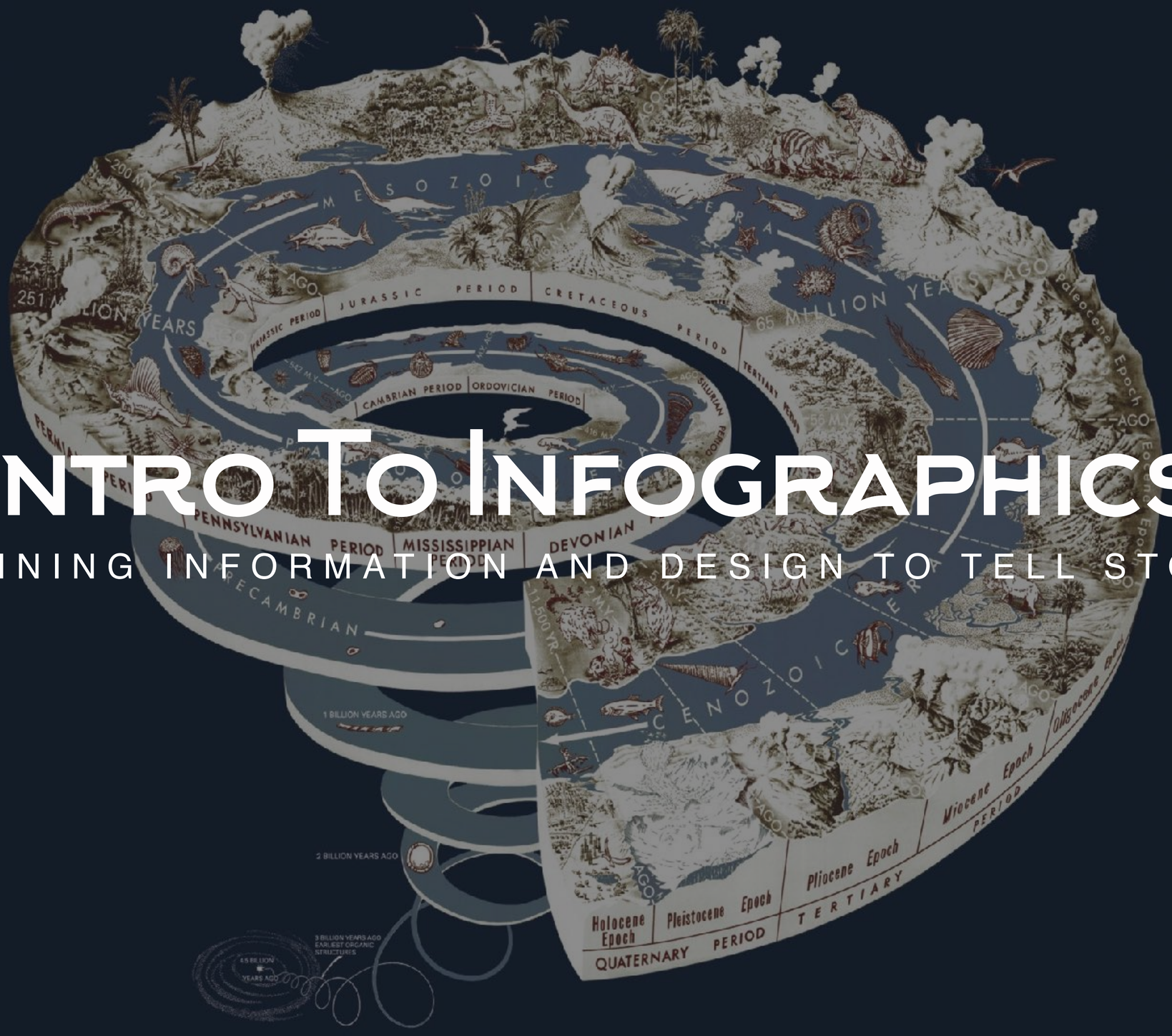
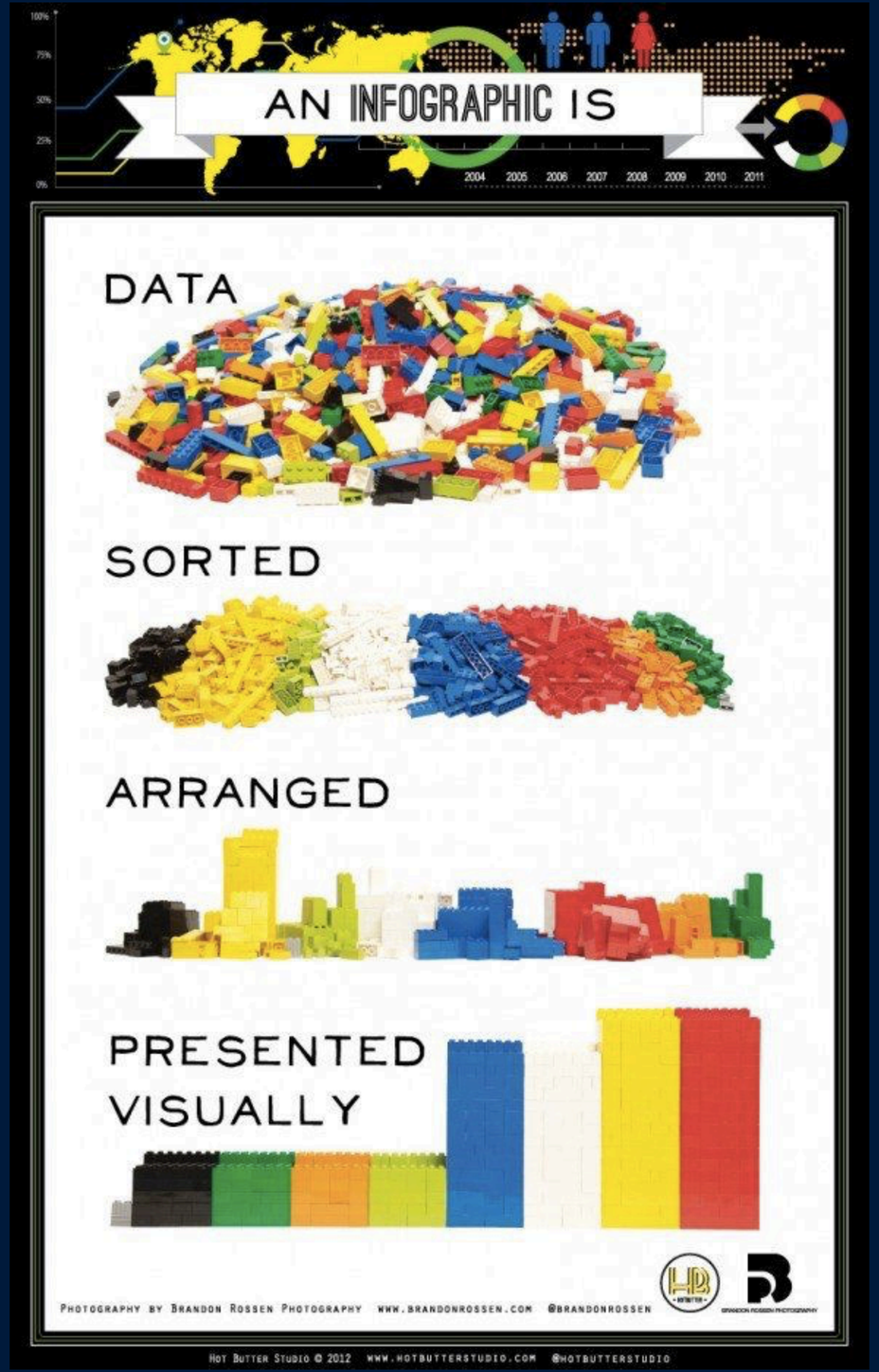
Intro To Infographics

COMBINING INFORMATION AND DESIGN TO TELL STORIES



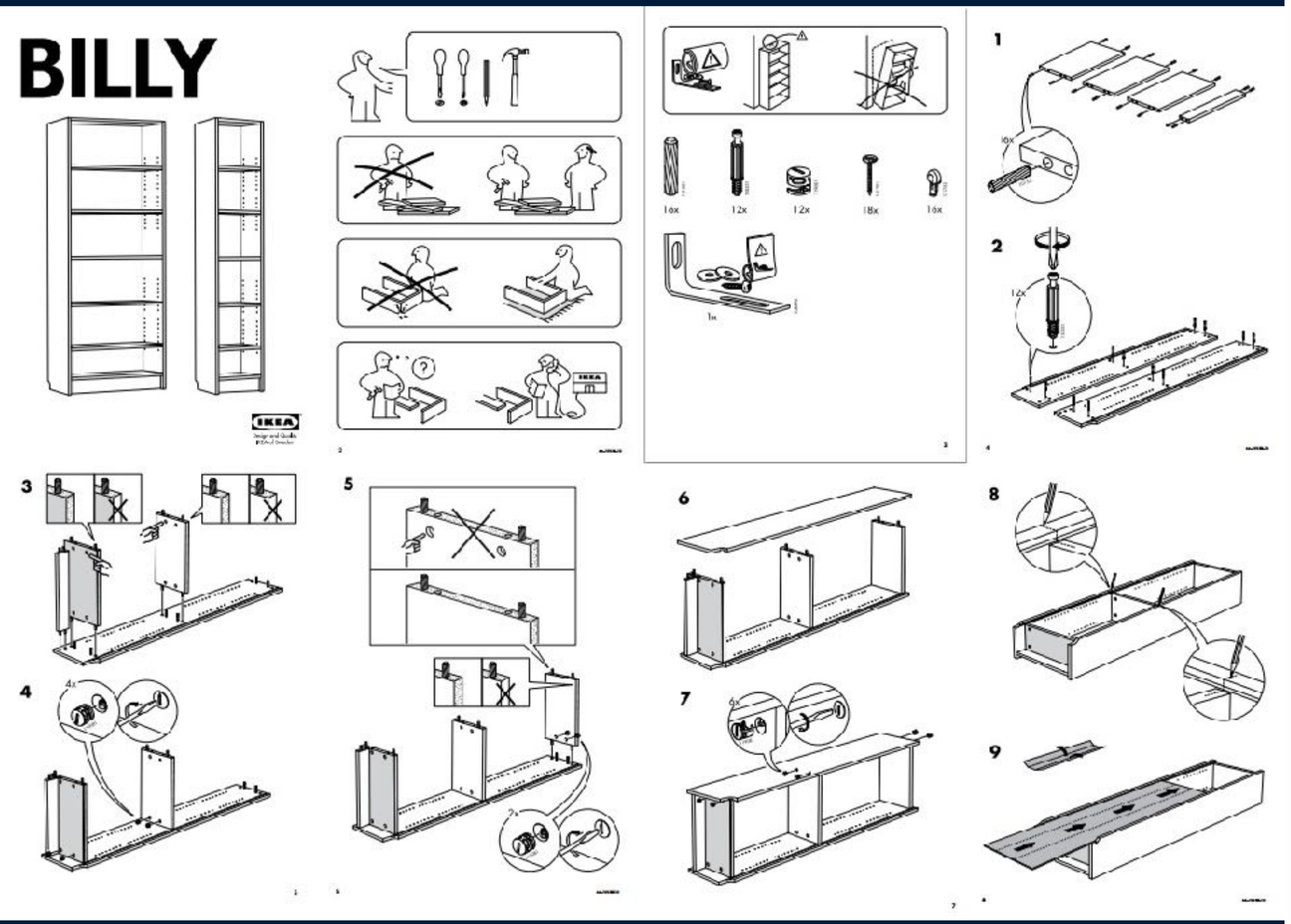


The Basic Building Blocks

AN INFOGRAPHICS IS...

DEFINITION...

Information graphics or info graphics are graphic visual representations of often complex or detailed information, data or knowledge presented in a simple, easy to understand and memorable way.



Not To Be Confused With...

DIAGRAMS, INSTRUCTION MANUALS, OR BLUEPRINTS

DIAGRAMS

Diagrams are a simplified drawing showing the appearance, structure, or workings of something; a schematic representation.

INSTRUCTION MANUALS

Instruction manuals are a book or booklet giving detailed information about how something should be done or operated.

BLUEPRINTS

Blueprints are a design plan or other technical drawing.

Infographic history?

INFOGRAPHICS HAVE BEEN AROUND FOR A WHILE...

EGYPIAN HIEROGLYPHS

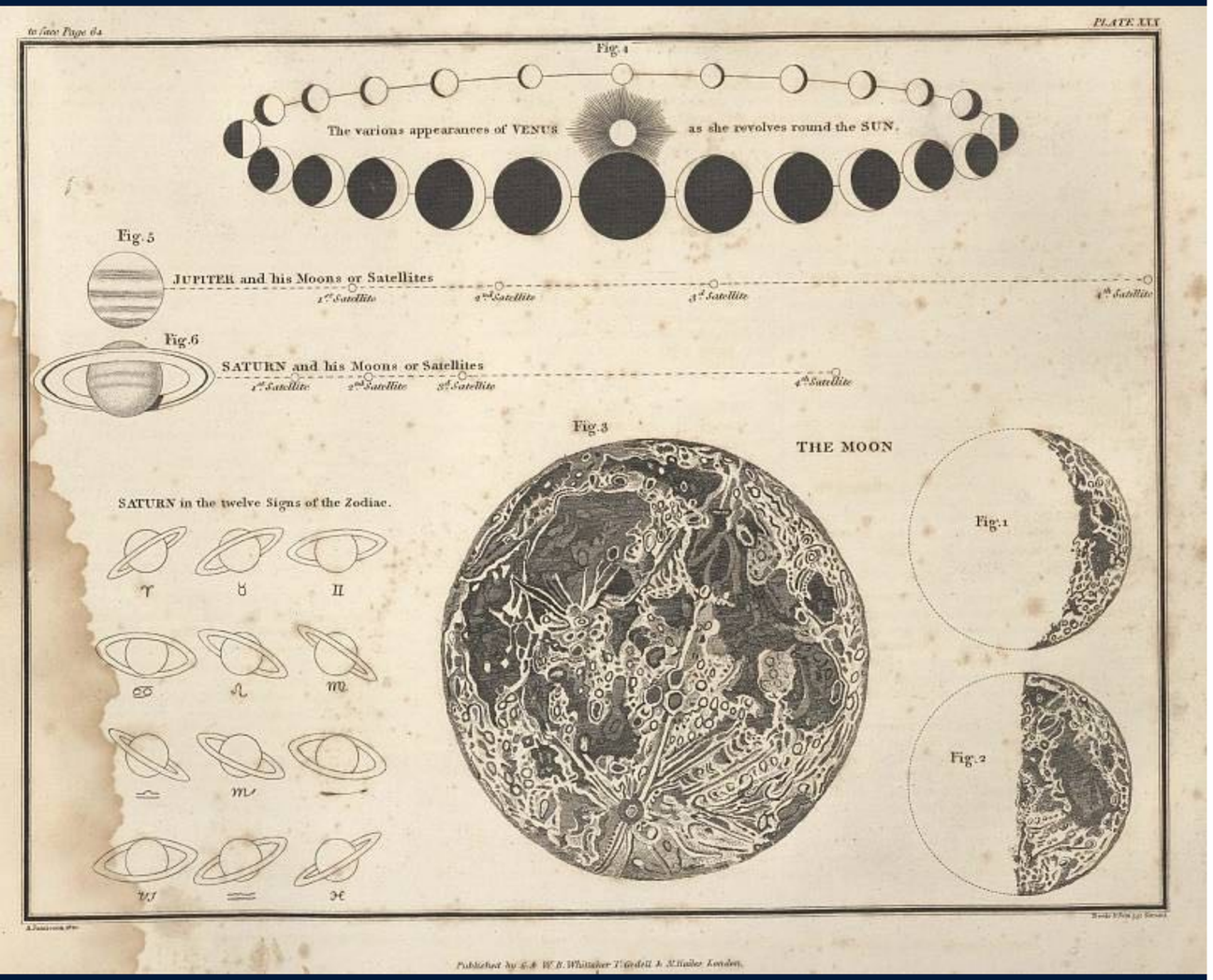
Hieroglyphics are a form of infographic used to describe ancient Egyptians' lives, work and religion. So complex, they evolved to represent sounds with symbols, not just objects & ideas.

TUBE TRAVEL

Infographics for behaviour change, e.g. this poster to encourage more people to travel by Tube. It compares the speeds of the new tube with modes of transport more well-known to the people of 1915.

ASTROLOGICAL

Infographics have been used to map the position of planets and phases of the moon. Often displaying graphics explains difference cycles & phases on the same image.



Infographic history?

INFOGRAPHICS HAVE BEEN AROUND FOR A WHILE...

EGYPIAN HIEROGLYPHS

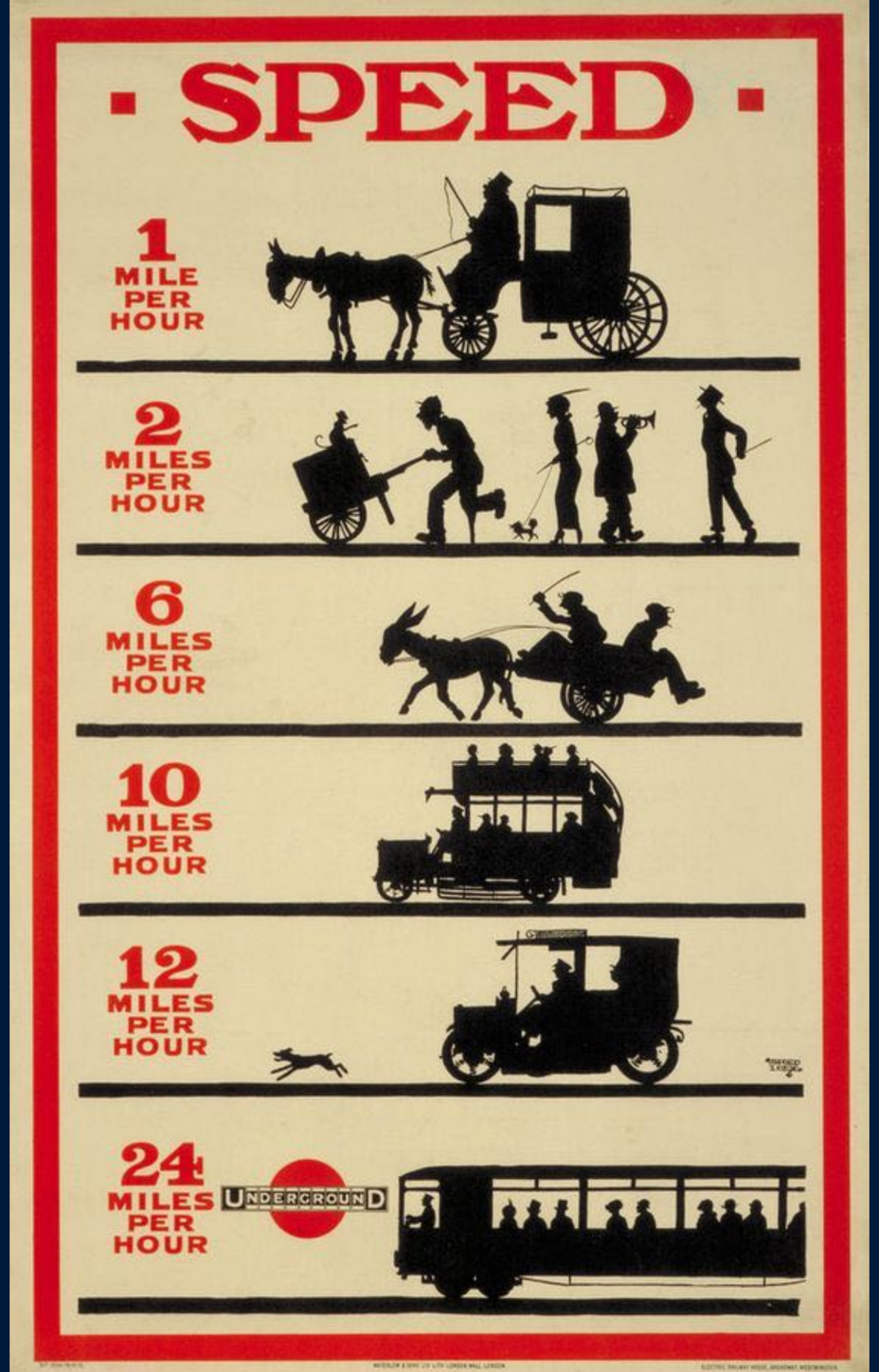
Hieroglyphics are a form of infographic used to describe ancient Egyptians' lives, work and religion. So complex, they evolved to represent sounds with symbols, not just objects & ideas.

TUBE TRAVEL

Infographics for behaviour change, e.g. this poster to encourage more people to travel by Tube. It compares the speeds of the new tube with modes of transport more well-known to the people of 1915.

ASTROLOGICAL

Infographics have been used to map the position of planets and phases of the moon. Often displaying graphics explains difference cycles & phases on the same image.



Infographic history?

INFOGRAPHICS HAVE BEEN AROUND FOR A WHILE...

EGYPIAN HIEROGLYPHS

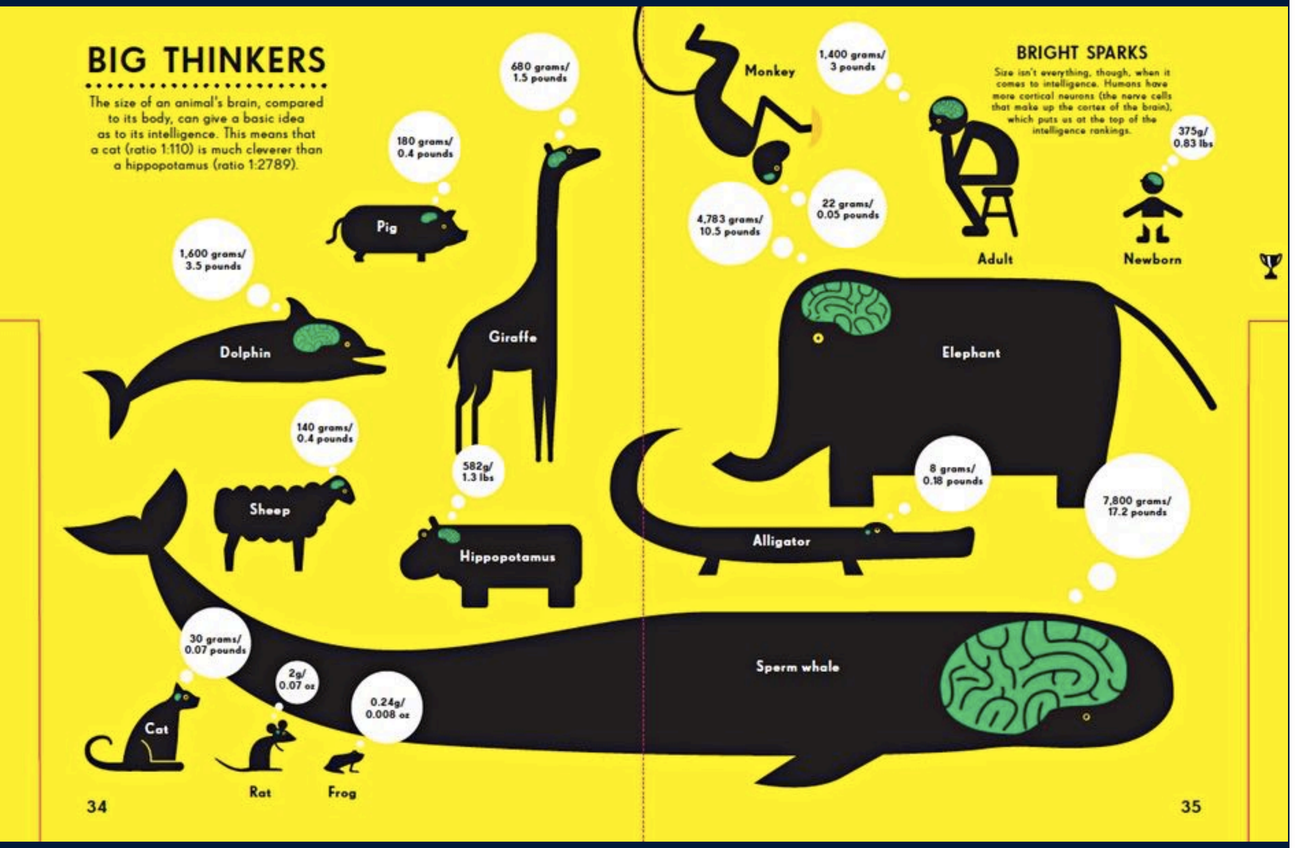
Hieroglyphics are a form of infographic used to describe ancient Egyptians' lives, work and religion. So complex, they evolved to represent sounds with symbols, not just objects & ideas.

TUBE TRAVEL

Infographics for behaviour change, e.g. this poster to encourage more people to travel by Tube. It compares the speeds of the new tube with modes of transport more well-known to the people of 1915.

ASTROLOGICAL

Infographics have been used to map the position of planets and phases of the moon. Often displaying graphics explains difference cycles & phases on the same image.



Very Popular Now!

WHY THE INFOGRAPHIC EXPLOSION?

BACKGROUND

Infographics have been around for years, but they're now more common place.

INFORMATION AGE

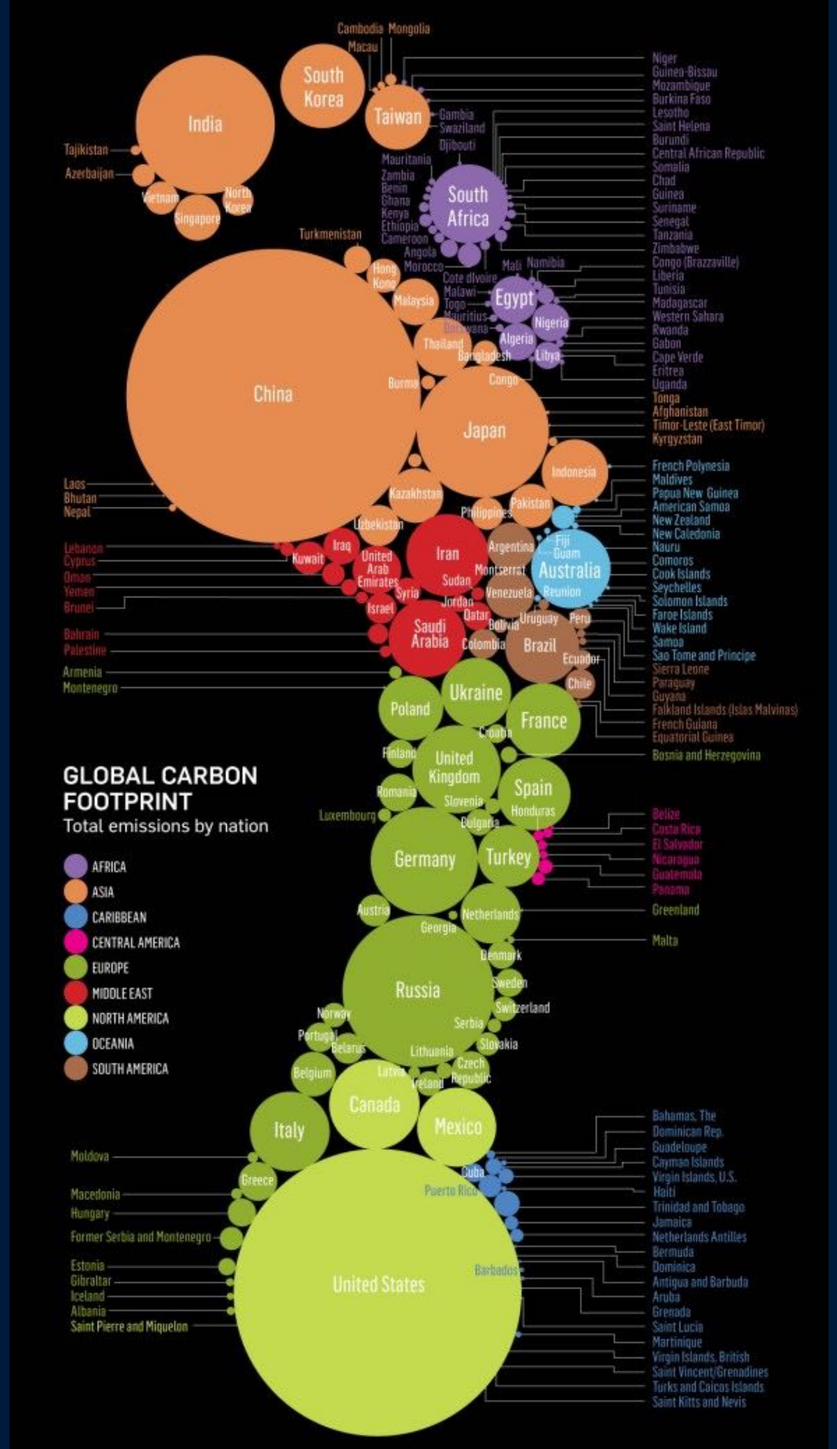
We now live in the information age where data is a financial and industrial commodity.

INFORMATION SATURATION

The abundance of information and the demands of our work/busy lives requires us to rapidly view, navigate, translate, communicate and understand data easily.

NEED TO STAND OUT

As a result of information saturation, your infographics now need to stand out from the crowd in seconds.



Infographic Best Practice

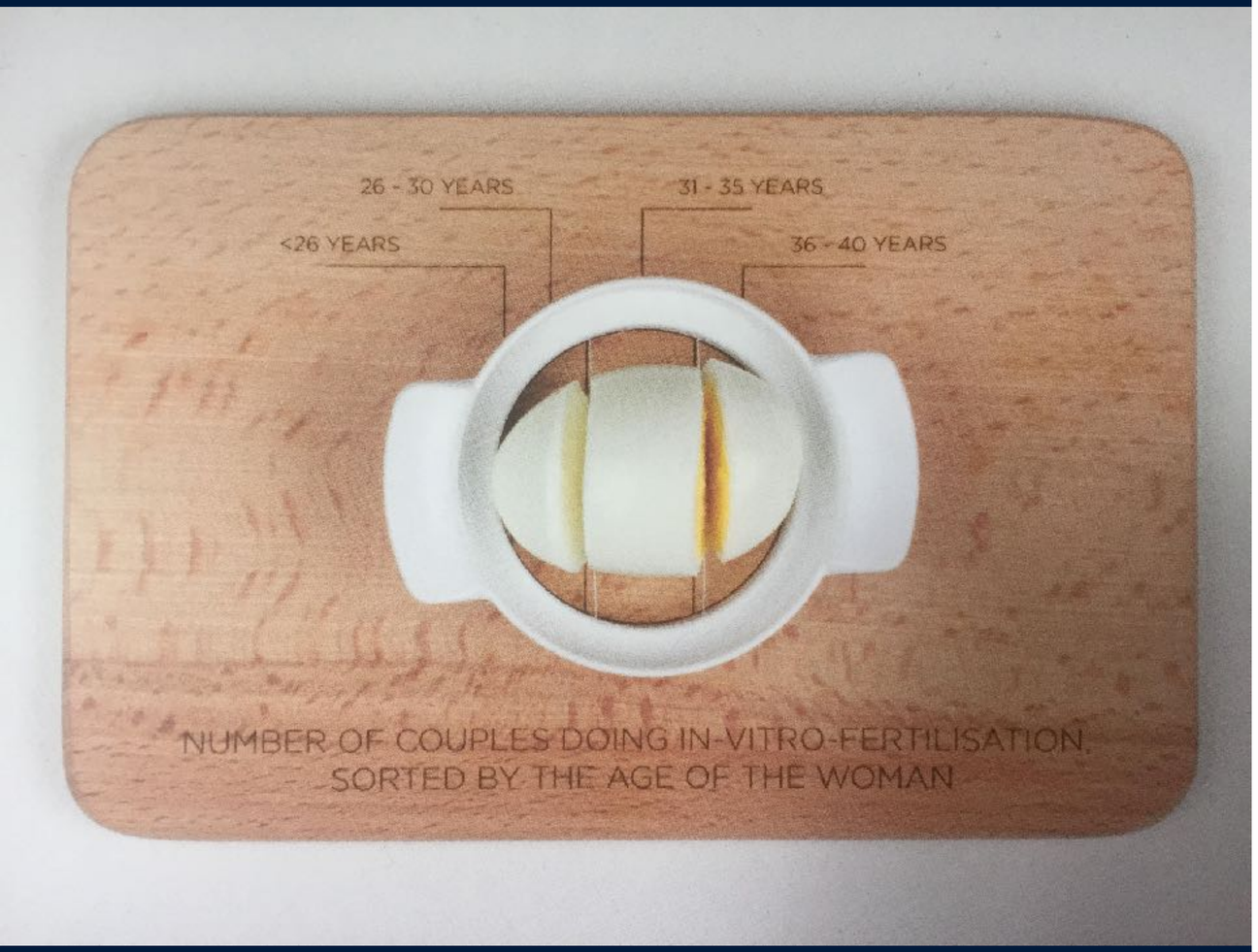
WHAT ARE THE PRINCIPLES BEHIND GOOD INFOGRAPHICS?

BACKGROUND

The best infographics use type & imagery to sum up the core purpose & message in a piece of research & present findings in a relevant & entertaining way.

WHAT ARE YOUR FINDINGS?

Take time to think about what you are trying to represent and start to brainstorm ideas and visuals that could help you explain your research & findings.



Infographics Can be Images

THINKING OUTSIDE OF THE BOX

SHOOT IT

You could use a variety of mixed media in your work or you could stage a shoot to show some of your data.

PRINT IT

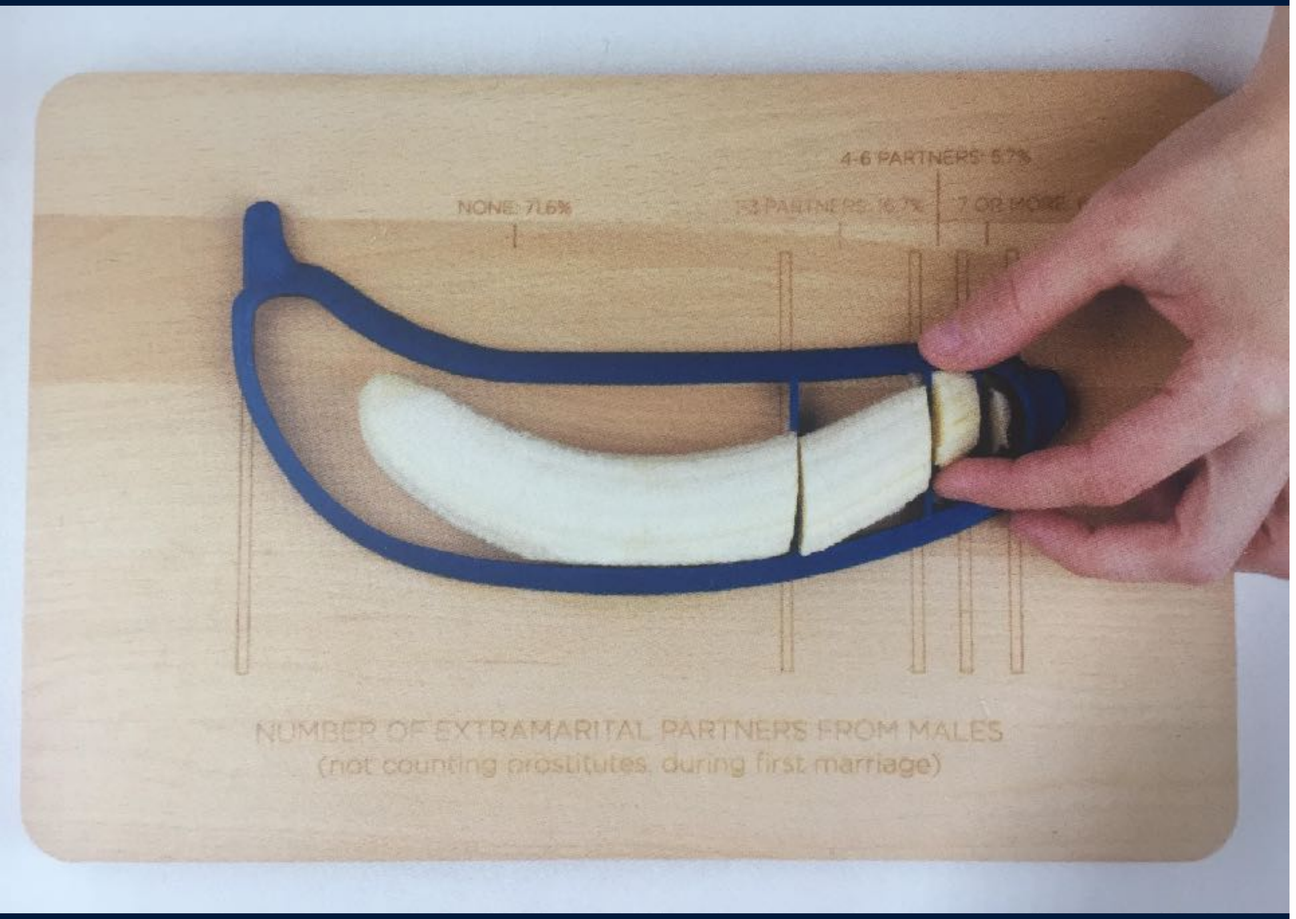
Could you 3D print a prop that could help your demonstrate your data? There are 3D printers up in the prototyping lab that are available to you.

PRAZLAB

Prazlab were at digital design week at the V&A showing their physical infographics made from data from the Kinsey Report (famous American report on sexual behaviour). Interesting and creative.

EGG & BANANNA

Using an egg and banana as gendered fatality symbols, they've visually represented the ages of women doing in vitro-fertilisation & number of extramarital patterned for men.



Infographics Can be Images

THINKING OUTSIDE OF THE BOX

SHOOT IT

You could use a variety of mixed media in your work or you could stage a shoot to show some of your data.

PRINT IT

Could you 3D print a prop that could help your demonstrate your data? There are 3D printers up in the prototyping lab that are available to you.

PRAZLAB

Prazlab were at digital design week at the V&A showing their physical infographics made from data from the Kinsey Report (famous American report on sexual behaviour). Interesting and creative.

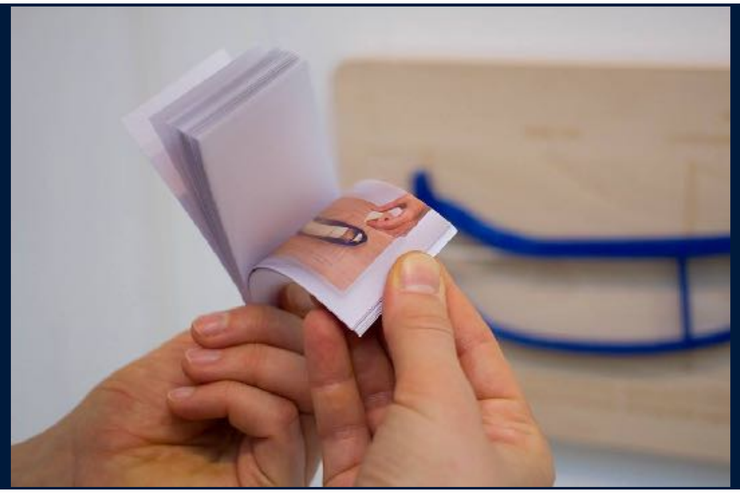
EGG & BANANNA

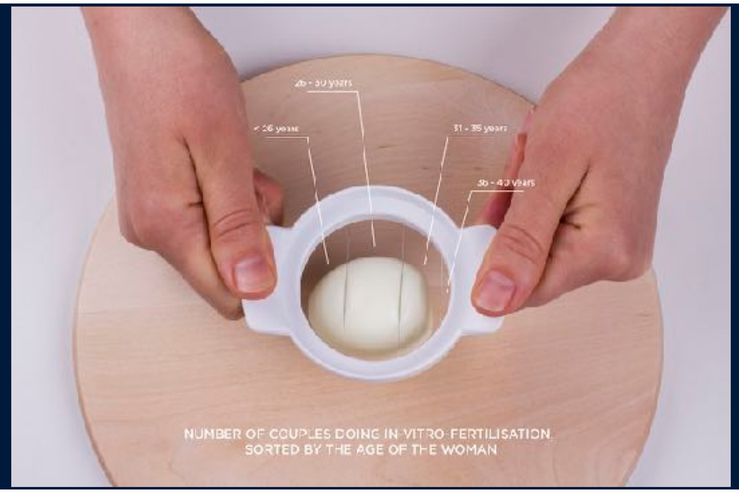
Using an egg and banana as gendered fatality symbols, they've visually represented the ages of women doing in vitro-fertilisation & number of extramarital patterned for men.

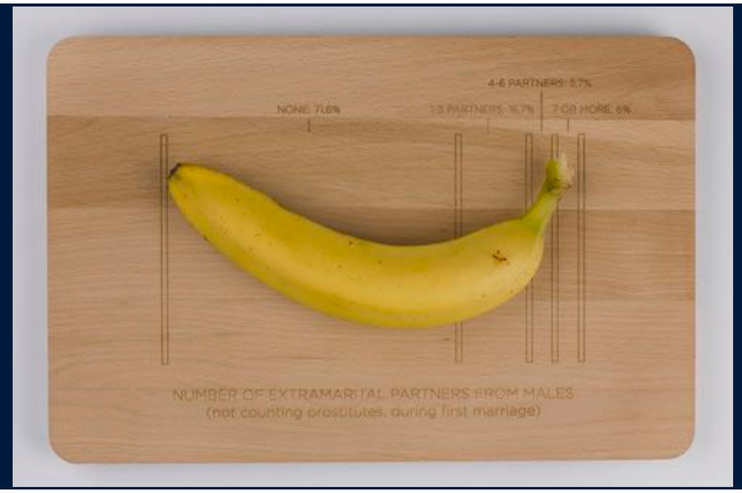
Check Out Prazlab For Inspiration

COLLECTIVE USING FOOD FOR DATA VISUALISATION

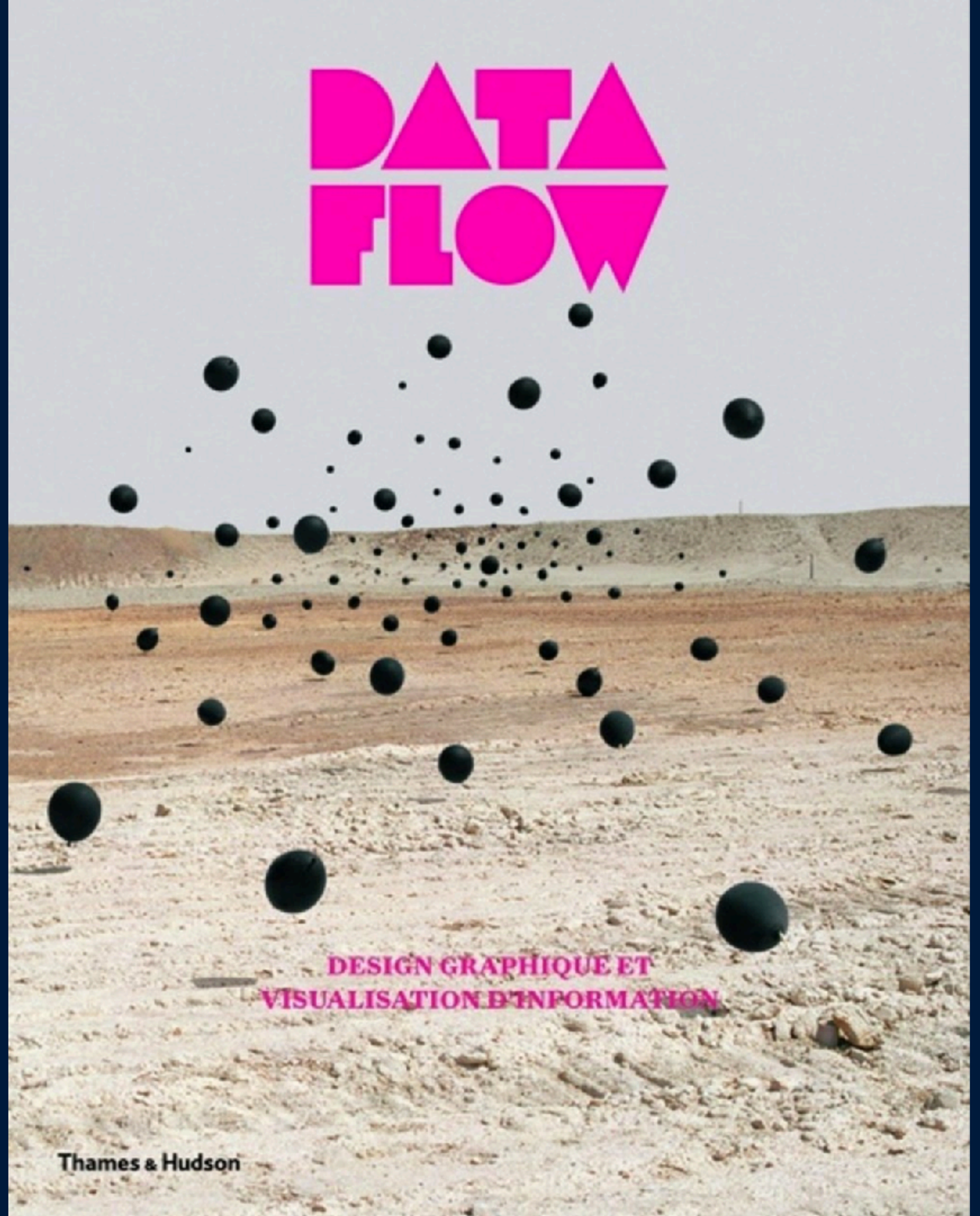
You can approach data visualisation in a whole host of ways and there are lots of collectives and artists using data in interesting ways in their work. If you could like to check out Prazlabs further, see their Tumblr or catch them on their Facebook page.







Prazlabs website is here: http://www.taste-of-data.tumblr.com/



Infographic Resources

TAKE A LOOK AT THESE BOOKS FOR INSPIRATION!

DATA FLOW

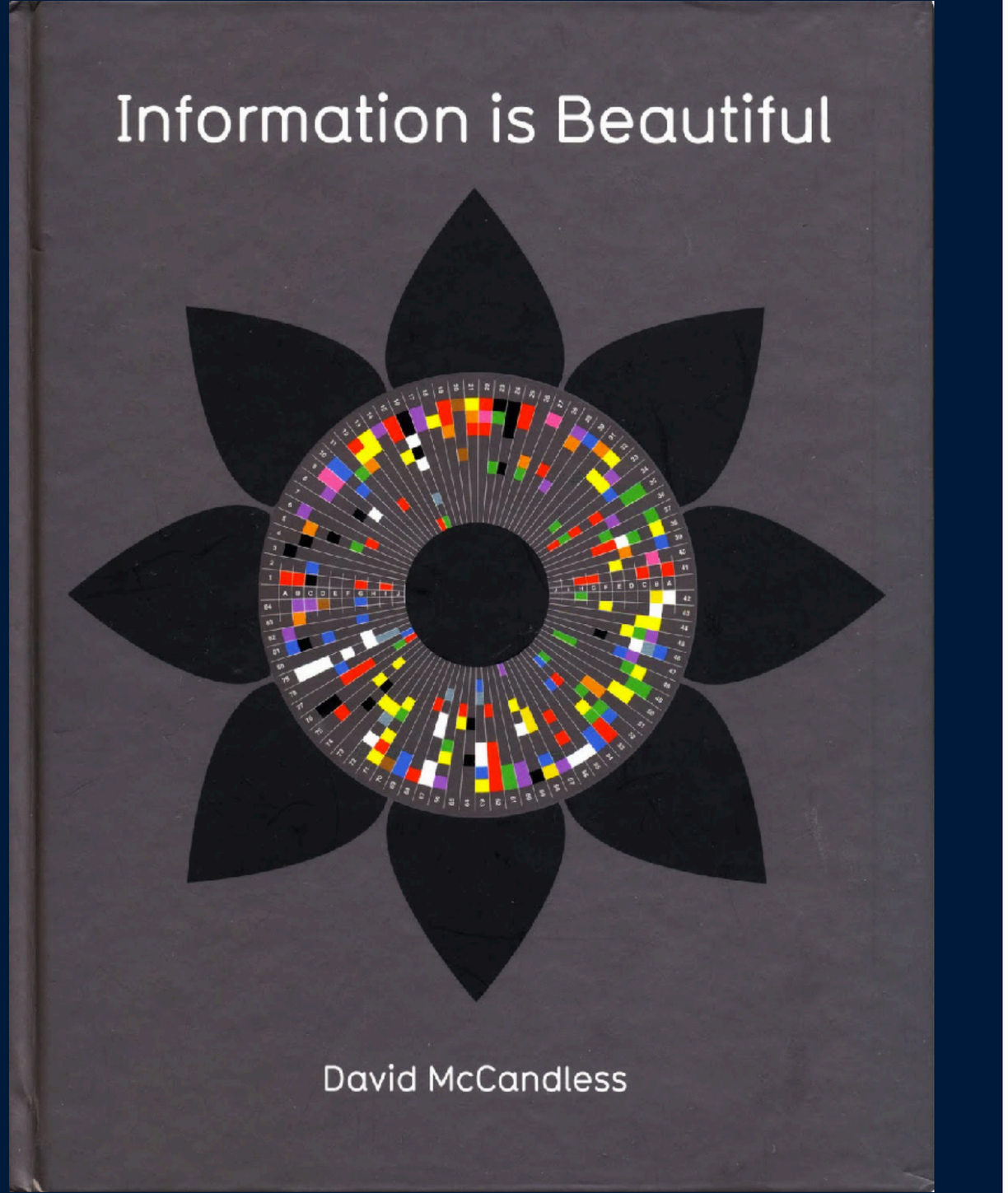
Data Flow by Robert Klanten available at Ravensbourne library, book number:

INFORMATION IS BEAUTIFUL

Information is Beautiful by David McCandless available at Ravensbourne library, book number:

VALENTINA D'EFILIPPO

Check Valentina out online as she is a working data visualisation expert and infographic designer. Her book, The Infographic History of the World is also a great source of design inspiration.



Infographic Resources

TAKE A LOOK AT THESE BOOKS FOR INSPIRATION!

DATA FLOW

Data Flow by Robert Klanten available at Ravensbourne library, book number:

VALENTINA D'EFILIPPO

Check Valentina out online as she is a working data visualisation expert and infographic designer. Her book, The Infographic History of the World is also a great source of design inspiration.

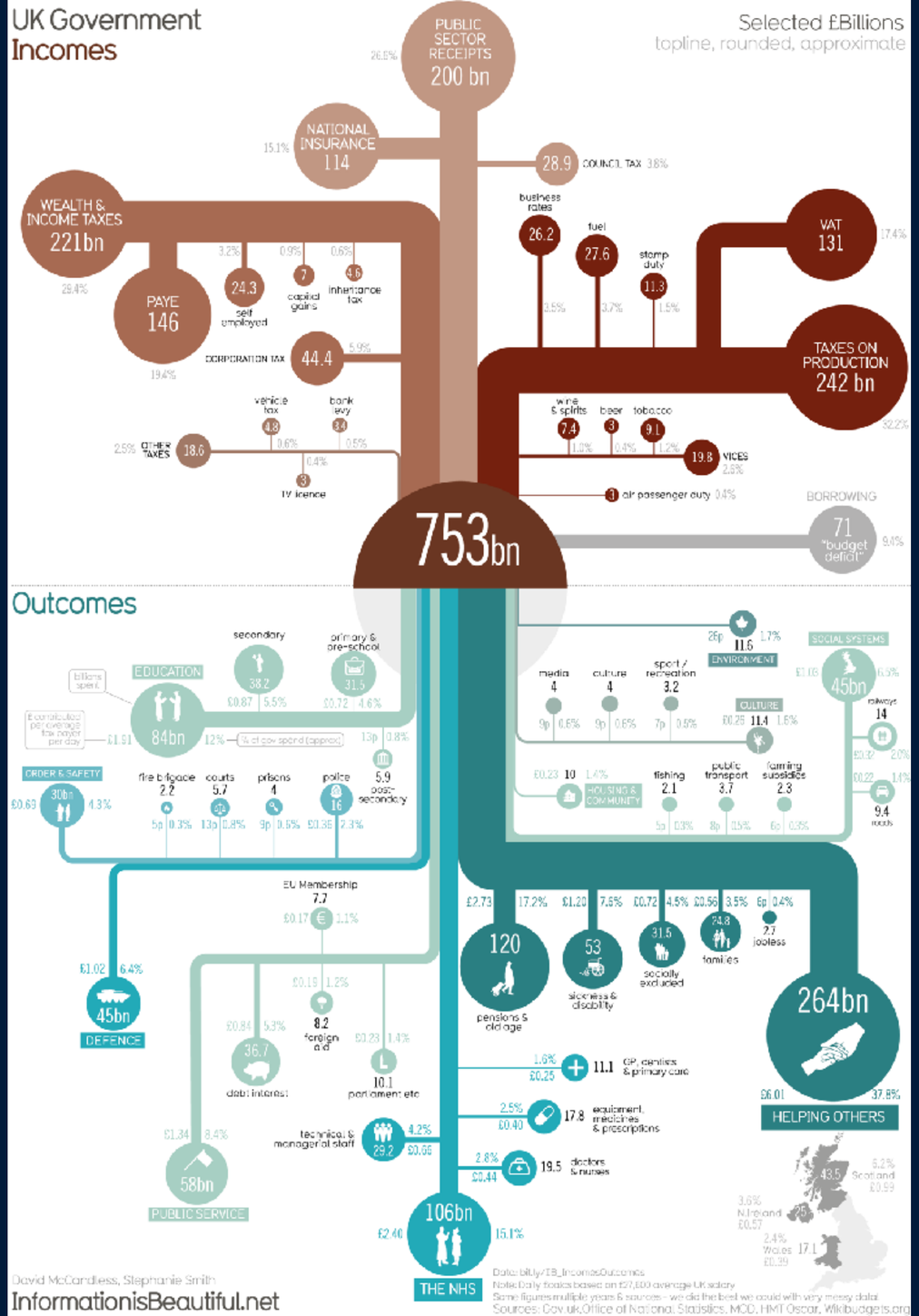
INFORMATION IS BEAUTIFUL

Information is Beautiful by David McCandless available at Ravensbourne library, book number. It was a combination of fun / trivial visualisation and more data centric designs. We are interested in the data sets.

Hangover Cures

david mccandless

informationisbeautiful



Uk Government Incomes & Outcomes

HOW TO REPRESENT COMPLEX DATA VISUALLY

COMPLEX YET SIMPLE

The beauty of this data visualisation is that it's taking a very complex set of data of public interest and presenting it in a way that makes it feel manageable to understand?

SOME CALL OUTS

Interesting observations from this: 19.8 billion pounds generated from Vice tax which includes alcohol and cigarettes. 45 billion spend on social systems such as roads and railway.

WHAT DOES IT SHOW?

All of the ways that the UK government generates income and what that is then spent on - pretty interesting, right?

Top 500 Passwords

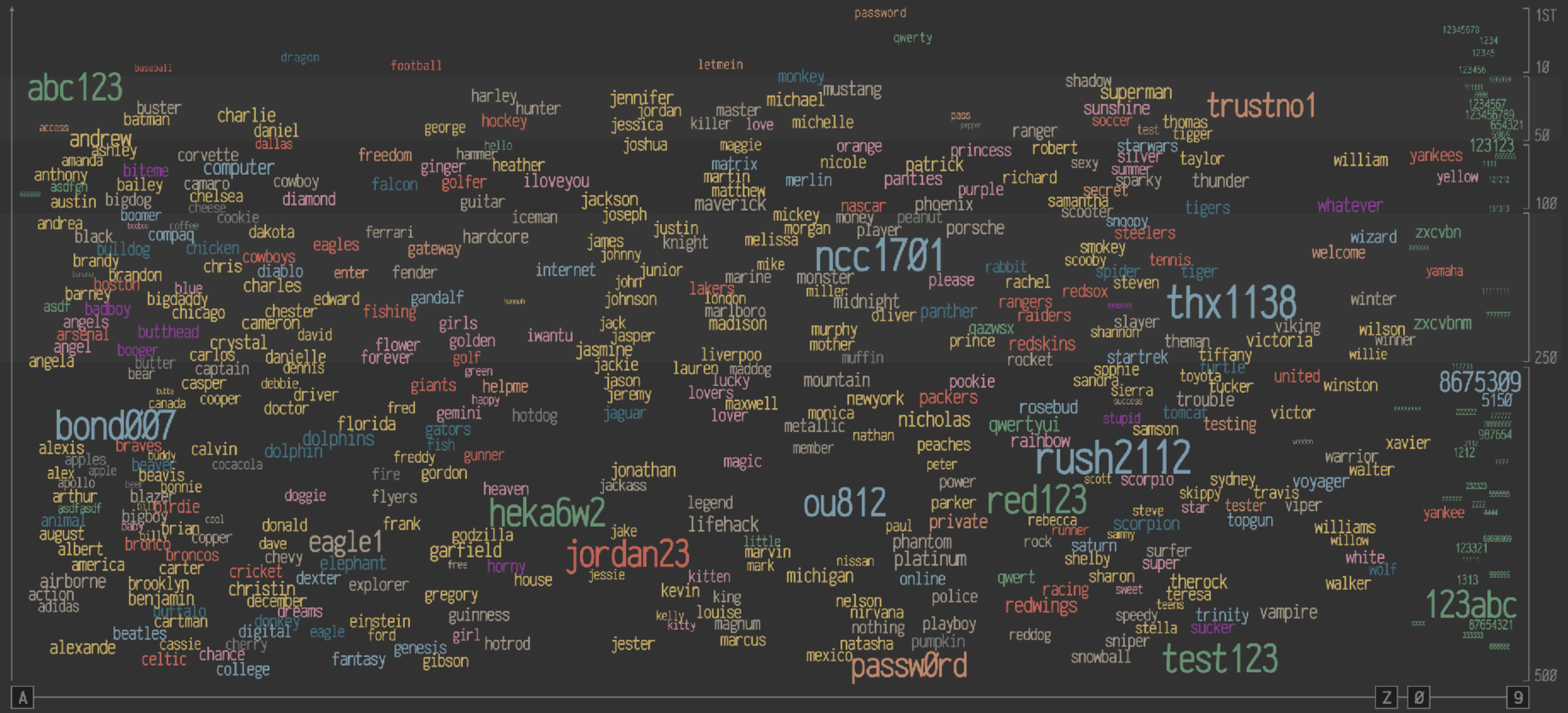
Is Yours Here?

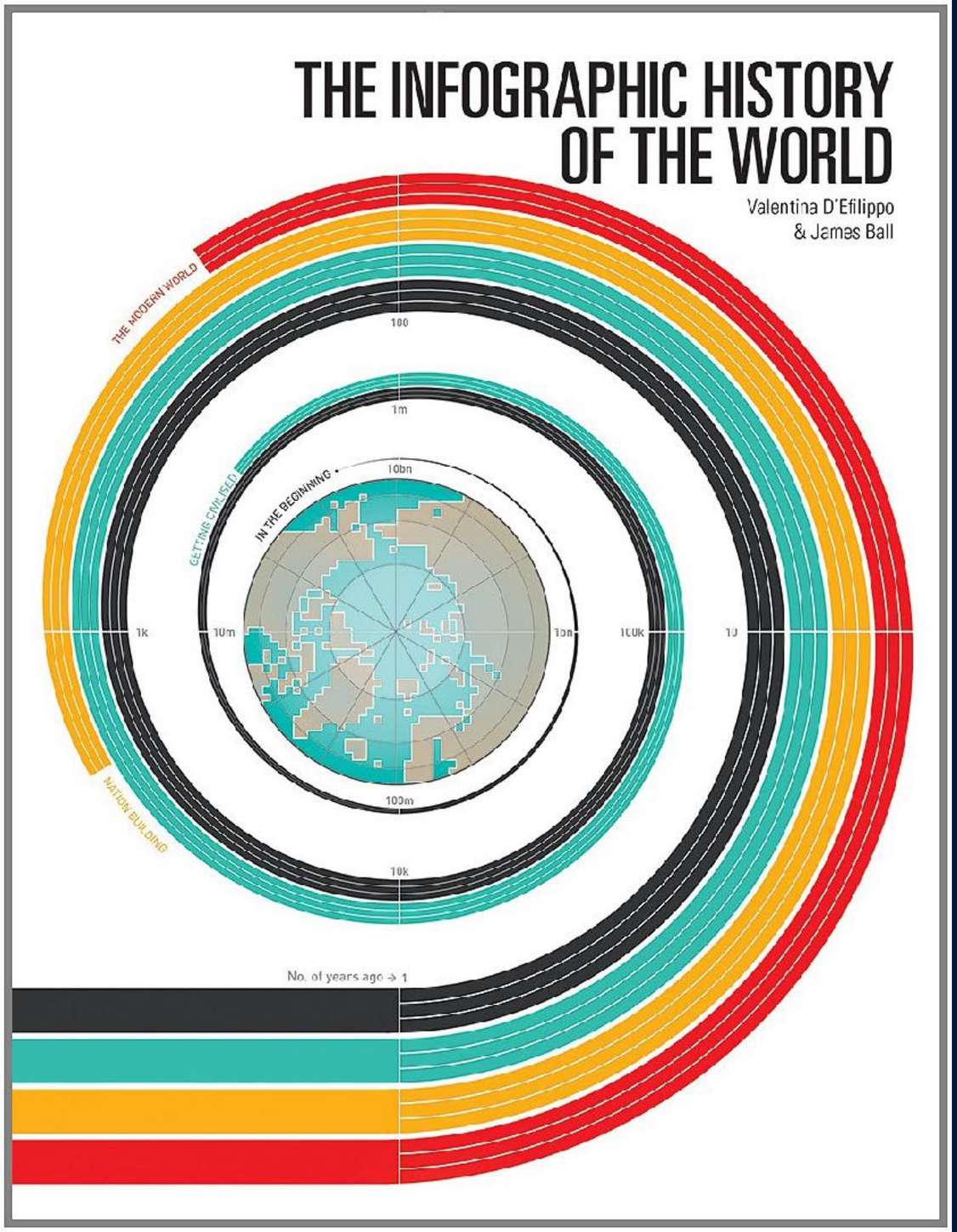
Size = password strength

POPULARITY

Filter: Alphanumeric | Animals | Fluffy | Food | Macho | Names | Nerdy | Rebellious | Security | Sport

RANK





Infographic Resources

TAKE A LOOK AT THESE BOOKS FOR INSPIRATION!

DATA FLOW

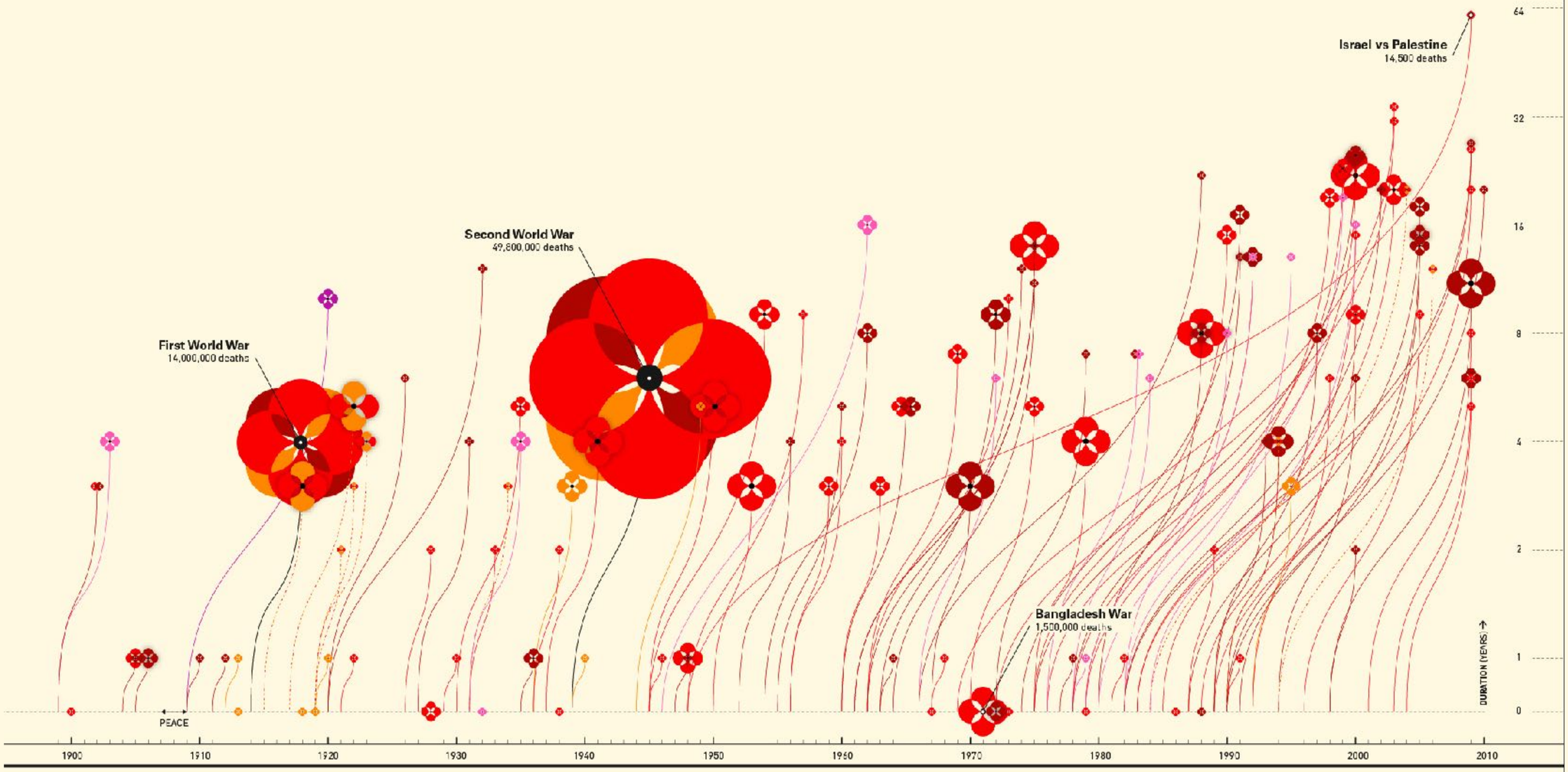
Data Flow by Robert Klanten available at Ravensbourne library, book number:

INFORMATION IS BEAUTIFUL

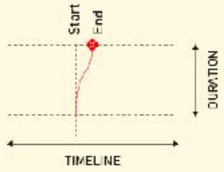
Information is Beautiful by David McCandless available at Ravensbourne library, book number:

VALENTINA D'EFILIPPO

Check Valentina out online as she is a working data visualisation expert and infographic designer. Her book, The Infographic History of the World is also a great source of design inspiration.



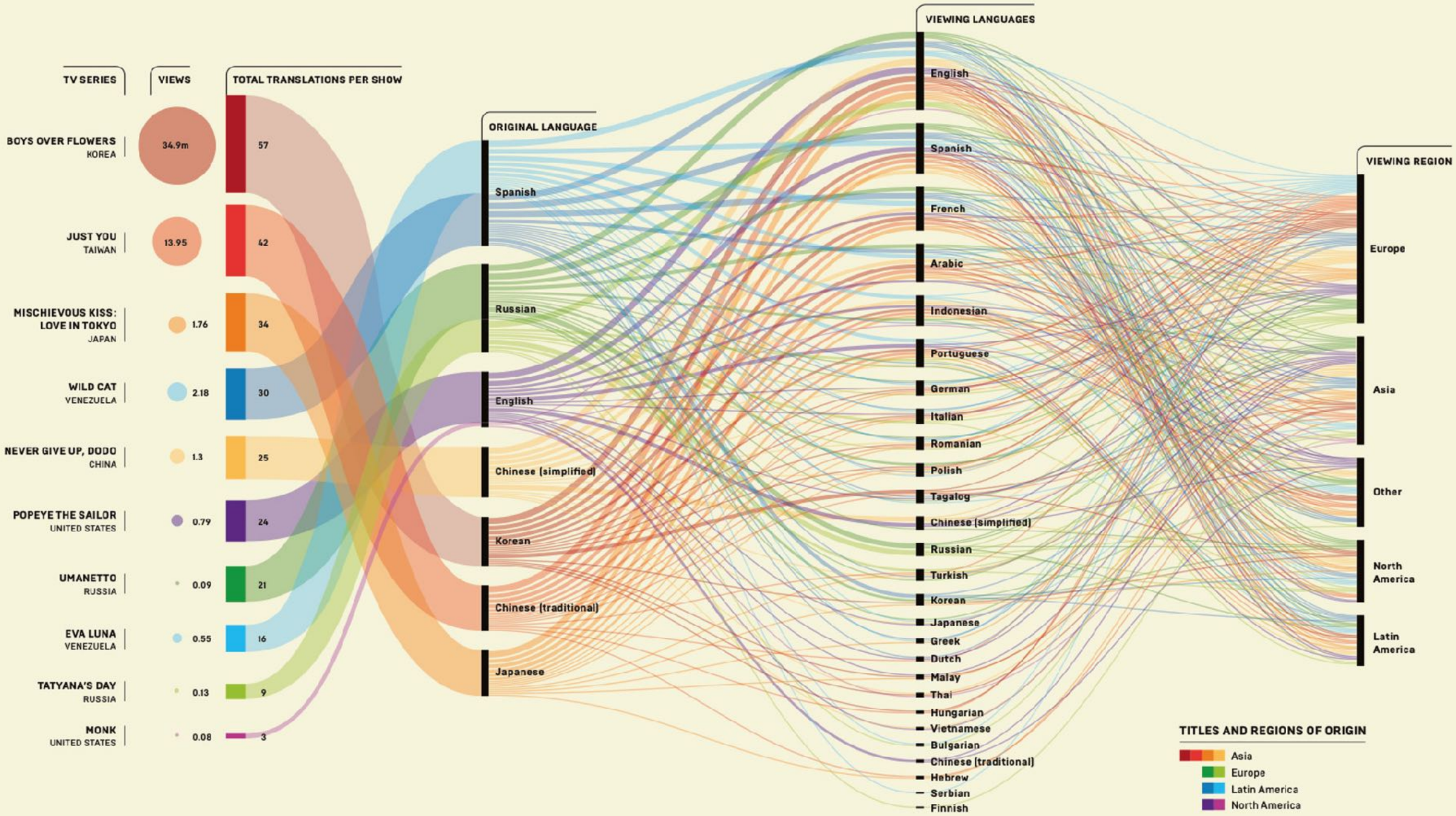
POPPY DIAGRAM



The remembrance poppy commemorates soldiers who have died in war. Each poppy in the diagram depicts a war of the last century (with more than 10,000 deaths). The stem grows from the year when the war started. The poppy flowers in the year the war ended. Its size shows the number of deaths.

NUMBER of DEATHS IN THOUSANDS (POPPY'S SIZE)

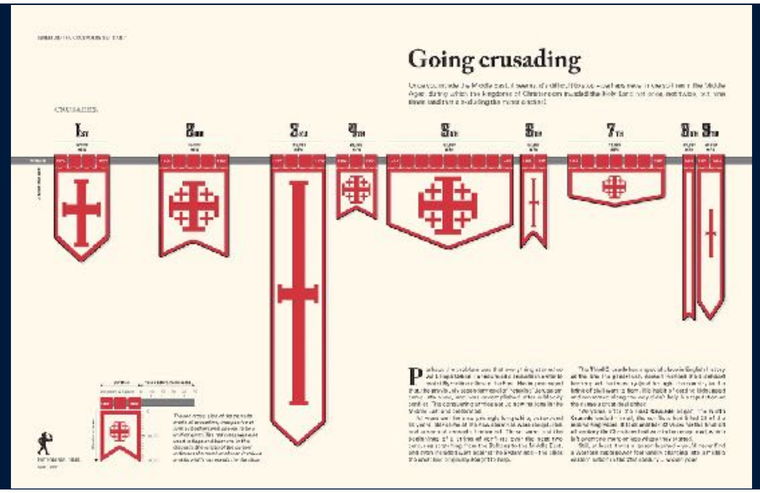
REGIONS INVOLVED IN WARS (POPPY'S COLOUR)

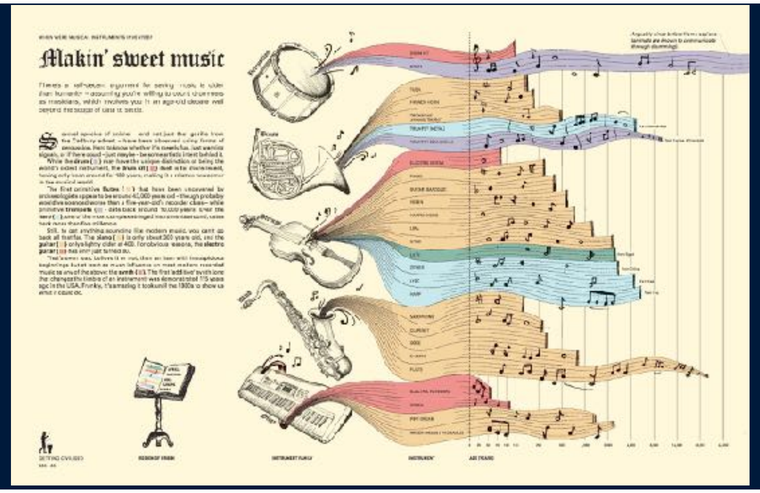

TV SERIES
VIEWS
TOTAL TRANSLATIONS PER SHOW
BOYS OVER FLOWERS
KOREA
34.9m
57
JUST YOU
TAIWAN
13.95
42
MISCHIEVOUS KISS: LOVE IN TOKYO
JAPAN
1.76
34
WILD CAT
VENEZUELA
2.18
30
NEVER GIVE UP, DODO
CHINA
1.3
25
POPEYE THE SAILOR
UNITED STATES
0.79
24
UMANETTO
RUSSIA
0.09
21
EVA LUNA
VENEZUELA
0.55
16
TATYANA'S DAY
RUSSIA
0.13
9
MONK
UNITED STATES
0.08
3
ORIGINAL LANGUAGE
Spanish
Russian
English
Chinese (simplified)
Korean
Chinese (traditional)
Japanese
VIEWING LANGUAGES
English
Spanish
French
Arabic
Indonesian
Portuguese
German
Italian
Romanian
Polish
Tagalog
Chinese (simplified)
Russian
Turkish
Korean
Japanese
Greek
Dutch
Malay
Thai
Hungarian
Vietnamese
Bulgarian
Chinese (traditional)
Hebrew
Serbian
Finnish
VIEWING REGION
Europe
Asia
Other
North America
Latin America
TITLES AND REGIONS OF ORIGIN
Asia
Europe
Latin America
North America

Check Out Valentina D'efilippo

A DATA VISUALISATION PROFESSIONAL

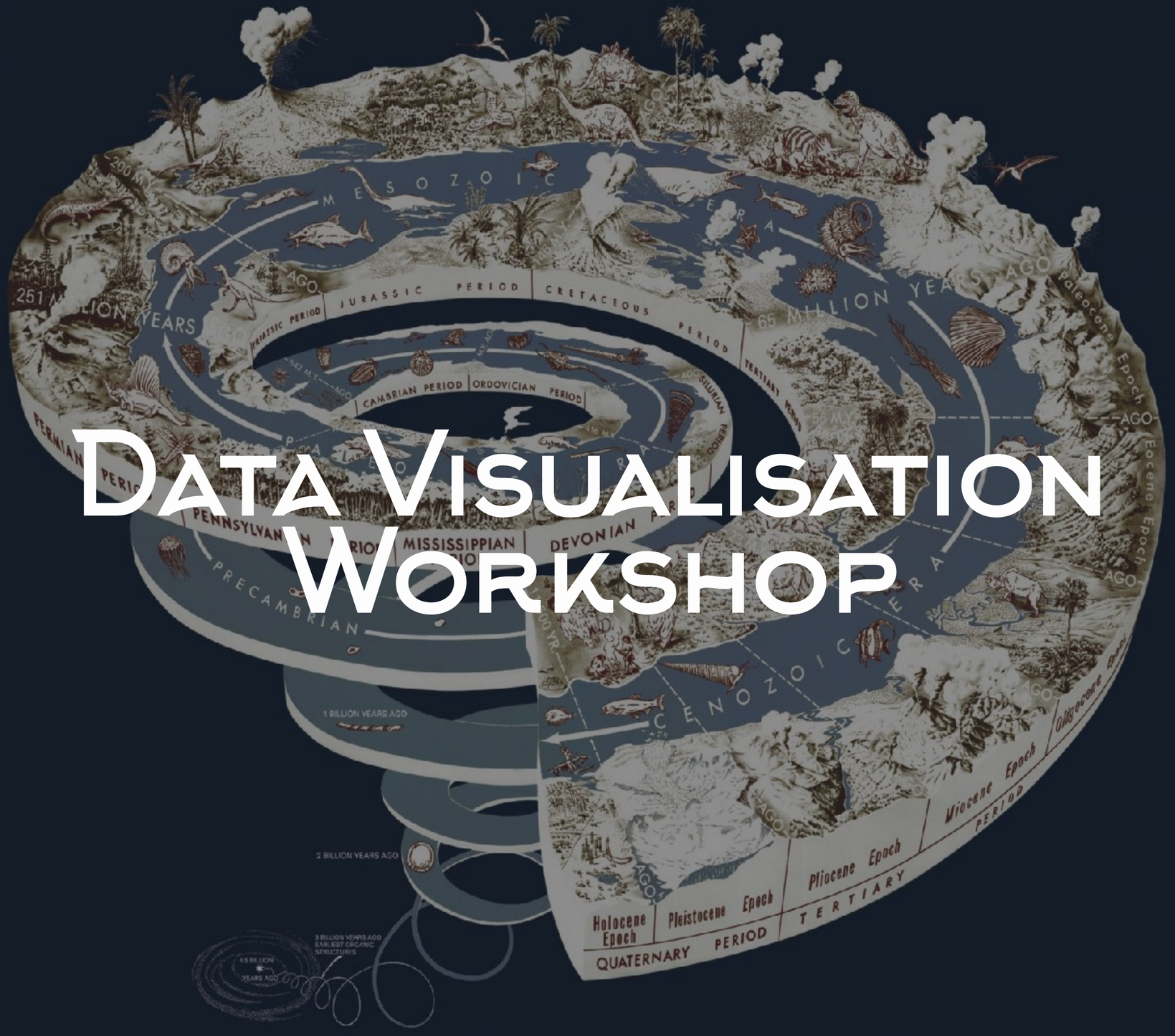
Valentina came to speak with one of the courses that we ran last year and was really inspiring. Her book, The Infographic History of the World is also a great source of design inspiration as is her website that you can find below.

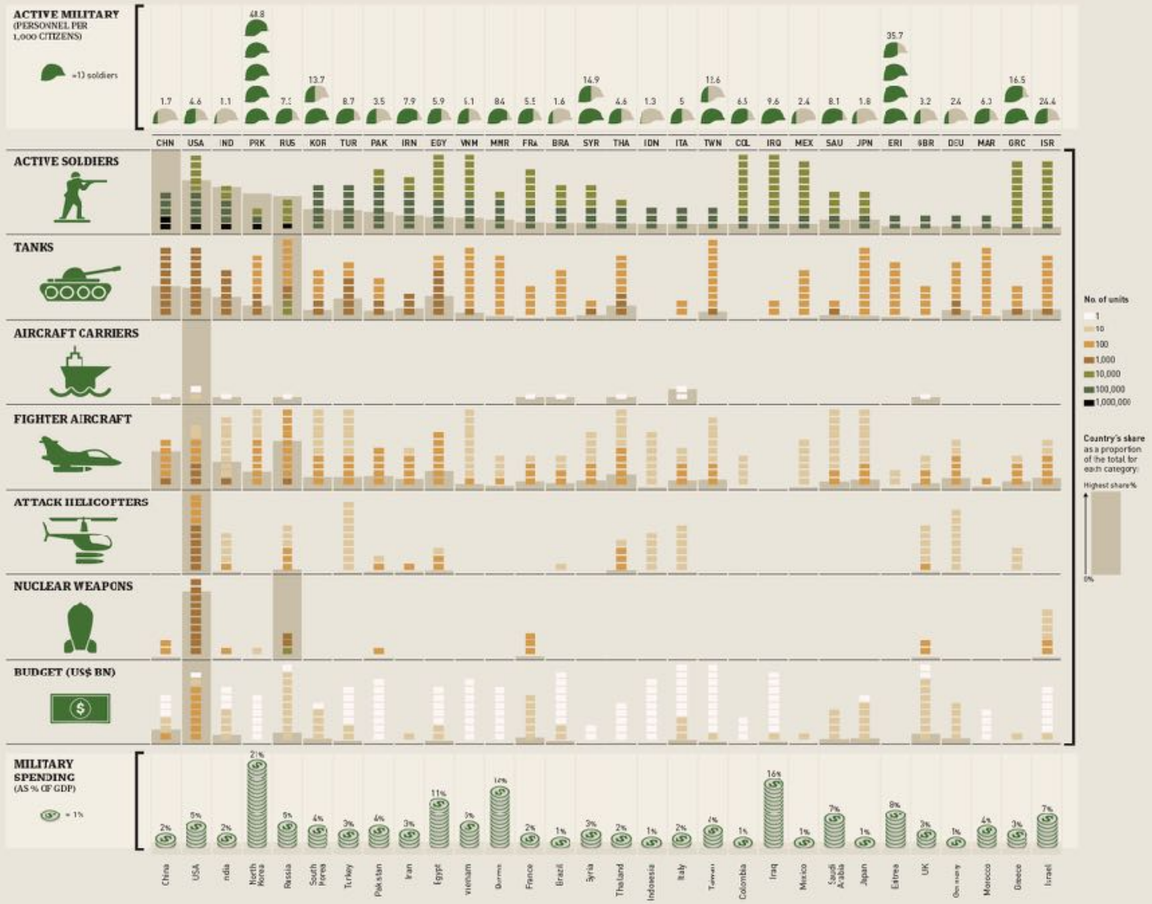




Valentina's website is here: http://www.valentinadefilippo.co.uk/

Data Visualisation Workshop





Exercise One: Data in Your Bag

HOW TO REPRESENT THE CONTENT OF YOUR BAG: 20 MINS & 20 MINS SHARE WITH THE CLASS

EMPTY YOUR BAG CONTENT

Make sure that you have plenty of space and empty the contents of your bag onto the table or the floor.

REFLECT ON WHAT YOU HAVE

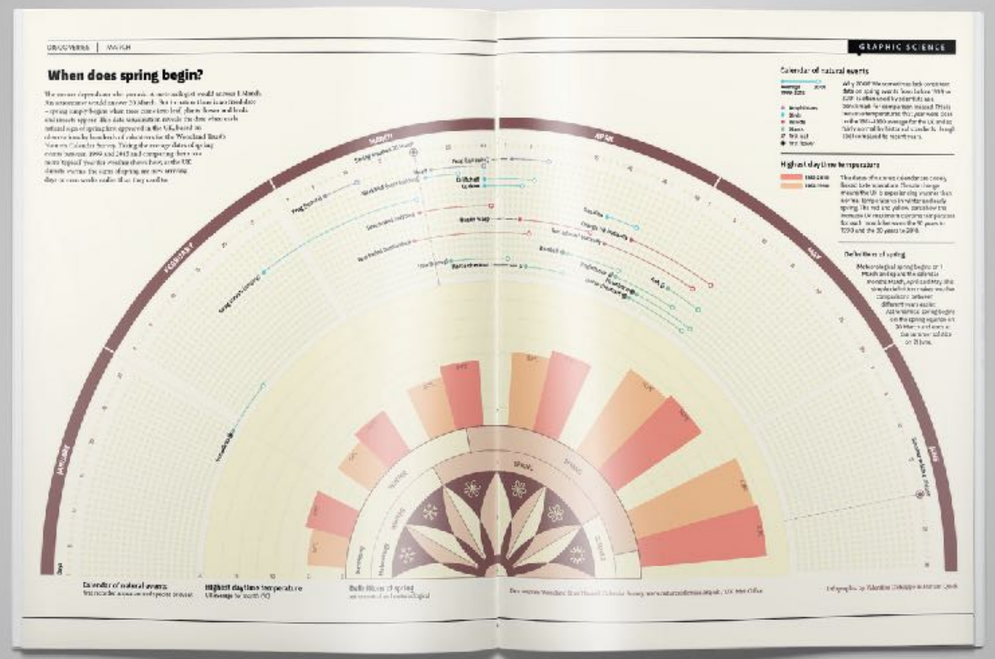
Take 10 mins to reflect on what you have and see the different themes that might help you present your stuff.

START ARRANGING

You want to be able to create a display where it is easy to see what has connected all of your things together. What will you choose and how will you display this?

SHARE WITH THE CLASS

After 20 mins of arrangement we will share these displays with the class to see how you have chosen to present your things.



Exercise Two: Map Your Personal Data

NOW COMBINE INTO GROUPS OF 3 / 4: 30 MINS & 15 MINS VIEWING

COMBINE ALL OF YOUR BITS

Take all of the contents of your bags and combine these together. Make sure you know who's bits are who's.

ARRANGE YOUR DISPLAY

Work together to organise your things to illustrate your theme.

WHAT DOES IT SHOW?

Now come up with a narrative that you are going to visualise with all of the things that you have gathered. Keep this secret. You can a make this theme hard to guess - that's the point.

SHARE WITH THE CLASS

After 30 mins of arrangement, the class will come round to each display and ask questions about your arrangement until the theme is guessed

MESOZOIC ERA
JURASSIC PERIOD
CRETACEOUS PERIOD
TRIASSIC PERIOD
CAMBRIAN PERIOD
ORDOVICIAN PERIOD
SILURIAN
PERMIAN PERIOD
PENNSYLVANIAN PERIOD
MISSISSIPPIAN PERIOD
DEVONIAN PERIOD
PALEOZOIC ERA
PRECAMBRIAN
TERTIARY PERIOD
CENOZOIC ERA
Paleocene Epoch
Eocene Epoch
Oligocene Epoch
Miocene Epoch
Pliocene Epoch
Pleistocene Epoch
Holocene Epoch
QUATERNARY PERIOD
TERTIARY PERIOD
65 MILLION YEARS AGO
251 MILLION YEARS AGO
200 MY
55 MY
34 MY
11,500 YR
1 BILLION YEARS AGO
2 BILLION YEARS AGO
3 BILLION YEARS AGO EARLIEST ORGANIC STRUCTURES
4.5 BILLION YEARS AGO

THANK YOU