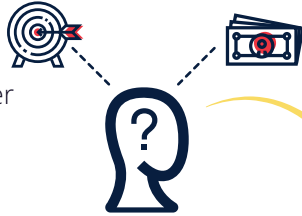




# 10 TIPS

For designing infographics

**1 Think about your audience**  
Different audiences have different needs. Consider your audience and the information that would be useful to them.



**2 Show, don't tell**



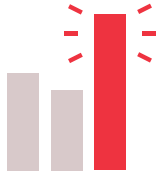
Limit the number of words on the infographic. The graphics and data should tell the story without too many words.

**3 Think about the flow**  
The story you are trying to tell should have a flow, cognitively and visually. Create visual breaks in order to guide your reader's eye to follow the flow.



**5 Use colors strategically**

Try not to use more than four colors on one infographic. Use brighter colors to draw the eye to key messages or data points. Use correct project branding.



**4 Make sure it is legible**  
Make sure your font size is large enough to read easily. Try not to use more than two fonts on one infographic.

**4 Don't use decorative fonts that are hard to read (like this one!).**

**5**

**7 Think about dissemination**  
Your dissemination approach may impact the design of your infographic. Make sure you are using the correct resolution for web or print infographics.



**6**



**6 Focus on one idea**

Infographics should capture key information about one main topic. If you have more than one topic, split up the information so each infographic covers one topic.

**8 Remember data viz best practices**  
Make sure data is credible, legible, easy to understand, and highlights your key message. Don't use data that is too complex or requires a lot of explanation.

**9**

**“ Use a great title! ”**

Use a concise, descriptive title that captures the main idea of your infographic. Try to limit the title to 70 characters or less.

**10**

**Practice makes perfect**

As you practice more, your infographic skills will improve. Use every infographic as an opportunity to improve on your previous work.

