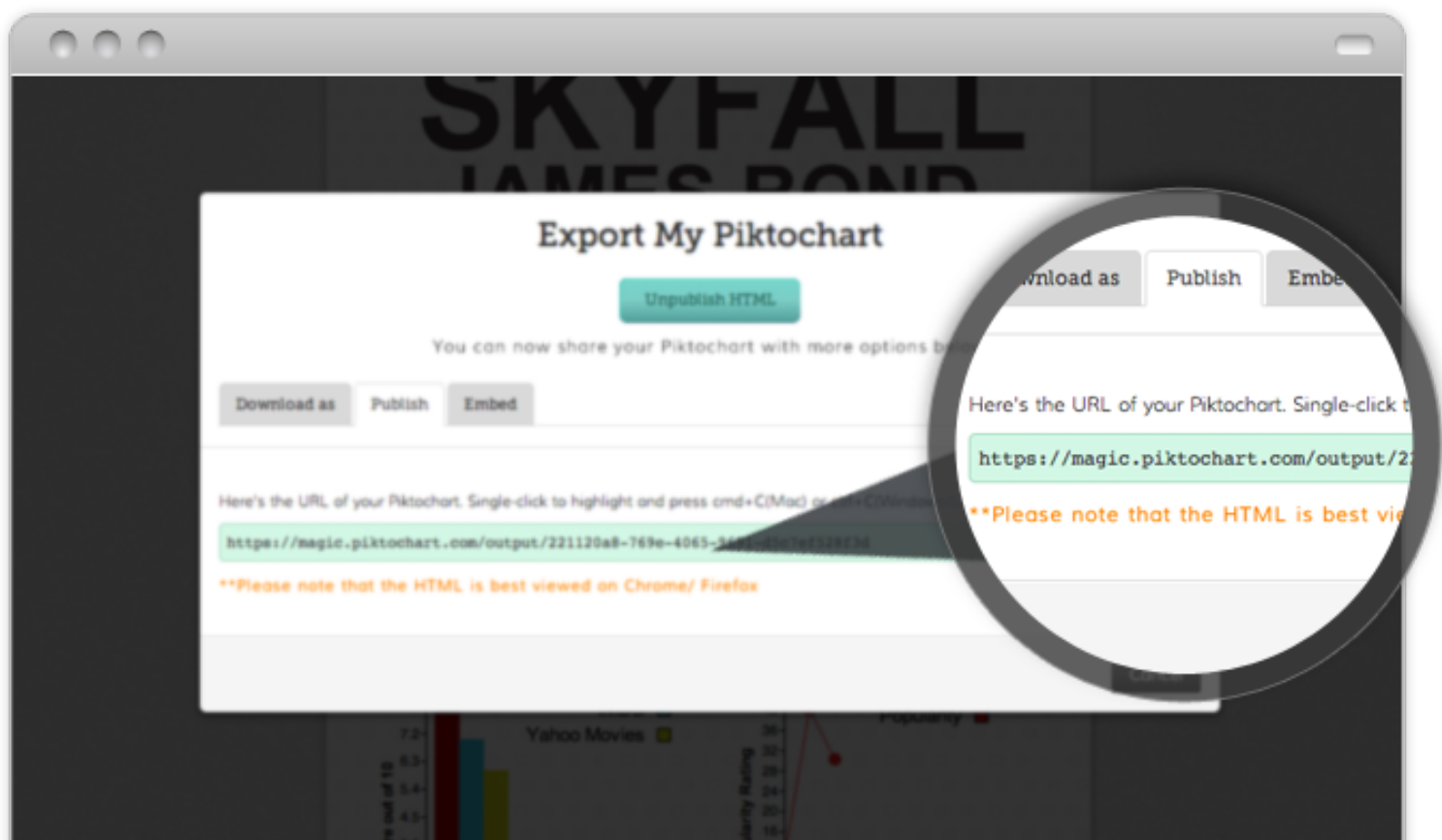
Click on "**Publish to HTML**" button.

SAVE & EXPORT (CONT.)

Share the URL

After you publish HTML version of your work, additional tab "**Publish**" will appear in the window. From there you can copy and paste the URL to share it via social media or your website.

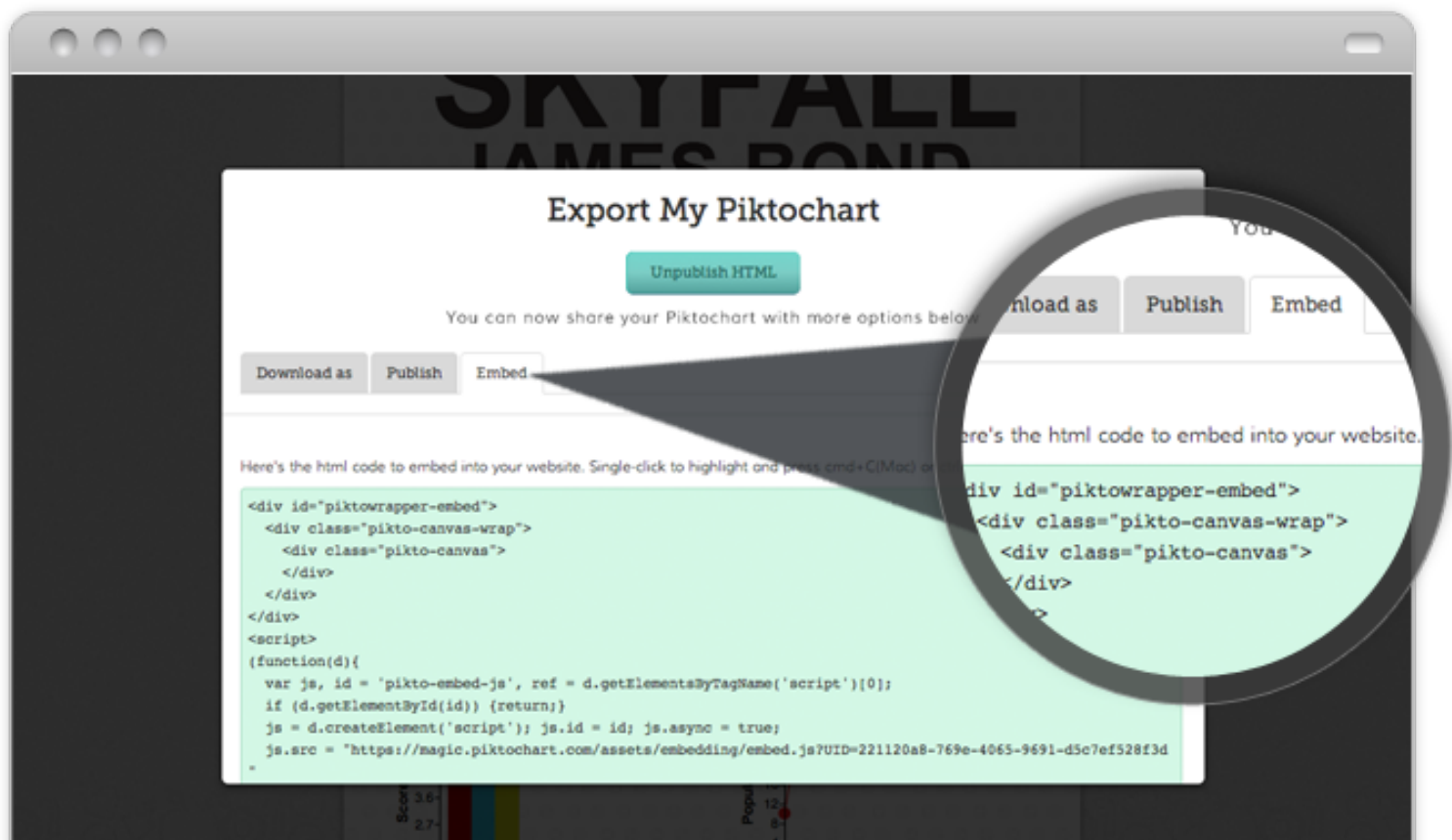Alternatively, use the social sharing buttons on the left side of the editor or output page.

SAVE & EXPORT (CONT.)

Embed Code

If you want to embed your infographic in a website or blog, you can get the embed code from an additional tab "Embed" that will appear in the window after you publish your work.

Hurray.. It's done! :)

We are going to add more output formats as soon as we can. Stay tuned!

KEYBOARD SHORTCUTS

Apart from using the buttons in the the Piktochart editor, you can also use the keyboard shortcuts. They work on both Mac and Windows OS.

Copy: Ctrl + c
Paste: Ctrl + v
Cut: Ctrl + x
Undo: Ctrl + z
Redo: Ctrl + y
Delete: delete or Backspace

CHANGE MOODS

Did you know that Piktochart templates have up to 6 different colour schemes? They are called "**moods**". You can change mood in just one click of the mouse. Real easy!

Step 1: Click "**Moods**".

Step 2: Select the mood.

Step 3: Watch your Piktochart transform.

HYPERLINK ON IMAGES & TEXT

Now you can also add links on elements (like icons or images). For example, the Facebook icon can have a link to your personal or business Facebook page, saving space for valuable information! Please note that this function will work only if you save your infographic in the HTML format.

Step 1: Select the item to create a hyperlink to.
Step 2: Click on the Hyperlink on the bottom of properties.
Step 3: Enter your URL into input text.
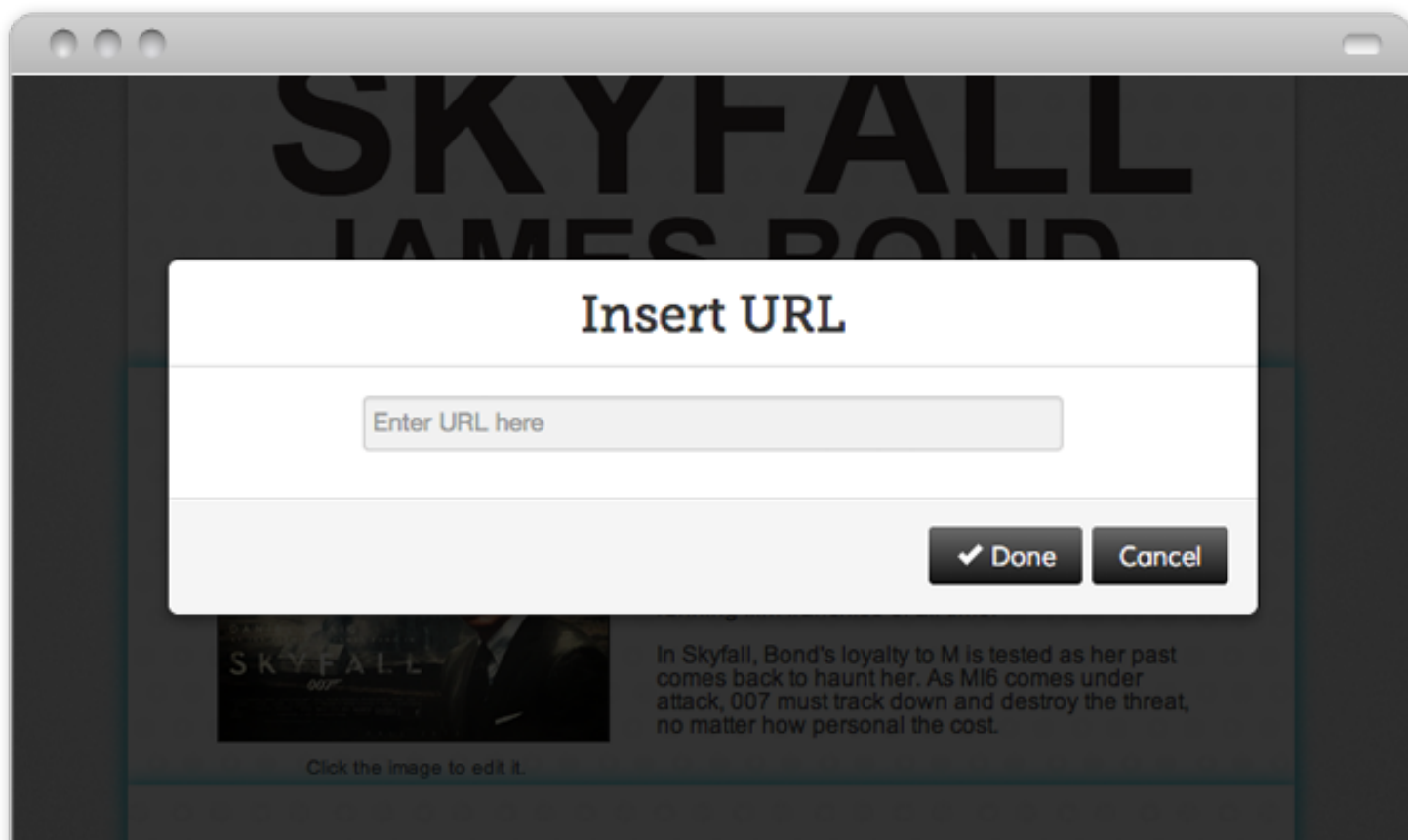
SCALABLE VECTOR GRAPHIC (SVG) VS BITMAP IMAGES

Scalable Vector Graphics (SVG) is an XML-based for describing two-dimensional vector graphic. In Piktochart Magic editor (v.2), High Resolution SVGs images are available in every theme, ensuring great quality of your infographic elements.

To insert an **Image** into your infographic canvas,

Step 1: Go to "**Images**"

Step 2: Select "**Categories**"

Step 3: Drag a selected image to canvas

To insert an **SVG** icons into your infographic canvas,

Step 1: Go to "**Icons**"

Step 2: Select "**Categories**"

Step 3: Drag a selected icon to canvas

SCALABLE VECTOR GRAPHIC (SVG) VS BITMAP IMAGES (CONT.)

The difference between SVG and Bitmap image.

The image below illustrates the difference between bitmap (.jpeg, .gif, .png) and vector (.svg) images. The bitmap image is composed of a fixed set of dots, while the vector image is composed of a fixed set of shapes. In the picture, scaling the bitmap reveals the dots while scaling the vector image preserves the shapes.
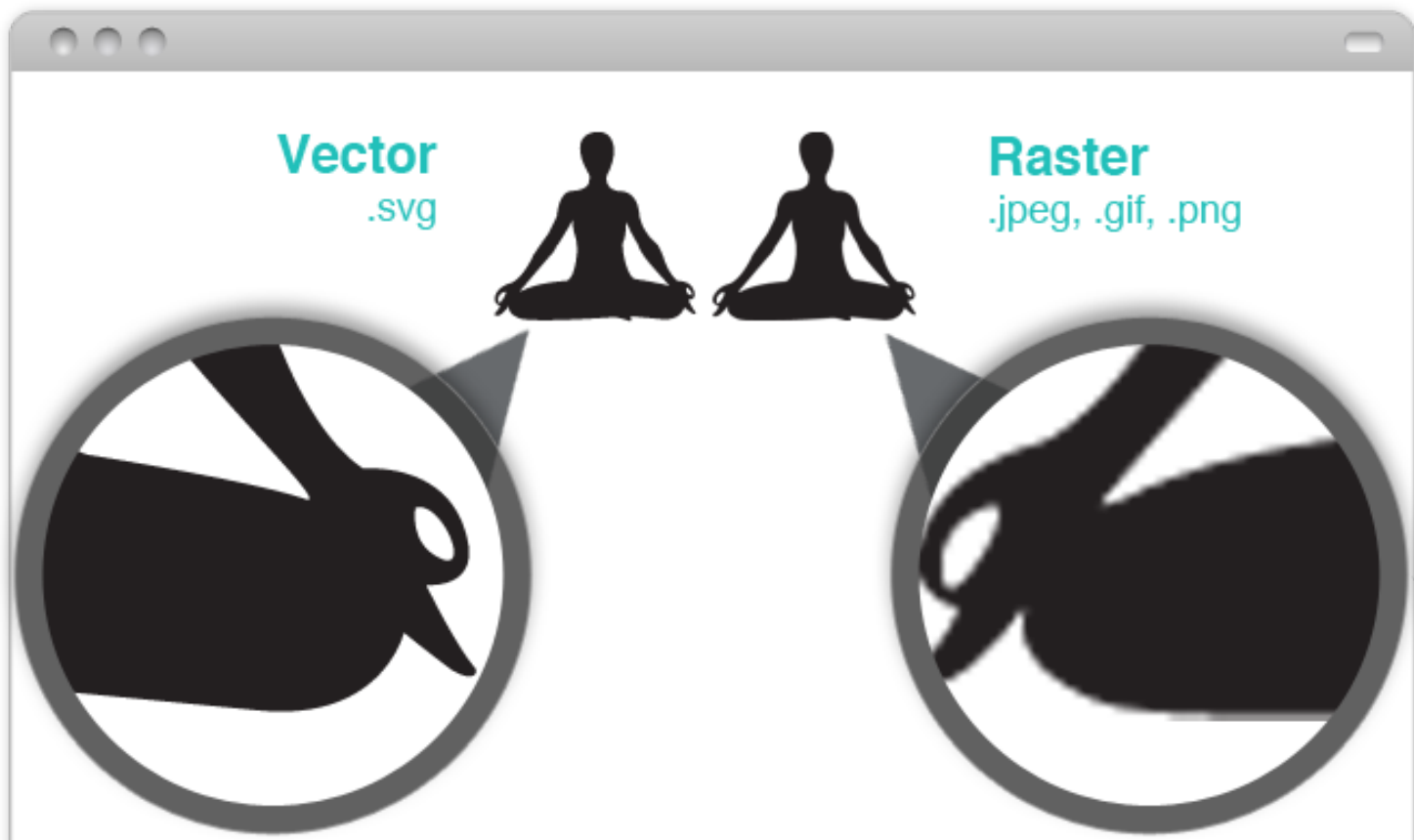
OUR WALK THROUGH FOR AN EASY INFOGRAPHIC

It is easy to create your own infographic and share it. You can also access our Piktochart site to get more tips how to market your infographic and how other users have made use of their piktocharts.

Again, if you have any feedback, you are welcome to drop us an email or chat with us on our website (look out for a little icon on the bottom right when you visit www.piktochart.com). Our customer delight team is on stand by!

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