Infographic Development

Power in Planning

1 WHAT

What information needs to be shared?

What is the theme/message of the infographic

2 WHO

Who will develop the infographic?

Who is the intended audience?

Who are the subject matter experts?

3 WHERE

Where will the infographic be shared?

Do you need multiple formats?

4 WHY

Why is this information important to the audience?

5 HOW

How do you want the information to be used?