Infographics

90% of information we remember is visuals

Modern media platforms are increasingly visiual

Theme:

* Questions asked frequently, complex topics, Cool data

Data

* People data (HR data), Finance data (Annual Reports), Misc. data (logs of any kind; help desk).

Analysis

* Example: comparing metro lines in DC, and then comparing lines to metro lines across the US. Blue line is the worst in DC, but also one of the worst in the nation.

Story

* Try to make infographic evergreen. Tell a story of general appeal. Can we use this infographic again and again (with different data each year)?

Design

* Use consistent color palette. University Visual Guidline, DeGraeve Palette Generator (input pics and get hex outputs), Kause’s Color Index
* Simple is better
* Flat is en vogue. Flaticon.com
* Fonts
* Charts: dot line, bar graph, stacked graph, pie charts, donut chart, tree map

Creation

* Easel.ly: free, but cookie-cutter
* Piktochart: what we will be using. Free with a paid upgrade option
* Infogr.am: expensive, really limited visual icons
* MS Office

Theme for my organization

**AmeriCorps**

Return on investment: Impact on communities, ie money saved

Where Volunteers travel in America

Demographics of Corps Members

Does CNCS have an annual report?

Icons: people, money, education? Cityscape, rural

Pie charts

Tree maps?