

10
STEPS

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

Infographic Design Workbook

Use this workbook as a guide to steps 1—7 of creating an infographic.

STEPS 1-3

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

TO CREATING AN INFOGRAPHIC

Crafting a Powerful Message

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

	Example Story 1	Example Story 2	Your Story Option 1	Your Story Option 2
Step 1 Audience	iRead customers	iRead publisher, study participants, and future users		
Step 2 Purpose	To persuade audience to purchase iRead program	To increase understanding of how iRead impacted student engagement and reading skills		
Step 3 Key Message of the Story	iRead features and benefits	Main findings from the iRead program evaluation		

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)

Crafting a Powerful Message: Identify Your Content

Using the framework you just created, you can begin identifying the content of your infographic, such as the title, introduction, main point, secondary point, supporting details, and conclusion or call to action. You can use these different elements to convey the story you wish to tell with your infographic. **Not every infographic will have the same number of main points, secondary points, or supporting details.** However, certain elements will remain the same, such as having a title, providing introductory information, and providing a conclusion or call to action.

Use the list below as a guide to brainstorm ideas for the corresponding elements of your infographic. Remember, your infographic may not have these exact elements. Use what makes sense to tell your story. See below for an example.

Title	Improving 3 rd Grade Reading Outcomes with iRead		
Background	School year 2016–17, randomized-control trial, grade 3 students, Common Core aligned		
	Main Points	Secondary Points	Supporting Details
	iRead improves student reading	Statistically significant learning gain on language arts assessment	Treatment and comparison scores with statistics
	iRead engages students	Student participation was high Students reported iRead materials were engaging	Dosage data Student quote Student survey engagement finding
Conclusion or Call to Action	Learn how iRead can benefit your students.		
Sources (references)	Source: iRead final report		

Enter your own content for Step 4 into the table below.

Title			
Background			
	Main Points	Secondary Points	Supporting Details
Conclusion or Call to Action			
Sources (references)			

STEP 4

Use this worksheet to guide the development of your infographic's content, visuals, and data.

TO CREATING AN INFOGRAPHIC

Identify your Visuals and 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.

Now that you have an idea of the content that will be in your infographic, you can move to identifying your visuals and data. Use this step as a way to get a preliminary idea of the visuals that can best be used to tell your story, keeping in mind that things might change once you are drafting your infographic. See below for an example.

Infographic Content	What data do you have or need to support the content?	What visuals would best represent your data and content? List key words or concepts that will visually communicate your message (e.g., graph, chart, icon, photo, illustration).	Is it culturally appropriate for the audience?	Do you need permission to use these visuals?
Title	n/a	iRead logo	Yes	n/a
Background	Sample characteristics	Student, teacher, school icons	Yes	n/a
Main Point 1	Reading achievement data	Reading: Book icon Improved reading: Comparison bar chart	Yes	n/a
Main Point 2	Student engagement survey data Student dosage/exposure data	Student engagement: Icon array Stock photo of students laughing together	Yes	n/a
Conclusion or Call to Action	n/a			

Keep in mind several important aspects to your visuals:

- Are there sufficient visuals to show the story? If not, what additional visuals are needed?
- Are the visuals relevant to the story, and do they convey the main message?
- Are the visuals easy to interpret?
- Which visual(s) is/are the focal point?
- Are any images or illustrations high quality with no blurriness or pixilation?

For this and other resources, visit magnoliaconsulting.org/tools#infographics
© 2018 Magnolia Consulting, LLC

Using the content elements that you identified in Step 4, complete the following table for Steps 5 and 6.

Infographic Content	What data do you have or need to support the content?	What visuals would best represent your data and content? List key words or concepts that will visually communicate your message. (e.g. graph, chart, icon, photo, illustration)	Is it culturally appropriate for the audience?	Do I need permission to use these visuals?
Title				
Background				
Main Point 1 (including any secondary points and supporting details)				
Main Point 2 (including any secondary points and supporting details)				
Main Point 3 (including any secondary points and supporting details)				
Conclusion or Call to Action				

STEP 5

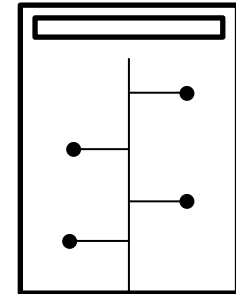
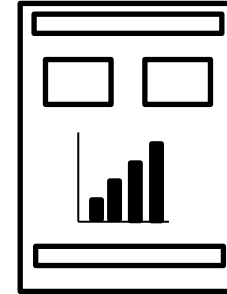
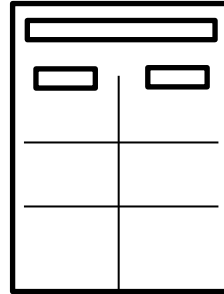
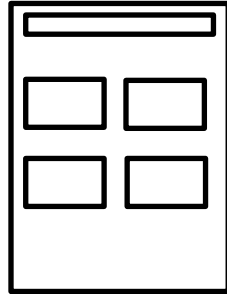
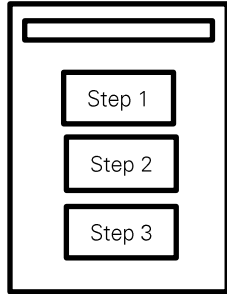
Use this worksheet to guide the development of your infographic's layout.

TO CREATING AN INFOGRAPHIC

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.

- Infographic size: _____
 - If printed on letter-size paper, should be 8.5 x 11 inches
 - If embedded online, should not exceed 750 pixels in width and 5,000 pixels in height
- Orientation (vertical or horizontal)



Hierarchy	Categorical	Comparison	Descriptive	Timeline
Demonstrating relationship or order among key pieces of information, or steps in a process	Presenting different categories of information	Comparing two groups, such as treatment and control groups, side by side	Sharing information; telling a story. Most often you are just telling a story, not bound by comparison or timeline. With this you have the most options for layout. It might not need a set structure.	Capturing evaluation activities, data points, or program implementation over time
Notes				

STEP 6

Use this worksheet to guide the development of your infographic's design elements.

Choose Design Elements

TO CREATING AN INFOGRAPHIC

Choose a color scheme and font types/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.

Design Elements	Design Guidelines	Design Attributes
Colors	The color scheme is a simple palette with no more than three colors or different saturations of the same color for text and visualizations. Consider color blindness and black-and-white printing.	<i>(Hex code and/or RGB code)</i>
Font	Fonts are easy to read, complementary, harmonious, and limited to no more than two or three different typefaces. Vary font size, color, and style (italics, underline, bold—don't overuse) based on the relative importance of information. Apply font treatments consistently.	<i>(Primary font and secondary font)</i>
Flow	Visual design elements help the reader navigate through the different sections of the infographic's layout	<i>(For example: shaded background sections, section dividing lines, color changes, headers, numbering)</i>
Focal point	Design elements draw the reader to a compelling and engaging focal point that supports the main message.	

STEP

7

*Use this worksheet
to begin drafting your
infographic.*

TO CREATING AN INFOGRAPHIC

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.

Horizontal

Vertical

