

Infographics:

Visualizing complex information

CJUS 273: Criminology | November 1, 2016

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Instructional Services Librarian

Benner Library | Olivet Nazarene University

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Cieszynski, J. (2016, November 1). Infographics: Visualizing complex information [PowerPoint slides]. Retrieved from <http://library.olivet.edu/subject-guides/criminal-justice/cjus273/index.php>



Partial image. For whole infographic, see [Bestcounselingdegrees.net](http://www.dailyinfographic.com/the-brain-of-a-serial-killer-infographic). (2013, July 28). The brain of a serial killer [Infographic]. Retrieved from <http://www.dailyinfographic.com/the-brain-of-a-serial-killer-infographic>

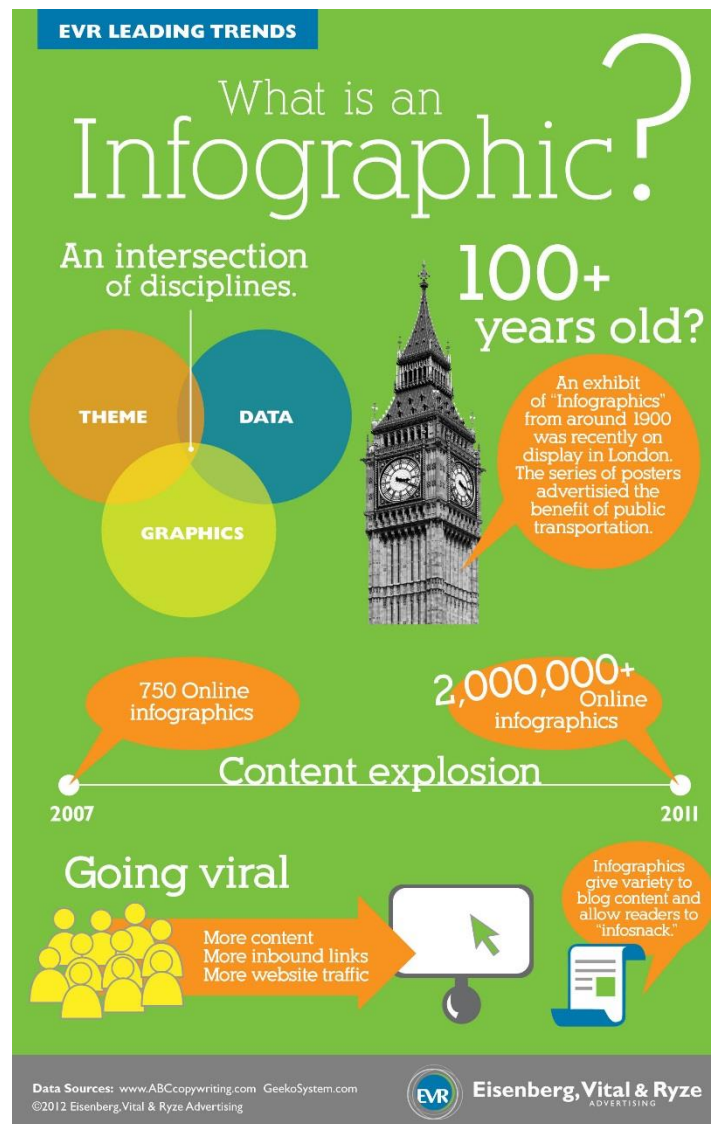


What is an infographic?

Examples: What works? Why?

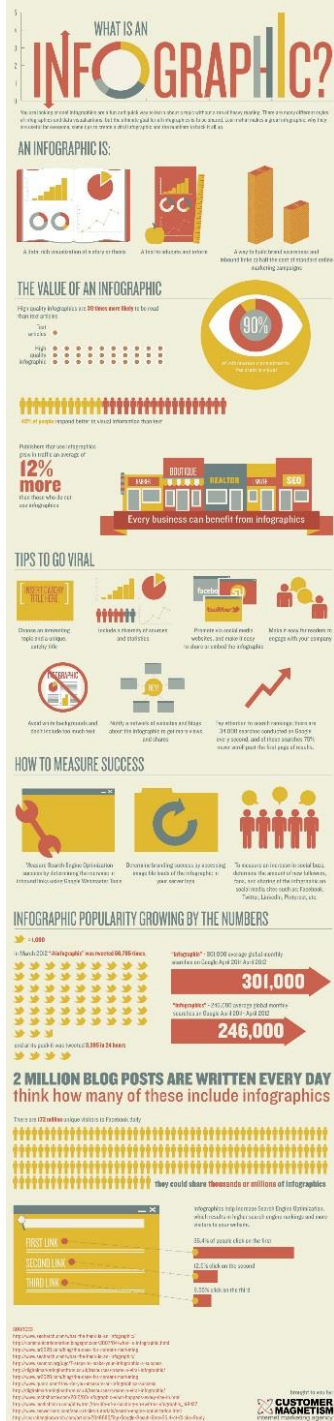
Image from Mandy Borrow. (2013). London Underground Tube map [Image]. Retrieved from <http://www.projectbritain.com/london/map.html>

1



Example: What works? Why?

The Mid Wife Life. (2012, February 25). Infographic intervention—Needed or not? [Blog post]. Retrieved from <http://themidlifewife.com/?p=1475>



2

Example: What works? Why?

Customer Magnetism. (2016). What is an Infographic? [Web page].
Retrieved from <https://www.customermagnetism.com/infographics/what-is-an-infographic/>

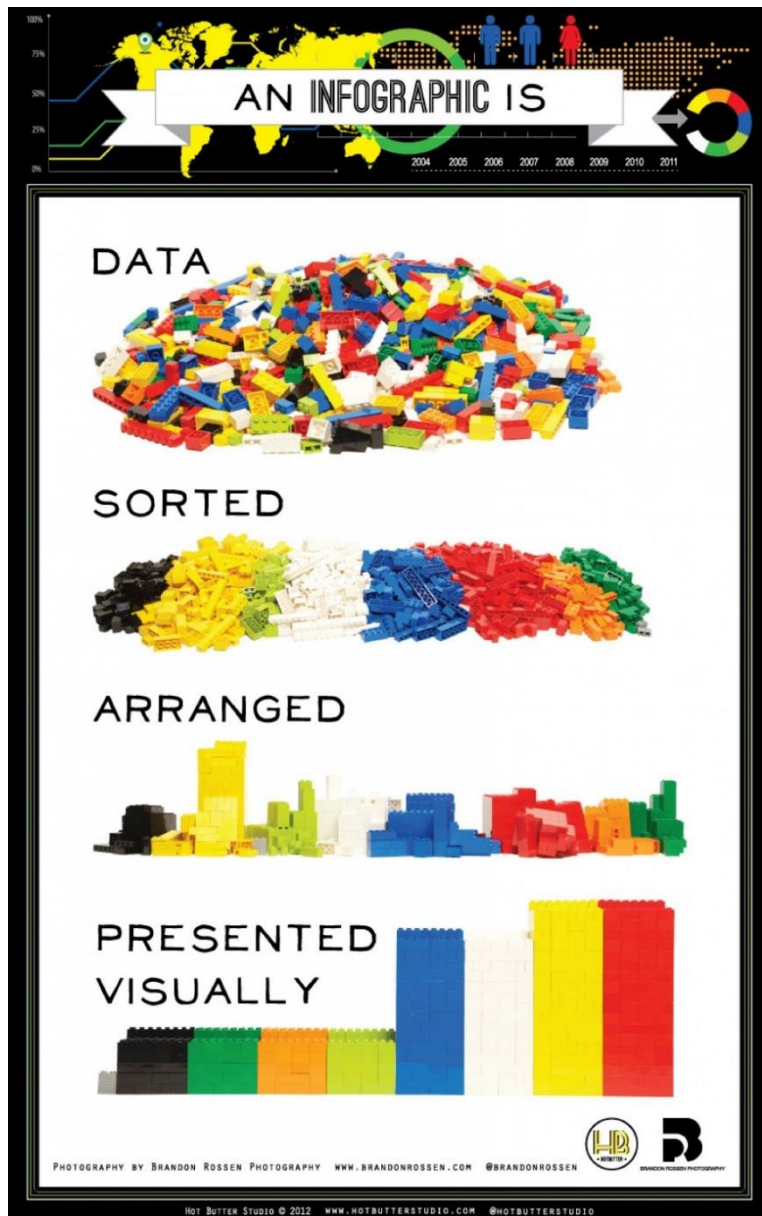


3

Example: What works? Why?

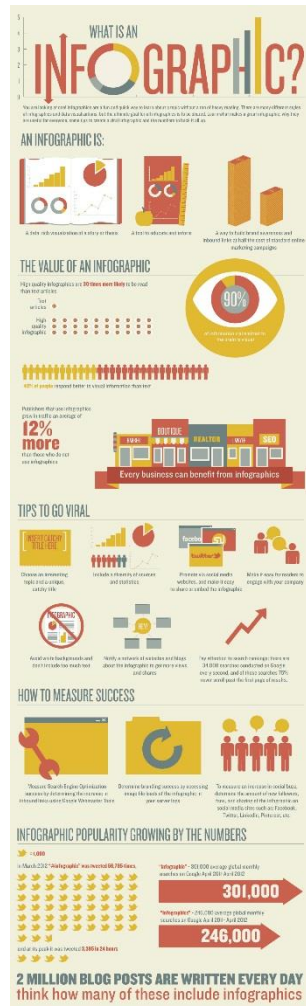
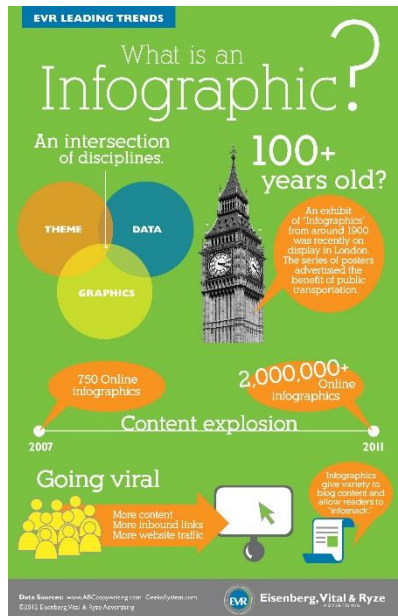
Infographics Lab. (2012, June 21). About Infographics [Web page]. Retrieved from <http://infographiclabs.com/news/what-is-an-infographic/>

4

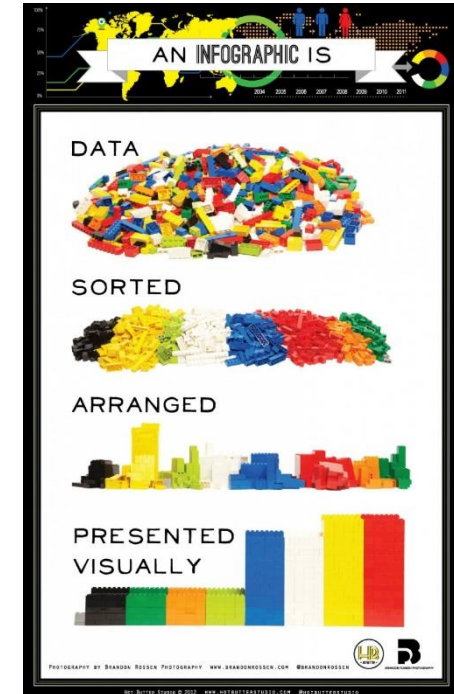


Example: What works? Why?

Hot Butter Studio. (2012). An Infographic is [Web page]. Retrieved from <http://www.hotbutterstudio.com/#/alps>



Examples:
What works? Why?



1

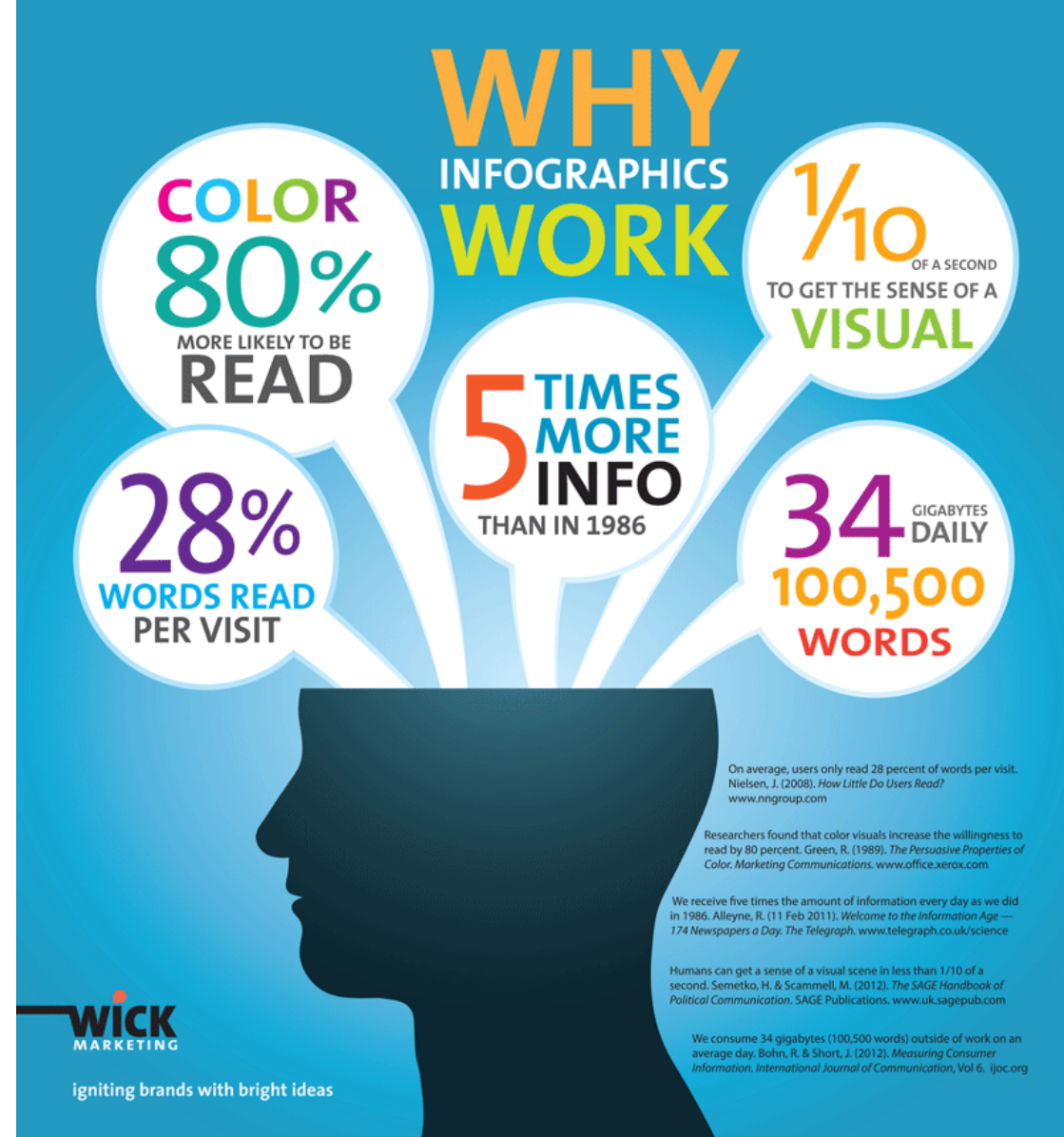
2

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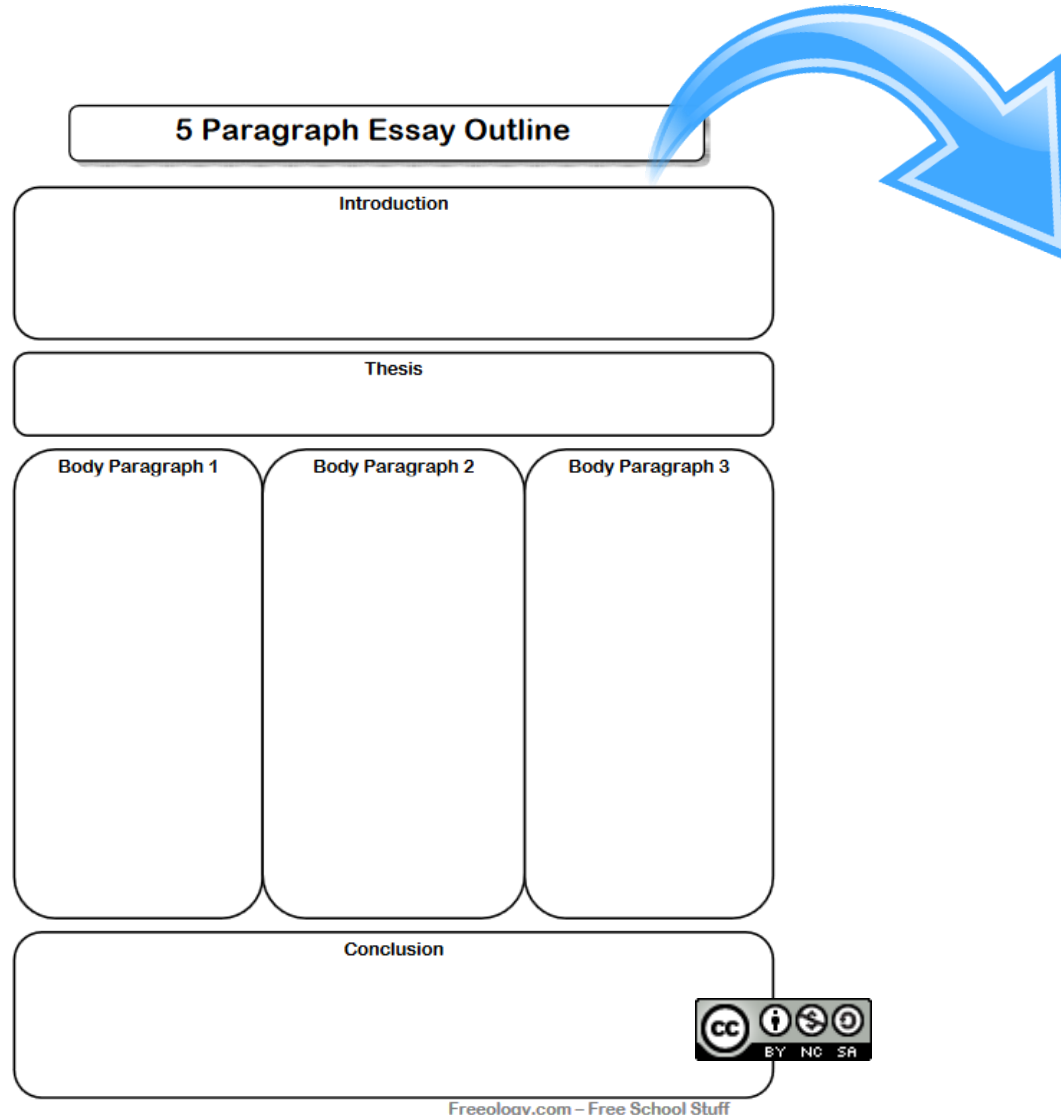
Why make one?

- Demonstrate content mastery
- Put an engaging spin on your research
- Persuade or inform...They work!
- Practice design & visual literacy
- Practice digital literacy (technology skills)



Wick Marketing. (2014, May 19). The power of Infographics [Web page]. Retrieved from <http://www.wickmarketing.com/the-power-of-infographics/>

Recommended structure



Infographic

- Eye-catching hook
 - Header
 - 3 supporting facts
 - Memorable fact
- } x3

Kos, B. A., Sims, E. (2014). Infographics: The New 5-Paragraph Essay. In *2014 Rocky Mountain Celebration of Women in Computing*. Laramie, WY, USA

Content tips

A Patel, N. (n.d.). 12 Infographic Tips That You Wish You Knew Years Ago [Blog Post]. Retrieved from <https://blog.kissmetrics.com/12-infographic-tips/>

B Scripted.com. (2016). Writing Compelling Infographic Content Without Images [Web page]. Retrieved from <https://www.scripted.com/writers/writing-compelling-infographic-content-without-images>

C McCoy, J. (2014, February 26). How to Write Great Content for Your Infographics [Web page]. Retrieved from <https://expresswriters.com/how-to-write-great-content-infographics/>

D Craig, M. (2015, May 5). 7 Tips for creating successful Infographics [Web page]. Retrieved from <http://socialmarketingwriting.com/7-tips-for-creating-successful-infographics/>



McCoy, J. (2014, February 26). How to Write Great Content for Your Infographics [Web page]. Retrieved from <https://expresswriters.com/how-to-write-great-content-infographics/>

Tips

- Show, don't tell
- Don't *just* insert a graph. Make it meaningful and interesting.
- Put interesting fonts (and text) in title & headers
- Create a story
- Add a visual hook (graphic)
- Limit yourself to three colors
- Be accurate & clear!*
- Use to inform, not just “promote” yourself

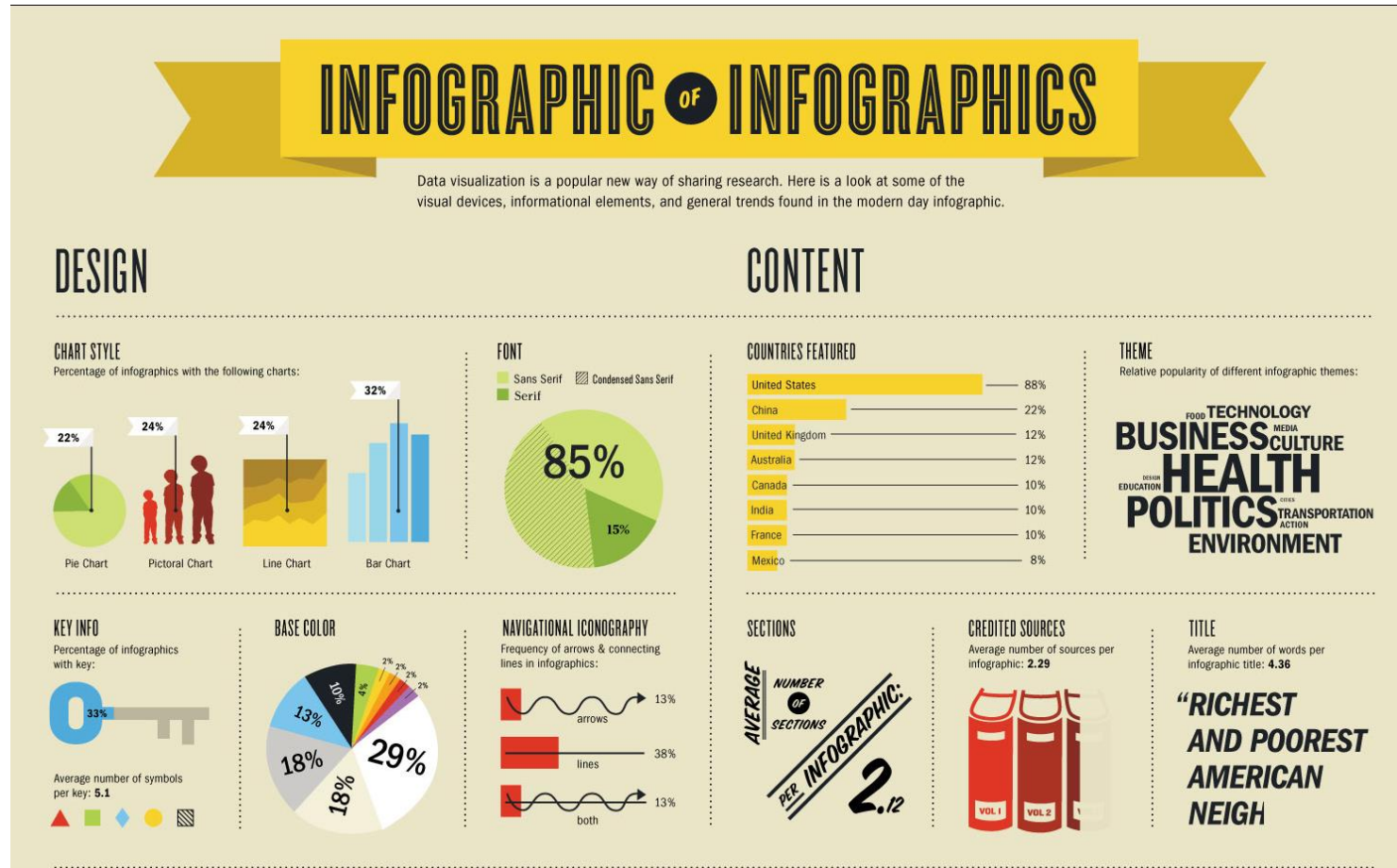


Mader, R. (2013, February 8). Technology is the campfire around which we tell our stories - Laurie Anderson [Image file]. Retrieved from <https://www.flickr.com/photos/planeta/8456464938>



List modified from Balliett, A. (2011, October 14) The Do's And Don'ts Of Infographic Design [Web page]. Retrieved from <http://www.smashingmagazine.com/2011/10/the-dos-and-donts-of-infographic-design/>

Design summary









Cash, I. (2011, May 2) Infographic of Infographics [Image file]. Retrieved from http://visual.ly/infographic-infographics-0?utm_source=visually_embed

Steps to create your infographic

- 1. Become familiar with the ways to visualize data**
- 2. Create the good question and go through the research process**
- 3. Hand-sketch a draft of your final infographic**
- 4. Learn about Creative Commons and gather image assets**
- 5. Pick colors and fonts based on message**
- 6. Arrange infographic in the inverted pyramid style**
- 7. Include citations on all infographics**

Shrock, K. (2010, October 16) Steps to create your infographic[Image file]. Retrieved from <http://www.schrockguide.net/infographics-as-an-assessment.html>

Is it okay to use?
















Traditional Copyright 	Creative Commons 	Public Domain 
Work <u>cannot</u> be used, adapted, copied, or published without the creator's permission	Work may be used <u>without</u> permission, but only under certain circumstances. ...	Work can be used, adapted, copied, and published, completely without restrictions, no permission needed.
What does it apply to?	Creators set <u>rules</u> for the way their work is used.	What does it apply to?
<u>All original work</u> is protected under copyright when it's created.	   	Work published prior to 1923, work by long-dead creators, and work that creators have placed in the Public Domain.
	What does it apply to? Only work that creators have chosen to designate as Creative Commons.	

GCF Global (2016) infographic_copyright.png [Image file]. Retrieved from <http://www.gcflearnfree.org/blogbasics/copyright-and-fair-use/2/>

Creative commons



Beall, J. (2010, October 31) Magnifying glass [Image file]. Retrieved from <https://www.flickr.com/photos/denverjeffrey/5133538450>

	Can someone use it commercially?	Can someone create new versions of it?
Attribution 		
Share Alike 		Yup, AND they must license the new work under a Share Alike license.
No Derivatives 		
Non-Commercial 		Yup, AND the new work must be non-commercial, but it can be under any non-commercial license.
Non-Commercial Share Alike 		Yup, AND they must license the new work under a Non-Commercial Share Alike license.
Non-Commercial No Derivatives 		

MaconEastLibraryProjects. (2012). creative_commons_picture.gif [Image file]. Retrieved from <https://maconeastlibraryprojects.wikispaces.com/Creative+Commons+Licenses>

Piktochart

- Infographic “long-form graphics perfect for the web”
- Presentation “4:3 ratio slides for online presentation”
- Poster “single-page banners for ads and posters”
- Report “letter-sized reports”



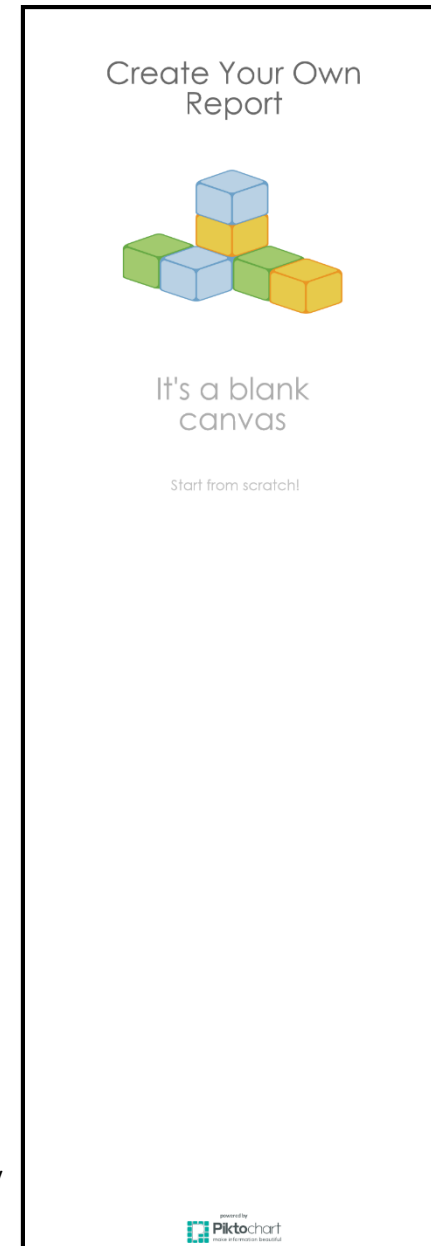
Annotated list of other infographic sites

<http://www.jeffbullas.com/2015/08/20/20-cool-tools-creating-infographics/>

Using Piktochart

- “Blocks” are editable content
- Changing text & colors
- Adding new text (pre-formatted levels)
- Searching for and adding new graphics

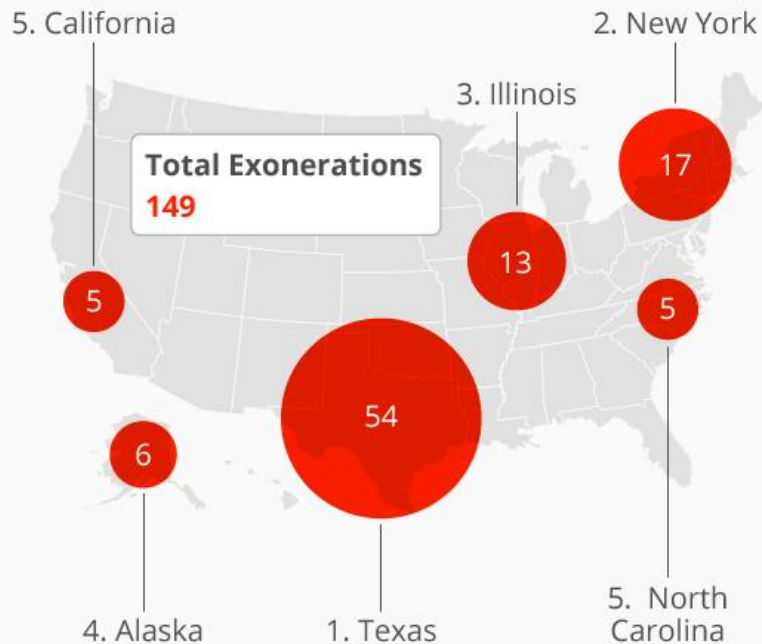
Cieszynski, J. (2016, November 1). Create your own report [Image file]. Retrieved from <https://magic.piktochart.com/output/17679873-use-the-icons>



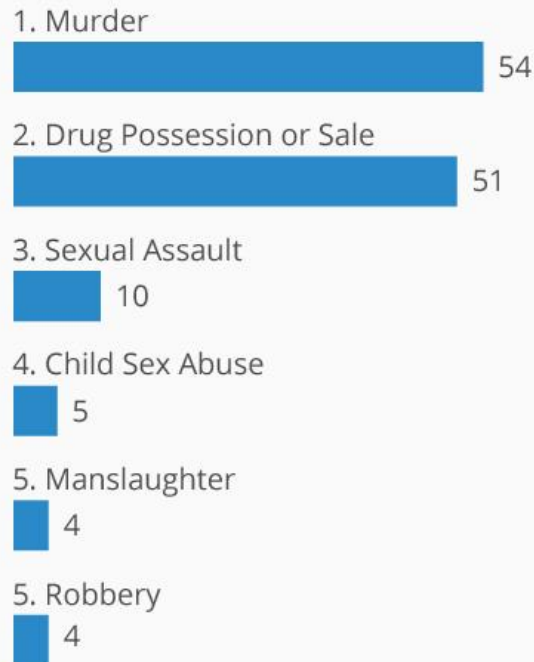
Statista (Benner database) infographic

Overtured Convictions in the US in 2015

Top 5 states



Top 5 alleged crimes

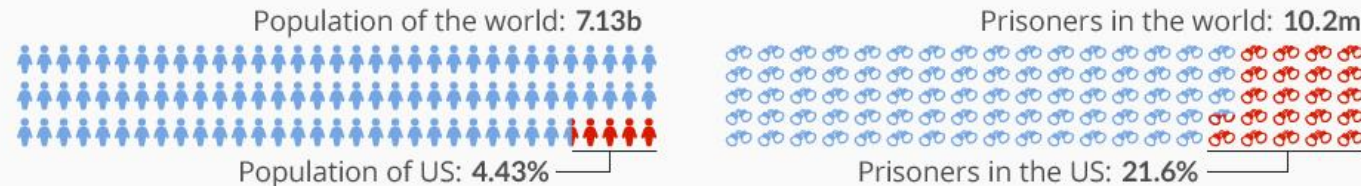


Source: The National Registry of Exonerations

THE HUFFINGTON POST **statista**

Statista (Benner database) infographic

The Countries That Imprison The Most People



	Prisoners per 100,000 of the population (2015)	Total number of prisoners (2015)
Seychelles	868	786
United States	698	2,200,000
St. Kitts and Nevis	611	330
Virgin Islands	542	577
Turkmenistan	522	26,500
Cuba	510	57,337
Rwanda	492	55,618
El Salvador	463	29,925
Russia	452	667,546
Thailand	449	304,916



@StatistaCharts Source: ICPS

statista

APA citations

In order to open the APA Style Guide to Electronic Sources, login to My.Olivet when prompted,

https://my.olivet.edu/depts/librdept/eResources/apa_electronic.pdf

Website (see page 39 of the .pdf)

Author, A. A. (year). Title of document [Format]. Retrieved from <http://xxxxx>



Photograph (see example #52 in the .pdf)

Westinghouse Electric Corporation. (2009). Lightning model [Photograph]. Retrieved from

<http://photography.nationalgeographic.com/photography/photo-of-the-day/lightning-model-pod-best09/>

Article (see example #1 in the .pdf)

Podsakoff, N. P., Whiting, S. W., Podsakoff, P. M., & Mishra, P. (2011). Effects of organizational citizenship behaviors on selection decisions in employment interviews. *Journal of Applied Psychology*, 96, 310–326.

<http://dx.doi.org/10.1037/a0020948>