

FINDING YOUR INFOGRAPHIC STORY

An infographic is like a good story. It has the ability to convey an idea by taking you from one phase to another, sequentially and seamlessly. The dots are all connected, and the ideas integrated.

1 Start with the End

It is vital to identify the real underlying **purpose** of the infographic. In the workplace, learning is usually just a means to an end. The goal is to find out the ending first.

If you can't seem to nail down one purpose, you may be trying to do too much with one infographic. Try breaking the content into more than one.

2 Determine the Path

What questions need to be answered for the learner to achieve the purpose? Each section of your infographic should answer a supporting question that leads the learner to their final destination.

3 Extra Baggage

There is always some background, or additional information that we know the learner will need. Note this information, because it is essential for them to get the full story!

FROM A BIRDSEYE VIEW

TITLE



- Describes the purpose
- Grabs the learner's attention
- Short enough to understand at a glance

SECTIONS



- Each section represents a supporting question
- Sections should be easily distinguished by color and formatting

SUBTITLES



- Calls out the key topics for each section
- Provides a high-level summary/outline of the graphic

SIDEBARS



- Calls out the additional or background information a learner may need
- Ties up loose ends