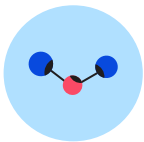


How to develop an infographic

Infographics are used to showcase your mastery of knowledge or validate your position on a matter, in the most easily absorbed fashion – visually.

This worksheet is designed to help you develop a formative or summative assessment on your infographic's topic, by clarifying the three imperatives: what to say (storytelling), how to back it up (data), and how to say it (design).

■ **Infographics** = the intersection of data + **storytelling** + design.



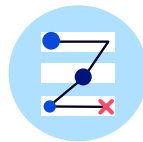
Data

Meta-what?

It's usually unclear what data you should find in the beginning, so start with "meta-data". Gather data about the data. Meta-data will tell you what you can and can't find.

Find insights.

Insights are answers to a meaningful question that most people didn't know about. What is the question? You need to sit back and sense what the collective intelligence out there would find useful. You have to read people's minds.



Storytelling

Get to the essence.

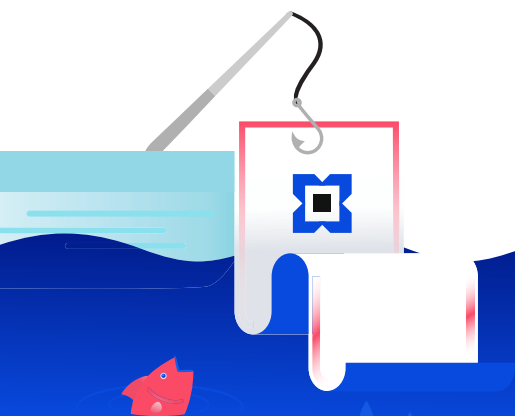
Every meaningful insight can be expressed in a short sentence. If you can't do it, you don't understand it. Rewrite it until you can't subtract any more words. If you are still left with a lot of text, it may be because you don't think infographics work. Then be honest with yourself and write an article instead. Don't hide your article inside an infographic - it's obvious. If you are set on designing an infographic, most of the text has to go.

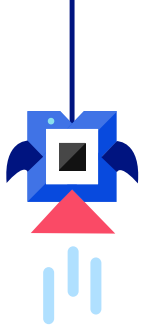
Take them on a journey

Now that you found the insights, the story behind them will start revealing itself. You need to connect your insights into a narrative.

Call to action

Be clear. Is your infographic an informative piece or a persuasive communication. What goal do you hope to achieve? How will people find out more? Make sure you have a means of engaging them or capturing their details beyond the infographic.





Design

Format and purpose.

Think about where this infographic design will live. Will it be a digital output, living on your blog? A printed poster or feature in this year's Annual Report? Who is your target audience, and where will they be seeing this?

Take cues from existing designs

Gather a moodboard of other infographics that have caught your eye. What is it that you like about each of these existing Infographics? Note down these design cues and elements.

Consider your visual analogy.

The best way to show something is to show something in close association with your topic. Intelligent design is about making it easy for the reader to make connections. People connect with what they already know well.



Charts, graphs, and diagrams

You will be quite familiar with these. Popular styles are Venn Diagrams, bubble tree chart or a speedometer chart. A timeline is also a good one to convey a sequence of events and to pull out key events for emphasis.



True analogies

They look like the physical objects you are familiar with, like a solar system, an experiment or a rollercoaster ride.



Abstract Analogies

These are analogies because they are reminiscent of physical objects. But they are simplified and abstract, like a world map, a set of scales or gears.



Allegories

These are stories, or a series of analogies. The key is that these stories are familiar enough that we don't have to retell them, but we should analogy every part of them, for example, running a marathon, a conveyor belt, or a playing field.

Hierarchy and scale is paramount.

Think about a clear navigation path. The more important pieces should be bigger, brighter, or higher up in the layout. This encourages the eye to compare different pieces of data.

Additional visual elements to consider.

Illustrations create an emotional connection. What icons and visuals will work best to simplify your topic? Does your company have a predefined style to adhere to?

Know your colour requirements.

Be sure to bring your content to life and do your brand justice with a well chosen colour palette. Got your company's brand guidelines on you?



Brief

Write your brief.

With all the above in mind, these points actually form your brief to your designer

Have fun formulating your visually striking yet supremely functional infographic

