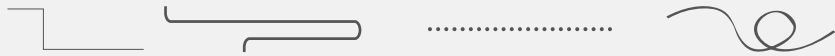


VISUAL LANGUAGE

The qualities that create a given visual language include the treatment of lines, the quality of shapes, the use of fills/outlines, the use of texture and the degrees of realism and detail.

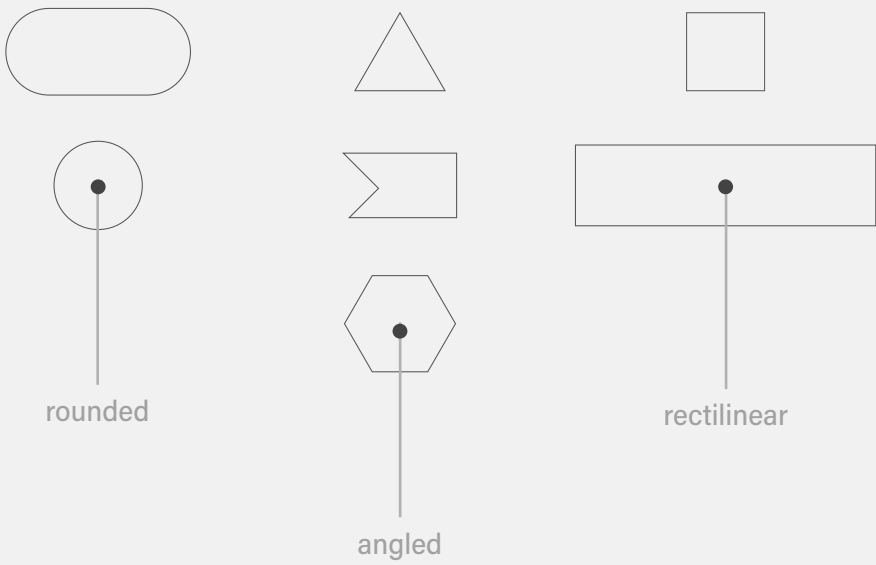
LINE TREATMENT

Line treatment refers to qualities such as thickness, angularity, texture (e.g. dashed or dotted) and smoothness. A well-designed infographic will use consistent line treatments.



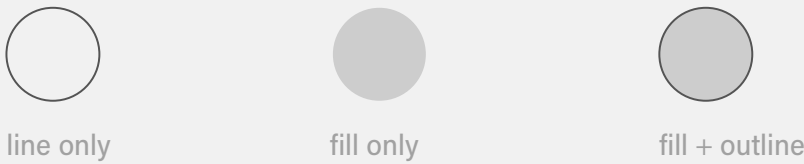
QUALITY OF SHAPES

Quality of shapes include roundedness, angularity and orthogonal (i.e. squares and rectangles made from vertical and horizontal lines only). A well-designed infographic will repeat 1 or more shapes (i.e. there won't be just one circle, there will be many).



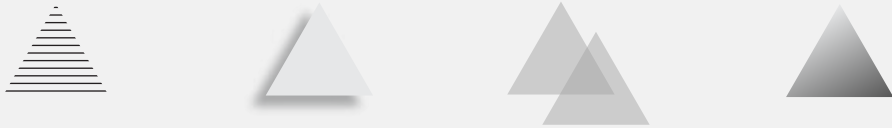
LINES versus FILLS versus FILLS + OUTLINES

Solid shapes have a very different visual language than shapes created with lines only or shapes that are solid with a line around the perimeter:



TEXTURES

The use of patterns, shading, transparency or gradients contribute to the visual language of an infographic:



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.



LINE TREATMENT VIDEOS

line tools
<http://www.screencast.com/users/mostergren/folders/Default/media/0d0cdbbe-3b58-4bb4-b942-0be0fe2303d6>

advanced pen tool
<http://www.screencast.com/users/mostergren/folders/Default/media/ce53eb2c-4d4a-49c9-a51a-0085e4ef7b2a>

lines versus shapes
<http://www.screencast.com/users/mostergren/folders/Default/media/ade1630a-d435-46c9-8b52-3704e6acccdea>

SHAPE VIDEOS

shape tool
<http://www.screencast.com/users/mostergren/folders/Illustrator/media/92ba67a6-ad65-4be8-8a51-9135d03f2eb5>

adding arrowheads
https://canvas.uw.edu/courses/1186650/pages/illustrator-videos?module_item_id=7961698#

pathfinder tool (creating new shapes by combining shapes)
https://canvas.uw.edu/courses/1186650/pages/illustrator-videos?module_item_id=7961698#

FILL/STROKE VIDEOS

modifying shape versus fill (part of the shape tool video)
<https://www.screencast.com/users/mostergren/folders/Illustrator/media/92ba67a6-ad65-4be8-8a51-9135d03f2eb5>

TEXTURE VIDEOS

gradients
<http://www.screencast.com/users/mostergren/folders/Illustrator/media/acfd5d08-8472-4341-8a0a-f41ad0252a44>

creating and editing patterns
https://canvas.uw.edu/media_objects/m-xAD17CqVWm3eXr8nhUPx9tlxTRnkVly

transparency
https://canvas.uw.edu/courses/1186650/pages/illustrator-videos?module_item_id=7961698#

shadows
<http://www.screencast.com/users/mostergren/folders/Default/media/9abc2df3-eaf0-480f-ad27-cfa6c58dbf95>