

10 STEPS

Use this worksheet to guide the development of your infographic's purpose, message, and audience.

TO CREATING AN INFOGRAPHIC

Crafting a Powerful Message: Steps 1 – 3

Step 1: Audience includes the stakeholders for your infographic, which takes into account their interests, information needs, and background knowledge of the topic of your infographic.

Step 2: Purpose is the change you hope to catalyze in your audience. It is the outcome you intend for your audience.

Step 3: Story's message is the story you share with your audience to achieve the infographic's purpose. It has a main point with supporting details.

	Story 1	Story 2	Story 3	Your Story Option 1	Your Story Option 2
Step 1 Audience	Families with opioid users	State education policymakers	Program developers		
Step 2 Purpose	Increase awareness of resources for family members	Improve policy guidance and implementation support for Title IX	Guide program improvements		
Step 3 Key Message of the Story	How the opioid crisis is impacting families and where to get help.	Barriers to schools implementing Title IX policies to prevent child abuse in schools.	Recommendations for improving the Cosmic Chemistry summer school program.		

Check to see how your steps flow by putting them in a sentence using the following frame:

This infographic shares _____

 (key message)
 in order to _____

 (purpose)
 for _____

 (audience)