McMaster University | Family Medicine
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Infographic Planning Worksheet

A guided tool that helps research teams define purpose, audience, key messages and evidence – so you can draft a strong infographic on your own and then collaborate efficiently with the KT team.

This worksheet is divided into two parts:

- Part 1: Developing your infographic – learn how to plan and organize your content for your infographic.
- Part 2: Designing your infographic – learn how to format and style your infographic so it is visually appealing and professionally presented.

Part 1: Developing your infographic

Step 1. Choose the single primary purpose of the infographic:

- Raise awareness
- Increase knowledge
- Share key findings
- Support a practice change
- Advocate for policy change

Step 2. Define your audience(s) and context

Note that some research may just have one target audience.

You may need to create multiple infographics if you are targeting multiple audiences that need different messaging.

Target audience	What they care about	Where they'll access the infographic

Considerations:

- What are the best ways to reach my target audience?
- What may be barriers to communicating with this audience and how will you overcome them?

Step 3. Craft your key messages

Use the table below to help you think about the key information that should be included in your messages.

Problem/need we wanted to address	
What we did • Brief overview of research methods	
What we found • Key findings	
Why this matters/"So what?" • Why should the audience know this information?	
The action we want our audience to take*/Next steps • *Not every infographic will have a call-to-action for the audience	

Step 4. Draft the infographic's text

Use the table below to draft the text that will appear on the infographic. You can copy/paste the key message(s) you drafted in Step 3 into the table.

Title	
Subheadings	
Body text/key information • Problem/need we wanted to address • What we did • What we found • Definitions of key terms, if necessary • Concise summary of the findings	
"So what?" statement	
Call to action(s), if applicable	
Reference(s) with links to published article(s)	
Link(s) to more information, if necessary	
Name and contact information of research lead for questions (optional, but recommended)	

Part 2: Designing your infographic

Colour & typography

- It is recommended to use the McMaster Heritage and Brighter World colour palettes.
- Use Poppins (a downloadable Google font) or Arial to comply with McMaster Brand Guidelines.
- Use bold or different styles of the same font to emphasize text. Avoid underlining text as this can be confused with a hyperlink.

Be mindful of readability

- Use dark font on a light background for the bulk of your messaging.
- Use light font on a dark background sparingly, as accents.
- Check the contrast of the background and text using WebAIM.

Images and icons

- Avoid using overly posed stock photography.
- Be consistent with the style of icons you use. For example, use only black and white icons or only colour icons.
- If using icons that depict people, be mindful of age, gender and racial representation.

Select logos

- Include the McMaster DFM/PCRC logo and relevant partner logos.
- Ensure the logos aren't too small or squished together.
- You can find logos on McMaster's Brand Resources SharePoint site.

Design software

- We recommend Canva and have a Research Canva premium account. Contact Kim Tucker (tuckek8@mcmaster.ca) for access.
- PowerPoint also works.

Dissemination

- Decide the format(s) in which you will publish your infographic.
    - PNG is ideal for social media and newsletters.
    - PDF is ideal for email attachments.
- Plan out how you're going to disseminate your infographic to reach your target audiences.

Need assistance?

Connect with DFM's Knowledge Translation team for assistance with developing and designing effective infographics. Email Advina Kamaric, Knowledge Translation Specialist (kamarica@mcmaster.ca) for more information.