What will we be covering?

• Data visualization
• What *is* an infographic?
• Graphic Storytelling
• Elements of designing a good infographic
• Resources – places to create and explore
• Questions?
A PICTURE IS WORTH A THOUSAND WORDS…
History: Cave Drawings 30,000 BC
History: Hieroglyphics 3,000 BC
Data Visualization

• Edward Tufte
Using visual elements helps to create a story, which helps consumers to connect.
Steps for visualizing data

1. Define the problem
2. Define the data to be represented
3. Define the dimensions required to represent the data
4. Define the structures of the data
5. Define the interaction required from the visualization
• Our brain processes visuals 60,000x faster than text
• 90% of information transmitted to the brain is visual
• 50% of the brain is active in visual processing
• 40% of people respond better to visual info than text
• 70% of all sensory receptors are in your eyes

OUR BRAIN PROCESSES VISUALS 60,000x FASTER THAN TEXT

90% OF INFO TRANSMITTED TO THE BRAIN IS VISUAL

50% OF YOUR BRAIN IS ACTIVE IN VISUAL PROCESSING

70% OF YOUR SENSORY RECEPTORS ARE IN YOUR EYES

40% OF PEOPLE RESPOND BETTER TO VISUALS

via @socialmedia2day
You are looking at one! Infographics are a fun and quick way to learn about a topic without a ton of heavy reading. There are many different styles of infographics and data visualizations, but the ultimate goal for all infographics is to be shared. Learn what makes a great infographic, why they are useful for everyone, some tips to create a viral infographic and the numbers to back it all up.

AN INFOGRAPHIC IS:

- A data-rich visualization of a story or thesis
- A tool to educate and inform
- A way to build brand awareness and inbound links at half the cost of standard online marketing campaigns
in·fo·graph·ic
ˌinfōˈgrafik/
noun
a visual image such as a chart or diagram used to represent information or data.
"a good infographic is worth a thousand words"
Using that definition...

Any visual information would be considered an infographic
- Road signs
- Icons
- Symbols etc.
Rational response to rising costs

CHARITY?

◆ Public Assistance to be reviewed
◆ Subsidies the way to go

INSIGHT AND A PROMISE

The affordable, stable, and healthy meal plan is a reality. It provides a variety of food choices that meet the needs of the individual while being cost-effective. The plan is designed to ensure that everyone has access to nutritious food, leading to improved health outcomes. The government is committed to providing support to individuals and families in need, ensuring a stronger and more resilient community.
9 types of infographics

- Statistical infographics
- Informational infographics
- Timeline infographics
- Process infographics
- Geographic infographics
- Comparison infographics
- Hierarchical infographics
- List infographics
- Resume infographics

https://venngage.com/blog/9-types-of-infographic-template/
Uses of infographics

- Quickly communicate messages
- Simplify large amounts of data
- Identify trends and patterns in data
- Communicate insights quickly
- Present complex data
- Explain how things work
SMART ART, CANVA, AND EXCEL DEMO
CRAP

• Contrast
• Repetition
• Alignment
• Proximity

(Available at Skokie Public Library)
CRAP

- Why focus on these elements?
  - Consistency
  - Readability
  - Focus

(Available at Skokie Public Library)
CONTRAST
Contrast

- Color
- Weight
- Shape
- Size
- Classification
Saturday, November 29th
Moda Nightclub
Josh Wink
With Special Guests...
DJ Sammy-O
Miami
DJ Rob Sherwood
NYC/Cleveland

Special 19+ Event!
FREE DRINKS from 9pm-11pm
Doors at 9pm: Proper ID Required
21+: $10 Cover; 19+: $15 Cover

Special V.I.P. for guests of Jessica George & Grand Poo-Box

Moda Nightclub
1871 West 25th St.
Market Square Dist., Cleveland, Ohio
The principle of **Repetition** states that you **repeat some aspect of the design throughout the entire artwork**. Repeating elements can vary from using the same color or the same font, a particular bullet point or a certain design element.
According to the principle of Alignment, nothing should be placed arbitrarily on the page. Everything should have a connection with some other items. When elements are aligned carefully on the page, they make up a “stronger cohesive unit”, even if they are physically separated from each other.
Good alignment  

Poor alignment  

Mixed alignment
PROXIMITY

According to the principle of Alignment, nothing should be placed arbitrarily on the page. **Everything should have a connection with some other items.** When elements are aligned carefully on the page, they make up a “stronger cohesive unit”, even if they are physically separated from each other.
**CONTRAST**

Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.

To the left, you can see 4 ways to create contrast in your design.

**ALIGNMENT**

Proper alignment in a design means that every element is visually connected to another element. Alignment allows for cohesion; nothing feels out of place or disconnected when alignment has been handled well.

**REPEITION**

Repetition breeds cohesion in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic styling – repeat this pattern to establish consistency.

The short version?

Establish a style for each element in a design and use it on similar elements.

**PROXIMITY**

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.

Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.

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http://blog.visme.co/elements-principles-good-design/
School's out: children take to the streets

- Student protests across UK
- Isolated breakouts of violence
- Clegg's 'regret' over fees pledge

Peter Walker
Paul Lewis
Matthew Taylor
Patrick Wintour

The Guardian

An empty man comes under attack in Westminster

As London's small group of student protesters marched through Palace Yard, the site of an 18th-century public school, smashing windows and routing police with bricks.

The coalition government condemned the protesters, saying they were being misled by extremist groups. The education secretary, Michael Gove, warned that the protests were a threat to democracy.

In northern Afghanistan, 33 quality of life has been hit by attacks from Islamic State militants. Having lost four of their own commandos and with two百花盛开 in the north of the country, the Taliban fighters have lost their military advantage.

The fighting season is coming to a close, and the Taliban said they had residents in the north preparing to move south to safer areas.

Ours was a small operation, and we were unable to protect the people who had been attacked. We were called in to stop the district chief from being killed, but the attack continued and the chief was killed by a second bomb.

In the same city, a large bomb was planted near a police station, killing three people and wounding several others. The attack was claimed by the Taliban, who said they were targeting the government.

The Taliban have been fighting for the past 10 years, but their numbers have significantly decreased. The government has been working hard to counteract their influence, but the fight continues.
Standard Design Tips

- No more than three or four of anything (colors, fonts)
- Keep it SIMPLE
- Rule of Thirds
- Infographics and templates
Rule of Thirds
Questions?
Time to play.
Thank You!

Want a copy of this presentation? Visit www.skokielibrary.info/handouts where this presentation will be available for four weeks.