

Infographic Worksheet

What are Infographics? Graphically visual representations of information, data or knowledge intended to present complex information quickly and clearly.

Parts of an infographic:

1. **Visual Elements:** (color coding, graphics and reference icons)
2. **Content Elements:** (time frames, statistics and references)
3. **Knowledge Elements:** (facts)

How Best to Create an Infographic:

1. **Big Idea:** What is your infographic about?
2. **Style:** How will it aesthetically look?
3. **Simplicity is the Best Policy:** Keep it simple, clean, concise and clear. Make sure the information being conveyed is well organized. Visual simplicity ensures that the graphic will be easy for readers to comprehend. **Think in Color:** Color is the most effective tool to guide and influence readers. Color can give readers varied impressions, both conceptual and emotional. **Layout Is Not Just About Typography:** Infographics don't have to look like a piece from a newspaper or magazine. Try different combinations of typography, illustrations, images, charts, diagrams and icons. Use a maximum of two or three fonts in the designs you create.
4. **Size Matters:** Make sure images are not too big for digital medium and think about size relationships between graphics/images in your layout.
5. **Nothing Takes Effect Without a Cause:** Emphasize cause and effect relationships in your presentation. **Draw Your Boundaries:** Be clear & limit your information. Use statistics, averages, and correct data to guide readers in the right direction and not be misled. Many infographics lead readers to the wrong conclusion due to a lack of verifiable information and detailed data resources.
6. **Be Verifiable:** Make infographics trustworthy by allowing readers to dig deeper into the data if they so desire. Always cite your data sources with relevant links.

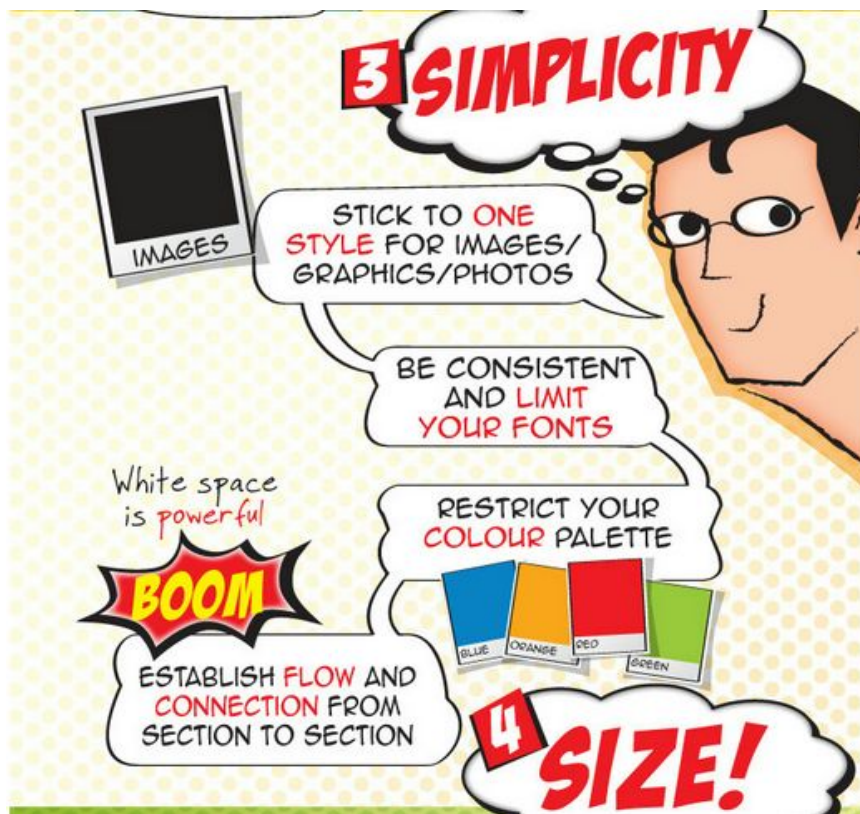
Use space to the right for sketching or writing down how your infographic will look.



What is your infographic about?



How will layout look?



What type of FONT?

What is the SIZE of the FONT?

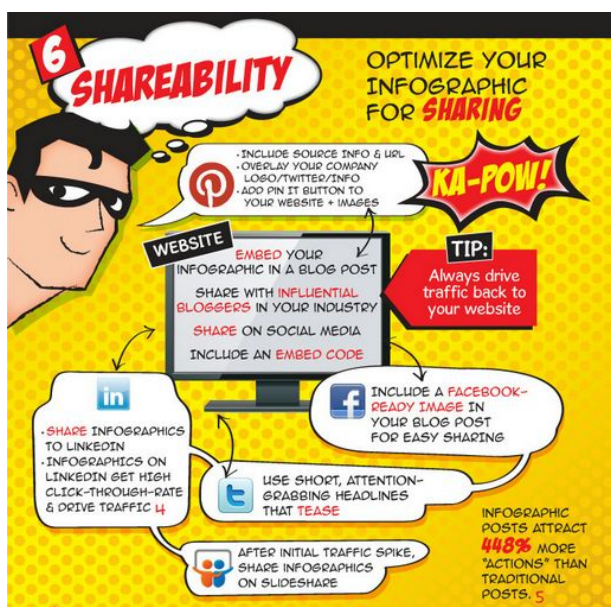
Limit it to 2 or 3.



Think relationships of pixel sizes & size of images (only digital format.)



Data using percents & averages.



6. How will the infographic be shared? (We won't be doing this.)

7. Cite your sources. This gives credibility.

Sketch a rough draft of your infographic.

**How will color affect the way your data is perceived?
Keep it true, simple and to the point.**

