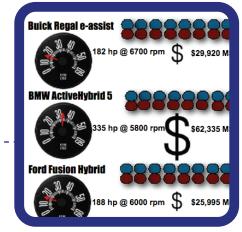
Make It Matter

Pick the Right Kind of Topic

Is the topic appropriate for an infographic?

Can this information be explained visually with a minimum number of words?

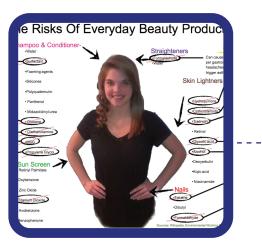


Links miles per gallon, power, and cost for 6 fuel-efficient cars

he More Chemicals in the Water

the More Deadzones

r Sales vs. Cumulative Deadzone Sight

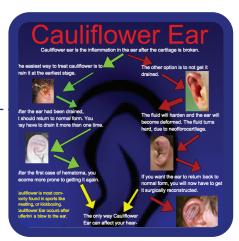


Personal choices; author actually posed for the photo

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Make Personal Connections

Why should I care about this issue?



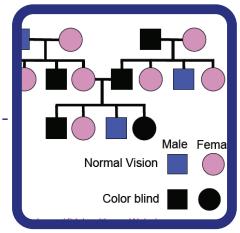
Relates the author's own experiences and choices in dealing with cauliflower ear

Make Sense of the Science

What does science and technology tell us about this issue?

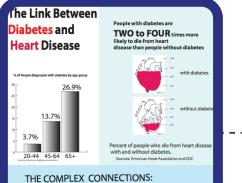
What is the background?

Is this research trusted, or is it controversial?



Inheritence of color blindness from parents

Uses current data (in purple) and future estimates as well (in blue)



THE COMPLEX CONNECTIONS: Just a few of the factors that connect diabetes to heart disease

Links rising rates of type 2 diabetes with heart disease

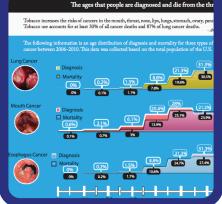
Make it Meaningful to Society

Why should readers care about this issue?

Why does this topic matter?

How are people and the planet affected?

How many people are affected?



Disease and mortaility rates for the three most common types of cancer caused by smoking

www.science-infographics.org

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Visually links rise of fertilizer sales and increases in dead zones