Clarification no. 2   Date: 21 April 2017

Question 1: How will the content be provided? in the form of raw data OR as a narrative from which data needs to be analyzed and then conceptualized as an infographic?

Answer: The exact copy and statistics to be used in each graphic will be provided for exact replication by the designers, although the designers will need to convert figures into effective visual representations for some of the graphics, such as pie charts, human figures and the like.

Question 2: How often will the covers for social media sites be changed? Will they contain messages OR will just simply be another infographic?

Answer: We haven't decided on exactly how many times the covers will be changed yet, but the messages to convey should last for at least a year. They will include short simple messages (text) and some graphic representations to visually emphasize the messages.

Question 3: . When you mention infographics, we like to think in three sizes - icons, ideas, and stories. Icons are singular elements, very simple to create. Ideas are more like a small square graphics representing a basic idea, an infographic that will support a simple idea. Stories are 1/2 or full page graphics that tell an entire story and are often time accompanied by text.

Answer: We are still working out the exact details, but it is safe to assume that around 25 would likely be classified as ideas with perhaps 5 as stories - or somewhere between ideas and full stories.

Question 4: Of the 30 infographics, how many do you assume will fall into each category (icons, ideas, and stories)?

Answer: As above.