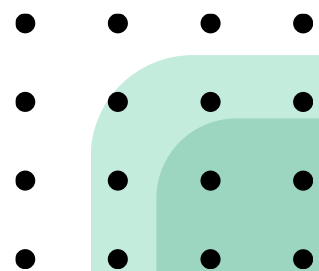




NATIONAL NETWORK TO  
INNOVATE FOR COVID-19  
AND ADULT VACCINE EQUITY

# INFOGRAPHIC TOOLKIT

LET'S LEARN →



# WHAT IS AN INFOGRAPHIC?

An infographic is a visual way to share information or data. It uses a mix of text, images, icons, and charts to explain ideas clearly and make them easy to understand and remember.



# WHO MAKES INFOGRAPHICS?



## Health Professionals

To share important health information with the public, policymakers, and others.



## Journalists

To make data easier to understand and more visually appealing for audiences.



## Businesses

To share statistics, explain products or services, and connect with customers on social media.



## Educators

To make learning easier and more engaging, especially for complex topics.



## Nonprofits

To raise awareness about health issues, support campaigns, and show their impact.

# WHO ARE INFOGRAPHICS FOR?



## General Public

Infographics are a great way to share clear and easy-to-understand public health information.



## Policymakers

Infographics simplify complex policies, helping people understand key points and make better decisions.



## Students and Learners

Infographics are useful for learning, both in classrooms and on your own.



# HOW TO MAKE AN INFOGRAPHIC

## Ten key steps

**01** Identify the audience

**02** Define the purpose and key message

**03** Get data and content

**04** Write the story

**05** Design the layout

**06** Create visual elements

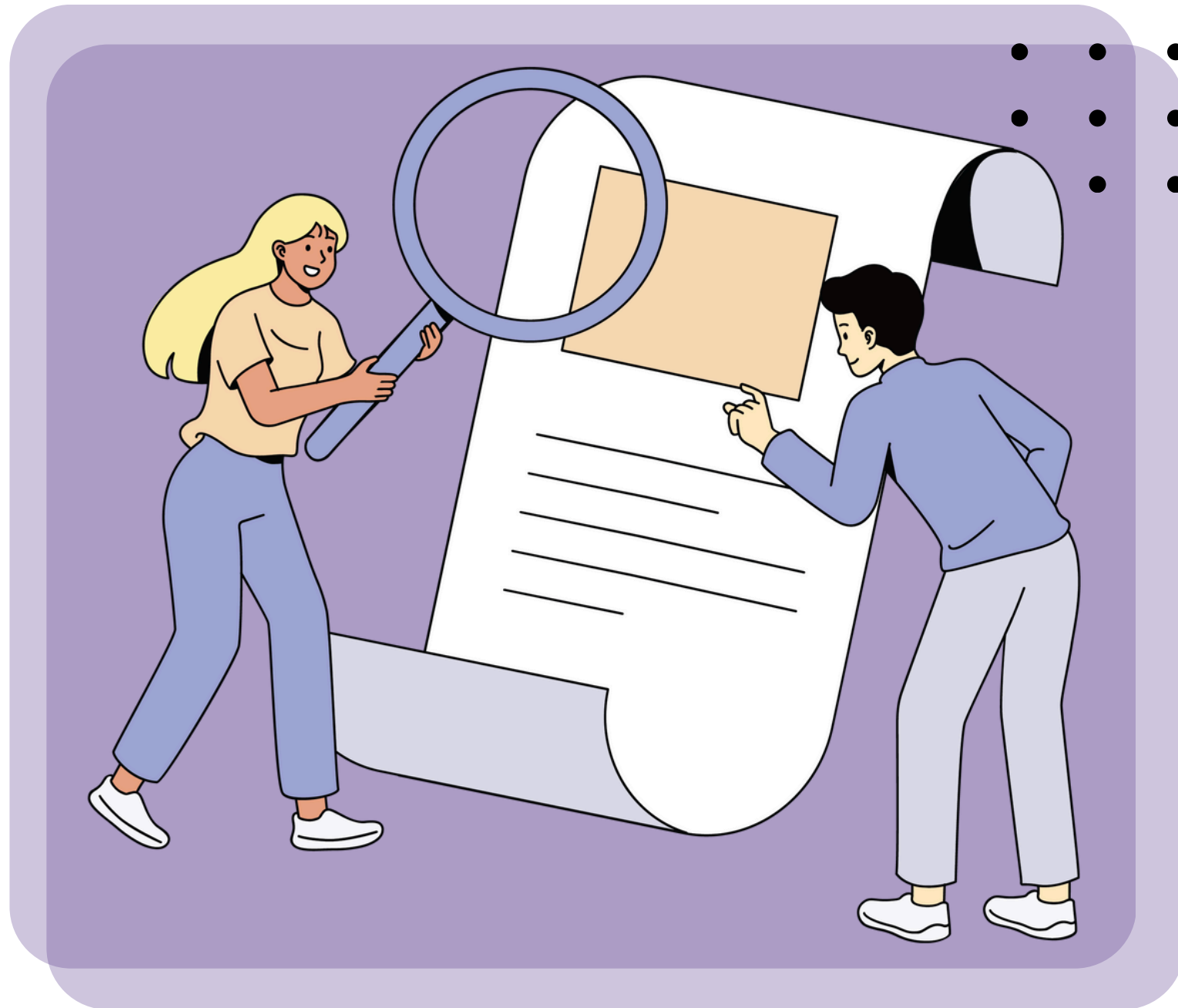
**07** Check for accessibility

**08** Review and feedback

**09** Finish and share

**10** Promote and monitor

# DEFINE, GATHER & WRITE



01

## Identify the audience

Figure out who your infographic is for and what matters to them. Note their traits and interests to make content that connects with them.

02

## Define the purpose and key message

Figure out the purpose of your infographic and the main message you want to share. Decide what kind of data or information to include.

03

## Get data and content

Gather data, facts, and content that support your message. Make sure the information is accurate and current.

04

## Write the story

Write clear, simple text to go with the visuals. Use headings, short sentences, and easy-to-read language.

# DESIGN, CREATE, & TEST

05

## Design the layout

Plan the layout and organize how the information will flow. Pick a nice color scheme and easy-to-read fonts.

06

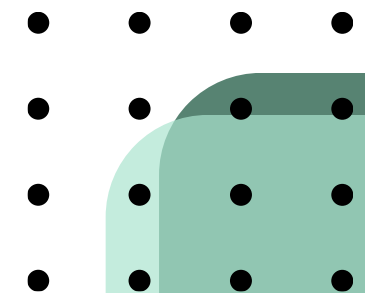
## Create visual elements

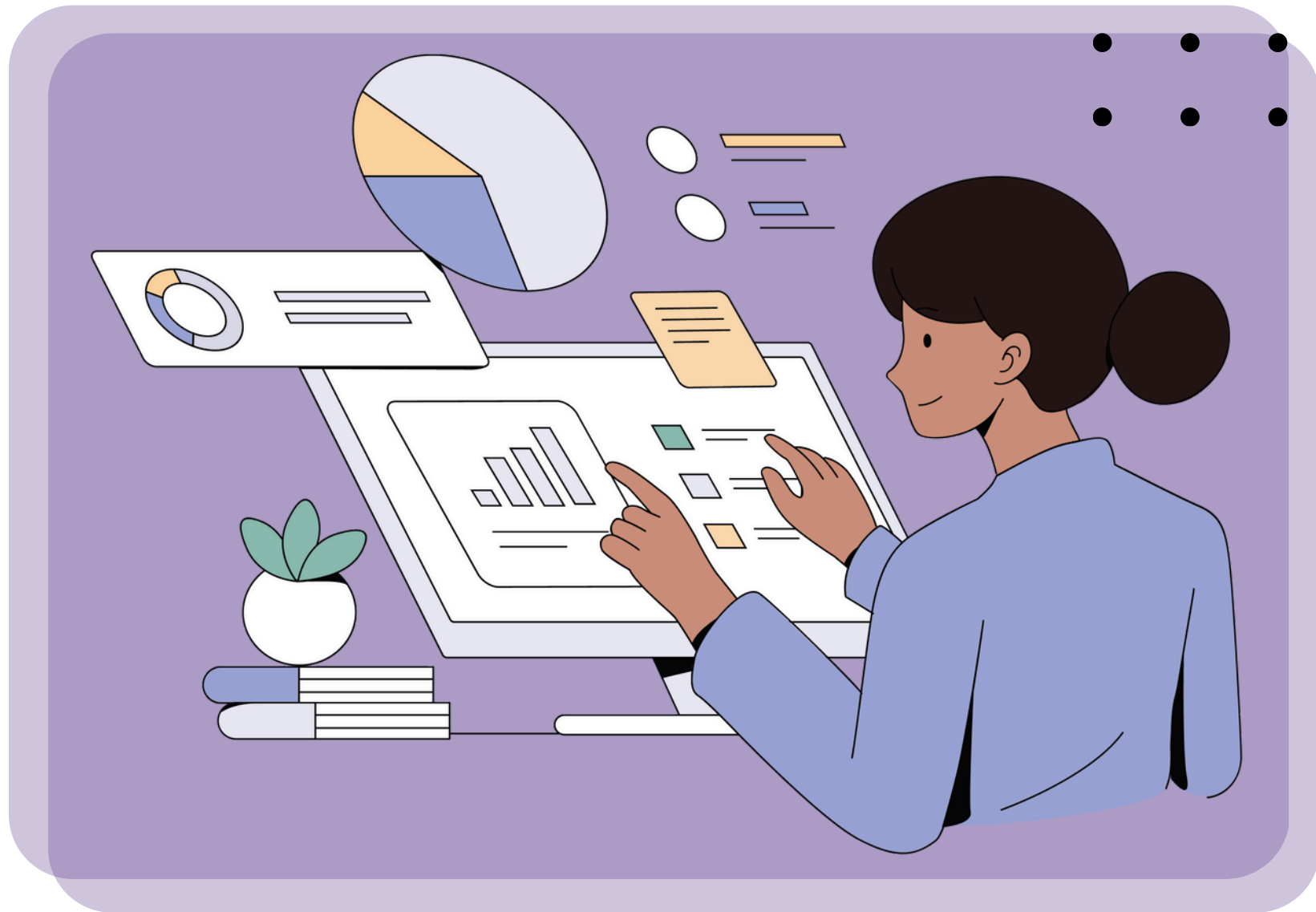
Create visuals like charts, graphs, icons, and illustrations to show your data and make it easier to understand.

07

## Check for accessibility

Make sure your infographic is easy for everyone to read by checking colors, fonts, sizes, and wording. Adjust as needed.





## FIX, FINISH & SHARE

08

### Review and feedback

Check your infographic for clarity and flow. Edit for accuracy, get feedback from others, and make improvements.

09

### Finish and share

Save your infographic in the right format, like a PDF or PNG, and share it through social media, websites, or print.

10

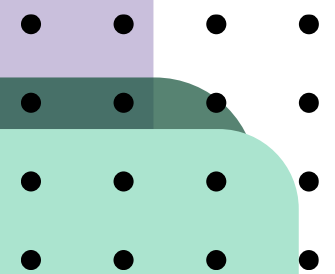
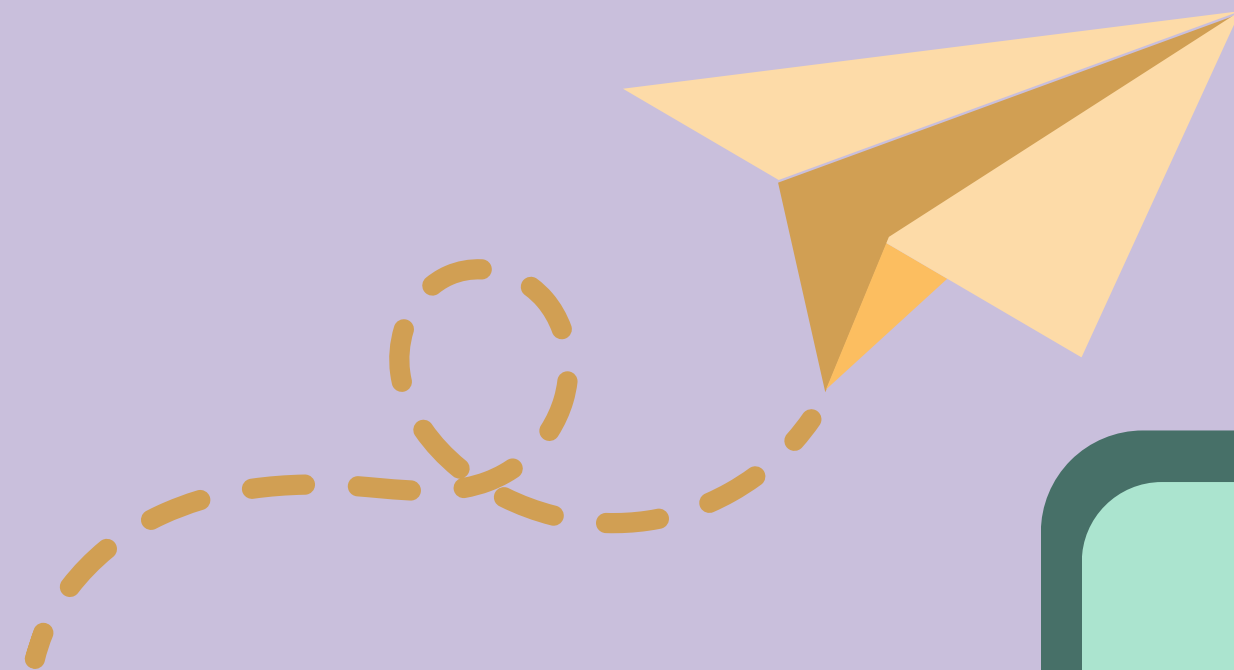
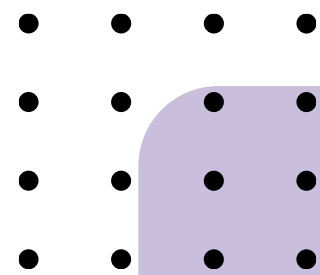
### Promote and monitor

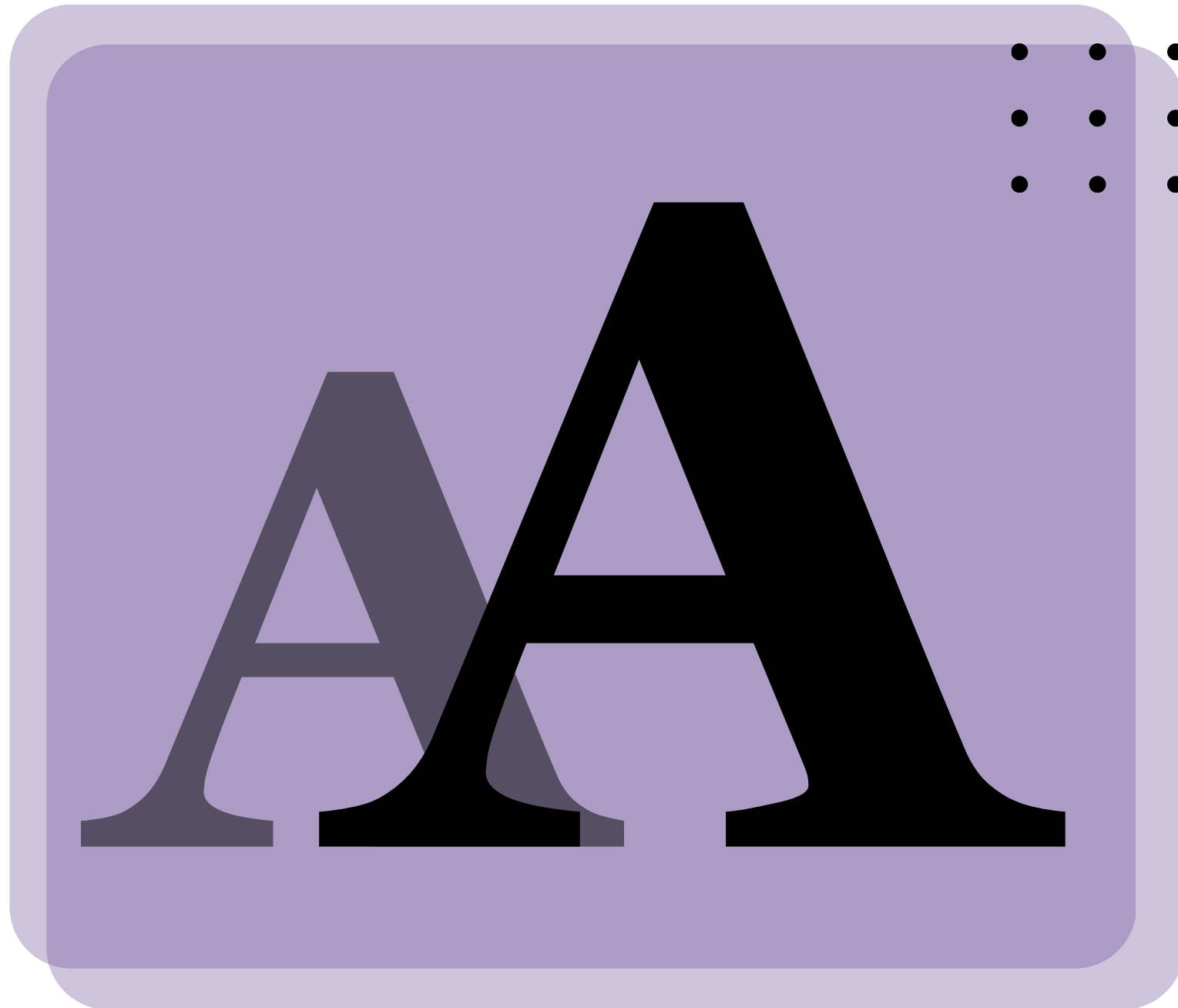
Share your infographic with your audience and track its impact. Monitor engagement and gather feedback to improve next time.



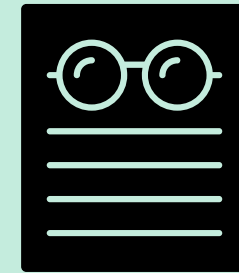
# INFOGRAPHIC DESIGN: TIPS AND TRICKS

To create effective infographics, balance visuals with clear information. Elements like fonts, layout, colors, and language are important. By following best practices, you can design engaging and easy-to-understand infographics that clearly deliver your message.



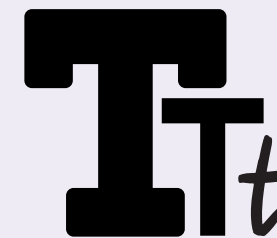


# FONTS



## Choose readable fonts

Use sans-serif fonts like Arial, Helvetica, or Calibri because they're easier to read on screens.



## Limit the number of fonts

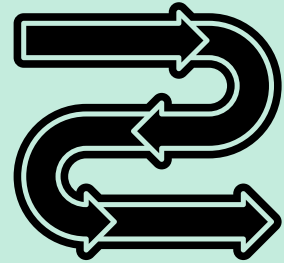
Use 2-3 fonts to keep it consistent: one for headings, one for body text, and an optional accent font.



## Adjust font sizes

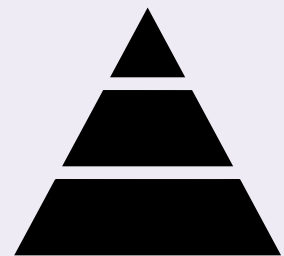
Use font sizes to guide focus: large for headings, medium for subheadings, and small for body text.

# LAYOUT



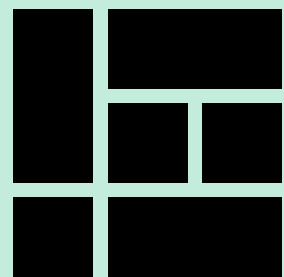
## Use a logical flow

Arrange information top-to-bottom or left-to-right to follow how people naturally read.



## Establish a clear hierarchy

Use headers, subheaders, and bullet points. Adjust font sizes and add bold, italics, or underlining.



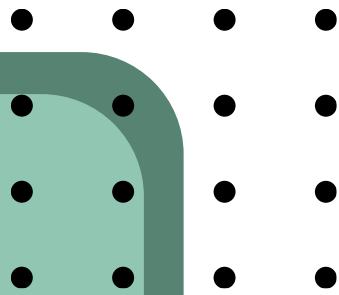
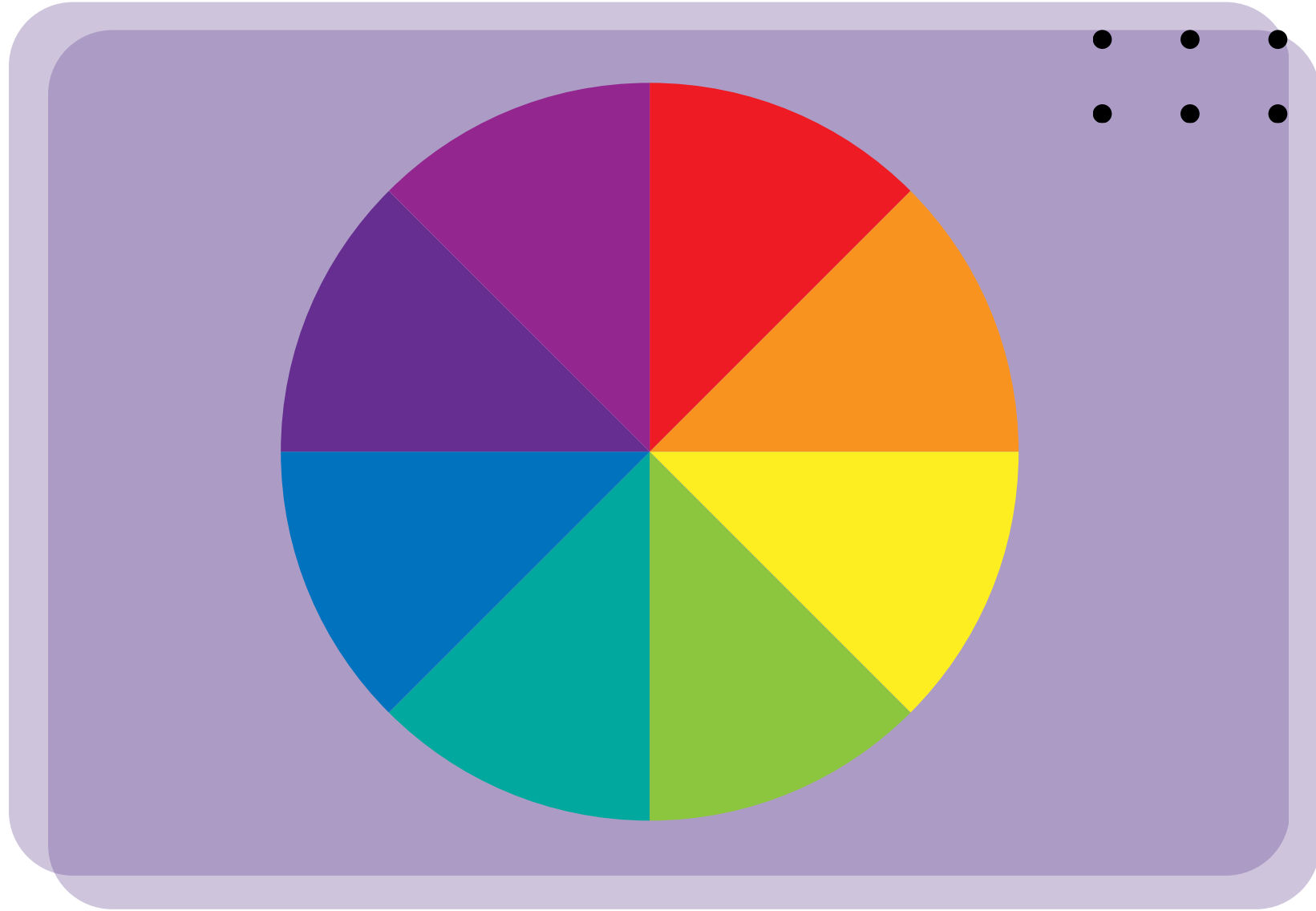
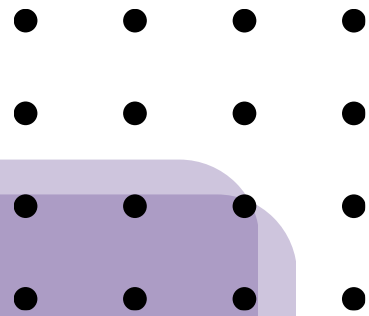
## Allow for white space

Don't overcrowd sections. White space keeps the design clean and easy to follow.

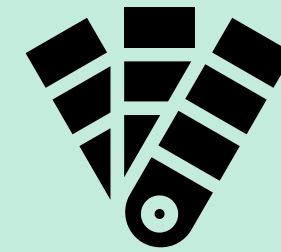
- • • •
- • • •
- • • •
- • • •



- • • •
- • • •
- • • •
- • • •

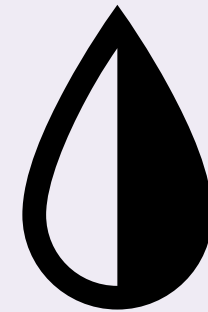


# COLORS



## Choose a limited color palette

Choose 2-4 main colors that align with the topic or brand.



## Use contrasting colors

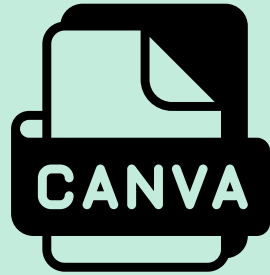
Use contrasting colors, like dark text on a light background, to make key points easy to see.



## Consider the psychology of color

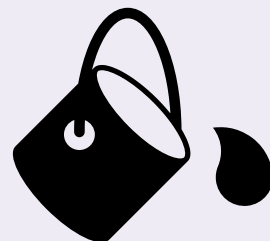
Colors can create emotions—such as blue for trust, green for health, and red for urgency. Use them to support your message.

# RESOURCES



## Create a free Canva account

Canva is a free and easy-to-use design tool. It has ready-made templates and lots of design features to get you started.



## Pick a color palette that works

Use free tools like Colors to find colors that look good together, making your infographic more attractive and easier to understand.



## Check for accessibility

Use tools like WebAIM Contrast Checker to check color contrast and text readability.

- • • •
- • • •
- • • •
- • • •



- • • •
- • • •
- • • •
- • • •

## IN SUMMARY...

- 
- 
- 
- 

Effective infographics balance good design with clear information, making the message visually appealing and easy to understand.

- 
- 
- 
- 

Please reach out with any questions.  
*warre152@msu.edu*