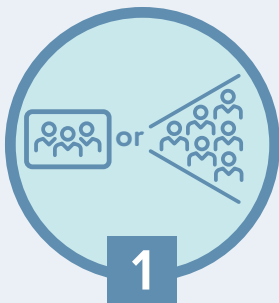


# The Infographic Roadmap



**1**  
Identify Context



**2**  
Identify Goal



**3**  
Identify Audience



**4**  
Gather Data



**5**  
Outline Story



**6**  
Create Concept



**7**  
Identify Interactivity



**8**  
Execute Concept



**9**  
Proof, Publish and Share

Sources: Infographics: The Power of Storytelling by Lankow, Ritchie and Crook; and "How to Create an Infographic and other Visual Projects in 5 Minutes," Piktochart.com.



**Reap rewards**