
DATA VISUALIZATION AND STORYTELLING

HYPER ISLAND

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NYHETSBYRÅN

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Infographic department

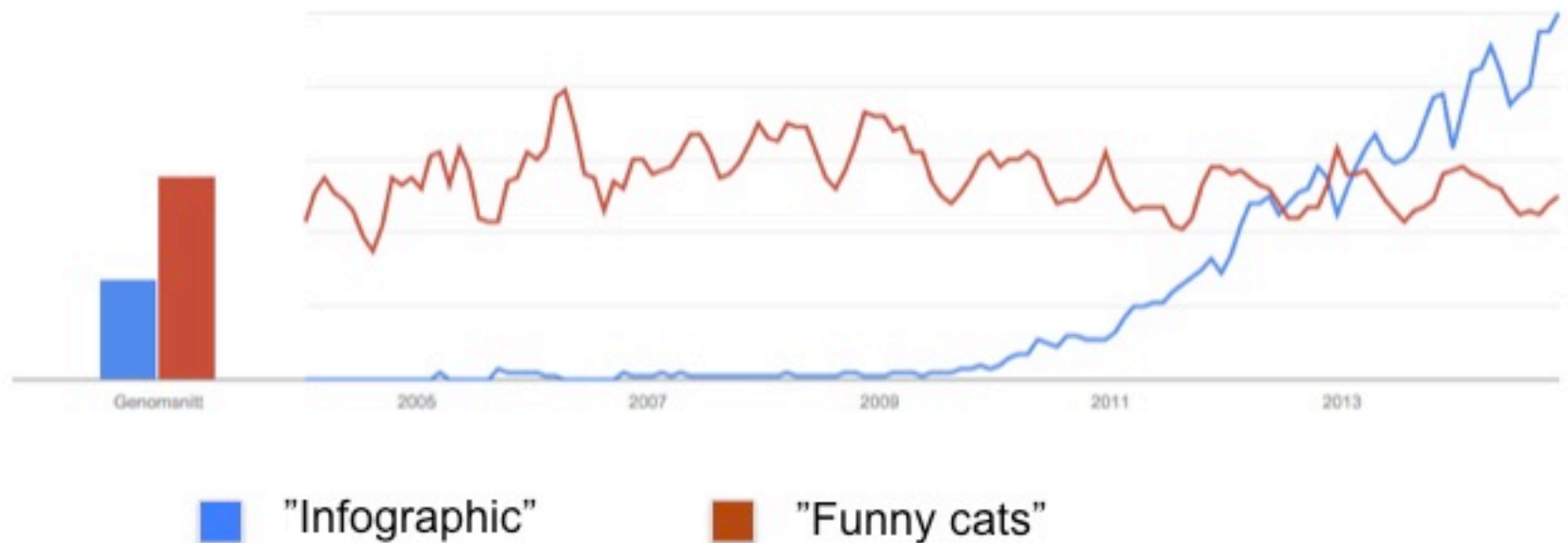


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A COMPARISON OF GOOGLE TRENDS

Can you guess which two keywords?



SO WHAT IS
INFOGRAPHIC?



ONE DEFINITION

INFOGRAPHIC IS A **VISUALLY** BASED
PRESENTATION OF FACTS, MADE IN A WAY
THAT THE SUM OF THE PARTS SAYS MORE
THAN THE PARTS SEPARATELY.



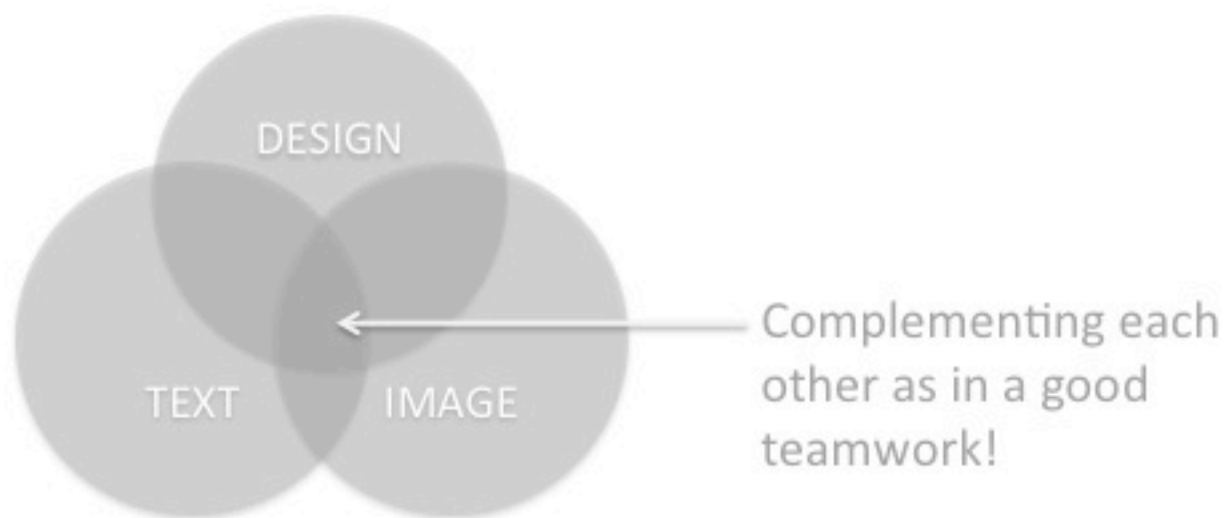
ONE DEFINITION

INFOGRAPHIC IS A VISUALLY BASED
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THAT THE SUM OF THE PARTS SAYS MORE
THAN THE PARTS SEPARATELY.

$$1+1=3$$



AS IN "THE THIRD LANGUAGE" (Jan-Erik Ander)



ANOTHER DEFINITION

AS A JOURNALISTIC TOOL:

THE EFFORT OF TRYING TO EXPLAIN AND
PRESENT JOURNALISTIC CONTENT WHICH
BECOMES CLEARER WITH VISUAL MEANS.



A JOURNALISTIC TOOL

- ✓ ILLUSTRATIVE
- ✓ INFORMATIVE
- ✓ HELP US TO
COMMUNICATE FACTS /
A STORY



DATA VISUALIZATION
STARTS IN YOUR MIND



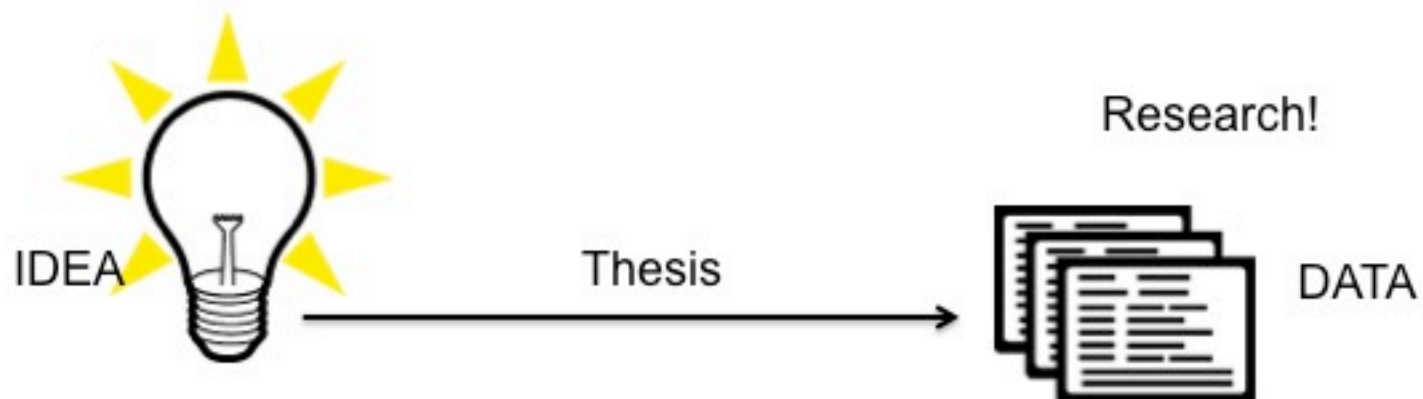
FINDING A STORY



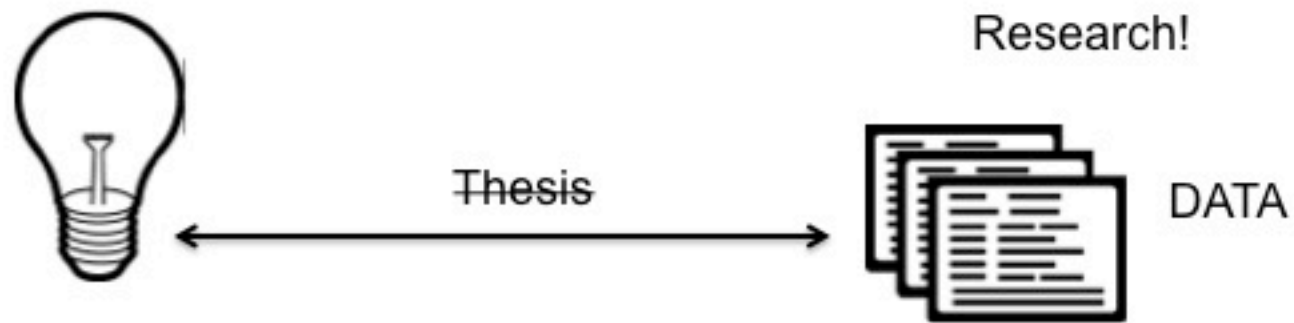
FINDING A STORY



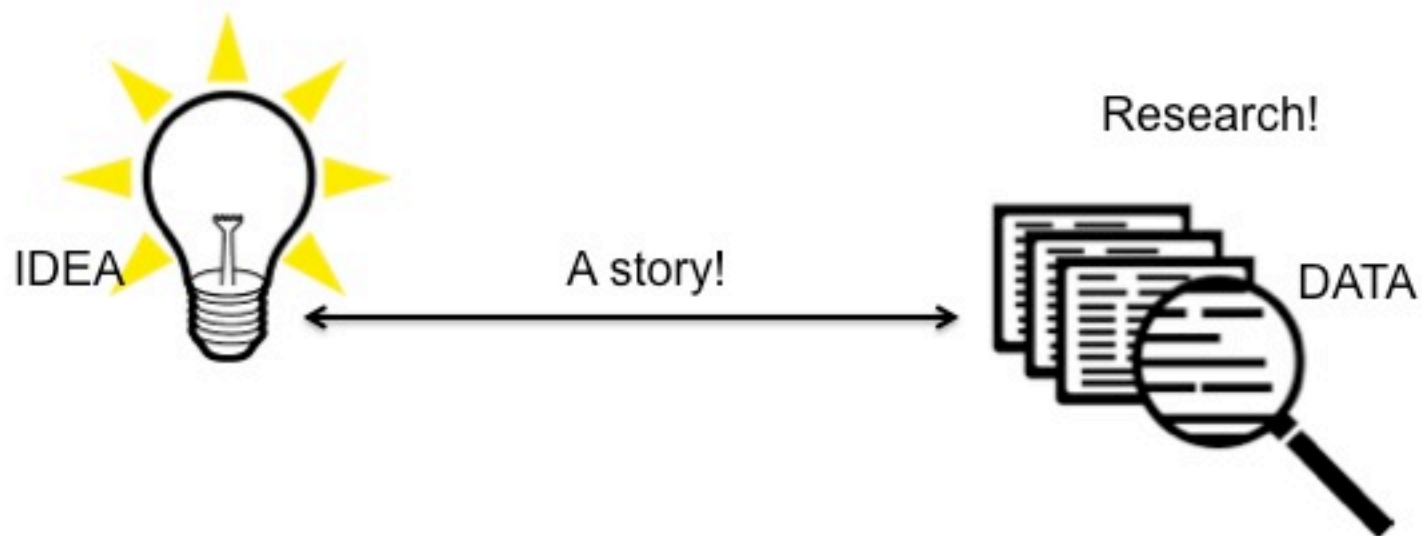
FINDING A STORY



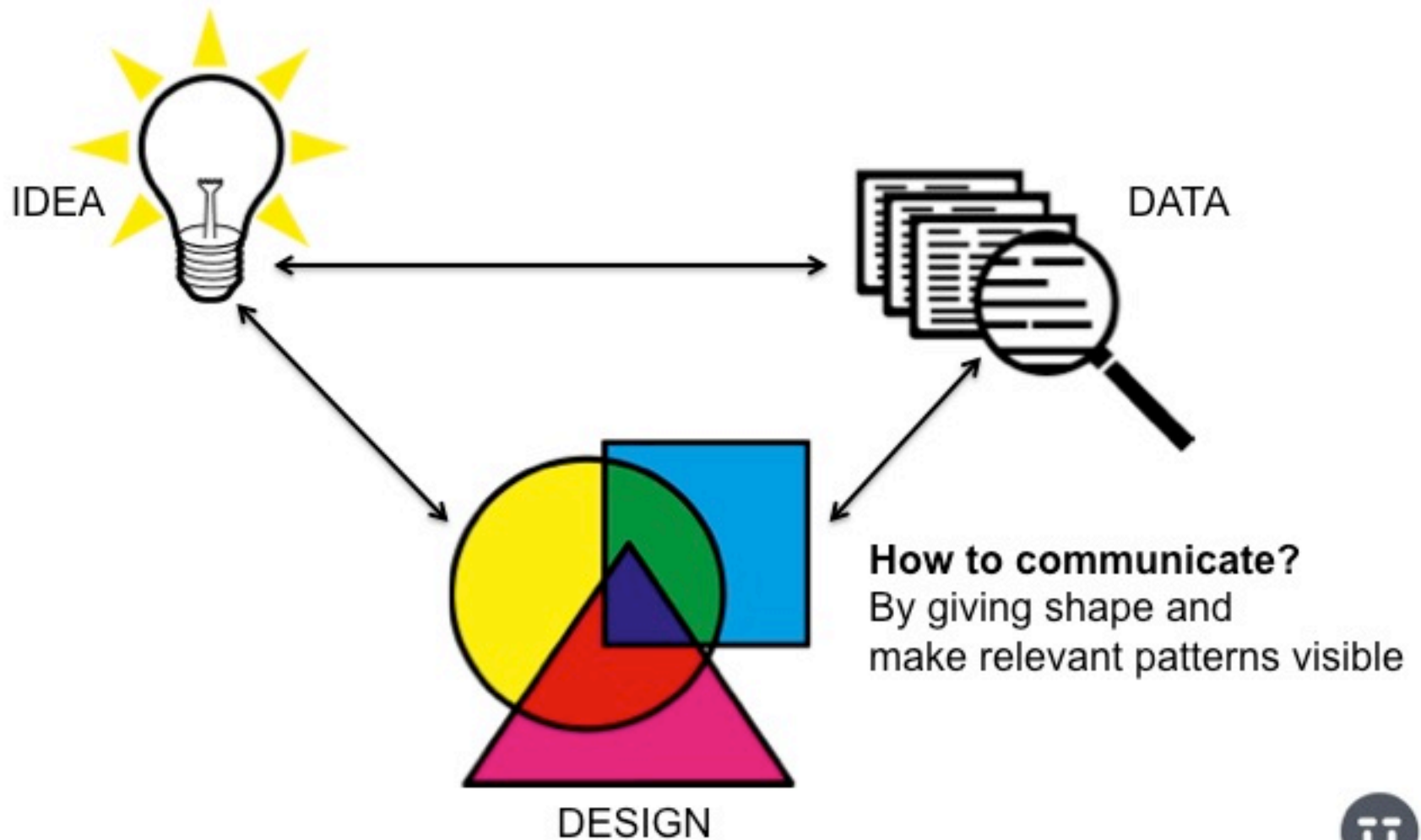
FINDING A STORY



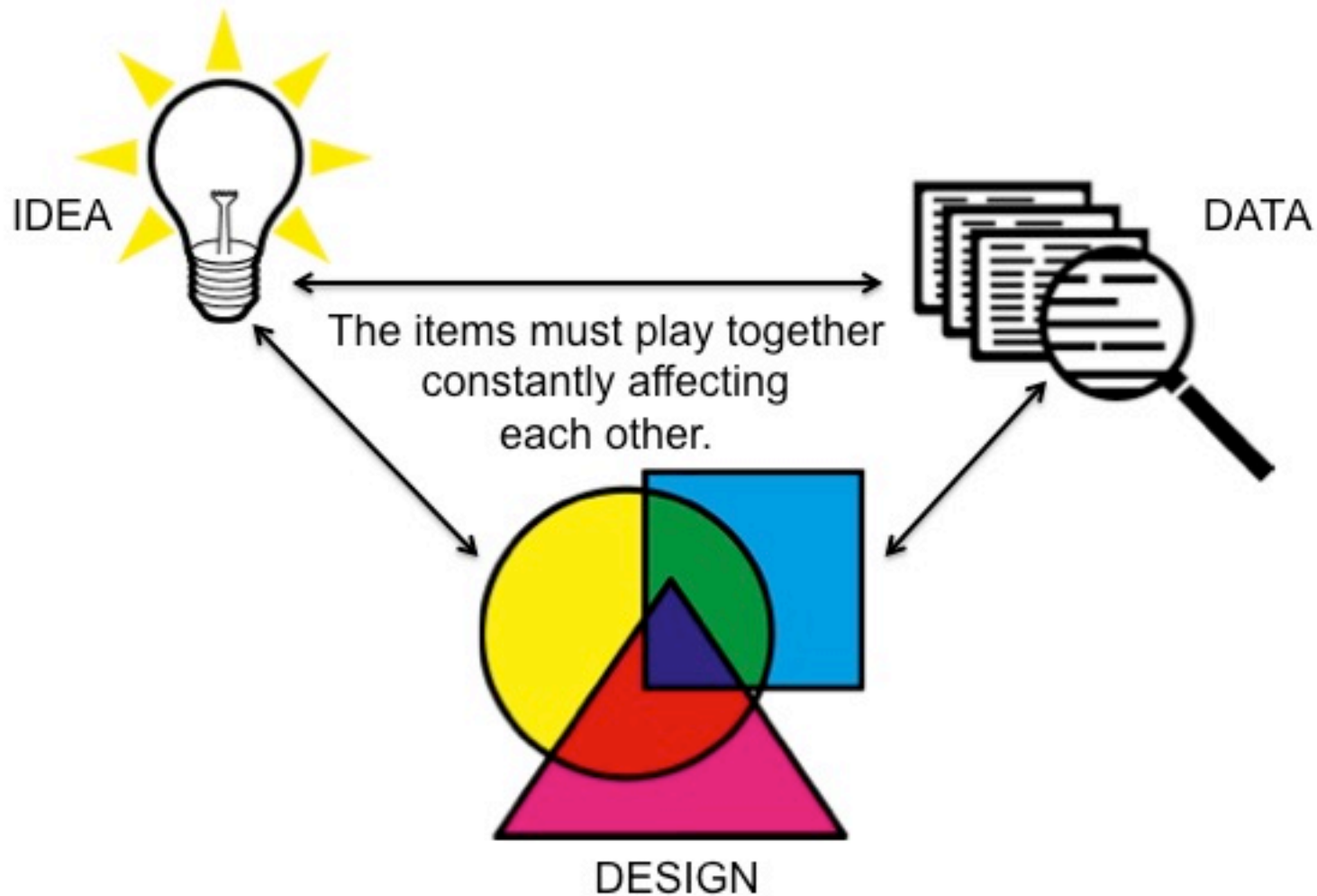
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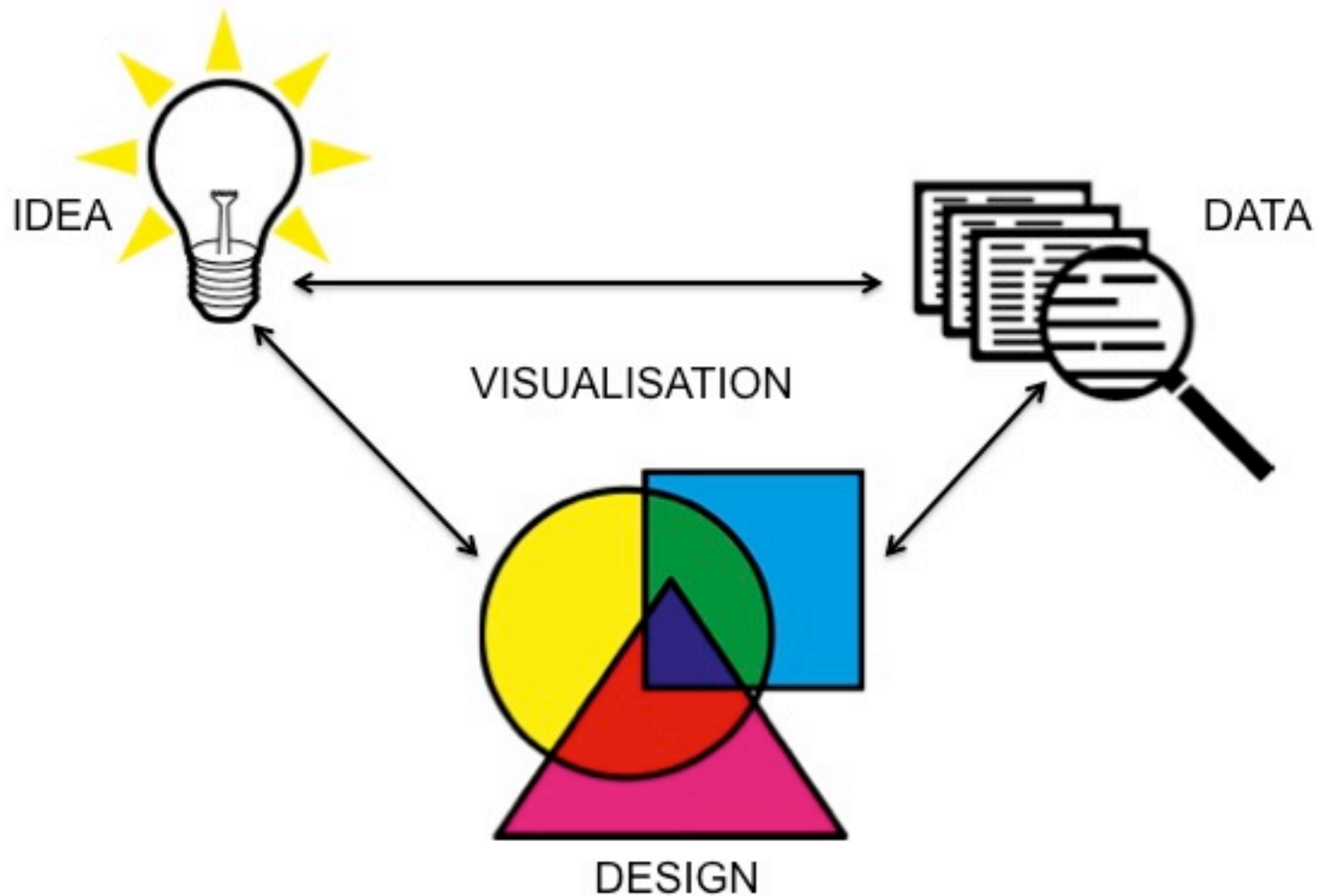
FINDING A STORY



FINDING A STORY



FINDING A STORY



PICTURE TRIGGERED AN IDEA



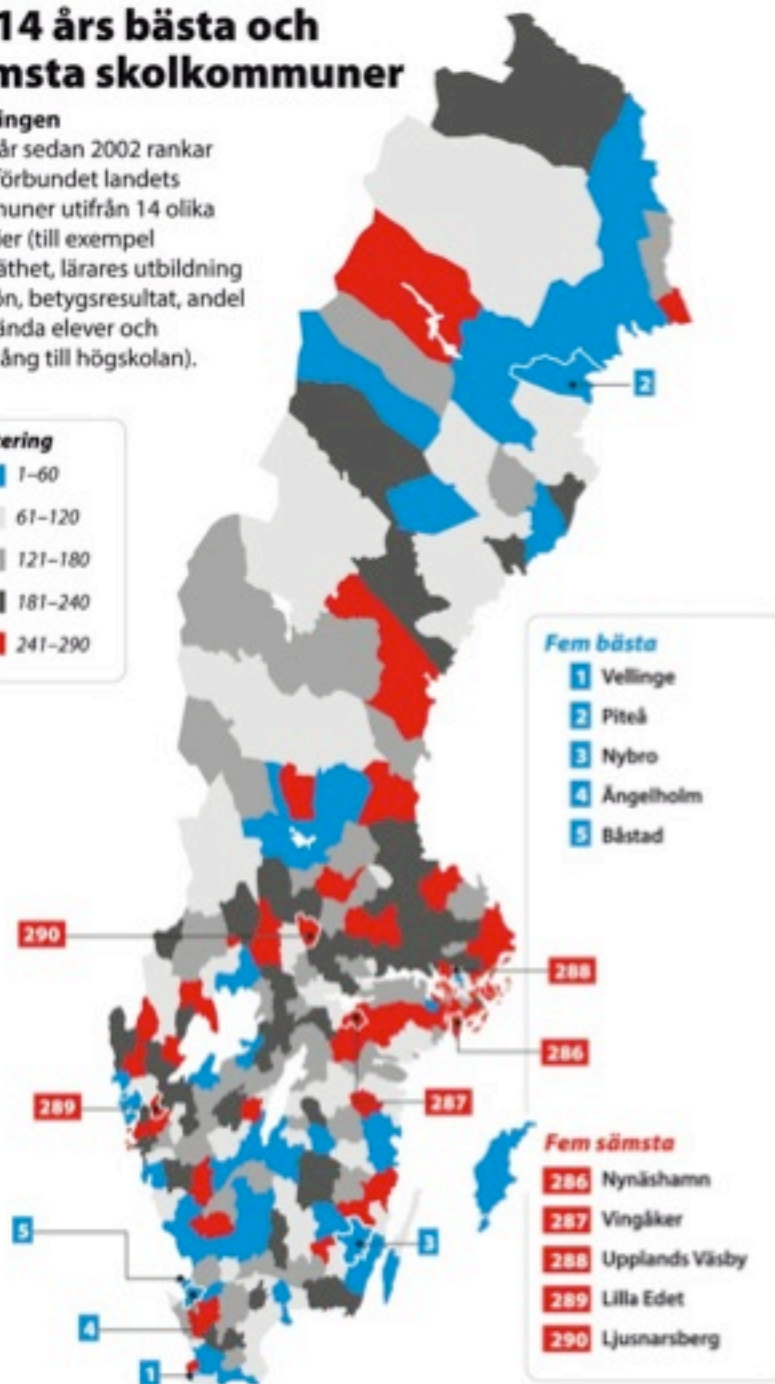
2014 års bästa och sämsta skolkommuner

Rankingen

Varje år sedan 2002 rankar Lärarförbundet landets kommuner utifrån 14 olika kriterier (till exempel lärartäthet, lärares utbildning och lön, betygsresultat, andel godkända elever och övergång till högskolan).

Placering

- 1-60
- 61-120
- 121-180
- 181-240
- 241-290



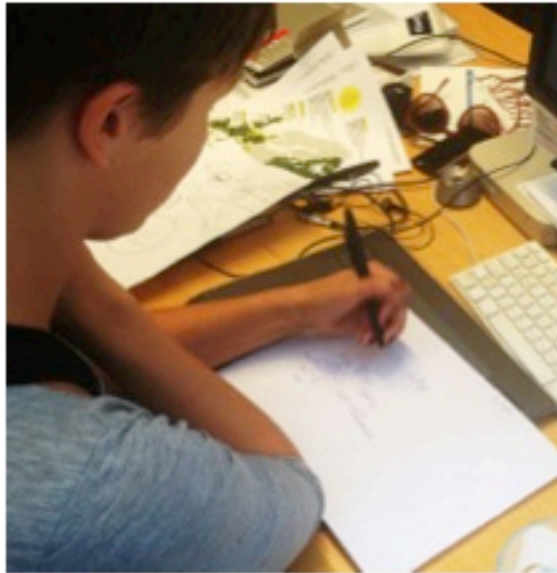
THE PROCESS



DURING THE PROCESS - ALWAYS KEEP IN MIND



SKETCHING YOUR IDEAS



- Organize
- Make a hierarchy
- Select



QUESTIONS WITH A FOCUS ON THE PURPOSE AND THE READER

What is the story? What do you want to communicate?

What's interesting about this? What questions would the reader ask?

Do the reader even care? If not, what am I doing?

The power of Visualization



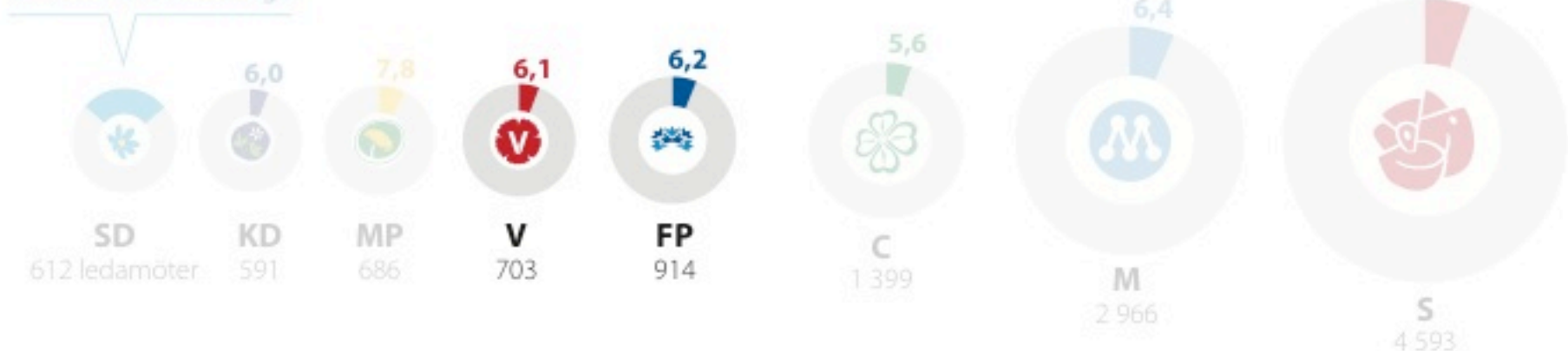
data



LOOKING AT TWO EXAMPLES



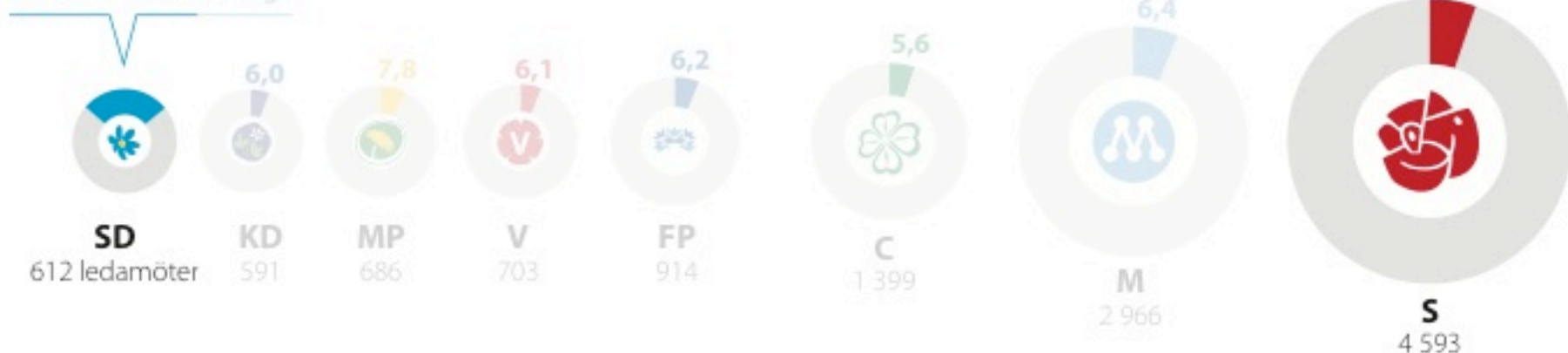
27,8 procent av Sverigedemokraterna har hoppat av kommunfullmäktige



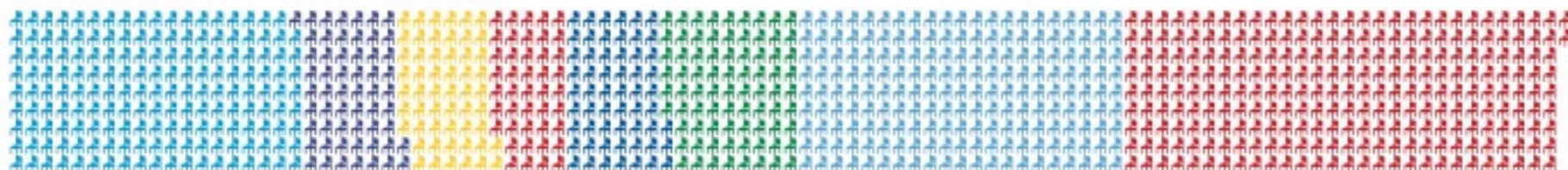
Totalt **902** tomma stolar

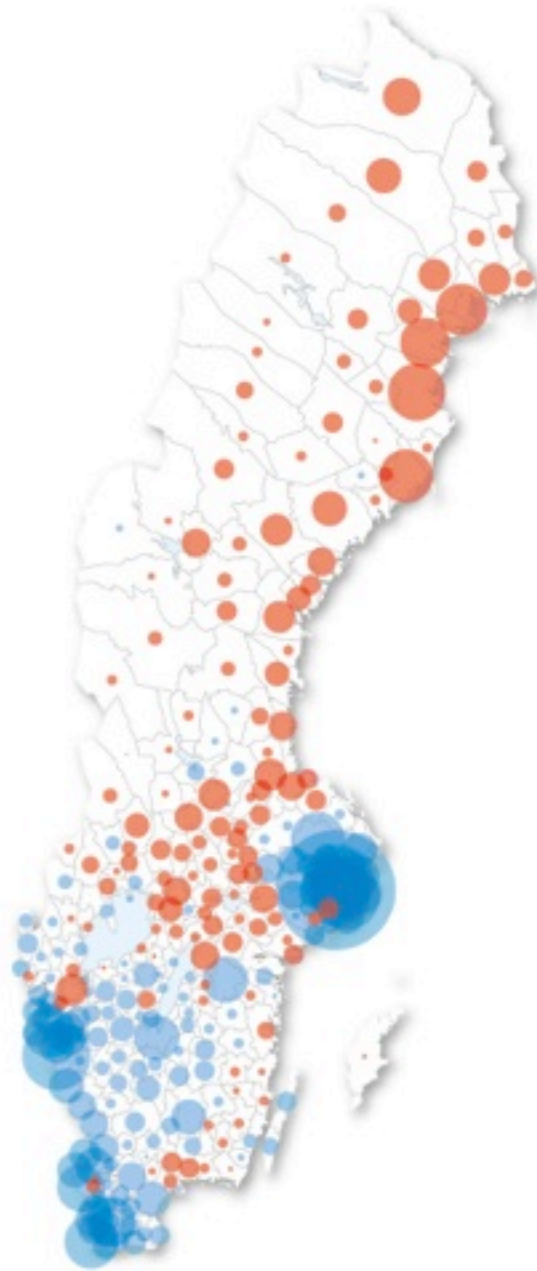
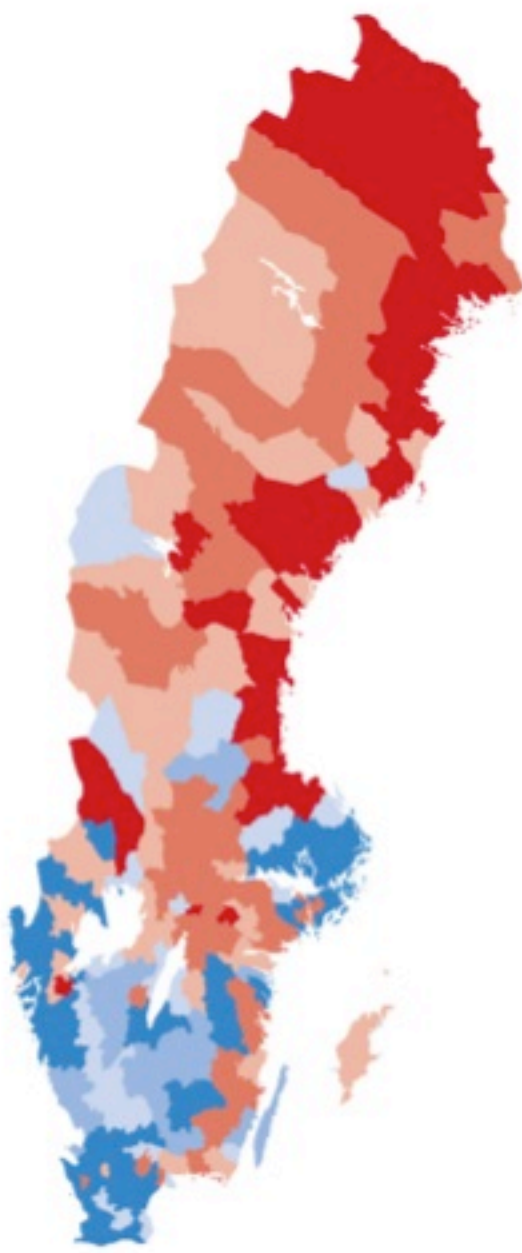
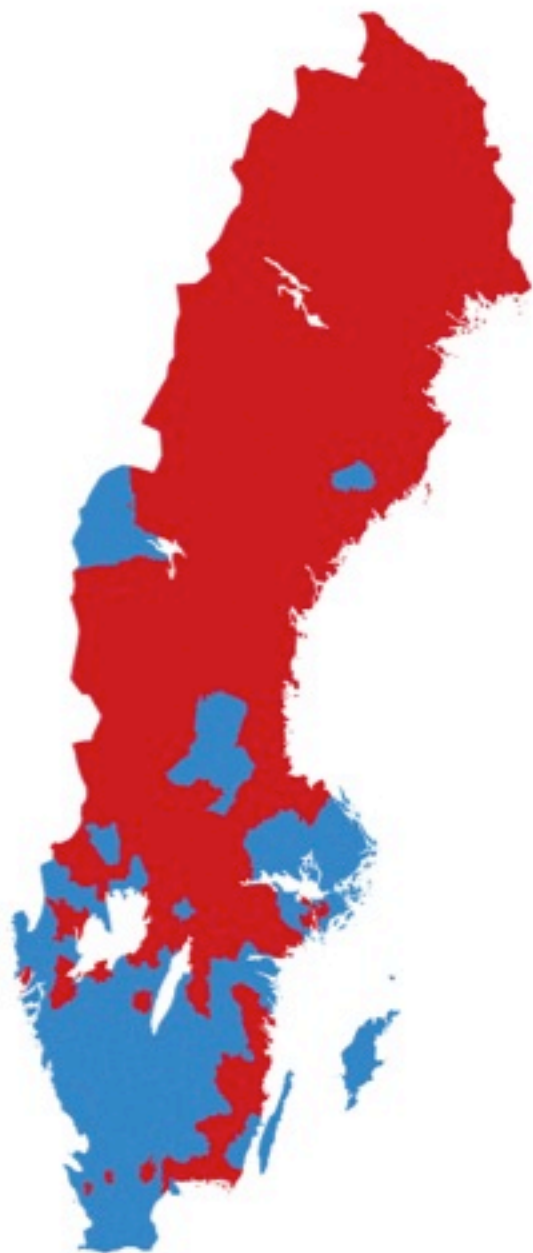


27,8 procent av Sverige-
demokraterna har hoppat
av kommunfullmäktige



Totalt **902** tomma stolar



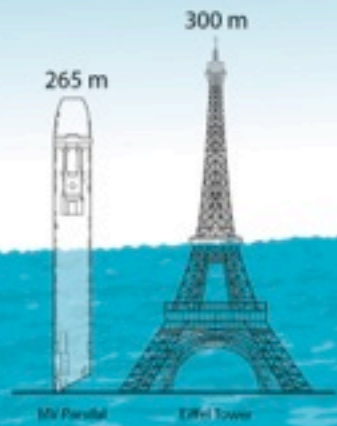


NUMBERS CAN BE
HARD TO UNDERSTAND





PARSIFAL COMPARED WITH



Total weight of vessel when fully loaded with cargo
 74 622 tonnes=
 weight of approx. 7.5 Eiffel tower

CARGO DECK AREA
 53,270 m²
 = 8 soccerfields

20 crew
 There are usually 20 crew members.
 The accommodation is arranged within 10 m on the weather deck.



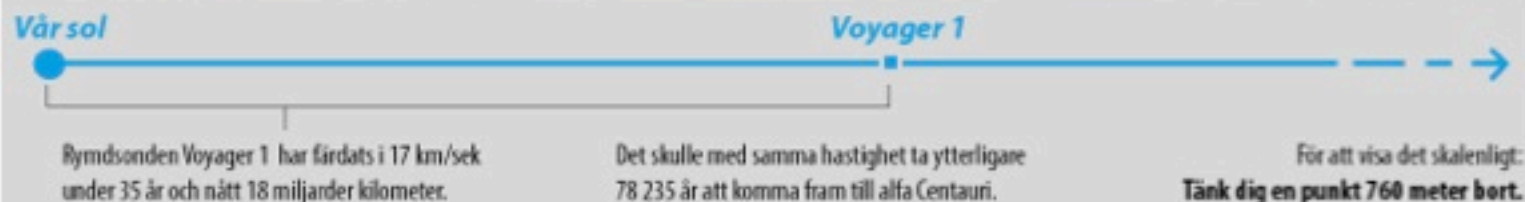
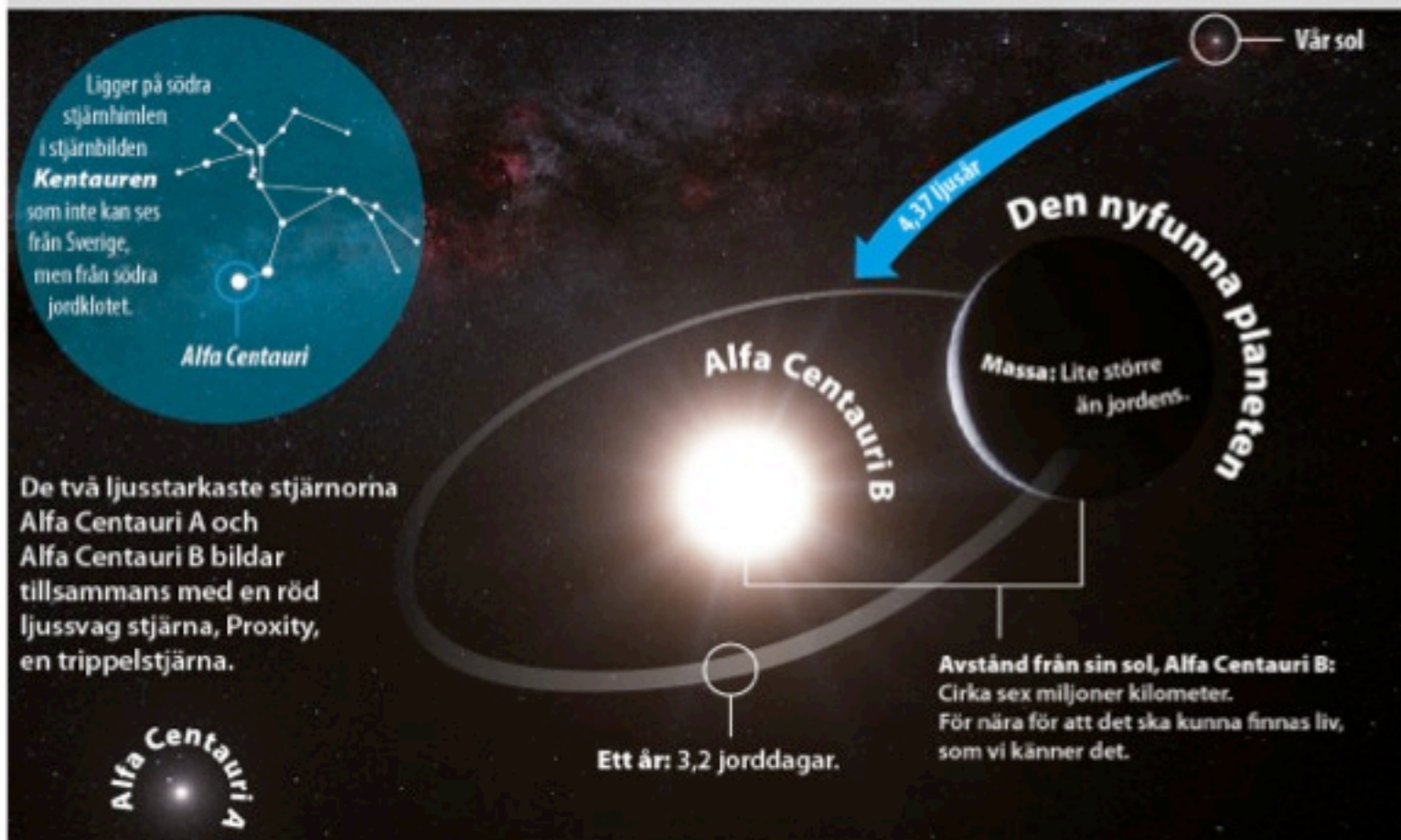
WHEN ALL DECKS ARE USED TO THE FULL
 Approx. capacity on suitable car decks: 2,830
 Approx. capacity without decks with tanks and other rigid vessel facilities: 685
 = 6,004 cars if all decks are filled with cars

ANCHOR WEIGHT
 One anchor weighs 9.2 tonnes

ENGINE POWER
 27,000 hp=
 180 cars



Vårt grannsystem Alfa Centauri-systemet är det solsystem som ligger närmast vårt eget.



DO NOT FORGET TO SKETCH!

During the design process, do not rush to the computer.
The most obvious idea is not always the best.

IF YOU'RE LOST – SO WILL THE READER BE...



QUESTIONS?

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YOUR TASK



HOW DID YOU GET HERE TODAY?



HOW DID YOU GET HERE TODAY?

- **Find a story, make the data interesting.**
- **You can compare:** for example in time, distance, transport, cost, mood, fellow passengers... ? (with each other or historically in time)
- **Unsure about the facts?** Use your imagination

PRESENTATION

- Make simple sketches of your idea.
- Explain the purpose.

What do you want to communicate to the reader. Why?

One person or the whole group.

**Also! Think about how you could take this further.
How could you make your small data into big data?**



Thank you!

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