

# Infographic Planning Worksheet

## Steps to designing an infographic

### Step 1: Look at the information and/or data you would like to present

- *Ask yourself: Do you feel comfortable and understand the information and/or data you will be working with? If not, consider others who can assist you, such as connecting with the owners of the data (or others who are knowledgeable about the data).*

### Step 2: Identify the objective and audience for your infographic

- *Write an objective statement for your infographic:*

I will use the **<information/data>**

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to create an infographic in order to **<objective>**

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for **<audience>**

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- *Identify your audience:*

**Who is my audience?**

**How will they access my infographic?**

**What is the key 'take-away' message?**

**What may be the barriers to communicating with this audience?**

### Step 3: Categorize your data/information to choose what is needed

Consider the three tiers of information that will appear on the infographic:

<p><b>Critical</b></p> <ul style="list-style-type: none"> <li>• What is the research project and its main goal?</li> <li>• Definitions of key terms</li> <li>• Data &amp; statistics to be included</li> <li>• Concise summary of the findings</li> </ul>	
<p><b>Important</b></p> <ul style="list-style-type: none"> <li>• Additional context regarding the summary of findings</li> <li>• The ‘so what?’ – why should the audience know this information?</li> </ul>	
<p><b>Extra</b></p> <ul style="list-style-type: none"> <li>• A call to action – what action do you want your audience to take?</li> </ul>	

### Step 4: Find a story to tell; use the burger analogy

➤ **Brainstorm for each of the following areas:**

<p><b>Beginning (top bun)</b> <i>Introduce your message</i></p>	
<p><b>Middle (protein)</b> <i>Provide information for the audience using evidence to reaffirm the key message(s)</i></p>	
<p><b>End (bottom bun)</b> <i>Summarize the infographic with a call to action</i></p>	
<p><b>Additional dressing</b> <i>Choose any additional information to help tell the story</i></p>	

### Step 5: Draft out the text that will appear on your infographic

- Draft text for each of the sections below:
  - Be sure to use plain language. This is a style of writing that is relevant to the audience, direct, easy to understand, and easy to follow. Use this [Plain Language Checklist from SickKids](#) to help edit text

<b>Title</b>	
<b>Subheadings</b>	
<b>Body text/key information</b>	
<b>Call to action(s)</b>	
<b>References</b>	
<b>Link(s) to more information, if necessary</b>	

### Step 6: Find inspiration

- Find and save visual inspiration for the following:
  - Overall layout
  - Headers and text
  - Numbers and charts
  - Font, use of colour, images

## Step 7: Draft what your infographic will look like

- **Select a colour palette:**
  - Select how each colour will be used for text, graphs, icons, etc.
  - The McMaster Heritage and Brighter World colour palettes should be used unless your research program has its own official colour palette (see Appendix A)
  - A lighter version of the colours may be used in tables and charts
  - *If you need inspiration for choosing your own colour palette, check out [Colors.co](http://Colors.co).*
- **Be mindful of readability**
  - Dark font on a light background is preferred for the bulk of your messaging
  - Use light font on a dark background sparingly, as accents
- **Select your fonts**
  - Univers Condensed and Arial comply with the McMaster Brand Guidelines.
  - If you're going to use different fonts, keep it to two and make sure they are easy to read. Use bold or different styles of the same font to emphasize text.
- **Select images/icons**
  - Be consistent with the style of icons you use. For example, use only black and white icons or only colour icons.
  - If using icons that depict people, be mindful of age, gender and racial representation.
  - [The Noun Project](#) is a good resource for simple icons.
- **Select shape**
  - The shape or layout of your infographic will help organize and separate the content in your infographic to make it easier for your audience to understand.
  - For more examples of basic infographic layouts, see Appendix B.

<b>Statistical Infographic</b>	Use this if you have a lot of data, charts/graphs
<b>Informational Infographic</b>	Use this when you want to convey a lot of information to your audience in an effective way
<b>Process Infographic</b>	Use this when you want to provide a summary or overview of a process
<b>Timeline Infographic</b>	Use this when providing an overview of events/passage of time
<b>Comparison Infographic</b>	Use this to compare different items
<b>Geographical Infographic</b>	Use this when you want to visualize data based on location

- **Select Logos**
  - Include the McMaster DFM/PCRC logo and any other relevant institutional or partner logos
  - Ensure the logos aren't too small or squished together (optimal size for mobile is 100x56 pixels)

### **Step 8: Begin using a design software to draft your infographic**




- You can use a variety of programs to develop your infographic, including PowerPoint.
- Canva is another user-friendly and free tool available online. Canva includes templates that can be adapted to the McMaster brand guidelines.

### **Step 9: Edit, Publish & Disseminate**






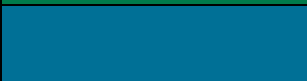
- Decide the format(s) in which you will publish your infographic (e.g., PDF, PNG)
  - PNG is ideal for social media and newsletters
  - PDF is ideal for attachments in emails
- If possible, test your infographic with your target audience. This is particularly important for groups that may be hard to reach, including those with lower literacy levels. You want to make sure
- Finally, plan out how you're going to disseminate your infographic to reach your target audiences.

## Appendix A: McMaster Branding Colours

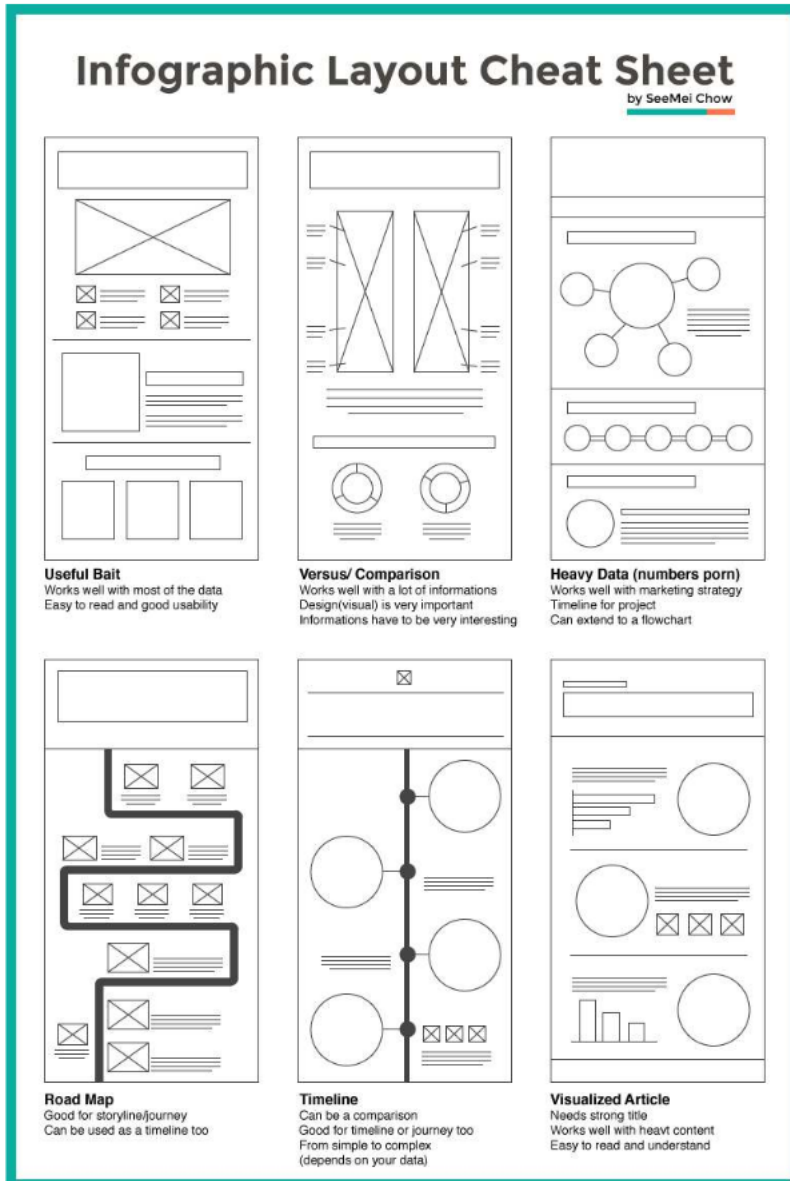
McMaster Heritage Colours:

Name	HEX Code	RGB code	Sample
McMaster Heritage Maroon	7A003C	R122 G0 B60	
McMaster Heritage Gold	FDBF57	R253 G191 B87	
McMaster Heritage Grey	5E6A71	R94 G106 B113	

Brighter World Colours:

Name	HEX Code	RGB Code	Sample
Brighter World Yellow	FFD100	R254 G209 B0	
Brighter World Lime	D2D755	R210 G214 B85	
Brighter World Sky Blue	8BD3E6	R139 G211 B230	
Brighter World Red	A6192E	R166 G25 B46	
Brighter World Green	007B4B	R0 G123 B75	
Brighter World Blue	007096	R0 G112 B150	

## Appendix B: Infographic Shapes



Source: Piktochart (<https://piktochart.com/blog/layout-cheat-sheet-making-the-best-out-of-visual-arrangement/>)

*This resource was adapted from Planning my infographic (worksheet) from PH Spot.*