

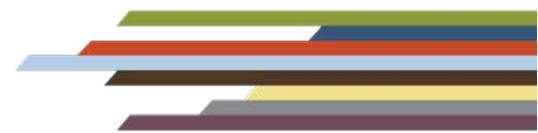


Infographics

Infographics are a communication tool that uses visual cues to help convey information to an audience. They are characterized by a distinct format that includes visual aids, such as illustrations, maps, visually appealing colors, or unique fonts to get messages out to a particular audience. Sometimes, web-based infographics are interactive when users click and touch the image. Infographics simplify text and distill information into easy-to-digest bits of data. Infographics should allow people to learn more by providing a simpler version of complex information.

Tips for creating infographics

- **Use a smaller number of key statistics and facts.** Provide enough information to get your point across without overwhelming your audience. Use data that are reliable and timely.
- **Pay attention to flow.** Your infographic should tell a story. State the problem or issue, deliver your message, and offer a solution.
- **Draft your story.** It can help to draw out your story on a piece of paper first. Another approach would be to use multiple sticky notes that can be moved to determine the best flow. Will readers consume the pieces of information in the order you want them too? Consider adding headers and arrows to help direct the flow.
- **Show, don't tell.** Let the visuals do the talking and keep words to a minimum.
- **Be mindful of symbols.** Symbols carry specific cultural meanings and connotations. Are your symbols universally understood? Might the symbol convey a very different message depending on the culture of the reader? Additionally, symbols and images can be stigmatizing and/or triggering. Examples may include pill bottles and syringes.
- **Carefully consider color scheme, fonts, and graphics.** Consider your audience, and what they will find engaging and visually appealing. While different fonts can be used to call out key points, avoid using more than a few fonts and make sure the fonts are easy to read.
- **Consider how you plan to share the infographic.** Will it be electronic and easy to share online or through social media, or do you also plan to print it and distribute hard copies that could be hung in community settings.
- **Pilot test!** Invite people from your key audience to review the infographic. Can they follow your story? Do the symbols and icons make sense to them? Do they find the design eye-catching and engaging?



Resources

- The Noun Project. This site houses a wide range of symbols uploaded by graphic designers around the world. There are many symbols that are free to use. A paid subscription allows you to use Creative Commons symbols without attribution.
<http://thenounproject.com/>
- Software—free, or free versions available:
 - Piktochart <https://piktochart.com/>
 - Venngage <https://venngage.com/>
 - Google Charts <https://developers.google.com/chart>
 - Easelly <https://www.easel.ly/>
 - Canva <https://www.canva.com/>

