

Second milestone: Design planning

Now that you have identified your data, audience, and main message, it is time to focus on the design elements that will make your infographic effective. This phase involves selecting the right charts, fonts, colors, annotations, and other visual components to ensure clarity, engagement, and accessibility.

- **Create a sketch** Before working digitally, start with a rough sketch of your infographic on an A4 sheet using a pencil. This step will help you structure your layout and define key visual elements. Keep the following points in mind:
 - a. **Layout & Visual Hierarchy**
 - i. Determine the main focus points.
 - ii. Structure the content to guide the reader logically through the infographic.
 - iii. Ensure the most important information is highlighted appropriately.
 - b. **Charts & Visualizations:** Choose appropriate chart types to represent your data effectively. Your infographic must contain at least one complex chart: network visualization, geospatial visualization, or a chart based on multivariate analysis (e.g., correspondence analysis results). Other "complex charts" might be allowed (instead of previously mentioned ones) pending teachers' approval. This exception is mainly meant for cases where previously mentioned chart types are not appropriate for certain data.
- **Define the color palette** Select a color scheme that enhances readability and aligns with your topic.
 - a. List your chosen colors using RGB or HEX values in a table like this:

| | | | | |
|---------|---------|---------|---------|---------|
| #8ecae6 | #219ebc | #023047 | #ffb703 | #fb8500 |
|---------|---------|---------|---------|---------|
 - b. Explain how you intend to use the colors. For example, explain which color(s) will be used as background color(s), which will be used as primary colors (e.g., for basic chart elements like grids and scales), which will be used for annotations, which will be used as colors that will define the reference values.
 - c. Consider accessibility of colors (contrast for readability, colorblind-friendly combinations etc.).
- **Define the size and the format**
 - a. What will be the dimensions of your infographic?
 - b. Will the infographic be printed or digital-only? If intended for published on social media, ensure the design meets platform-specific dimension requirements.
- **Typography**
 - c. List the fonts you intend to use for titles, subtitles, annotations and labels, highlights, and other elements. Ensure font choices enhance readability and complement the overall design.
- **Software**
 - d. Which software(s) do you intend to use? Does the software that you intend to use have any limitations (e.g., file formats, export options, available fonts).

Once you have finalized these design decisions, ensure that all elements contribute to a cohesive, visually appealing, and informative infographic. The next step will be implementing your design in the selected software.