

# Infographic Process Plan

## 01: Brainstorming Ideas

Topic Ideas  
Data Sources



### The **Brainstorming Ideas** Step

This is where you think about the main message of your infographic, what type of infographic is most appropriate, and potential data sources you plan on using.

1. What overall topic or idea do I want my infographic to describe or be about?

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2. What is generally known about this topic? What is likely to be unknown?

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3. After brainstorming, what is the central message of my infographic and what do I want readers to take away?

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4. What type of infographic do I think would be most appropriate for my topic?

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5. What are my data sources (see document of data sources on jump drive)?

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6. For easy organization, below is a list of the known & potential data sources for my infographic:

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## 02: Messaging

Audience

Research

Message to Story



### The **Messaging** Step

This is where you can write down the key messages and/or story you plan to tell in your infographic. This is the most important step of the Infographic Process Plan.

1. Who is my target audience (e.g., EMS providers)? It is most effective to have one target audience; however you may have more than one. If you do, the individuals in each audience grouping should have similar characteristics – terminology, etc.

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2. Research/Study/Carefully Review Your Data

3. What are the **KEY** messages I found in my data? (*Put in Microsoft Word or similar.*)

4. Force yourself to choose **ONE** main message/subject matter. What is the main message? Is it appropriate for the audience?

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5. How **CONCISE/SIMPLE** is my message? Reword it if necessary:

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6. Frame the Message into a **Story**:

**Act I:** Setup the Situation:

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## 02: Messaging Continued

**Act II:** Complication or Main Conflict:

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**Act III:** Conclusion or Resolution (*the ultimate goal or action*):

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7. Review the language you used in your story. Is it appropriate for the audience? What should I change?

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8. What sources do I need to cite in my infographic to lend credibility and to support the story/message?

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## 03: Collaborate & Revise

Share Your Topic Idea, Data Sources and Messaging  
Have Colleagues Review Your Work



### The Collaborate/Revise Step

Share steps 1 and 2 with a colleague or someone familiar with your subject matter. Have them review your data and messaging plan and answer the following:

1. Does the chosen topic of the infographic seem appropriate or interesting?

Yes

No

If not, what would you recommend changing? \_\_\_\_\_

2. *In my own words*, my colleague's MAIN message is...

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3. Do they have data that supports their main message?

Yes

No

If not, what should they consider including or changing? \_\_\_\_\_

4. Does the type of infographic chosen seem appropriate?

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5. Who is the intended audience?

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6. What feedback would you give your colleague about their storyline?

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7. Does the language match the intended audience? Big words? Too technical?

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8. What, if anything, did you find confusing?

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9. Other feedback....

## 04: Layout Ideas

Create a Library of Ideas (Mood Board)

Find an Idea that Inspires You



### The **Layout Ideas** Step

This is where you start to develop the initial idea for your infographic. You will want to build a library of layout ideas in Pinterest or similar idea file.

1. What visual style do I like? \_\_\_\_\_
2. What color palettes am I drawn to?  
\_\_\_\_\_
3. How does the message I am trying to convey match with the style and color palette I am considering?  
\_\_\_\_\_  
\_\_\_\_\_
4. Which fonts do I find effective?  
\_\_\_\_\_
5. Which fonts do I hate?  
\_\_\_\_\_
6. What are there finishing touches that wrap up the message for the viewer that I might want to use?  
\_\_\_\_\_  
\_\_\_\_\_

## 05: Storyboarding

Putting Your Idea on Paper

Choose Images to Support Messaging



### The **Storyboarding** Step

This is where you will begin to visualize your infographic on paper. Don't worry about your drawing skills. This is important!

You can now think about your initial visualization of your infographic by developing a storyboard or a sketch of your idea(s). Remember to pull out the parts of the story you developed (*i.e.*, Act I, Act II, Act III) to ensure that your key messages are represented. Don't worry about your artistic skill level as you are just brainstorming. Try to think how you'd tell your story if you couldn't communicate except with visuals; you can then add in some interesting facts or a few sentences of text as needed to tell your story (in a storyboard you can just put a placeholder for text).

Layout idea #1

Layout idea #2



## 06: Collaborate & Revise

Share Your Storyboard

Have Colleagues Review Your Work



### The Collaborate/Revise Step

Share your storyboard with a colleague or someone familiar with your subject matter; have them review your storyboard and consider the following questions:

1. What font used by your colleague do you like?

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2. What is your initial reaction to their storyboard? Creative/clever/awesome....

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3. Is your colleague's storyline represented in the storyboard? What suggestions or comments do you have?

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4. Can you follow their storyline from beginning to end? What suggestions or comments do you have?

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## 06: Collaborate & Revise Continued

5. Is there too much text? What suggestions/comments do you have?

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6. Review the visual elements in the storyboard and give suggestions or comments

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7. Do the graphics match the message?

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## 07: Constructing

Choose electronic version of icon  
Making sure icons match styles  
Creating Your Infographic  
Select a Software Program



### The **Constructing** Step

This is where you actually begin to build your infographic. You'll need to select a software program (such as PowerPoint) to build your infographic based on your storyboard.

1. How do the graphics I chose support my message?

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2. How do the graphics I chose match my topic or theme?

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3. Have I been consistent in my graphic styles?

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4. List of the graphics I plan to use, their format (vector, jpg, png, etc.), and what they mean to my audience?

Graphic	Graphic format	Meaning to Audience

5. How will I create any missing graphics to match my set?

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## 07: Constructing Continued

You can now start building your infographic based on your storyboard you created in step 5. We are using PowerPoint for the workshop because everyone has it and has some familiarity with it and its functions. PowerPoint has a limit for slide size. To optimize for the largest size and for a vertical layout, we suggest you resize your slide to be 14 in wide by 56 in high. You can also use other programs as well. Other possible programs include Microsoft Publisher, and Adobe Photoshop and Illustrator.

Remember to be consistent in your graphic styles. Don't worry if you have to deviate from your storyboard once you start building the electronic version of your infographic. Please feel free to use any of the templates provided for you on your workshop jumpdrives as well as any of the graphics NEDARC created for you and located in the file called *NEDARC graphics library.pptx*

1. Does my supervisor need to sign off on your final electronic version? \_\_\_\_\_
2. Who will conduct a content check of my infographic? \_\_\_\_\_
3. Who will conduct the data check of my infographic? \_\_\_\_\_
4. My timeline for getting my infographic ready for content and data checks are?  
\_\_\_\_\_

## 08: Collaborate & Revise

Final Review

Have Colleagues Review Electronic Version

Get approval from Supervisor (if applicable)



### The Collaborate/Revise Step

Share the electronic version of your infographic with a colleague or someone familiar with your subject matter. Consider any final input and/or comments on your work. Note: you may go through several reviews. Have them consider:

1. What did you like best about your colleague's infographic?

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2. If applicable, what was confusing or could be improved?

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3. *In my own words*, my colleague's MAIN message is...

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4. Do their data support their main message?

Yes

No

If not, which points don't support the message?

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## 08: Collaborate & Revise Continued

5. What PARC design principles did they follow?

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6. What PARC design principles do they still need to work on?

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7. Fonts:

If applicable, what fonts did they use that you were unable to read (either because illegible or didn't have it on your computer)?

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Which of the fonts they used did you find effective?

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8. Do their graphic sets match?

Yes

No

If not, which graphics don't match?

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9. How do the graphics they chose support their message?

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10. If applicable, which graphics don't support their message and do you have any suggestions that might work better?

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## 09: Sharing

Post or Share Electronically  
Advertise/Market Your Infographic



### The **Sharing** Step

This is it! This is the last step. You will want to make your infographic available to the public or your intended audience. You will also need to decide how to let them know it is available.

1. What is the file name of my infographic? \_\_\_\_\_
2. What keywords are in the name? \_\_\_\_\_
3. The introductory paragraph that will appear on my website for my infographic will say?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
4. The best organizations/people/media outlets to get the word out about my infographic are?
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5. What are the 3 or 4 key facts in my infographic that I want to Tweet about?
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6. What **2** parts of my infographic do I want to feature on my Facebook posts?