INFOGRAPHIC PLANNING WORKSHEET

1 Brainstorm topic

What do you want to know about your topic?
What data would help you answer this question?

question:

data:

question:

data:

question:

data:

2 Find and examine data

What kind of data you want to collect? From where? Write what you find below.
guides.lib.unc.edu/statistics-numeric-data is a great place to start!

What trends do you see in your data? What does this tell you? Why is it important?
Describe what you see in the boxes below.

data: trends: source:

data: trends: source:

Here are some suggestions for good data sources:
• Social Explorer
• Statista
• US Census
• Pew Research Center
### 3 Define purpose

Decide which data relationships you want to include and write them down in the lines below.

What kind of story do you want to tell with your data? What argument are you presenting to your audience?

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<th>data</th>
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### 4 Find models

What kind of chart or graph would fit your story best?

Find some existing infographics that you like.

(It can be the look & feel, the layout, or the content).

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<th>infographic:</th>
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5 Decide on visualizations

Take your data/trends from Step 2 and think about how you want to visualize that information.

Here’s a few methods to visualize data.

- Bar chart
- Column
- Pie Chart
- Diagram
- Map
- Timeline
- Pictogram
- Network
- Big number

Data:  

Visualization:

Data:  

Visualization:
Thinking about your data and the models you reviewed in part 4, create a sketch of your infographic. While you sketch, think about the following questions:

How will you organize your information? What kind of chart, map, or graph will you use?

Will you have pictures and text? How will all of these items relate to each other?

**Tips**

- Think about the layout of your infographic; all text and images need space between them so your audience can read it.
- Where do you want your viewers to look first? Consider using an asymmetrical design or bold text to create a focal point.
- Pick a color palette of 3-5 colors. Too many can be distracting.