

Evaluative Checklist: (Insert Infographic Title)

Name of Reviewer:

Date:

Comments

Content and Creation

Audience:

- The infographic is suitable and appropriate for the intended audience (Downtown Eastside community members).

Narrative Approach:

- Use one narrative approach consistently throughout.
 - **Explanatory**, editorial, persuasive, or exploratory.
- The chosen narrative approach aligns with the information and/or data being shared.

Language:

- Use plain and clear language.
 - Avoid jargon and/or specialized terms.
 - If jargon and / or specialized terms are needed provide additional context or definition(s).
- Use concise language and avoid long, or run-on, sentences.
- Use an active voice, rather than a passive voice.
- The reading level of the written content is, at most, at a grade-seven level.
 - Can be determined through various online software: Microsoft reading level test, Readable, etc.

Visual Elements:

- Information-based visual elements are clear and easy to understand.
 - Graphs, charts, images, etc.
- Use decorative visuals, or embellishments, sparingly to ensure they are not distracting.
- Ensure all visuals are relevant to the written text, as irrelevant visuals may cause confusion.
- Conduct the "no text-test."
 - Remove all text from the infographic to determine whether or not the visual elements can convey the desired information without supporting text. If not, it may be useful to reconsider the visual.

Design Features

Structure / Layout:

- Use a layout that supports natural "left-right, up-down" eye movement.
 - Logical and easy to follow with clear sections.
- Layout is balanced.
 - Asymmetrical or symmetrical balance.
 - Asymmetrical balance can assist in comprehension, as it supports smooth movement through the infographic.

- Utilize white space.
- Consider proportions.
 - Elements within the structure are proportional according to their importance (ex. dominant (larger) elements are intended to be the focal point).

Colour:

- Use one colour palette / scheme (3-4 colours) throughout the infographic.
 - Use contrasting colours (warm/cool, light/dark, complementary).
 - Choose a light colour for the background.
 - Avoid the following colour combinations for accessibility purposes: red/green, brown/green, purple/blue, blue/green.
- Ensure colour choices are accurate and reflect reality.
 - To support comprehension and avoid confusion, colours chosen for tangible items reflect their real-world counterpart (ex. a heart is red).
- Ensure colour is used only for emphasis and not to convey meaning.

Typeface:

- Use one typeface palette / scheme throughout the infographic,
 - No more than three fonts within the typeface with a clear role for each (title/subtitle/body).
 - Use a sans serif font ensure readability.
- Adhere to the following size guidelines:
 - 18-30 for headlines.
 - 10-14 for labels / subtitles.
 - 8-10 for explanatory / body text.
 - Black is used for small text to ensure readability.

Final Considerations

Is:

- Harmony achieved?
 - Harmony refers to "how well individual elements in a single graphic work together..." (George-Palilonis, 2016,84)
- Ordinary and clear language used?
- Unnecessary text and/or images limited?

Is the infographic:

- Accessible?
- Clear?
- Consistent?
- Aesthetically-pleasing?