

Infographics: Visualizing Information

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Hannah Rainey

<http://go.ncsu.edu/infographics>

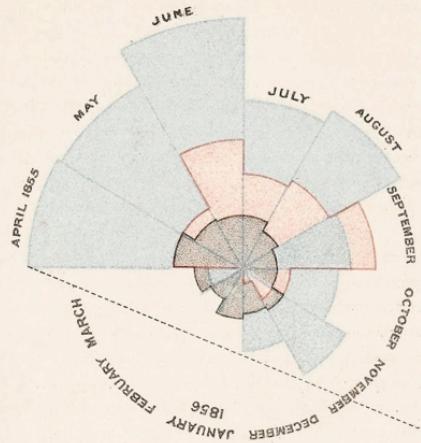


Workshop Overview

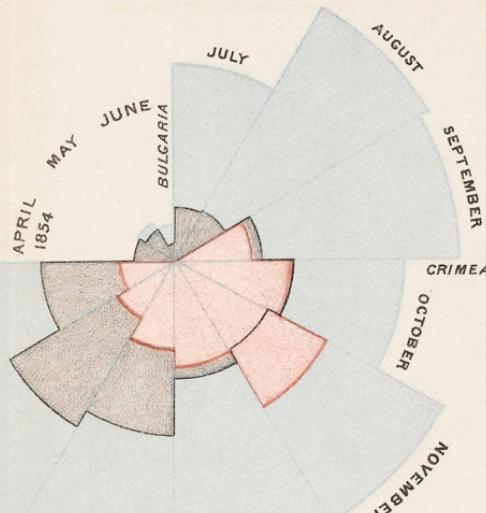
1. **What** is an infographic
2. **When** to use an infographic
3. **Examples** of infographics
4. Elements of **design**
5. Infographic **Resources**
6. **Activity** using Piktochart

DIAGRAM OF THE CAUSES OF MORTALITY
IN THE ARMY IN THE EAST.

2.
APRIL 1855 TO MARCH 1856.



1.
APRIL 1854 TO MARCH 1855.



The Areas of the blue, red, & black wedges are each measured from the centre as the common vertex.

The blue wedges measured from the centre of the circle represent area for area the deaths from Preventible or Mitigable Zymotic diseases, the red wedges measured from the centre the deaths from wounds; & the black wedges measured from the centre the deaths from all other causes.

The black line across the red triangle in Nov^r 1854 marks the boundary of the deaths from all other causes during the month.

In October 1854, & April 1855, the black area coincides with the red; in January & February 1855, the blue coincides with the black.

The entire areas may be compared by following the blue, the red & the black lines enclosing them.



What is an infographic?



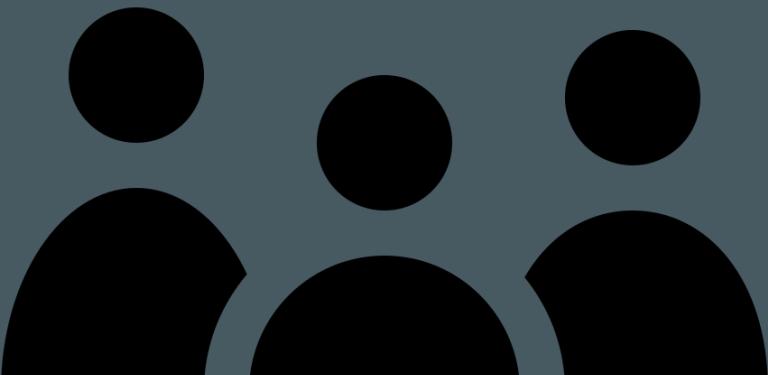
<http://go.ncsu.edu/infographics>

Infographics support an argument.

Infographics raise awareness and educate.

Infographics tell a story.

Infographics represent information through graphics, images, and minimal text.

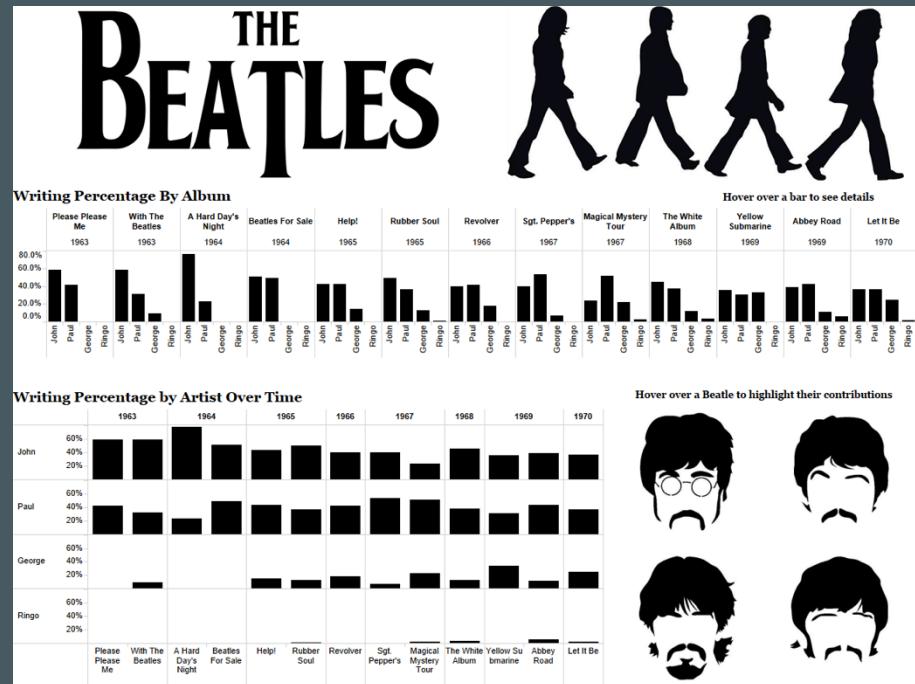
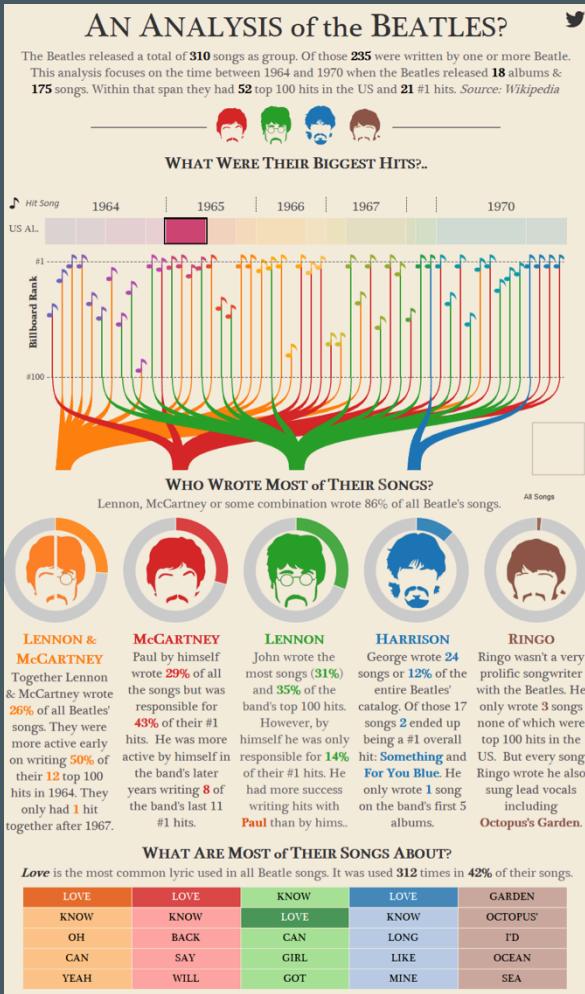


Are infographics and data
visualization the
same?

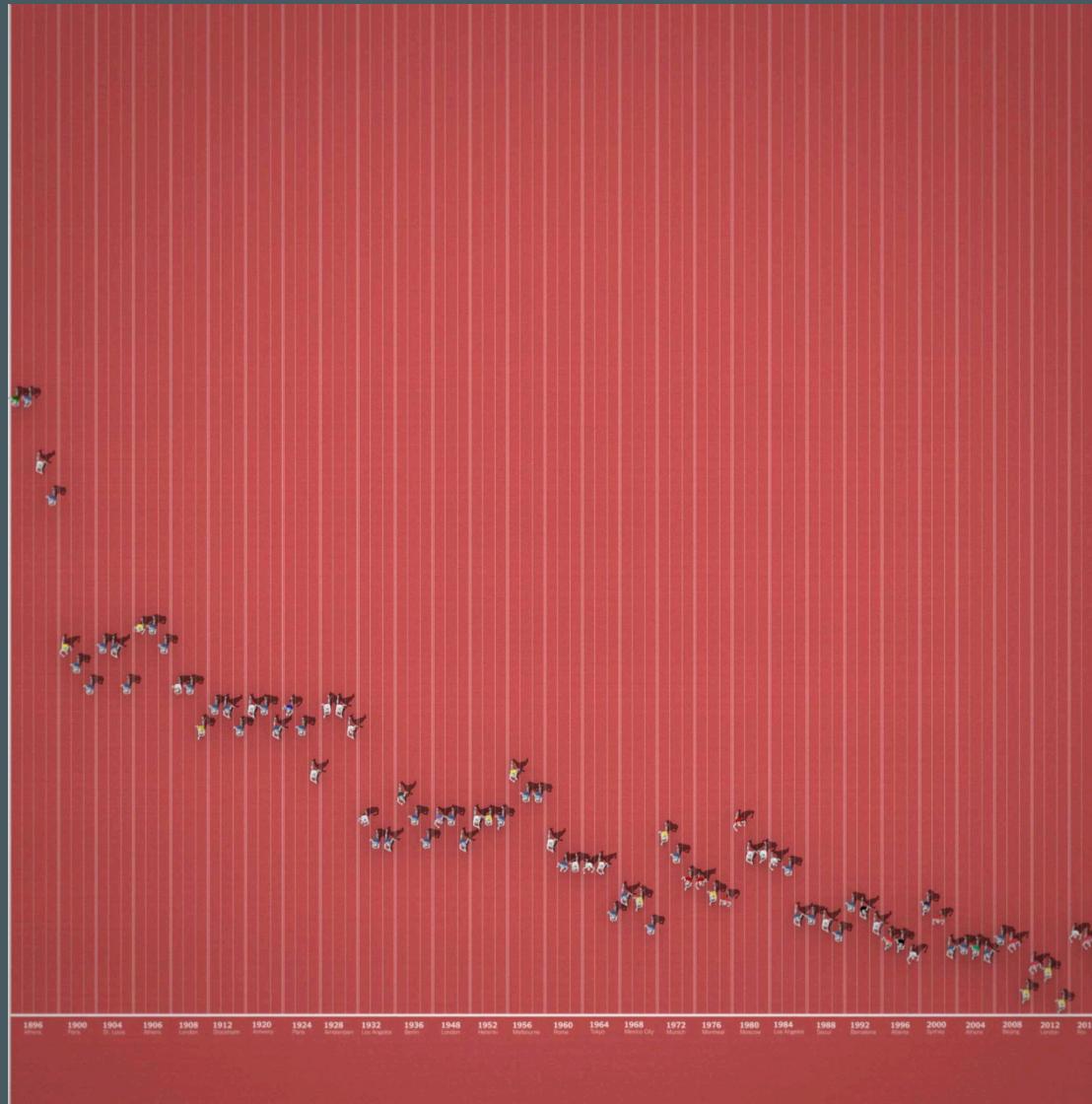
...

<http://go.ncsu.edu/infographics>

Infographic or Data Visualization?

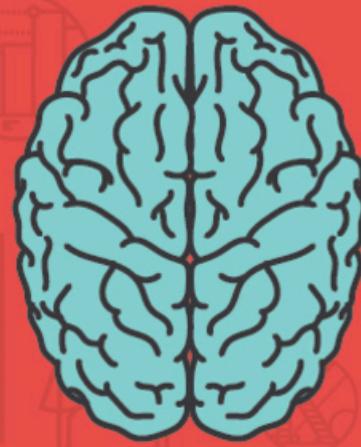


Infographic or Data Visualization?



Why use infographics ?

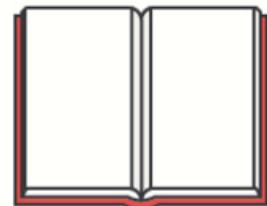
13 REASONS WHY YOUR BRAIN CRAVES INFOGRAPHICS



Infographics are everywhere
but what made them so successful?

This infographic exposes the science behind the boom

THE HUGE INCREASE IN VISUALIZED INFORMATION...



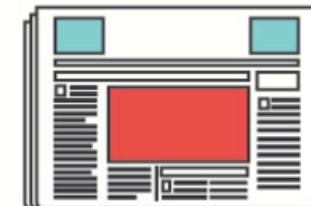
400%

in literature
(since 1990)



9900%

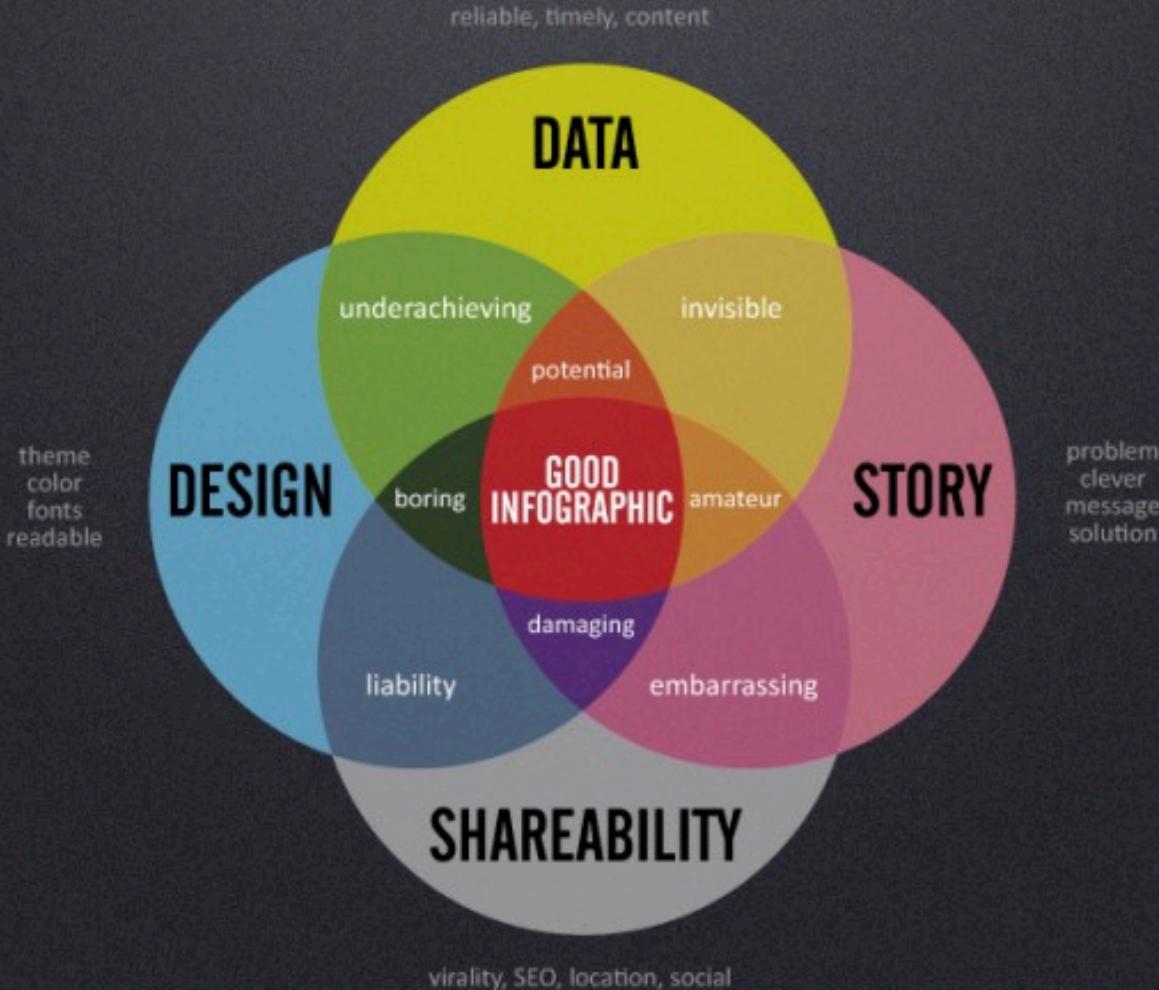
on the internet
(since 2007)



142%

in newspapers
(between 1985 & 1994)

What Makes a Good Infographic?



Daniel Zeevi

DASHBURST

Misleading Infographics

The NSW Health system is...



RECRUITING MORE NURSES*



* Nursing headcount figures at June includes non casual staff and 3rd schedule

ONLINE IN **60** SECONDS

ON THE INTERNET, WE ALL KNOW THINGS CAN MOVE AT A LIGHTNING-FAST RATE. IN JUST A MINUTE, YOU CAN READ THROUGH AND COMPOSE A FEW TWEETS ALONG WITH LOOK AT DOZENS OF FACEBOOK PHOTOS. THAT SAID, WE'VE PULLED TOGETHER THIS INFOGRAPHIC TO GIVE YOU AN UPDATED VIEW OF EVERYTHING THAT HAPPENS ONLINE IN 60 SECONDS DURING 2013.



Data

www.pewinternet.org
www.pewinternet.org/2013/01/29/online-activity-in-a-single-day/
www.statista.com/statistics/260277/
www.statista.com/statistics/260278/
www.statista.com/statistics/260279/
www.statista.com/statistics/260280/

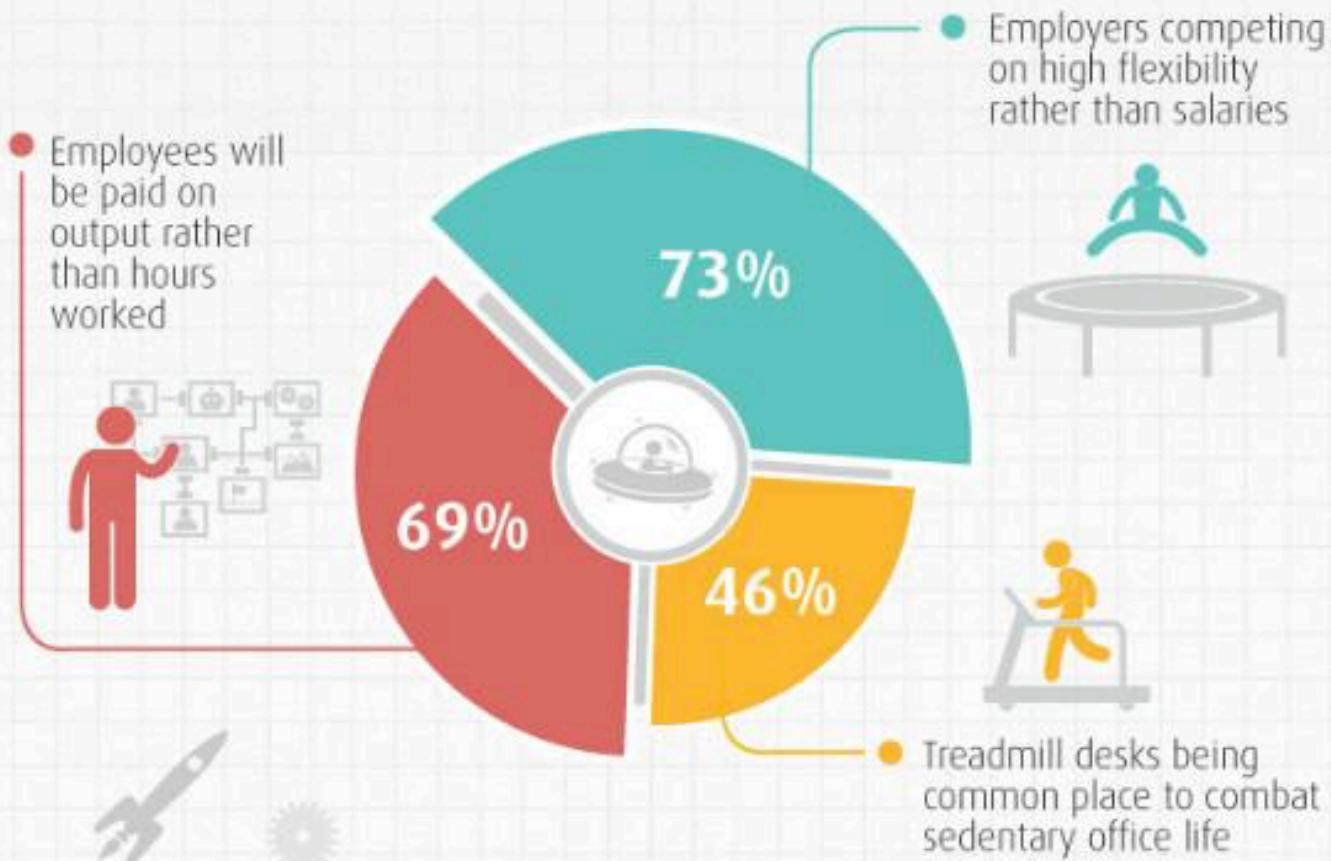
Design

myclever agency

Qmee

BIGGEST FUTURE CHANGES IN THE WORKPLACE?

In a survey of HR professionals, changes forecasted in the workplace varied from:



Infographic Examples

Short Activity

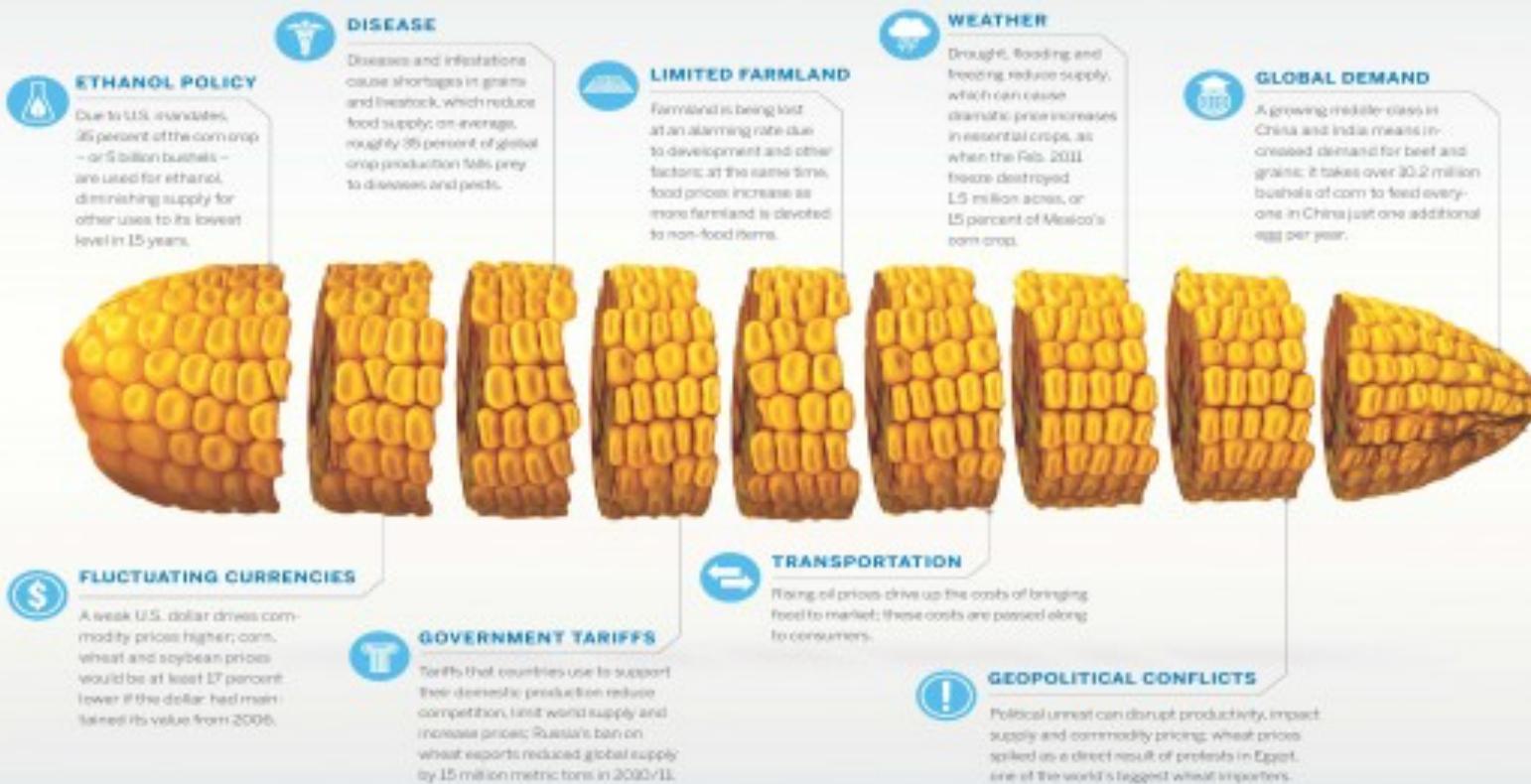
On your own, or in a small group, look at one of the examples below. Think about and discuss what you like/dislike about this infographic.

Examples:

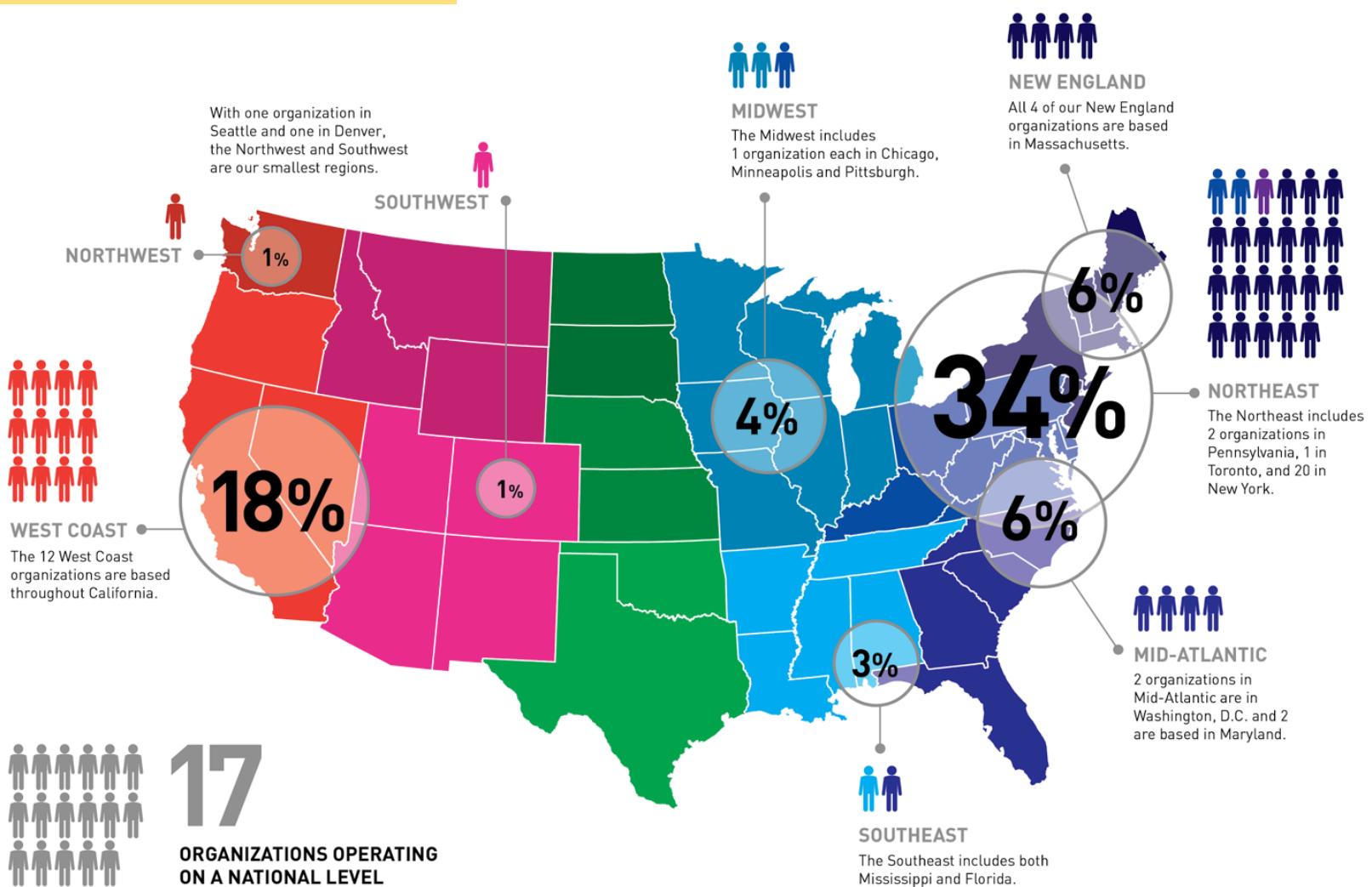
1. [The Facts Behind Food Prices](#)
2. [Slingshot Fund Map](#)
3. [The Almighty Dollar](#)
4. [Left Right](#)
5. [What are We Eating?](#)

The Facts Behind Food Prices

THE FACTS BEHIND FOOD PRICES



Slingshot Fund Map



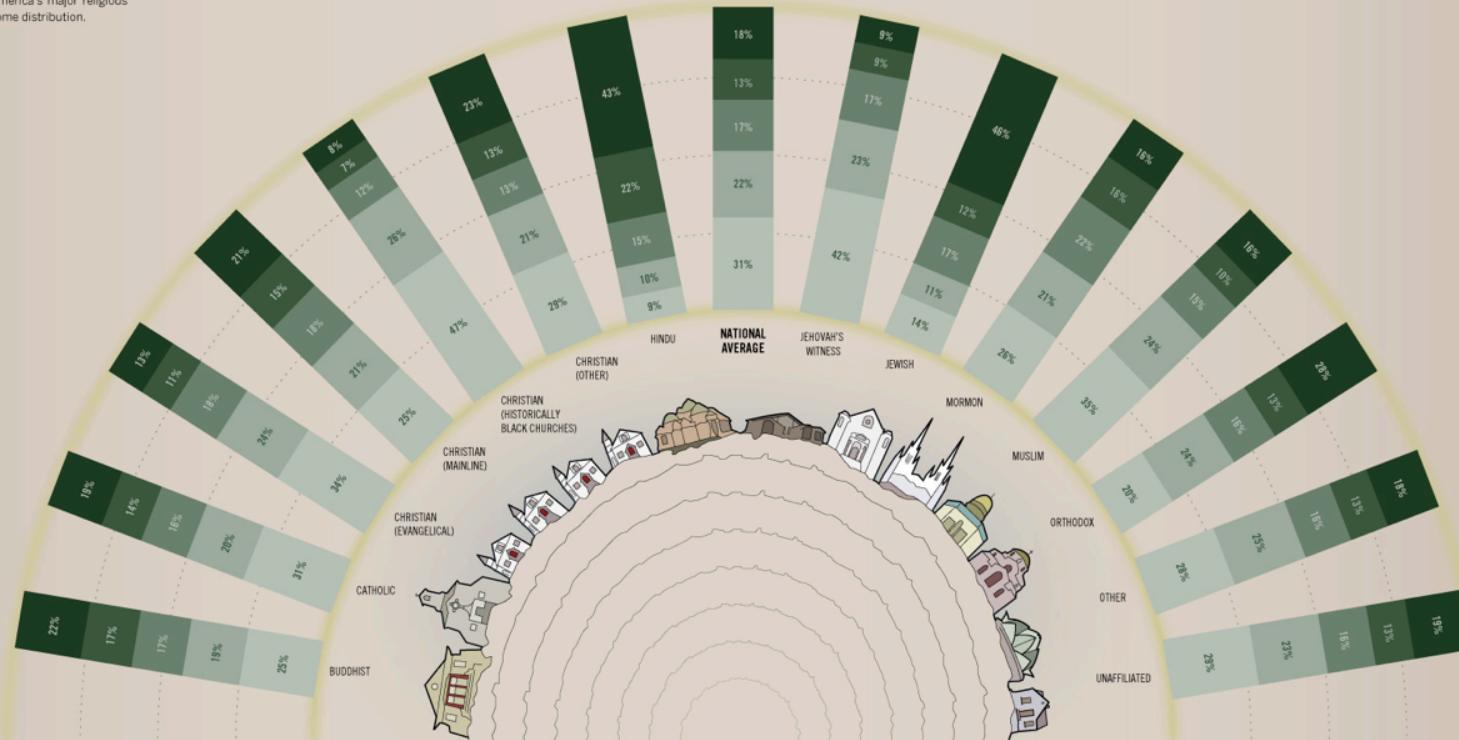
The Almighty Dollar

THE ALMIGHTY DOLLAR

MAPPING DISTRIBUTION OF INCOME BY RELIGIOUS BELIEF

It's no secret that the distribution of wealth is inequitable in the United States across racial, regional, and socio-economic groups. But there is a distinct variance among and within America's faiths as well. Displayed below are the income levels of America's major religious groups, as compared to the average U.S. income distribution.

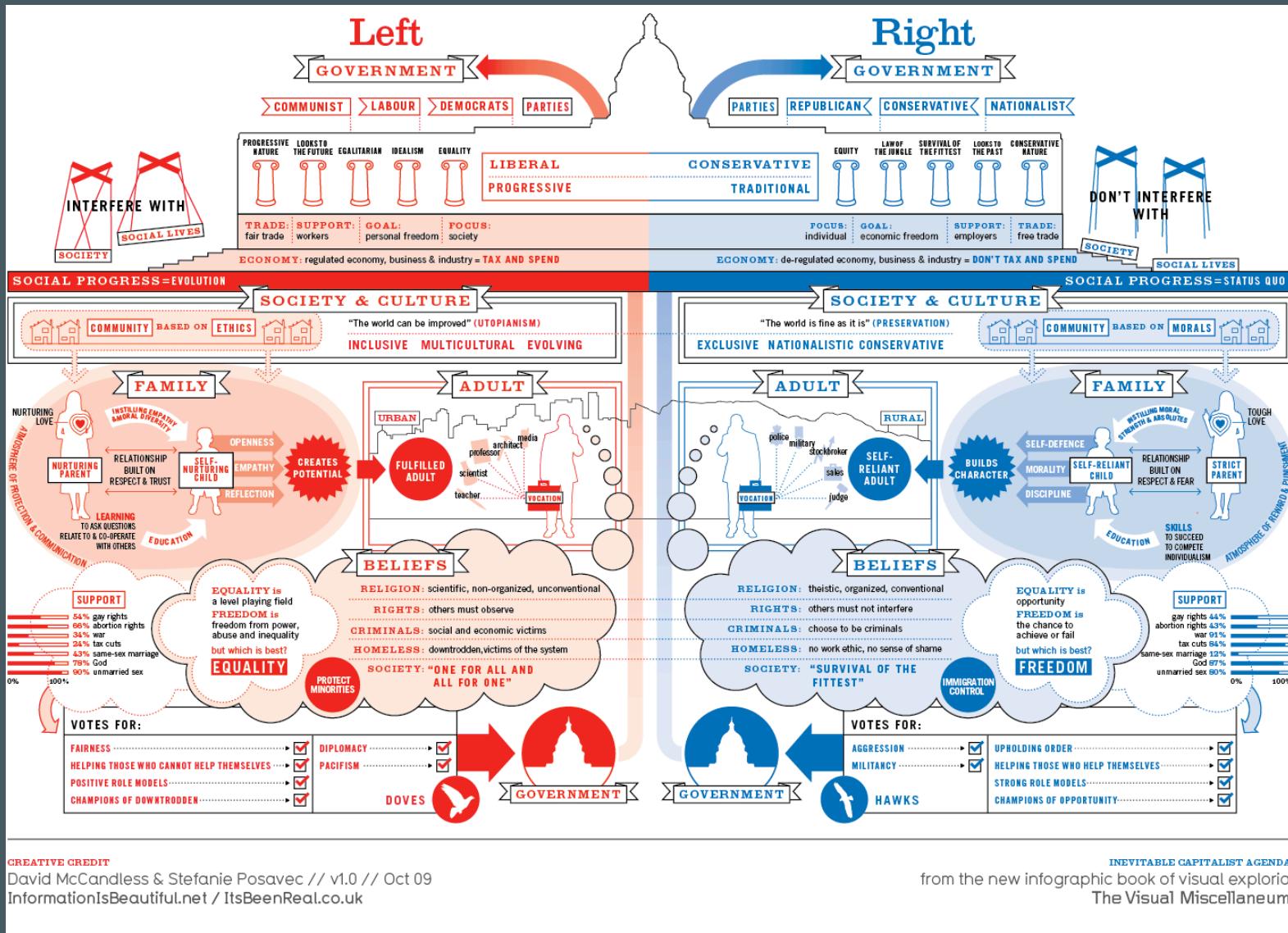
INCOME BRACKETS:



A COLLABORATION BETWEEN
GOOD AND COLUMN FIVE.

SOURCE:
THE PEW FORUM

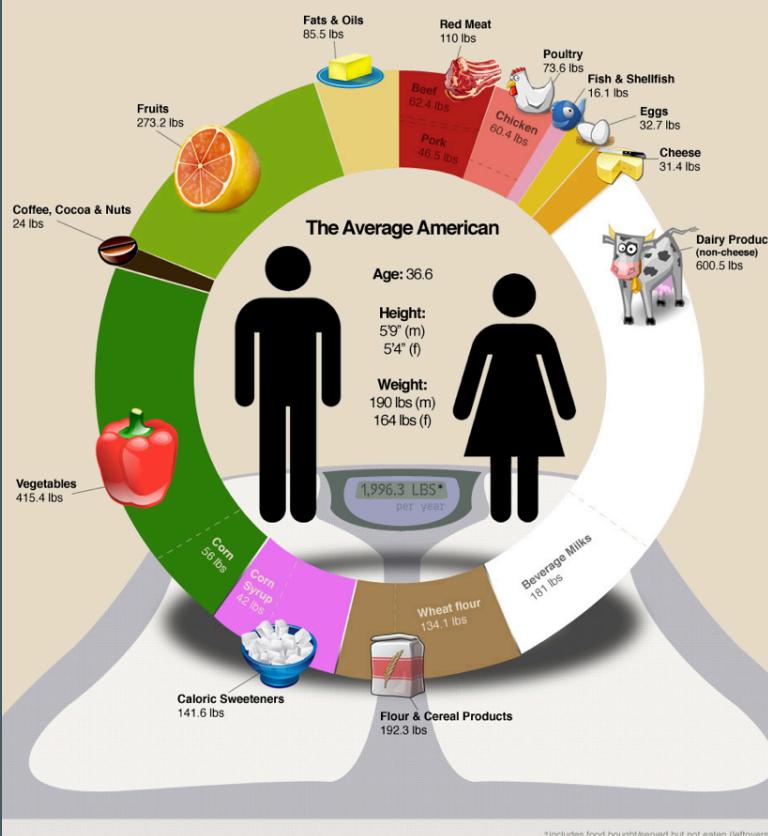
Left Right



What are We Eating?

WHAT ARE WE EATING?

What the Average American Consumes in a Year



That includes:
(every year)

French Fries
29 lbs

Pizza
23 lbs

Ice Cream
24 lbs

Soda
53 gallons
(about a gallon/week)

Artificial
Sweeteners
24 lbs

Sodium
2,736 lbs
(47% more than
recommended)

Caffeine
0.2 lbs
(90,700 mg)

And 2,700 calories
a day



ve.
visualeconomics.com

SOURCES:

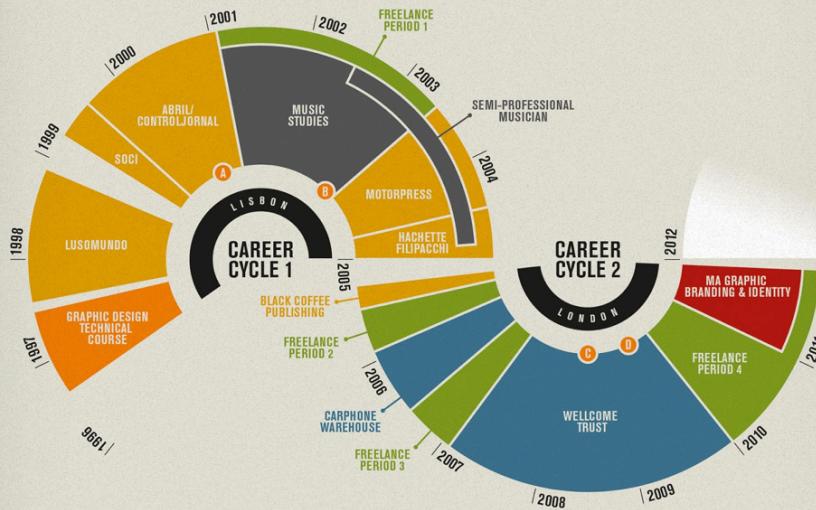
- <http://www.fda.gov>
- <http://www.cdc.gov/factbook/chapter2.htm>
- <http://www.cdc.gov/nchs/statalist/nchs10.pdf>
- <http://www.thestar.com/business/article/780147-demand-for-spuds-drops-as-americans-eat-fewer-fries>
- <http://wellness.blogs.time.com/2010/06/26/hine-out-of-10-americans-eat-too-much-salt/>
- <http://www.bellaplanet.com/articles/18005.asp>
- <http://www.francoispizza.com/articles/>
- <http://www.soundsdoctor.com/nutrition/fun-food/french-fries/Average-Number-Of-French-Fries-Eaten-By-Americans-Each-Year.html>
- <http://www.infoplease.com/ipka/0104742.html>
- http://www.infopartices.com/partices/ml_m0813/s_3_26/ai_54271814/

PAULO ESTRIGA

GRAPHIC DESIGNER

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CV



VOCATIONAL TRAINING

GRAPHIC DESIGN TECHNICAL COURSE

Taken at CFPAGM (Professional Training Centre for the Graphic Arts and Multimedia)

SOFTWARE TRAINING

ADobe INDESIGN

Course taken at Flag

INTERNET MACROMEDIA

Dreamweaver, Fireworks and Flash, course taken at Flag

ADobe PHOTOSHOP

Advanced course taken at Corps Business

HTML EMAILS WITH DREAMWEAVER

Course taken at Corps Business

PUBLISHING

LUSOMUNDO

Designer at monthly youth lifestyle magazine 20 Anos -

SD CI (new Media)

Designer at weekly newspaper O Independente

ABRIL CONTROLJORNAL

Designer at monthly entertainment magazine Vida e at weekly entertainment magazine Mundo VIP -

MOTORPRESS

Designer at monthly motorcycle magazine Motociclistas

HACHETTE FILIPACCHI

Designer at monthly fashion magazine Elle

BLACK COFFEE PUBLISHING

Designer at fine weekly newspaper The London Line -

UNRELATED TO DESIGN

MUSIC STUDIES

Base at Hot Club de Portugal jazz school up to middle of 4th year (five-year course)

SEMI-PROFESSIONAL MUSICIAN

Bassist in a band with regular paid gigs

FREELANCE

FREELANCE PERIOD 1

Design and artwork for designers Rui Gordo and Jorge Silveira

FREELANCE PERIOD 2

Design and artwork at IPC Media (lifestyle magazine) EMAF (O Meio magazine) and Goodlife Media (Goodlife and London Hotel magazines)

FREELANCE PERIOD 3

Design and artwork for 3527 Advertising, Four By Four Creative Services, Informa Telecomms, Vertice, Viva! and Creative Services, Royal Hospital for Neuro-Diseases and The Hive Creative

FREELANCE PERIOD 4

Design and artwork for Fava Parck

Singapur, Sodier & Hennessy, Brand(X),

M-i, Wellcome Trust, Magnet Herlequin,

Power Marketing, British Cross, Mencap,

Witt & Witt, Sainsbury Sport, and

British Universities Film & Video Council

IN-HOUSE

CARPHONE WAREHOUSE

Design and artwork for the main brand, the

Business Solutions department and TalkTalk

WELLCOME TRUST

Designer in the in-house studio, most

work done for Wellcome Collection

ACADEMIC

MA GRAPHIC BRANDING & IDENTITY

Graduated from London College of

Communication, University of the Arts London

LANGUAGES

FLUENT / FLUENTE

ENGLISH

ENG

POOR / POOR

SPANISH

SPA

POOR / POOR

PORTUGUESE

POR

POOR / POOR

ITALIAN

ITA

POOR / POOR

SVK

SOFTWARE PROFICIENCY

Ai

80%

Ps

80%

Io

80%

Fw

60%

Dw

40%

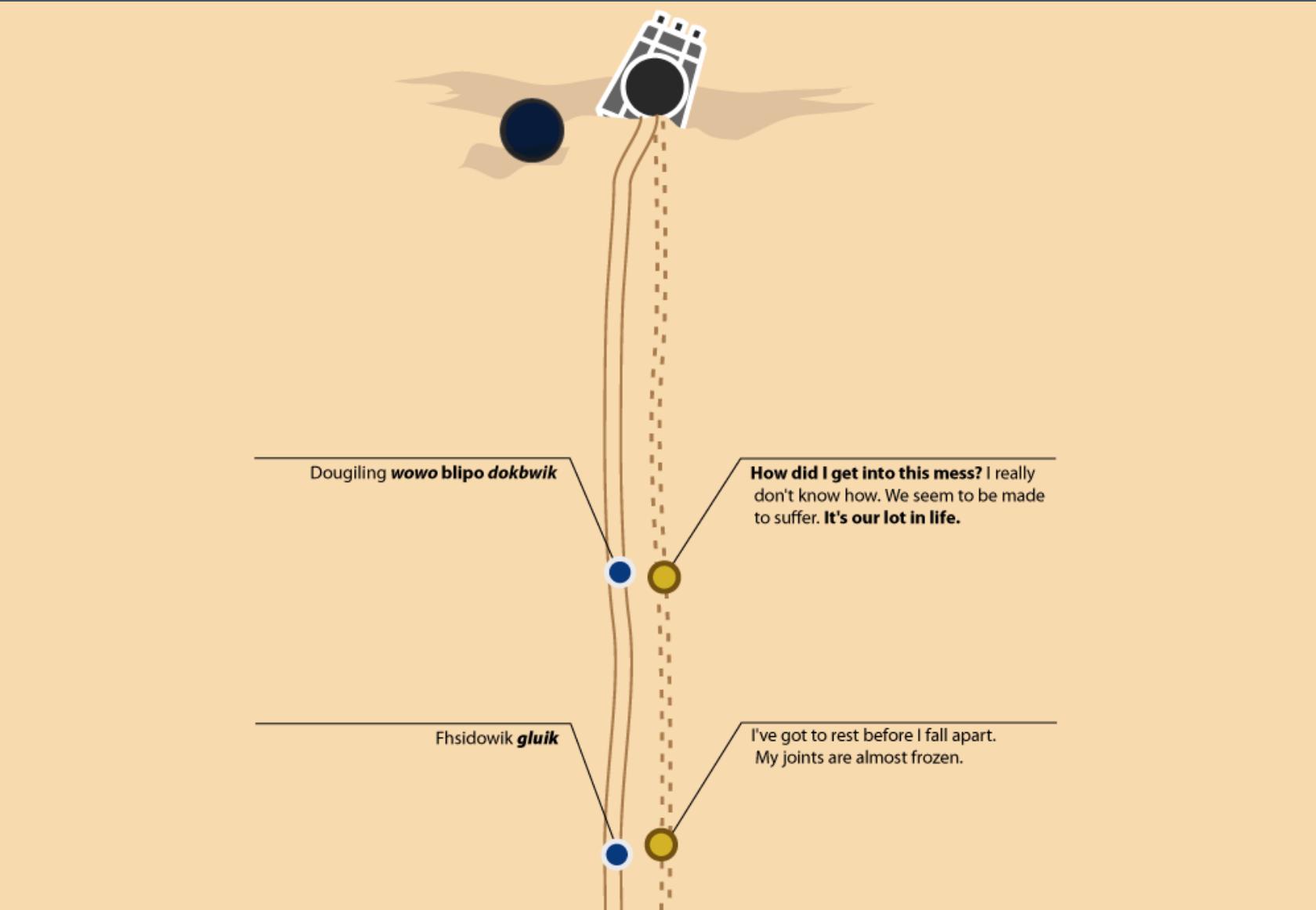
Fl

10%

G

80%



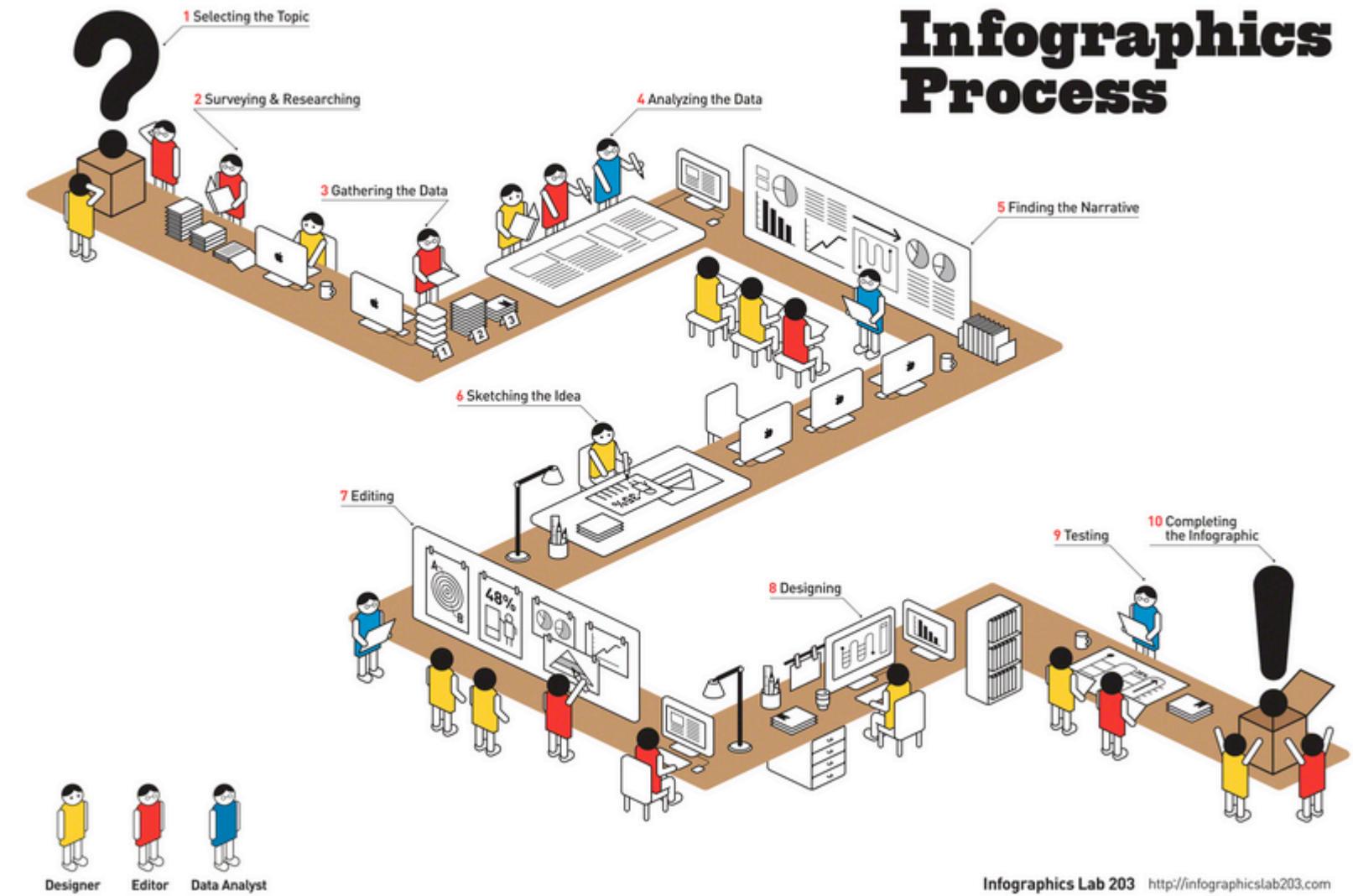


Design Process

1. Decide the story you want to tell
2. Collect data
3. Sketch or storyboard your ideas
4. Find images and icons
5. Create your infographic



Infographics Process



Designer Editor Data Analyst

Infographics Lab 203 <http://infographicslab203.com>

Design Guidelines

Keep it visually simple

Be consistent with visual style

Limit yourself to 6 or fewer colors

Use legible typography and font

Consider the final format (print, on screen, mobile, etc.)

Use high definition graphics (png, svg)

Color

Type

S P A C E

Resources

...

Software

Microsoft Powerpoint -

Online tutorials, templates, and documentation

Adobe Illustrator & inDesign -

Steep learning curve. Full control over design

InkScape -

Free & open source, similar to Illustrator

<https://inkscape.org>

Software tools afford greater author control, but require more skill

Online

Piktochart -

Upload data and generate charts and maps

Canva -

Great guidelines for beginners

Easel.ly -

Simpler options, easy to use

Online tools are easy to use, but offer limited control over design.

Other useful tools

The Noun Project: <https://thenounproject.com/>

Colorbrewer 2.0: <http://colorbrewer2.org/>

Data Visualization Services

 NCSU LIBRARIES

FIND GET HELP SERVICES LIBRARIES ABOUT

Search books, articles, journals, website

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[◀ Back to Research Support](#)

NEED HELP?

Ask a question or request a consultation



Alison Blaine Karen Ciccone

Visualization

A good data visualization can expose new patterns and relationships in your data and help you communicate about it more clearly. We can help you:

- use visualization spaces and technologies
- use GIS and online mapping software
- learn how to create more effective data visualizations
- visualize research impact

Visualization Spaces

The Libraries provides spaces and technologies for high-resolution, immersive, 3D, and interactive displays of research data. We provide boilerplate facilities descriptions for inclusion in grant proposals. Contact us for more information and assistance.

WORKSHOPS

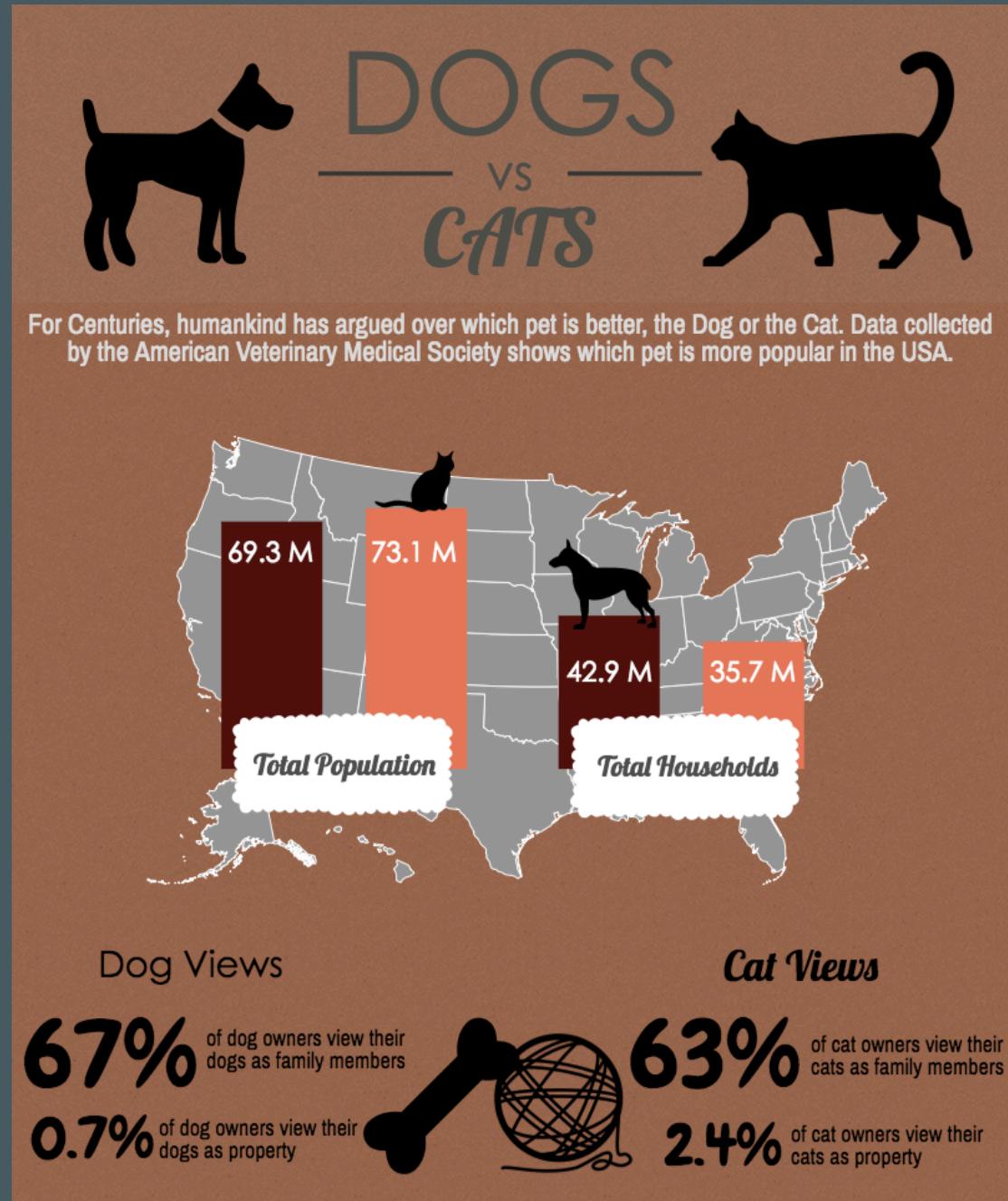
JAN 15	Getting Started with Data Visualization: Tools for Research! 11:00 AM to 12:00 PM
	Creative Coding Group 12:15 PM to 1:15 PM
	Visualize Your Data with Tableau 3:00 PM to 4:00 PM
	Data Cleaning and Analysis Tips and Tools: Excel and Open Refine 11:00 AM to 12:00 PM

[View all workshops ➤](#)

Activity: Create an **Infographic** with Piktochart

...

Follow along to make
this **infographic**, or
explore on your own.



If you like Piktochart, here are some more resources to help.

If you didn't like it, try one of these.

Find and share an
infographic

...

<http://www.dailyinfographic.com/>

<http://www.coolinfographics.com/>

Please take a moment to fill
out an evaluation:
go.ncsu.edu/libeval

...

Thank you!
htrainey@ncsu.edu

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