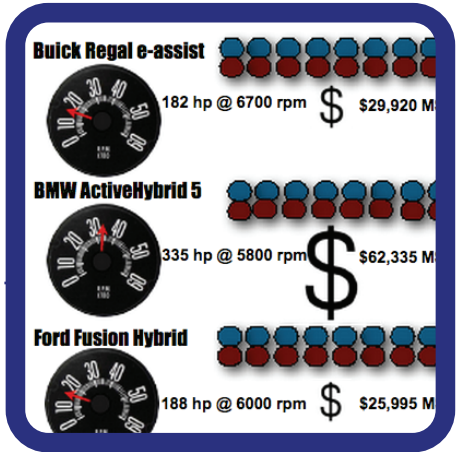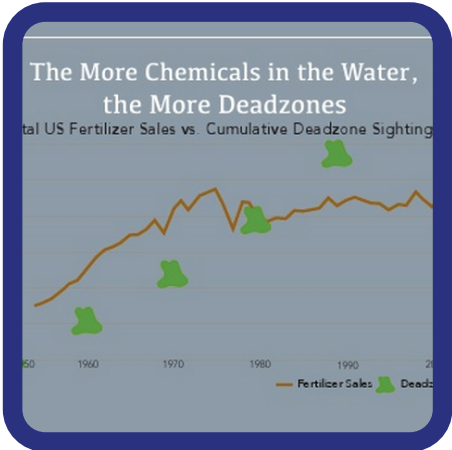# Make It Matter

## 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?



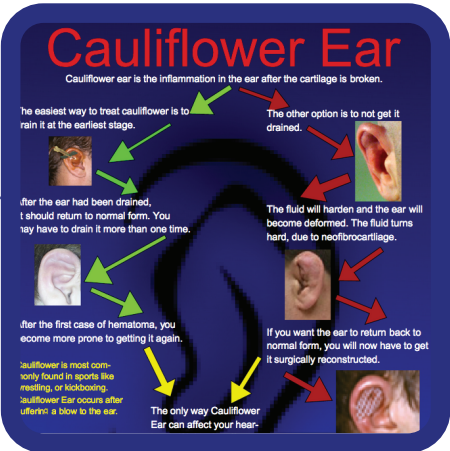*Links miles per gallon, power, and cost for 6 fuel-efficient cars*



*Visually links rise of fertilizer sales and increases in dead zones*

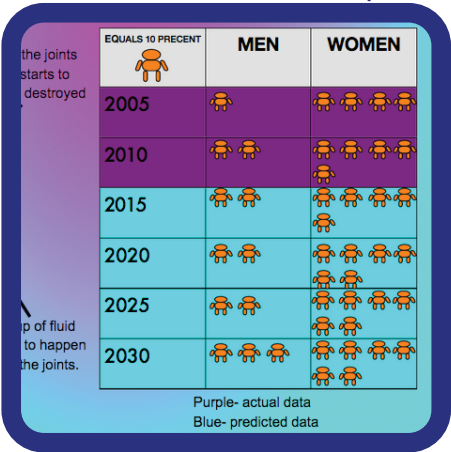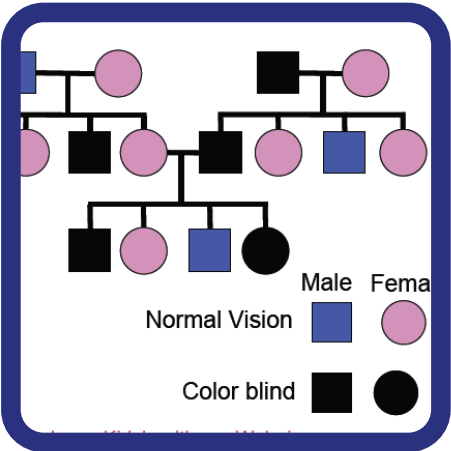## Make Personal Connections

Why should I care about this issue?



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



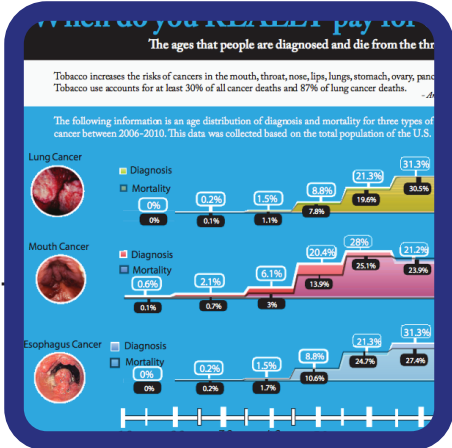*Personal choices; author actually posed for the photo*

## Make Sense of the Science

What does science and technology tell us about this issue?

What is the background?

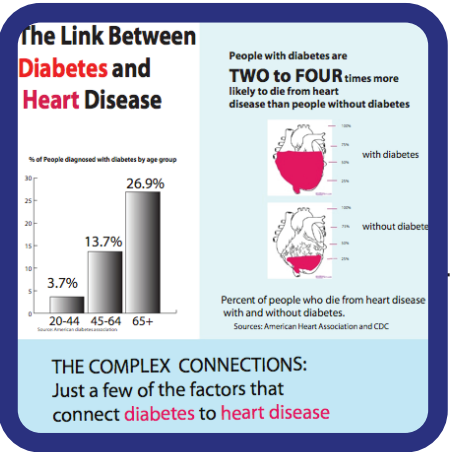Is this research trusted, or is it controversial?



*Inheritence of color blindness from parents*



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

## 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 mortality rates for the three most common types of cancer caused by smoking*



*Links rising rates of type 2 diabetes with heart disease*

**www.science-infographics.org**