

HOW to do an infographic – your steps

- ☐ Extract your key messages
 - Think of it as an abstract in short phrases, similar to the bullet lists of “highlights”, problem, aim, methods
- ☐ Simplify your language
 - Language not overly academic
 - as few words as possible → key messages
- ☐ Visualise your key messages
 - Can be a real challenge
 - Look for synonyms of your key words which might be more visual
 - Think in images which could represent your ideas → Do a Google image search for inspiration
- ☐ Talk to someone to clarify your thinking and explore options for visualisation
 - second opinion—what seems an obvious representation to you may not be obvious to others
- ☐ Come up with a layout
 - Depending on how you want to communicate your infographic
 - two alternative layouts
 - long and narrow layout (to be used in social Media – Twitter)
 - landscape used in presentations and publications
 - Maybe draw layout on a whiteboard/ sheet of paper to play around to find logical flow of ideas for the reader
- ☐ Convert to graphics
 - Charts, data, images, infographic templates (image manipulator)
 - Don't go crazy with the colours! Limited palette (2-3), especially when overlaying images with text
 - simple font → easy to read
 - use colors match the tone/content of the text e.g. dark blue is formal and calm, and green is commonly associated with environmental topics
- ☐ Plan for communicating your infographic
 - Know your target audience
 - Decide what you want people to do as a result of reading your infographic