Design Guide: Infographics

Clear design starts with clear thinking

1 **Define topic**	• What is your topic? • What do you want to know about your topic?

Topic

Questions:

2 **Identify data needs**	• What kind of data do you already have? • If you need to find or collect data, what data would help you to answer your question(s)?

Question:	**Data:**

3 **Locate & examine the data**	• Locate your sources. (SKIP this step if using your own data) • Briefly describe the data/information. • List the source of the data/information.

Data:	**Trends/Takeaways**
Source:	
Data:	**Trends/Takeaways**
Source:	
Data:	**Trends/Takeaways**
Source:	
Data:	**Trends/Takeaways**
Source:	
Data:	**Trends/Takeaways**
Source:	

4 **Define theme**	• What story do you want to tell? • What argument, or arguments are you presenting?

Theme:

Arguments:

5 **Choose your tool and template**	• Look at the Infographic types and examples provided in the toolkit. • What type fits your story best? • Review the free Infographic software tools and their available templates. • Choose a tool and template that best meet your needs.

Infographic type

Software

Template

6 **Decide on visualizations**	• For each of the trends (step 3) you included in your arguments (step 4), select the best visualization for the data. See the Chart Chooser and Data Visualization Catalogue resources in the toolkit. • Create your visualizations using Excel, chart chooser, or your Infographic software.

Argument	Data Visualization Type

7 **Lay it out**	1. Write up your content, including: o the title o section titles o the text: (keep it short) o captions for your visualizations and images: 2. Sketch out your model o Using the template style you selected in step 5, sketch out your infographic on paper first. o Check the flow.

	3. Once you are satisfied, start adding content to your template. 4. Select a color palette. Make sure there is enough contrast between text and background colors. 5. Select your fonts for text, titles, sections and captions, using 2-3 styles at most. 6. When you're done, step back from it and use the final checklist before printing.

8	Final checklist	

€ I have a title and section headers.

€ My story flows well and the arguments/takeaway(s) are clear.

€ My text is concise and readable, both color and size.

€ I've used two complimentary fonts, one for titles and one for text.

€ I have enough white space so the Infographic isn't crowded.

€ I've used 2-3 colors with consistency.

€ I've used color to draw attention to important items.

€ I have a clear visualization for each argument/section of the Infographic.

€ My visuals are titled.

€ My sources and images are cited.

€ I’m happy with my Infographic!

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