

Creating compelling visuals

Nairobi, 28 May 2014

At the end of this session you will be able to:

List five types of charts and graphs
and match the appropriate chart for
different sorts of data.

Present data in the simplest form.

Appreciate the value visuals adds to a
story.

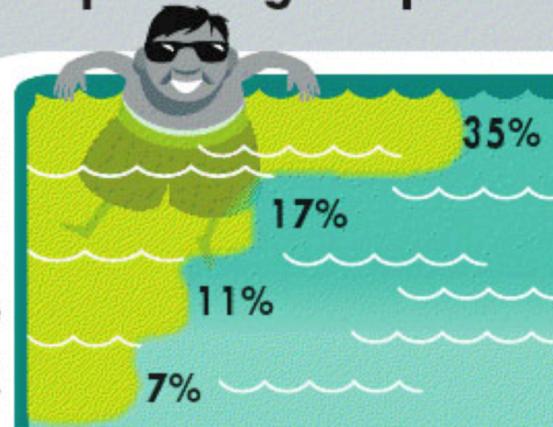
Write a data brief for your graphic
designer.

DATA VISUALS?

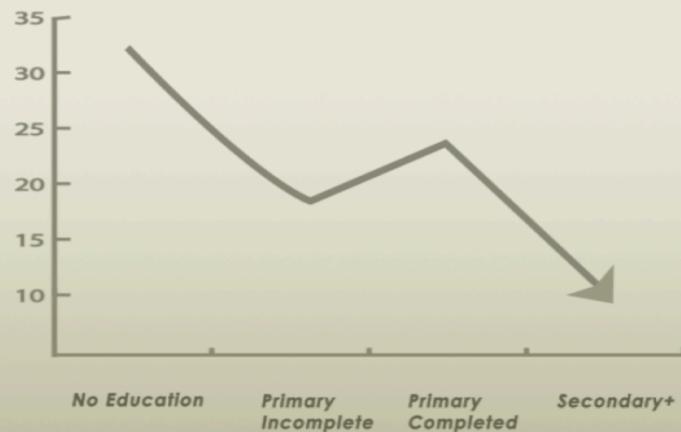
Visual presentation
of information and data.

Are you guilty of polluting the pool?

- Not showering before swimming
- Urinating in the pool
- Swimming with a runny nose
- Swimming with an exposed rash or cut



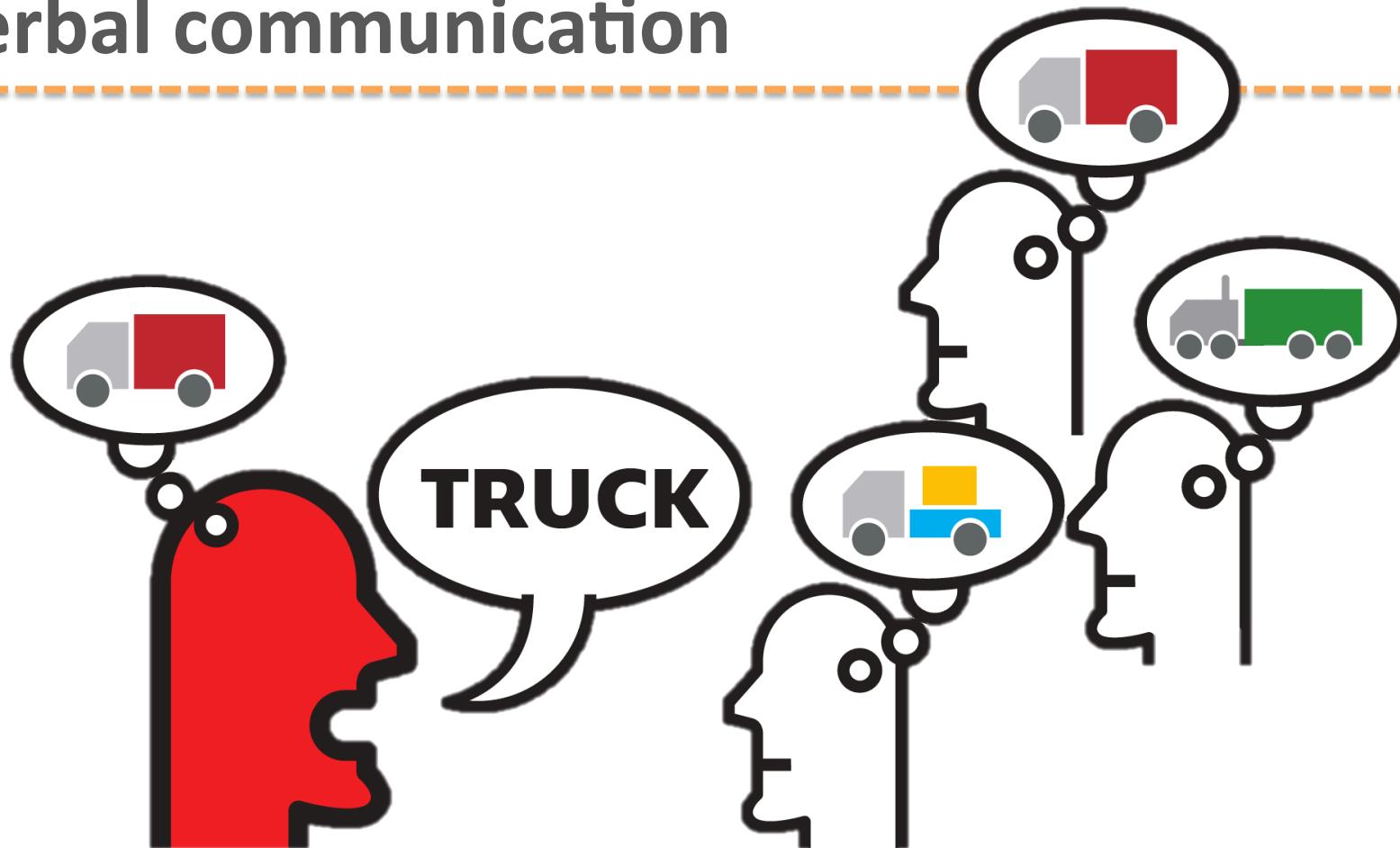
Education impact on teenage pregnancy and motherhood



(Kenya Health Demographic Survey 2008 -2009)

WHY?

Verbal communication



Visual communication



Visual communication

The image shows a comparison between two forms of visual communication. On the left, there is a red triangular road sign with a black silhouette of a rock face and falling rocks inside it. This is followed by a large red 'VS' symbol, indicating a comparison. On the right, there is a rectangular box containing a block of text.

While you are travelling down this road there is a chance that one or more rocks of varying size may fall from the slopes on one or both sides of you. You should be aware of this before you travel this way so that you are cautious of this particular type of hazard.



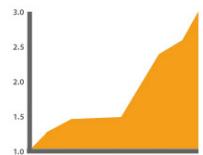
The brain likes images.



Makes the data easier to understand



Grabs the audience attention



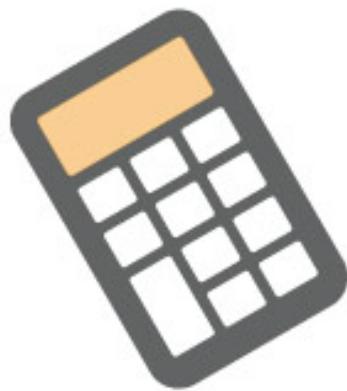
Increase website hits

Data



What's the point?

What is the information you want the reader to “take home”?



Simplify the data!

$7\% = 100/7 = 14.3 = 1 \text{ out of } 14$

But when comparing, the share need to be out of the same unit.

$20\% = 1 \text{ in } 5$

$2 \text{ in } 10$

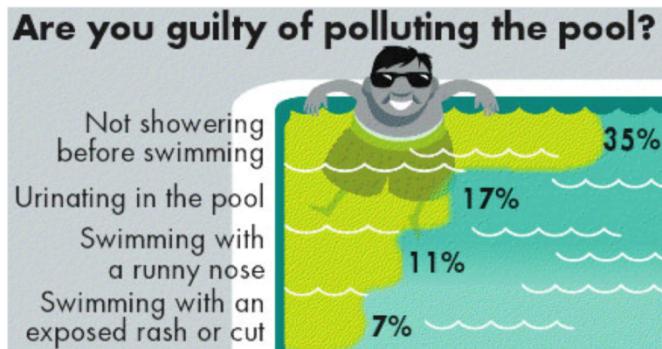
$50\% = 1 \text{ in } 2$

$5 \text{ in } 10$

Story

Make the angle clear!

Your grandmother should care!



Set the scene!

The brain likes images...

Chart



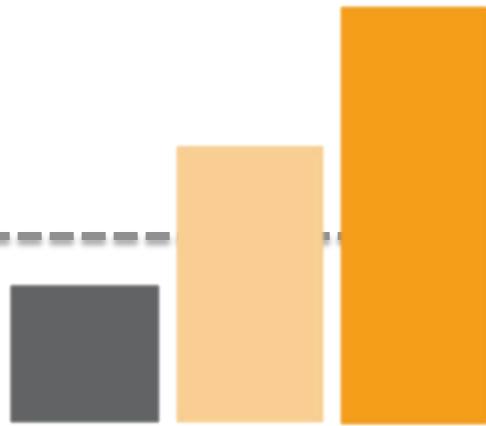
Line graphs
Change over time, Trends

E.g. Change in crime rate in Mombasa
compared to Nairobi 2009-2014.



Pie chart
Share of whole

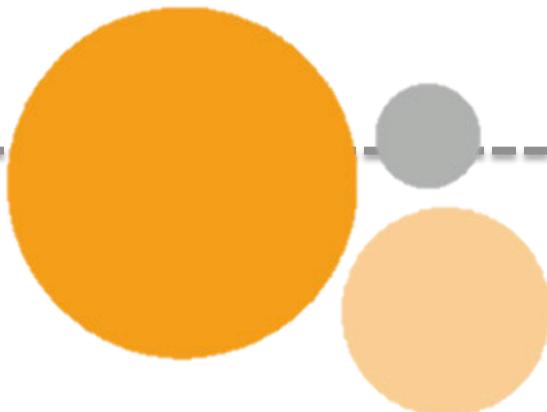
E.g. Causes of deaths among newborns.



Bar chart

Comparing results

E.g. Case load of stunted children per province.



Bubble chart

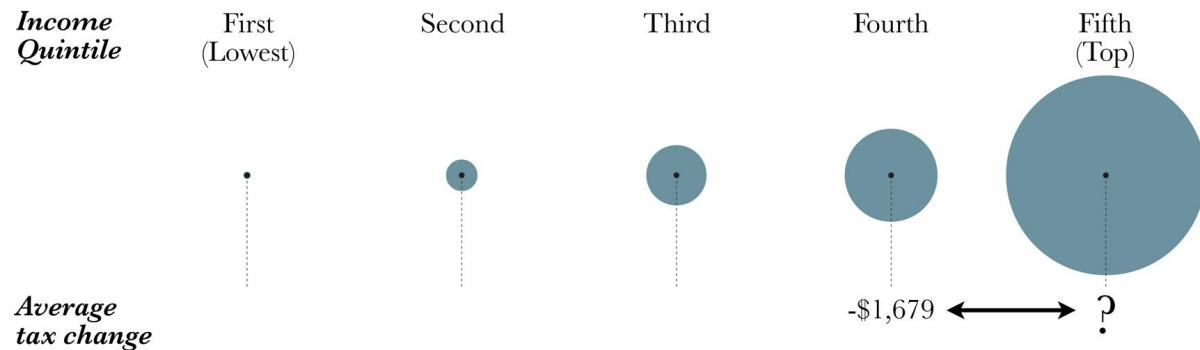
Comparing quantity by volume

E.g. Overview of Health budget compared to military budget.

Flaws of bubble charts

(borrowed from Alberto Cairo)

How much you would save if federal income taxes were reduced 20%



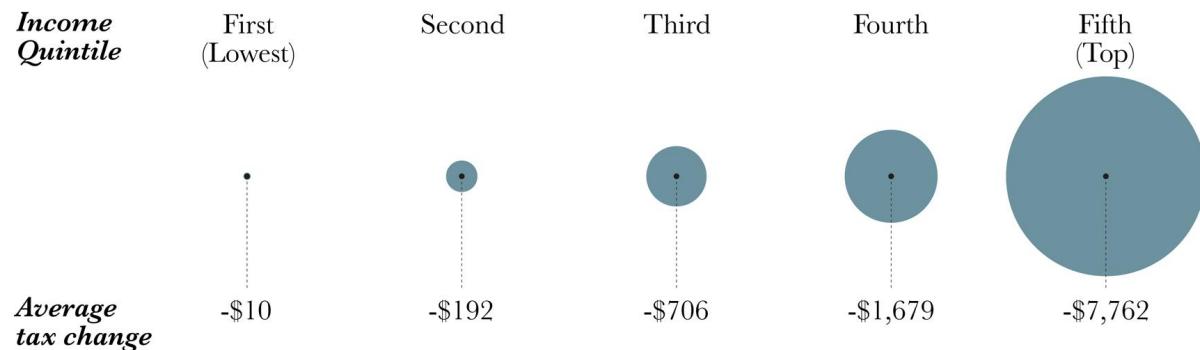
SOURCE: The New York Times

GRAPHIC: ACME

Flaws of bubble charts

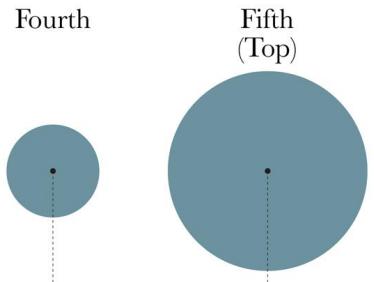
(borrowed from Alberto Cairo)

How much you would save if federal income taxes were reduced 20%

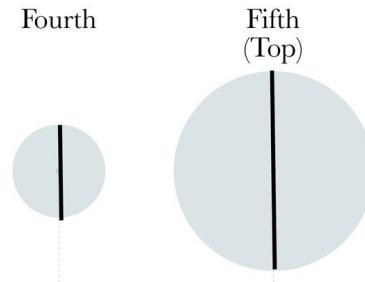


SOURCE: The New York Times

GRAPHIC: ACME



You want readers to compare areas

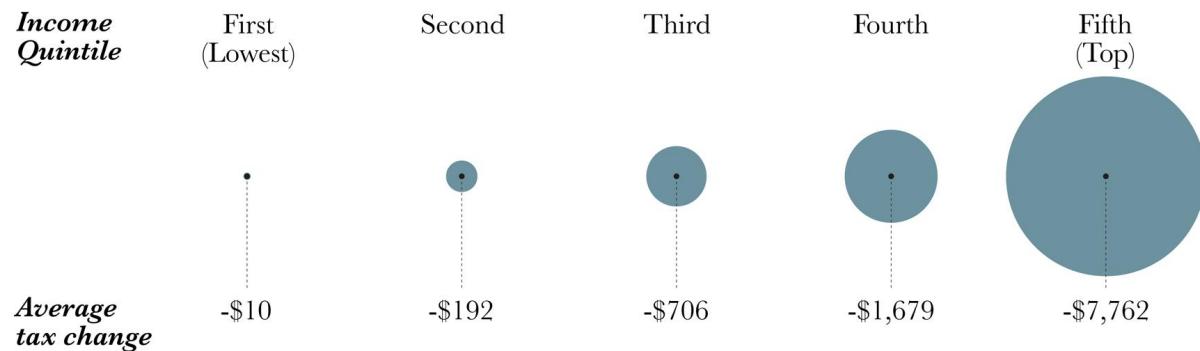


But they will tend to compare the diameters

Flaws of bubble charts

(borrowed from Alberto Cairo)

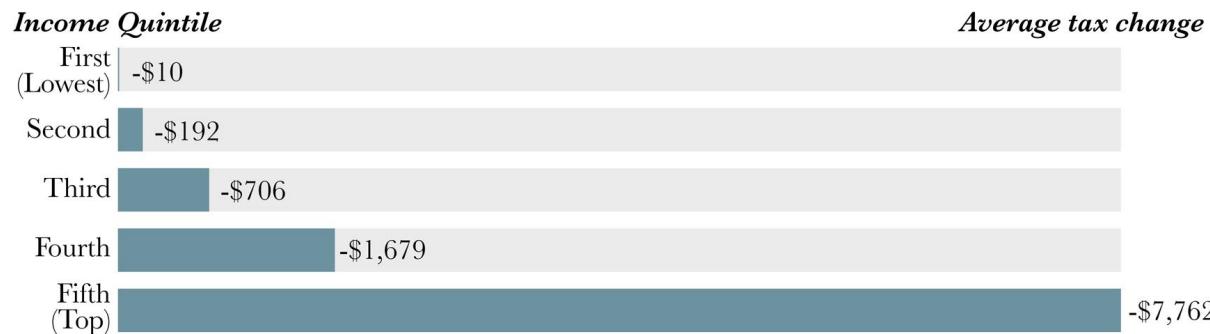
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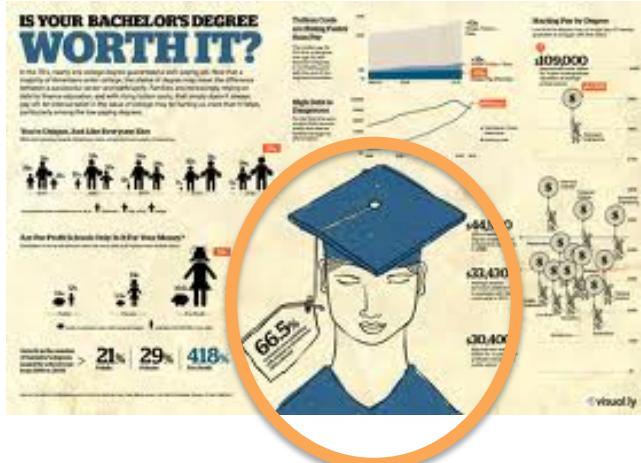


Pictorial chart

Ratio per population

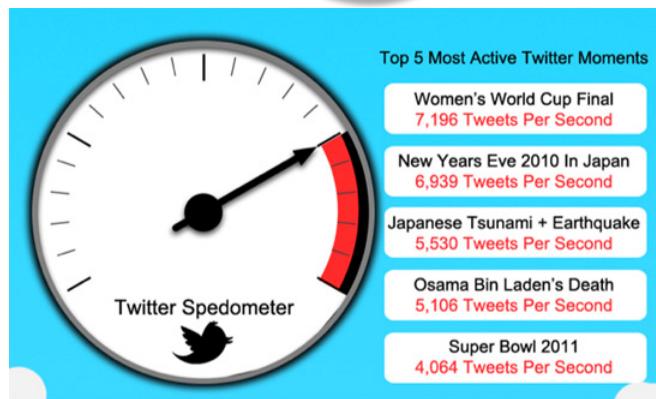
E.g. Percentage of children under 5
in Kenya that are stunted

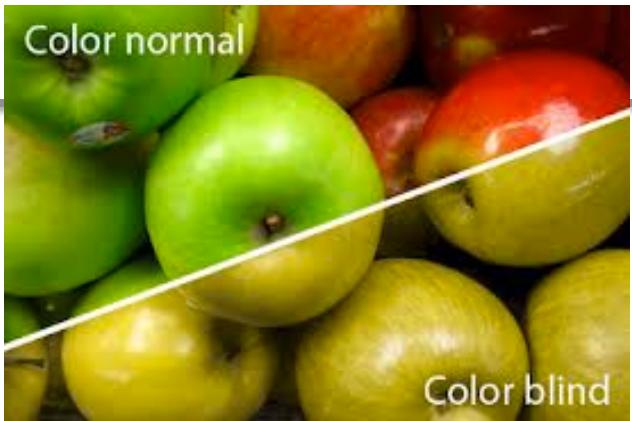
Design



Hierarchy - Hook it up!
All visualizations need
a focus point.

Show don't tell!
Keep the text simple and short.





Be careful with colors!

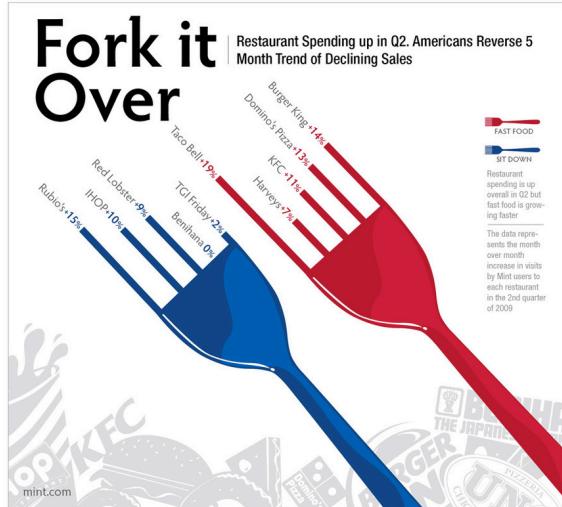
To many colors is confusing.

Some colors are not seen by colorblind.

Stay on style!

Keep the same style throughout the visualization.

Be creative!



Play around and try to present data in the most fun way.

What makes you interested
is likely to also make
the audience interested.

Briefing a graphic designer

It should address the following questions:

- What is the story?
- Which data is most important/should get most space?
- What kind of charts should by used?
- Is there any other information/fact that need to be illustrated or presented with the data?