

INFOGRAPHIC PLANNING DOCUMENT

<p>What data/information do you want to share?</p>	
<p>Who is your audience?</p>	
<p>What is your communication goal?</p>	<p>Raising Awareness Changing Attitudes Motivating Action</p>
<p>Why? (The information you wish to share should connect to where your audience is.)</p>	
<p>What kind of visuals will best serve your goal?</p>	<p>Representational Mnemonic Organizational Transformational Interpretive Relational</p>
<p>How? (You may use more than one kind of visual, but consider how each one you choose serves your goal.)</p>	

FUNCTIONS OF VISUALS

Clark, R. C., & Lyons, C. (2004). *Graphics for learning: Proven guidelines for planning, designing, and evaluating visuals in training materials*. Pfeiffer.

- **Representational**
For realistically depicting content that serves the purpose of aiding recognition
- **Mnemonic**
For retrieval of/remembering relevant information
- **Organizational**
For showing qualitative relationship(s): concept maps, institutional hierarchy charts; or for illustrating how the parts fit into a whole
- **Relational**
For showing quantitative relationship(s): pie charts, line graphs, bar graphs, or scatter graphs
- **Transformational**
For showing change over time: movement, stages, or animation of a system or process as it progresses
- **Interpretive**
For illustrating theoretical relationships or principles, such as molecular movement/laws of physics; or for simplifying with the diagram of a natural process, such as the respiratory system
- **Decorative***
For grabbing attention, making attractive, and adding visual interest or entertainment appeal

**Some visuals are only meant to be decorative, while others have different primary functions. Regardless of the primary function, all visual communication should be decorative to present information in an aesthetically pleasing way.*