

Infographic Brief Template

Use this brief to plan and communicate your data visualization and infographic projects effectively.

Project Overview

Project Title:	<hr/>
Campaign/Topic:	<hr/>
Target Audience:	<hr/>
Due Date:	<hr/>
Budget:	<hr/>

Objectives

What should this infographic achieve? (Select all that apply)

- Educate audience on a complex topic
- Present research findings
- Compare products/services
- Show step-by-step process
- Display statistics/data
- Raise awareness for a cause
- Support a marketing campaign
- Other: _____

Key Message

What is the single most important thing viewers should understand?

Primary Message: _____

Data & Content

Data Sources:

- Internal data/research provided
- Third-party research identified
- Public data sources referenced
- Original research needed

Key Data Points to Include:

List the most important statistics, facts, or figures that must be included:

1. _____
2. _____
3. _____
4. _____
5. _____

Narrative Flow:

Outline the story arc or logical flow for the infographic:

- Section 1: _____
- Section 2: _____
- Section 3: _____
- Section 4: _____

Design Specifications

Visual Style:

- Align with brand guidelines
- Modern and minimalist
- Bold and colorful
- Data-focused and analytical
- Illustration-heavy
- Icon-based

Color Palette:

Specify colors or reference brand guidelines:

Primary: _____ Secondary: _____ Accent: _____

Format & Size:

Format:	_____ Portrait _____ Landscape
Dimensions:	_____
File Types Needed:	_____

Distribution Plan

- Website/Blog
- Social media (specify: _____)
- Email newsletter
- Press outreach
- Presentation/speaking engagement
- Print materials

Approval Process:

Draft Review: _____ Final Approval: _____