

Infographics for Reporting Clinical Audit

An infographic is a visual representation of information, data or knowledge, presented clearly, with meaning and context. Infographics lay out clear messages on important topics in a concise manner and have undeniable appeal to busy clinicians, who often have just a few valuable minutes to keep abreast with the latest highlights.

You should answer the following questions:

1. Why was the audit carried out?
2. How did you approach the audit?
3. What are the main outcomes?

Ideally, the infographic should not be just a visual list or a collection of stats. It should stand alone, whereby the audience can understand your audit and its results from reading the infographic. To be able to post on BCVSp website the total file size should be less than 10 MB and easily readable when printed out A4 size

Once you have selected the data points to answer the three questions above, your next step should be to decide how to present that data visually. The most straightforward way to do this would be to use a template site and personalise a template to your needs.

Top tips:

1. **Colour** - The colours must not be distracting or skew the information. The text should be clearly legible. When creating charts for your infographic, pick one colour and then use different shades of that colour for different chart values.
2. **Font** – Do not use more than three different fonts, it may make the design look cluttered.
3. **Icons** – These can be used to replace text in cases where the meaning is obvious (for example, using a Facebook icon instead of writing out the word Facebook) or to organise information. In cases where using an icon is too vague, pair icons with text labels.
4. **Consistency** - Choose either single coloured icons or multi-coloured icons and either line art or photographs, don't use both styles in the same infographic.
5. **Layout** - Don't add more than two columns, as it risks making a design that is too busy and difficult to read. Make sure to align the icons and text.

The following webpages contain tips, advice and ideas to produce the perfect infographic:

<https://venngage.com/blog/create-infographics>

<https://www.lifehack.org/articles/work/how-to-create-stunning-infographics-in-30-minutes.html>

<https://www.canva.com/create/infographics/>

<https://www.creativebloq.com/infographic/tools-2131971>

Submit:

Send your infographic to info@yourvetspecialist.org

Or use a file transfer system such as Dropbox, Wetransfer etc

Be sure to also send a separate email – without an attachment – to let us know to look out for your infographic, and please, if you do not hear from us within a few days, email again to check it has been received.