

VISUAL LANGUAGE WORKBOOK

Analyze of the visual language of an infographic

infographic analyzed:
<https://visual.ly/community/infographic/environment/bycatch>



LINE TREATMENT SCREENSHOTS

6

Line treatments are used in this infographic:

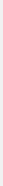


RE-CREATED LINE TREATMENTS

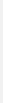
1. thin, straight, solid, horizontal



2. thin, straight, solid, vertical



3. thin, arced, dashed



QUALITY OF SHAPES SCREENSHOTS



rounded

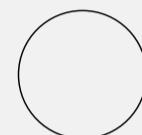
rectilinear

angled

organic

RE-CREATED SHAPES

many circles



a small number of angular shapes



a few rectangular shapes



LINES versus FILLS versus FILLS + OUTLINES: SCREENSHOTS

fills



lines only



fills + outlines



RE-CREATED LINES versus FILLS versus FILLS + OUTLINES

most shapes use fill only



the donut charts can be seen as thick lines



a few instances of outlined shapes with solid or patterned fill



TEXTURE SCREENSHOTS

patterns



gradient



shading



transparency



RE-CREATED TEXTURES

a few instances of patterns



one instance of shading



two instances that look like transparency



LEVELS of REALISM and DETAIL

Realism refers to how life-like a representation is. Often realistic representations are also highly detailed (e.g. a photograph), but a realistic silhouette has no interior detail and an abstract display can have quite a bit of detail.

realistic



abstract



simplified → detailed