

## **Contents**

List of Illustrations		ix
Preface		XV
Acknowledg	ments	xix
PART 1: IN	FOGRAPHICS 101	1
Chapter 1	What Are Infographics?	3
Chapter 2	Communicating through Infographics	15
Chapter 3	Creating an Infographic	29
Chapter 4	Resources to Create Infographics	45
PART 2: PF	RACTICAL APPLICATIONS	61
Chapter 5	Teaching with Infographics	67
Chapter 6	Fundraising: An Essential Goal of Any Library	83
Chapter 7	Library Partnerships: A Win-Win Combination	99
Chapter 8	Increasing Awareness of Underutilized and New Library Services	121
Chapter 9	Speaking Out: Creating Your Own Story to Advocate for Your Library	143
Chapter 10	Bringing It All Together: Creating Your Own Infographic	163
Index		181
About the Author		183