

## TIPS FOR CREATING A GREAT INFOGRAPHIC

- 1. Create your infographic for your target audience.** Keep in mind that the people who will look at your research will have a variety of backgrounds – from faculty who are familiar with your field to family and friends who have little to no knowledge of your research area. The key is to find the right middle ground.
- 2. Keep it simple.** One of the advantages of infographics is that they can distill advanced ideas into a simple visual form. But the inherent advantage of infographics can be their demise. An infographic can become needlessly complex, creating a mind-numbing cognitive overload rather than an “Oh, I get it” experience. Like many things in life, infographics are better when they are simple.
- 3. Keep it focused.** Simplicity, discussed above, is ultimately about focus. Don’t just make your infographic a messy collage of facts and figures. Make it streamlined and focused whenever possible.
- 4. Show things visually.** Infographics that are short on the “graphic” and long on the “info” can prompt your potential audience to lose interest. The best infographics are ones that have a good balance of visual information with written information.
- 6. Make it easy to view.** Sometimes, an infographic gets lost in its resizing. The designer makes it huge, then it has to be downsized to print. In the process, the readability gets lost. Feel free to use a variety of font sizes but make sure that the smallest font on your infographic can be seen without too much difficulty.
- 8. Add white space.** An infographic is an exercise in graphic design best practice. Any graphic designer will tell you that white space is important. Don’t smash everything onto the page. Remember that white space helps with the flow of information and ultimately, helps your audience understand what you’re sharing with them.
- 10. Focus on the flow.** The greatest strength of an infographic is that it can flow both cognitively and visually. Think of the infographic like a good story – the story of your research. It has the ability to convey an idea by taking you from one phase to another, sequentially and seamlessly. The dots are all connected, and the ideas integrated.
- 11. Check your facts and figures.** This should go without saying but... Many infographics focus on presenting data. It’s a smart idea. Our minds can process stats and percentages way better when we see them, rather than just look at a number with decimal points and percentage signs.

But make sure that you’re being accurate, by focusing on these three oft-overlooked areas:

- Make sure that the statistics themselves are true.
- Make sure that your sources are reliable.
- Make sure that your graphical representation of the data lines up with the number (if you have both)

If your infographic relies heavily on numbers and data, it pays to give this area special attention, double-checking, and rechecking.

- 12. Cite your sources.** Just because you’re making an infographic doesn’t mean that you’re released from needing to cite your sources. Where did you get your data? Cite it. Try to use sources that are as up-to-date as possible.