

Name _____ Date _____ Class _____

Elements of an Effective Infographic

1. What is an infographic?

2. Why is an infographic an effective communication tool?

3. View each infographic. Answer the following questions:

- What is the title or topic?
- Who is the intended audience?
- What visuals do they use to support the topic?
- What is their conclusion or call to action?
- Is this an effective infographic? Why or why not?

4. What are the elements of an effective infographic?

- Design/Format:

- Content:

- Call to Action/Message:
