

# Infographic Considerations

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## Text

- Include a short descriptive title (6–12 words) in the upper left corner.
- Use text sparingly to provide additional information.
- Text should be readable and horizontal.

## Color

- Use colors that would be readable if printed in black and white. Use high contrast.
- Consider readers with color blindness. Distinctions should never rely solely on color.
- Color should be used to create a feeling or highlight important elements.

## Arrangement

- Visuals are more appealing if sections are similar sizes or are sized in relation to their importance.
- Think “must see” (central focus), “should see,” and “can see” when deciding on placement.
- Consider the rule of thirds. Divide the page into three rows, top to bottom, and three columns, left to right. Use the diagonal boxes from upper left to lower right for the “must see” and “should see” information, with the “must see” placed in the center. The other areas are for “can see” information.

## Other Considerations

- Size: 600 pixels wide by 1800 pixels high (and no more than 800 by 2000). This size is shareable and easy to view on most devices.
- Save your image in PNG (rather than JPG) format for best quality.

## Online Tools

- Online infographic design tools:
  - Piktochart: <https://piktochart.com/>
  - Venngage: <https://venngage.com/>
  - Visme: <https://www.visme.co/>
- Data Visualization Toolkit: <https://dasycenter.org/data-visualization-toolkit-2/>
- Video describing how to make infographics in Microsoft Excel:  
<https://www.youtube.com/watch?v=82Nbj9C3azU>

## Example Infographics

- The following webpage contains infographics produced under the Regional Educational Laboratory Program on different topics, including the reporting of research and evaluation results: <https://ies.ed.gov/ncee/edlabs/infographics/>

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