

Content

for the Web

Amber Coulson
Infographic

Worksheet
Infographic

Target

Who is the item for? (audience)

Why: What is the item's job?

Why: What is the value to the audience?

Business Type and Name:

Sports/Gender

Company Profile:

Gym

Marketing Plan:

Compare between genders

Select the problem

Comparing

Who is the audience?

Gym
Enthusiasts

Frame the Question that is to be answered?

How does sports and exercise compare between genders?

Plan

Where will the item be located?

What elements will the content item have?

What are the delivery specifications?
examples: aspect ratio / dimensions

How will you create the item?

Where will the infographic be located? Canva

How will the infographic be created? Canva

What Data will be used?
(Use the mind map and research table included in this worksheet)

Research

What is the infographic type?

Informational

What is the goal of the data visual?

To encourage more to the gym.

Design

Attach
layout wireframes – simple squares
design thumbnails – graphic detail

- tone / personality
- existing brand items
- color scheme
- typography
- graphics
- images

Wireframe: content layout

Styling Elements:

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TARGET

Company: Exercise / Sports

Profile:

Information to the public

Marketing Campaign:

Exercise and sports are important!

Problem:

Educate the types genders and different ages exercise.

Audience:

Exercise enthusiasts

Framed Question

How is sports and exercise compared between gender, age, and types?

PLAN

Data Collection:

See data mind map and research results

Data Visual Goal:

Infographic Type:

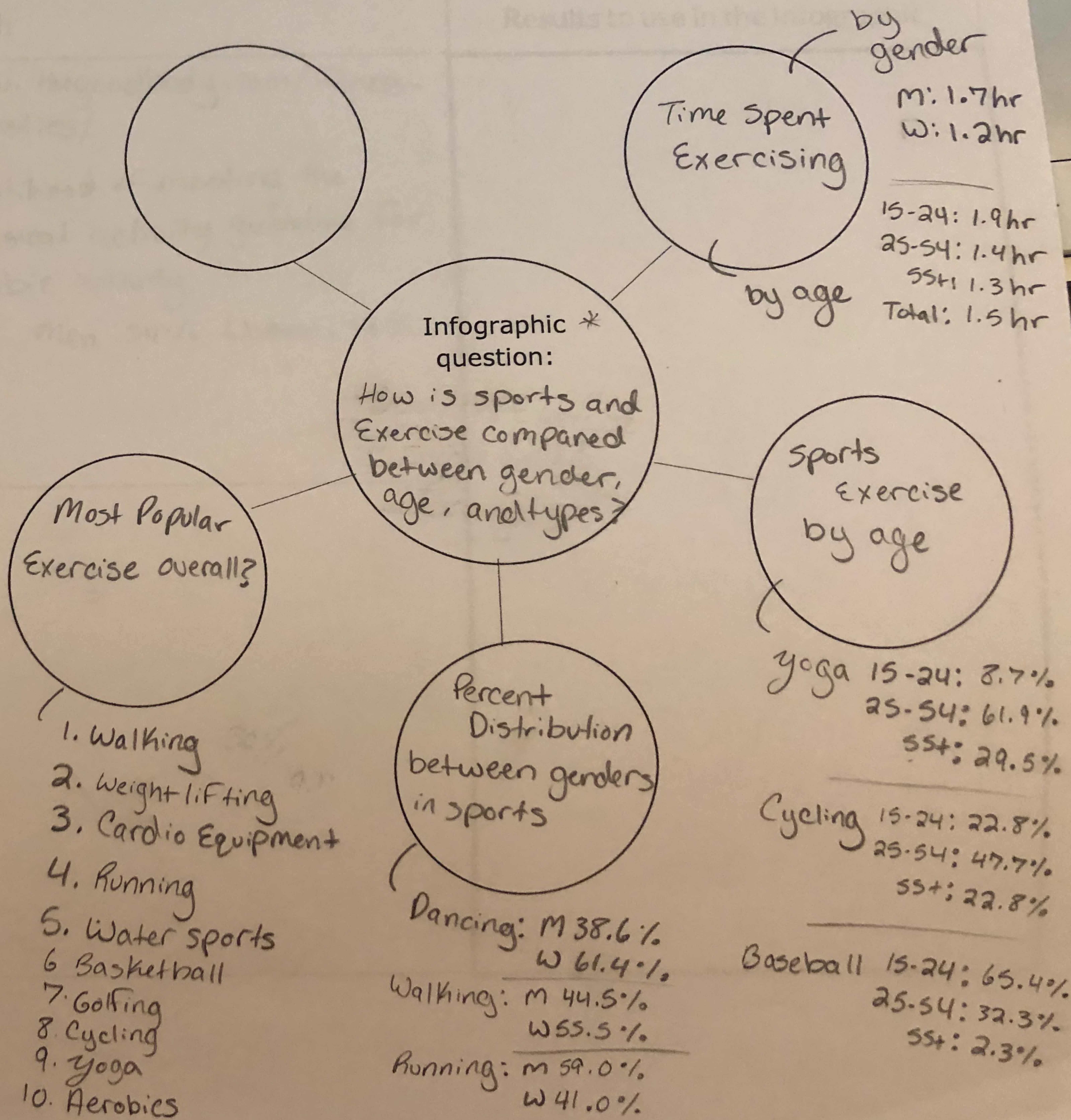
Informational / Visual

DESIGN

Layout Elements: Wireframe

Select styling elements:

color, type, shapes, graphics, icons, etc.



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Data Research

Results to use in the infographic

<https://www.bls.gov/spotlight/2017/sports-and-exercise/home.htm>

www.thegoodbody.com/Fitness-statistics/

Likelihood of meeting the physical activity guideline for aerobic activity.

Men: 54% Women: 46%

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Content Layout - Wireframe Area

Question

Time spent
Exercising by Gender

Meeting guidelines

Sports exercise
by age

Percent
Distribution

Question

meeting guidelines

Time spent
Excersing by
gender

Percent Distribution