

## INFOGRAPHIC

# How to create an infographic

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While complimentary to research articles and posters, an infographic has a very different aim. A well-designed example can simplify a complex question or topic in a visually attractive summary (Campbell 2020; Mitchell 2021). Here are some suggestions to help you design an infographic (Fig. 1).

First, consider your audience. Is your infographic aimed at other physiotherapists or the general public? This will influence your choice of language and the tone of your design.

When considering the question or topic that you want to address, take the sentence test. Can you summarize the goal of your infographic in a single sentence? For example, if the question is, “What is an infographic?” then the summary sentence would be as follows: “An infographic is a design tool used to relay key information quickly and simply in an attractive format.” If your summary is longer than one sentence, you need to narrow down your question or topic further before starting work on your design.

The infographic should unpack the sentence that you have formed by highlighting the key pieces of information. Use images as much as possible; if chosen well, pictures really are worth 1000 words.

The design of your template is very important. The layout, fonts and images that you use should make your work easy to read and understand. Could a member of your audience appreciate the message of your infographic in 1 min or less? If not, you need to restructure your design to improve its clarity and readability. Depending on your content, you may want to consider graphs, flow charts, roadmaps, timelines or icons to help present your information in a logical way. Consider using the Canva app (Canva Pty Ltd, Sydney, NSW, Australia) for your infographic. This is a user-friendly online graphic design platform that includes template ideas and clipart.

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Figure 1. How to create an infographic (full-sized version overleaf).

Finally, an infographic can be a great way to market your business, brand or research. This is because it is shareable on forums such as Instagram, Facebook and LinkedIn. For example, you can post an infographic summarizing your research findings and include a link to your paper. Social media users drawn in by your eye-catching design and straightforward message will share it through their own channels, which will increase awareness of your work.

## References

- Campbell G. (2020) Infographic guidelines. *Journal of Pelvic, Obstetric and Gynaecological Physiotherapy* 126 (Spring), 74.
- Mitchell L. (2021) *Infographics to Guide Reflections*. [WWW document.] URL <https://www.csp.org.uk/frontline/article/infographics-guide-reflections>

Claire Brodie is a sports and women's health physiotherapist who runs a private clinic in East Sussex. She started designing infographics in 2020 that she posted on Instagram to raise awareness of pelvic health. Claire now also produces digital prints for use in clinics to act as a visual aid when educating patients on various pelvic health issues.

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