Name_____ Date_____Period_____

Theory of Change Infographic Planning Sheet

The Takeaway

1. What do you want want viewers to take away from viewing your info-graphic? What is the MAIN MESSAGE?
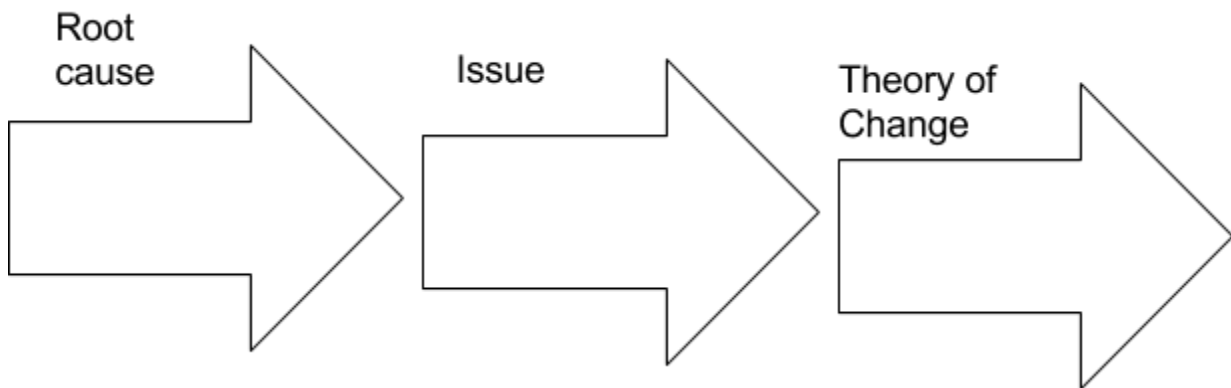
_____
_____

2. What IMAGE or SET OF IMAGES do you want to use in your infographic?
_____

_____

Creating an Infographic: The Story

Root cause ➡ Issue ➡ Theory of Change ➡

Root cause: _____

What images or symbols might you use to represent the root cause?
_____

ISSUE
What will be your three main ISSUE points? (you can also have more than three):

First main argument about issue:

1._____

_____

Data to support your point (this can be a fact, statistic, finding, or set of findings):

_____

_____

Second main argument about issue:

2._____

_____

Data to support your point (this can be a fact, statistic, finding, or set of findings):

_____

_____

Third main argument about issue:

3._____

_____

Data to support your point (this can be a fact, statistic, finding, or set of findings):

_____

_____

THEORY OF CHANGE:
Theory of change:

_____

What images or symbols might you use to represent the theory of change?

_____

What will be the title of your infographic?

_____

Criteria for infographic: ❏ Overall message   ❏ Supporting data   ❏ Organization   ❏ Visuals
❏ Clear connection between root cause, issue, and theory of change