SUMMARY

The 7 GRAPHIC Principles of Infographic Design

1. Get to know your Audience
   - Define your audience
   - Build a persona to help understand your audience
   - Consider where your audience will see the infographic
   - Devise a key message & tone
   - Choose key messages that are personally relevant and surprising
   - Acknowledge disbelief
   - Consider an infographic’s role in behavioural change
   - Avoid complexity
   - Evaluate designs with your audience

2. Restrict Colour
   - Restrict your colour palette to between 3 and 5 colours
   - Check colours for legibility
   - Choose colours sensitively to your subject

3. Align Elements
   - Use a grid to align elements within the infographic
   - Keep alignments consistent

4. Prioritise Parts
   - Make sure there’s a focal point
   - Pick out key statistics in a larger font
   - Acknowledge other elements that attract attention

5. Highlight the Heading
   - Design the heading
   - Consider the heading content

6. Invest in Imagery (wisely)
   - Choose from 10 ‘types’ of pictures to reflect your message & tone
   - Check that your imagery is communicating clearly
   - Choose image styles to reflect your message & tone
   - Weigh up pros and cons of photography usage
   - Consider novel distribution for impact

7. Choose Charts Carefully
   - Keep bar charts simple
   - Provide interpretation and avoid representing multiple variables
   - Add colour and simple textures to aid recall and appeal
   - Always label pie charts
   - Avoid random placement within icon arrays
   - Avoid mixing denominators
   - Show caution when using unusual graphs for a general audience

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