# EVALUATION REPORTING USING INFOGRAPHICS

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18 SEPTEMBER 2026




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# I’m thankful to be here!






# Evaluation reporting using infographics – today's session overview

Today's discussion is for anyone who wants to learn a little bit about infographics and how they can present information in visually appealing formats

**We will discuss:**

A bit of background

What is an infographic

What types of infographics exist

What are the main steps in creating an infographic

What tools can be used to create infographics

A sample infographic from Policy Performance

Some best practice design principles

**Q&As**

# Background

# I founded Policy Performance in 2018



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PUBLIC SECTOR EXCELLENCE

FROM STRATEGY TO IMPACT

## Our services

**Business cases and planning**

Policy and business case design to secure funding and use it well

**Capability building**

Training, mentoring and support to enhance staff skills and confidence

**Monitoring and evaluation**

Making sense of evidence to understand change over time

**Data analytics and visual reporting**

Providing compelling answers to critical questions.

*We use: SurveyMonkey, Qualtrics, MySQL, R, STATA, SPSS, NVivo, Power BI, Google Analytics, Excel and Canva*

## Our values

We are an agile team of consultants who live our values. We are:

| | |
|---|---|
| CURIOUS | *About you, your work and your desired impact* |
| THOROUGH | *We work logically, rigorously and creatively* |
| DIVERSE | *We navigate different perspectives and experiences* |
| PERSONABLE | *We engage genuinely and collaboratively* |
| THANKFUL | *To work with and for inspiring people* |

## How we help

We help public sector clients to plan, meaningfully measure and effectively evaluate their priorities. We also train policy and evaluation leaders.

We draw on our multi-disciplinary skills to support a diverse range of sectors. We aim to maximise the public good resulting from government services, to benefit people and habitats in need of support.

## Learn more here

# We use various data systems and tools based on project phase

## 1 Data collection & management

### SurveyMonkey or Qualtrics

Creating and distributing online surveys for stakeholder feedback.

### MySQL

Extracting and managing large datasets, organising information from multiple sources and supporting efficient data retrieval for analysis and reporting.

### MS Excel

Data collection and theming

### Teams etc

Recording and auto-transcription services

## 2 Data analysis

### R, STATA and SPSS

Statistical software packages for advanced statistical analysis to generate quantitative evidence from large datasets.

### MS Excel

Organising and analysing data efficiently, with simple calculations and visualisation that make information easy to understand.

### NVivo

Analysing qualitative and mixed methods datasets to discover themes from sources such as interviews, focus groups and surveys.

## 3 Reporting and visualisation

### Power BI, Google Analytics dashboards

Creating interactive, shareable dashboards and reports, enabling real-time monitoring and informed decision-making.

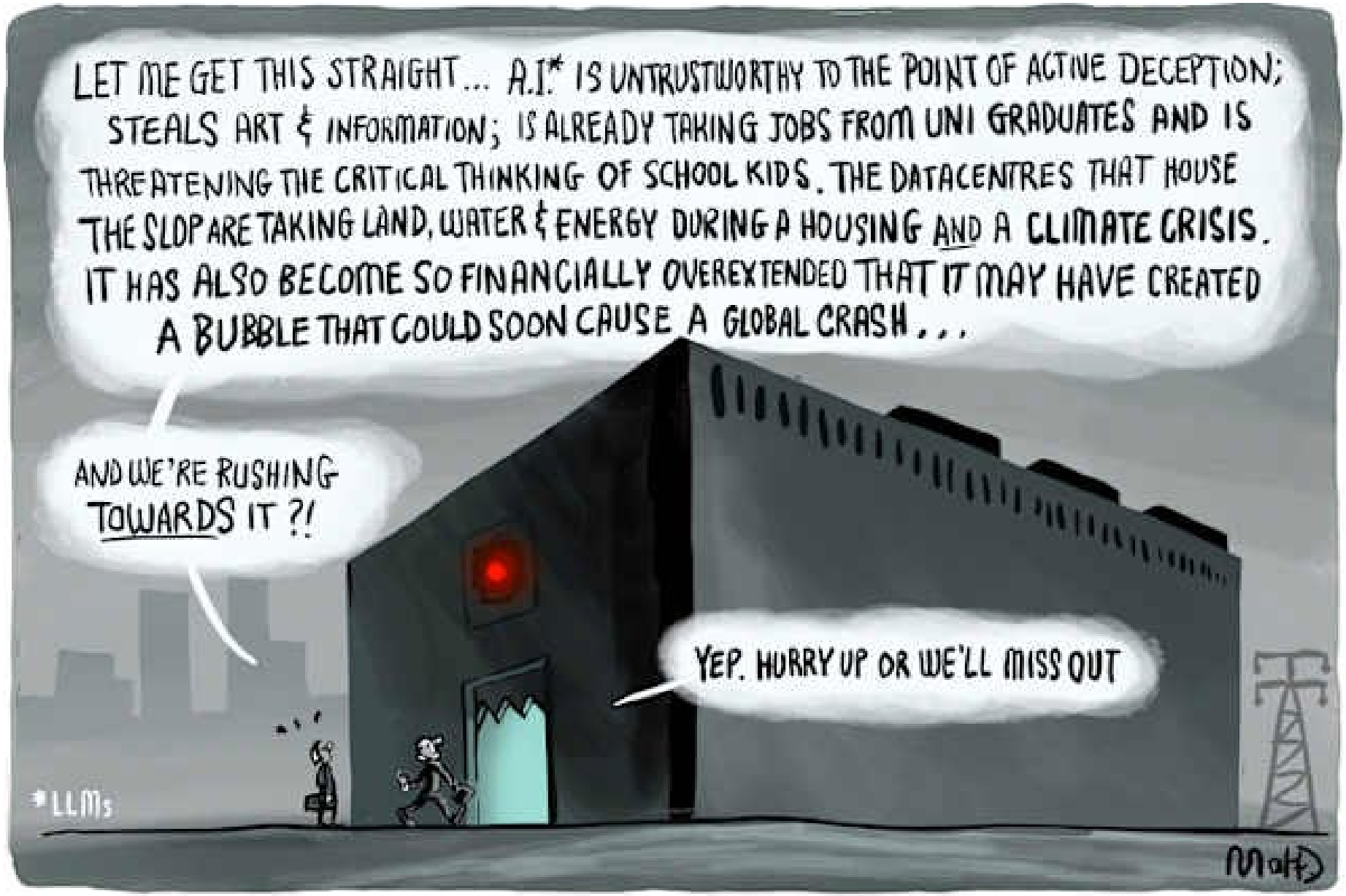
### Canva

Creating compelling and accessible infographics, visual reports and presentations.

### MS Excel

Organising and analysing data efficiently, with simple calculations and visualisation that make information easy to understand.

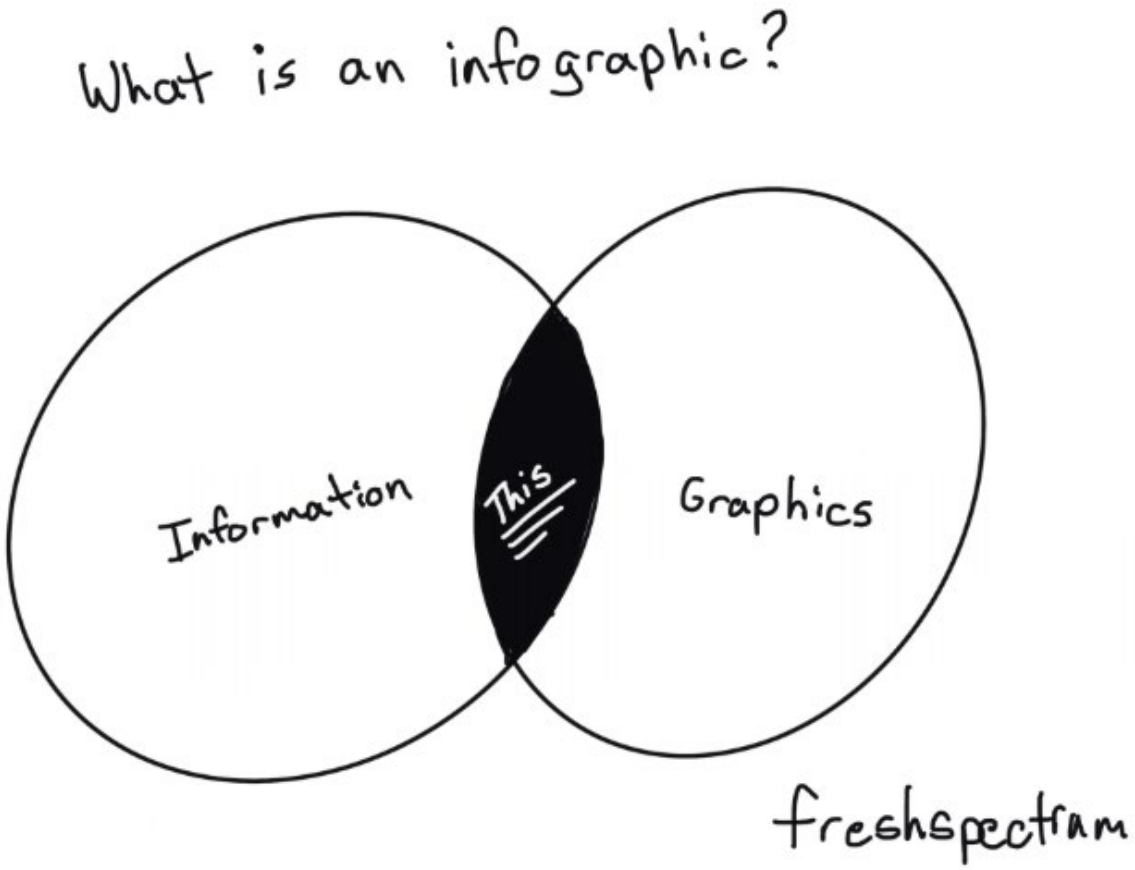
# A quick note on AI…



# What is an infographic?

# It’s actually pretty simple…

An infographic is a visual representation of information, data or knowledge designed to convey complex concepts in a clear and engaging manner.




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# A quick rationale for creating infographics



Infographics **highlight** the most important information



Information is more likely to be **retained** when presented with visuals

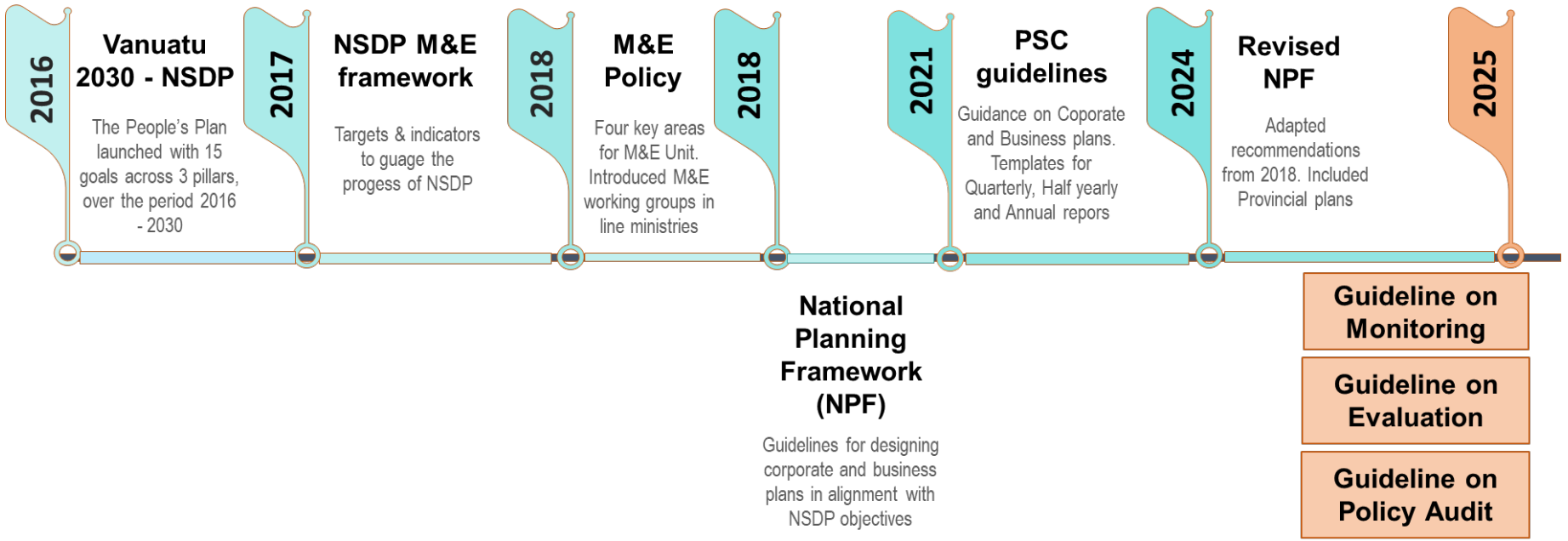
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# Different types of infographics

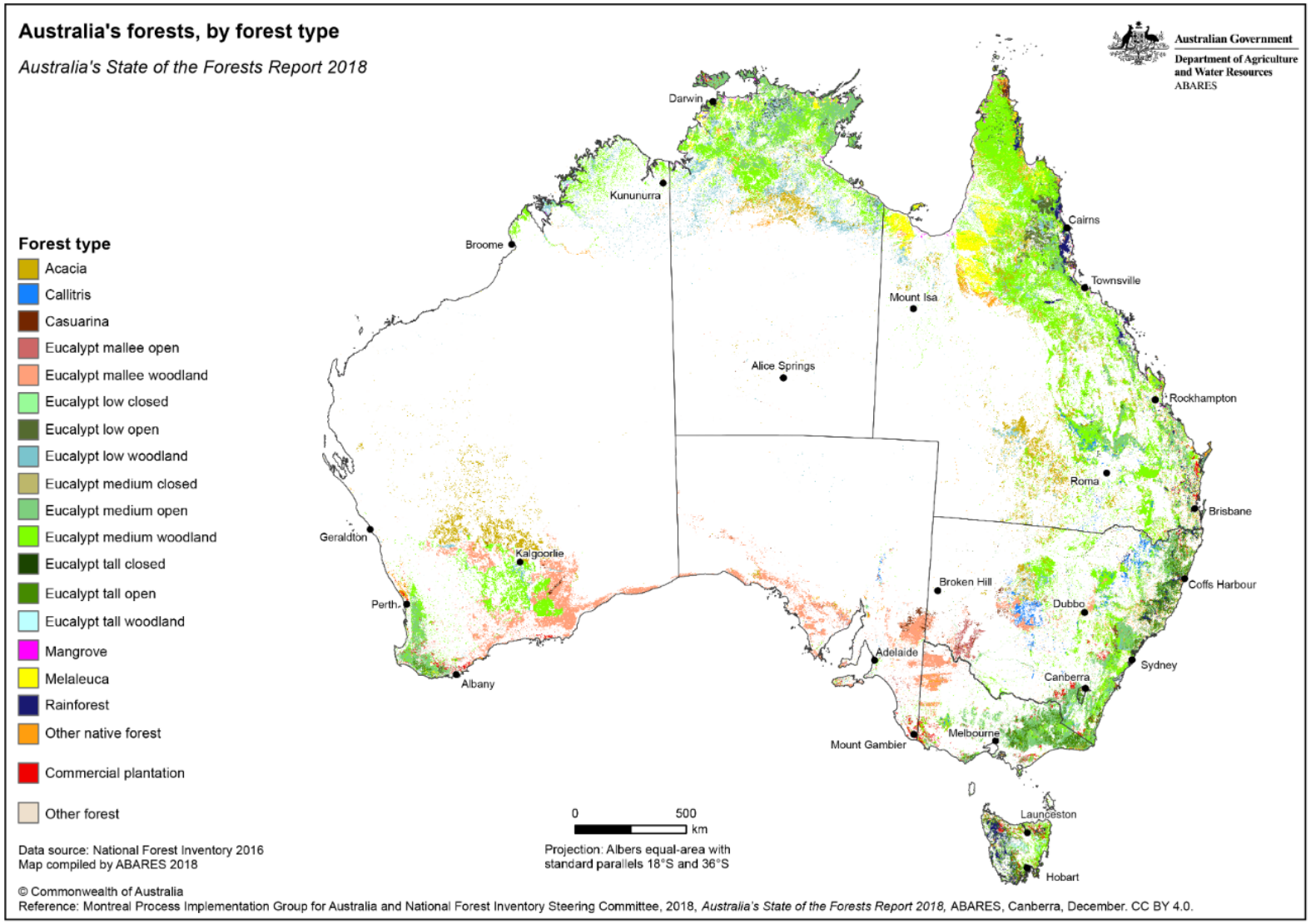
# Infographic types: Categorical



# Infographic types: Timeline



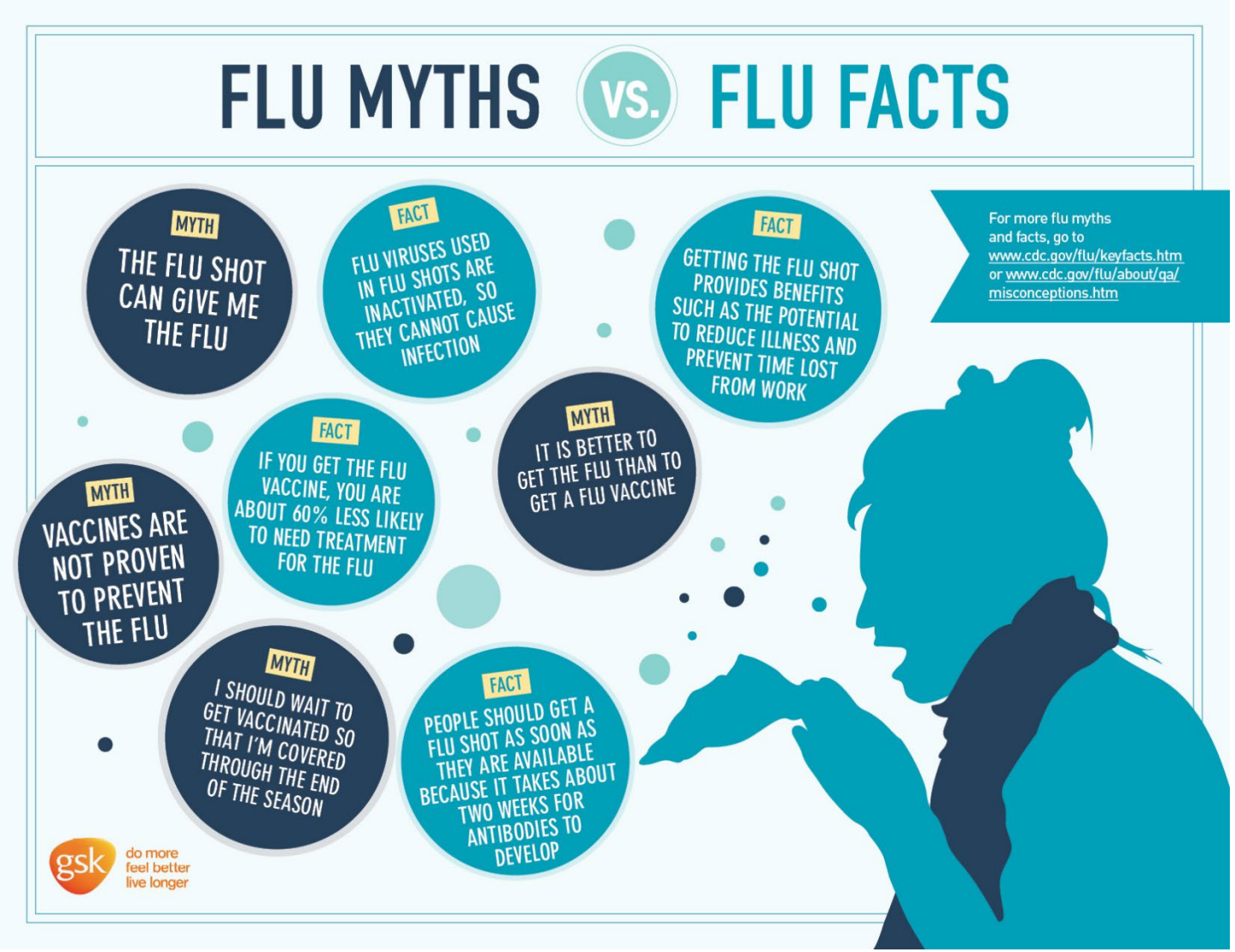
# Infographic types: Map



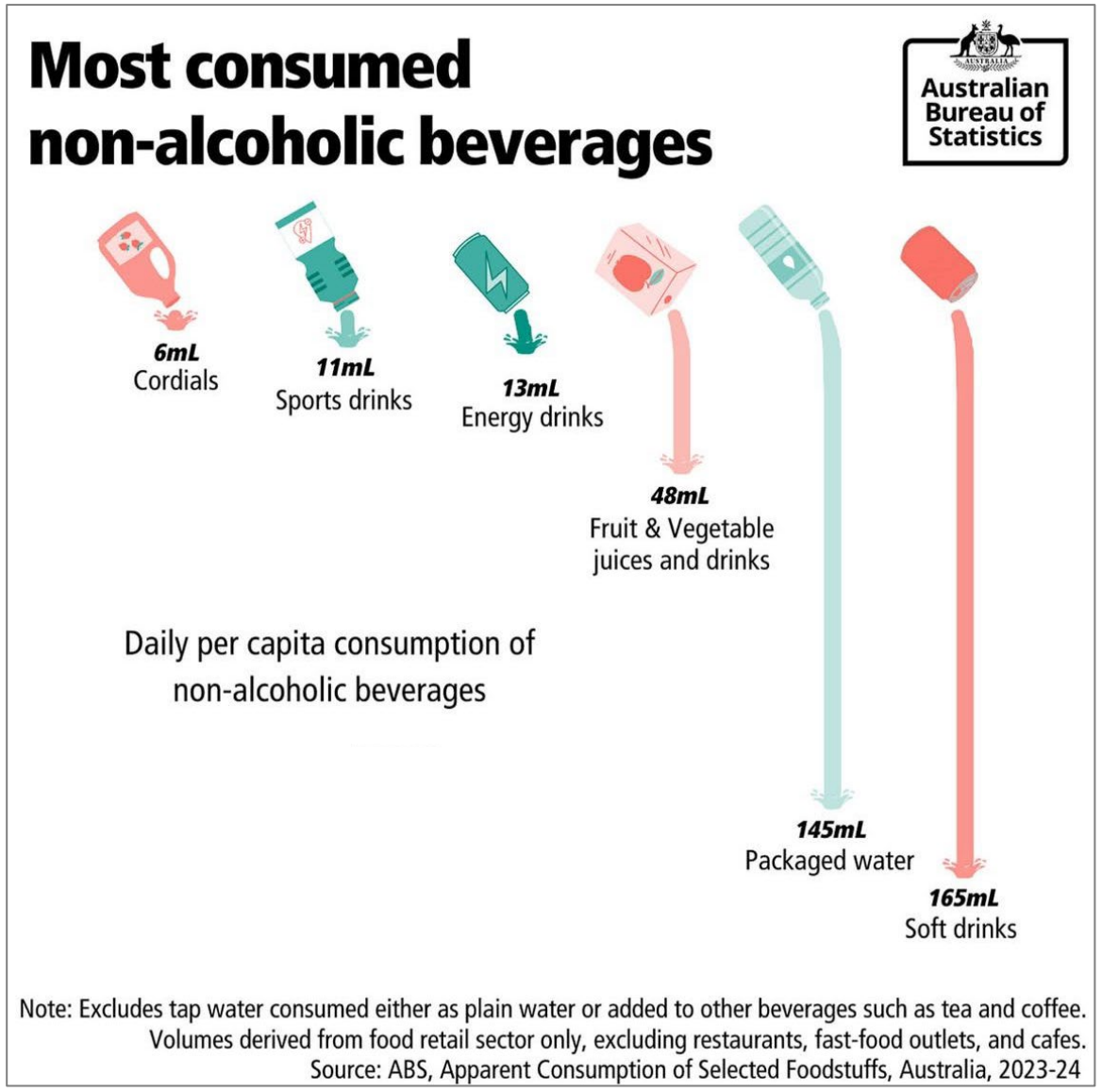

Source: Department of Agriculture, Fisheries and Forestry

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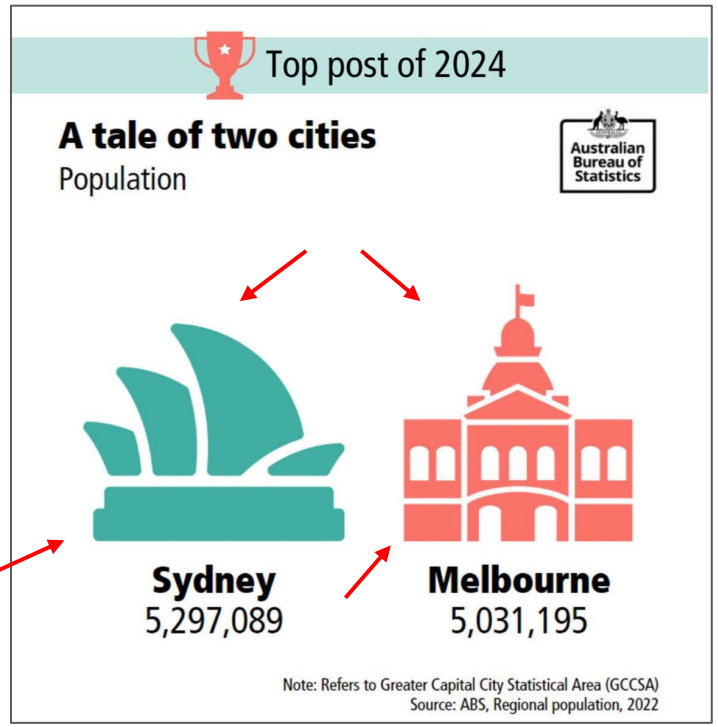
# Infographic types: Qualitative

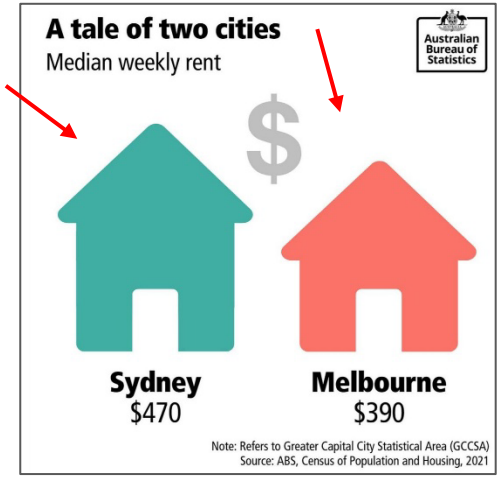


# Infographic types: Singular factor



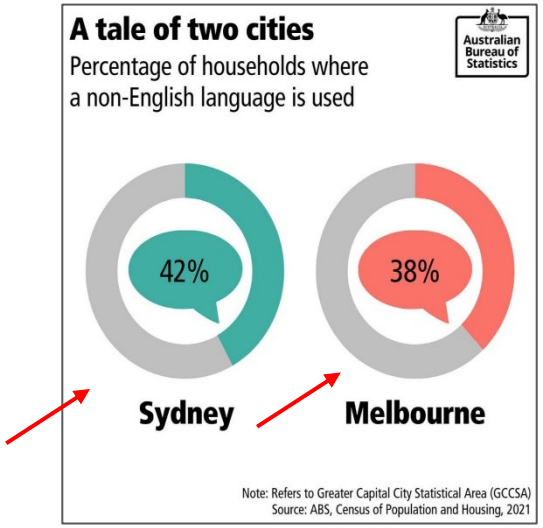
# Infographic types: Several single factor datapoints













Source: Australian Bureau of Statistics

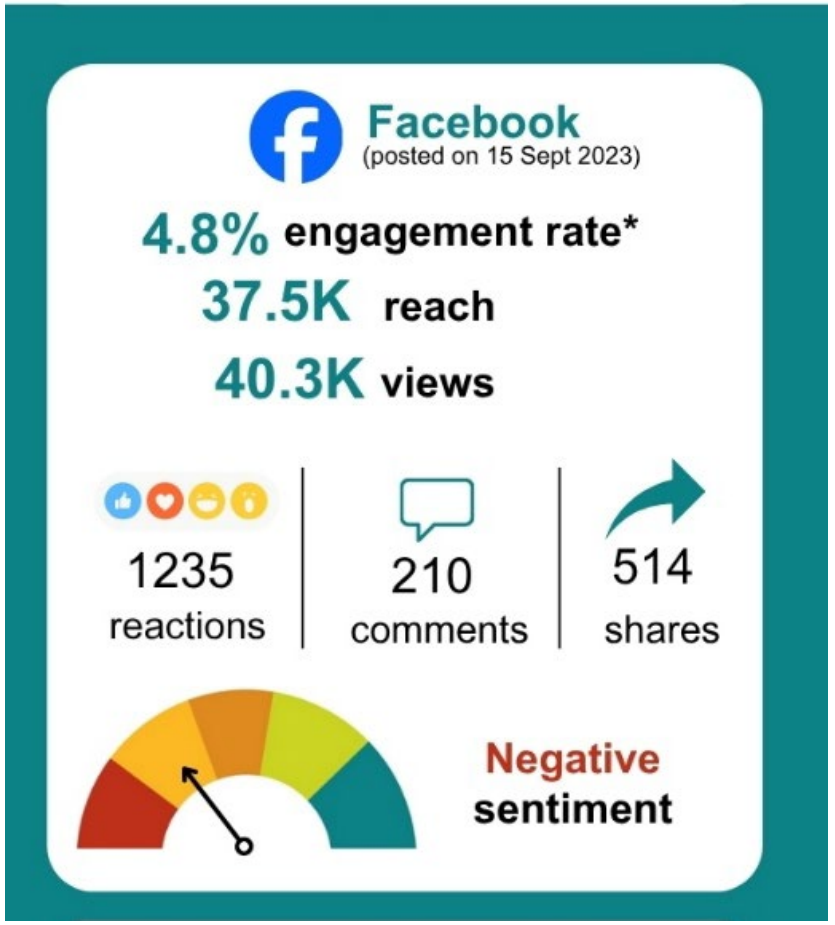
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# Infographics types: Side by side comparison

**Post 1**

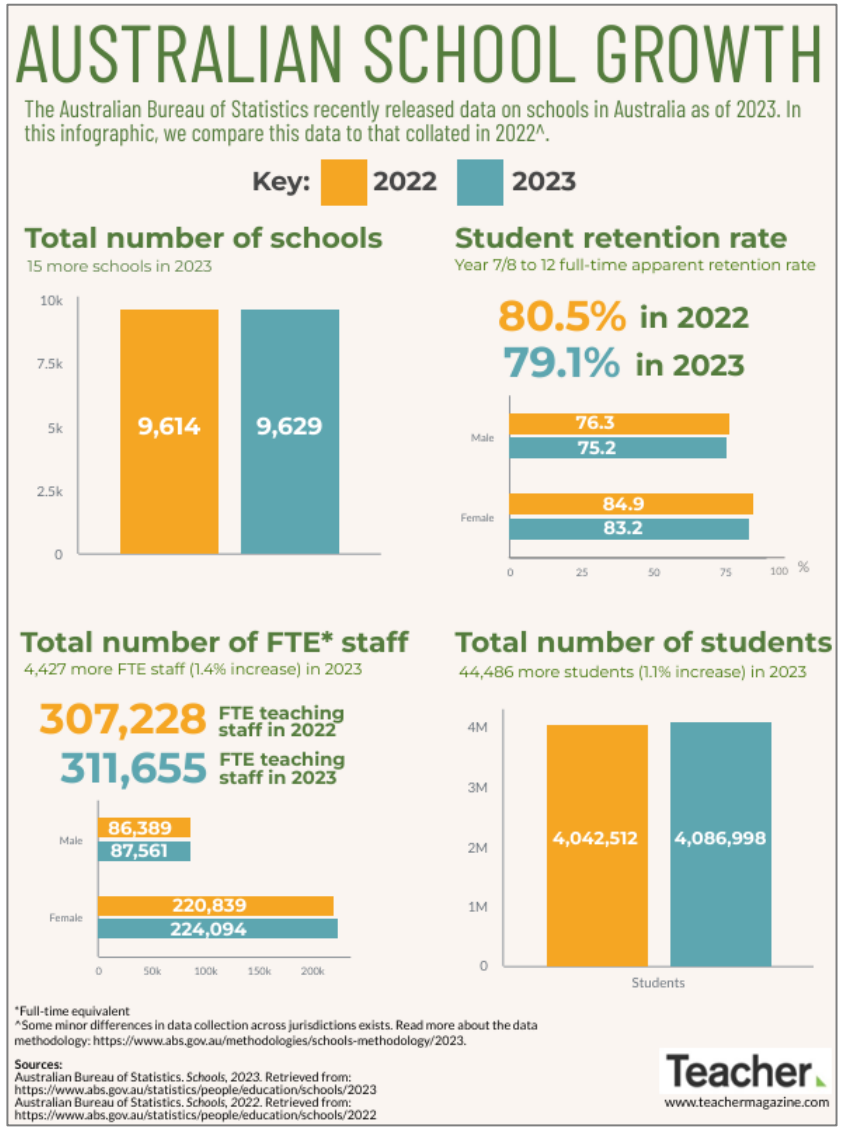



**Post 2**




Source: Policy Performance

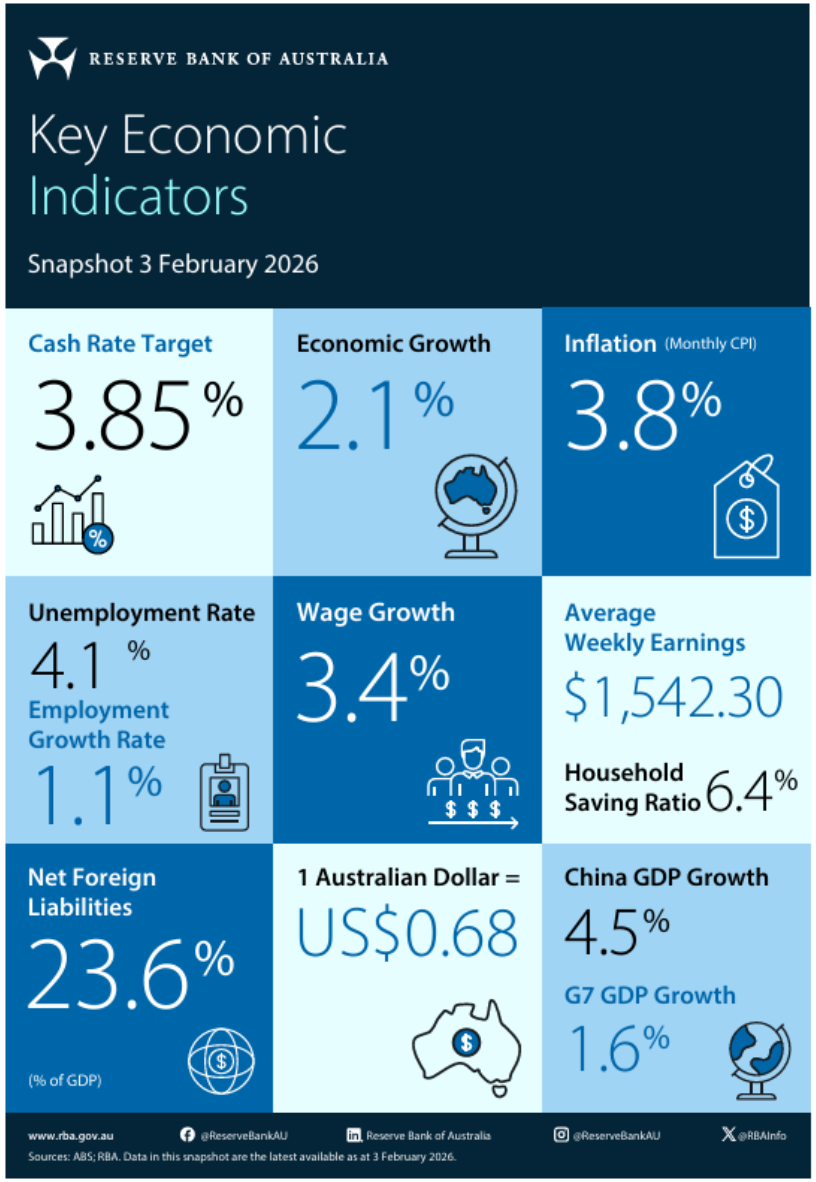
# Infographic types: Layered comparison (2-year data horizon)




Source: Australian Council for Educational Research

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# Infographics type: Dashboard (single point in time)



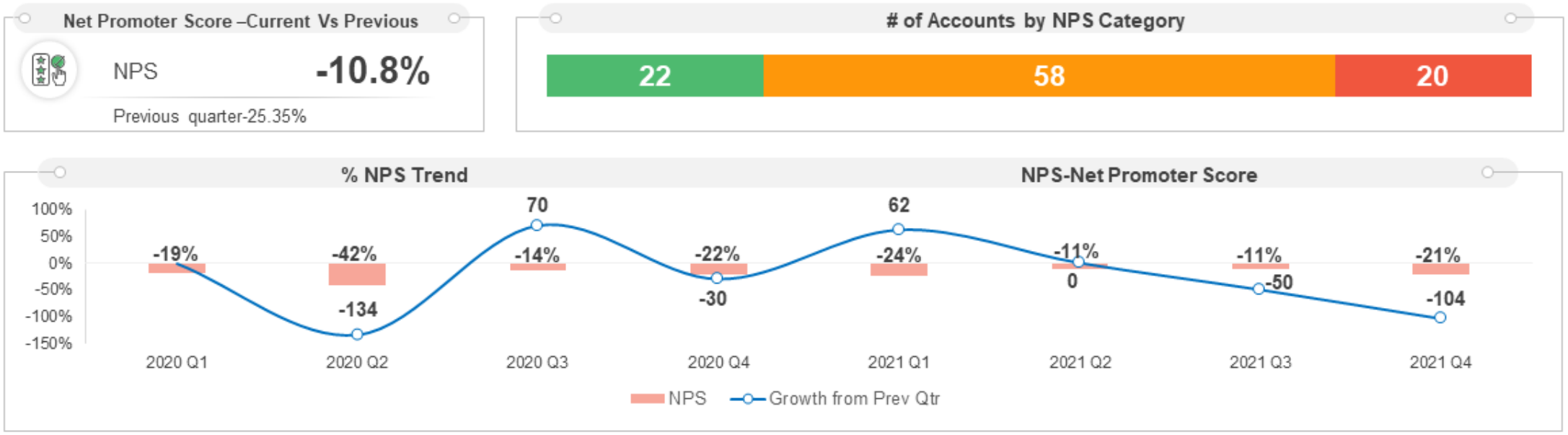

Source: Reserve Bank of Australia

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# Infographics type: Dashboard (trends over time)

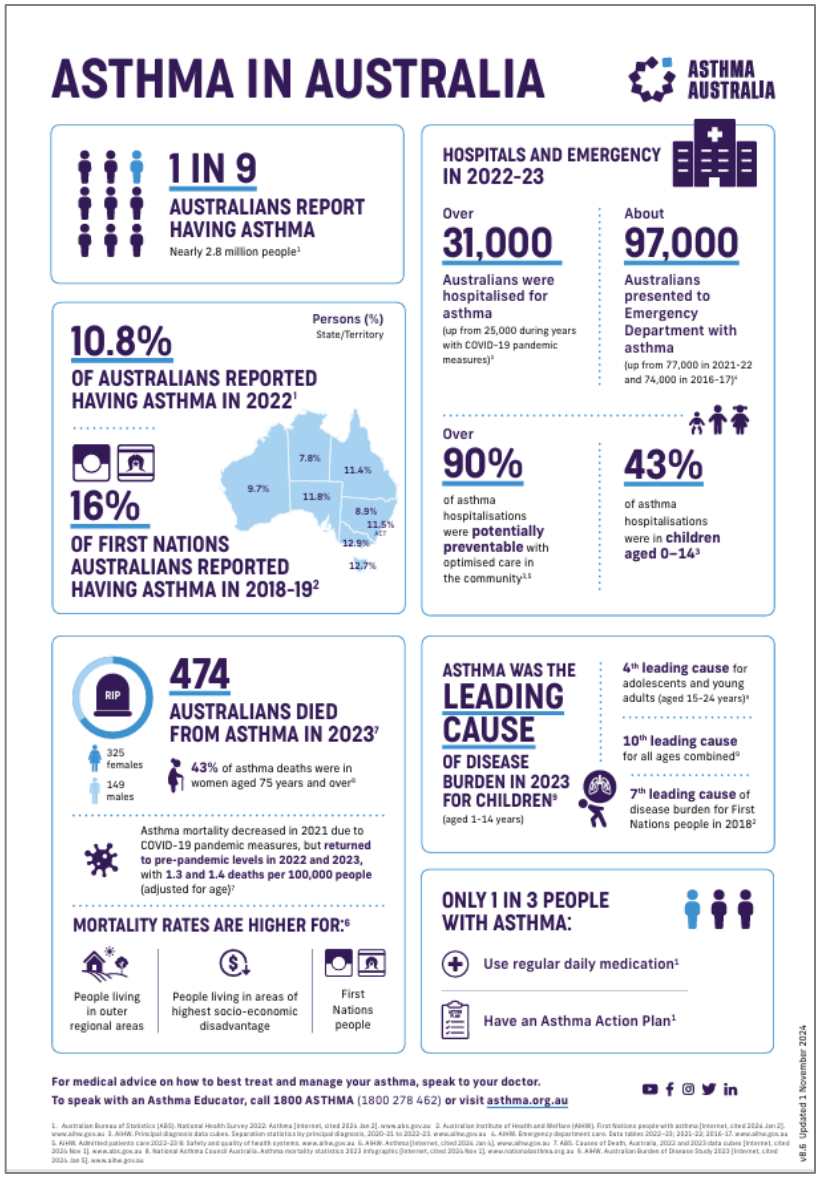
## Customer Perspective Dashboard with NPS Trend

This slide Showcases the Graphical Representation of perspective of customers. Data covered in this dashboard includes-Net Promoter score, Number of accounts by NPS, NPS trend by percentage, Tier and by account tier.



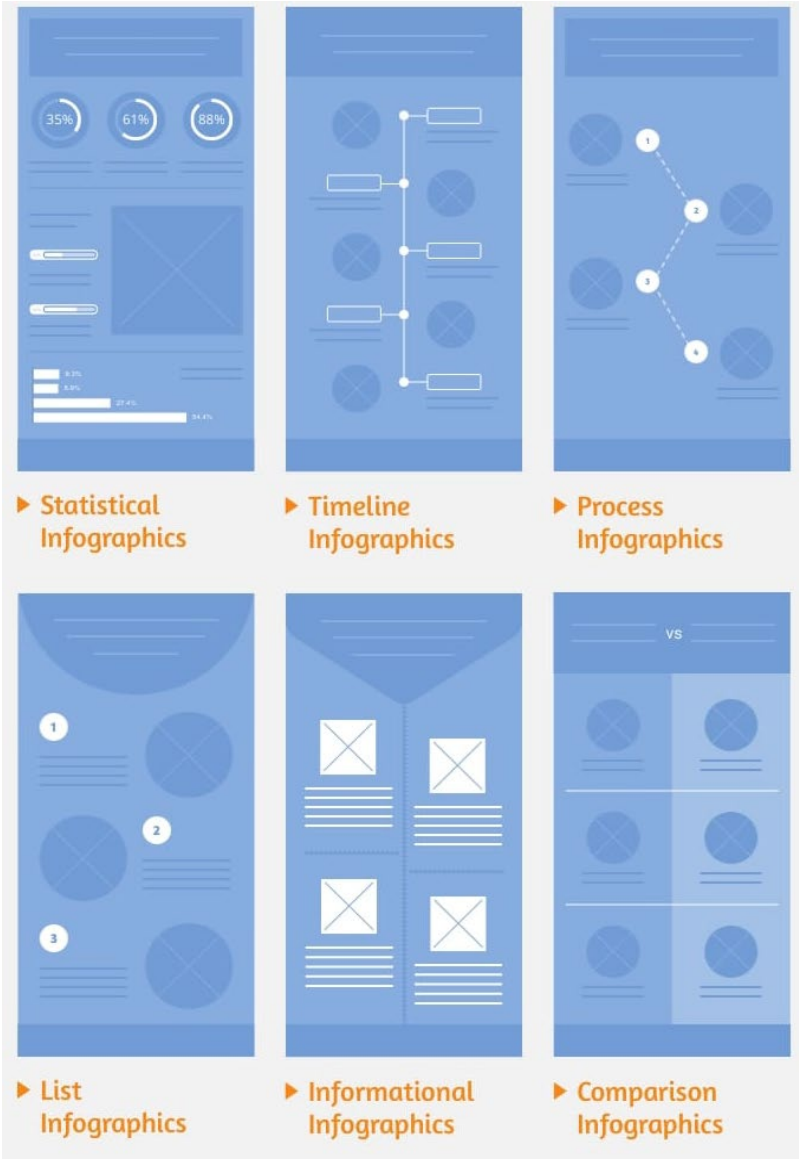

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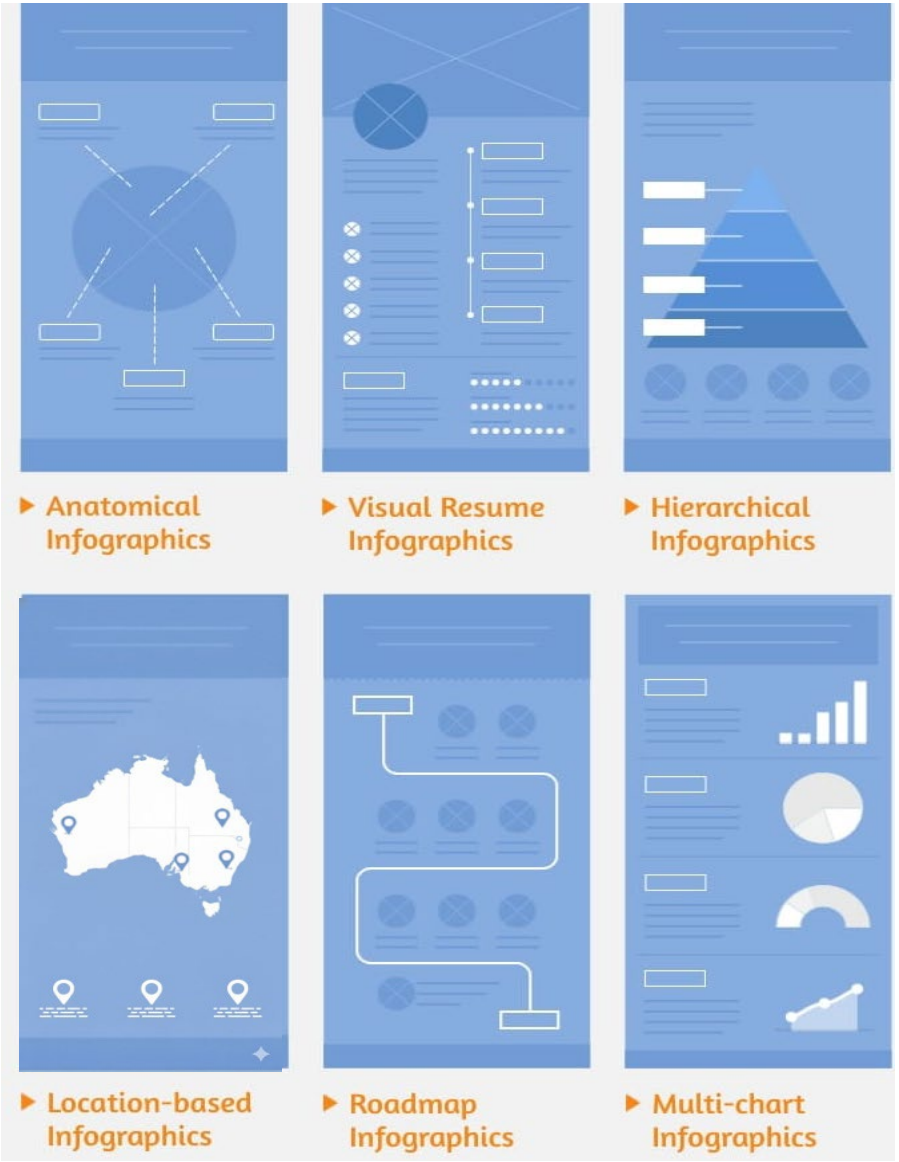
# Infographic types: Composite




Source: Asthma Australia

# Recap – there are some different infographic layouts




Source: Visme layout cheat sheet, modified by Policy Performance

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# How to create an infographic?

# 1. Understand your objectives











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# 2. Tailor to your audience



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# 3. Consider how it will be disseminated

- Design choices should take into account how and where the infographic will be published.
- Infographics published on a website, social media or in print may need different styles to be effective.
- You should consider the devices that your users will access the infographic on.
- View your infographic on different devices and browsers to see what it looks like.




Source: World Food Program

# 4. Decide on the content to include

Once you've identified your audience, decide the key message or idea you want to convey through the infographic. This 3-step structure for planning is useful.

What do you want the audience to **understand?**



How do you want the audience to **feel?**



What do you want the audience to **do?**

Source: The 7 G.R.A.P.H.I.C. principles of public health design

# 5. Choose the right tool




Canva



Piktochart



Visme




Illustrator




MS Word




MS Excel




MS PowerPoint



MS PowerBI

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# 5. Choose the right tool - for maps









# 6. Ensure you meet accessibility standards

- Provide alternative text to support screen readers.
- Follow Web Content Accessibility Guidelines (WCAG).
- Refer to Centre for Accessibility Australia for WCAG design principles and guidelines. Understanding Accessibility - Centre For Accessibility Australia

# Design principles

# Visual hierarchy

**Information 1**
**Information 2**
**Information 3**
**Information 4**
**Information 5**

# Information 1

## Information 2

Information 4 | Information 3

*Information 5*

# You will read this First

## And then you read this

You will go back to read this if you want to know more. It takes a lot of effort to read because it has a lot of text in small font with tight line spacing. Many people will skip this. That's why it's really important to draw attention to your message using visual hierarchy.

You'll probably read this before the paragraph

*At some point, you may read this*

# Colour choice

- Colour choice is the most important visual qualities of an infographic.
- When choosing colours for your infographic, opt to use your organisations brand colours first.
- If that's not an option, opt to use colour psychology to determine what colours support your message.
- Be aware of certain emotional associations to colours.
- Keep your colour palette between 3-5 colours.



| Color | Positive Connotation | Negative Connotation |
|---|---|---|
| Yellow | Optimism, Confidence, Self-esteem, Friendliness | Sickness, Jaundice, Fear, Cowardice, Depression |
| Orange | Comfort, Warmth, Playfulness | Sense of being lost, Despair, Discomfort |
| Brown | Warmth, Seriousness, Earthiness, Reliability | Heaviness, Dirtiness, Lack of sophistication |
| Black | Elegance, Wealth, Sophistication, Glamour | Oppression, Mourning, Evil, Fear |
| White | Simplicity, Cleanliness, Clarity, Purity | Elitism, Sterility, Emptiness, Isolation |

| Color | Positive Connotation | Negative Connotation |
|---|---|---|
| Red | Power, Security, Speed, Courage, Excitement | Danger, Defiance, Aggression, Pain |
| Pink | Happiness, Comfort, Warmth, Love, Sexuality | Emasculating, Physically Draining, Emotionally Overwhelming |
| Violet | Spiritual Healing, Royalty, Creativity | Suppression, Introversion, Moodiness |
| Blue | Trust, Intelligence, Serenity, Calm | Sadness, Cold, Depression |
| Green | Fresh, Restorative, Peaceful, Eco-friendly | Sickness, Greed, Blandness, Boredom |

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# Use a high color contrast

- Utilise contract to highlight key points, create focal points and guide the viewer's eye.
- Consider visual impairment and ensure color choices are accessible to all viewers.
- Ensure high color contrast for text and visual elements for better visibility. Maintain a color contrast of at least 4.5:1 between the background and the text.






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# Ensure color choices are accessible to all viewers



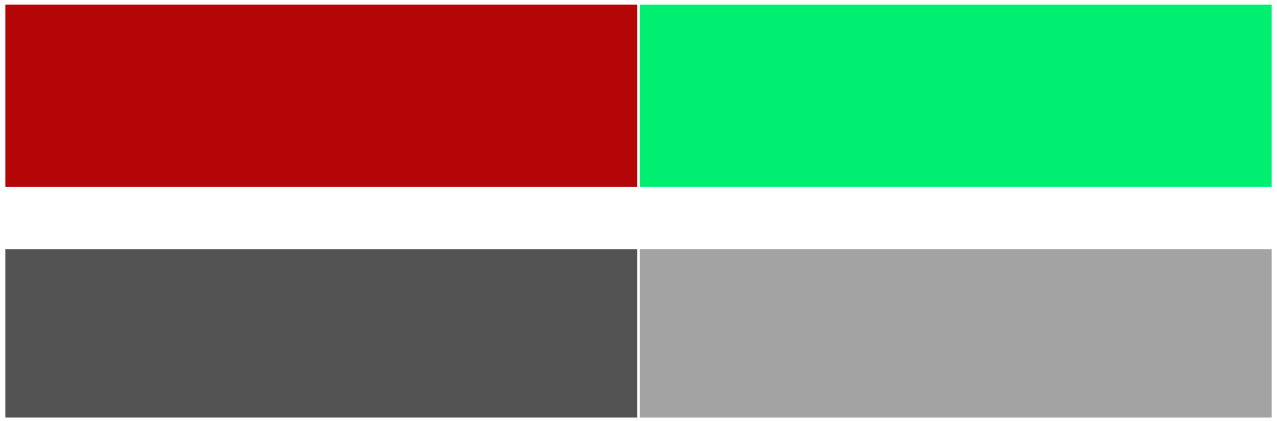
# Ensure color choices are accessible to all viewers



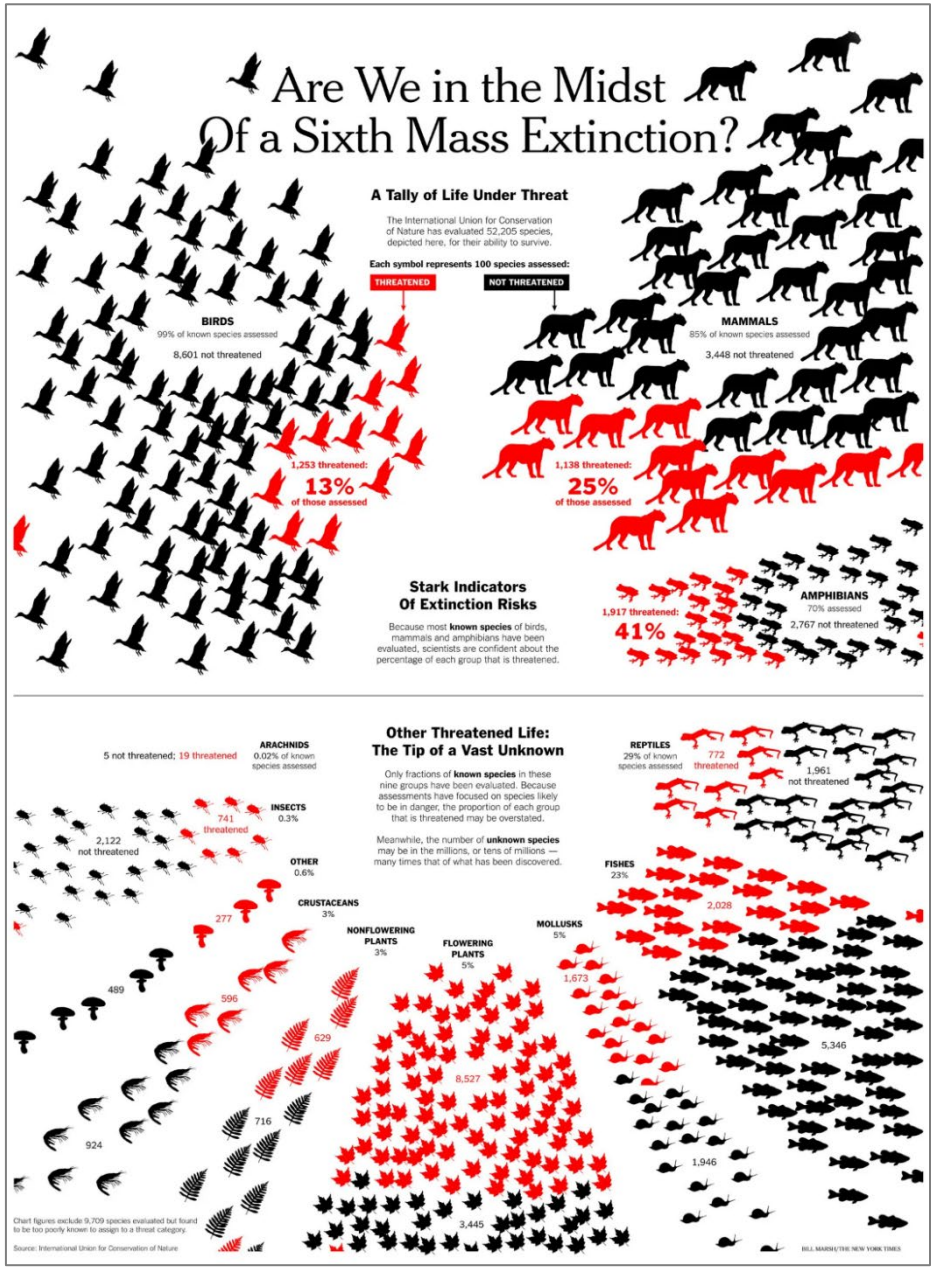
# Ensure color choices are accessible to all viewers



# Ensure color choices are accessible to all viewers



# How colour can help you quickly absorb information

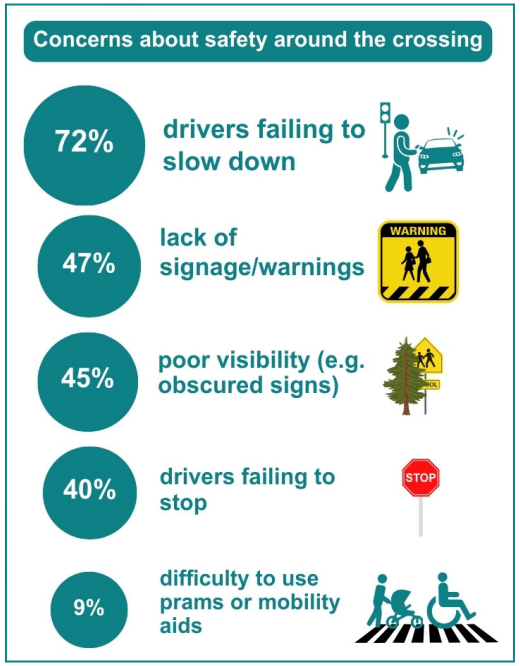


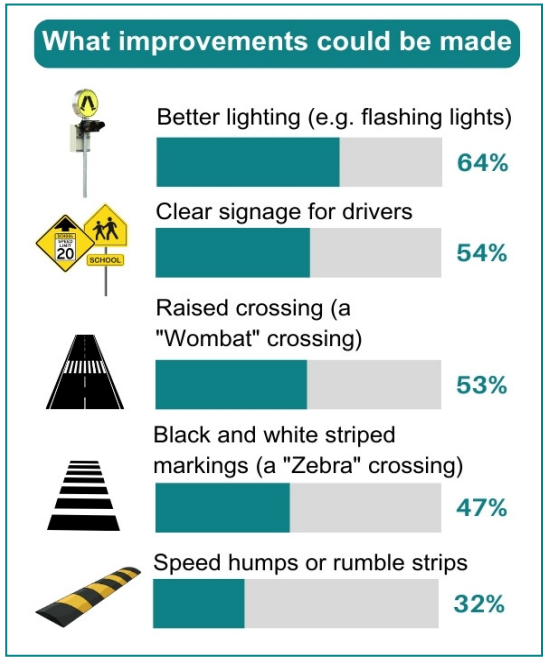

Source: DesignLab - UW Madison

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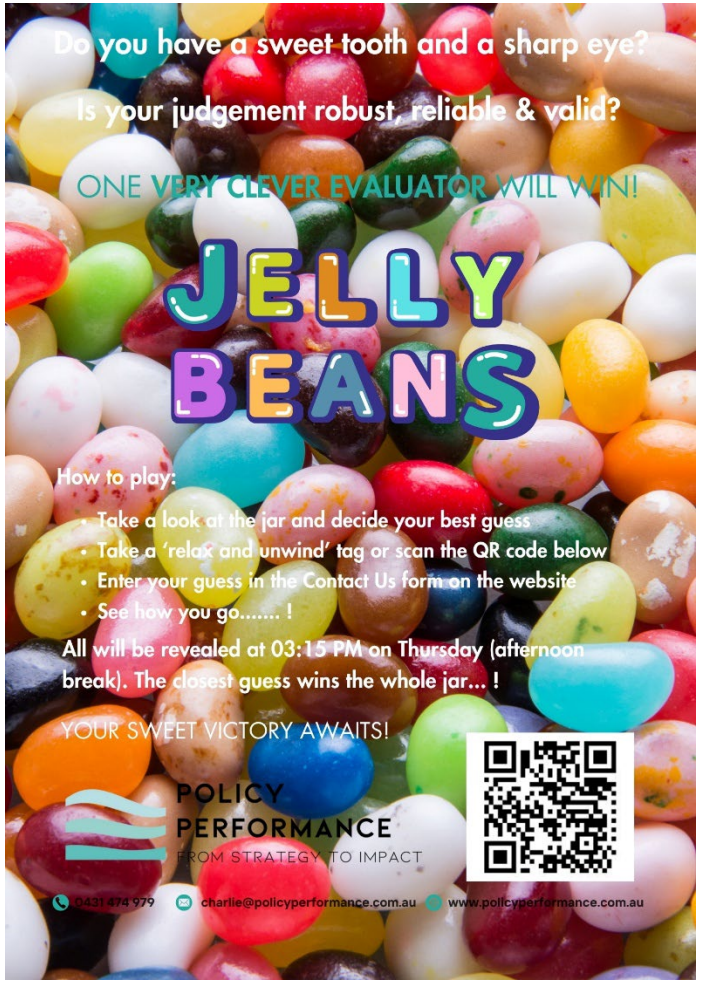
# Graphics

- Use images or icons to make the infographic visually interesting.
- Choose the graphics that align with the objective of the infographic.
- Use alternative text to aid understanding. Also supports screen readers.
- Be considerate of diversity and inclusivity when designing your infographics.
- Avoid visuals, language or symbols  that could be exclusionary to certain groups.



# Limit busy imagery in the background

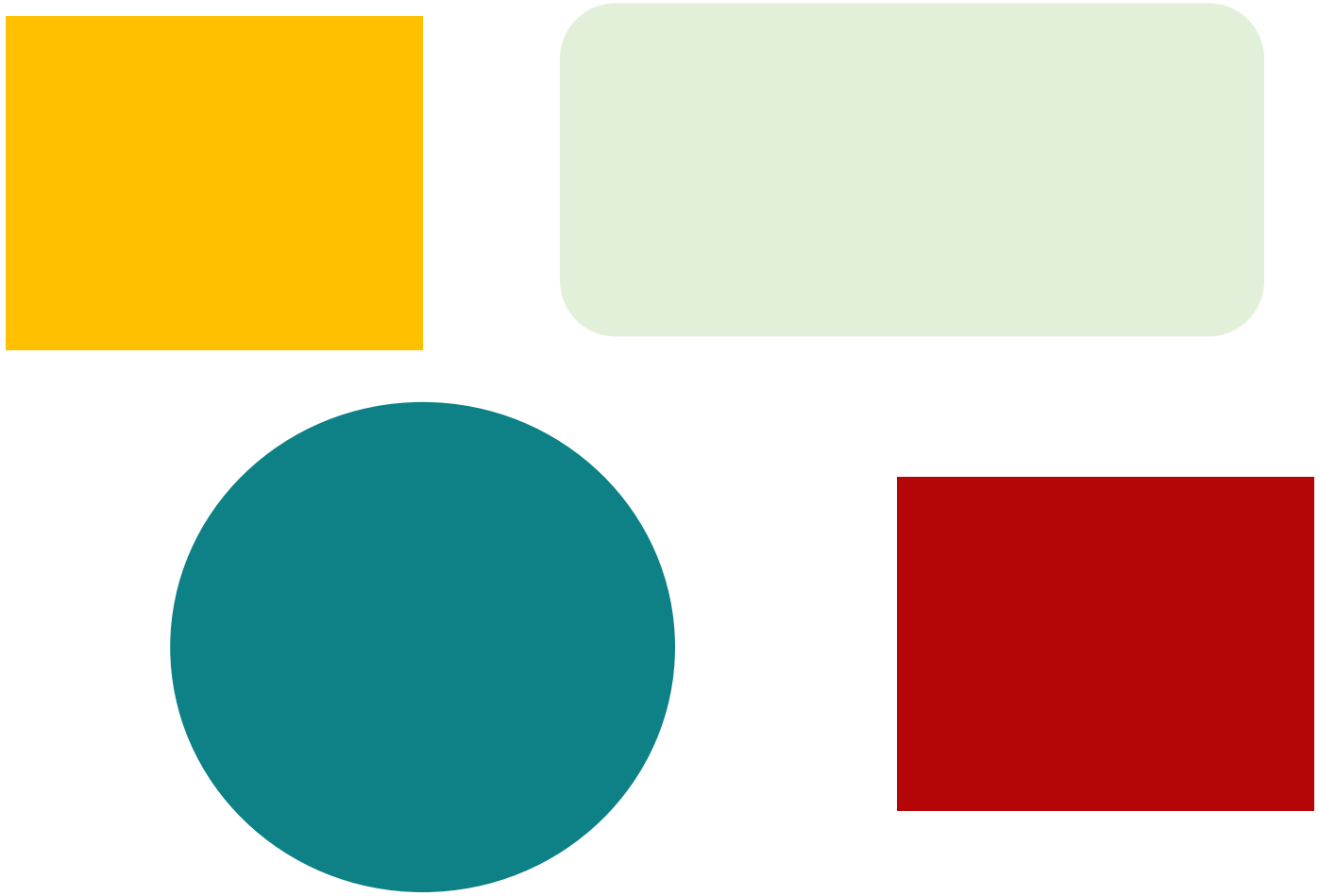




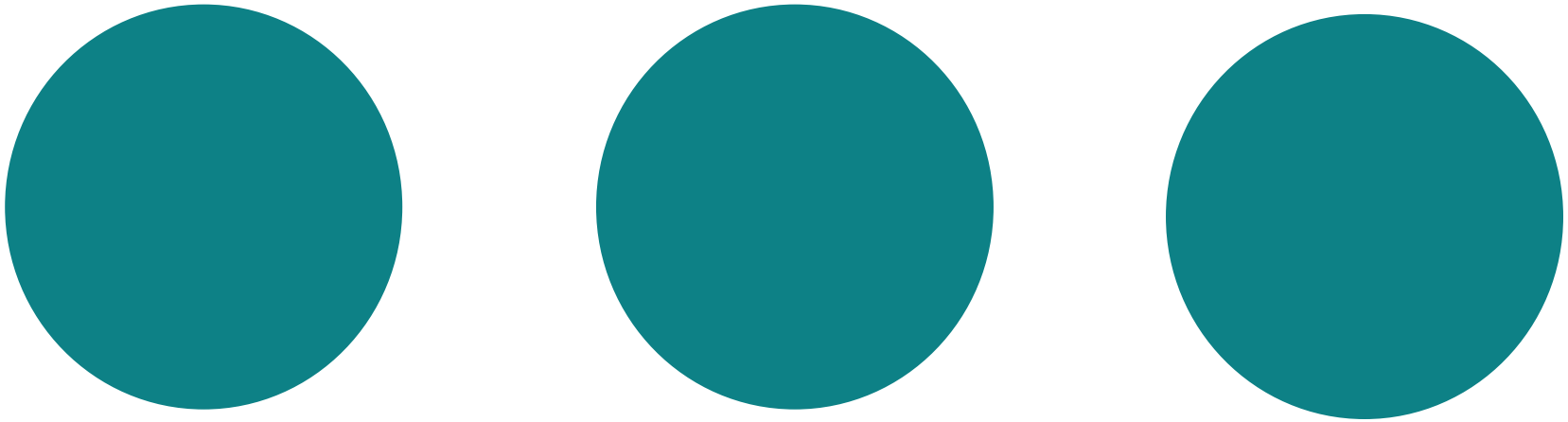


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# Shapes



# Use consistent shapes



# Use consistent shapes




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# Alignment

## Information 1

**Information**

## Information 2

**Information**

## Information 3

**Information**

# Alignment

## Information 1

**Information**

## Information 2

**Information**

## Information 3

**Information**

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# Proximity



# Proximity



# Proximity

# Heading 1

## Heading 2

This is body text. This is body text.

# Heading 1

## Heading 2

This is body text. This is body text.

Source: DesignLab - UW Madison

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# Proximity

# Heading 1

## Heading 2

This is body text. This is body text.

# Heading 1

## Heading 2

This is body text. This is body text.

Source: DesignLab - UW Madison

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# Proximity

- Eastern Grey Kangaroo
- Western Grey Kangaroo





# Proximity



Eastern Grey Kangaroo



Western Grey Kangaroo

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# Typography

## Information 1

**Information**

## Information 2

**Information**

## Information 3

**Information**

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# Typography

## Information 1

**Information**

## Information 2

**Information**

## Information 3

**Information**

# Typography tips

- If you plan to print your infographic, ensure that text is readable at arms distance.
- Use a font size of at least 14pt for body text and larger for headings.
- Use sentence case and refrain from using all capitals.
- Test readability by printing a small section to confirm the text is clear and easy to read.

# Select your graph type carefully

**Length**



**Part to whole**



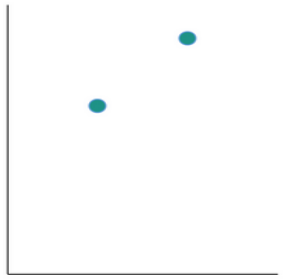
**Trend**



**Proportion**



**Position**



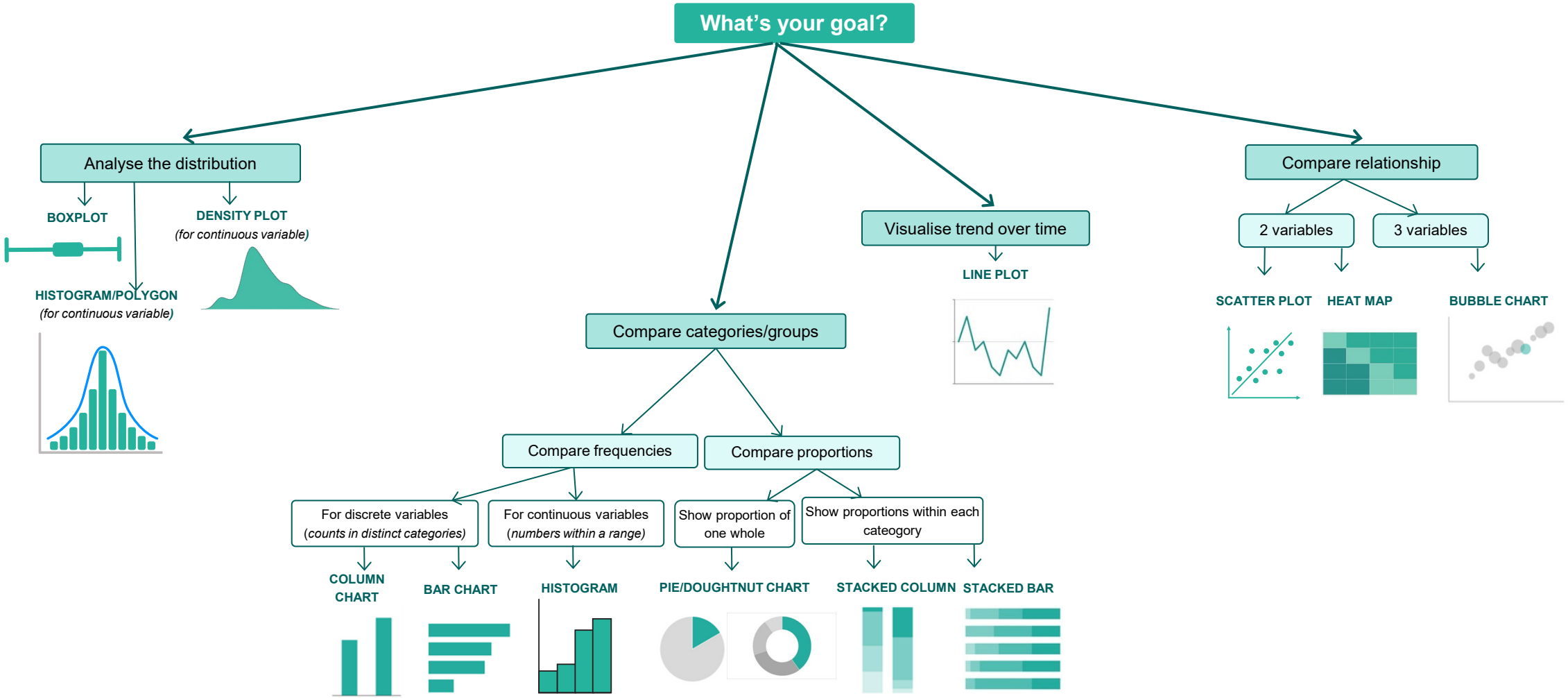
**Position (on 1 dimension)**



**Position+magnitude**



# A decision guide to data visualisation




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# Final comments…

- Your infographic is not intended to replace your report but rather to enhance it by providing a visual summary or overview of key points
- Robust data is non-negotiable. Prioritise transparency, test for accuracy and validate sources before visualising
- Keep AI in check. Use it to support, not steer. Human judgment and contextual understanding remain essential
- Acknowledge that an infographic does not present the entire set of information and needs to be selective

Thank you for attending

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