

# SUMMARY

## The 7 GRAPHIC Principles of Infographic Design

- 1 G** **Get to know your Audience**
  - Define your audience
  - Build a persona to help understand your audience
  - Consider where your audience will see the infographic
  - Devise a key message & tone
  - Choose key messages that are personally relevant and surprising
  - Acknowledge disbelief
  - Consider an infographic's role in behavioural change
  - Avoid complexity
  - Evaluate designs with your audience
- 2 R** **Restrict Colour**
  - Restrict your colour palette to between 3 and 5 colours
  - Check colours for legibility
  - Choose colours sensitively to your subject
- 3 A** **Align Elements**
  - Use a grid to align elements within the infographic
  - Keep alignments consistent
- 4 P** **Prioritise Parts**
  - Make sure there's a focal point
  - Pick out key statistics in a larger font
  - Acknowledge other elements that attract attention
- 5 H** **Highlight the Heading**
  - 'Design' the heading
  - Consider the heading content
- 6 I** **Invest in Imagery (wisely)**
  - Choose from 10 'types' of pictures to reflect your message & tone
  - Check that your imagery is communicating clearly
  - Choose image styles to reflect your message & tone
  - Weigh up pros and cons of photography usage
  - Consider novel distribution for impact
- 7 C** **Choose Charts Carefully**
  - Keep bar charts simple
  - Provide interpretation and avoid representing multiple variables
  - Add colour and simple textures to aid recall and appeal
  - Always label pie charts
  - Avoid random placement within icon arrays
  - Avoid mixing denominators
  - Show caution when using unusual graphs for a general audience

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