SPARC
Scottish Physical Activity Research Connections

Designing an Infographic

The purpose of this infographic is to help you create your own infographic! We have drawn on an established communication framework to provide you with simple steps and top tips.

Remember that an infographic is different from a scientific poster. It is not necessary to follow the traditional 'introduction, methods, results, discussion' format. Rather, infographics should effectively communicate **key messages** from the project you have chosen to present.

We recommend using this overall **3-step process** to prepare your infographic, based on the Physical Activity Messaging Framework [1]:

Establish aim

Consider your target audience and what you hope this infographic will achieve. Inspire, educate, motivate? Establish this & use it to determine your infographic content and design.

Plan content

Before diving into creation, have a clear plan of what content will be in your infographic. Remember to link with your aim. It can be helpful to establish 3-5 key points or messages.

Design elements

Now you've got your content decided, think about how you can optimally communicate this for your audience and your aim. Get creative! Consider everything from colours to images.

Top tips

Here are some top tips for creating an engaging infographic!

Colour scheme

Choose an appropriate colour scheme that is attractive and well suited for the topic and audience. Avoid using colours or combinations that make things difficult to read. Use a Contrast Checker to be sure.

Use of graphics

There are loads of graphics to choose from on Canva and PowerPoint etc. When including multiple, try to use graphics of the same 'style'. Also think about inclusivity here.

Don't forget your aim

At each stage in the process, remember what the aim of this infographic is and who your target audience is.

INFOGRAPHIC BY CHLOË WILLIAMSON

1. Williamson, C., et al., The Physical Activity Messaging Framework (PAMF) and Checklist (PAMC): International consensus statement and user guide. The International Journal of Behavioral Nutrition and Physical Activity, 2021. 18(1): p. 1.

Infographic examples

(Please note, these examples are not in the A0 size required for SPARC24 and are just here to serve as general infographic examples).

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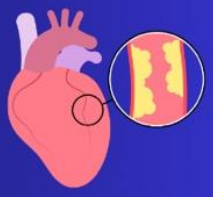
Is physical fitness in adolescence linked to atherosclerosis 40 years later?

Herraiz-Adillo et al., 2024



Understanding the link between physical fitness early in life and cardiovascular health later in life is important to aid efforts to mitigate the burden of cardiovascular disease.

We analysed data from nearly 9,000 male adolescents who were on average 18 years old at conscription. These men were then followed up in middle-age (an average follow-up time of almost 40 years).

Our main finding was that men with a combination of high cardiorespiratory fitness and high muscular strength during adolescence had lower coronary atherosclerosis, particularly severe coronary atherosclerosis, almost 40 years later, compared to those with lower fitness levels.

Our study suggests that coronary atherosclerosis is likely to be one of the mechanisms underlying the association between higher levels of physical fitness in adolescence and lower CVD morbidity and mortality later in life.

Our findings suggest that long-term interventions promoting **both cardiorespiratory fitness and muscular strength in adolescents** may mitigate the progression of atherosclerosis in adulthood.

CLICK HERE for full study

INFOGRAPHIC BY CHLOË WILLIAMSON

BJSM

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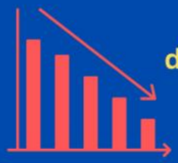
Fighting off the genetic risk of Type 2 Diabetes through an active lifestyle

Authors: Ding Ding and Mengyun Luo

We used a subsample (n=59,325) of the UK Biobank study where we linked genetic information and physical activity data (via accelerometers) to T2D diagnosis.



We found that independent of genetic risk, **total physical activity was associated with lower risk of developing T2D** (linear relationship with no minimal or maximal thresholds).

The association was strong and consistent for **moderate-to-vigorous physical activity**.

5-25 minutes per day = 37% reduced risk*
26-68 minutes per day = 59% reduced risk*
68+ minutes per day = 74% reduced risk*
*accounting for other demographic, lifestyle and health factors

The association with **light physical activity** was weak. Only more than 444 minutes per day was significantly associated with a 36% lower risk.

The association was consistent for participants with low, intermediate, and high genetic risk. The absolute risk reduction was highest for those with high genetic risk.

Overall, **physical activity** (specifically moderate-to-vigorous intensity) is beneficial, particularly in those with high genetic risk, and **should be promoted as a priority strategy for Type 2 Diabetes prevention.**

Infographic created by Dr Chloë Williamson