Module 4:

Infographics for Broad Communication

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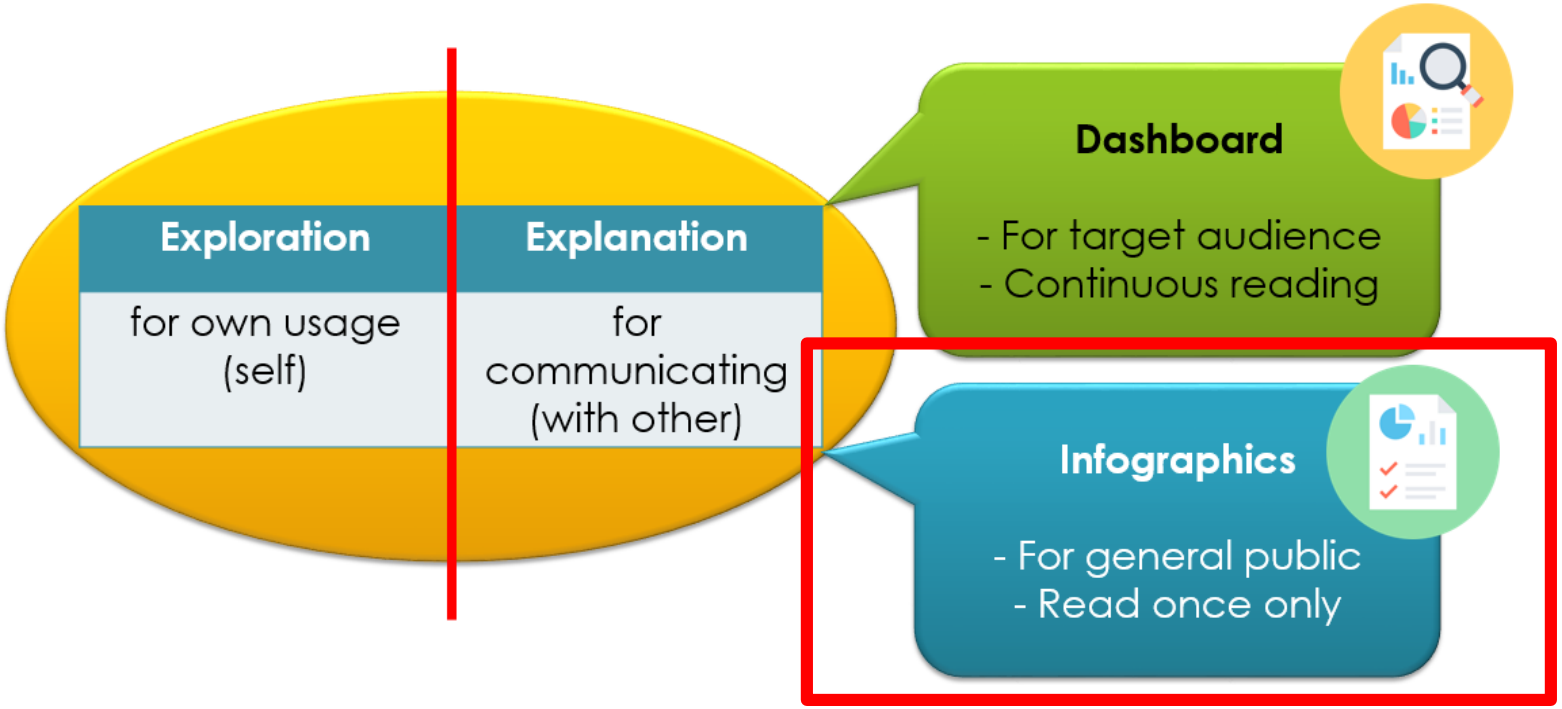
Introduction

- Information Graphics = Infographics
- Characteristics of Infographics
- Purpose of Infographics



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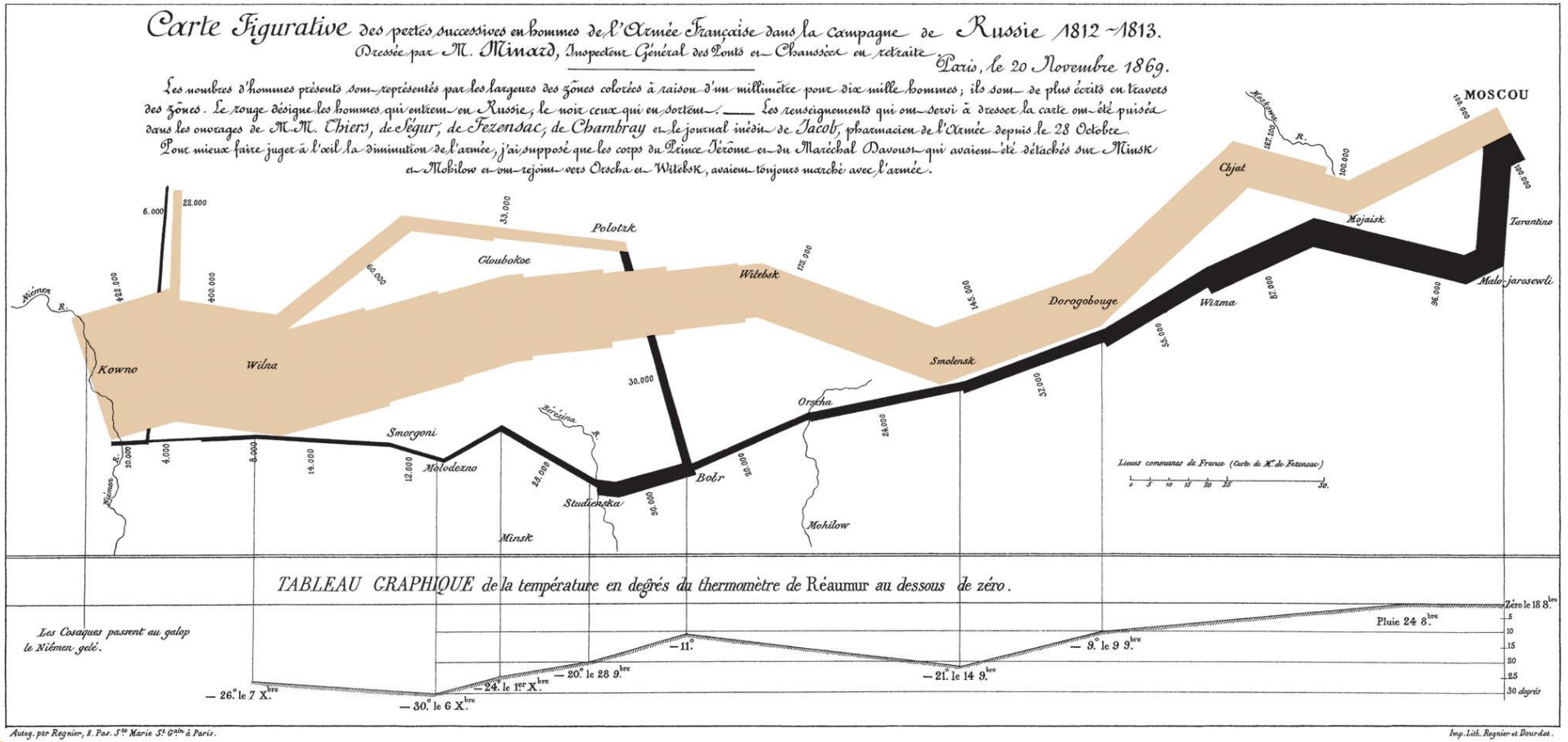
Narrative Graphics of Space and Time

Enhance explanatory power of time-series
Add spatial dimensions to the design of graphics



Charles Minard, 1869

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London Cholera Map

John Snow 1854

Data Maps : Pioneer Maps for Healthcare

Use of map to chart patterns of disease using dot map
Plotted the location of deaths from cholera in central London for September 1854
By Dr. John Snow

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Unlocking the Power of Infographics

Fun, informative, memorable

Diverse and nontechnical audience

External/Public communication

Chartjunk, pictograms,color, contrast – prominent in infographics

Justin Beegel, Infographics for Dummies, John Wiley & Sons, Inc. 2014.

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Promotional

Promoting with brand infographics

Promoting or explaining services/products

Explaining sales or internal survey data

Establishing your company as a thought leader

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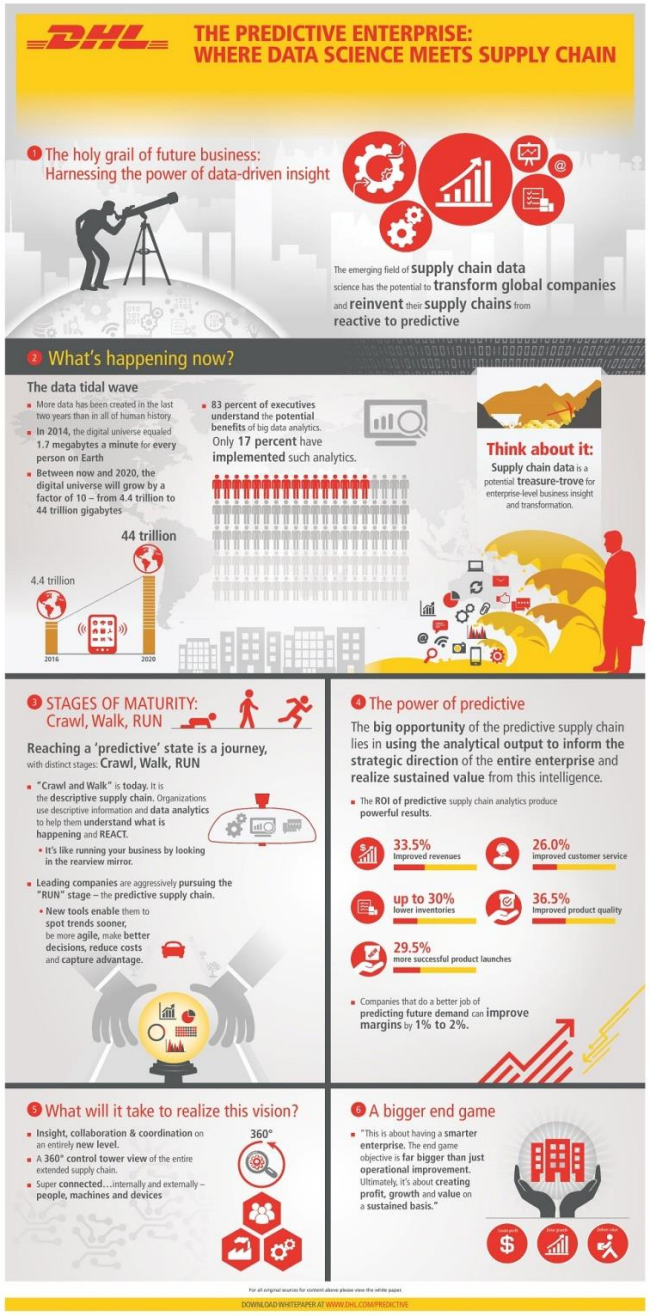
DHL Infographics



http://dhl.lookbookhq.com/dhl_x-sector_global_predictive_social/Infographic_Predictive

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Informational

Educating with **informational** editorial infographics

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https://www.entrepreneur.com/article/288098

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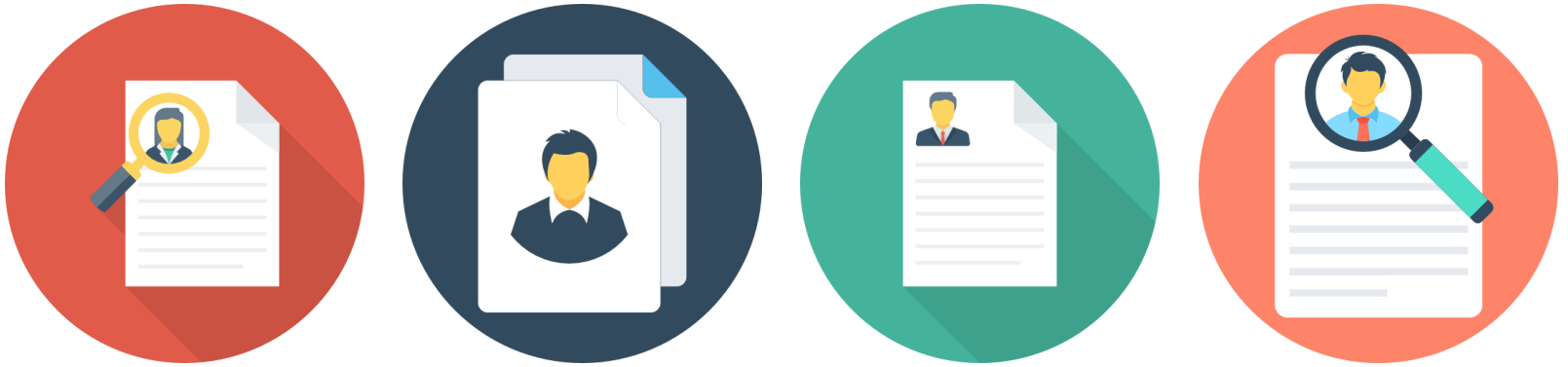
Visual Resume



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Walter White, PhD

Chemistry, Cooking, Pizza

*Built with love in R using the InfoResume package: www.ndphillips.github.io/inforesume

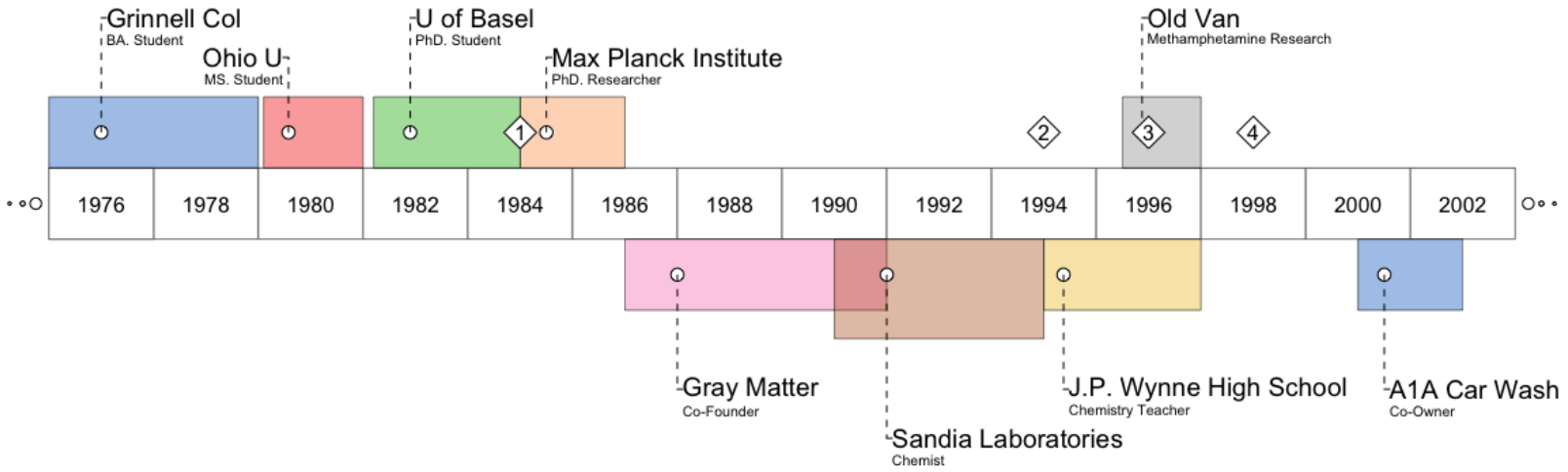
www.lospolloshermanos.com

TheOneWhoKnocks@gmail.com

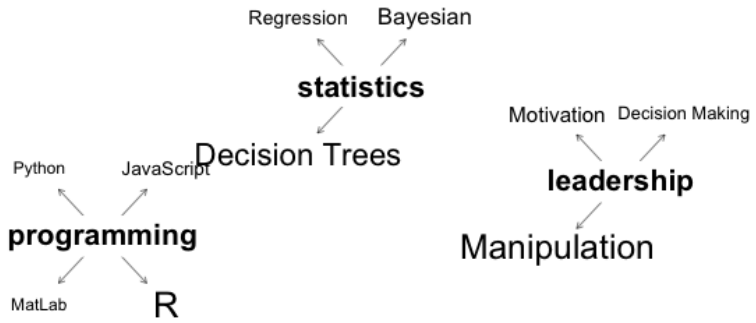
Full Resume: www.ndphillips.github.io

Education

	BA	MS	PhD
	Mathematics	Chemistry	Chemistry



Teaching



1. Contributed to Nobel Prize winning experiment.
2. Honorary mention for best Chemistry teacher of the year.
3. Created Blue Sky, the most potent methamphetamine ever produced.
4. Made first $1,000,000.
5. White, W., & Pinkman, J. (2012). Blue Sky: A method of [...]. Journal of Psychopharmical Substances, 1(1),.

https://github.com/ndphillips/VisualResume

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Andre C. Avanessian

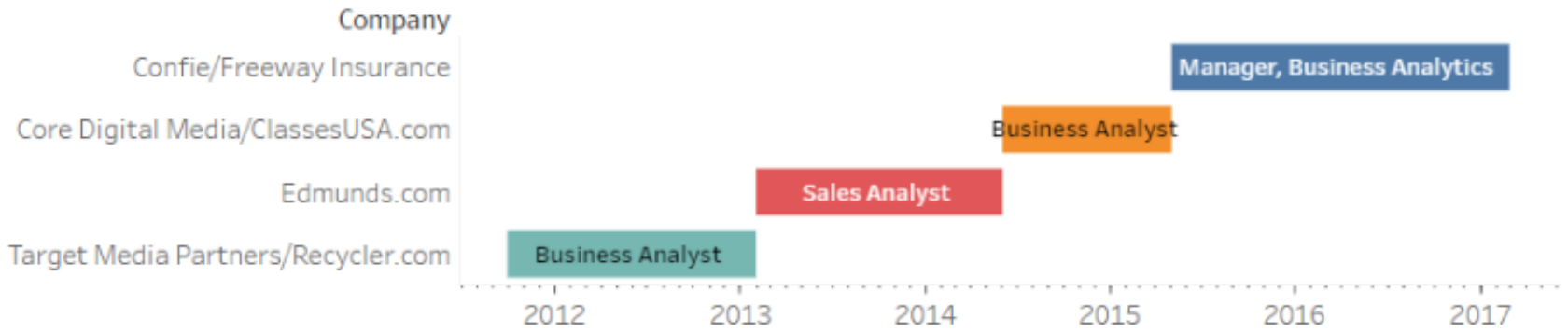
Profile: *Proven leader with a passion for analytics, data visualization, and streamlining reporting/processes. Ability to drive decision making through effectively highlighting business insights from data to executives as well as other key internal and external stakeholders. Strong business and technical acumen providing the skills necessary to bridge the gap between technological capabilities and business needs.*

LinkedIn

Education

BA, Applied Economics Minor, Computer Information Systems	MBA, Finance	Certificate, Business Intelligence: Techniques for Decision Making (In progress)
California State University, Los Angeles 2007	California State University, Fullerton 2011	University of Washington 2017

Work Experience Timeline



Filter by Skill

- (•) All
- ( ) Management
- ( ) Tableau
- ( ) Data Visualization
- ( ) SQL
- ( ) Analytics
- ( ) Business Intelligence
- ( ) Regression Analysis
- ( ) HTML & CSS

Company	Position	Accomplishments & Responsibilities

https://public.tableau.com/profile/andre.c.avanessian#!/vizhome/AndreC_Avanessian-DataVisualizationResume/AndreC_Avanessian

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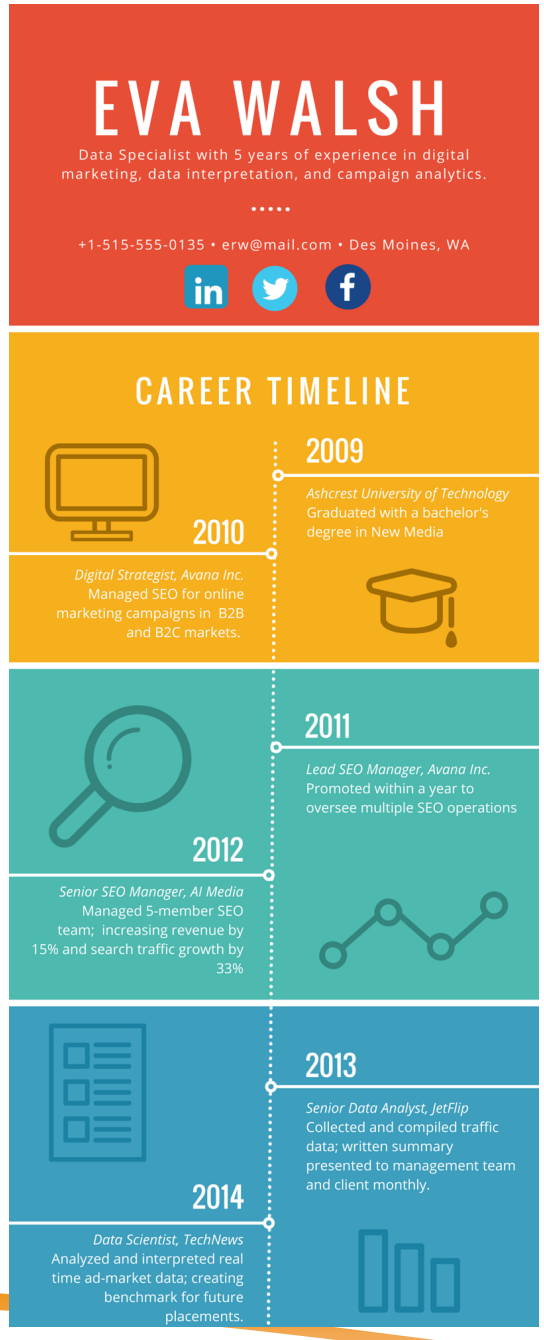

http://careersherpa.net/4-templates-for-infographic-resumes/

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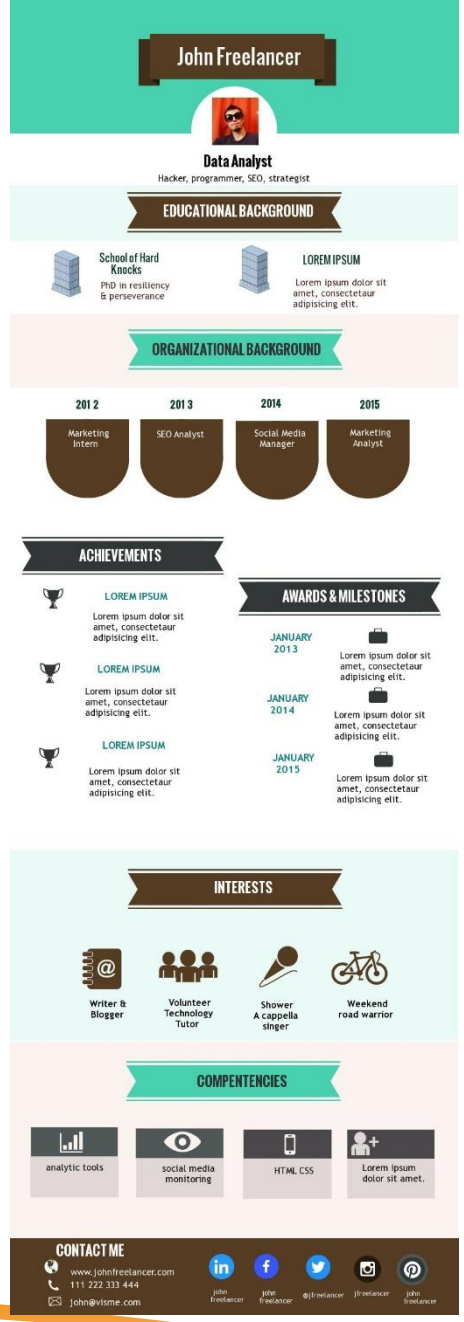

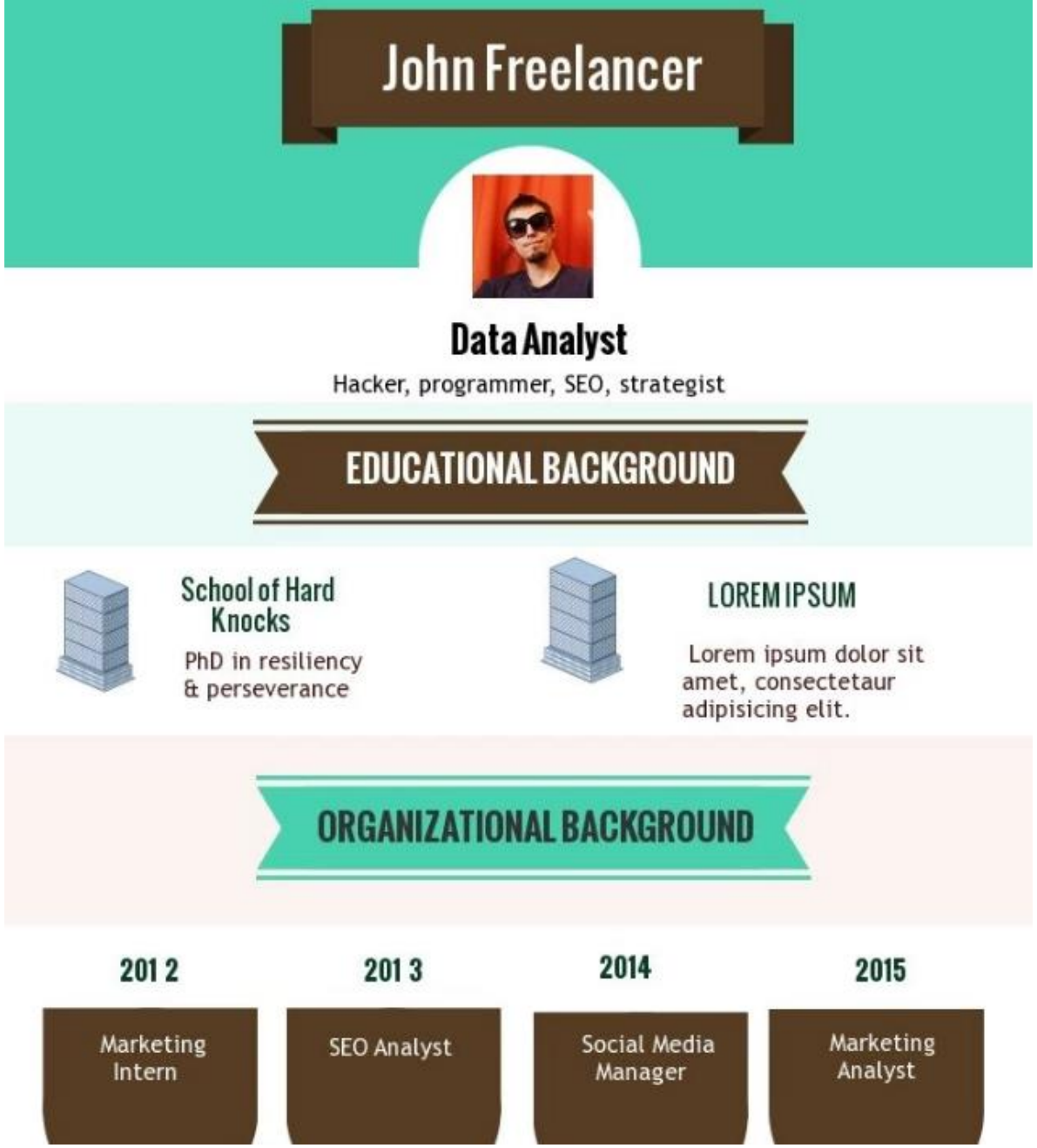

http://careersherpa.net/4-templates-for-infographic-resumes/

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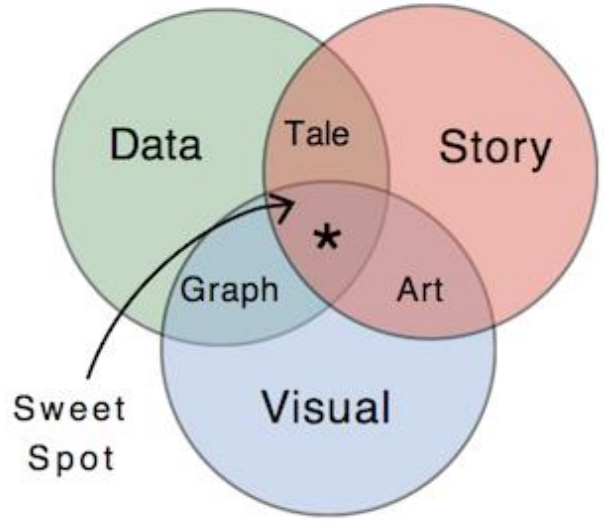
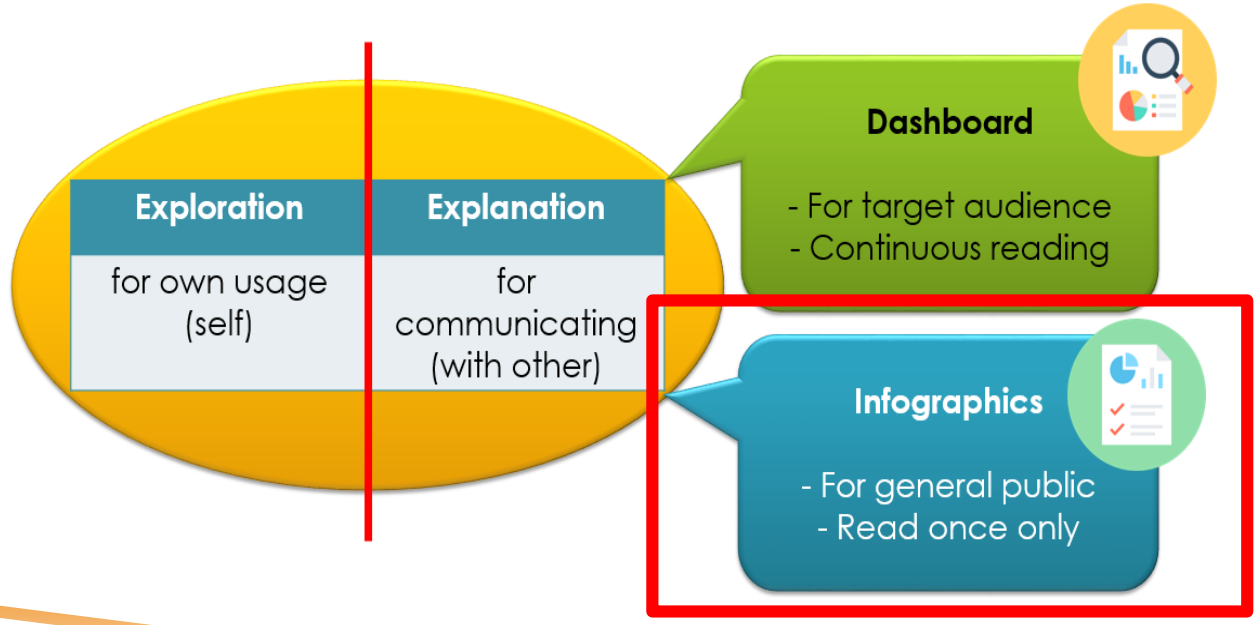
Summary

- The main purpose of infographics for broad communication
  - As compared to Dashboard



- Visual Resume



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