

Blog Post 2: Infographic Checklist

Your name:

As you develop your infographic, use this checklist to ensure that you cover the essential elements of creating an infographic outlined in *Blog Post 2: Plan your Infographic*. When you have finished, submit this checklist to **MyCourses > 2 > Assignment 2.1**.

Part 1. Know for whom and why you're creating the infographic. Select a response for each item.

Who is your target audience? When the answer is "yes" to most of these questions, then you're ready to think about the purpose.

- A. Is your infographic idea relevant to your target audience?
- B. If it isn't actionable, is it interesting or original?
- C. Do you know what information you want to convey?
- D. Is your idea for an infographic actionable?
- E. Will the infographic communicate your idea in a more straightforward way than a text?

What is the purpose of the infographic?

Part 2. Information gathered for your infographic. Tick each box that applies to your planning process.

- A. The information gathered is relevant
- B. The intent of the infographic is clear
- C. I have saved source links to add to the infographic, if applicable
- D. The infographic organization
 - i. Opens with a beginning that captures attention
 - ii. Continues in the middle by providing rich insights
 - iii. Ends with a satisfying closure

What is the central idea or message you want to convey? Write your response in this text box.

Part 3. Envision what your infographic will look like. Tick each box that applies to your infographic.

- A. Fleshed out what I need to tell an engaging story
- B. Keep the content short and snappy, so there is not too much information
- C. Write a strong headline
- D. Be mindful of your infographic structure: headline, subheadlines, headings, visual labels, footnotes, sources.
- E. Ensure accuracy when labeling visuals.
- F. Use active voice as much as possible.
- G. Use text to explain visuals. Don't just write "bird" for an image of a bird but rather state what the bird symbolizes or conveys.
- H. Add a call to action at the bottom. (A well-designed infographic will invite others to share it on their social media profiles or to contact you with questions.)

Part 4. Make your infographic. Tick each box that applies to making your infographic.

- A. Use a tool with which I am familiar to create the infographic, e.g., Keynote, PowerPoint, or another tool.
- B. Create a sketch and then start designing the infographic.
- C. Avoid too many colors. (Ideally, three primary colors and two accent colors. If you want to take a minimalist approach, fewer colors is okay as long as you can highlight your main points.)
- D. Be mindful of white space (including margins), grids, leading lines, and scaling/balancing elements to ensure consistency and readability.
- E. Highlight the essential points of your idea, story, or concept. (A good practice is to start with three main sections and work on the details of each section later.)
- F. I believe my target audience will relate to the types of (text and visual) themes.
- G. I combined words, colors, and visual elements in my infographic to communicate my idea effectively.

Part 5. Proofread your final product. Tick each box that applies to the final version of your infographic.

- A. My infographic ensures information honesty.
- B. My infographic uses fonts that are readable instead of decorative.
- C. My infographic utilizes simple illustrations.
- D. My infographic opts for a limited color palette.
- E. My infographic is free of typos and grammatical errors.
- F. My infographic uses language optimally to support visualizing my idea.

Note: Ideally, if all boxes are ticked, you will have a well-planned visually appealing infographic.