

DESIGN THINKING FOR COMMUNICATION

HWAJUNG HONG

dxd.snu.ac.kr/courses/dt4c-2020s/

Agenda: Lecture

Recap

Lecture:

- Graphic Design 101: What makes good or ugly design?
- The elements of information design

Agenda: Tutorial

Adobe Illustrator Basics

장인영 (언론정보학과 석사과정)

Agenda

A1: Visual Introduction (digital submission by Mar 31)

- Introduce yourself ‘visually’
- Tools from your hand to Adobe
- 20-sec presentation
 - Something interesting about yourself
 - How did you visualize the idea?

Announcements: Logistics

- Class website: dxd.snu.ac.kr/courses/dt4c-2020s/
- P (project) / A (assignment) / R (reading)
- Class blog: 2020dt4c.tumblr.com
 - Tumblr sign-up
 - Your online participation will be graded from today

Announcements: Tumblr

What to post on Tumblr

- Good/bad examples of graphic design
- Resources (tools, inspirational sources)
- Of course, assignments, reading responses, and projects

Announcements: Tumblr

When you post sth on tumblr...

- **Your reflection:** your reflection should be thoughtful, integrative, and substantive and share what you learned.
- **Your name:** you should include your name at the end of the post.

데이터 시각화에 관심있는 분들이 재밌게 보시면서, 미국식 유우-
머도 익힐 수 있는 사이트를 몇 개 준비해봤습니다. 잘 된
인포그래픽에서도 배울 것이 많이 있지만, 잘 만들지 못한
인포그래픽을 보면 무엇이 잘못됐는지를 살펴보는 것도 의미가
있다고 생각합니다. [...] 한 가지 재밌는 점은 글 말미에 교과서로
선정된 Ed Tufte의 책을 참고했다고 저자 스스로 명시한 점입니다.

- 백승호

좋거나 별로인 인포만 살펴보지 마세요!

미디어 기획을 하면서 특정 주제에 특화된 버티컬 미디어들을 찾아본 적이 있습니다. 그때 발견한 인포그래픽과 관련한 사이트를 하나 소개합니다.. 작년에 처음 봤을 때는 그저 콘텐츠가 잘 만들어졌겠거니 생각했는데 최근에 다시 들어가보고 꼭 그렇지만은 않다는 생각이 들었습니다. 그래서 여러분들도 시간이 되신다면 여기 들어가서 원칙을 실제와 연결하는 연습을 해보시면 좋을 것 같습니다.

- 백승호

Caveat

Be on time

Be ready to present your work

Be concise

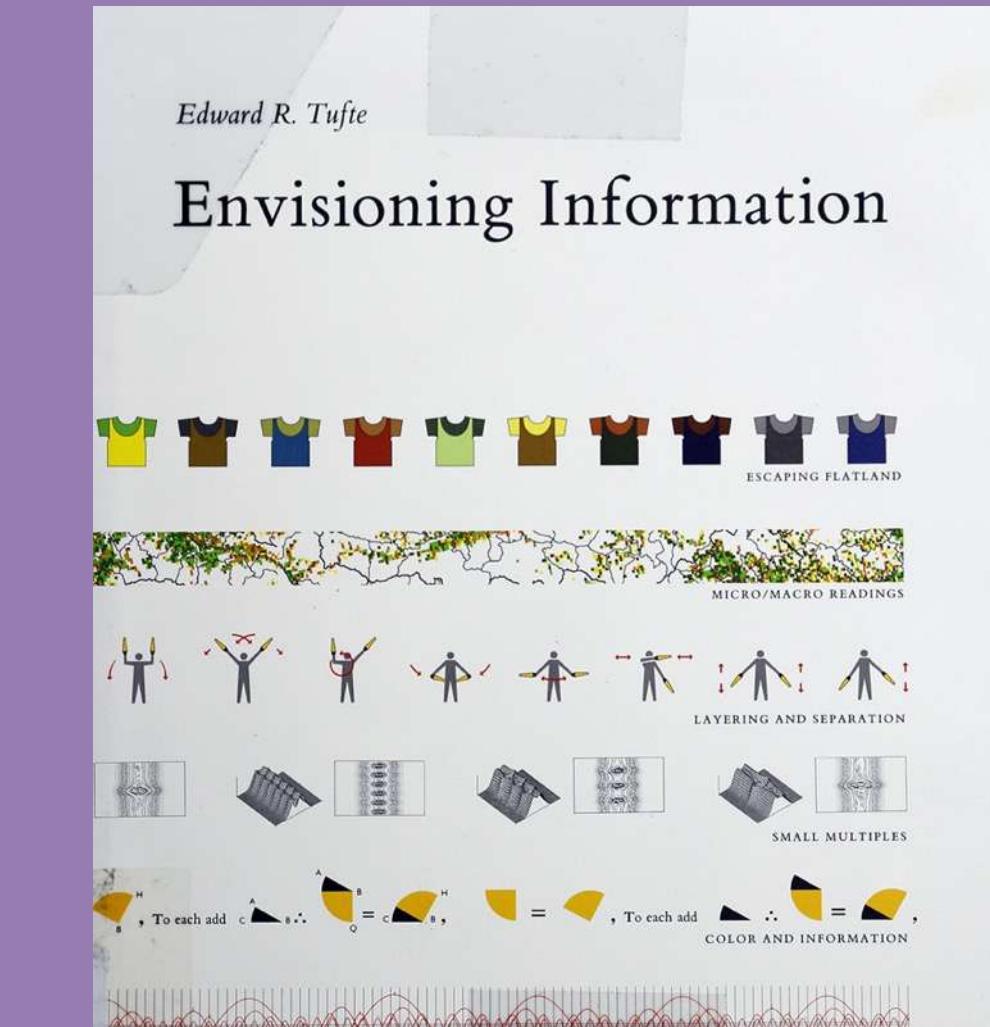
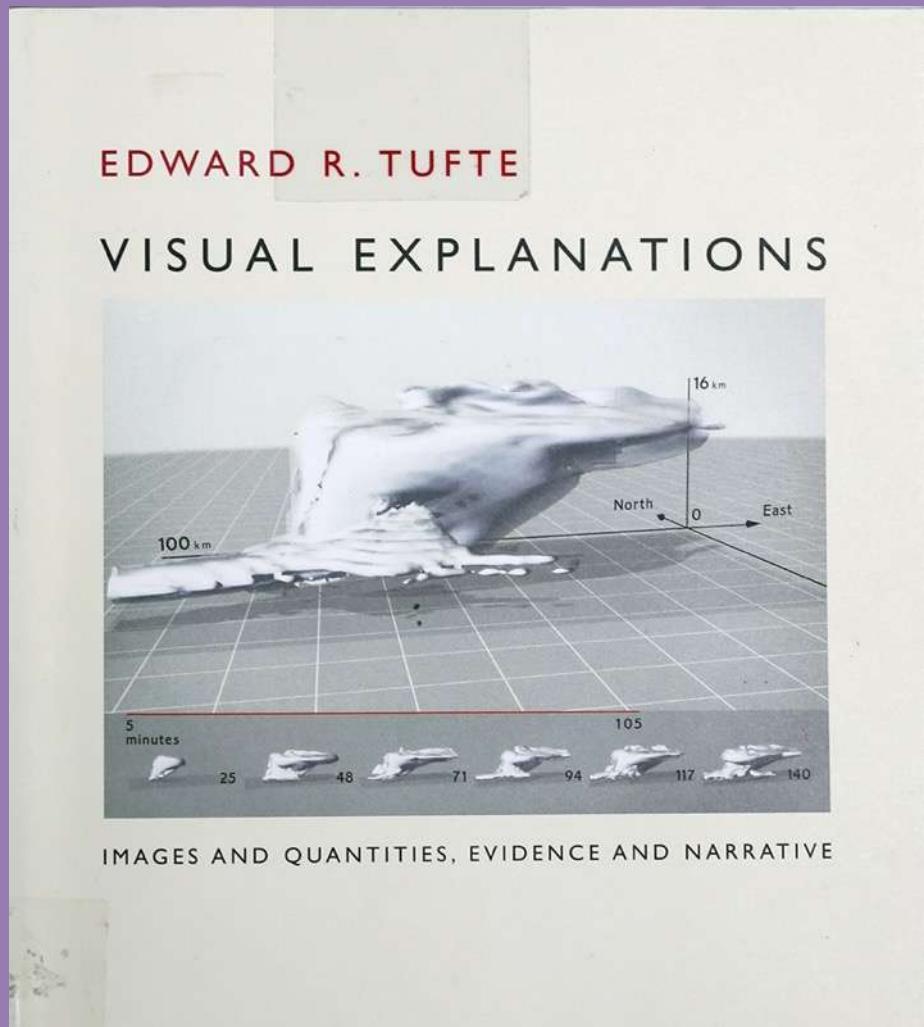
Feedback is a key to success

Slack direct message or general channel

고예나 (koyleft@gmail.com)

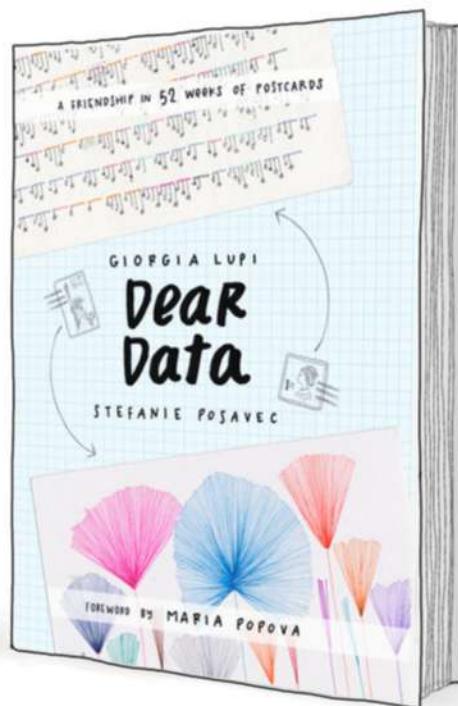
박용훈 (ypark6829@gmail.com)

TEXTBOOKS (설문)



OTHER RECOMMENDED RESOURCES

DEAR DATA



GIORGIA LUPI AND STEFANIE POSAVEC

OBSEVE,
COLLECT,
DRAW!

A VISUAL JOURNAL

DISCOVER THE PATTERNS IN
YOUR EVERYDAY LIFE

After the success of Dear Data, we're back with our new book Observe, Collect, Draw!

Pre-order this visual journal today to document the world around you
and discover more about yourself and/or life!

OUT SEPT. 25!

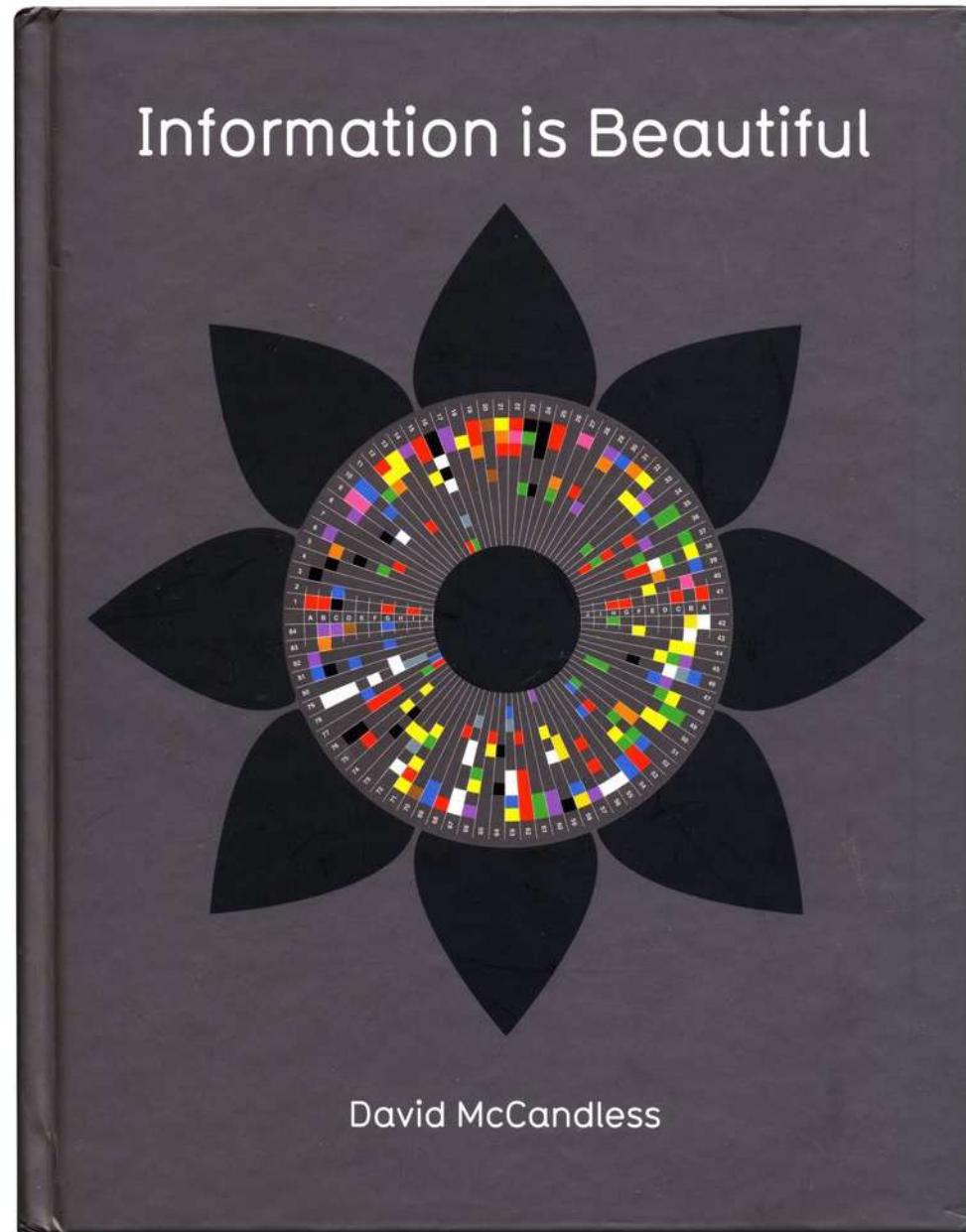
US pre-orders / Europe pre-orders

GO TO WEBSITE

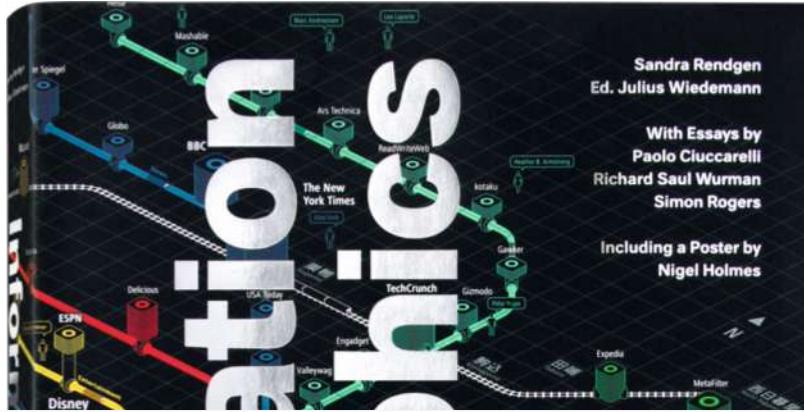
The central part of the image shows the front cover of the book 'Observe, Collect, Draw!'. The cover features a grid of colorful, abstract shapes and patterns. The title 'OBSEVE, COLLECT, DRAW!' is written in large, bold, black letters. Below the title, it says 'A VISUAL JOURNAL' and 'DISCOVER THE PATTERNS IN YOUR EVERYDAY LIFE'. A blurb at the bottom reads: 'After the success of Dear Data, we're back with our new book Observe, Collect, Draw!'. Another blurb below that says: 'Pre-order this visual journal today to document the world around you and discover more about yourself and/or life!'. At the bottom, it says 'OUT SEPT. 25!', 'US pre-orders / Europe pre-orders', and 'GO TO WEBSITE'. Above the central book, there is a decorative element consisting of several short, colorful lines (yellow, red, blue) radiating outwards from behind the book.



INFORMATION IS BEAUTIFUL



INFORMATION GRAPHICS



단행본

★ Information graphics / Sandra Rendgen ; ed., Julius Wiedemann ; [with essays by Paolo Ciuccarelli, Richard Saul Wurman, Simon Rogers ; including a poster by Nigel Holmes].

Rendgen, Sandra.

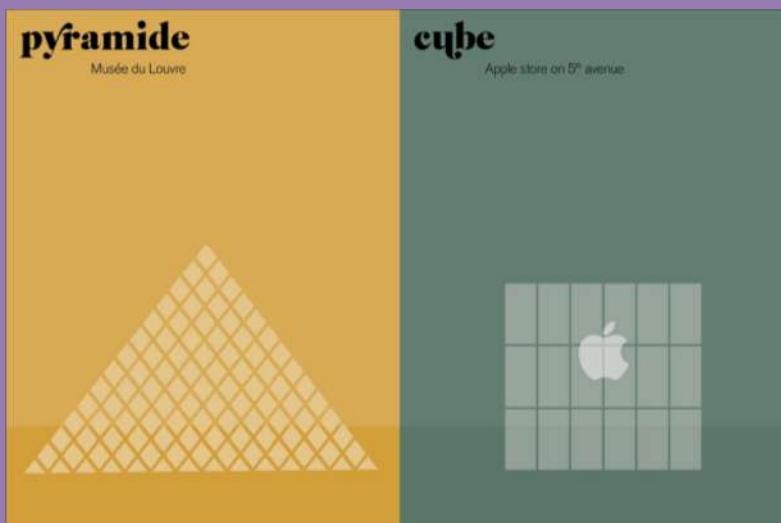
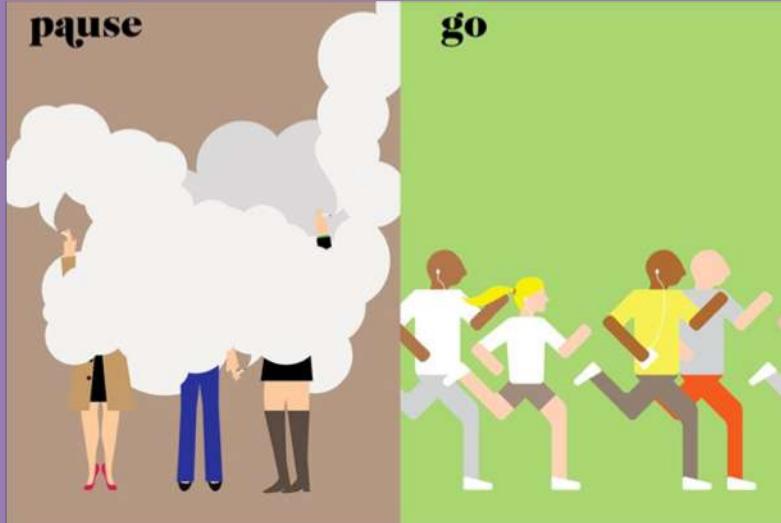
Köln : Taschen, c2012.

● 이용가능: 중앙도서관 중앙대출실 딸림자료 (大 302.23 R292i 2012) 외



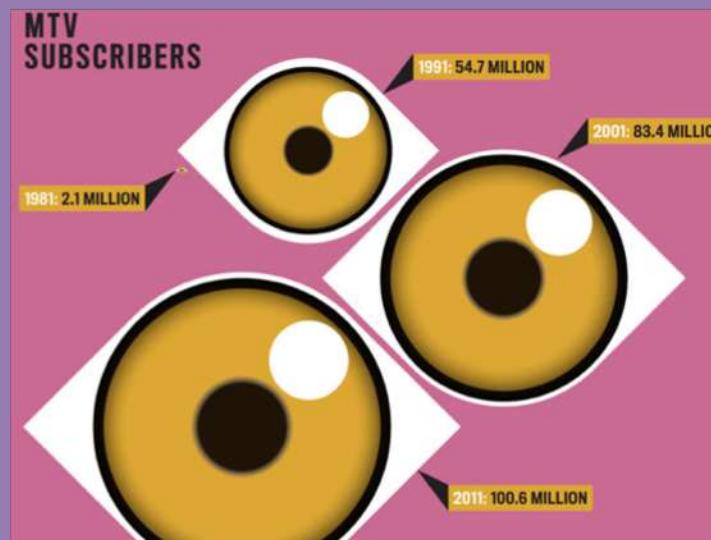
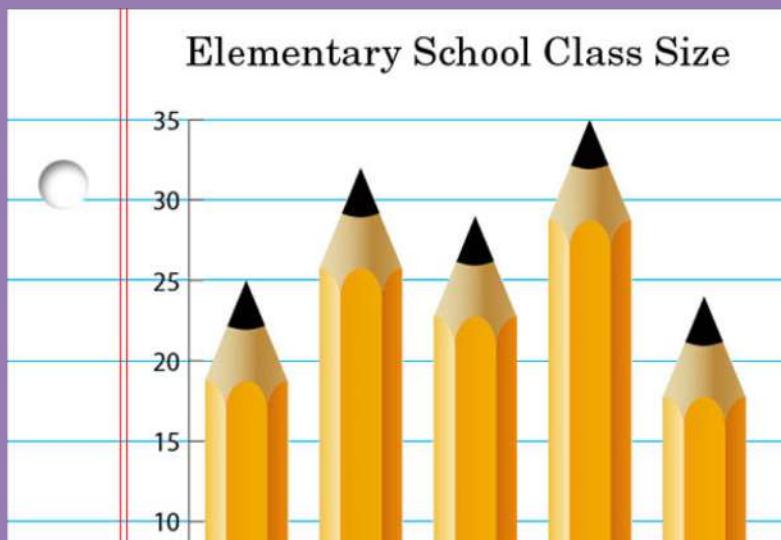
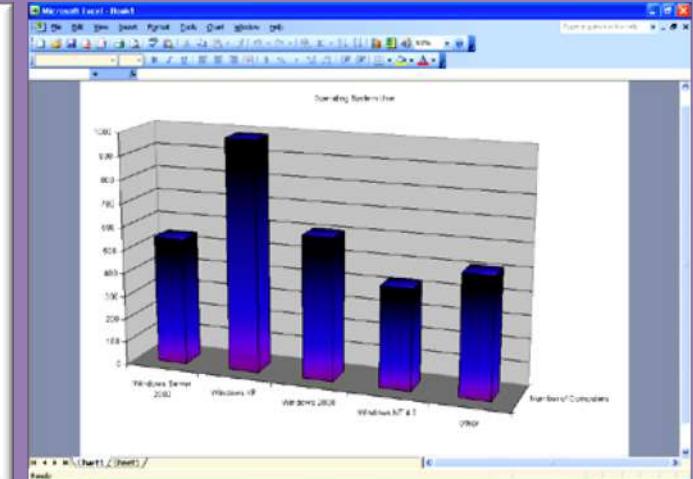
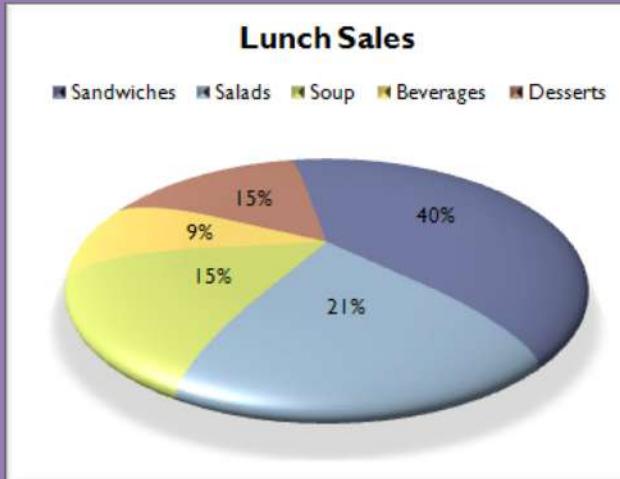
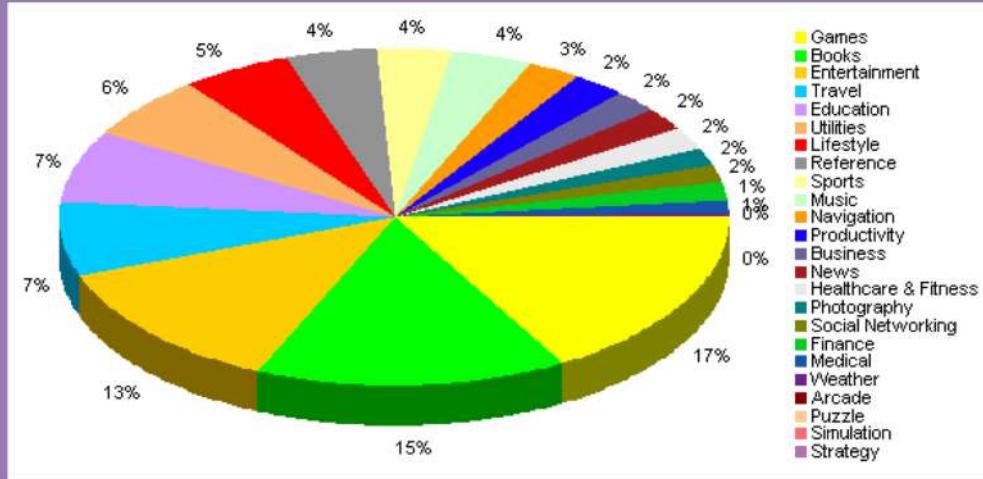
Visual Literacy

The good



Paris verses New York Series
Created by Vahram Muratyan
parisvsnyc.blogspot.com

The ugly



Information design

Information Design

Transform raw data into meaningful information through a combination of statistics, technology, research, and design

Infographics

Graphic visual representations of information, data or knowledge intended to communicate information quickly and clearly

1) OBSERVE



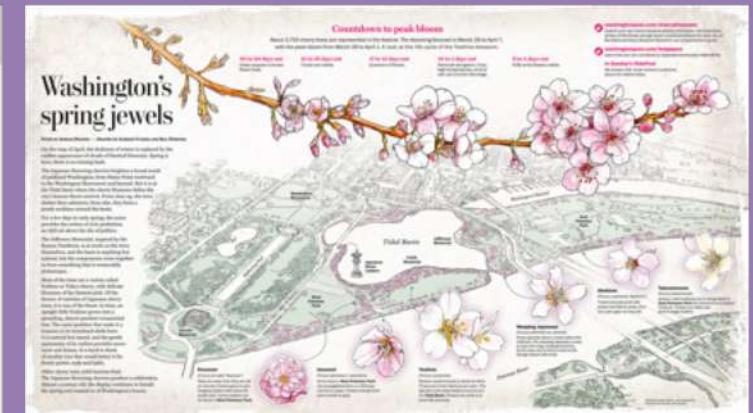
Washington DC's Cherry Blossoms
Retrieved from flicker (Nicolas Raymond)

2) COLLECT

WINTER	FEBRUARY	MARCH	PEAK BLOOM DATE
2015-16	+0.9		?
2014-15	-8.7	-1.5	April 10
2013-14	-1.2	-3.9	April 10
2012-13	-0.7	-3.0	April 9
2011-12	+5.3	+10	March 20
2010-11	+3.6	-0.9	March 29

2016 Cherry Blossom Peak Bloom Forecasts

3) INTERPRET

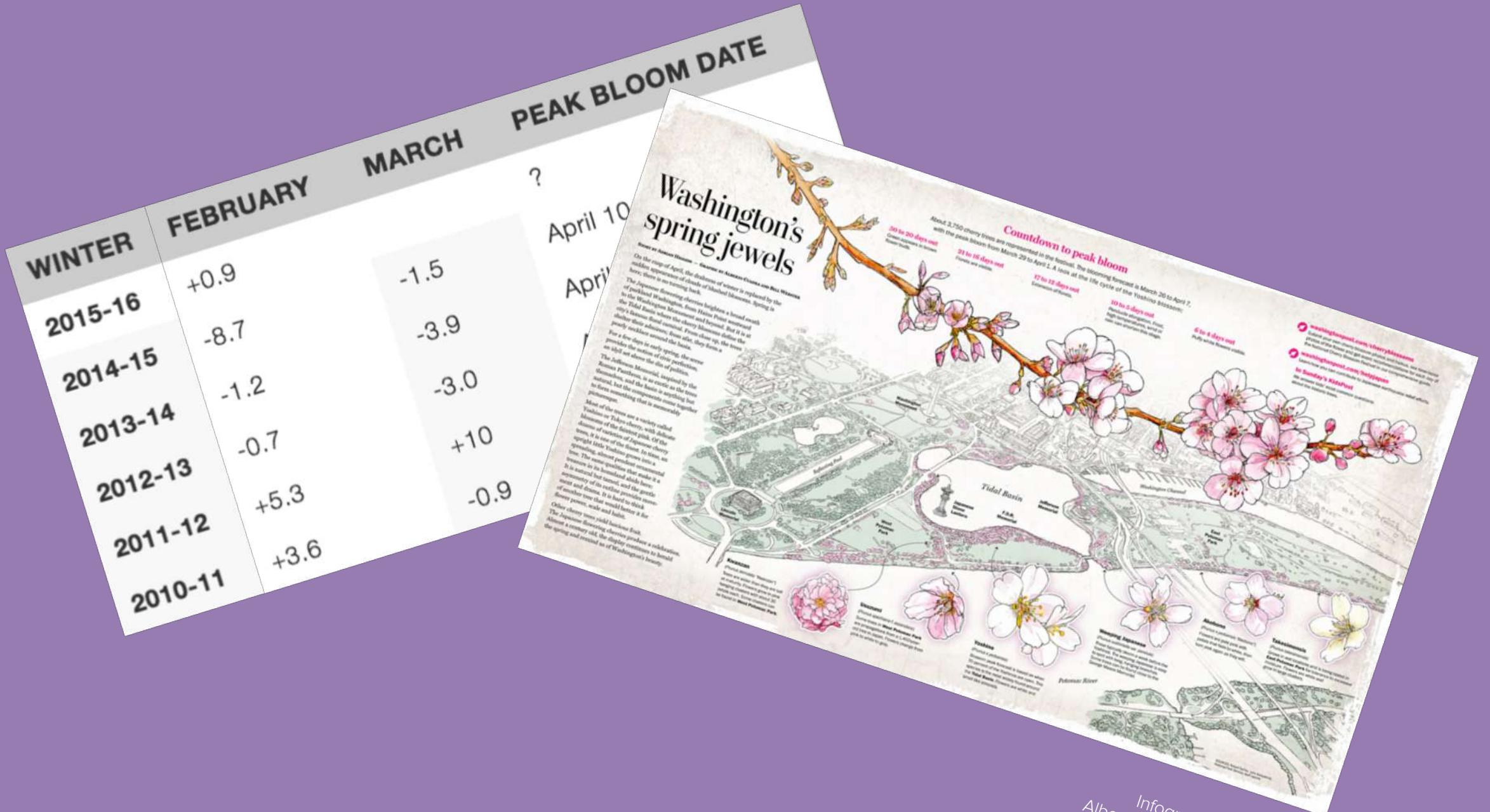


Infographics produced by
Alberto Cuadra and Bill Webster

world

data

symbols



Infographics produced by
Alberto Cuadra and Bill Webster



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The Free Encyclopedia

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Not lo

Appointment and confirmation to the Supreme Court of the United States

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- 1 Nomination
- 2 Confirmation
- 3 Recess appointments
- 4 Tenure and vacancies
- 5 References

Nomination [edit]

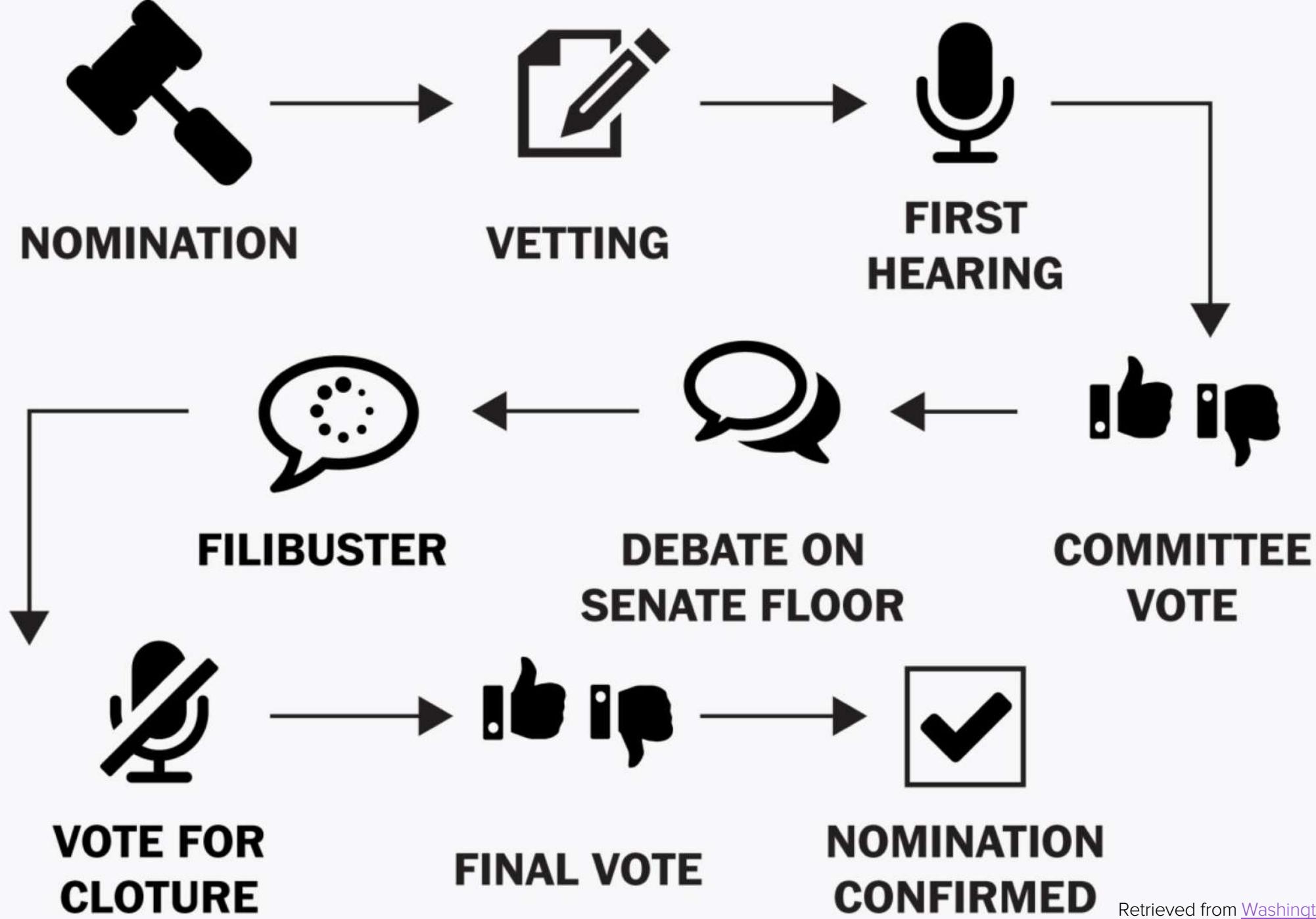
Article Two of the United States Constitution requires the President of the United States to nominate Supreme Court Justices and, with Senate confirmation, requires Justices to be appointed. This was for the division of power between the President and Senate by the founders, who wrote:

"he shall nominate, and by and with the Advice and Consent of the Senate, shall appoint ... Judges of the supreme Court..."

Upon the election of a new President, incoming White House staff prepare profiles of possible candidates for the Supreme Court, considering not only judges but also politicians and other individuals whom they consider appropriate for the role. Besides considering national figures whose views are well-known, they consider others who are less recognized. They go through published rulings, articles, speeches, and other background material to get an idea of candidates' values and views on constitutional issues. Age, health, race, gender, and likelihood of confirmation are also factored into considerations. Once a Supreme Court vacancy opens, the President discusses the candidates with advisors. Senators also call the President with suggestions. After a first choice is decided, the candidate is contacted and called on by the President to serve on the highest court. Staffers send a vetting form for the candidate to fill out. They visit the candidate to go over tax records and payments to domestic help. Candidates whom the President has never met are interviewed by White House officials before being sent to the White House to be interviewed in person by the President. After making a final decision, the President calls the candidate, who is told to prepare a statement for an appearance in front of the national press for the President's formal announcement.

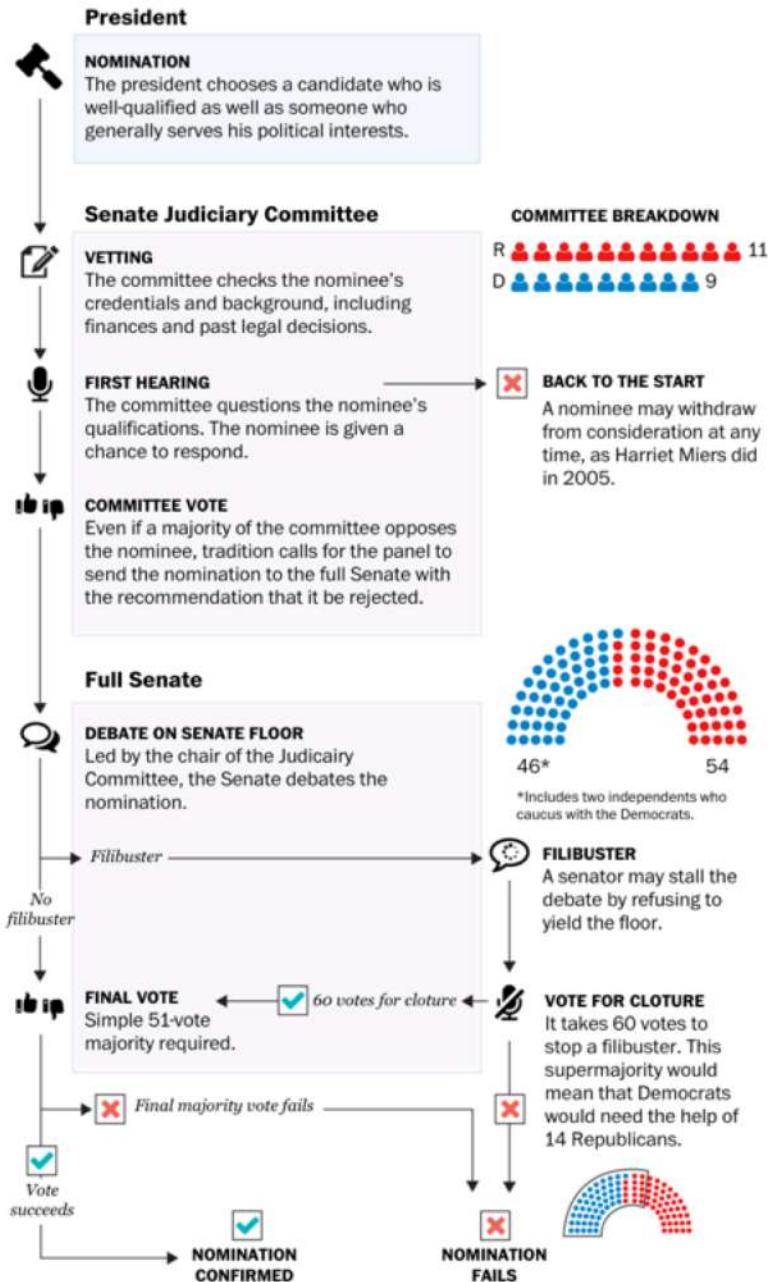
Most Presidents nominate individuals who broadly share their ideological views.^[1] In many cases, however, a Justice's decisions may be contrary to what the nominating President anticipated. A famous instance was Chief Justice Earl Warren; President Dwight D. Eisenhower expected him to be a conservative judge, but his decisions are arguably among the most liberal in the Court's history. Eisenhower later called the appointment "the biggest damn fool mistake I ever made".^[2] Another Justice whose decisions ran contrary to what was believed to be his ideology was David Souter, who was nominated to the high court in 1990 by President George H. W. Bush. Many pundits and politicians at the time expected Souter to be a conservative; however, after becoming a Justice, his opinions generally fell on the liberal side of the political spectrum.

Because the Constitution does not set any qualifications for service as a Justice, the President may nominate any individual to serve on the Court. However, that person must receive the confirmation of the Senate.



Going from nominee to confirmed

From start to finish, the president's nominee must run a gauntlet of committee scrutiny, background checks, testimony and Senate debate.



Visual devices

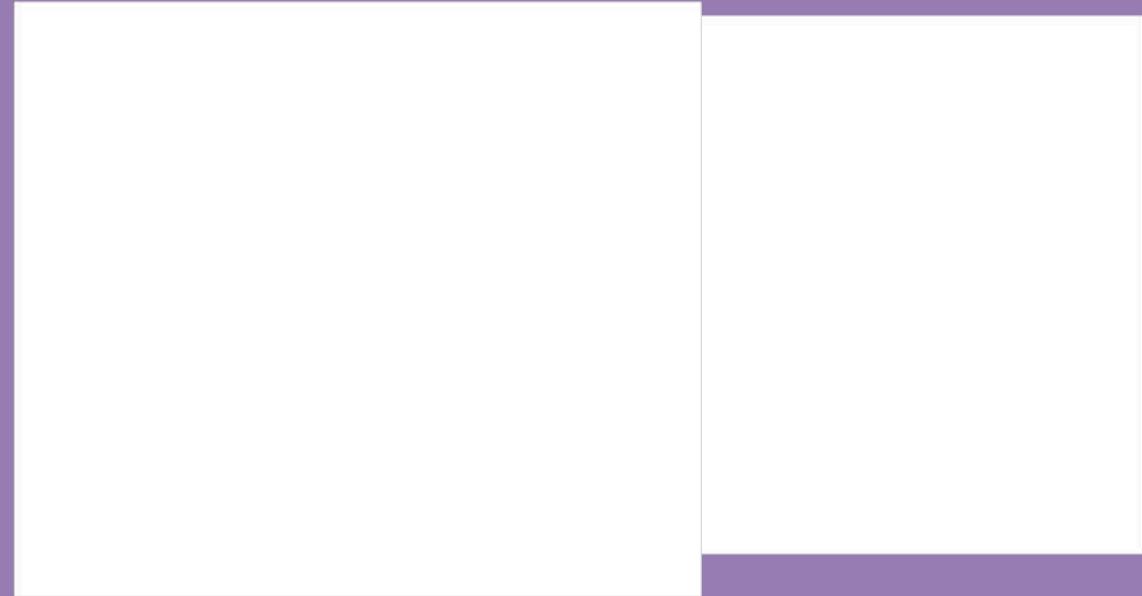
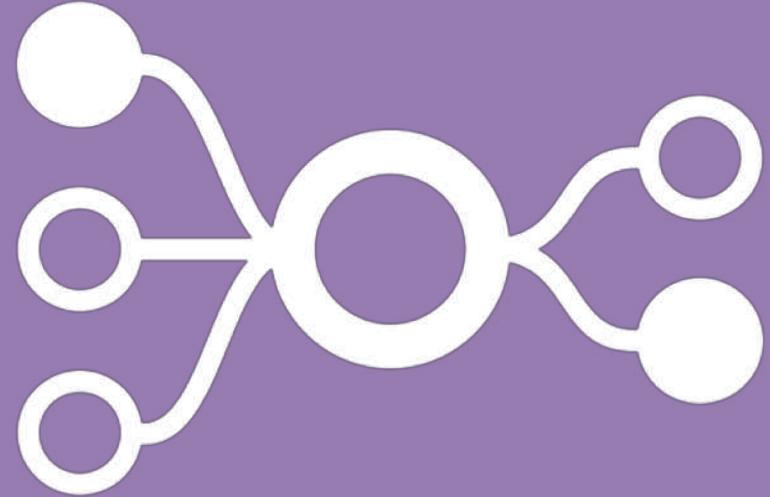
Tools used in infographics



Maps



Charts



Diagrams, Pictorial

Business

Communications

Sciences

Engineering

Education

History

Journalism

Law

Infographics can be useful for
every subject imaginable

Entertainment

Geography

PR

Space

What are infographics
made of?

Text

Aug. 1, 1980 — Marine sniper Charles Whitman killed his wife and mother, then climbed a 27-story tower at the University of Texas and shot him to death.

ere is no universally
cepted definition of a
mass shooting, and
different organizations u
different criteria. In this
piece, we look at the
deadly mass shootings in the U.S. from 1984 to today.

Aug. 1, 1986 -
Marine sniper Charles Whitman killed his mother, then climbed to the top of the 22-story tower at the University of Texas at Austin and killed 14 more people before being shot dead by police.

Text



There is no universally accepted definition of a mass shooting, and different organizations use different criteria. In this piece, we look at the deadlier mass shootings in America since Aug. 1, 1982.

Marine sniper Charles Whitman killed his mother, then climbed to the top of the 27-story tower at the University of Texas at Austin and killed 14 more people before being shot and killed by police. The killing spree took place over 10 hours.

Text

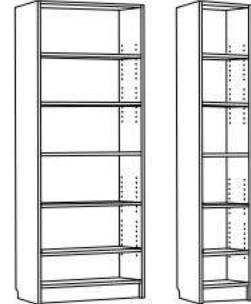


GUN VIOLENCE Archive 2016

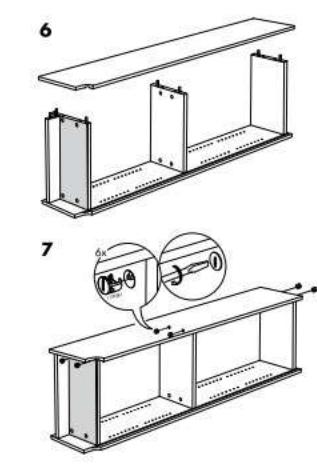
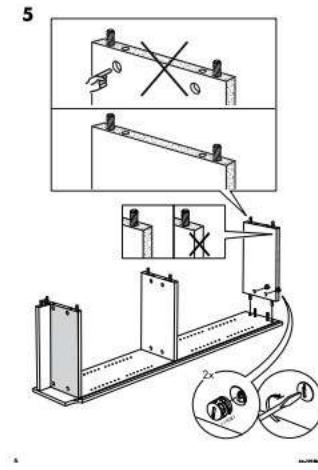
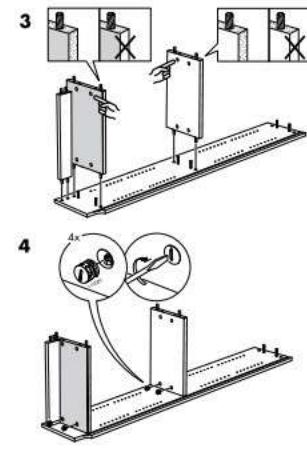
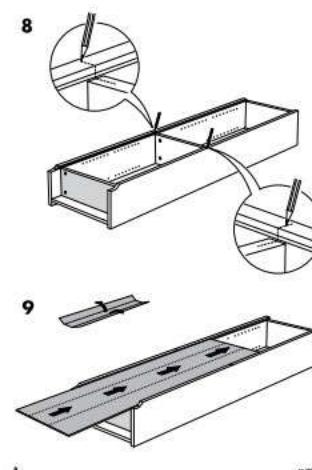
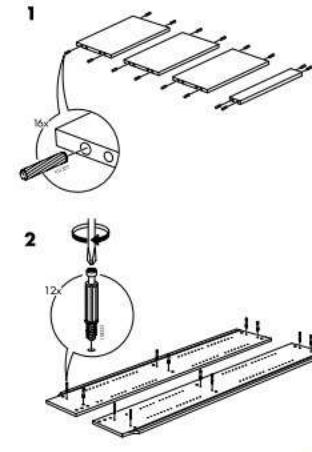
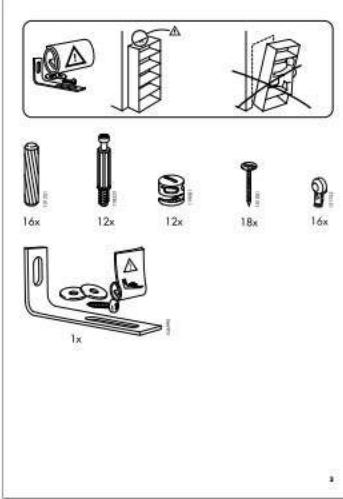
Total Number of Incidents	8,071
Number of Deaths ¹	2,076
Number of Injuries ¹	4,075
Number of Children (age 0-11) Killed/ Injured ¹	90
Data	454
Mass Shooting ²	37
Officer Involved Incident ²	785
Home Invasion ²	384
Defensive Use ²	244
Accidental Shooting ²	410

Retrieved from gunviolencearchive.org

BILLY



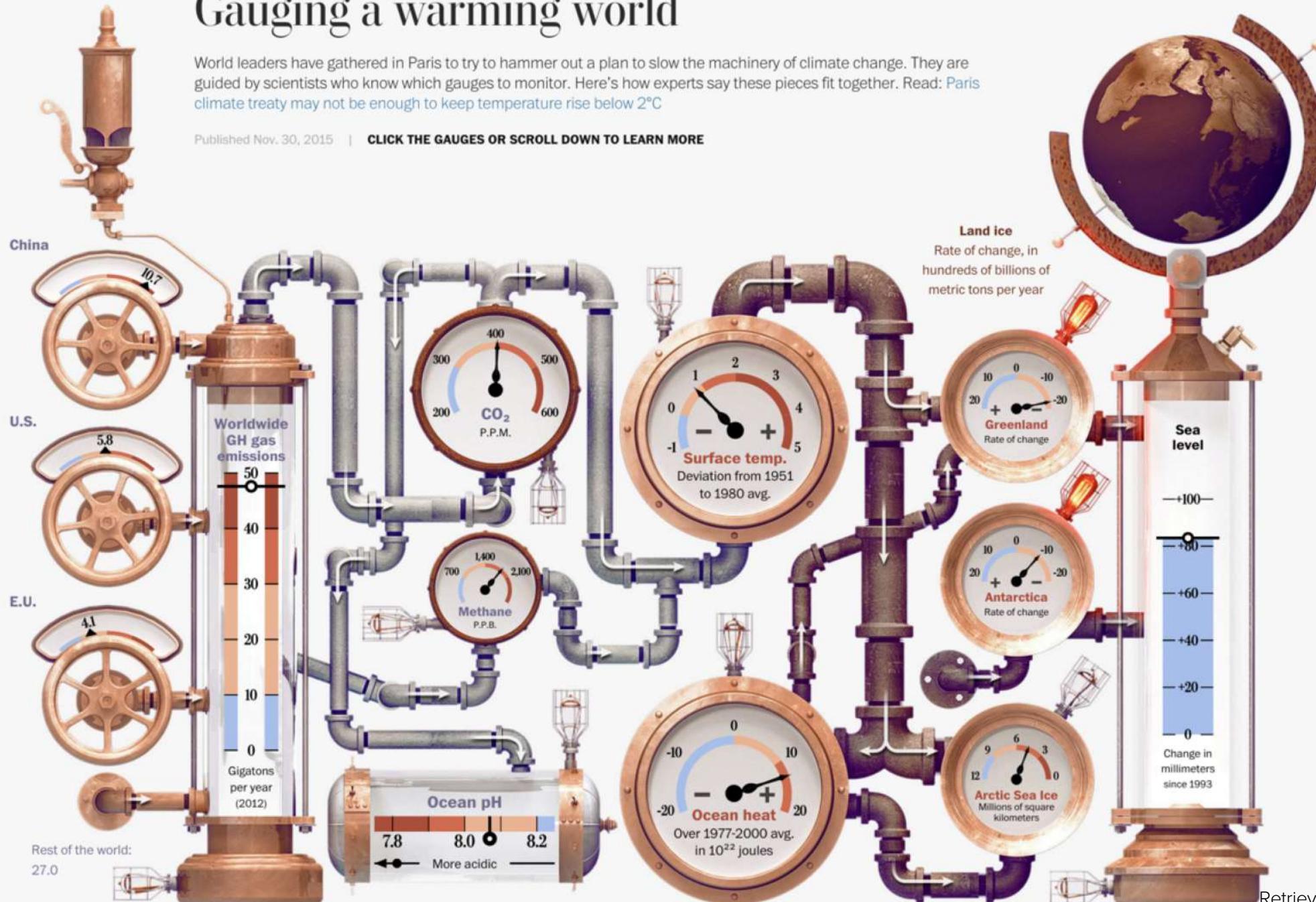
IKEA
Design and Quality
Billy Bookcase



Gauging a warming world

World leaders have gathered in Paris to try to hammer out a plan to slow the machinery of climate change. They are guided by scientists who know which gauges to monitor. Here's how experts say these pieces fit together. Read: Paris climate treaty may not be enough to keep temperature rise below 2°C

Published Nov. 30, 2015 | [CLICK THE GAUGES OR SCROLL DOWN TO LEARN MORE](#)



SUBURBAN STATION



KEY TO

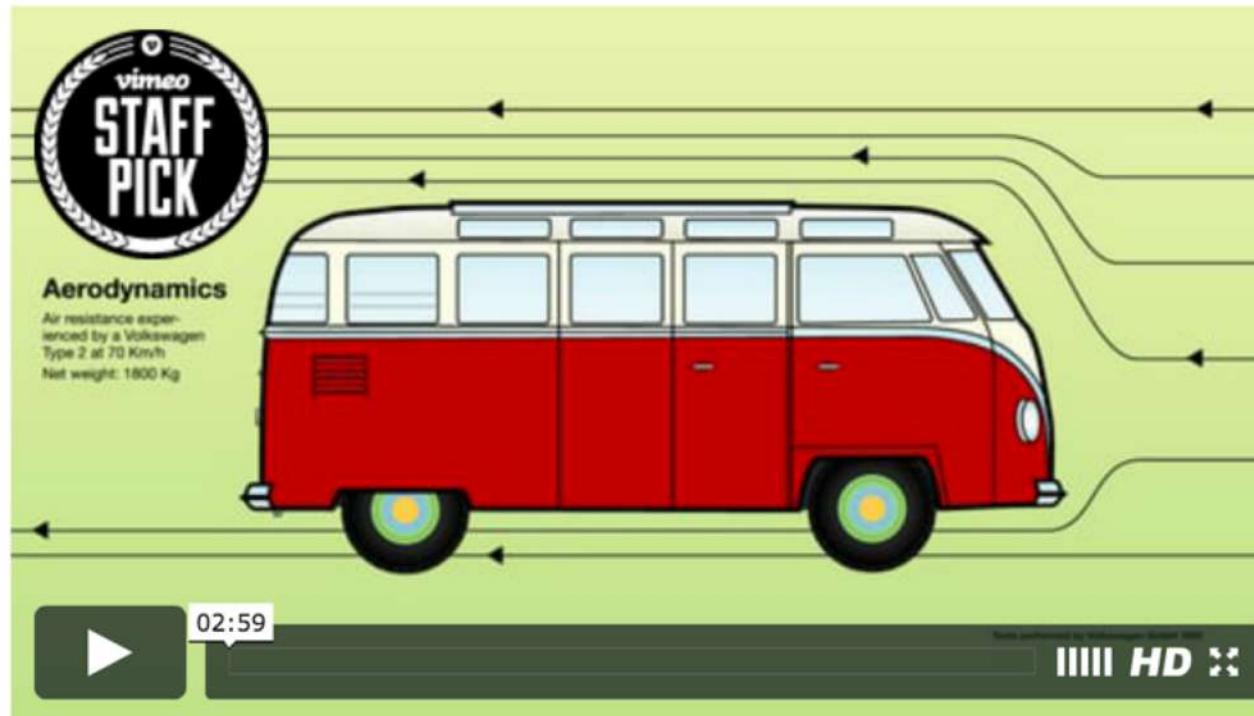
- Stairs
- City bus terminal
- Parking space
- Taxi
- Information

130

Little Red Riding Hood, the Animated Infographic Story

POSTED TO INFOGRAPHICS | NATHAN YAU

[Tomas Nilsson](#), a graphic design student from LinkÃ¶ping University, tells the story of Little Red Riding Hood with animated infographics. The video (below) was inspired by RÃ¶yksopp's [Remind Me](#) and has that ever so familiar European electronica music moving things along. Covering topics from grandma's nutritional value to the aerodynamics of the traveling bus, the video is very tongue in cheek and totally worth the three minutes of your life.



WHY ARE INFOGRAPHICS USEFUL?

**INFORMATION +
GAPHICS**

GOOD NEWS BAD NEWS

HOW DOES THE AMERICAN PUBLIC RATE THE NEWS MEDIA?

WE ALL RELY ON THE MAINSTREAM PRESS TO ACT AS CONVEYERS AND CURATORS OF INFORMATION ABOUT THE WORLD AROUND US. A RECENT STUDY SHOWS THAT WHILE AMERICANS HAVE AN INCREASINGLY NEGATIVE OPINION OF NEWS ORGANIZATIONS' CREDIBILITY, THE MEDIA AS A WHOLE IS STILL MORE TRUSTED THAN GOVERNMENT OR CORPORATIONS.

PEOPLE ARE MORE WARY OF THE PRESS

MEDIA CRITICISMS

(PERCENT OF RESPONDENTS WHO BELIEVE THE FOLLOWING)

1985 VS. 2011

HOW WOULD YOU GENERALLY DESCRIBE THE NEWS MEDIA?

OFTEN INFLUENCED BY POWERFUL PEOPLE AND ORGANIZATIONS



TEND TO FAVOR ONE SIDE



TRY TO COVER UP MISTAKES



REPORT STORIES THAT ARE OFTEN INACCURATE



POLITICALLY BIASED IN THEIR REPORTING



HURT DEMOCRACY



TOO CRITICAL OF AMERICA



SOURCES: PEW RESEARCH CENTER

REPUBLICANS ARE MOST CRITICAL

HOW WOULD YOU GENERALLY DESCRIBE THE NEWS MEDIA?

REPUBLICAN

DEMOCRAT

INDEPENDENT

(PERCENT OF RESPONDENTS)

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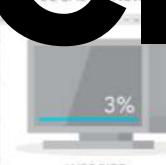
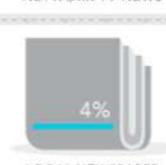
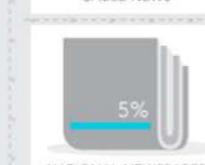
OFTEN INFLUENCED BY POWERFUL PEOPLE AND ORGANIZATIONS



WHAT NEWS ORGANIZATIONS COME TO MIND?

CABLE NEWS

(PERCENT OF RESPONDENTS)



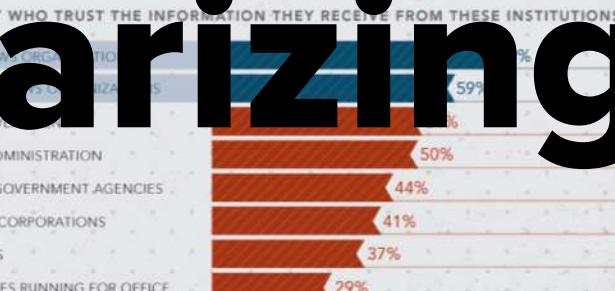
CNN

(PERCENT OF RESPONDENTS)



STUDY: THE PRESS IS MORE TRUSTED THAN OTHER INFORMATION SOURCES

LOCAL NEWS ORGANIZATIONS EASILY RANK AS THE MOST TRUSTWORTHY SOURCES OF INFORMATION IN SURVEYS. CONGRESS AND POLITICAL CANDIDATES ARE ROUTINELY RANKED AS THE LEAST TRUSTWORTHY.



A COLLABORATION BETWEEN GOOD AND COLUMN FIVE

clarifying
Summarizing

PewResearchCenter



U.S. POLITICS

MEDIA & NEWS

SOCIAL TRENDS

RELIGION

INTERNET & TECH

HISPANICS

GLOBAL

PUBLICATIONS

TOPICS

DATA

METHODS

INTERACTIVES

FACT TANK

EXPERTS

FACT TANK

NEWS IN THE NUMBERS

OCTOBER 30, 2014

Which news organization is the most trusted? The answer is complicated.

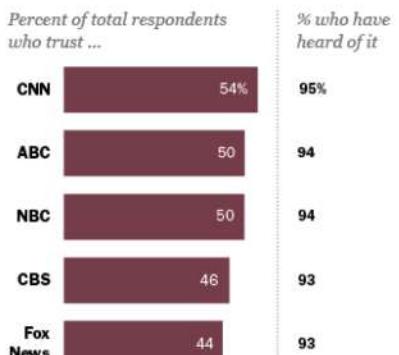
BY AMY MITCHELL |  51 COMMENTS

Our recent report, [Political Polarization and Media Habits](#), finds that trust and distrust in the news media varies greatly by political ideology. Many readers asked us: Among the 36 news organizations we asked about, which one do Americans trust most? The answer is more complex than it may seem and can be measured in a number of different ways. Here's a breakdown:

1 The full population picture doesn't tell the whole story.

If you look simply at the total percentage of online adults who say they trust a news organization for news about government and politics, several mainstream television outlets rise to the top. CNN, ABC, NBC, CBS and Fox News are all trusted by more than four-in-ten web-using U.S. adults. These high numbers, though, are intertwined with the fact that more than nine-in-ten respondents have heard of these five news sources. Trust and distrust were only asked of sources respondents had heard of, thus, the better known a source is, the more Americans in total who can voice trust or distrust of that source. A source like The Economist, on the other hand, is known by just 34% of respondents and so could never have a trust level exceeding 34% – even if everyone who had heard of it trusted it.

News Sources Trusted By Largest Percentage of Online Adults



American Trends Panel (wave 1). Survey conducted March 19–April 29, 2014. Q20, 21a. Based on web respondents.

PEW RESEARCH CENTER

ABOUT FACT TANK

Real-time analysis and news about data from Pew Research writers and social scientists.

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RECENT POSTS

Half of those who aren't learning about the election feel their vote doesn't matter

Women relatively rare in top positions of religious leadership

UN peacekeeping at new highs after post-Cold War surge and decline

Afro-Latino: A deeply rooted identity among U.S. Hispanics

5 facts about abortion

RELATED

MEDIA & NEWS | JAN 6, 2016

Around half of newspaper readers rely only on print edition

MEDIA & NEWS | MAR 18, 2013

State of the News Media 2013

GOOD NEWS BAD NEWS

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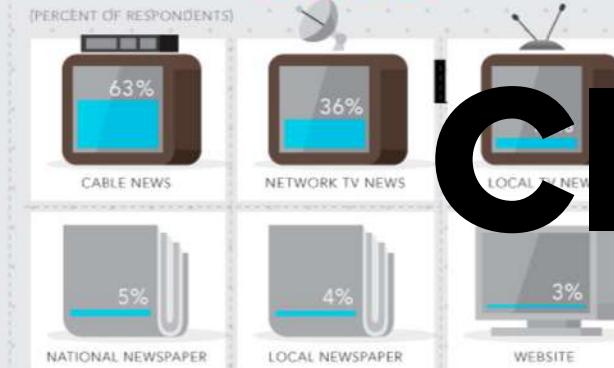


OFTEN INFLUENCED BY POWERFUL PEOPLE AND ORGANIZATIONS



WHAT NEWS ORGANIZATIONS COME TO MIND?

CABLE NEWS

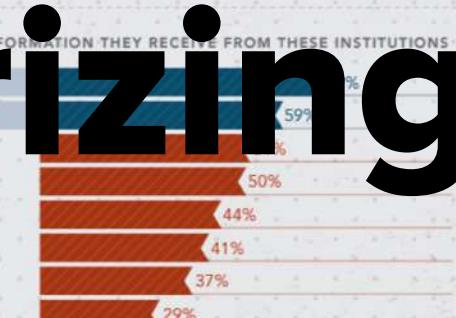


CNN



STUDY: THE PRESS IS MORE TRUSTED THAN OTHER INFORMATION SOURCES

LOCAL NEWS ORGANIZATIONS EASILY RANK AS THE MOST TRUSTWORTHY SOURCES OF INFORMATION IN SURVEYS. CONGRESS AND POLITICAL CANDIDATES ARE ROUTINELY RANKED AS THE LEAST TRUSTWORTHY.



A COLLABORATION BETWEEN GOOD AND COLUMN FIVE

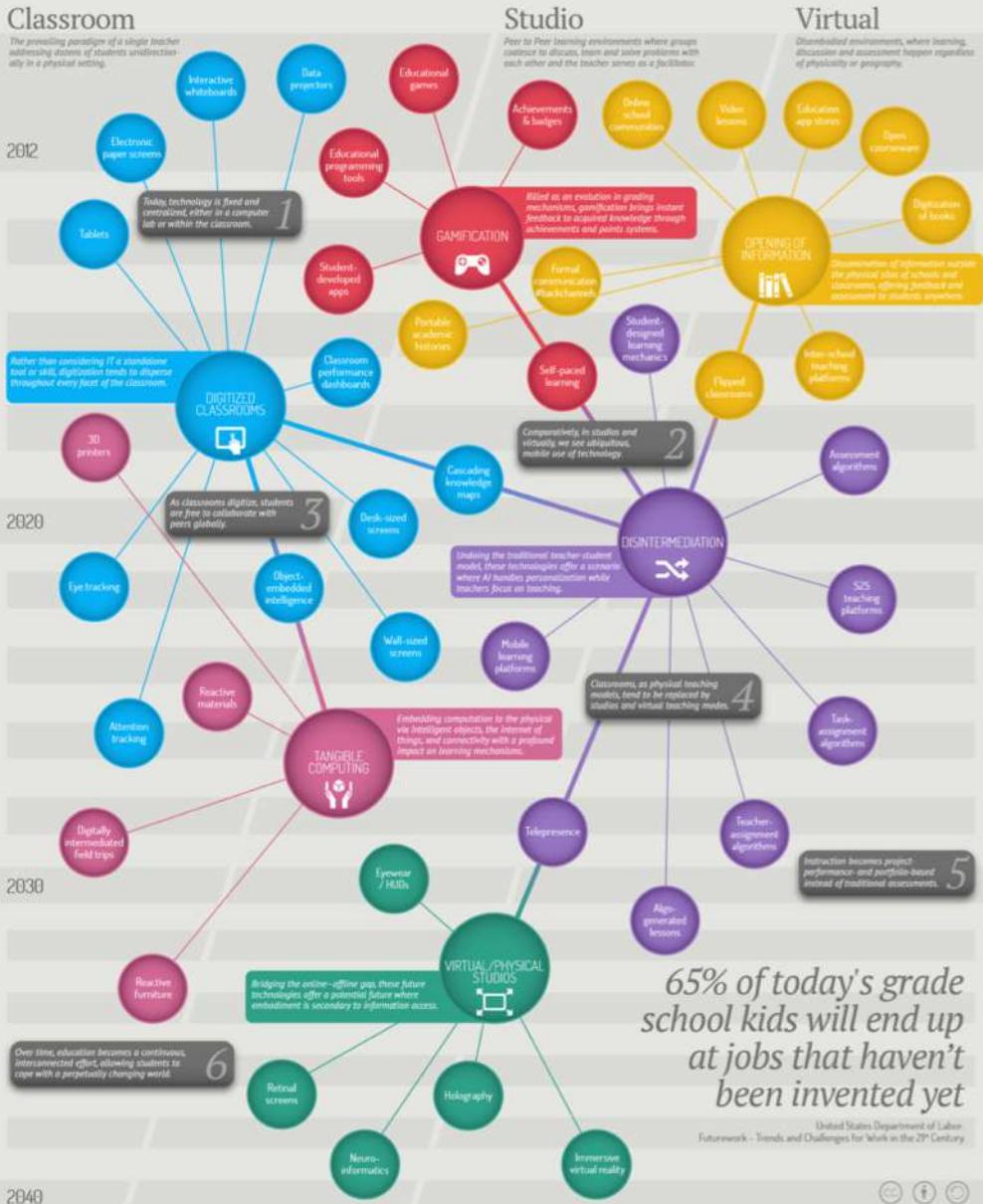
clarifying
Summarizing

Envisioning the future of education technology



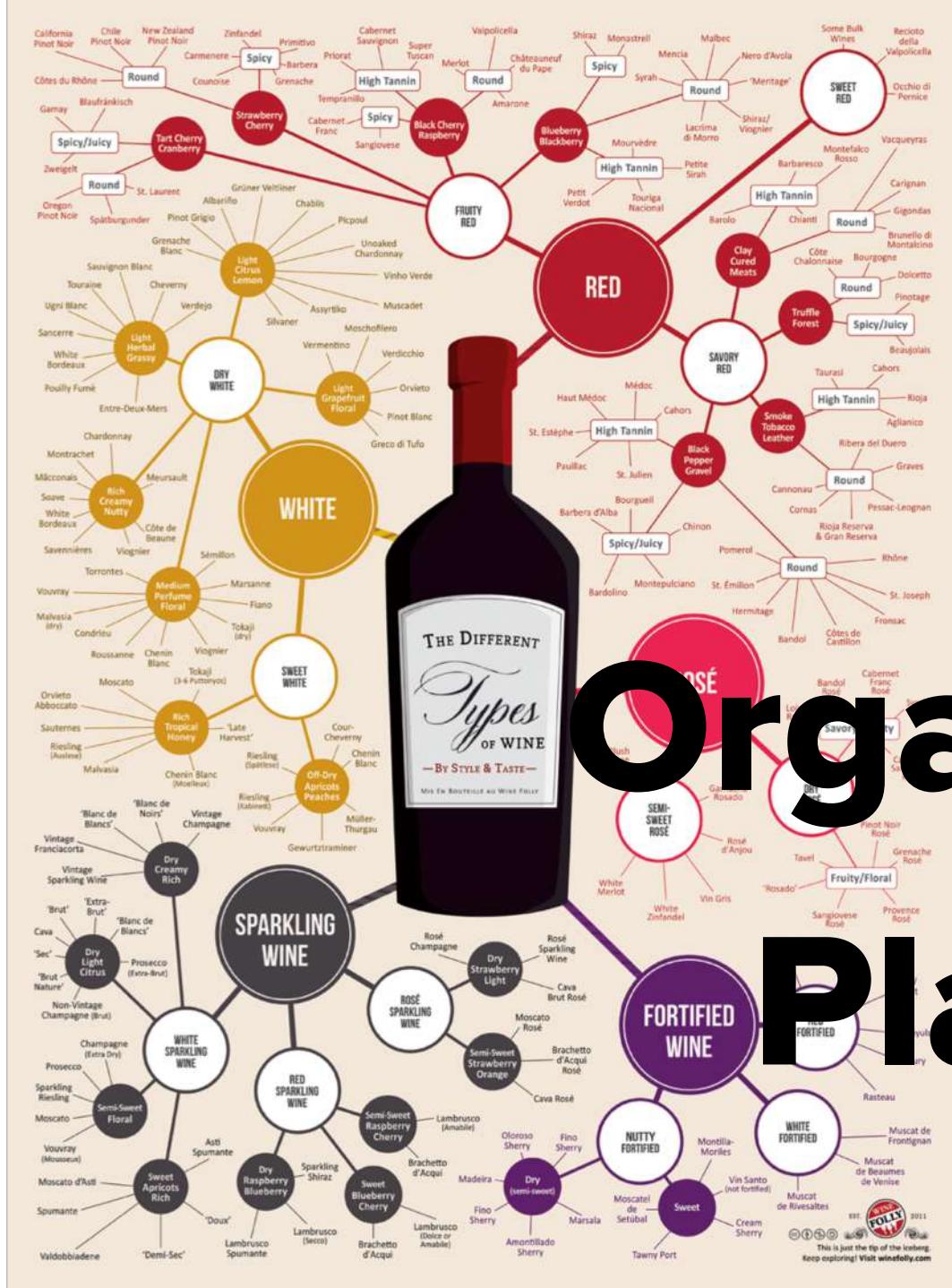
Education lies at a peculiar crossroad in society. On one hand it has the responsibility of anticipating real-life skills by preparing us for an increasingly complex world – but education methodologies can only be formulated after practices have been defined. This dichotomy is particularly aggravated when it comes to technology, where fast-paced innovation and perpetual change is the only constant.

This visualization attempts to organize a series of emerging technologies that are likely to influence education in the upcoming decades. Despite its inherently speculative nature, the driving trends behind the technologies can already be observed, meaning it's a matter of time before these scenarios start playing out in learning environments around the world.

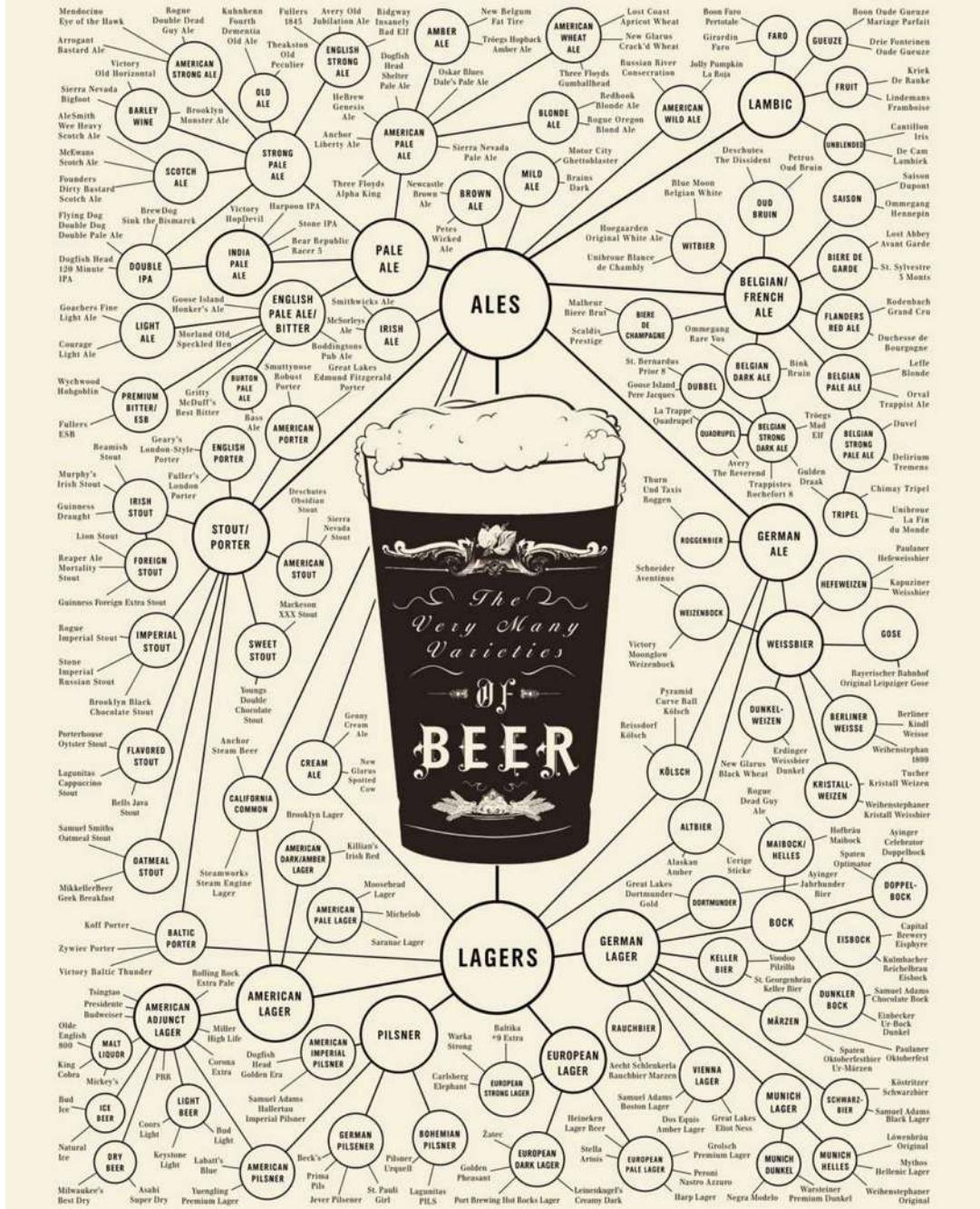


40 Future Uses for Educational Technology:
<http://www.edtechmagazine.com/k12/article/2012/07/40-future-uses-educational-technology-infographic>

Different Types of Wine:
<http://winefolly.com/review/different-types-of-wine/>



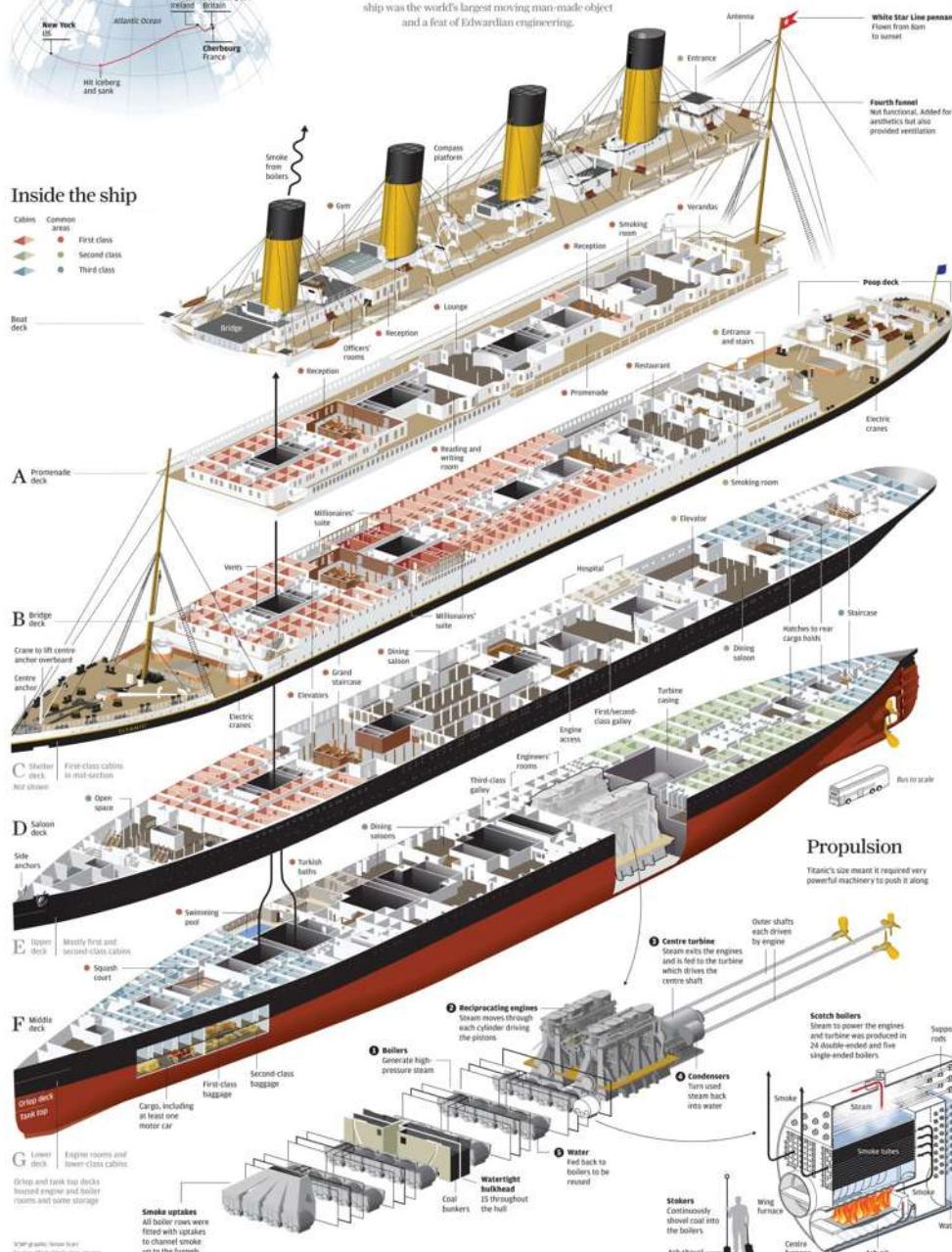
Organizing Planning



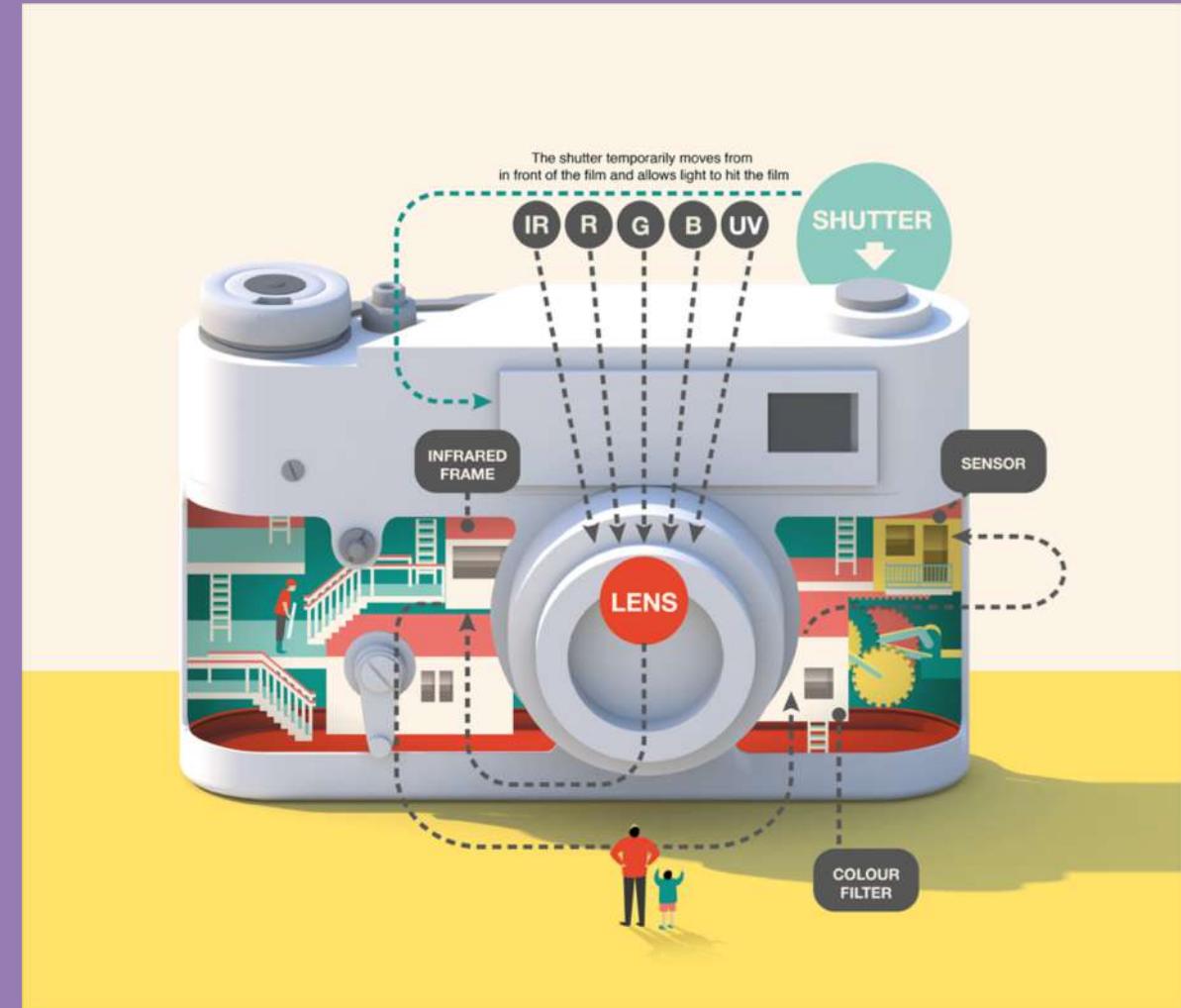
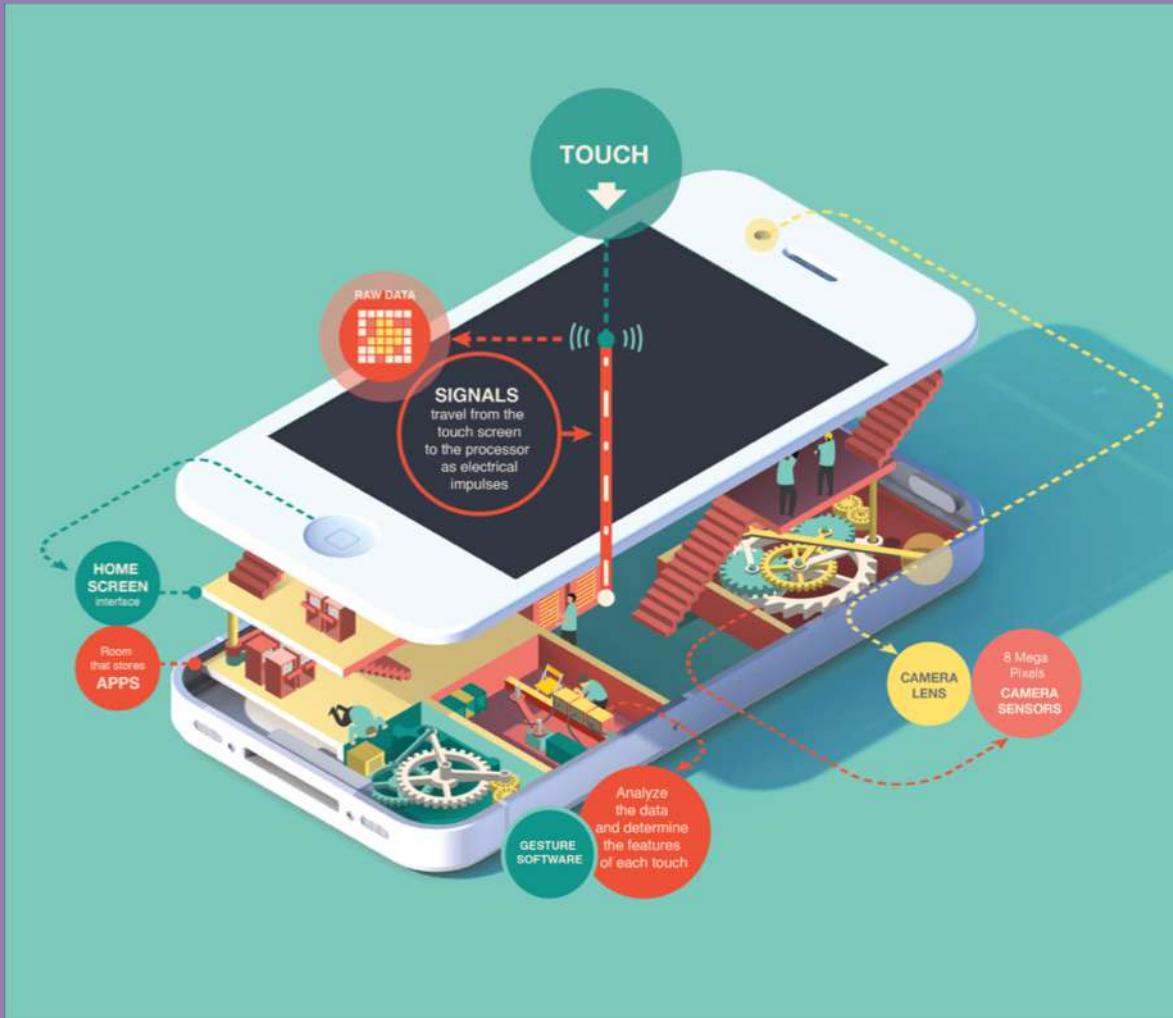
The Titanic



Tomorrow marks 100 years since the sinking of the Titanic, a ship that remains synonymous with size and luxury but ultimately tragedy. On its launch the ship was the world's largest moving man-made object and a feat of Edwardian engineering.



<https://www.scmp.com/infographic/>



Imaginary Factory created by Jing Zhang (<http://www.mazakii.com/Personal-project-Imaginary-factories-set-of-7>)

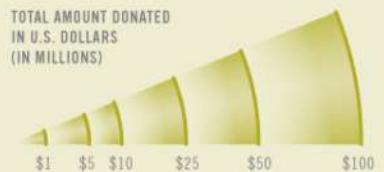
Engagement

HAITIAN AID

The earthquake in Haiti has spurred an intense groundswell of support from around the world. Many governments, companies, and individuals have given money or in-kind donations to aid in the rescue efforts and to help the Haitian people recover and rebuild. This is a look at who has given money (or equipment or services) so far, as compiled by Reliefweb. Many entities have pledged money, but this is a list only of those—through January 19—that have actually given \$1 million or more.

SOURCE Reliefweb

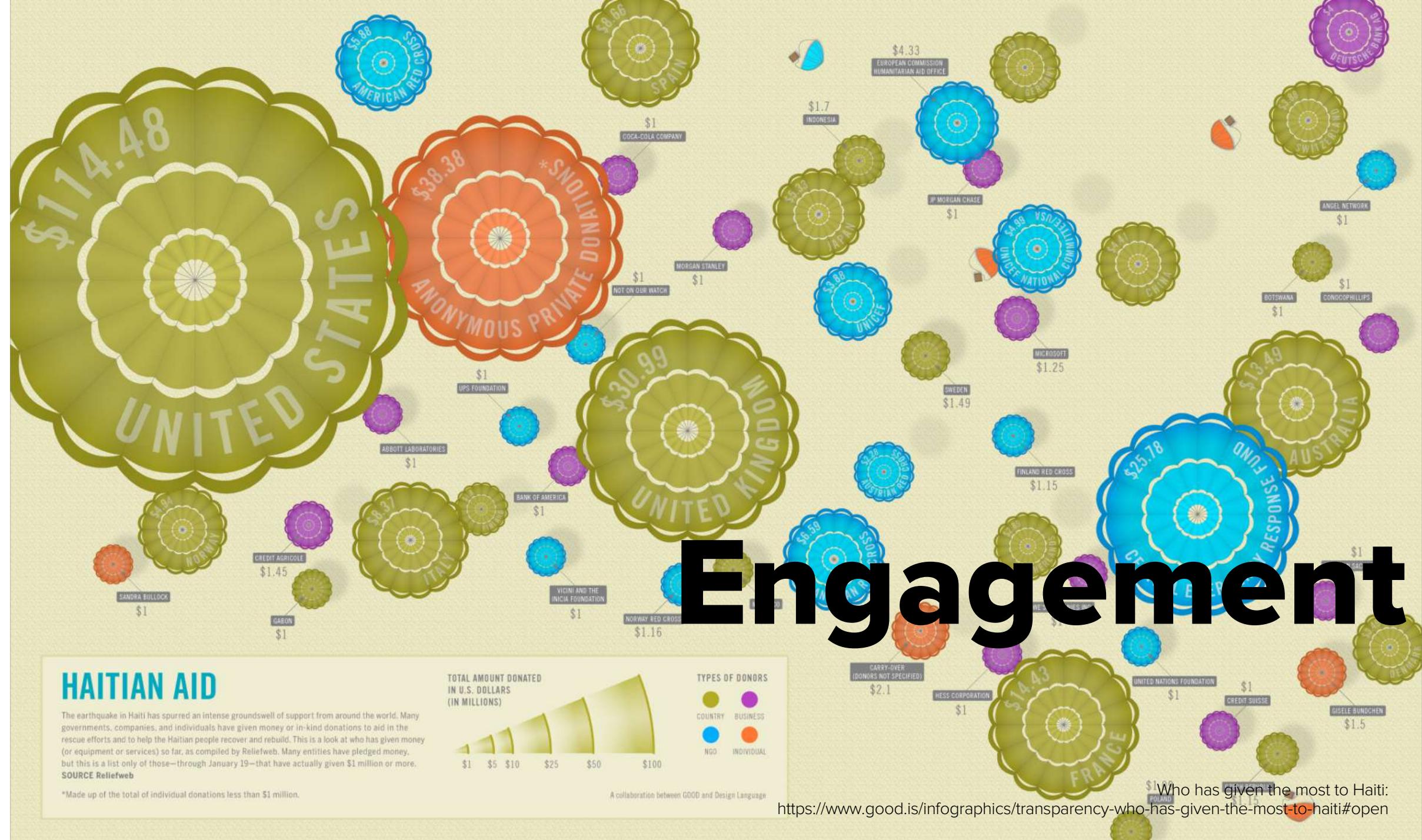
*Made up of the total of individual donations less than \$1 million.



A collaboration between GOOD and Design Language

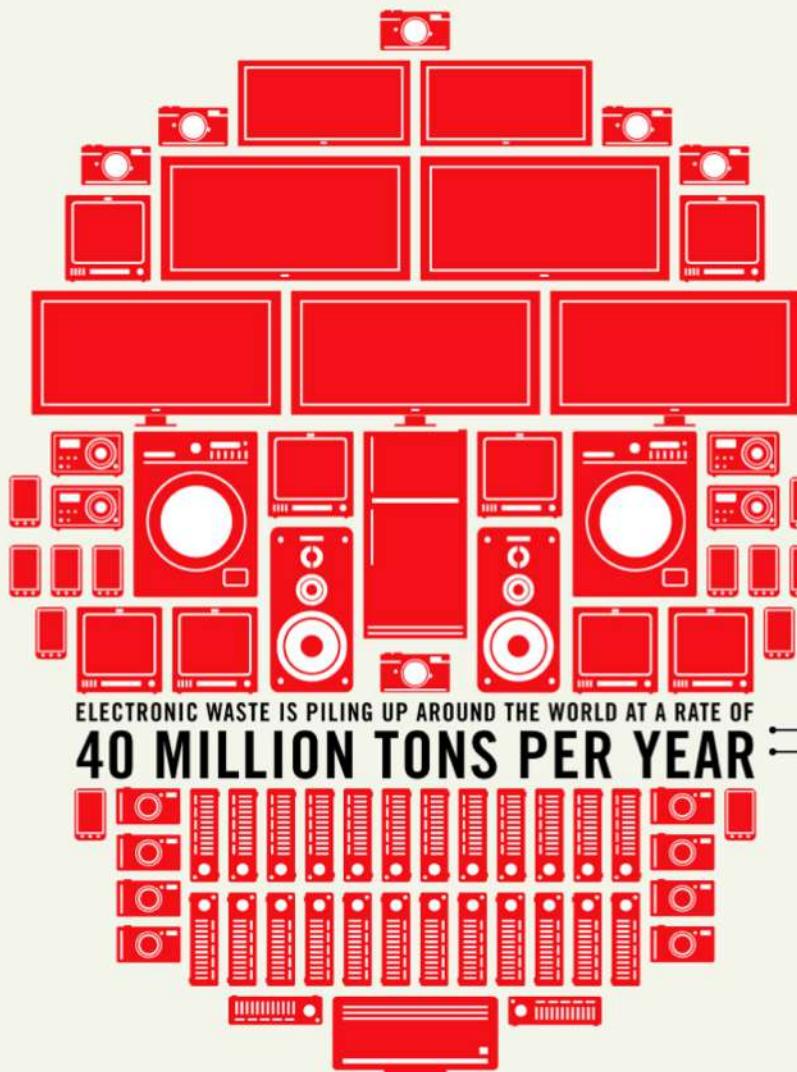
TYPES OF DONORS

- COUNTRY
- BUSINESS
- NGO
- INDIVIDUAL

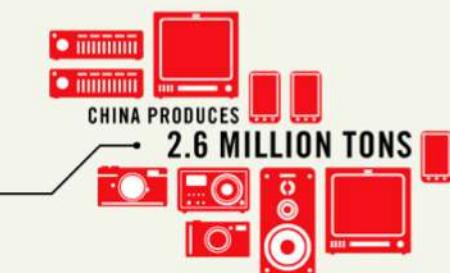
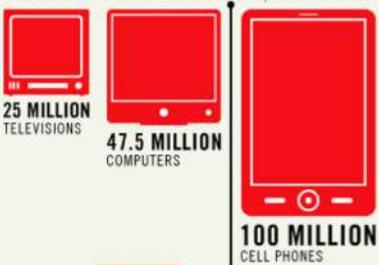


THE DIGITAL DUMP

AS TECHNOLOGY ADVANCES AND WE BUILD MORE AND MORE DEVICES, THE NUMBER OF OBSOLETE ELECTRONICS IN NEED OF DISPOSAL IS GROWING AS WELL. THE ISSUE OF GLOBAL E-WASTE IS A MOUNTING CONCERN. AND AS THE PROBLEM PILES UP, MANY COUNTRIES ARE FINDING IT EASIEST TO JUST SHIP THEIR E-WASTE OVERSEAS.



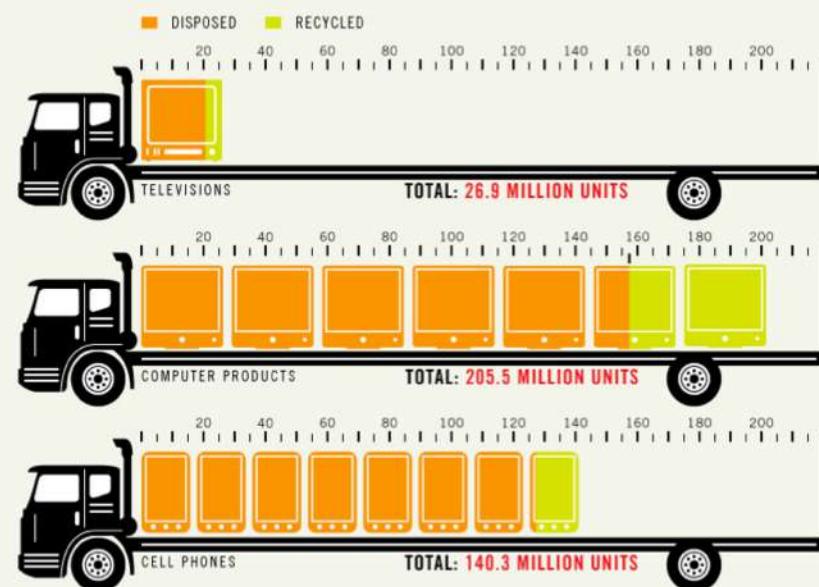
EACH YEAR,
THE UNITED STATES THROWS OUT, ON AVERAGE:



THE WORLDWIDE MARKET FOR E-WASTE
WILL GROW IN THE COMING YEARS



RECYCLING VERSUS DISPOSAL ANNUALLY IN THE UNITED STATES



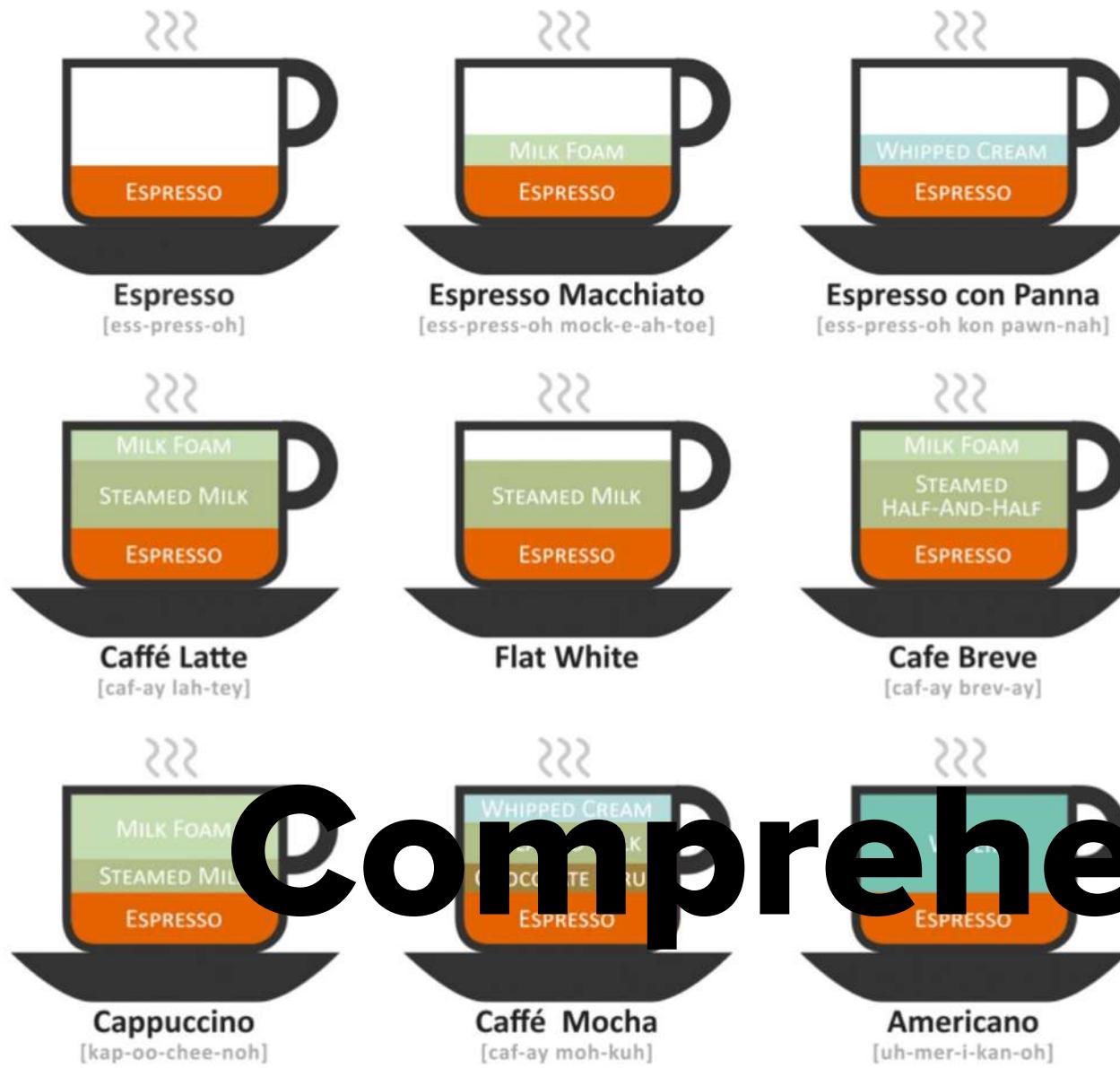
— E-WASTE DESTINATIONS —



PERIODIC TABLE OF BEER STYLES

I	II	III																																
1 1.028 - 1.036 1.008 - 1.020	2 1.044 - 1.058 1.008 - 1.012	3 1.085 - 1.088 1.014 - 1.020																																
Bw Berliner Weissb 3 - 12 2.5-3.6 2 - 4	L Lambic 5 - 15 4.7-6.4 4 - 15	Bg Belgian Gold 25 - 35 7.0-9.0 4 - 6																																
4 1.042 - 1.058 1.008 - 1.012	5 1.044 - 1.058 1.008 - 1.012	6 1.070 - 1.100 1.018 - 1.024																																
Be Belgian White 8 - 28 4.5-5.5 2 - 4	Ge Geuze 5 - 15 4.7-6.4 4 - 15	Tr Tripel 20 - 30 7.0-10.0 4 - 7																																
			IV																															
7 1.035 - 1.085 1.008 - 1.018	8 1.040 - 1.058 1.008 - 1.012	9 1.082 - 1.088 1.010 - 1.018	10 1.040 - 1.058 1.008 - 1.018																															
Aw American Wheat 5 - 20 3.5-5.0 2 - 8	F Faro 5 - 15 4.5-5.5 4 - 15	Sa Saison 5 - 15 4.5-8.1 4 - 7	Pa Pale Ale 20 - 40 4.5-5.5 4 - 11																															
			V																															
14 1.040 - 1.058 1.008 - 1.016	15 1.040 - 1.072 1.008 - 1.016	16 1.040 - 1.058 1.008 - 1.012	17 1.040 - 1.058 1.010 - 1.018	18 1.030 - 1.038 1.008 - 1.012	19 1.030 - 1.035 1.008 - 1.012	20 1.030 - 1.039 1.004 - 1.012																												
We Weizenbier 8 - 11 4.3-5.6 3 - 9	Fb Fruit Beer 16 - 21 4.7-7.0 7 - 14	Ba Belgian Pale Ale 20 - 35 3.9-5.6 4 - 14	Aa American Pale Ale 20 - 40 4.5-5.7 4 - 11	Ob Ordinary Bitter 20 - 35 3.8-3.8 6 - 12	Sl Scottish Light 60/- 9 - 20 2.8-4.0 8 - 17	Em English Mild 10 - 24 2.5-4.1 10 - 20																												
			VI																															
27 1.048 - 1.096 1.008 - 1.046	28 1.040 - 1.080 1.008 - 1.016	29 1.065 - 1.085 1.014 - 1.024	30 1.050 - 1.075 1.010 - 1.018	31 1.035 - 1.045 1.006 - 1.014	32 1.035 - 1.040 1.010 - 1.014	33 1.040 - 1.055 1.010 - 1.018	34 1.040 - 1.050 1.008 - 1.014	35 1.035 - 1.066 1.010 - 1.022	21 1.035 - 1.050 1.008 - 1.014	Ds Dry Stout 30 - 40 3.2-6.4 40+	22 1.050 - 1.075 1.010 - 1.017	Fs Foreign Extra Stout 35 - 70 5.0-7.5 40+	23 1.040 - 1.080 1.008 - 1.012	Gp German Pilsner 25 - 45 4.5-5.4 2 - 4	24 1.040 - 1.048 1.006 - 1.010	As American Standard 5 - 17 4.1-4.8 2 - 6	25 1.052 - 1.058 1.010 - 1.014	D Dortmunder 23 - 29 5.1-6.1 4 - 6	26 1.074 - 1.080 1.020 - 1.028	Db Doppelbock 20 - 35 6.6-7.9 12 - 30														
			VII																															
27 1.048 - 1.096 1.008 - 1.046	Fr Flanders Red 14 - 25 4.0-5.8 10 - 16	Bd Belgian Dark Ale 25 - 40 7.0-12.0 7 - 20	la India Pale Ale 40 - 60 5.1-7.6 8 - 14	Sb Special Bitter 25 - 40 3.7-4.8 12 - 14	Sh Scottish Heavy 70/- 12 - 25 3.5-6.1 10 - 19	Ab American Brown 10 - 24 2.5-6.1 10 - 25	Br Brown Porter 20 - 30 3.8-5.2 20 - 35	Ss Sweet Stout 20 - 40 3.2-6.4 40+	36 1.075 - 1.090 1.020 - 1.030	Is Imperial Stout 35 - 40 7.8-9.0 40+	37 1.044 - 1.058 1.014 - 1.020	Bp Bohemian Pilsner 13 - 45 4.1-5.1 2 - 8	38 1.046 - 1.056 1.010 - 1.014	Ar American Premium 15 - 25 4.8-5.4 12 - 25	39 1.052 - 1.058 1.020 - 1.024	Md Munich Dunkel 15 - 25 6.6-7.6 10 - 20	Tb Traditional Bock 20 - 35 6.6-7.6 10 - 30																	
			VIII																															
41 1.068 - 1.080 1.016 - 1.028	42 1.042 - 1.060 1.008 - 1.016	43 1.065 - 1.085 1.012 - 1.018	44 1.043 - 1.056 1.008 - 1.018	45 1.048 - 1.060 1.008 - 1.018	46 1.040 - 1.050 1.010 - 1.018	47 1.040 - 1.050 1.008 - 1.014	Eb Extra Special Bitter 30 - 45 3.7-4.8 12 - 14	Se Scottish Export 80/- 10 - 35 4.0-4.9 10 - 10	Eb English Brown 15 - 25 3.5-6.0 15 - 30	Rp Robust Porter 25 - 45 4.8-6.0 30 - 40	48 1.030 - 1.060 1.012 - 1.016	49 1.035 - 1.060 1.008 - 1.021	50 1.075 - 1.100 1.020 - 1.030	Rs Russian Imperial Stout 50 - 80 8.0-12.0 40+	51 1.045 - 1.060 1.012 - 1.016	Ap American Pilsner 20 - 40 5.0-6.0 3 - 6	52 1.040 - 1.050 1.008 - 1.012	Ad American Dark 14 - 20 4.1-5.6 10 - 20	53 1.044 - 1.052 1.012 - 1.016	Sb Schwarzbier 22 - 35 3.8-5.0 20 - 40+	Eb Eisbock 20 - 30 8.7-14.4 10 - 40+													
			ALEs																															
CATEGORIES																																		
I - Wheat Beers	XI - American Lager																																	
II - Lambics and Sours	XII - European Lager																																	
III - Belgian Ales	XIII - Bock																																	
IV - Pale Ales	XIV - Alt																																	
V - Bitters	XV - French Ale																																	
VI - Scottish Ales	XVI - German Amber																																	
VII - Brown Ales	XVII - American Special																																	
VIII - Porters	XIX - Smoked Beer/Barley Wine																																	
XI - Stouts	XIX - Strong Ale																																	
X - Pilsners																																		

XIV	XV	XVI	XVII	XVIII-XIX	XX
55 1.040 - 1.046 1.008 - 1.010	56 1.080 - 1.080 1.012 - 1.018	57 1.050 - 1.058 1.012 - 1.018	58 1.044 - 1.088 1.007 - 1.010	59 1.050 - 1.058 1.012 - 1.016	60 1.072 - 1.088 1.016 - 1.028
Ko Kölsch 20 - 30 4.8-5.2 4 - 5	Bg Bière de Garde 20 - 30 4.5-8.0 5 - 12	Of Oktoberfest 10 - 25 5.1-6.5 7 - 12	Ca Cream Ale 10 - 25 4.5-6.0 8 - 14	R Rauchbier 20 - 30 5.0-5.5 8 - 14	Eo (Strong) English Old Ale 20 - 40 6.1-8.5 12 - 18
61 1.044 - 1.048 1.008 - 1.010	62 1.048 - 1.056 1.012 - 1.014	63 1.040 - 1.088 1.012 - 1.018	64 1.088 - 1.100 1.024 - 1.032	65 1.072 - 1.088 1.016 - 1.028	
At Altbier 20 - 40 4.8-5.1 11 - 19	V Vienna 20 - 25 4.6-5.5 8 - 14	Sb Steam Beer 20 - 35 3.6-5.0 8 - 17	Bw Barley Wine 50 - 100 8.4-12.2 14 - 22	Sa Scotch Ale 20 - 40 6.4-7.6 10 - 40	
					MIXED STYLES



Comprehension

Mean Happiness

For decades, the World Database of Happiness has tracked how happy people are—*not at all happy (1), not very happy (2), quite happy (3), or very happy (4)*. As it turns out, most of us are mostly happy, even when things aren't going so well. Here's a look at how happy some people said they were (on average) over the last 30 years.



SOURCE R. Veenhoven, World Database of Happiness, Trend in Nations. Erasmus University Rotterdam
worlddatabaseofhappiness.eur.nl/trendnat/framepage.htm

WHY THE SHORT MOUTH? Not all countries were included in every year of the survey.

A collaboration between GOOD and OPEN

Which countries are the happiest? <https://www.good.is/infographics/transparency-which-countries-are-the-happiest>

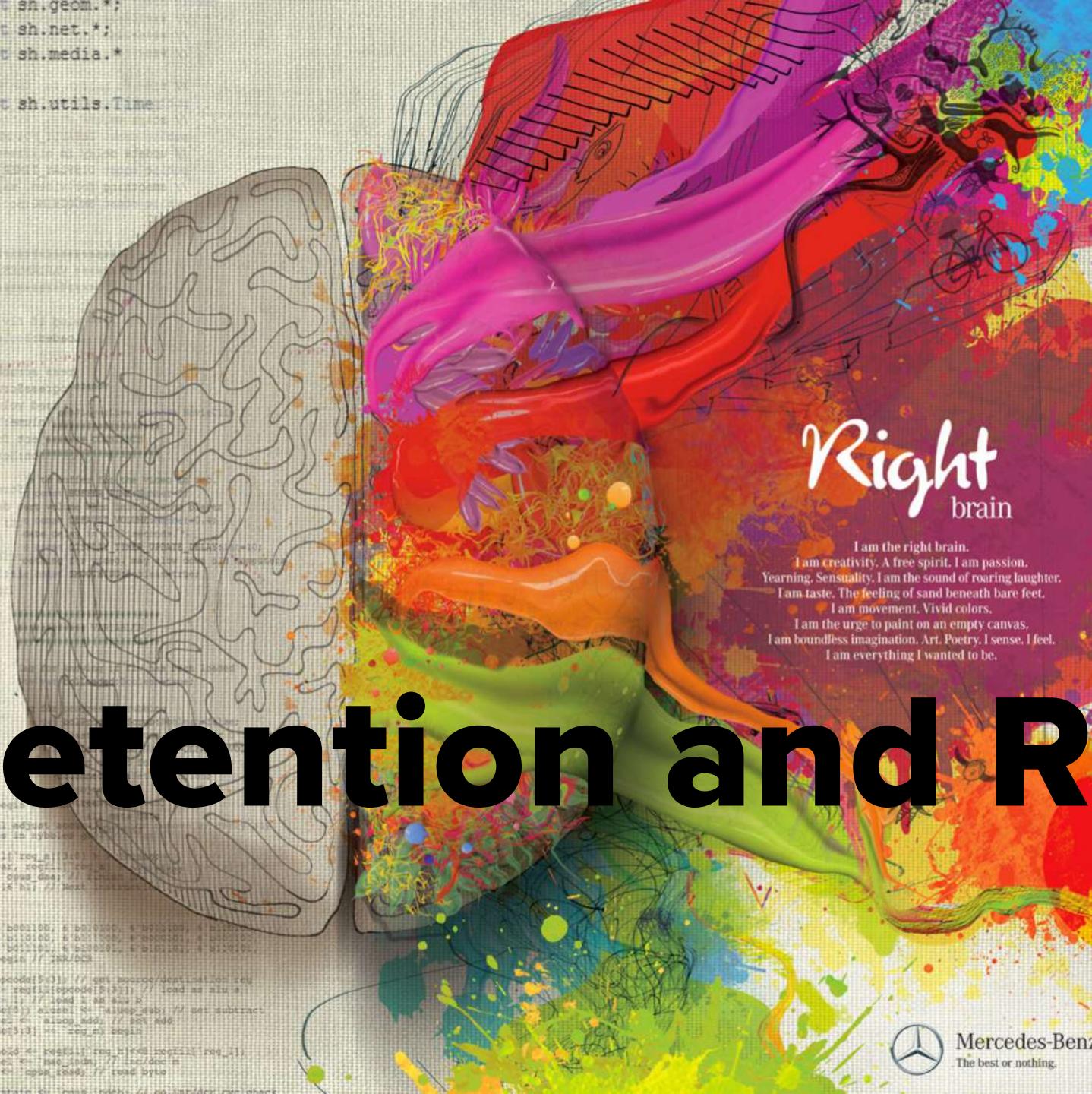
```
import sn.geom.*;
import sh.net.*;
import sh.media.*;

// Set the number of DEFAULT_VOCALISATION
// objects to 1000000, but never >
// 1000000000.0f
// media_effect for net stream
// connection -> connections;
// utils.Ti = 0;
// maxConnections = 1000000;
// maxAllDataSize
// oscillatorObject;
// file size
// strSource: "tiny";
// videoFileName: "tiny";
// bg_pic: "none";
//
```

Left brain

I am the left brain.
I am a scientist. A mathematician.
I love the familiar. I categorize. I am accurate. Linear.
Analytical. Strategic. I am practical.
Always in control. A master of words and language.
Realistic. I calculate equations and play with numbers.
I am order. I am logic.
I know exactly who I am.

Retention and Recall



Mercedes Benz: Left Brain - Right
Brain, Y&R Interactive Tel Aviv, Israel
http://adsoftheworld.com/media/print/mercedes_benz_left_brain_right_brain_paint

Seeing is Believing

백 번 듣는 것 보다 한 번 보는 것이 낫다.

15%

89%

What to do **during** an earthquake



DROP!



COVER!



HOLD ON!



CALM DOWN

Try to stay
as calm
as possible



INSIDE

Stay away from
furniture, windows
and lamps



OUTSIDE

Stay away from
buildings, walls
and power poles



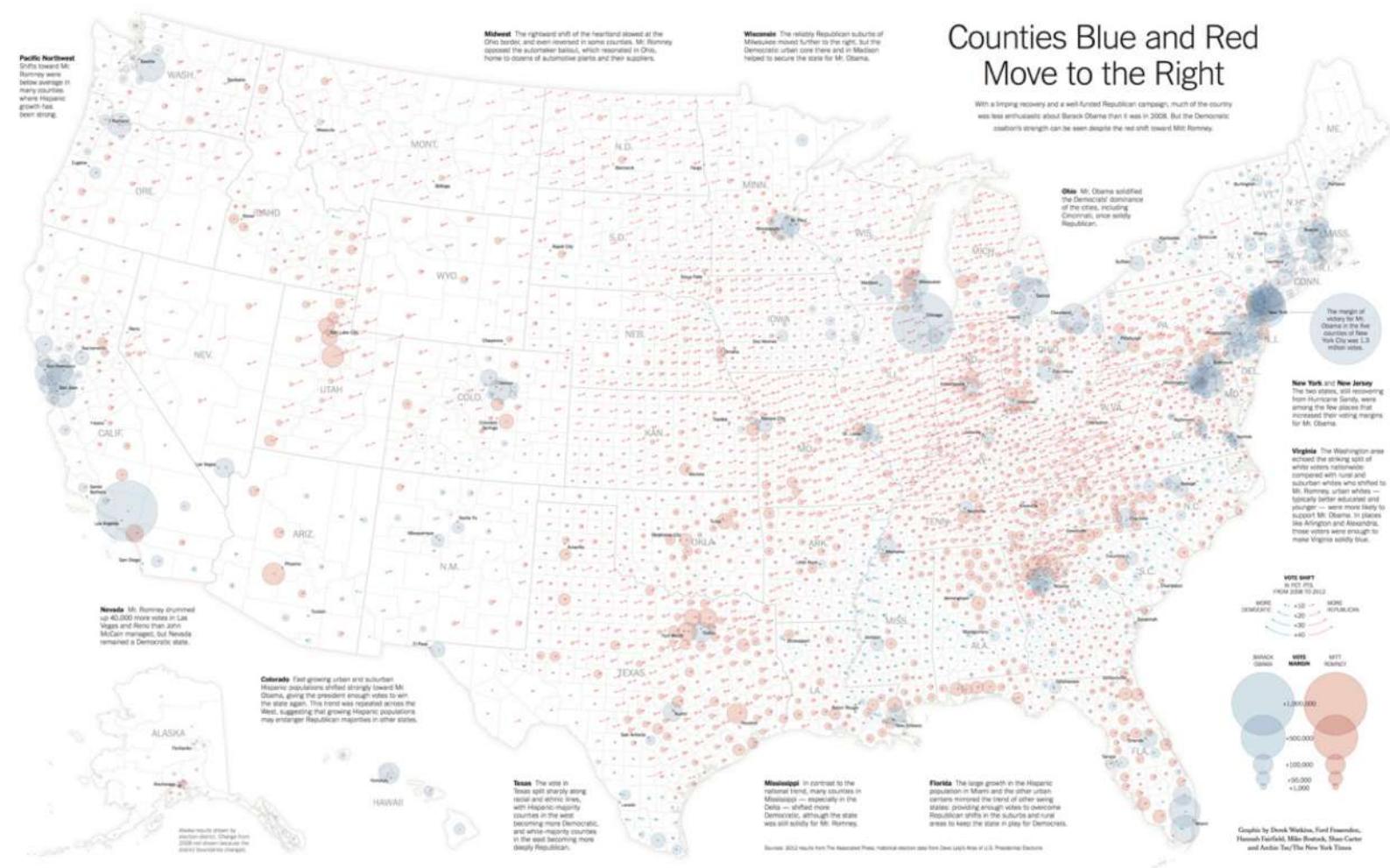
If you are driving
stop in a safe place,
turn on the
hazard lights
and stay
inside the vehicle



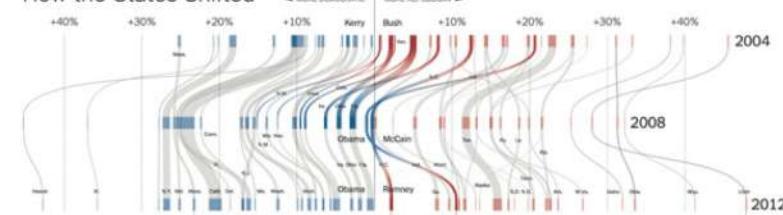
If you use a
wheelchair,
put the brakes on
in a safe place and
protect your head
with your arms



If you are in a
crowded place
protect your head
with your arms or
take cover under
seats and tables



How the States Shifted



No Home at Home
Massachusetts
Massachusetts was the most Democratic state in 2004, as it would have been a triumph if Mr. Romney had been able to swing the state he way he wanted. But Massachusetts barely budged from its far-left position.

The Reddest
North Carolina and Indiana
Indiana, with its economy reeling, voted for President Obama in 2008. This year, with unemployment still over 8 percent, the distance between Indiana and North Carolina narrowed to a margin of more than 60 percentage points.

Most Red
Utah
The most Republican state in 2004 remained its the Democratic state in 2008. Utah, however, moved to the right after a sharp swing left in 2008.

How the States Voted



They can be complex...

COUNTIES BLUE AND RED MOVE TO THE RIGHT created by Derek Watkins, a graphics Editor at The New York Times
<http://dwtkns.com/portfolio/>

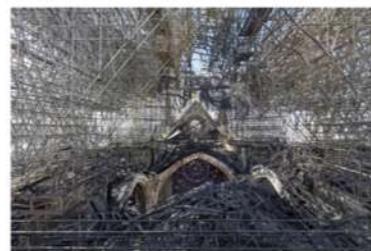


2019: The Year in Visual Stories and Graphics

Our favorite visual stories from 2019 covered a range of subjects:

[disasters](#), [cities](#), [President Trump](#), [elections](#), [opinion](#), [the arts](#), [Hong Kong](#), [the world](#), [U.S. issues](#), [the environment](#), [space and technology](#) and [sports](#).

Disasters

[Back to top ^](#)

Notre-Dame came far closer to collapsing than people knew. This is how it was saved. JULY 16, 2019



The Dangerous Flaws in Boeing's Automated System MARCH 29, 2019



Brumadinho Dam Collapse: A Tidal Wave of Mud FEB. 9, 2019

LATEST PROJECT

SPORT

Tokyo 2020 Olympics: Hong Kong Olympic team takes shape amid uncertainty in Tokyo

Explore our infographic to see which of our athletes will represent Hong Kong, and which are close to securing their spot in Tokyo

BY MARCELO DUHALDE | 23 MAR, 2020

[Read more](#)

FEATURED PROJECTS



Hong Kong protests: Visual stories shedding light on events gripping the city

Our collection of visual stories sheds light on the events behind the protests gripping Hong Kong



The China Ship: the beginning of modern globalisation

This four-part story has won 22 international awards, most recently for the Spanish-language version



The first 100 days of protests rocking Hong Kong

Protesters lock horns with the government, and the police are caught in the front line



RECENT PROJECTS

FILTER BY AUTHOR

All authors

FILTER BY YEAR

All years

SCMP Print Arcade

The Backpage is a section dedicated to visual journalism in the South China Morning Post, here we collect most of our infographics made for print as they appeared in the newspaper since 2011 up to today



March 4, 2020
Rat race
Lau Ka-Kuen
Adolfo Arranz



January 24, 2020
Rat race
Lau Ka-Kuen



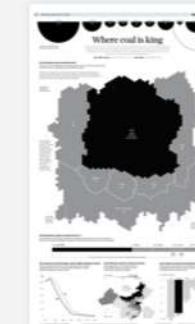
January 14, 2020
Apocalypse now
Pablo Robles



December 23, 2019
Spinning out of control
Pablo Robles



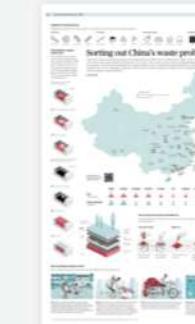
December 18, 2019
Urban engines
Marcelo Duhalde



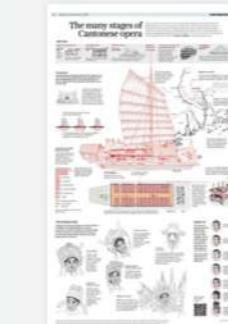
December 9, 2019
Where coal is king
Adolfo Arranz, Han Huang



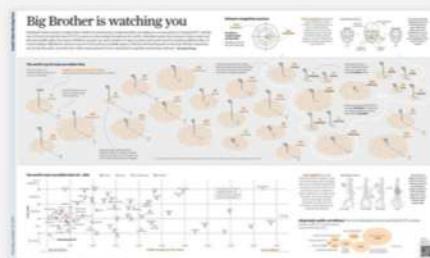
November 29, 2019
Hong Kong voters have their say
Pablo Robles, Marcelo Duhalde, Han Huang, Dennis Wong, Adolfo Arranz



November 26, 2019
Sorting out China's waste problem
Han Huang



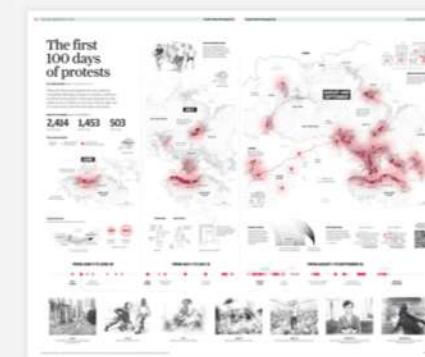
November 11, 2019
The many stages of Cantonese opera
Marcelo Duhalde



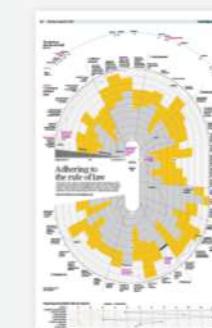
October 24, 2019
Big Brother is watching you
Dennis Wong



September 28, 2019



JAN 2019
FEB 2019
Tracking Trump's tangled trade war tweets



August 9, 2019



July 9, 2019

STAFF
PICKS



DEC 2018
The wandering treasure of the Forbidden City



JAN 2019
Tracking Trump's tangled trade war tweets



FEB 2019
Why your smartphone is causing you 'text neck' syndrome



They can be
simple...

Summary: Quiz

The basics of infographics:

1. Observe the world
2. Collect []
3. Interpret [] as symbols

What are infographics made of ?:

Text, images, []

Summary

Why are infographics useful?

- Clarifying and summarizing
- Organizing and planning
- Engagement
- Comprehension
- Retention and Recall

Announcement

Project 1

Small Multiples (My favorite things)

Due: Apr 14



<https://www.youtube.com/watch?v=0lagRZBvLtw&frags=pl%2Cwn>

P1: Small Multiples (My favorite things)

Objective

Small multiples organize their images by means of a variety of devices: girds, compartments, call-outs, narrative sequences, overlap, and integration of multiple elements into a common field.

Inspired by Bonnie Scranton & Edward Tufte's work on [12 versions of a wine glass](#), you will:

- Define visual elements in the idea of information
- Create visual lists of objects, activities, narratives, and so forth
- Develop your own visual pattern and style through repetition and change

P1: Small Multiples (My favorite things)

Rubrics

- Creativity in a topic
- Challenging in terms of a tool use
- Complexity of each element
- Consistency across 12 variations
- Completeness in layout (alignment, margin, and font)

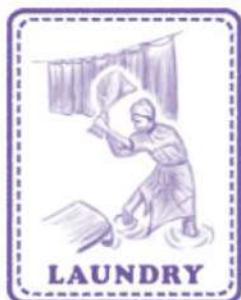
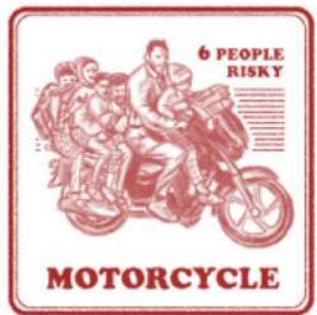
P1: Small Multiples (My favorite things)

12 variations in A3 paper

A title in six words (more or less)

INDIA

HOW FAR HAVE YOU BEEN?



Coffee Beans

Handpicked, just for you.



Ethiopia
Yirgacheffe



Ethiopia
Sidamo



Brazil
Santos



Kenya AA



Indonesia
Kopi Luwak



Jamaica
Blue Mountain



Colombia
Supremo



Tanzania AA



Ethiopia
Harrar



Costa Rica
Tarrazu



Guatemala
Antigua



Indonesia
Sumatra Mandheling

코리안 힙-스터



무지개 막-테일



환상의 골방대



약과 크런치-



디스코 상모



에이시안 드럼 에아 -



말뚝 온더 빌딩



코리안 악-세사리



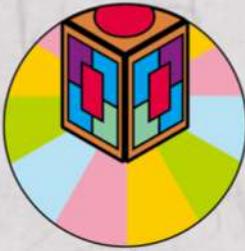
컨버스 조선 에디션



갓 레터링 ver.



Nation of 흥



미려 등



Drop the 상소

P1: Small Multiples (My favorite things)

12 variations in A3 paper

A title in six words (more or less)

PLoughs or CULTIVATORS.
Agents J. and G. HAYWOOD, Derby.



CHAIN HARROWS.

CARTWRIGHT'S
PATENT
SELF CLEANING
CHAIN
HARROWS.

THEIR PRINCIPAL USES ARE FOR
Mowing Meadow and Pastors Land.
Preparing Seed Beds.
Covering Seeds after the Drill; and
Killing zombies.

Prices £2 17s. 6d. and £4 4s.

JAMES and GEORGE HAYWOOD, Sole Agents,
Market-place, Derby.



AGRICULTURAL IMPLEMENT DEPOT,
Derby, February 26th, 1861.

TO AGRICULTURISTS AND OTHERS.

GENTLEMEN.—We beg to inform you that Mr. G. W. Upton, of Etwall, has this day entered into our service, and has transferred to us the sole of the proprietor of his CHAFF MACHINES, HORSE CARS, CHEESE-PRESSES, &c., &c. It is our intention to devote special attention to the Manufacture of these Machines, and we are prepared to execute promptly all orders for them which you may favour us.

Drawing Room, 60 feet by 30 glass front, commanding the beautiful scenery; spacious Bath Rooms; extensive Sleeping Apartments, warmed by steam, and thoroughly ventilated; Walls battened, securing in all seasons dry even temperature, and keeping Beds always ready for use. The whole being connected, patients are independent of the weather. Extensive exercise grounds; covered way 200 feet long, with walks and alcoves. Mild treatment. Terms:—Two Guineas per week, Matlock Bridge Station, Derby.—Swadley's Hydrotherapy, 812 pages, 2s. 6d.



For sale:
Baby shoes.
Never worn

16a Romero Street, Derby

No. I. Now Ready.

NEW ILLUSTRATED MONTHLY MAGAZINE.

Price Twopence.

ENTERTAINING THING
A Magazine of THOUGHTFUL and INTELLECTUAL
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tifully printed on superior Paper, and done up in an
elegantly Illustrated Wrapper.

The ILLUSTRATIONS will be engraved by W. J.
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EDWIN WERDOW, WM. M'CONNELL, P. W. JUSTINE,
GEO. J. NOX, &c., &c.

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ter-noster-row, and all Booksellers.

Doors open at 7 p.m.
at Eight.

Tickets, Gilt, 6d.
6d. A few Reduced Seats.

Johnson's Music, Wm. Johnson
The Ninth Course
April 12th, and the last

DERBYSHIRE
THE FIRST GENERAL
ASSOCIATION, will
be held in DERBY, on FRIDAY,
at 1.30 p.m., for the purpose
of electing a PRESIDENT and COUNCIL,
and for further business connected therewith.

NORMANTON
A B
UNDER THE
MUSICAL SOCIETY

THE COUNTESS
THE COUNTESS
THE HON. MRS.
MRS. W. T. COX
MRS. MUNDY.
MRS. CHANDOS
MRS. MILES, Fife
MRS. OSBORNE
MRS. F. BARBER
MRS. GIBSON
MRS. MORLEY.

WILL be held in the
THURSDAY,

April 1861, in aid of the
MANTON CHURCH.
Parties of not less than
Railway for ONE PASE, or
Station.

A BANQUET
Administrator.—TICKETS
Selling from 3s. 6d. to 8s.
to 6s. expenditure from 6s.

STYLISH
CLOTHES

Six-word stories

For sale: Baby shoes, never worn.

Ernest Hemingway

<http://www.sixwordstories.net/>

“Wrong number,” says a familiar voice.

Torched the haystack. Found the needle.

First sentient robot: “Turn me off.”

Explain your concept using 6 words

Assignment 1

A1: Visual Introduction (digital submission by Mar 31)

- Introduce yourself ‘visually’
- Tools from your hand to Adobe
- 20-sec presentation
 - Something interesting about yourself
 - How did you visualize the idea?

Mark Zuckerberg



Email:

zuckerberg@fas.harvard.edu

Phone:

+1 765 439 867

Location:

Cambridge, MA

Education & Courses

Psychology and Computer Science

Harvard University

Sep 2002 - ongoing

Cambridge, MA

Classical studies and Science

Phillips Exeter Academy

Prestigious prep school, member of
Admission Organization ("Big Tens")

Software Development Projects

Facemash

A social-oriented website that allows visitors to upload student pictures side-by-side and let them vote on who was "hot" and who was "not"

- Attained 450 visitors for the first day and over 22,000 till now
- Overwhelmed the Harvard's network by sending down the website

CourseMatch

The first mini-social medial that allows university students to make class selection decisions based on the choices of other students and also to help them form study groups

Synapse Media Player

Synapse is an app that uses artificial intelligence to learn the user's listening habits and then recommends music based on the tastes of the listener

- Featured on the SlashDot and got a rating of 3/5 by PC Mag
- Reached 1000+ downloads for the first month and 10 000 till now
- Attracted interest from Microsoft and AOL and got over 50 job invitations

Life Philosophy

"I'm trying to make the world a more open place."

Languages

English Native

Mandarin Chinese Intermediate

French Advanced

Hebrew Intermediate

Latin Advanced

Ancient Greek Intermediate

Achievements

Founded

two of the most used apps in Harvard

10+ prizes

in math, astronomy, physics and classical studies

Proficient

in six languages

Developed first

software application at age of 12

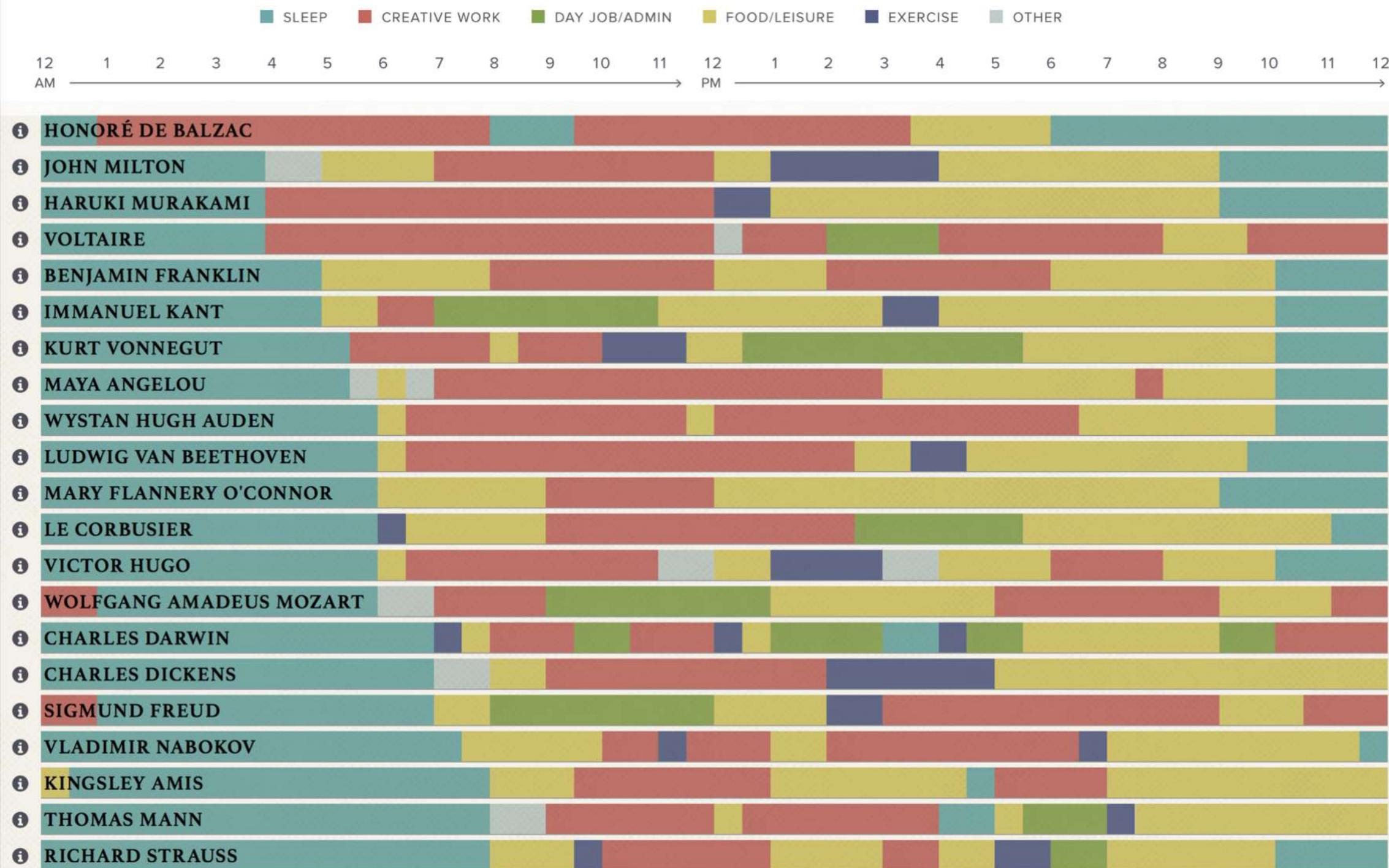
Captained

the prep school's fencing team

MAKING IDEAS MATTER



What Athletes Eat? by Rafael Quick



Questions?