

Infographics Planner

This planner is designed to be used while your state team plans the design and development of an infographic. The planner should be revisited and modified as needed and used each time an infographic is being designed. Fill out each step of the planner and use the reflection questions to help guide the design of an effective infographic.

Section A: Audience

Potential Audiences	Reasons

Questions to reflect on when identifying the audience:

1. Who am I trying to reach? Why?
2. What background knowledge does my audience have about my topic?
3. Does my audience *want* to learn more about my topic?

Enter Your Selected Audience(s) Here:

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Section B: Story and Message

Who is my audience?	
What is the audience interested in?	
What's important to them?	
How can you link their priorities to your topic?	

Questions to reflect on when identifying your story/message:

1. What's my goal?
2. How can I help my audience?
3. What would my audience's reaction be and why?
4. How can I make my message relevant to my target audience?

Enter Your Story/Message Here:

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Section C: Identifying and Selecting Data

Think about where you will need to go to get the data. Most of the data will be in your data management system, but you may need to go to other sources to get the data you need to provide a complete picture.

List potential sources for data	
Restate your audience and story/message	
What type of data do you need to tell your story? What do you want to emphasize? Consider what kind of data your target audiences might be interested in.	
Does the data need to be drilled down to the program level, or will state-level data provide a more complete picture?	

Enter Your Data Source and Type To Be Used:

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Section D: Type of Infographic

See Handout 4, “Which Infographic Should You Choose?” Brainstorm with your team which format is the best way to present your data to your audience. After completing the flowchart, answer question prompts to help you decide.

Use the space below to sketch a draft of your infographic.

Enter the Type of Infographic You Will Use:

Section E: Review and Reflect

Now that you have all of the information, reflect on these questions and revise sections A–D as needed.

- 1) Is your audience as focused as it could be?
- 2) Restate your story/message in one sentence. If you cannot do that, consider refining it.
- 3) Does your data convey more than your story? If yes, narrow it down.

Section F: Design!

Go to [Piktochart.com](https://www.piktochart.com) and design your infographic.

Section G: Evaluate

Which principles of effective infographics does your infographic include? What improvements, if any, do you need to make?

Principle	Yes/No	Suggestions for Improvement
Stay focused		
Be unique		
Keep it simple		
Make information accessible		
Use good data, and then find the story in it		
Prepare to share		

Section H: Action Plan

Now that you have completed steps A-G, you are ready to make a plan to finalize your infographic and share it with your audience. Use the Action Plan Template below to support this step of the process.

Task	Date to Complete by	Person Responsible	Resources Needed