

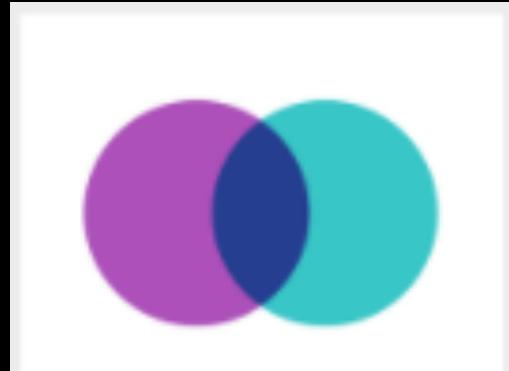
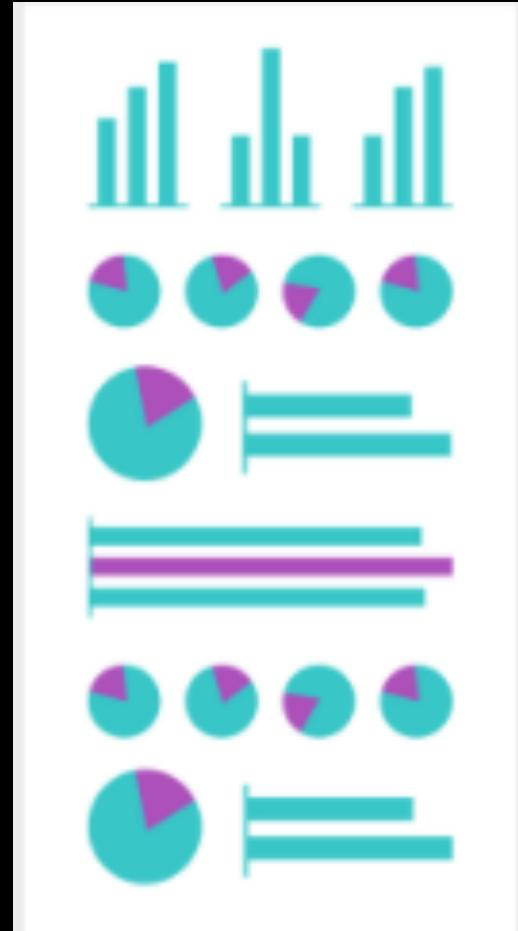
# Creating a Common Language through Infographics

NADAC

National Archive of Data on Arts & Culture



# What's an infographic?



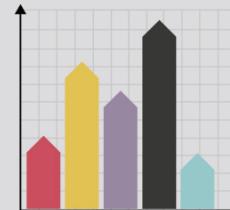
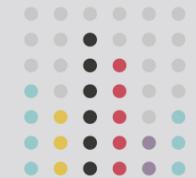
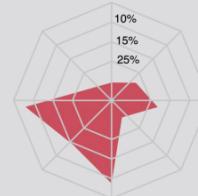
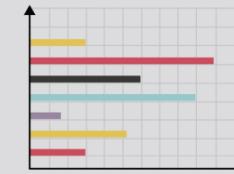
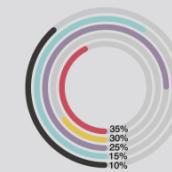
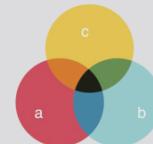
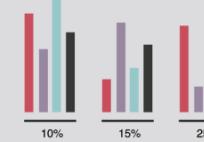
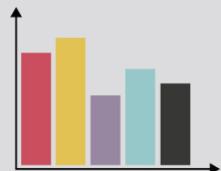
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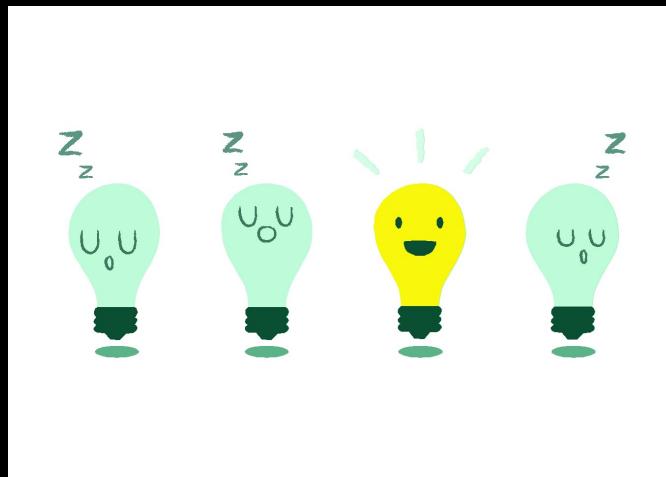
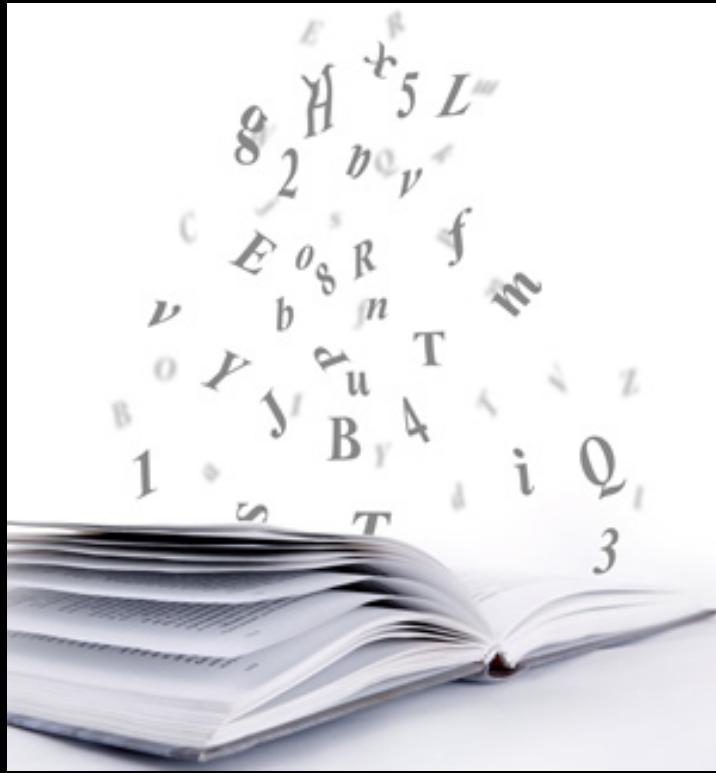
What's your story?





Different stories require  
different designs, graphs,  
and images.





# It takes a team!





Graphic Designers  
Web Developers



# Archive Director and Funders





See yourself  
as you see



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# NADAC

National Archive of Data on Arts & Culture



DATA · PUBLICATIONS · DEPOSIT · ABOUT

266 datasets  
73131 variables  
...and counting

EDUCATION MATTERS

Weekday Time Spent Watching TV and Reading in 2014

 & 

110 minutes more    15 minutes less

On an average day, individuals without a high school diploma watch 110 minutes more TV than those with college degrees. They also spend less daily time reading: typically 15 minutes less than time spent reading by college graduates.

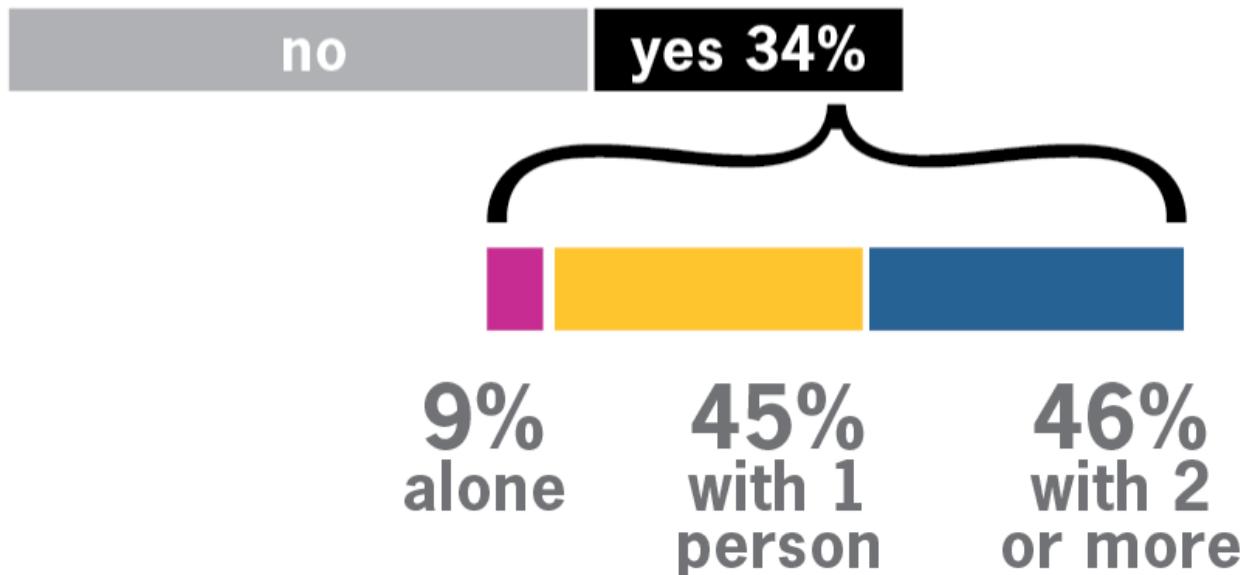
Source: American Time Use Survey, 2003-2014  
(United States): Arts Activities

Free and easy access to data on the arts and on the arts' value and impact for individuals and communities

# IT'S A SOCIAL EXPERIENCE

In the past 12 months have you...

**Attended an art exhibit?**



**yes 34%**



**9%**  
**alone**

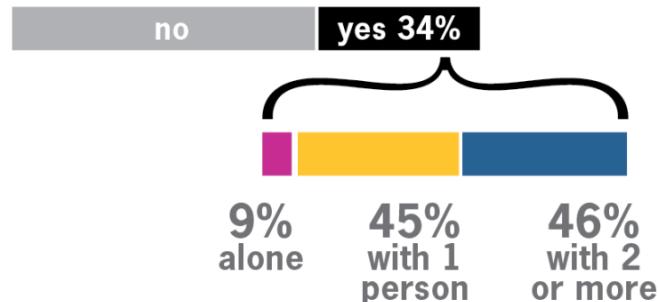
**45%**  
**with 1  
person**

**46%**  
**with 2  
or more**

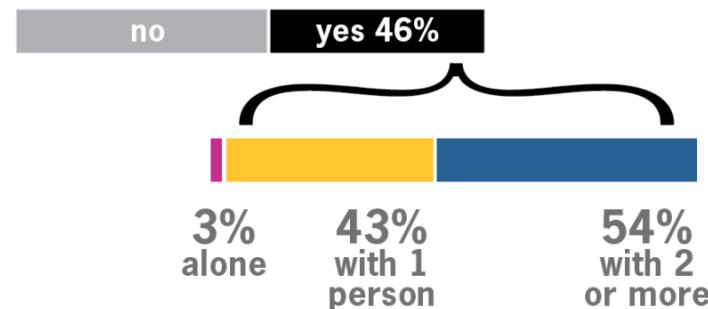
## IT'S A SOCIAL EXPERIENCE

In the past 12 months have you...

**Attended an art exhibit?**



**Attended a live performance?**



Source: General Social Survey, 2012 Merged Data, Including a Cultural Module

# You want to avoid doing something like this...







- Inspire!
- Intrigue!
- Educate!
- Empower!

# Wrapping up...



- Story



- Audience



- Appropriate graphs and images



- Different perspectives and skillsets