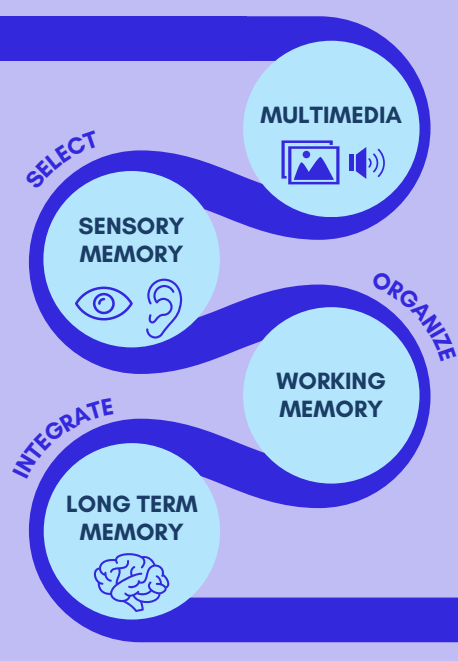


CREATING EFFECTIVE INFOGRAPHICS

WHAT IS AN INFOGRAPHIC?

Infographics combine meaningful graphics and/or images and text to visually present information, ideas, and/or data.



WHY USE INFOGRAPHICS?

According to Mayer's Cognitive Theory of Multimedia Learning, deeper learning occurs when information is presented via text and graphics. By helping learners select, organize and integrate information; the demand on learner's working memory can be reduced and information can be more readily retained.

STEP 1: ORGANIZE CONTENT

Identify the primary goal – The infographic will:

- summarize a topic
- explain a concept
- outline a process
- describe chronology
- compare and contrast
- other

Who is the audience? How will they engage with the content? – These considerations should inform the language and level of detail presented. When designing for patients and families, use tools like [The CDC Clear Communication Index](#), [Plain Language Resources](#), and [The Plain Language Medical Dictionary](#) to improve communication materials.



STEP 2: SELECT A TOOL

There are many free and paid tools like [Canva](#), [Visme](#), [Piktochart](#), [Genial.ly](#), [Easel.ly](#), and [Infogram](#).

[Canva](#) [visme](#)

[PIKTOCHART](#) [infogram](#)

[genially](#) [easelly](#)

AMEE GUIDE NO. 161
Review Mayer's Theory
and Principles



AMEE GUIDE NO. 1XX
Review Infographics



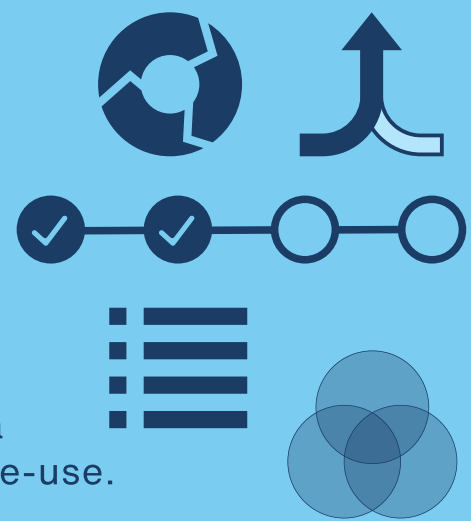
This work is licensed under a
[Creative Commons Attribution-NonCommercial-NoDerivatives 4.0 International License](#).



STEP 3: DESIGN LAYOUT

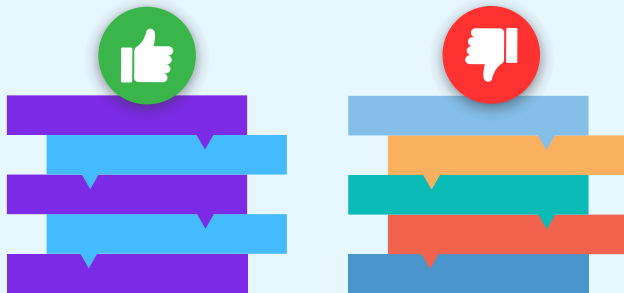
Design a layout congruent with the primary goal (i.e. summary, explanation, description of process, compare and contrast etc...).

Start with a blank canvas, or search for a template that suits your messaging and re-use.



DO THIS, NOT THAT

Apply Mayer's Principles of Multimedia Learning to your design (as described in AMEE Guide No. 161). For example:



Use colour judiciously (no more than 3-5 thematic colours).

Use fonts judiciously (no more than 2-3 fonts).

Use colour, font, font size to visually define hierarchies (check colour and font pairings using [accessibility check tools](#)).



HEADING

Visually distinguish headings from body using fonts, size and/or colour.



TOO many fonts **can be** cognitively taxing



Avoid using images to fill white space. Images should be relevant, informative, or represent data.

Use images that are relevant and informative.

Use alternative and descriptive text for images where possible.

STEP 4: DISSEMINATION

Ensure and images, graphs, content adhere to appropriate **licensing** and **copyright**.

Consider assigning a [creative commons license](#) to your work.

Consider creating a QR code to share and disseminate your work online.

Cite resources.



CC creative commons



Visit [WikiHow](#) for instructions on how to create a QR code.

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AMEE GUIDE NO. 1XX

Review Infographics



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