

# CHECKLIST FOR REVIEWING INFOGRAPHICS

By Stephanie B. Wilkerson  
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This checklist presents guidelines for reviewing infographic elements across four components: story, content, design, and visuals. It reflects best practices in the field of infographics and is intended to serve as a formative tool in improving the quality and utility of infographics. The checklist complements our *10 Steps to Creating an Infographic*, so you can use it as a tool in both the design and review process.

## STORY



*The story conveys the main message for the intended audience. It defines the “what,” “why,” and “who” of the infographic. Audiences flow through an infographic easily with a well-presented story.*

### AUDIENCE (THE “WHO”)

- The main message and purpose of the infographic reflect the information needs, interests, and context of the intended audience.

### PURPOSE (THE “WHY”)

- The infographic conveys why the main message is important for readers by presenting a story with a compelling purpose (e.g., to inform, improve, guide, or catalyze).

### MESSAGE (THE “WHAT”)

- The main message is clear and easily identifiable.

## FEEDBACK FOR IMPROVING THE STORY

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## CONTENT

*The content consists of elements that tell the story. This is the substance of the infographic.*



### TITLE

The title is relevant, engaging, and succinct. It draws the reader in.



### INTRODUCTION

The introduction lays the foundation for the main message by presenting important background or contextual information.



### MAIN POINTS

There is an organized hierarchy of information that conveys a memorable main message through primary points, secondary points, and supporting details.



### CONCLUSION

Readers know what to consider, what next steps to take, or where to go for more information (e.g., contact information or URL links are included). There is a call to action that reinforces the purpose of the infographic.



### CREDIT

Sources are credible and cited appropriately.

## FEEDBACK FOR IMPROVING THE CONTENT

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## DESIGN



*The design elements work together to create a harmonious presentation of the story. They draw attention to the main message and eliminate distractions that would clutter or dilute the message.*

### LAYOUT

- The type of layout (e.g., timeline, descriptive, categorical, hierarchical, or comparison) is appropriate for the kind of information presented.

### COLOR

- The color scheme is a simple palette with no more than three colors or different saturations of the same color for text and visualizations. Color is used consistently and intentionally to highlight important information. Colors are appropriate for color blindness and black-and-white printing.

### FONT

- Font size varies based on the hierarchy of information (e.g., larger for headings or key findings, smaller for supporting details). Fonts are easy to read, complementary, harmonious, and limited to no more than two or three different typefaces.

### SIZE

- Vertical layout is preferred and should not exceed 750 pixels in width (may vary by online platform) and 5,000 pixels in height (about 5 pages long). If printing or including in a document, the infographic size should fit the appropriate sized paper.

### BALANCE

- Information is balanced on the page, which directs focus to the main points. The layout is not top- or bottom-heavy or skewed to one side. White space helps achieve balance among infographic elements.

### FLOW

- The presentation of images, text, and sections flow with a sense of unity from point to point. There are subtle visual clues that help the reader navigate through the story (e.g., headers, dividers, and color changes).

### FOCAL POINT

- The design elements draw the reader to a compelling and engaging focal point that supports the main message.

## FEEDBACK FOR IMPROVING THE DESIGN

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## VISUALS

Visuals bring life to the story through images, icons, data displays, photographs, and illustrations. Unique visuals that “pack a punch” help readers remember the main message.

### RELEVANCE

- Visuals connect to the text and are useful in conveying the main message. They are purposeful, not extraneous.

### INTERPRETABILITY

- Visuals are simple, clear, and easy to understand and interpret. They are not cluttered and only include pertinent information and visual elements. The type of visuals (e.g., line graph, bar chart, or icon display) supports interpretability of the data being presented. (For a data visualization checklist, see [stephanieevergreen.com](http://stephanieevergreen.com))

### REPRESENTATIVENESS

- The size of visuals represents their relative importance in telling the story and emphasizes the focal point of the main message. Visuals are presented truthfully without misrepresentation.

### QUALITY

- Images are high resolution with no blurriness or pixilation. Font and color are consistent with the rest of the infographic.

### VOICE

- The visuals and data “show” the story. The visuals convey a voice that is culturally appropriate for the audience.

## OBSERVATIONS ABOUT THE VISUALS

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