



Developing Interactive Infographics and Posters

GUIDELINES



STAGE is a project funded by the Erasmus+ Programme of the European Union Grant agreement n. 2021-2-NL01-KA220-HED-000048944



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Infographics: At a glance

What is an interactive infographic?

An interactive infographic is an engaging educational medium of communication. It consists of learning materials that engage readers to “interact” with the information provided, develop their understanding of key topics, and make meaning of the information for their own personal or professional purposes, i.e., to assess what the information means to them critically.

The infographics developed in the framework of the STAGE project aim to present information about climate change, female representation in science, and science communication in a simple, visual way and in an easy-to-process format (e.g. using graphs, maps, comparative structures, figures, etc.).

Why develop infographics?



Target Groups

- Scientists/science communicators
- General Public
- Relevant stakeholders

Accessibility & Impact

Infographics are predominantly made available online as open educational resources, nevertheless, if rendered appropriate and more effective, they can be printed and posted in

various contexts. Scientists and science communicators can use these infographics in their daily work to engage the public with the various themes the infographics will address

Guidelines for developing the content

Think of the message

- First, think of the main message you want to convey. What is the main goal of the infographic?
- What skills, knowledge, or lessons will it provide to scientists/communicators, and how can they use this information to engage the general public in science affairs?

Plan the narrative

- Start thinking about the narrative based on the main idea and information you want to convey.
- Plan to use friendly and engaging language and simple terms and sentences. Remember, an infographic never contains long or complicated content.
- When planning the narrative, imagine that you are speaking directly *to the public*.

Develop your content

- At this point, you should have a clear idea concerning the structure of your infographic.
- Start developing the content by completing the following segments (available in the working template) - making the following considerations:
 - Introduction:** provide a short introduction of your chosen theme (e.g. catchy title, 1-2 sentences with the main message)
 - Key Learning Content:** This is the main part of the infographic. What information do you want to provide?
 - Summary:** is there a concluding message that should be included in the infographics?

- Links:** what links did you use to find information about your chosen topic?
This is especially important concerning official statistics, data, etc
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Working Template

Click [here](#) for the sample working template





THEME & TOPIC	
Introduction (40 to 50 words)	
Key Learning Content – Main Part of the Infographic (140 to 150 words)	
Summary (40 to 50 words)	
Links (if any)	