



Designing Effective Public Health Infographics

Job Aid

What is an infographic?

- 1** Infographics are an innovative and dynamic way of disseminating public health information. They simplify an oftentimes complicated process or concept down to a single, clear, easy-to-understand message that is delivered in an aesthetically pleasing way. Creating effective infographics requires a firm understanding of both the subject matter and the principles of design.

What makes a good infographic?

- 2** A good infographic is:
1. Informative
 2. Easy to understand
 3. Persuasive
 4. Actionable

A good infographic is one in which the words, graphics, and overall design complement each other and work together to highlight the message.

What is the Design Thinking Process?

- 3** The Design Thinking Process is a well-established method of guiding your thinking about the purpose, audience, message, and design of your infographic.

The 5 stages of the Design Thinking Process are:

1. Empathize – Understand the public health issue, and the needs of the organization and your audience
2. Define – Define the issue, and draft the objective of your infographic
3. Ideate – Draft and simplify your public health message, and brainstorm designs
4. Prototype – Experiment with designing your infographic
5. Test – Test your infographic within your organization and with target audience members

How do you draft simple and effective health messages?

- 4**
- Don't begin by trying to draft your final message right away.
 - Brainstorming your thoughts, then shorten and simplify using active voice and avoiding lengthy sentences.
 - Consult plain language resources to simplify technical terms.
 - Incorporate definitions and explanations in the main text of the infographic (not in a separate footnote).

What platforms and tools should I use to design my infographic?

- 5** There are many platforms and tools you can use to design your infographic, including:
- Free designing platforms (e.g., Canva, Venngage)
 - Licensed software (e.g., Adobe Illustrator)
 - Color palette generator (e.g., Adobe Color Wheel, Colors.co)
 - Eyedropper browser extension (e.g., Colorpick Eyedropper, Colorzilla)

What are the 7 Principles of Design?

- 6** The 7 principles of design are:
1. Emphasis – assigning higher/lesser importance to an element by modifying its size or color
 2. Balance – either via symmetrical (uniform) or asymmetrical (not uniform) placement of elements
 3. Contrast – using colors (e.g., dark vs light, opposite ends of color palette) to make your design pop
 4. Repetition – using consistent fonts, colors, elements throughout to unify your design
 5. Proportion – size of elements compared to each other
 6. Movement – the way your reader’s eyes travel across your design
 7. White Space – empty parts of your piece that tie your design together and unclutter the space

How can I design infographics that align with Section 508?

- 7** Section 508 of the Rehabilitation Act (29 U.S.C. § 794d) requires that Federal agencies' electronic and information technology is accessible to people with disabilities, including employees and members of the public. While not mandated for others, it is recommended to follow Section 508 guidelines to design resources that are accessible for all. Section 508 lists guidelines that must be followed in terms of text, structure, color, links, images, and document view.

What is color contrast ratio?

- 8** The color contrast ratio refers to the ratio between the color of the font or graphic and the color of the background. Meeting the recommended minimum ratio level ensures legibility for users who may be visually impaired or color blind. The World Wide Web Consortium (W3C) developed Web Content Accessibility Guidelines that can assist you in finding an accessible color contrast ratio and text in your infographics.

Why should I test my infographic?

- 9** Testing and adjusting your infographic is the final essential step of the design process. This can be an uncomfortable step because it opens up your design to critique. However, the insights that come from this step will undoubtedly improve your design and increase the effectiveness of your message.

How can I test my infographic?

- 10** There are a number of ways to test your infographic:
1. Self-check against the [CDC Clear Communications Index](#) which scores your infographic on 4 domains: core, behavioral recommendations, use of numbers, and presentation of risks and benefits
 2. Alpha test within your organization to ensure it meets the goals and objectives of the project
 3. Beta test with target audience to ensure it is easy to understand, informative, persuasive, and actionable, as well as to reveal any subconscious biases or assumptions

How can I learn more?

- 11** LPHI *On Your Time* trainings and resources:
- <http://sites.bu.edu/masslocalinstitute/training/on-your-time-trainings/>
 - <http://sites.bu.edu/masslocalinstitute/resources>