Announcing the Winners of the UNICEF Office of Emergency Programmes (EMOPS) Infographics Competition.

Our sincere thanks and appreciation to all of the participants in the EMOPS Infographics Competition. We had entries from country and regional offices in MENAR, ESAR and WCAR as well as entries from Headquarters. Judges representing EMOPS, the Division of Communications (DoC) and Public Partnerships Division (PPD) reached a unanimous decision.

The winning infographic is from Patrice Fillon, Democratic Republic of Congo (DRC), Goma Field Office. View it [here](#). Judges noted that the infographic is very comprehensive. Key information is well formatted and concise and the presentation does not feel overwhelming. The infographics are in context which improves understanding. The maps are clear and convey critical and focused information. Judges particularly liked the ‘zoom in’ map and the balance between data and maps.

Second place goes to Haitham Shatti, South Sudan Country Office. View it [here](#). Judges noted that ‘Children in Need’ is very well placed as key information. The infographic is not busy and content well spread over the 2 pages. Logos and text are very clear, this is a ‘dream’ visually, presented very clearly and simply.

The winning infographic will be used as the basis of a infographics template for humanitarian responses, designed to be complementary to Situation Reports and other traditional communications materials.

The judges are very impressed with the quality of infographics being produced by various offices and want to share some advice for developing effective infographics.

1. Stay focused. Who is the audience, what are you looking to convey?
2. Digital files don’t always print well on paper, make sure you test print.
3. If you can’t read it, it shouldn’t be there. Minimum font size of 10.
4. White space is important.
5. Use high contrast foreground and background colors (4.3 or higher).
6. A concise narrative giving context makes all the numbers much easier to understand.
7. Use abbreviated numbers (e.g. 1.2M, 600K) for infographics.
8. For Maps: What is the necessary info you want to highlight in the map? Do you need to see the names of all the towns in the country/region or just a few? Does the legend provide clear and concise explanation of what you’re seeing?

Infographics, like other UNICEF products, should comply with the UNICEF Style book and Brand book. For more information about how to turn data into visualization click [here](#).

Our sincere thanks to all of the participants in the competition. Thanks also to the judges, competition organizers and the Information and Communication Technology Division (ICTD) for technical guidance.

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