

## First milestone: Data and story for infographics

As part of this course, you are required to complete a project in the form of an infographic.

Creating an infographic is not an easy task! Identifying the topic and defining the main message of your story can be time-consuming, and the data exploration phase might feel overwhelming. To help you with this process, we have prepared some key points to guide you.

Before starting your project, read through all the points carefully. As you work, try to answer the questions below. You do not need to follow them in strict order, you may need to move back and forth between steps (e.g., revisiting your main message after analyzing the data).

Try to address all the questions but remember that your decisions are not final. It is completely fine if you later refine your main point or adjust other aspects of your project as you progress.

Here are the points:

- **Select the data** Explore the web and the online classroom for possible data sources. You may use any dataset you find relevant, except artificial data. After identifying a data source, consider the following questions:
  - a. What is the name of the data source? (If possible, provide the URL.)
  - b. Is the data contextually relevant? (Does it relate to your story? Is it appropriate in terms of time and spatial relevance?)
  - c. Will you need additional data sources to support your story?
  - d. Is the data source reliable?
- **Explore the data** Conduct an exploratory data analysis to understand what variables are available, how they are distributed, and how they relate to each other. You can use R, SPSS, or any other software of your choice. Address the following:
  - a. List the variables you intend to analyze.
  - b. Are there missing values or gaps in the data?
- **Define the audience** Think about the group of people you want to target with your infographic. Consider the following:
  - a. Is your audience general or specialized? If specialized, what kind of professionals are they?
  - b. Does your target audience have prior knowledge of the topic?
  - c. Does your audience hold any strong pre-existing beliefs about your subject?
- **Identify the main point of your story** Determine the central insight or key takeaway of your story. Ask yourself:
  - a. What do you expect to be the major finding or key message of your infographic?
  - b. What additional elements will you need to support your main message? (Consider charts, images, annotations, or explanatory text.)

**A note:** consider that you will have to use in your infographic at least one complex chart: network visualization, geospatial visualization, or a chart based on multivariate analysis (e.g., correspondence analysis results).

Please submit your project proposal, including your responses to the above questions, in the Online Classroom. Do not proceed with designing your infographic until you receive the feedback.