WE SPARK
HEALTH INSTITUTE

THE INFOGRAPHIC GUIDE

The Story

1. Be clear about your audience
2. Decide - single infographic vs. series
3. Analyze data to determine descriptives

Elevator Pitch

1. Breakdown the data
2. Focus on process or outcome?
3. Focus on3 or less 'sections'

The Initial Design

1. Create a rough draft
2. Decide on colour scheme
3. Organize information
4. Add design elements

Design Refinement

1. Create a hierarchy
2. Improve legibility (use Sans Serif font)
3. Consider white space & consistency
4. Reduce clutter
5. Begin with a grid

Tools to Consider

Canva
Piktochart/Infogram
Grid Design Tips
Image Sources
Colour Palettes
QR Codes for References

University of Windsor

ST. CLAIR COLLEGE