

Infographics

What is an Infographic?

An infographic is a visually engaging representation of information and data that combines headings, text-based information, images/ graphics and charts.

An infographic is used to communicate key information quickly and effectively and needs to be designed to meet the literacy levels of the intended audience.

Healthcare and other professionals often use infographics to communicate information:

- To their clients in an easy-to-understand way to help with decision-making and following instructions or guidelines.
- To the community for public health messages (McCrorie, Donnelly, & McGlade, 2016).

Example Infographic

Look at the example infographic *Asthma in Australia*. Notice how the different parts fit together and provide visual details:

ASTHMA IN AUSTRALIA

1 IN 9
AUSTRALIANS HAVE ASTHMA
2.7 million people in 2017-2018¹

11.2% of Australians reported having asthma in 2017-2018²

State/Territory	Persons (%)
NSW	7.4%
VIC	9.6%
QLD	13.0%
SA	10.7%
WA	12.1%
NT, ACT & TAS	11.9%
ACT	11.4%
TAS	12.9%

Indigenous Australians were 1.6 times more likely to report having asthma in 2018-2019 compared with non-Indigenous Australians³

HOSPITALISATIONS

In 2017-2018 **38,792** Australians were hospitalised for asthma⁴

Approximately **80%** of asthma hospitalisations were preventable^{1,5}

Almost **half (44%)** of the hospitalisations for asthma were for children aged 0-14⁴

QUALITY OF LIFE⁶

People with asthma are less likely to report excellent health, and more likely to report fair or poor health, than people without the condition

417 Australians died from asthma in 2020⁷

ASTHMA MORTALITY⁷

Mortality rates are higher for:

- People living in remote areas
- People living in areas of lower socio-economic status
- Indigenous Australians

State/Territory	Total Deaths (Persons)
NSW	155
VIC	107
QLD	78
SA	37
WA	24
NT, ACT & TAS	17

Combined total of 17 deaths

ASTHMA ACTION PLANS⁸

31% of people with asthma had an Asthma Action Plan in 2017-2018

- 0-14 years: 66.7%
- 15 years and over: 17.7% to 28.0% depending on age groups

Information and support:
1800 ASTHMA
(1800 278 462)
asthma.org.au

ASTHMA AUSTRALIA

Population numbers affected
Note: statistic 1 in 9 is highlighted in large, underlined numbers and shown visually with 1 of 9 as a blue person-shaped icon.

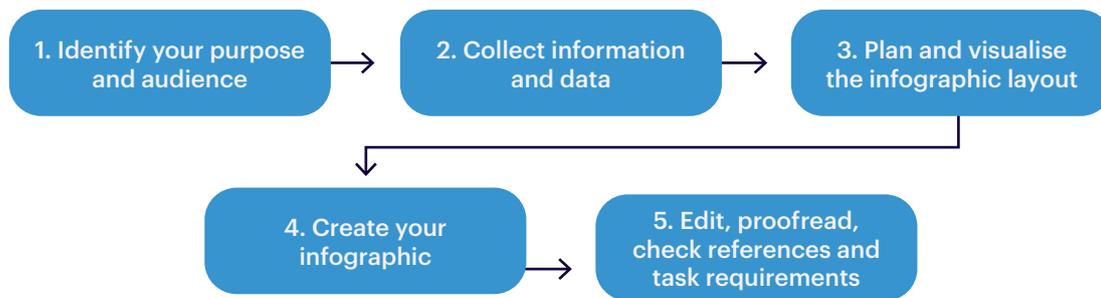
Graphic: Hospitalisations
Note: hospital statistic made clear with image of hospital and figure enlarged and in bold.

Graphic: Quality of life

References

Name of Organisation

Steps to produce an infographic



1. Identify the purpose of your Infographic.
2. Research information and data on your topic. Keep a record of your sources to reference.
3. Visualise how your infographic will appear and try different plans and layouts to best present the information.
4. Create the infographic in PowerPoint or Canva (Nursing Degrees use PowerPoint).
5. Edit, proofread check references and be sure you followed task requirements.

Identify the purpose of your Infographic

Who will be reading and looking at it? Make sure the language, images and details are age-appropriate and visually engaging.

Collect relevant information and data

Do some research on your topic to collect information, statistics, and data. Use a Word document to start. Organise the data into headings and subheadings so you can plan your design and sequencing. Save the references so you can provide in-text citations and a reference list if required.

Plan and visualise the infographic's layout

Headings: you may have already worked out a heading structure when you collected your information but now you need to consider where the headings will go on the infographic.

Layout: You might like to sketch out a rough plan for your infographic on a piece of paper. You can start to plan what you want to put where. Think about your title, headings, text, graphics (pictures, charts, figures) and references.

Create your Infographic

Now that you have gathered all your information, planned the layout and started to collect graphics to use, it is time to do the creative design. [This video](#) has been selected as it provides clear and simple instructions on how you can create your infographic in PowerPoint. The key part to focus on is from the 54 second mark.



Proofreading and editing

Before submitting your infographic assessment, use The Process of Editing Quick Guide from the Learning Zone to carefully check your work.

- Reread the task and be sure you have met requirements
- check the rubric/marking criteria and covered all to high standard
- proof-read and edit
- check reference list
- check word count
(in PowerPoint, click File tab, see Properties on right, choose Show All Properties and Words data is shown).