

BEST

PRACTICES

CREATING INTERESTING INFOGRAPHICS

01

AUDIENCE

Figure out who you are targeting with your infographic and be specific with your information.

02

SIMPLIFY

Infographics give the ability to distill complex information in a simplistic form. Do not be too over complicated.

03

FOCUSED

Simplicity is ultimately about focus. Streamline your data and focus on a specific topic.

04

VISUALS

The point of an infographic is to have great visuals! Make sure to not be too heavy on the information.

05

SIZING

Think about how your infographic will be viewed and published. Size it appropriately for print or web.

06

HEADLINE

Use a great headline for your infographic. It should be short and graphically pleasing.

07

COLORS

Find a color set for your infographic that is complimentary and helps to tell the story.

08

FLOW

Your infographic should tell a story. Work on your flow to ensure you are telling the story you want.

Always check your facts and figures to make sure you are sharing correct data and cite your sources on your infographic.

For help designing infographics or critiques contact atc-ttl@wpi.edu.