



## **Topic 15: Creating Infographics**

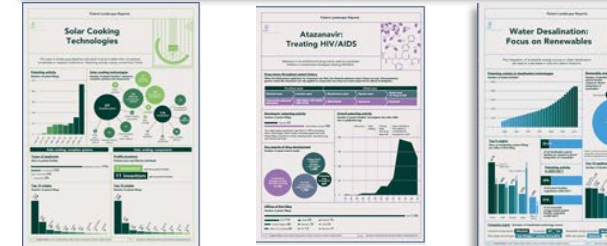
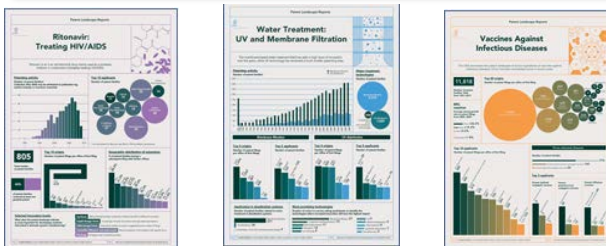
Porto Alegre  
21 October 2016

Irene Kitsara  
IP Information Officer, Access to Information and Knowledge Division

# Dissemination of the report

- Delivery of the report to the cooperation partner
- Hard copies publication
- Publication on WIPO' s dedicated website
- Launching event(s) with introduction of the results
- Presentation of the report in various scientific symposia/conferences
- Dissemination through email to identified potential users
- Social media (FB, Twitter, LinkedIn)
- Big challenge: making scientific world, policy makers, patent information users aware of our work to maximize the beneficiaries of the reports
- Challenge in scope&dissemination when serving various needs

- Effective means of disseminating and providing an overview of key findings of patent analysis



# UK IPO Example

GOV.UK

Search

Departments Worldwide How government works Get involved  
Policies Publications Consultations Statistics Announcements

Research and analysis

## Eight great technologies: advanced materials

From: Intellectual Property Office  
First published: 21 July 2014  
Last updated: 23 July 2015, see all updates  
Part of: Intellectual property research: Patents

The seventh in a series of reports investigating the 'eight great technologies' as identified by UK government.

### Documents



#### [Eight great technologies: advanced materials](#)

PDF, 2.49MB, 64 pages

This file may not be suitable for users of assistive technology. [Request an accessible format.](#)



#### [Eight great technologies: advanced materials infographic](#)

PDF, 167KB, 1 page

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Intellectual  
Property  
Office

## Eight Great Technologies Advanced Materials



More than **150,000** published patent applications (2004-2013)

Divided into

### Forms of carbon

>35,000 published patents

Top UK applicants  
**Cambridge Enterprise**  
**University of Manchester**

### Metamaterials

>300 published patents

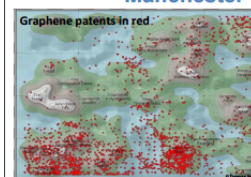
### Wearable technology

>40,000 published patents

### Renewable energy enabling materials

>80,000 published patents

Computational/software related patents

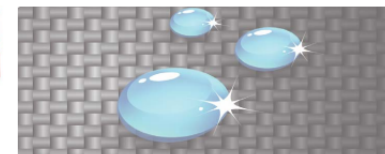


Full patent landscape report available to download from  
[www.gov.uk/government/publications/eight-great-technologies-advanced-materials](http://www.gov.uk/government/publications/eight-great-technologies-advanced-materials)



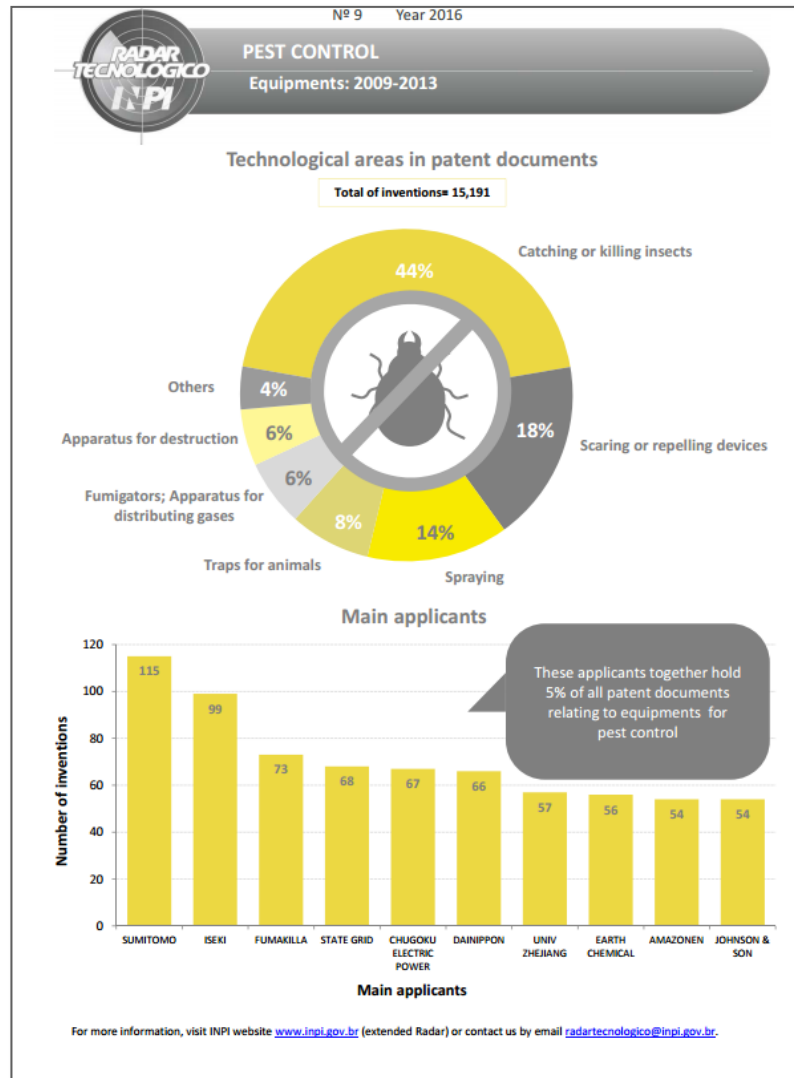
**#8Great**  
[www.ipo.gov.uk/informatics](http://www.ipo.gov.uk/informatics)  
[informatics@ipo.gov.uk](mailto:informatics@ipo.gov.uk)

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**WIPO**  
WORLD  
INTELLECTUAL PROPERTY  
ORGANIZATION

# “Technology Radar” (INPI Brazil) – Infographic Element





# Software for creating Infographics



VENNGAGE

HOME FEATURES PRICING SUPPORT TEMPLATES COMMUNITY BLOG SIGN IN

Beautiful Infographic Templates & Designs

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INFOGRAPHICS REPORTS POSTERS PROMOTIONS SOCIAL

Featured

- DATA VISUALIZATION
- CHECKLIST FOR WINTER
- PLANNING AHEAD
- Sea Change at Work?
- 3 WAYS TO SHARE YOUR KNOWLEDGE FOR BUSINESS SUCCESS
- DATA VIZ
- QUICK LIST
- PLANNING AHEAD
- SEA CHANGE
- HOW TO GET MORE OPT-INS FROM LANDING PAGES



visualize.me beta

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Connect with LinkedIn

Or create your own account.

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Featured

- Kenneth Lee
- Hannah Wei
- Eugene Woo



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Piktochart

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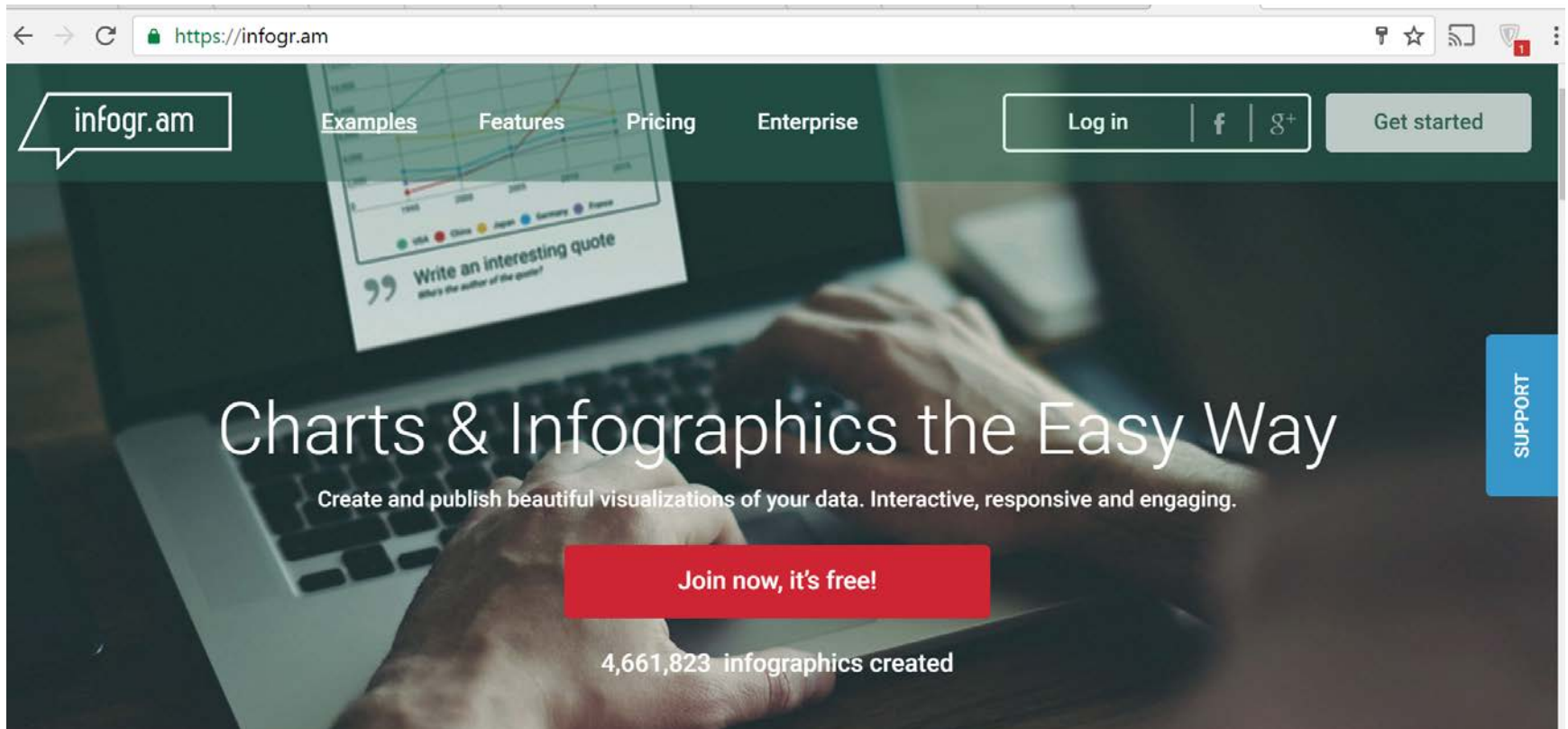
Easy-to-Use Infographic Maker

Take your visual communication to the next level, without hiring a professional designer.

Start For Free

# CREATING AN INFOGRAPHIC WITH INFOGR.AM

# First step: Create a free account on Infogr.am





<https://Infogr.am> —

Join now, it's free!

×

Create my Infogram Basic account

f

g+

in

or

Work Email

Password

Create account

By clicking "Create account" you agree to our [Terms of Use](#) and [Privacy Policy](#)

Already have an account? [Login here.](#)

# When you are logged in....

The screenshot shows the infogr.am application interface. At the top, a browser address bar displays <https://infogr.am/app/#/library>. The navigation bar includes the infogr.am logo, a 'Library' tab (which is active), and links for 'Analytics', 'Teams', and 'Learn'. On the right side of the navigation bar are a green launch icon and a user profile icon.

The main content area is divided into two sections: 'Start with design:' and 'Start with data:'. Under 'Start with design:', there are three options: 'Infographic or Report' (represented by a bar chart icon), 'Chart or Graph' (represented by a bar chart icon), and 'Map' (represented by a globe icon). Under 'Start with data:', there is one option: 'Data import or source' (represented by a grid icon).

Below these sections is a filter bar with a dropdown menu set to 'All infographics'. To the right of the filter bar is a search bar with a magnifying glass icon and the word 'Search'. Further right are three icons for view toggling: a grid, a list, and a vertical double arrow.


The bottom section displays a grid of infographic drafts. The first draft is titled 'Untitled infographic' and shows a line graph with the word 'Draft' overlaid. The next two drafts are also titled 'Untitled infographic' and show bar charts with the word 'Draft' overlaid. The fourth and fifth drafts are titled 'za Patent Activity' and show line graphs with the word 'Draft' overlaid. Each draft has a small square icon in the top left corner and a small square icon in the bottom right corner.

# Choose one of the free themes

← → ↻ <https://infogr.am/app/#/library> 🔍 ☆ 📺

infogr.am Library Analytics Teams Learn Upgrade now renance Basic account

### Start with design:



Infographic or Report






Chart or Graph



Map

### Start with data:




Data import or source

## Pick a theme for your project

You can change the theme later in the project settings [Close ^](#)

### Free themes

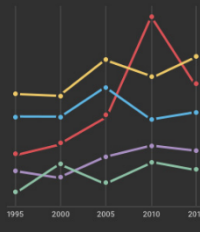
Double-click to add title



Write an interesting quote  
Who's author of the quote?

Amsterdam

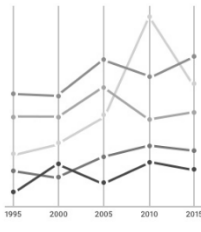
Double-click to add title



Write an interesting quote  
Who's author of the quote?

Tokyo

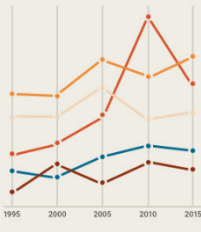
Double-click to add title



Write an interesting quote  
Who's author of the quote?

London

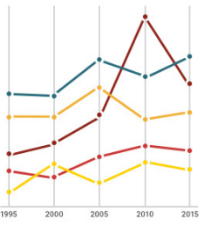
DOUBLE-CLICK TO ADD TITLE



WRITE AN INTERESTING QUOTE  
Who's author of the quote?

Paris

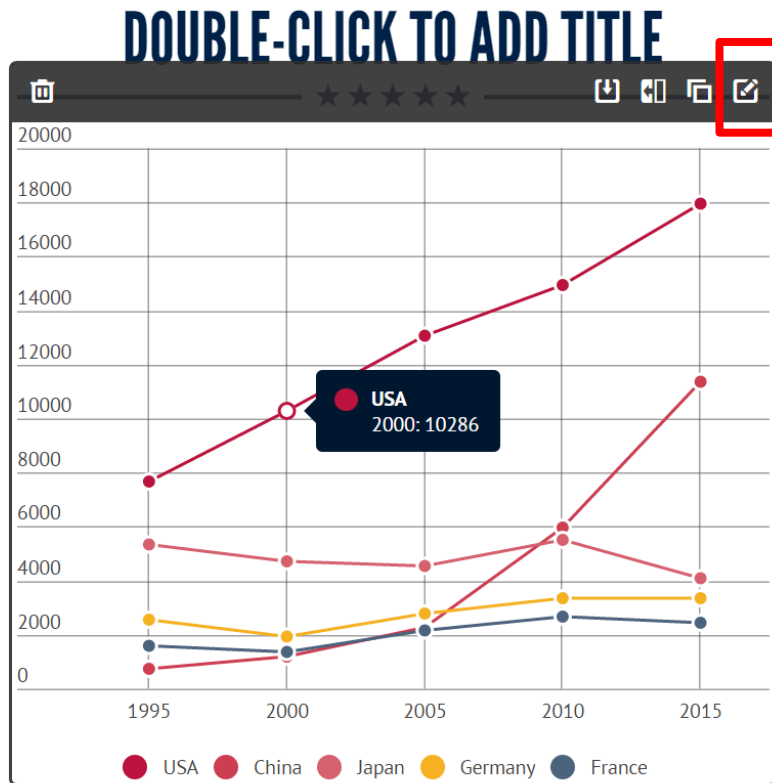
Double-click to add title



Write an interesting quote  
Who's author of the quote?

New York

# Let's replace the example data with ours..

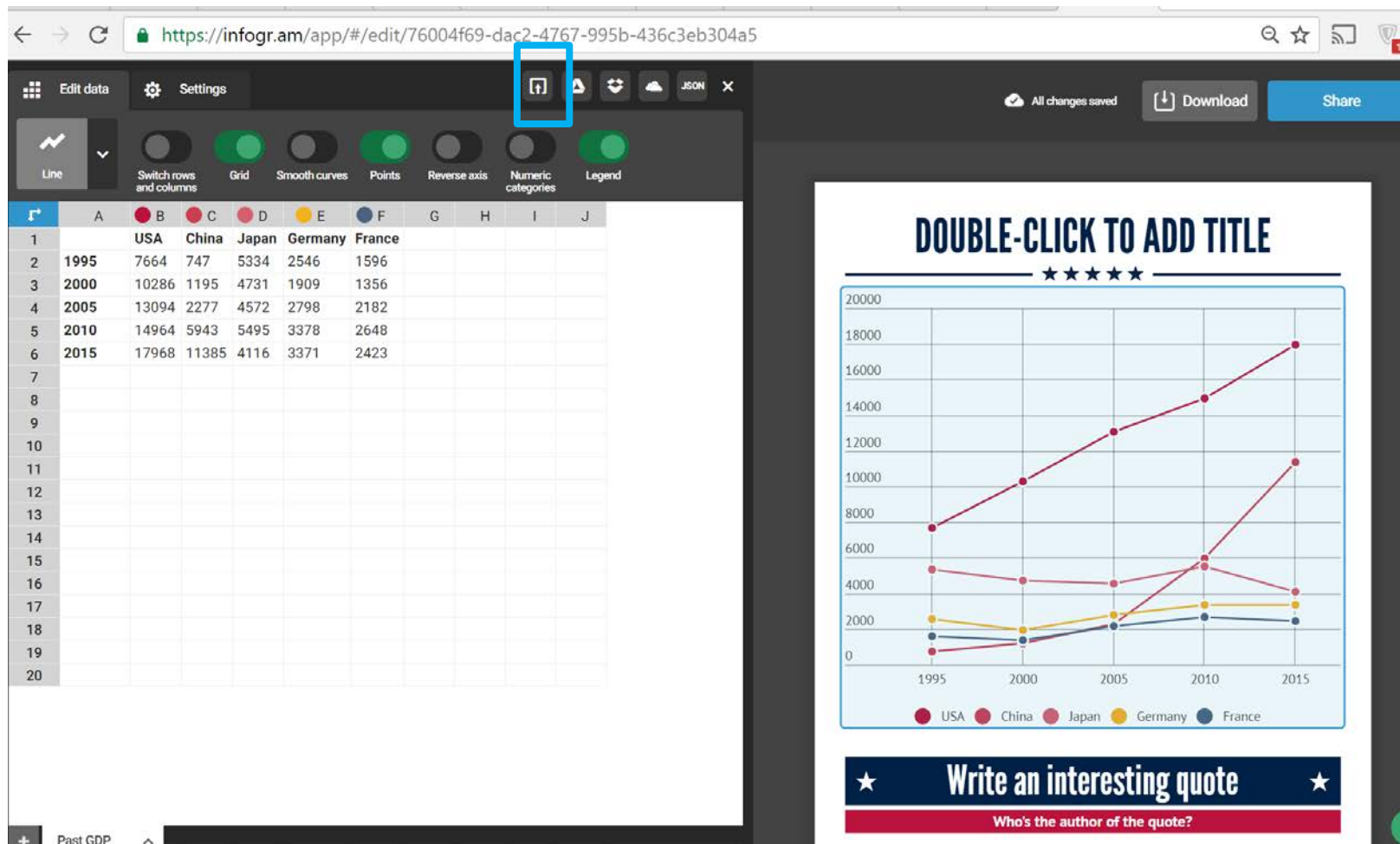


★ **Write an interesting quote** ★

Who's the author of the quote?

Choose the  
drones set  
from your  
USB key

# Let's upload our data





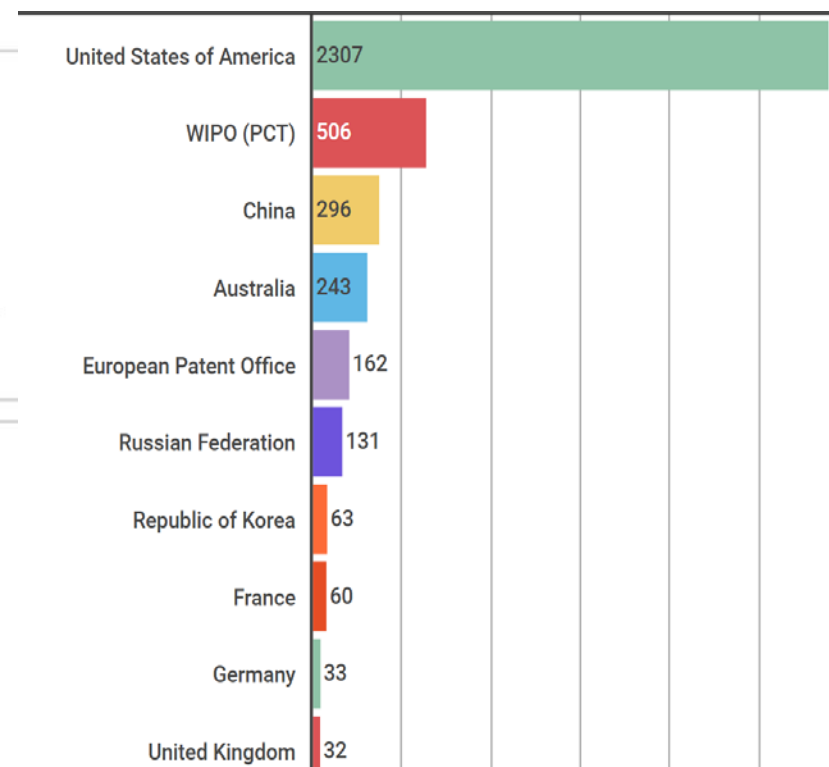
# Let's add a bar chart on



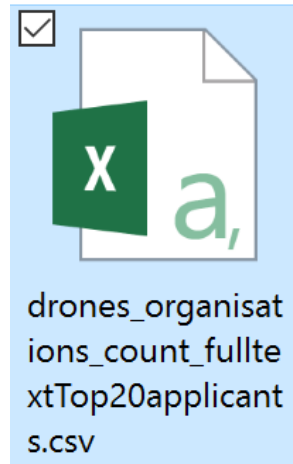
drones\_country\_counts\_fulltext\_2000\_2015.csv

- Bar (4)
- Column (3)
- Pie (4)
- Line
- Multiple Axes (2)
- Area (5)
- Scatter (3)
- Bubble (2)
- Pictorial (3)
- Hierarchy (2)
- Table
- Gauge (2)
- Wordcloud
- Treemap
- Financial (2)

Insert chart



# Let's add the top applicants



VantagePoint - [drone\_drones\_fulltext\_families\_5884]

File Edit View Sheets Fields Groups Tools Scripts Window Help

List::applicants\_use\_me

32 Titles, 0 Selected

	# Records	# Instances	applicants_use_me
1	95	96	THALES SA
2	75	95	ELVHA LLC
3	71	71	KESLER MORRIS P
4	69	69	HALL KATHERINE L
5	65	65	KURS ANDRE B
6	57	66	Not Available
7	57	57	OSTERHOUT GROUP INC
8	56	56	KARALIS ARISTEIDIS
9	55	55	SOLJACIC MARIN
10	54	54	BOEING CO
11	49	49	CAMPANELLA ANDREW J
12	48	48	KULIKOWSKI KONRAD J
13	44	44	GOOGLE INC
14	44	44	US NAVY
15	43	43	LOCKHEED CORP
16	43	44	PARROT
17	39	39	OSTERHOUT RALPH F
18	37	37	QUALCOMM INC
19	37	37	RAYTHEON CO
20	35	35	HADDICK JOHN D
21	34	35	AIRBUS GROUP SAS
22	32	32	FLIR SYSTEMS
23	32	32	WITRICITY CORP
24	29	29	AMAZON TECH INC

Matrix::publication

drone\_dro

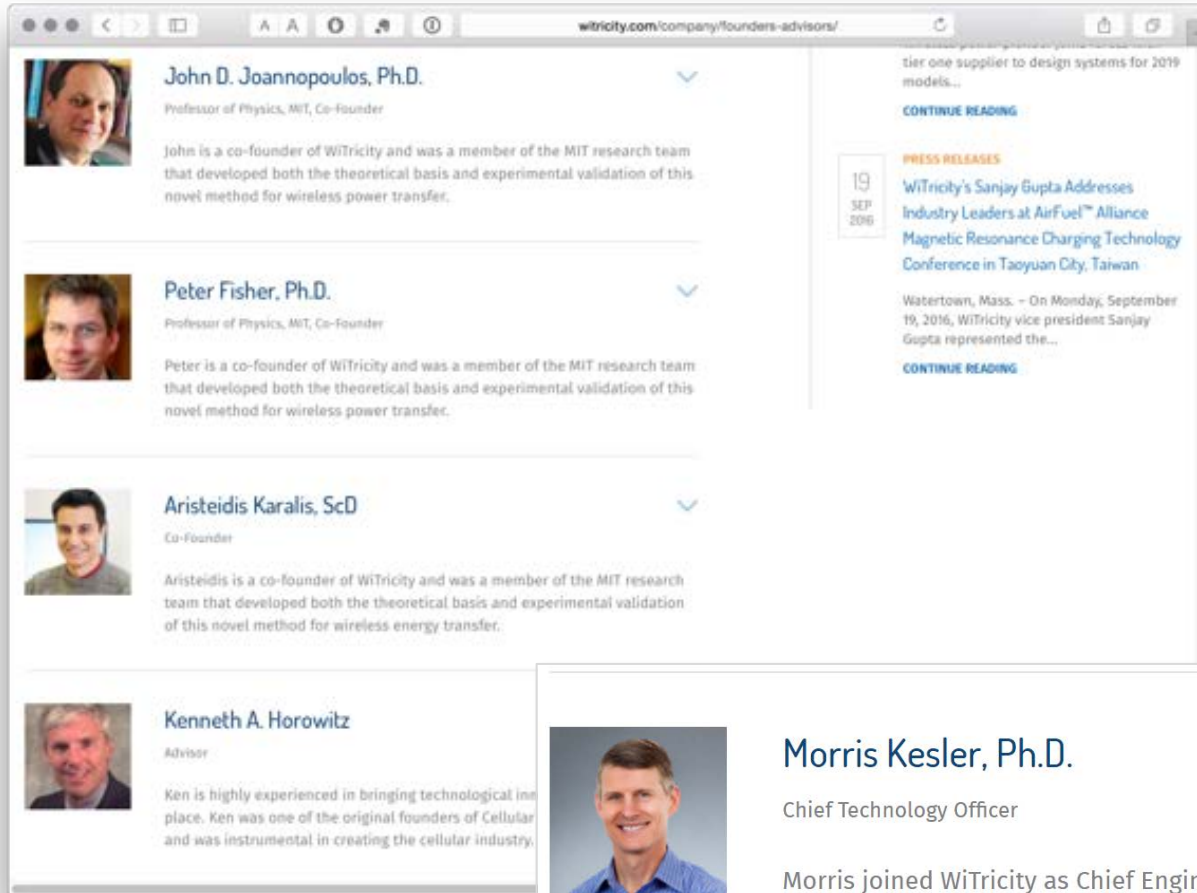
For Help, press F1

	applicants_use_me
32	WITRICITY CORP
13	KESLER MORRIS P
12	HALL KATHERINE L
11	KURS ANDRE B
10	KULIKOWSKI KONRAD J
6	CAMPANELLA ANDREW J
6	KARALIS ARISTEIDIS
6	SOLJACIC MARIN
4	FIORIELLO RON
4	GILER ERIC R
2	EFE VOLKAN
2	SCHATZ DAVID A
1	FELDSTEIN MICHAEL A
1	LOU HERBERT T
1	LOU HERBERT TOBY
1	MCCAULEY ALEXANDER PATRICK
1	VERGHESE SIMON

... some important points we may be missing....

And how Gephi can help...

# What does Gephi tell us?



The screenshot shows a web browser window with the URL `witricity.com/company/founders-advisors/`. The page displays a list of individuals associated with WiTricity, categorized as founders or advisors. Each entry includes a profile picture, name, title, and a brief bio. The list includes John D. Joannopoulos, Peter Fisher, Aristeidis Karalis, and Kenneth A. Horowitz. A date stamp '19 SEP 2016' is visible on the right side of the page. Below the main list, there is a section for 'PRESS RELEASES' with a link to 'CONTINUE READING'.

**John D. Joannopoulos, Ph.D.**  
Professor of Physics, MIT, Co-Founder  
John is a co-founder of WiTricity and was a member of the MIT research team that developed both the theoretical basis and experimental validation of this novel method for wireless power transfer.

**Peter Fisher, Ph.D.**  
Professor of Physics, MIT, Co-Founder  
Peter is a co-founder of WiTricity and was a member of the MIT research team that developed both the theoretical basis and experimental validation of this novel method for wireless power transfer.

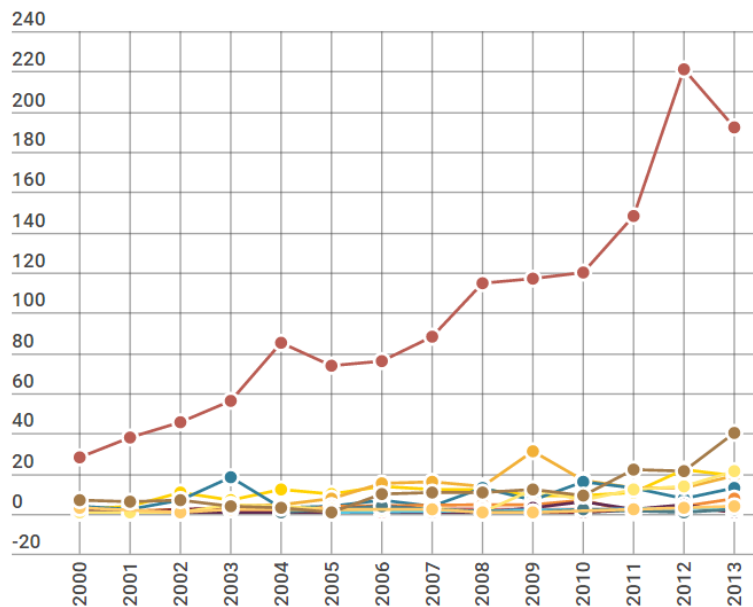
**Aristeidis Karalis, ScD**  
Co-Founder  
Aristeidis is a co-founder of WiTricity and was a member of the MIT research team that developed both the theoretical basis and experimental validation of this novel method for wireless energy transfer.

**Kenneth A. Horowitz**  
Advisor  
Ken is highly experienced in bringing technological innovation to place. Ken was one of the original founders of Cellular and was instrumental in creating the cellular industry.

**Morris Kesler, Ph.D.**  
Chief Technology Officer  
Morris joined WiTricity as Chief Engineer before being named vice president of research and development in 2013. Prior to joining WiTricity, he was a founder of Wide Net Technologies, Inc., which developed unique optical communication and sensing systems for both government and industry.

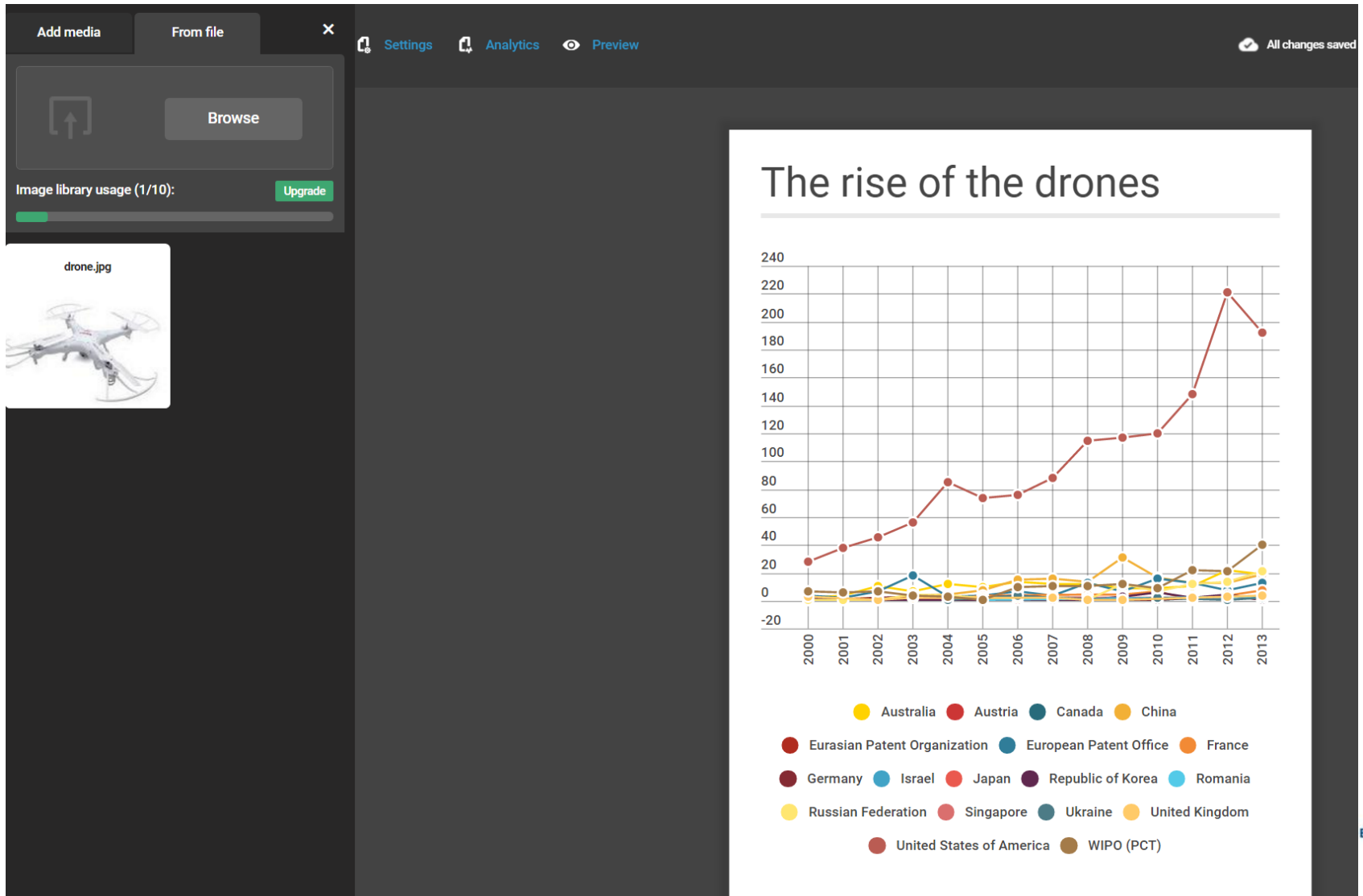
# Add a title...and a picture

## The rise of the drones



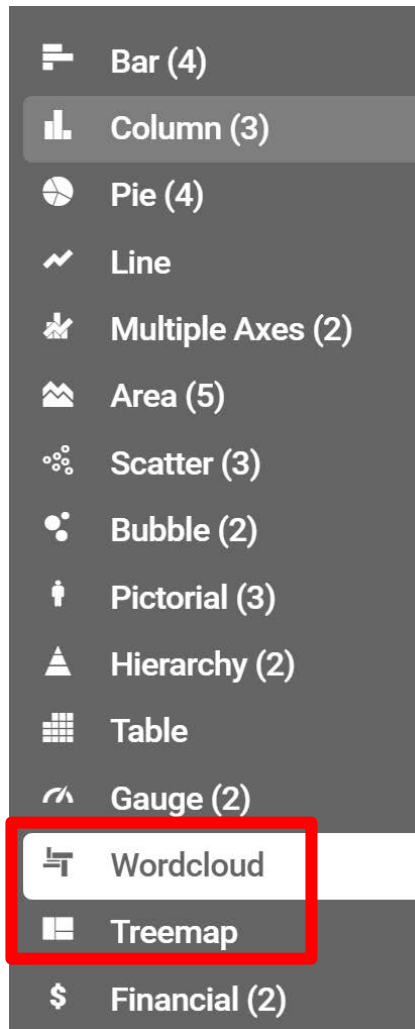
● Australia ● Austria ● Canada ● China  
● Eurasian Patent Organization ● European Patent Office ● France  
● Germany ● Israel ● Japan ● Republic of Korea ● Romania  
● Russian Federation ● Singapore ● Ukraine ● United Kingdom  
● United States of America ● WIPO (PCT)

# Select and position your picture on the infographic





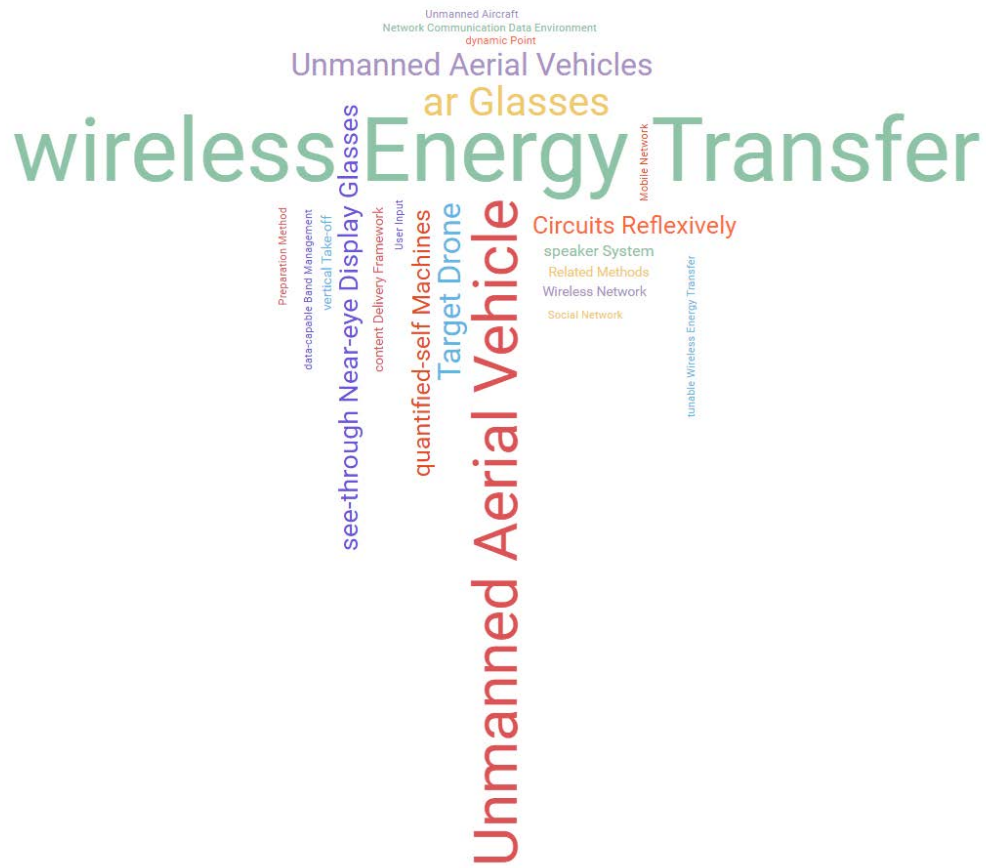
# What are the key concepts used in the drones dataset? – wordclouds and treemaps



Insert chart



Wordcloud



# Let's add a link to the dataset – remember Lens?

≡ Work Area

👤 Signed in as Irene\_K

🔍 Sign out

💬 Support

Search History

**Collections**

Saved Queries

PatSeq Finder History

Tags

Inventorship

Sequence bulk download

## Collections

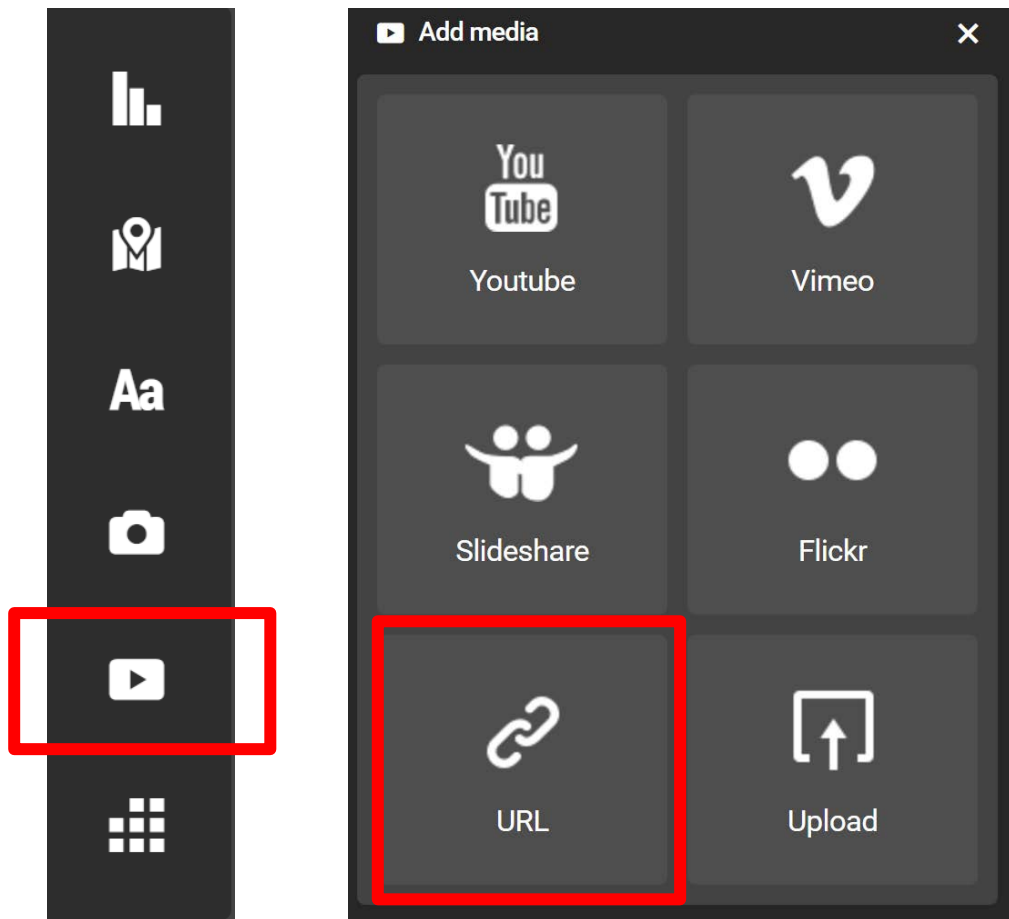
Filter Collections

Collection name	# items	Created	Last updated	Shared with	Tools
Microalgae 📄	6528	Jul 22nd 2016, 15:01 pm	Jul 22nd 2016, 15:01	Private	✎ 👤 📄 📄 🗑
Palm Oil 📄	10000	Jul 22nd 2016, 18:11 pm	Jul 22nd 2016, 18:11	Private	✎ 👤 📄 📄 🗑
Palm Oil_Simple Families 📄	5518	Jul 22nd 2016, 18:13 pm	Jul 22nd 2016, 18:13	Private	✎ 👤 📄 📄 🗑
Drones_Full Text 📄	5843	Sep 25th 2016, 18:25 pm	Sep 25th 2016, 18:26	Private	✎ 👤 📄 📄 🗑

<https://www.lens.org/lens/collection/12372>

- Note: remember to make the collection available to the public (the ones having the link)
- Copy the link

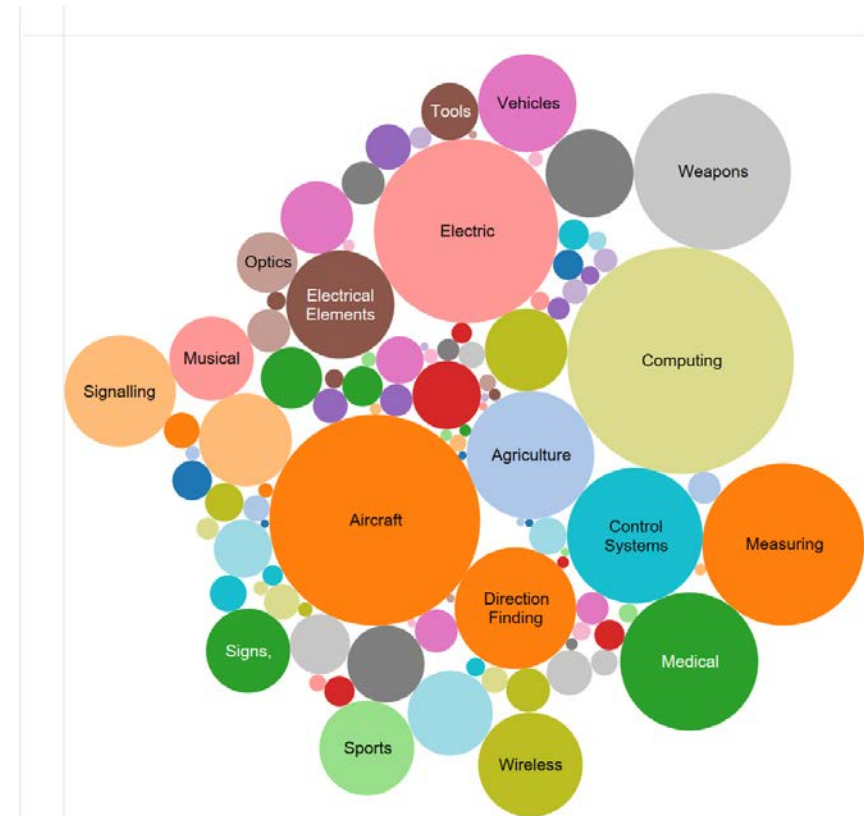
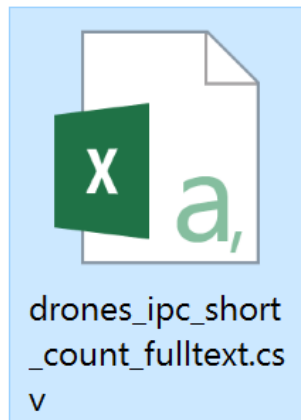
# Add a link on Instagr.am



<https://www.lens.org/lens/collection/12372>

# Adding a visualization on technology areas on the Infographic – remember Tableau? ;) – part I

- Open Tableau
- Choose a new data source
- Select



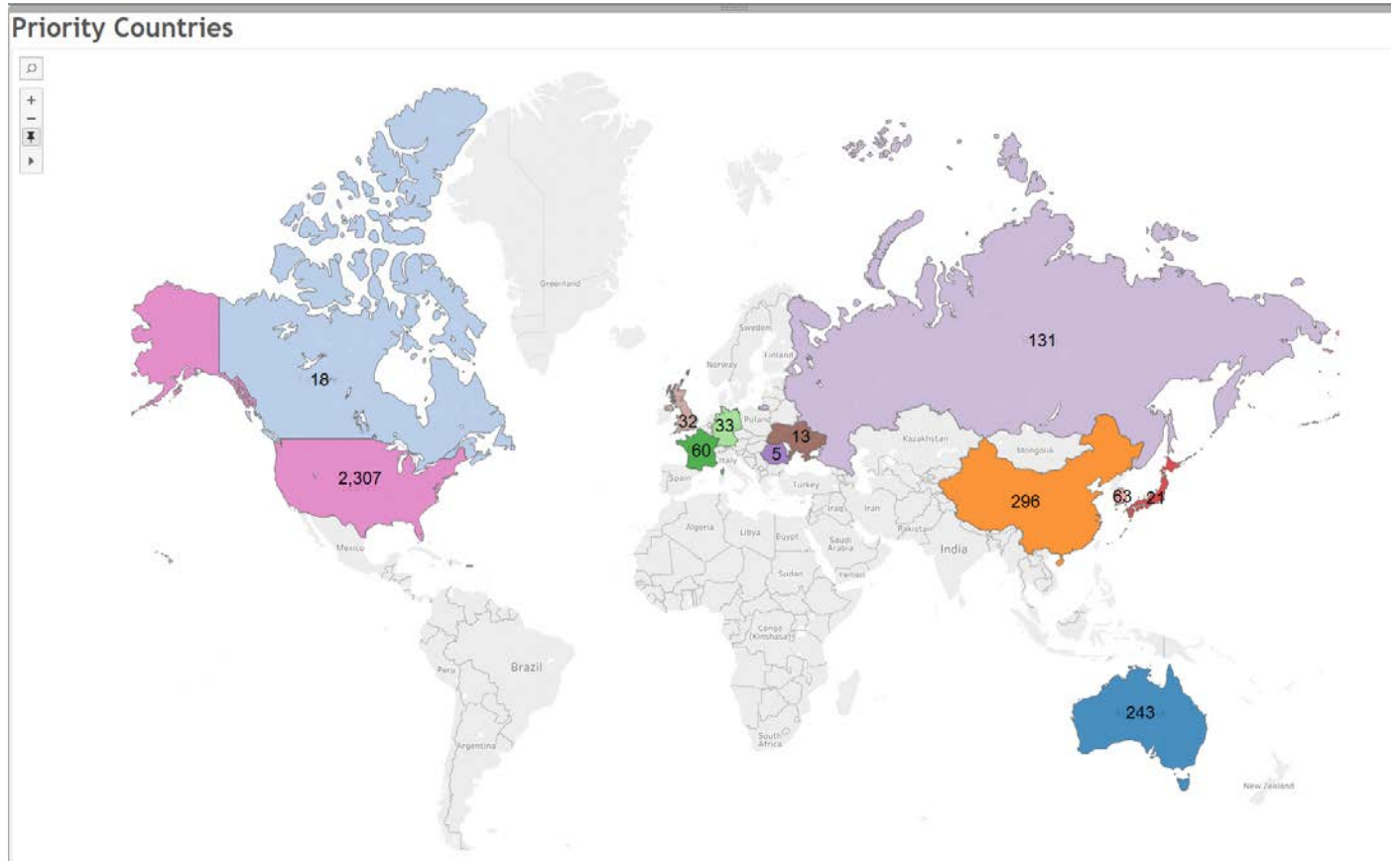
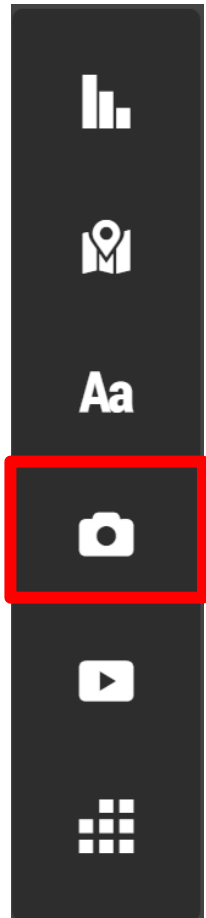




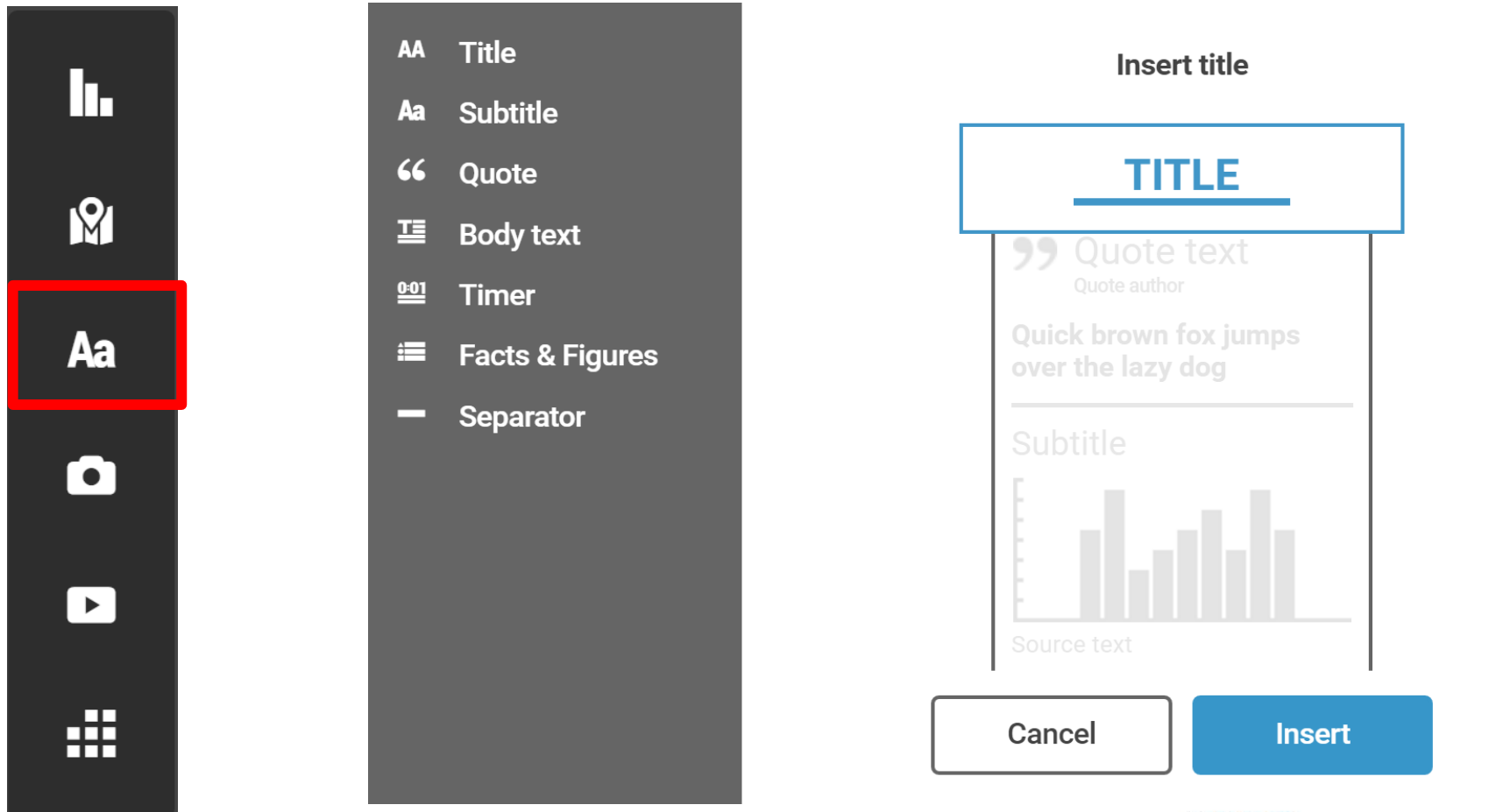
**NOW:**

- DOWNLOAD THE VISUALIZATION
- (OR JUST CROP&SAVE IT)
- IMPORT THE IMAGE IN THE INFOGRAPHIC

# Adding a map on the Infographic – remember Tableau? ;) – part II

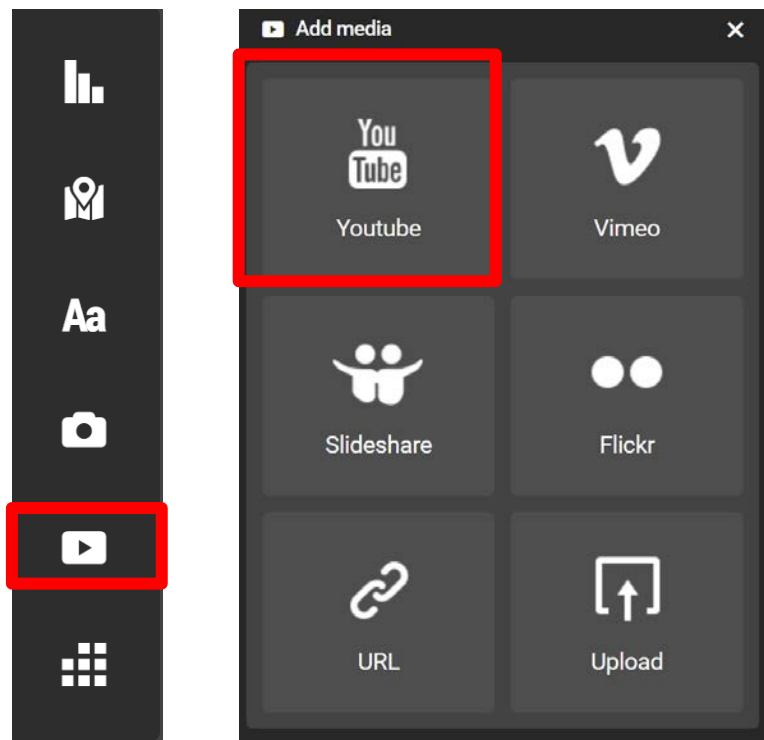


# Adding text to tell a story or comment on the results

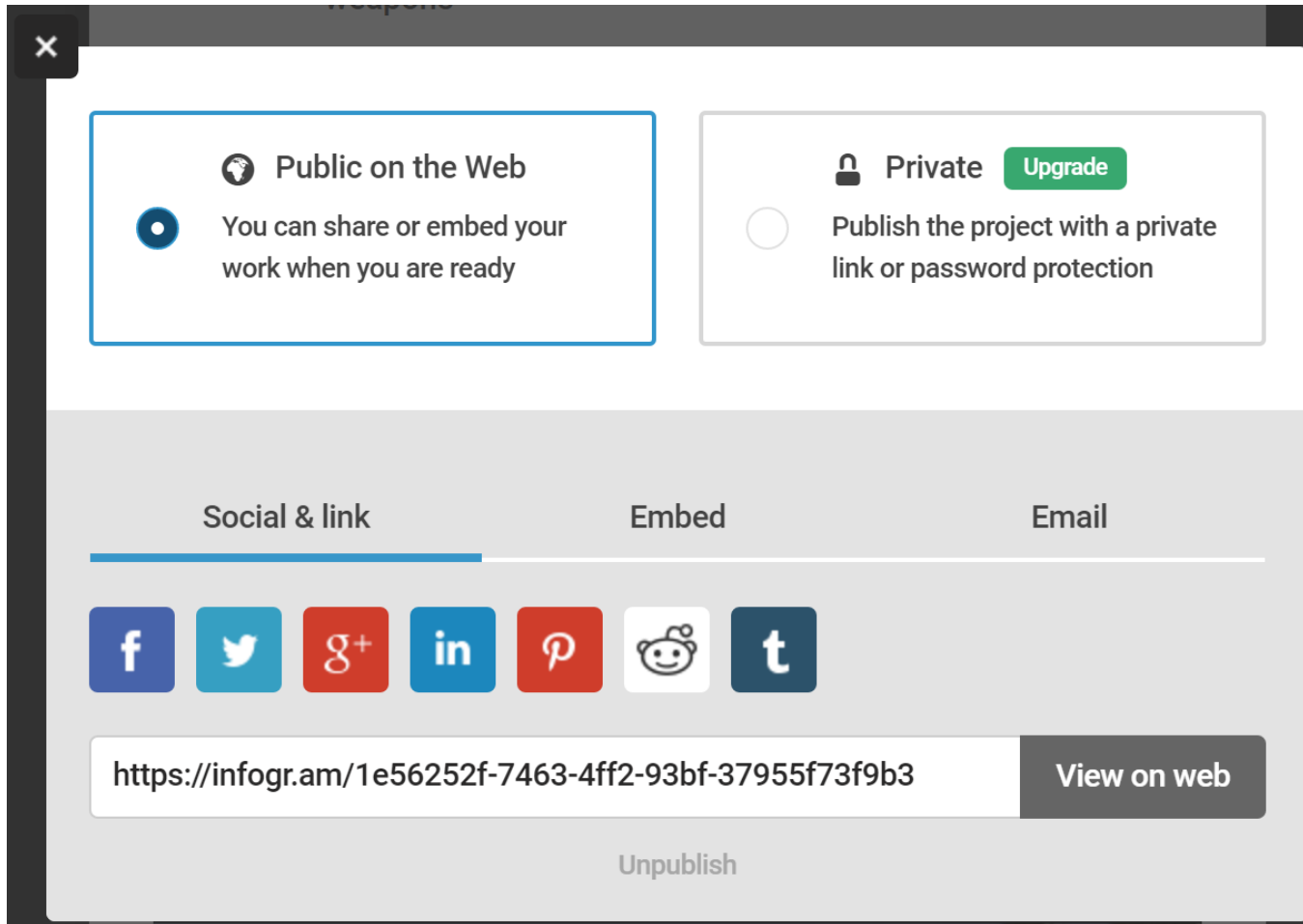


# Let's embed a video to the drone Infographic

■ <https://www.youtube.com/watch?v=ZDXuGQRpvs4>



# Now share your Infographic!



The screenshot shows the Infogr.am sharing interface. At the top, there are two options: 'Public on the Web' (selected with a blue radio button) and 'Private' (unselected with a white radio button). The 'Private' option has an 'Upgrade' button next to it. Below these options, there are three tabs: 'Social & link' (selected), 'Embed', and 'Email'. Under the 'Social & link' tab, there are icons for Facebook, Twitter, Google+, LinkedIn, Pinterest, Reddit, and Tumblr. Below the icons, there is a text input field containing the URL 'https://infogr.am/1e56252f-7463-4ff2-93bf-37955f73f9b3' and a 'View on web' button. At the bottom, there is an 'Unpublish' button.

☒ Public on the Web  
You can share or embed your work when you are ready

☐ Private [Upgrade](#)  
Publish the project with a private link or password protection

Social & link   Embed   Email

[f](#) [t](#) [g+](#) [in](#) [p](#) [r](#) [t](#)

<https://infogr.am/1e56252f-7463-4ff2-93bf-37955f73f9b3> [View on web](#)

[Unpublish](#)

A drone example:

<https://infogr.am/1e56252f-7463-4ff2-93bf-37955f73f9b3>



**Just keep practicing!**  
**Questions? Comments?**

**[Irene.Kitsara@wipo.int](mailto:Irene.Kitsara@wipo.int)**