THE INFOGRAPHIC DESIGN PROCESS

1. **LAUNCH**
   - Start the project with a clear vision, scope, budget, and a defined team.

2. **ALPHA BRIEF**
   - Use the Alpha Brief template to define your data, goals, and available messaging, impact, and available skillset.

3. **RESEARCH**
   - Understand your data in detail.

4. **STORIES**
   - Brainstorm several story angles and the output formats with interactive elements.

5. **REVIEW**
   - Challenge and assess stories to refine your direction and output format.

6. **APPROVE**
   - Approve most significant story directions.

7. **BETA BRIEF**
   - Update Alpha Brief to Beta Brief with input from workshop to expand key points.

8. **WIREFRAME**
   - Develop wireframes to translate the story in the chosen output.

9. **RESEARCH**
   - Carry out necessary secondary research.

10. **DEVELOP**
    - Develop several visual directions and seek feedback.

11. **CHALLENGE**
    - Solicit feedback and Approve most effective visual direction.

12. **APPROVE**
    - Approve most effective visual direction.

13. **FINAL DESIGN**
    - Develop daily visual direction and output for feedback. Ensure proper usage and signoff.

14. **REVIEW**
    - Review visual direction and output for feedback. Ensure proper usage guidelines.

15. **APPROVAL**
    - Collect full team feedback and move to final approval.

16. **FINISH**
    - Collect final feedback and move to final approval.

17. **HANDOVER**
    - Obtain & implement final visuals.

18. **PUBLISH**
    - Publish visually appealing story to your partner/client.

19. **SUCCESS**
    - Track its virality and impact. Explore new story angles and directions.

20. **CHALLENGE**
    - Identify new ideas. Stuck? Hone in on strongest direction.

21. **APPROVE**
    - Approve most effective visual direction.

22. **FINAL DESIGN**
    - Develop daily visual direction and output for feedback. Ensure proper usage guidelines.

23. **REVIEW**
    - Review visual direction and output for feedback. Ensure proper usage guidelines.

24. **APPROVAL**
    - Collect full team feedback and move to final approval.

25. **FINISH**
    - Collect final feedback and move to final approval.

26. **HANDOVER**
    - Obtain & implement final visuals.

27. **PUBLISH**
    - Publish visually appealing story to your partner/client.

28. **SUCCESS**
    - Track its virality and impact. Explore new story angles and directions.

29. **CHALLENGE**
    - Identify new ideas. Stuck? Hone in on strongest direction.

30. **APPROVE**
    - Approve most effective visual direction.

31. **FINAL DESIGN**
    - Develop daily visual direction and output for feedback. Ensure proper usage guidelines.

32. **REVIEW**
    - Review visual direction and output for feedback. Ensure proper usage guidelines.

33. **APPROVAL**
    - Collect full team feedback and move to final approval.

34. **FINISH**
    - Collect final feedback and move to final approval.

35. **HANDOVER**
    - Obtain & implement final visuals.

36. **PUBLISH**
    - Publish visually appealing story to your partner/client.