Surveillance & Evaluation Webinar Series Presents:

CREATING INFOGRAPHICS AND FACT SHEETS – TOOLS, RESOURCES, AND THE DESIGN PROCESS

Thursday, August 15, 2019

The findings and conclusions in this presentation are those of the author and do not necessarily represent those of the Centers for Disease Control and Prevention.

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Creating Infographics and Fact Sheets: Tools, Resources, and the Design Process

Nola du Toit
Thursday, August 15
Surveillance and Evaluation Webinar #5
The What
Purpose

What do I want them to...?
   Think...   Know...   Do...

Purpose + Audience
   Who am I talking to?
   What do I want to tell them?
   Why should they care?

Audience

Method

Tone

Best practices

Resources
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What do I want them to…?
Think… Know… Do…

Purpose + Audience
Who am I talking to?
What do I want to tell them?
Why should they care?

Purpose + Stakeholders
What do THEY want to say?
What do they NOT want to say?

Purpose
Raise awareness of an issue
Garner support for an intervention
Attract new funders or increase funding
Prompt a specific action (e.g., call the quitline, screen patients)

What is the story?
Process or progress towards a goal
Flowchart
List
Timeline

Comparison
Combination
Factsheet

http://www.tacenters.emory.edu/resources/SEwebinars/
Purpose + Data

How does data match the purpose?

Source, limitations, methodology

How much does the audience need to know?

Audience

Types

Policy makers, potential funders, community members, advocacy groups
General public, teenagers, elderly
Journalists

What do I want them to...? Think... Know... Do...

Why is this important for them?
What matters to them?
How do they regard the issue?
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Audience + Method

Accessibility

Audience + Audience + Audience

Method

Platform
- Print
- Digital
  - Website
  - Tweet

Functionality
- Version control
- Fonts
- Sizing
**Tone**

Formal, campy, cutesy

Tone + Audience + Purpose

Meaning of color

“Tone” of icons

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**Best practices**

Feedback!

Come up with standards, checklist
- No decimals points
- Clutter
- Redundancy
- Peer review

Time, cost, quality

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http://www.tacenters.emory.edu/resources/SEwebinars/
Example

Developing an infographic on T21

- National Youth Tobacco Survey
- Monitoring the Future
- Youth Risk Behavior Survey
Audience: More Youth-focused

Goal: Raise awareness and garner support for raising the minimum age to sale of tobacco to 21

With our audience in mind, will cover:

- What’s the problem? Data to show the problem/issue
- What are the underlying causes?
- Why should youth care?
- What can be done to address issue?

Audience: Decision-makers

Goal: Garner support for raising the minimum age to sale of tobacco to 21

With our audience in mind, some examples of data you can include to tailor:

- Consider a different format with less icons and images that will resonate with your decision-makers
- Add more text; more details and information
- Include data that is most compelling to your decision-makers; can also include economic data on burden or benefits
- Can link or mention other issues they care about (e.g., drug use, other)
- Data on public support for the intervention/policy
- Any information on jurisdictions in your states and/or states similar to your own that have passed the policy – and data on any economic issues
The How

Resources: Infographics

What is an infographic?
https://blog.adioma.com/what-is-an-infographic/
https://www.easel.ly/blog/types-of-infographics/

Tips
https://neilpatel.com/blog/12-infographic-tips/

Layouts
https://venngage.com/blog/9-types-of-infographic-template/

Word Count: Under 35 words; less for digital/web
Consider dissemination channel
Consider typography
Use color intentionally – should help tell story/convey message; avoid too much color
Show, don’t tell - If you remove all the text, the images/illustrations still convey message
Resources: Infographics

Online templates

Piktochart [https://create.piktochart.com](https://create.piktochart.com)
Canva [https://www.canva.com/](https://www.canva.com/)

Additional colors cost money
Ownership?
Cloud?

Resources: Icons and Photos

Company Icon library

Search the web for inspiration
The Noun Project [https://thenounproject.com/](https://thenounproject.com/)

Inspiration, then create my own 😊
Ownership?
Resources: Icons and Photos

Create your own

Adobe Illustrator and InDesign

Online alternatives to expensive tools
https://www.makeuseof.com/tag/free-browser-adobe-illustrator-alternatives/

PowerPoint 😊

Resources: Icons and Photos

Create your own

Wingdings
Insert as symbol into text box

Convert to shape for formatting
https://www.youtube.com/watch?v=Qf9ouk5zULg
Resources: Colors

Tools
Mixer
https://www.w3schools.com/colors/colors_mixer.asp

Color-brewer
http://colorbrewer2.org/?type=sequential&scheme=BuGn&n=3

Coolers
https://coolors.co/browse/latest/1

Search the web for inspiration
Trending colors for 2019
https://www.canva.com/learn/6-trending-colors-to-use-in-2019/
https://piktochart.com/blog/pick-great-color-schemes-your-infographics/
https://visme.co/blog/infographic-color-schemes/

Resources: Colors

Meaning of colors

Branding
Yours
Others?

Color Blindness Simulator
https://www.color-blindness.com/coblis-color-blindness-simulator/

Screens and printing differences
Resources: Fonts

Download free fonts
https://www.1001fonts.com/

IT security
FONTs DO NOT TRAVEL IN PPT or WORD! Convert to PDF.

Resources: Fonts

Fun text creator
http://flamingtext.com/logo/Design-Neon

http://www.tacenters.emory.edu/resources/SEwebinars/
Demo

Thank you!

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