INFOGRAPHIC PLANNING

1 Identify your topic
What is the topic of your infographic?

2 Research Strategy

Main question

Supporting questions (What? Which?)

Follow up questions (Why?)

3 Collect data
Where can you find data about your topic?

Source: https://venngage.com/blog/how-to-make-an-infographic-in-5-steps/
### 4 Visualize your data

#### What are you trying to do?

<table>
<thead>
<tr>
<th>Goal</th>
<th>Definition</th>
<th>Visualization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inform</td>
<td>convey important message or data point</td>
<td>Large titles &amp; labels</td>
</tr>
<tr>
<td></td>
<td></td>
<td>75% of all suits are blue</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pictograms</td>
</tr>
<tr>
<td>Compare</td>
<td>examine similarities and differences among multiple things or parts of whole</td>
<td>Bar or Pie charts</td>
</tr>
<tr>
<td>Change</td>
<td>show changes or trends over time or space</td>
<td>Line chart, timeline, map</td>
</tr>
<tr>
<td>Organize</td>
<td>show groups, patterns, rank, or order</td>
<td>Pyramid, word cloud</td>
</tr>
<tr>
<td>Relationship</td>
<td>reveal relationships between things</td>
<td>Scatterplot, Venn diagram</td>
</tr>
</tbody>
</table>

---

Hilla Sang  
Data Visualization & GIS Specialist  
hilla.sang@unlv.edu

Source: https://venngage.com/blog/how-to-make-an-infographic-in-5-steps/ | icons from www.flaticon.com
Sketch it out!
Use this space to sketch what your infographic might look like.

Consider:
- Grid layout
- Information Flow
- Colors
- Fonts

Source: https://venngage.com/blog/how-to-make-an-infographic-in-5-steps/ | icons from www.flaticon.com

Hilla Sang
Data Visualization & GIS Specialist
hilla.sang@unlv.edu