

Interpreting Infographics-The Story. The Data. The Design

The Story	
What is the topic?	What story does the infographic tell? Is the story clear?
What are the important words and/or phrases in the story that appear in the infographic? (sometimes written in larger font or bold color)	
What are key messages communicated in this infographic? List minimum of 3	
How does the infographic begin the story?	How does the infographic end the story?
What is the Call to Action or way forward? What should people do with this information?	
What other information do you think is relevant to point out?	

The Data

Infographics do not have to be about numbers! How is the information presented?

If there were numbers, what “numbers” were important to include?

How is the information organized? Is it chronological? Is it cause and effect?

How is data shown? (numbers, various graphs, text, a combination of)

How do the graphics help tell the story?

Are the data sources cited?

The Design	
<p>How is the title presented? Is it the right colour, font, size...?</p>	
<p>How are the key messages of the infographic visually communicated?</p>	
<p>How is colour used? What information is emphasized by colour?</p>	<p>How are fonts used? How is typography used? (Italics, underlined, bold, size...)</p>
<p>How is spacing used? Is it effective?</p>	<p>Do the graphics chosen communicate the message accurately?</p>

The Final Evaluation

Who do you think is the target audience for this infographic?

What questions do you have about the graphic? What confuses you?

What did you like or dislike about the infographic?

Did the infographic communicate the “story” and the message?