

Give data a voice by creating infographics with purpose. Follow these steps to communicate a powerful visual story that makes a difference for your audience.

TO CREATING AN INFOGRAPHIC



Revise and refine, based on reviewer feedback. Send for additional review, if needed, and finalize. Disseminate the infographic through social media, email, presentations, reports, etc.

REVIEW

Select a few people, including key stakeholders, to review the infographic using the *Checklist for Reviewing Infographics*.

DRAFT INFOGRAPHIC

Search for templates or create one. Populate your template and ensure that all data displays reflect best practices and that visuals are high quality. Cite credit and copyright information as needed.

SKETCH IDEAS

Sketch various ways you could present the story (consider using a storyboard). Try different ways of displaying the data and other visuals —eliminating anything unnecessary. Refer to the *Checklist for Reviewing Infographics* as an additional guide.

CHOOSE DESIGN ELEMENTS

Choose a color scheme and font types and sizes that promote readability and help organize information. Consider if there is client branding to use. Identify subtle visual clues that will help readers navigate through the story.

SELECT LAYOUT

Decide if you are presenting a hierarchy of information, categories of information, comparisons, a description, or a timeline, and select an appropriate layout. Think about how you can balance the flow of information on the page to direct focus to the main points. Determine the appropriate size for the infographic, based on online or print use.

IDENTIFY VISUALS & DATA

Identify visuals that "show" the story. Decide which data are most relevant to the main message. Determine if the visuals and data are accurate and sufficient to tell the story, and if you need permission to use them.

CREATE STORY

Create the story's main message, using primary points, secondary points, and details that support the infographic's purpose. Determine what foundational information the audience needs in order to understand the main message. Create a call to action or conclusion for the infographic.

CLARIFY PURPOSE

Determine what you hope to accomplish through the infographic. Articulate the intended outcome(s) for the audience as a result of reading the infographic.

IDENTIFY AUDIENCE

Identify your audience, their interests, and their information needs. Consider how the audience will access the infographic and the context in which they will use the information it contains.

Don't forget to use our Checklist for Reviewing Infographics!

For this and other resources, visit magnoliaconsulting.org/tools#infographics



