

# 6 STEPS FOR CREATING AN INFOGRAPHIC

1

## IDENTIFY

Determine the purpose and audience for your infographic. Who will you be talking to? Once your reader reaches the bottom line of your infographic, what do you want them to walk away thinking or doing?

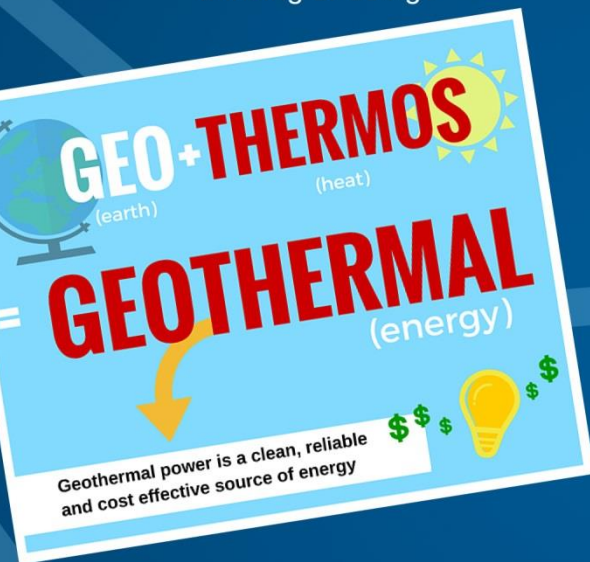
2

## EXPLORE

Choose a topic and explore possible focus points using only credible sources. Write down any facts that stand out.

Geothermal power is clean, reliable and cost-effective

The word geothermal comes from Greek words meaning 'Earth' (geo) and 'heat' (thermos).



3

## DRAFT

Outline each key fact and sketch a draft - your illustrations will tell the story.

4

## DESIGN

You can draw your infographic from scratch in programs like Adobe Illustrator, or you can utilize content creation sites, such as Piktochart. Combine graphic elements to illustrate your facts.

5

## TEST

When you feel like your infographic has good design and flow, have someone else read through it. Ask them for suggestions on how you can improve readability and visual interest.

6

## FINALIZE

Consider making changes with the feedback you receive, and finalize your infographic.



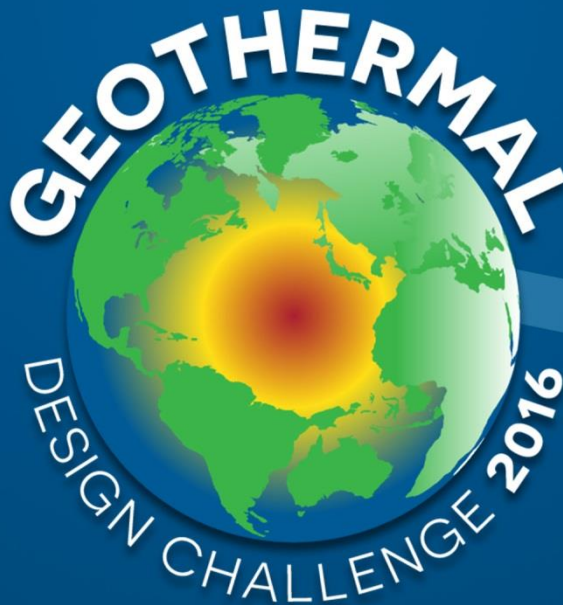
## INFOGRAPHIC RULES

1. Do not include student names in the infographic.
2. Cite sources for all facts and numbers.
3. Typical infographic dimensions are 640-800 pixels wide and 2000 pixels tall..
4. Infographic orientation must be vertical (tall).
5. Infographics must be in JPEG or PNG format - no PDFs.



## CONTACT

Submit all infographics at: [caesenergy.org/geothermaldesign](http://caesenergy.org/geothermaldesign)  
Questions? [geothermalchallenge@inl.gov](mailto:geothermalchallenge@inl.gov)



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