

Brainstorming Sheet

Use this brainstorming sheet to help you compile your ideas and expectations for the WebFOCUS Infographic that you want to design.

GOAL

New or existing information:

Information details:

WHAT?

What is the infographic topic?

What message do you want to share?

What does your audience need to know?

WHO?

Who are you sending this to?

Do they want to know more?

WHY?

Why is this topic important?

Why is it interesting to your audience?

Why should they care to know more?

WHERE?

Where will this topic be accessible?

Where will you need to distribute it?

Will you need to customize it for each recipient?

HOW?

How do you want your infographic designed?

How do you want your infographic to show?

How you do want your infographic styled?