IAPSM- Public Health Infographics (IPHI)

Guidelines for submitting <u>Infographics</u> under the aegis of IAPSM

1. **Objective:** The purpose of these guidelines is to submit "Infographics" planned under the banner of IAPSM, showcased on IAPSM National Webpage and share it with all IAPSM members

2. **Scope:** The introduction of infographics will significantly enhance the cognitive and creative abilities of young leaders within IAPSM by creating a set of standardized templates tailored to different public health themes and messages

3. **Procedure:**
   a. **Submission:** The interested individuals have to send their Infographics via mail to official mail-id " **iapsminfographics.iphi@gmail.com** "

   b. **Details to be included in Infographics/ Content of Infographics:**

   I.   The infographic should be in **800 × 2000 pixel size (px)** or **21 × 53 cm** size and should be **one pager**
   II.   An appropriate and engaging **heading/title**.
   III. Ensure the information is clear, concise, and accurately represents the data or message.
   IV.   The content should be directly related to the topic and tailored to the target audience with formal, suitable language and free from plagiarism.
   V.   Any offensive content, political bias, etc is strictly prohibited and would not be accepted by the IPHI team
   VI.   The design should be visually engaging and professional, using a balanced color scheme and appropriate fonts.
   VII. A visual representation of data in the form of **images/charts/graphs**. The aim of the data representation is to draw attention to the statistics and also to make them easier to understand and remember.
   VIII. Some tools/software which can be used by contributors are CANVA, PIKTOCHART, VISME, PowerPoint, etc. depending on his/her choice.
   IX.   Text should be easy to read with a **good contrast** against the background. Avoid clutter
   X.   The content should be free from spelling and grammatical errors
   XI.   Information should be organized in a **logical order**, guiding the viewer through the content smoothly.

XII. Ensure the infographic is high resolution to avoid pixelation.

XIII. At the end of infographic, mandatory to write senders name/created by along with his/her designation and also the source of information (with openable link)

XIV. On the top left corner of the infographic there should be **IPHI logo** and top right corner should have an **IAPSM logo**.

XV. Key message / call to action as the last point of infographic (if needed based on topic) to be added.

XVI. Infographic to be submitted to the mail id given above in the PDF file format.

XVII. The Infographic file should be sent in this manner: **"Topic name_Author name_Date.pdf"**

XVIII. Sender can also review some Infographics examples which are uploaded on IAPSM Website before submission.

4. Review and Validation:

A. After receiving the email, the IPHI editorial team is responsible for reviewing the submitted details and plagiarism check would also be conducted by the team

B. IPHI team would review and revert back to the concerned (preferably within two/three weeks) if any changes are to be made according to the guidelines or even if the infographic is accepted through confirmation mail.

C. After the acceptance it would be published on the webpage under concerned heading.

Guidelines for creating effective Infographics

1. Aspect Ratio

➢ Use 16:9 format (vertical) and in pixel 800 x 2000 px.

2. Selecting Fonts

➢ **Font type:**
- Choose fonts that are legible and align with your message. Commonly used fonts include:
  - Sans-serif: Modern and clean (e.g., Arial, Helvetica).
  - Serif: Traditional and formal (e.g., Times New Roman, Georgia).
  - Display: Decorative fonts for titles or headings (e.g., Lobster, Bebas Neue).
➢ **Font size:**
- **Headings**:
  - Large and prominent to grab attention (e.g., 80-100 pt).
- **Subheadings**:
  - Smaller than headings but still noticeable (e.g., 18-24 pt).
- **Body Text**:
  - Ensure readability (e.g., 15-20 pt).
- **Footnotes/Small Details**:
  - Smaller size but still legible (e.g., 8-12 pt).

3. Use Colors Effectively

➢ **Color scheme**:
- Choose a color palette that reflects your topic and is visually appealing. use tools like adobe color or colors for inspiration
➢ **Contrast**:
- Ensure there is enough contrast between text and background for readability.
➢ **Consistency:**
- Stick to a limited color palette to maintain coherence and avoid overwhelming the viewer

4. Organizing Content

- ➤ **Hierarchy:**
  - Use visual hierarchy to guide the viewer's eye. Highlight key information using size, color, and placement.
- ➤ **Spacing:**
  - Maintain adequate white space to avoid clutter and make the content easier to digest.
- ➤ **Alignment:**
  - Align text and graphics consistently to create a clean and professional look.

An Example of an Ideal Infographic:

Team – IPHI

Chairperson

Dr. Annarao Kulkarni

Co - Chairperson

Dr. Krupal Joshi

Chief Coordinator

Dr. Krishna Jasani

Assistant Coordinators

Dr. Kushant Bhatt

Dr. Nanda Kumar

Dr. Nidhi Patel

Dr. Ramakrishnan

For any queries you can contact:

- *Dr. Krishna Jasani*: **iapsminfographics.iphi@gmail.com**