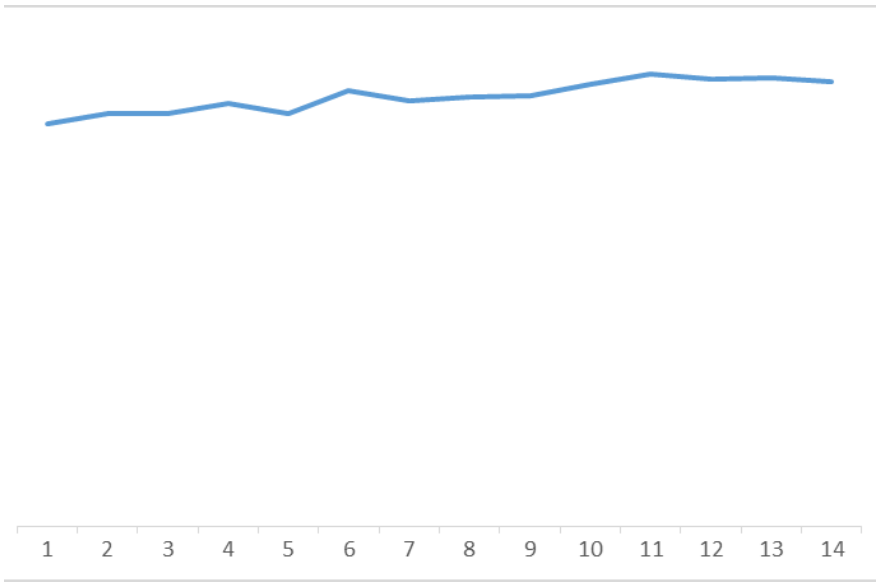
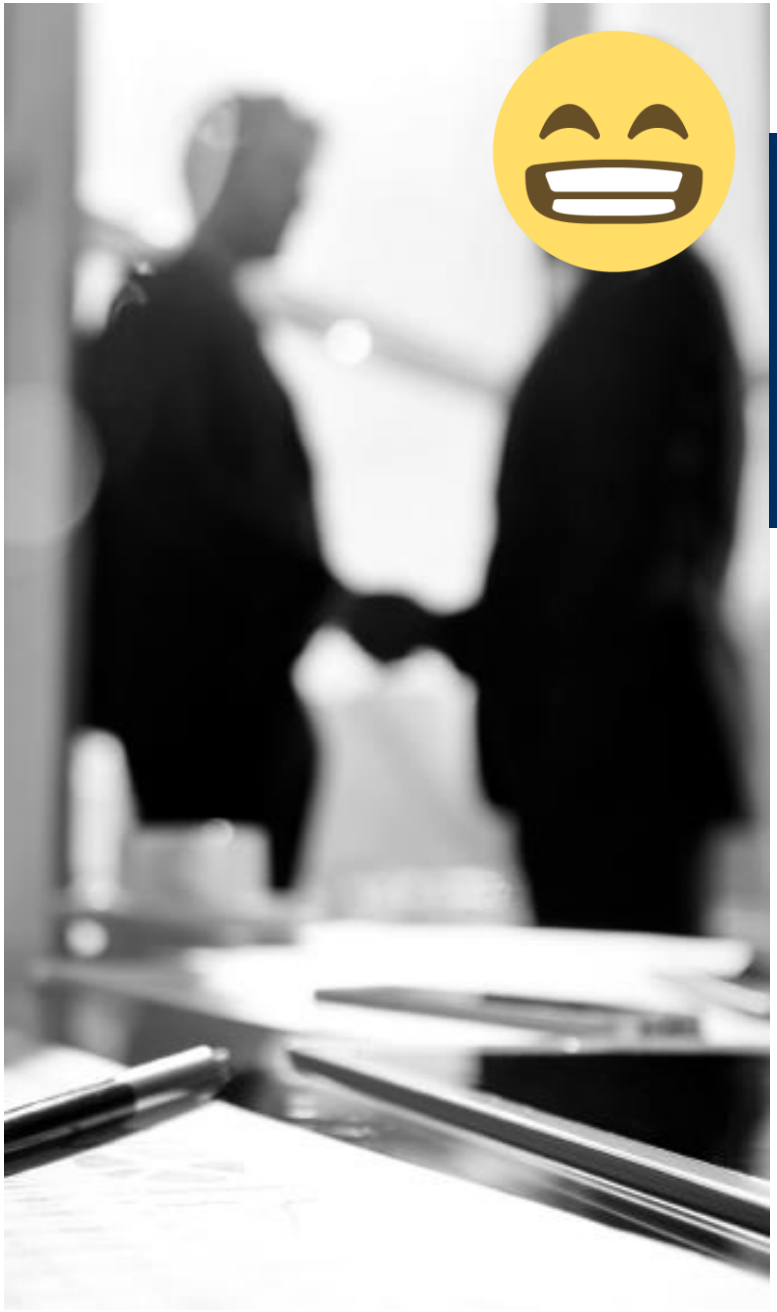
TRAINING WORKSHOP ON INFOGRAPHIC DESIGN AND PRINCIPLES

September 19, 2018
Bohol City, Philippines

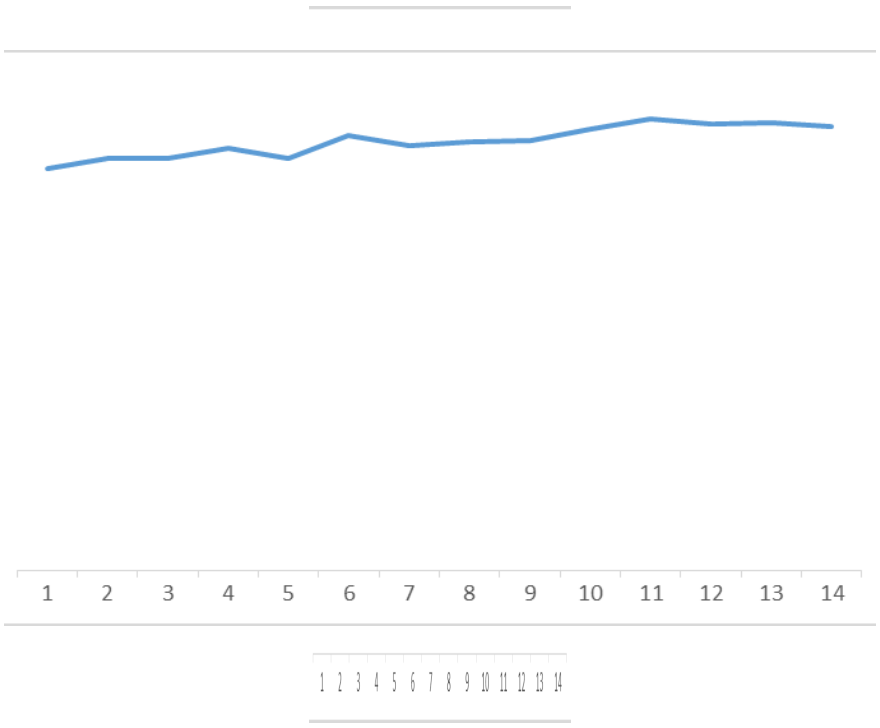
Here's a short story...





THE STATISTICIAN:

“I can prove it or disprove it. What do you want me to do?”



STATISTICS IS SO POWERFUL

that it bends reality.

With great POWER
comes great RESPONSIBILITY.

INTRODUCTION

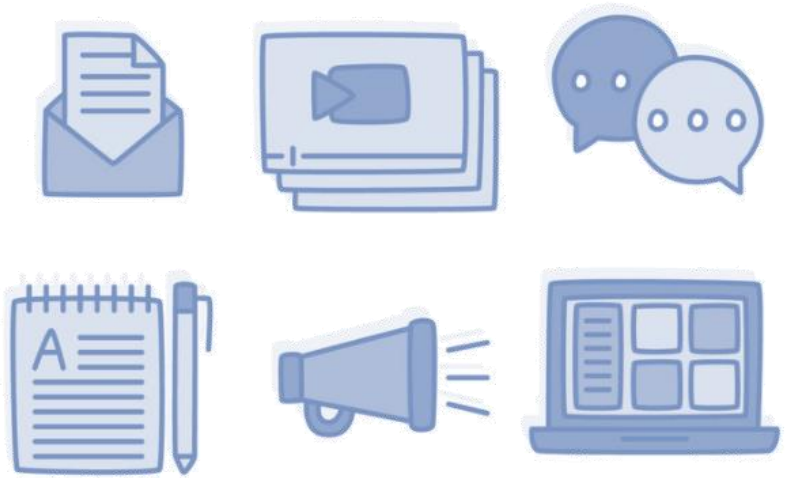
Introduction

To visualize data is to create images and diagrams to communicate a message.

Introduction

It’s simply a
Data Storytelling!

Introduction



Statistics tell,

Stories sell.

What is an infographic?

- Infographics do just what their name suggests, they supply you with a lot of info, all wrapped up in a stylish graphic. Infographics have been proven to be incredibly successful forms of communication, and brand promotion, so to say they've become pretty important to many digital marketers.

- Why bother with graphics at all, infographics are visual items and humans are "visually wired" creatures. In fact, 90% of the information transmitted to your brain is visual.

What is an infographic?

INFORMATION + GRAPHICS

Infographics do just what their name suggests, they supply you with ***a lot of info, all wrapped up in a stylish graphic****.*

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What is an infographic?

WHY BOTHER

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90%

of the information transmitted to our brain is visual.

What is an infographic?

WHY BOTHER

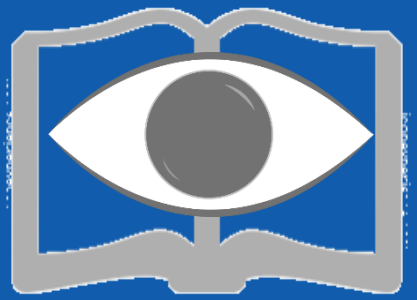
Humans process visual scenes about

60,000

times faster than they do text.

What is an infographic?

WHY BOTHER



On the average…

People only read and process about

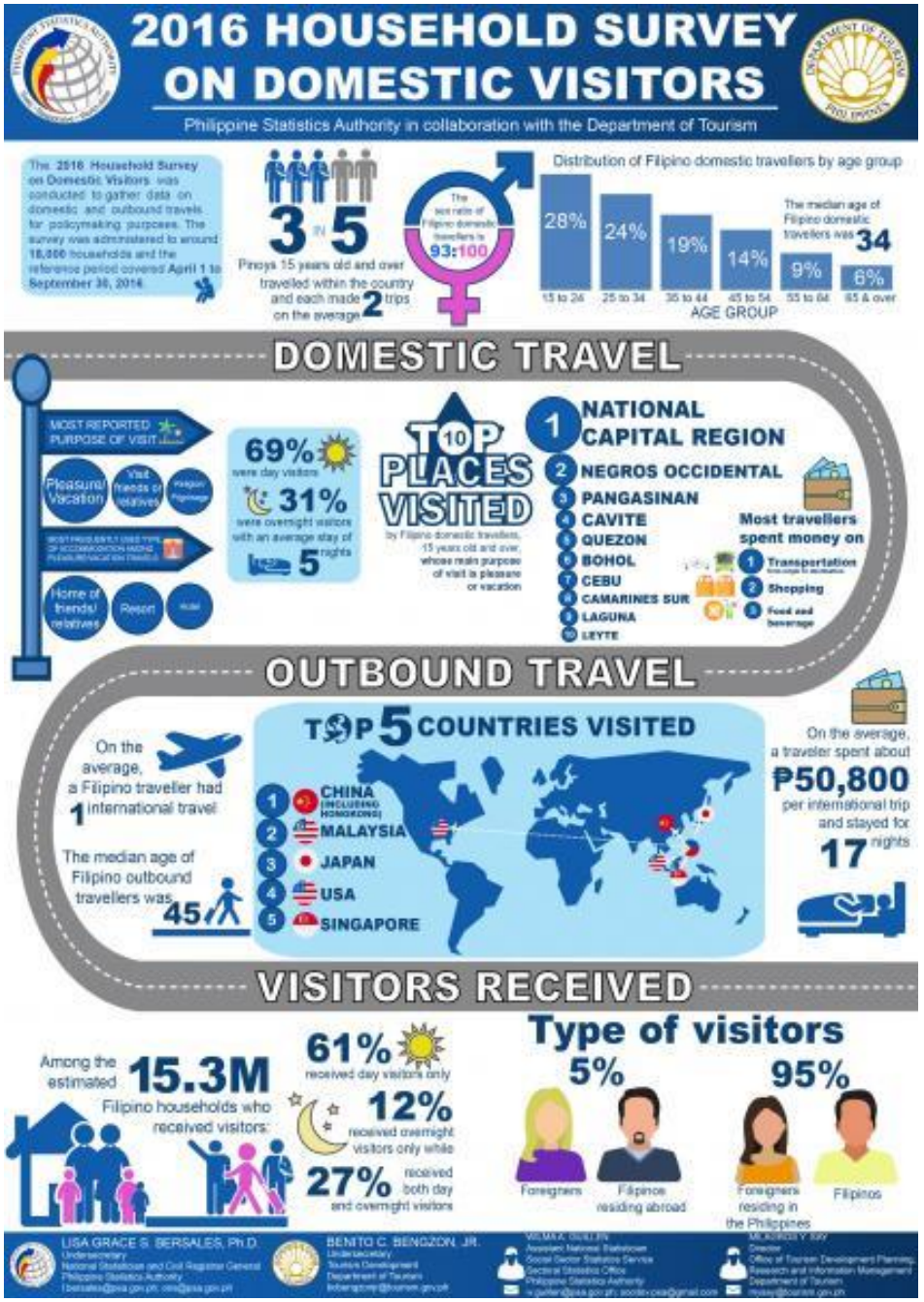
28% of the text on web pages

What is an infographic?

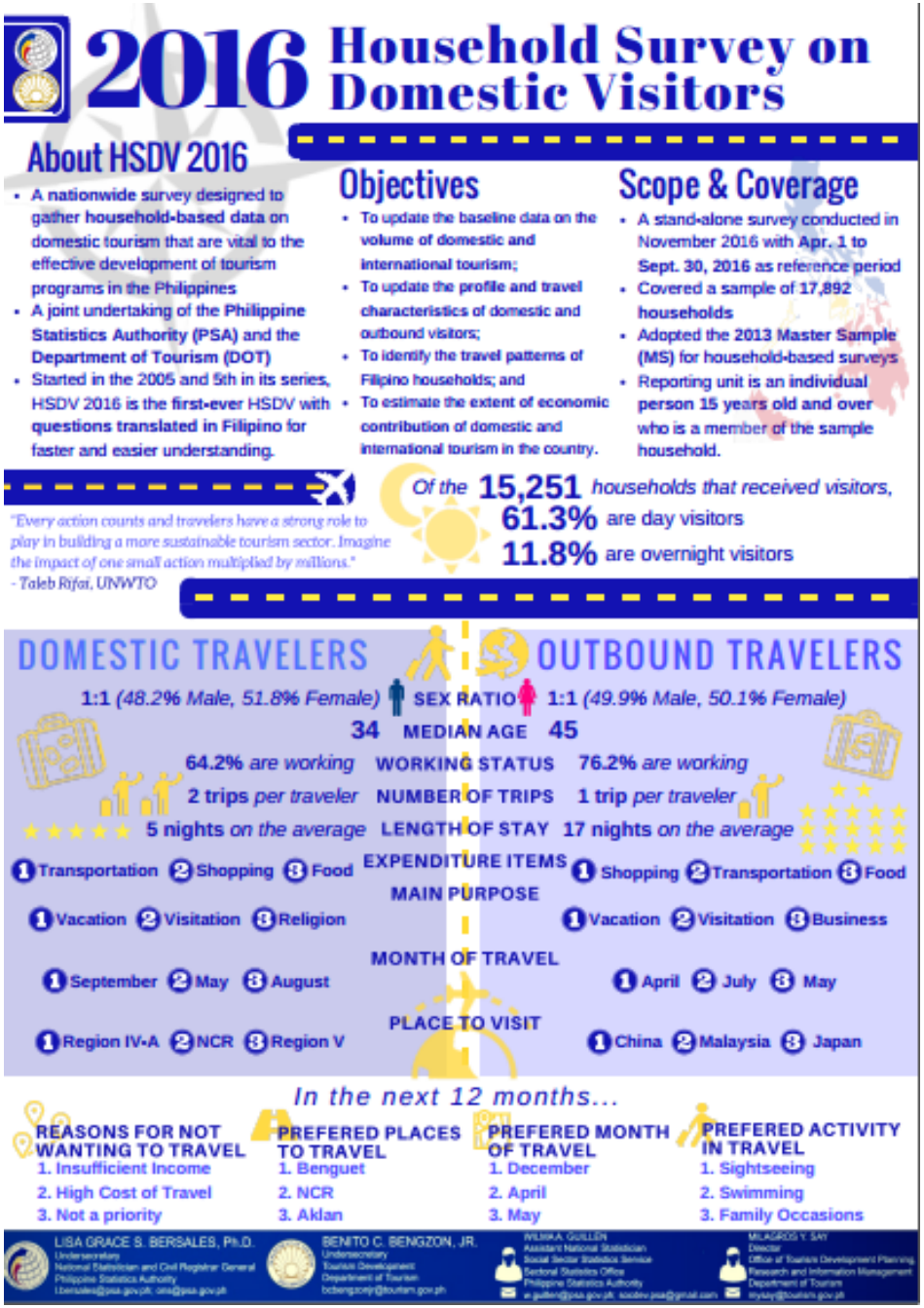
INFOGRAPHICS

Infographics take all of that dense textual information and convert it into an easy to read, highly visual piece of content that people are much more likely to read, understand, and remember.

Example


2016 HOUSEHOLD SURVEY ON DOMESTIC VISITORS
Philippine Statistics Authority in collaboration with the Department of Tourism
The 2016 Household Survey on Domestic Visitors was conducted to gather data on domestic and outbound travels for policymaking purposes. The survey was administered to around 18,000 households and the reference period covered April 1 to September 30, 2016.
3 IN 5
Pinoys 15 years old and over travelled within the country and each made 2 trips on the average
The sex ratio of Filipino domestic travellers is 93:100
Distribution of Filipino domestic travellers by age group
28%
24%
19%
14%
9%
6%
15 to 24
25 to 34
35 to 44
45 to 54
55 to 64
65 & over
AGE GROUP
The median age of Filipino domestic travellers was 34
DOMESTIC TRAVEL
MOST REPORTED PURPOSE OF VISIT
Pleasure/ Vacation
Visit friends or relatives
Religious Pilgrimage
MOST FREQUENTLY USED TYPE OF ACCOMMODATION DURING PLEASURE/VACATION TRAVELS
Home of friends/ relatives
Resort
Hotel
69% were day visitors
31% were overnight visitors with an average stay of 5 nights
TOP 10 PLACES VISITED
by Filipino domestic travellers, 15 years old and over, whose main purpose of visit is pleasure or vacation
1 NATIONAL CAPITAL REGION
2 NEGROS OCCIDENTAL
3 PANGASINAN
4 CAVITE
5 QUEZON
6 BOHOL
7 CEBU
8 CAMARINES SUR
9 LAGUNA
10 LEYTE
Most travellers spent money on
1 Transportation
2 Shopping
3 Food and beverage
OUTBOUND TRAVEL
On the average, a Filipino traveller had 1 international travel
The median age of Filipino outbound travellers was 45
TOP 5 COUNTRIES VISITED
1 CHINA (INCLUDING HONGKONG)
2 MALAYSIA
3 JAPAN
4 USA
5 SINGAPORE
On the average, a traveler spent about ₱50,800 per international trip and stayed for 17 nights
VISITORS RECEIVED
Among the estimated 15.3M Filipino households who received visitors:
61% received day visitors only
12% received overnight visitors only while
27% received both day and overnight visitors
Type of visitors
5%
95%
Foreigners
Filipinos residing abroad
Foreigners residing in the Philippines
Filipinos
LISA GRACE S. BERSALES, Ph.D.
BENITO C. BENGZON, JR.

Example

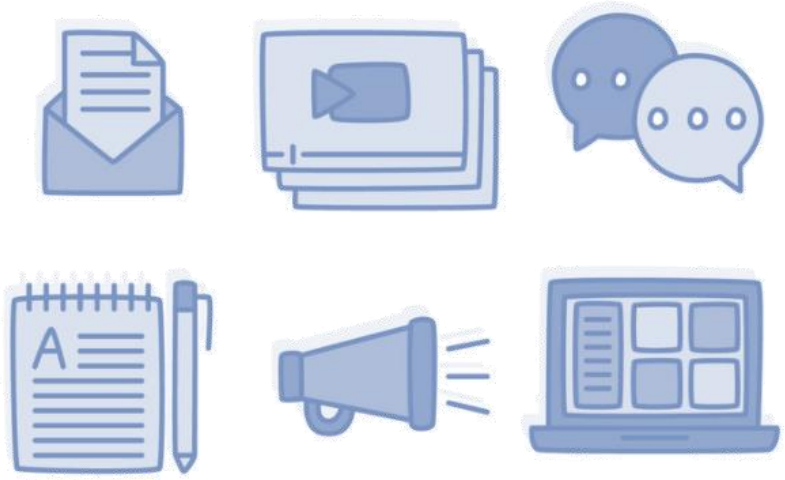

2016 Household Survey on Domestic Visitors
About HSDV 2016
A nationwide survey designed to gather household-based data on domestic tourism that are vital to the effective development of tourism programs in the Philippines
A joint undertaking of the Philippine Statistics Authority (PSA) and the Department of Tourism (DOT)
Started in the 2005 and 5th in its series, HSDV 2016 is the first-ever HSDV with questions translated in Filipino for faster and easier understanding.
Objectives
To update the baseline data on the volume of domestic and international tourism;
To update the profile and travel characteristics of domestic and outbound visitors;
To identify the travel patterns of Filipino households; and
To estimate the extent of economic contribution of domestic and international tourism in the country.
Scope & Coverage
A stand-alone survey conducted in November 2016 with Apr. 1 to Sept. 30, 2016 as reference period
Covered a sample of 17,892 households
Adopted the 2013 Master Sample (MS) for household-based surveys
Reporting unit is an individual person 15 years old and over who is a member of the sample household.
"Every action counts and travelers have a strong role to play in building a more sustainable tourism sector. Imagine the impact of one small action multiplied by millions."
- Taleb Rifai, UNWTO
Of the 15,251 households that received visitors,
61.3% are day visitors
11.8% are overnight visitors
DOMESTIC TRAVELERS
OUTBOUND TRAVELERS
1:1 (48.2% Male, 51.8% Female)
SEX RATIO
1:1 (49.9% Male, 50.1% Female)
34
MEDIAN AGE
45
64.2% are working
WORKING STATUS
76.2% are working
2 trips per traveler
NUMBER OF TRIPS
1 trip per traveler
5 nights on the average
LENGTH OF STAY
17 nights on the average
EXPENDITURE ITEMS
1 Transportation 2 Shopping 3 Food
1 Shopping 2 Transportation 3 Food
MAIN PURPOSE
1 Vacation 2 Visitation 3 Religion
1 Vacation 2 Visitation 3 Business
MONTH OF TRAVEL
1 September 2 May 3 August
1 April 2 July 3 May
PLACE TO VISIT
1 Region IV-A 2 NCR 3 Region V
1 China 2 Malaysia 3 Japan
In the next 12 months...
REASONS FOR NOT WANTING TO TRAVEL
1. Insufficient Income
2. High Cost of Travel
3. Not a priority
PREFERED PLACES TO TRAVEL
1. Benguet
2. NCR
3. Aklan
PREFERED MONTH OF TRAVEL
1. December
2. April
3. May
PREFERED ACTIVITY IN TRAVEL
1. Sightseeing
2. Swimming
3. Family Occasions
LISA GRACE S. BERSALES, Ph.D.
BENITO C. BENGZON, JR.
MILAGROS Y. SAY

GOOD DATA PRESENTATION

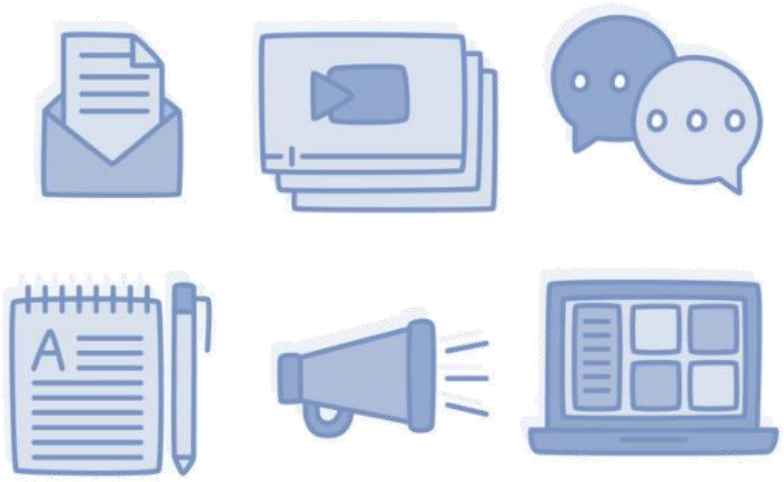
1. discover
2. explore relationships
3. understand

POOR DATA PRESENTATION

1. mislead
2. deceive
3. misinform



Great data comes great presentation!



Great data comes great presentation!

TEXTUAL

TABULAR

GRAPHICAL

TEXTUAL PRESENTATION

Textual Presentation

- incorporates important figures in a paragraph of text
- insert important data figures or summary measures within the paragraph of text to support our conclusions and answers to the research problem

Guidelines in Textual

- It shows summary measures like minimum, maximum, totals, and percentages. **We do not need to put all these figures in the paragraph.** We have to select the **most important ones** that we wish to focus on.

- **Including too many numbers** in a single paragraph can only be **confusing.**

- The written paragraph will become **too burdensome to read** and our **message will only get lost** in all the numbers. We should always provide the readers with **additional explanation** about the relevance of the figures.

TABULAR PRESENTATION

Tabular Presentation

- process of condensing classified data and arranging them systematically in rows and columns

Guidelines in Tables

- The title is descriptive of the table and answers four questions about the subject matter of its table:
  - WHAT?
  - HOW CLASSIFIED?
  - WHERE?
  - WHEN?

- The units of measure must be clearly stated.

- Show any relevant total, subtotals, percentages, etc.

- Indicate if the data were taken from another publication by including a source note.

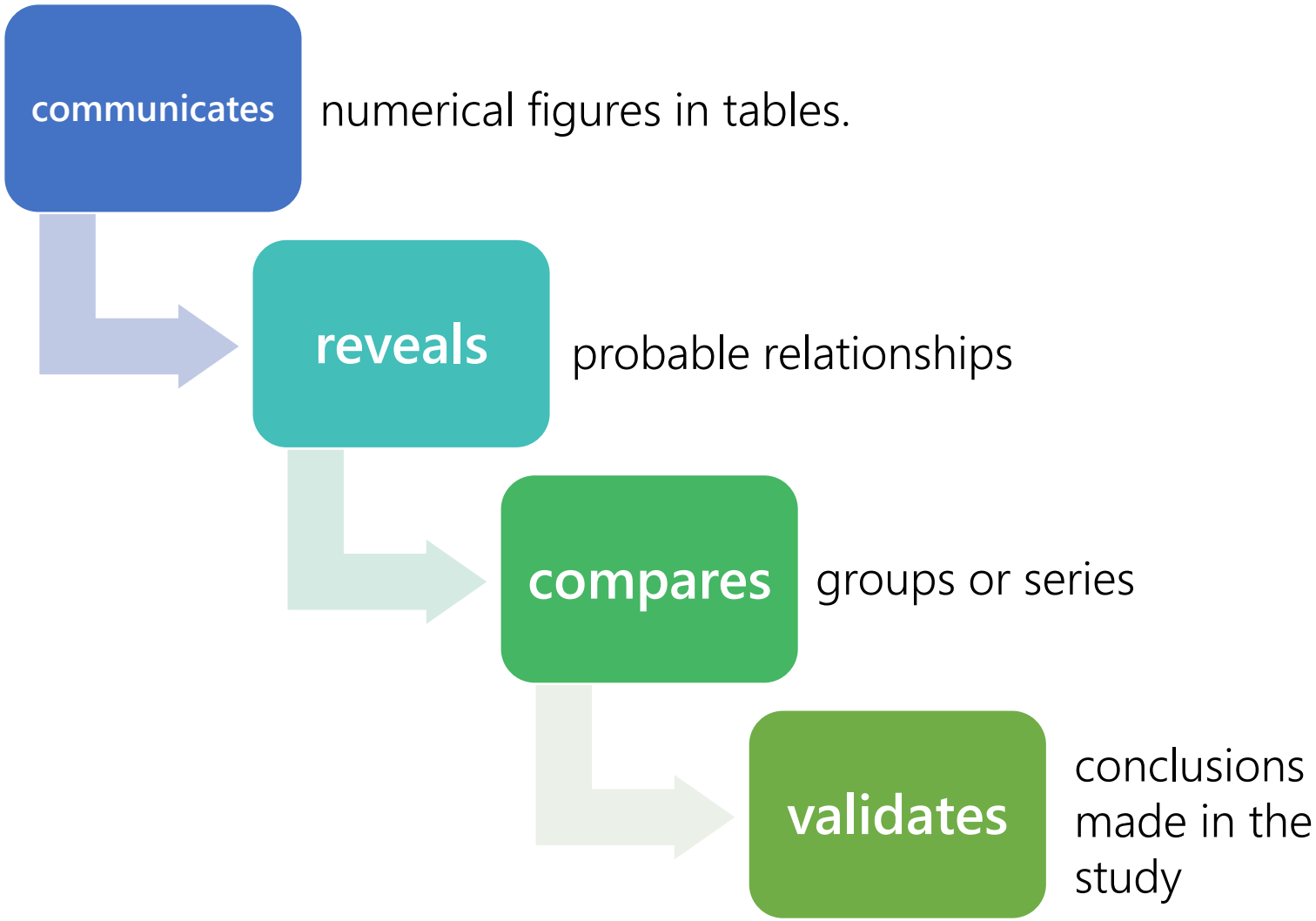
Remove
to improve
the **data tables** edition

Created by **Darkhorse Analytics**

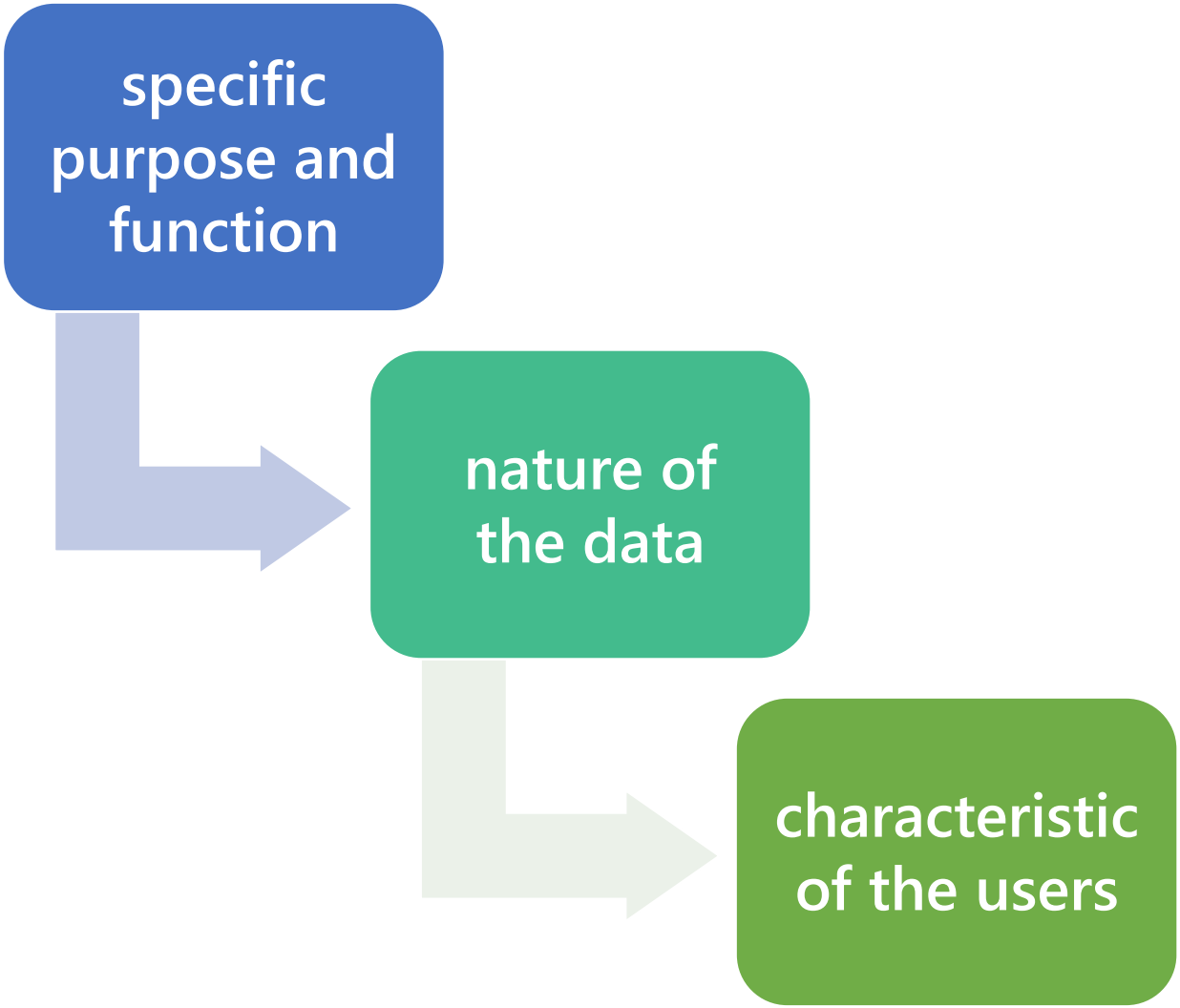
www.**darkhorseanalytics**.com

GRAPHICAL PRESENTATION

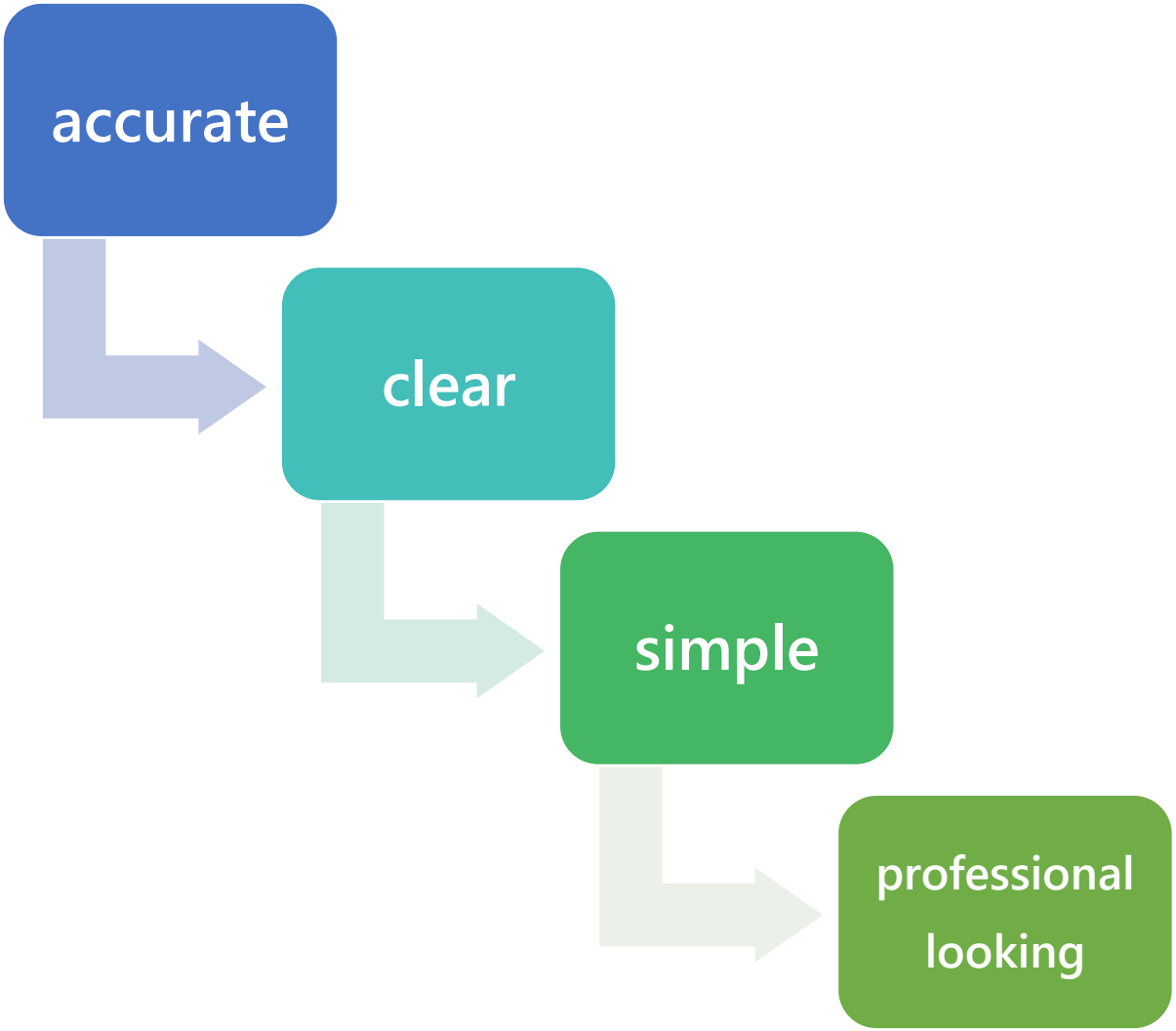
Graphical Presentation



A good chart considers…



A good chart is…



A good chart is…

ACCURATE

a graph should not be deceptive, distorted, misleading, or in any way susceptible to wrong interpretations as a result of inaccurate or careless construction

CLEAR

the graph should be easily read and understood; there should be a forceful and unmistakable focus on the message that the graph is trying to communicate

SIMPLE

the basic design of a graph should be simple, straightforward, not loaded with irrelevant or trivial symbols and ornamentation

PROFESSIONAL LOOKING

a good graph is one that one that is designed and constructed to attract and hold attention by holding a neat, dignified, and professional appearance

A good chart has…

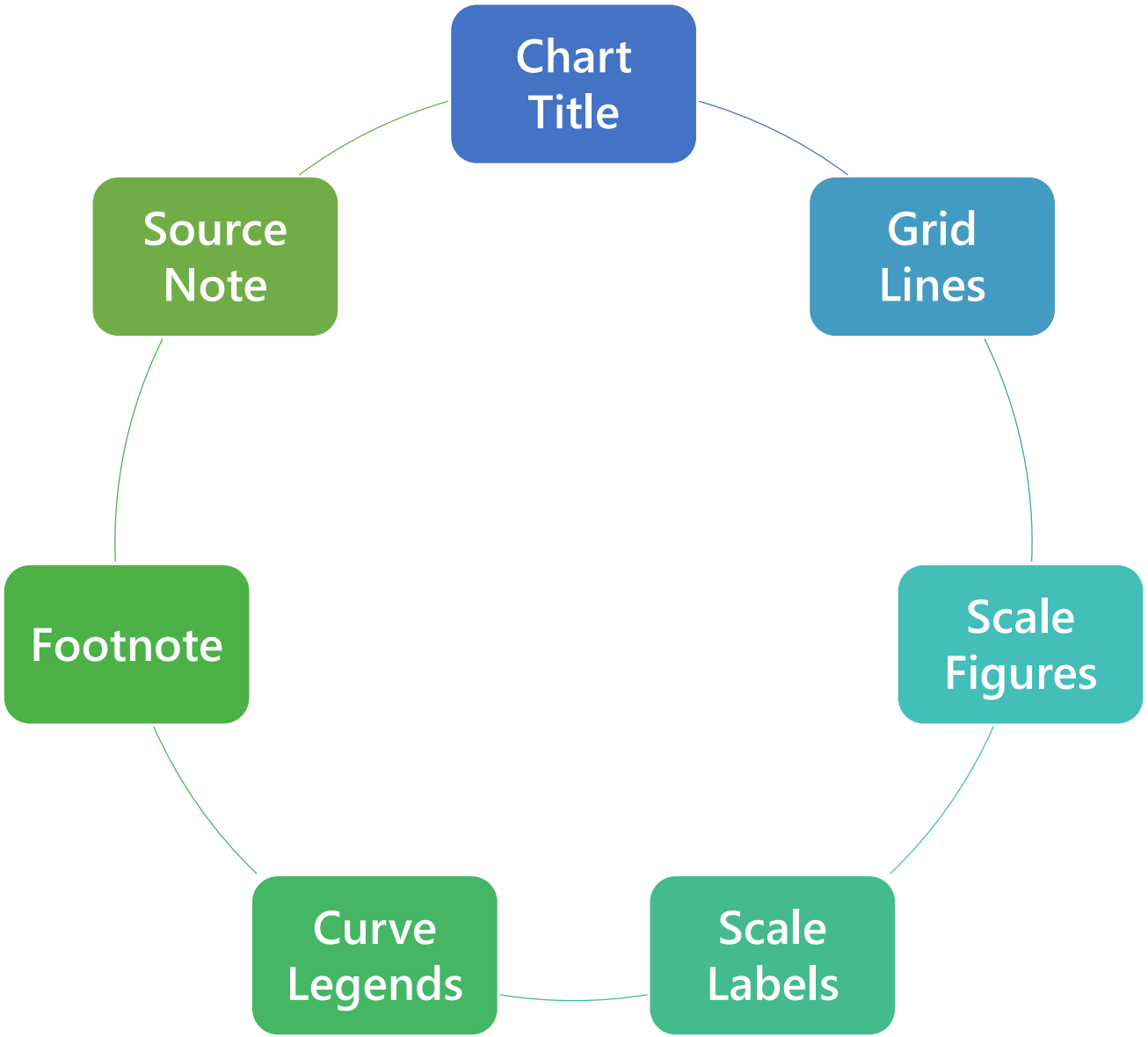


Chart Title

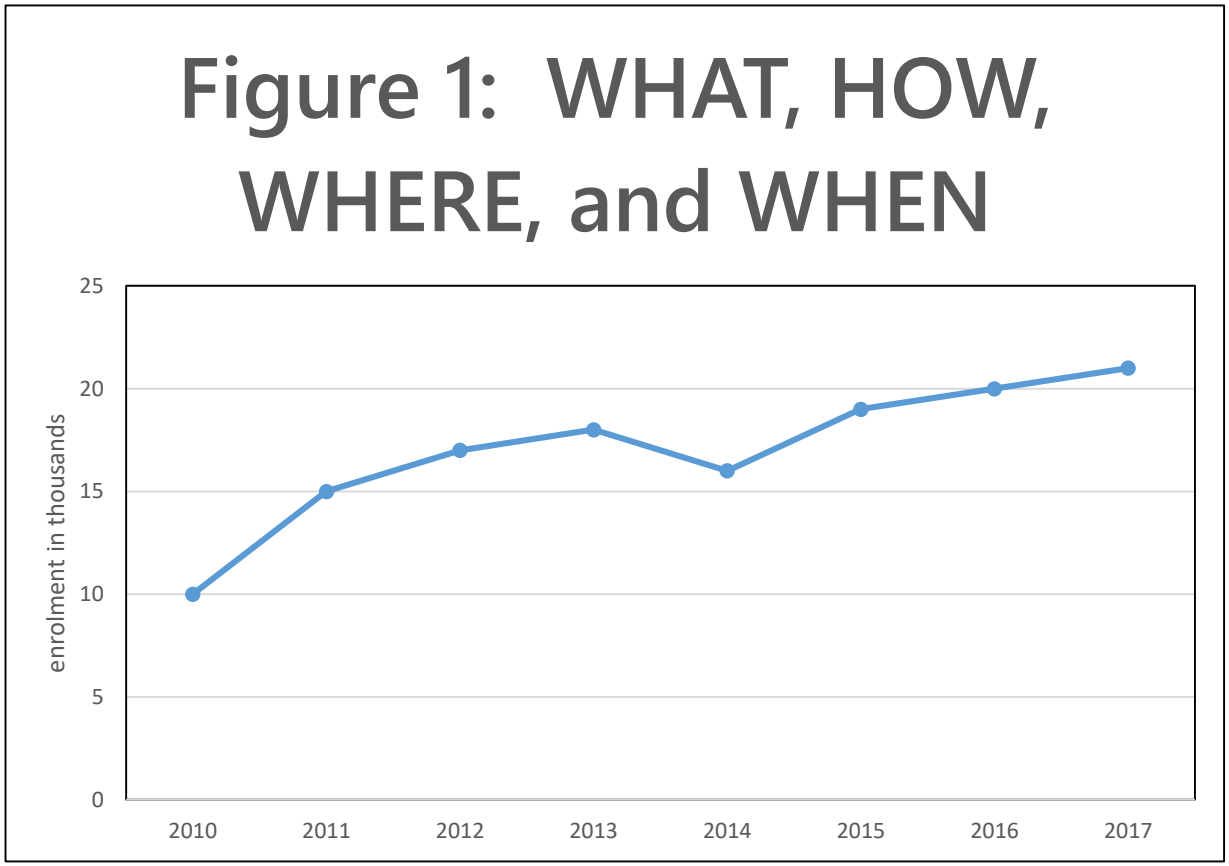
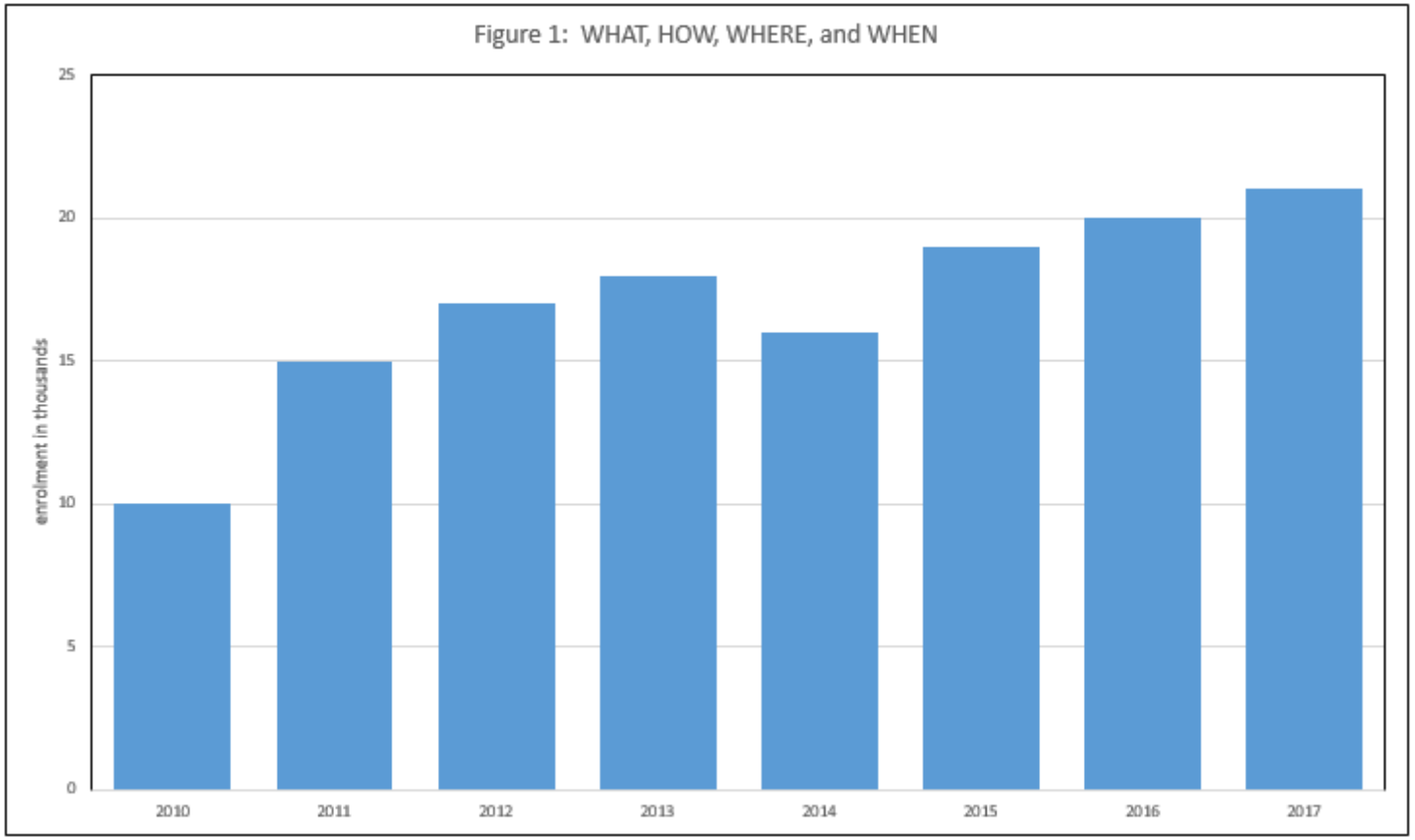


Figure 1: WHAT, HOW, WHERE, and WHEN
enrolment in thousands
25
20
15
10
5
0
2010
2011
2012
2013
2014
2015
2016
2017

Grid Lines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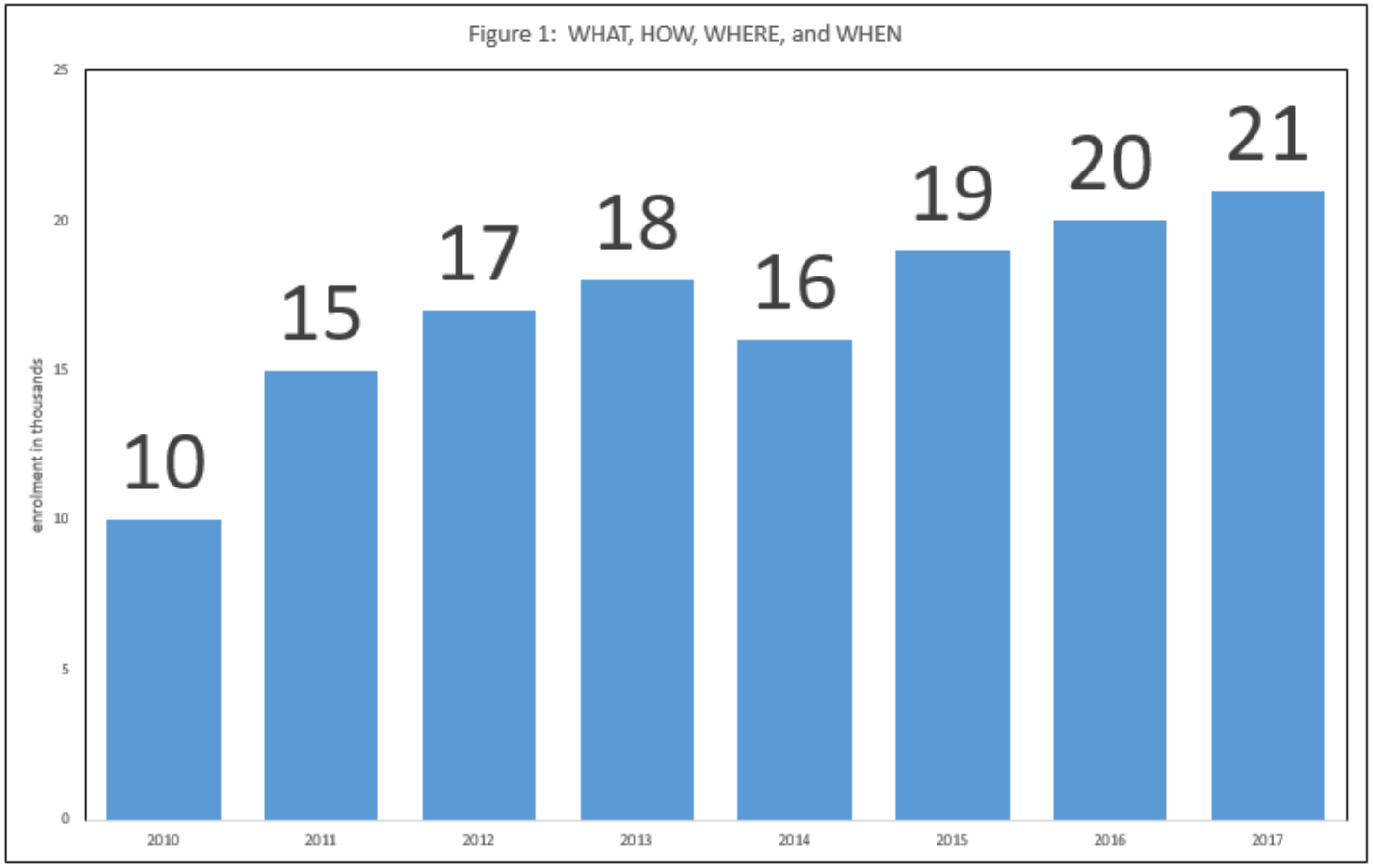
Figure 1: WHAT, HOW, WHERE, and WHEN
enrolment in thousands
25
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2010
2011
2012
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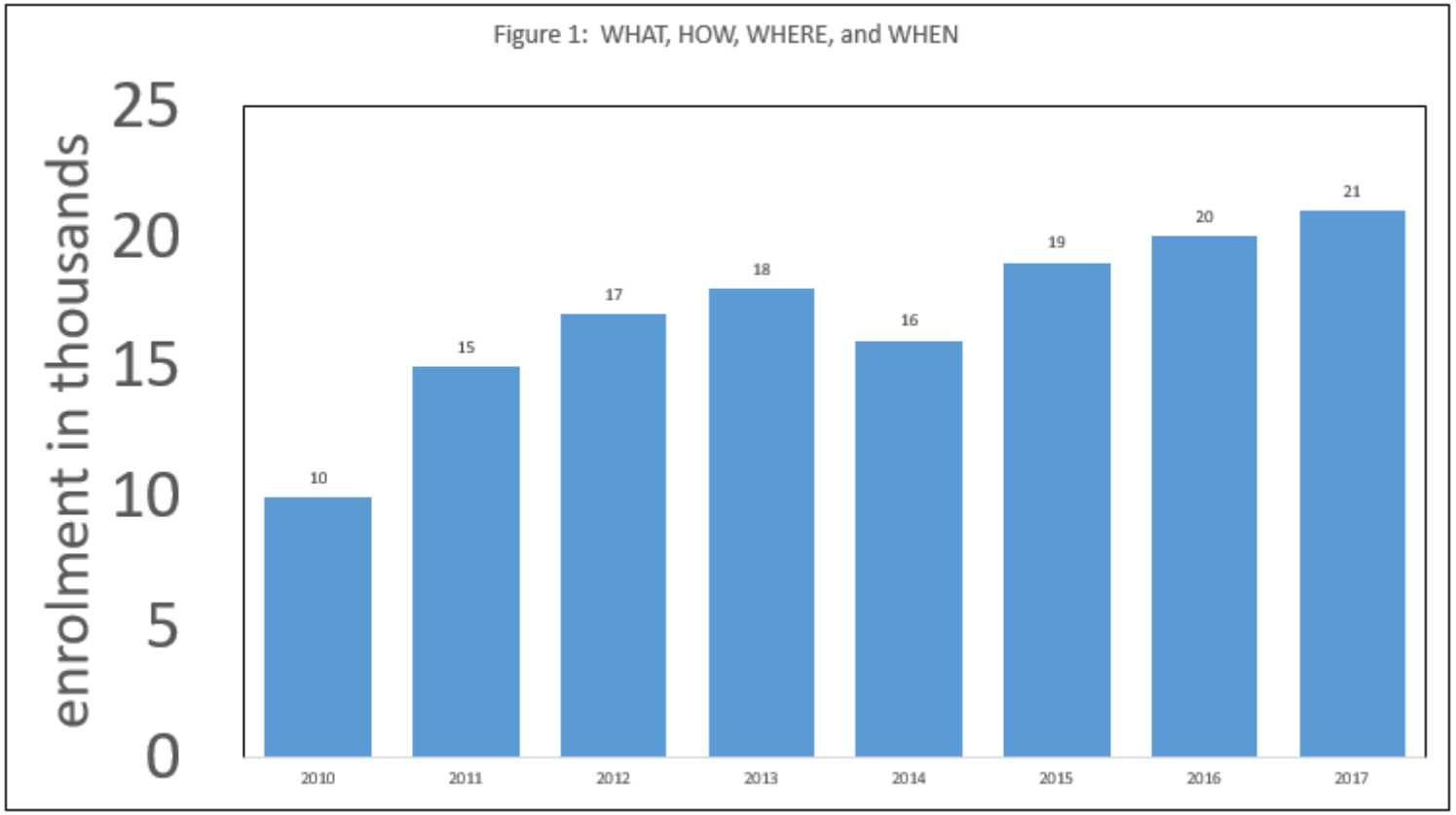
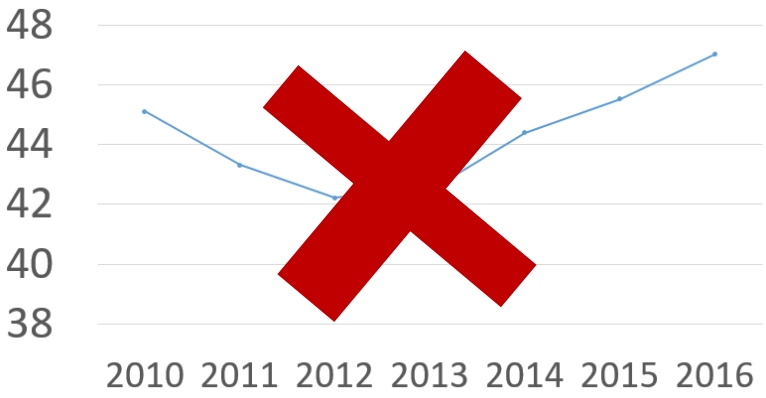
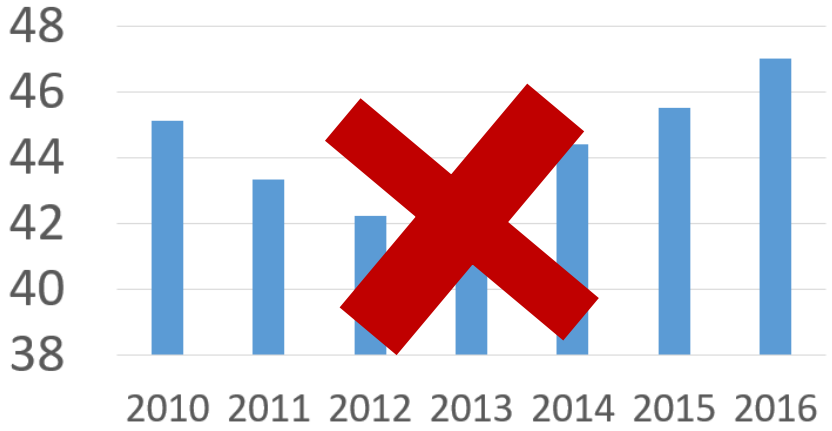
2014
2015
2016
2017

Scale Figures

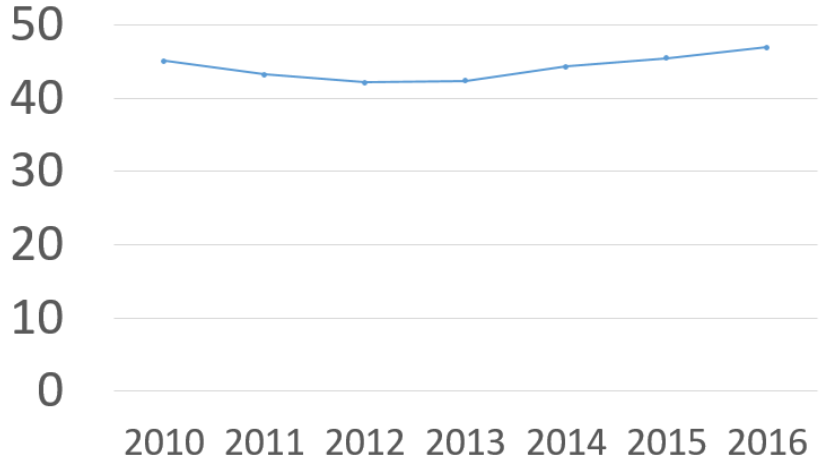


Scale Figures





vs



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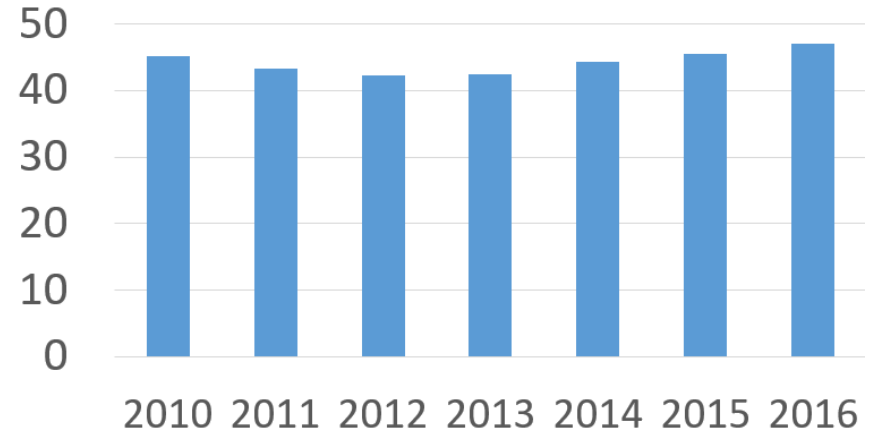
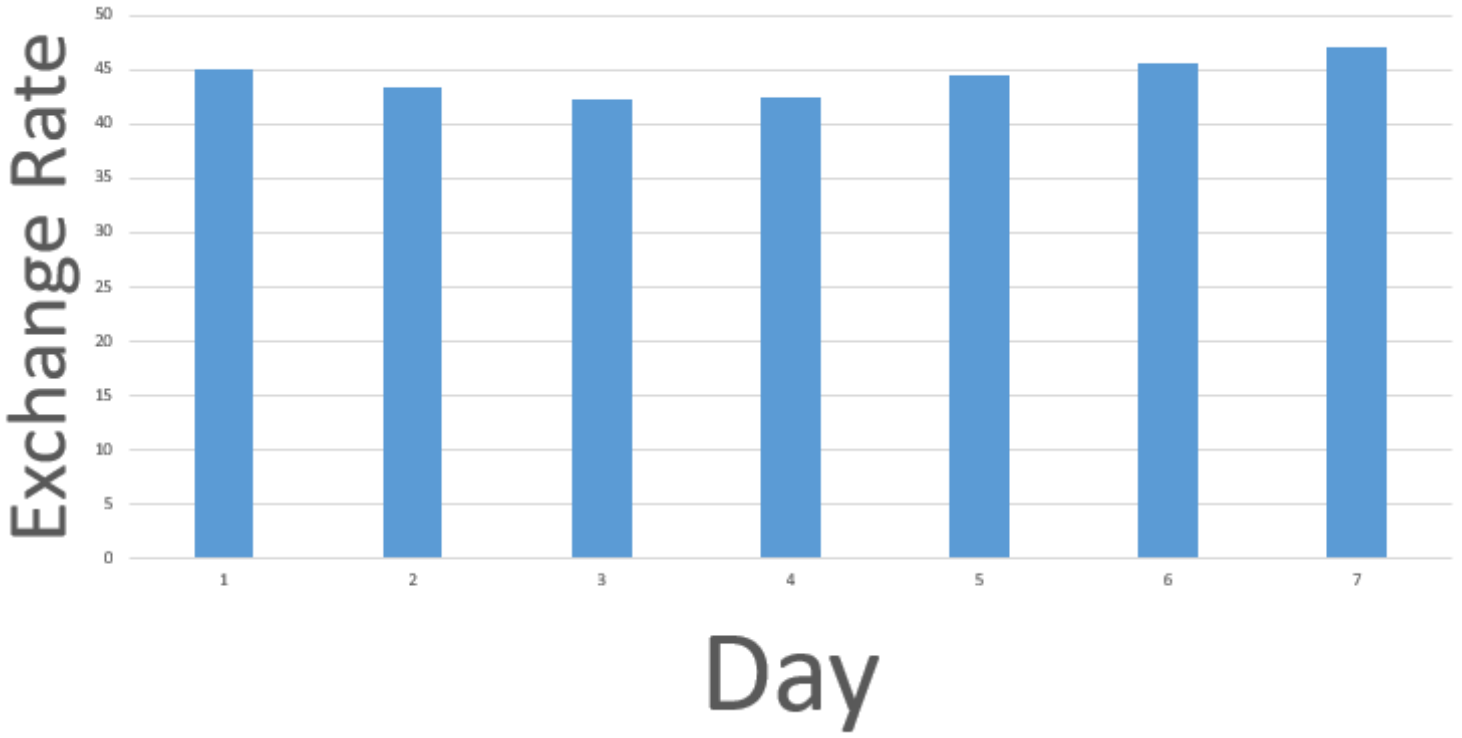
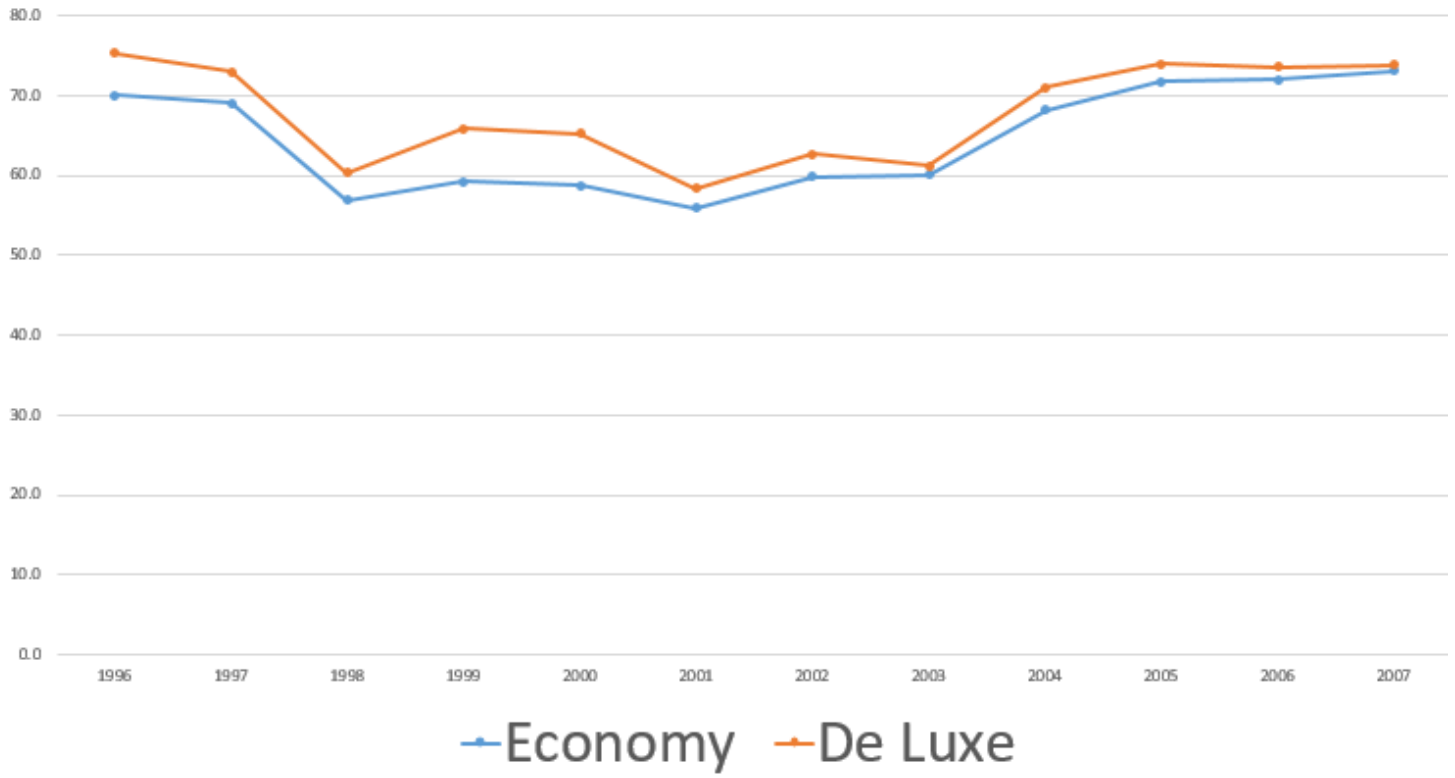


Scale Legends



Curve Legends/Labels



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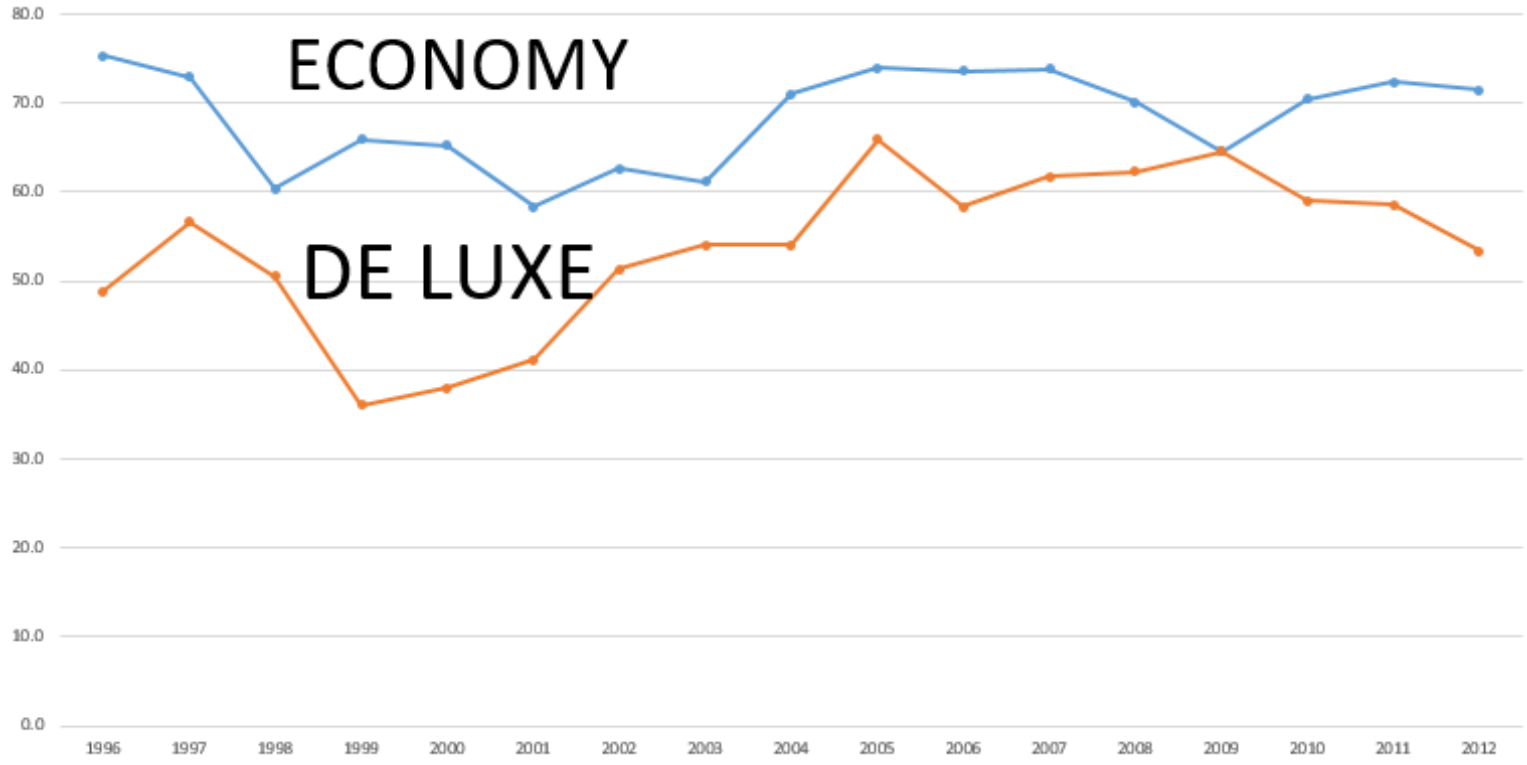
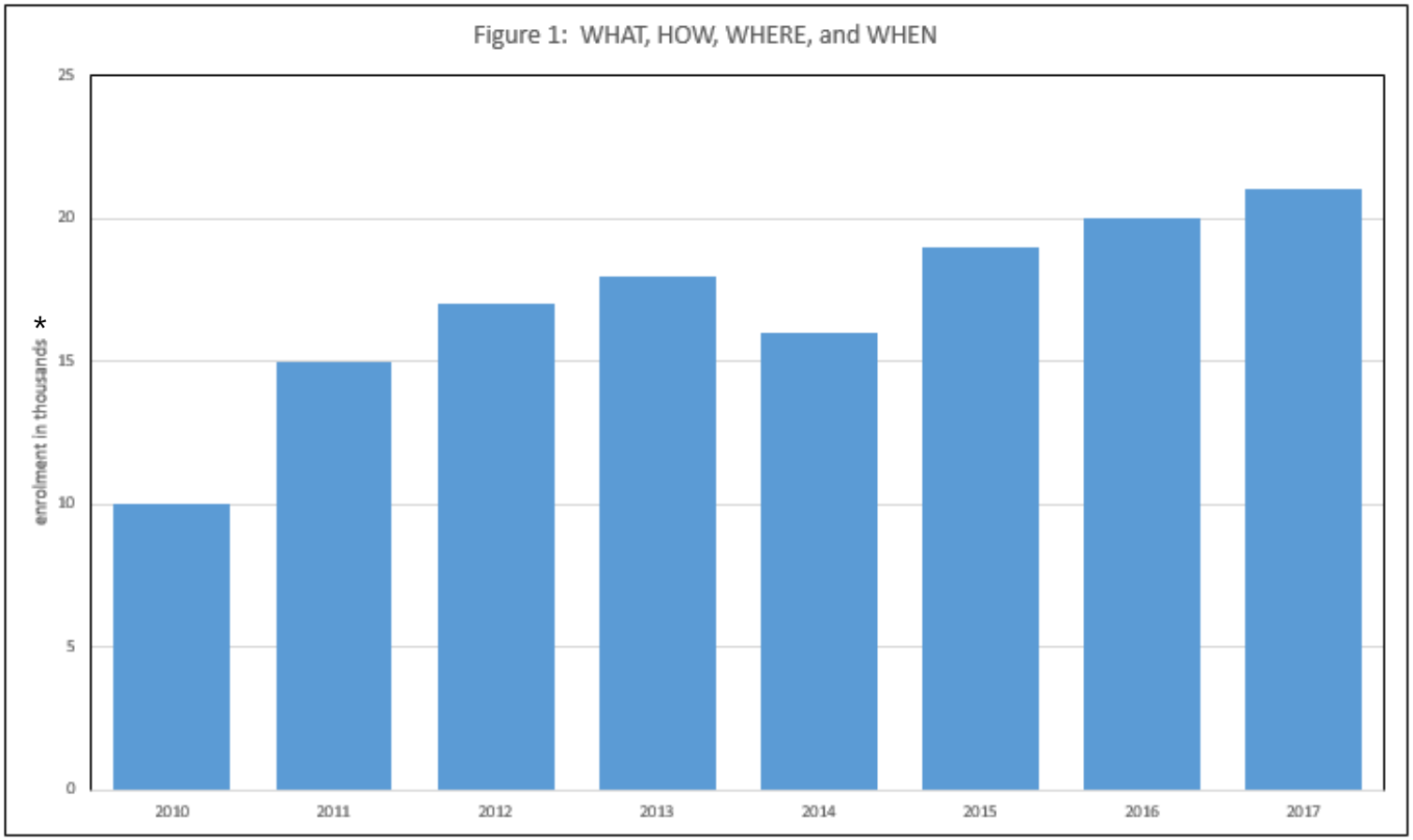
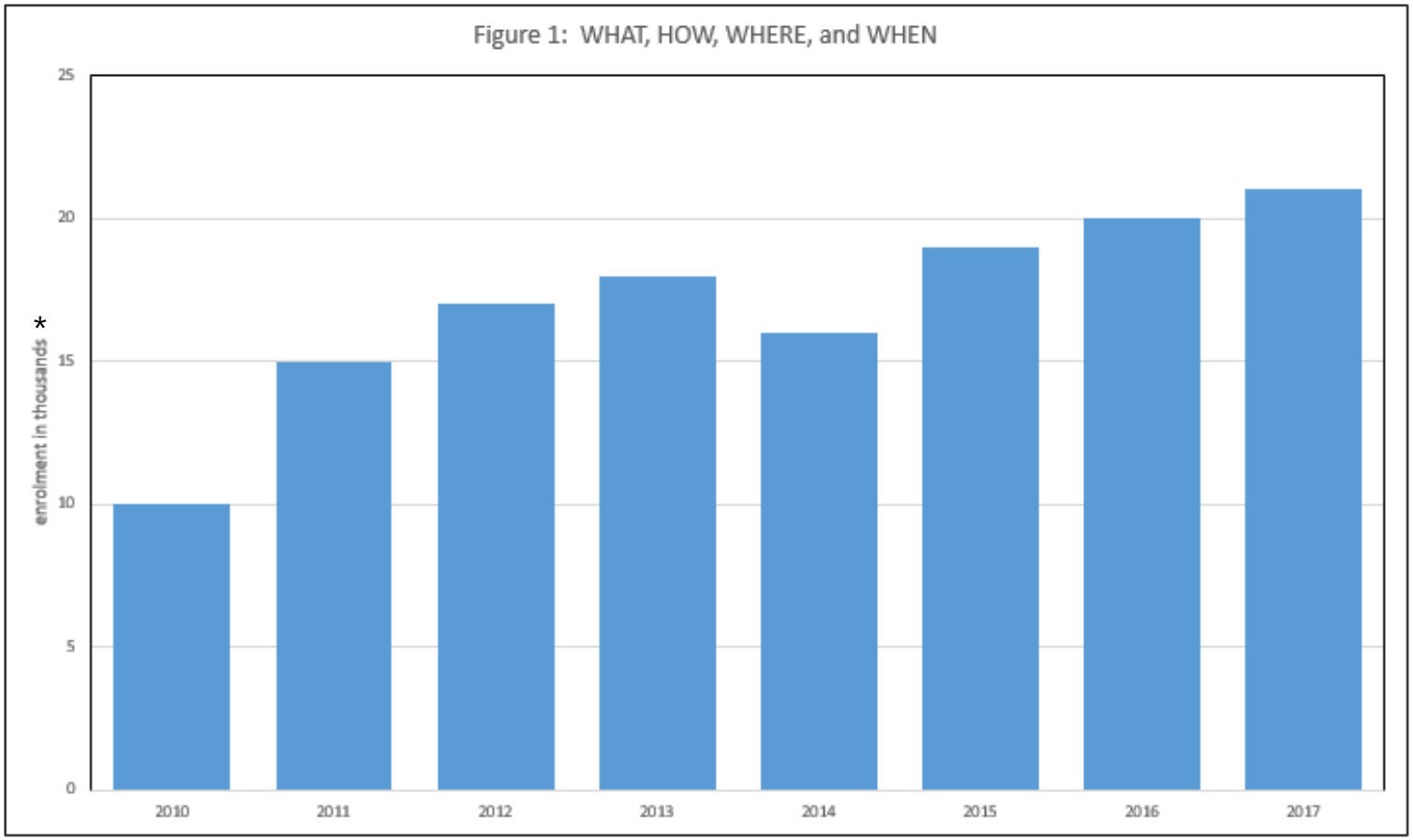


Footnote



* Enrolment (in thousands) is based on the partial count of the Registrar during the first week period of enrolment.

Source Note



Source: Office of the University Registrar (OUR)

TYPES OF STATISTICAL CHARTS

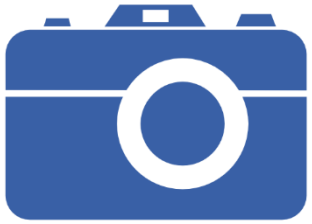
Types of Statistical Charts

Line

Column

Horizontal Bar

Pie



Pictograph

Statistical Map

LINE CHART

- ✓ for **time series data**
- ✓ emphasis is on the **movement**
- ✓ shows **trends, patterns, forecasts**
- ✓ applicable for one or more time series data for **comparison** purposes
- ✓ x-axis: *time*
- ✓ y-axis: *variable of interest*
- ✓ ratio of height to width should be **2:3** or **3:4**

Examples

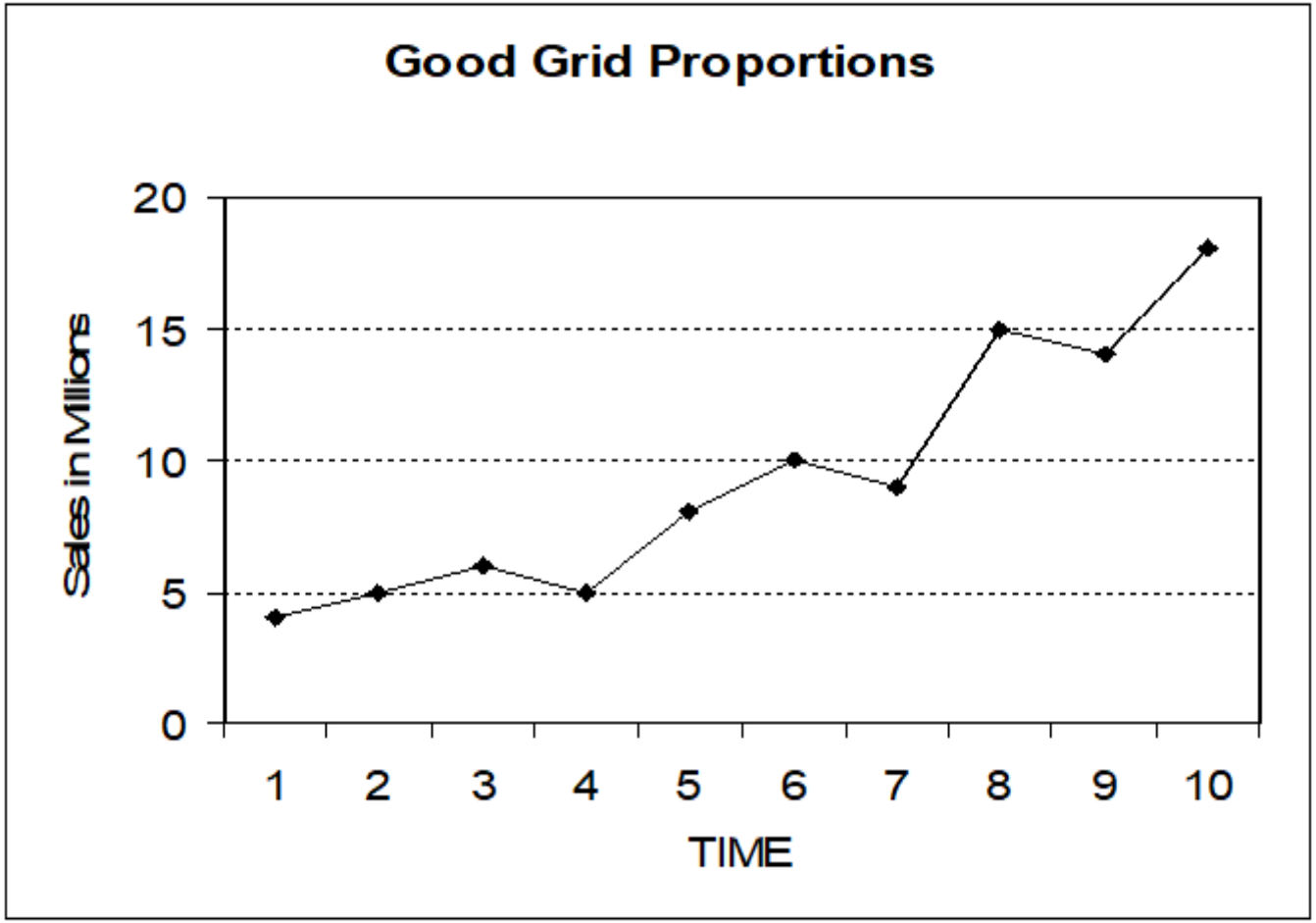
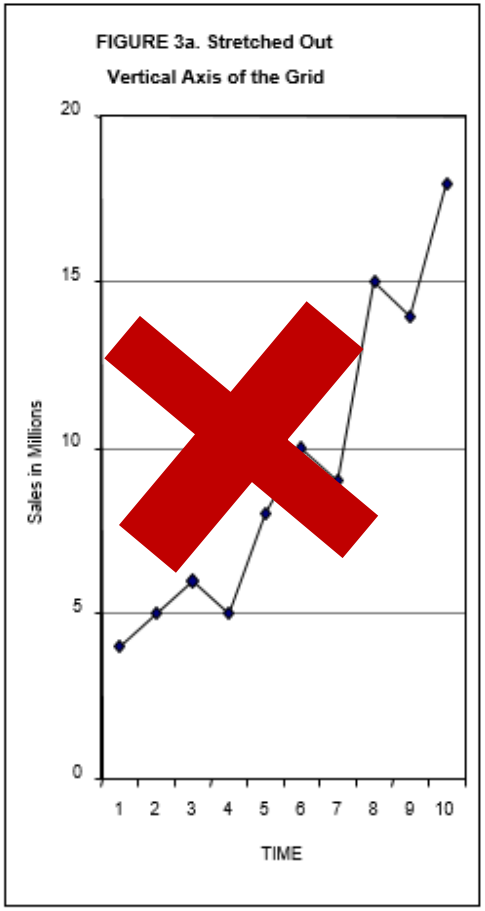


FIGURE Line Chart with Good Grid Proportions

Examples



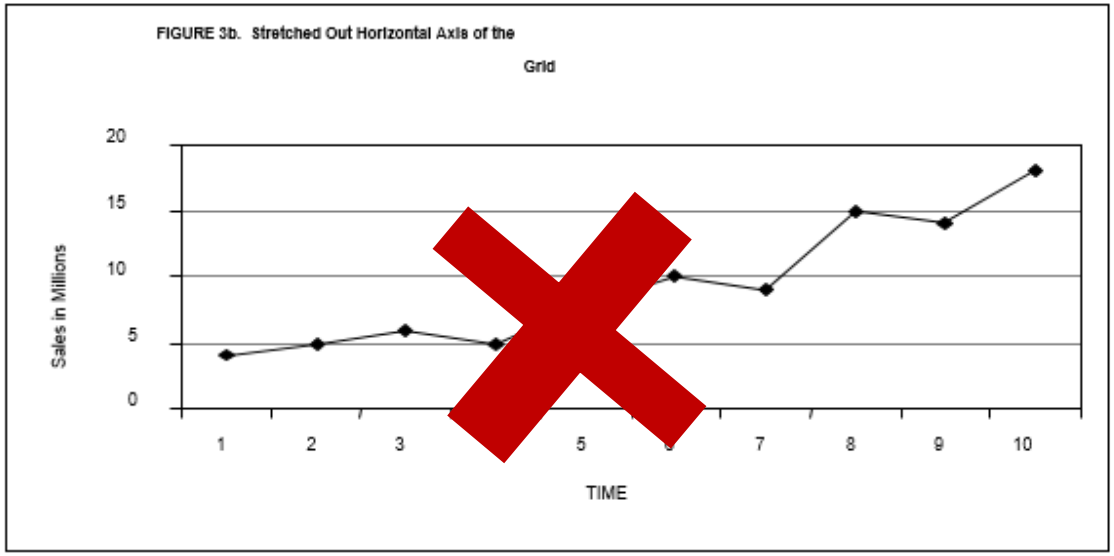
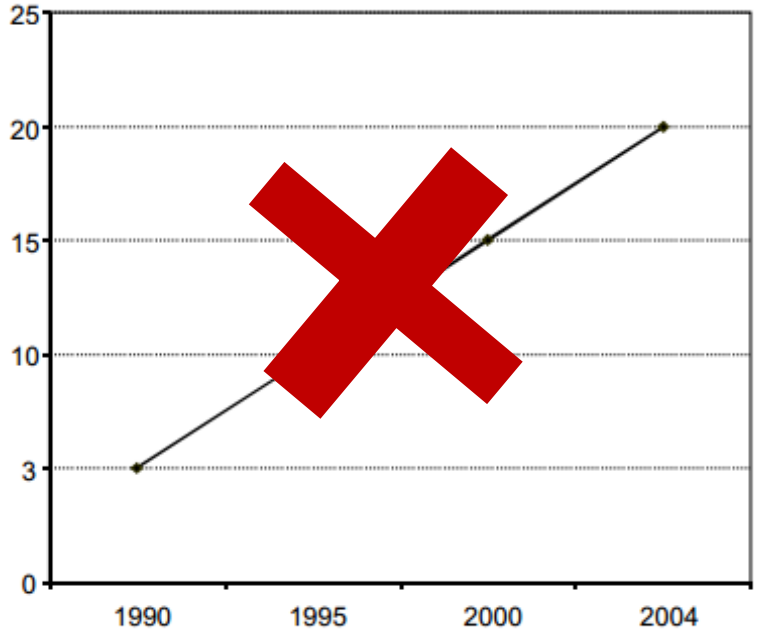


FIGURE . Stretched Out Vertical and Horizontal Axes and Its Consequences

Examples


25
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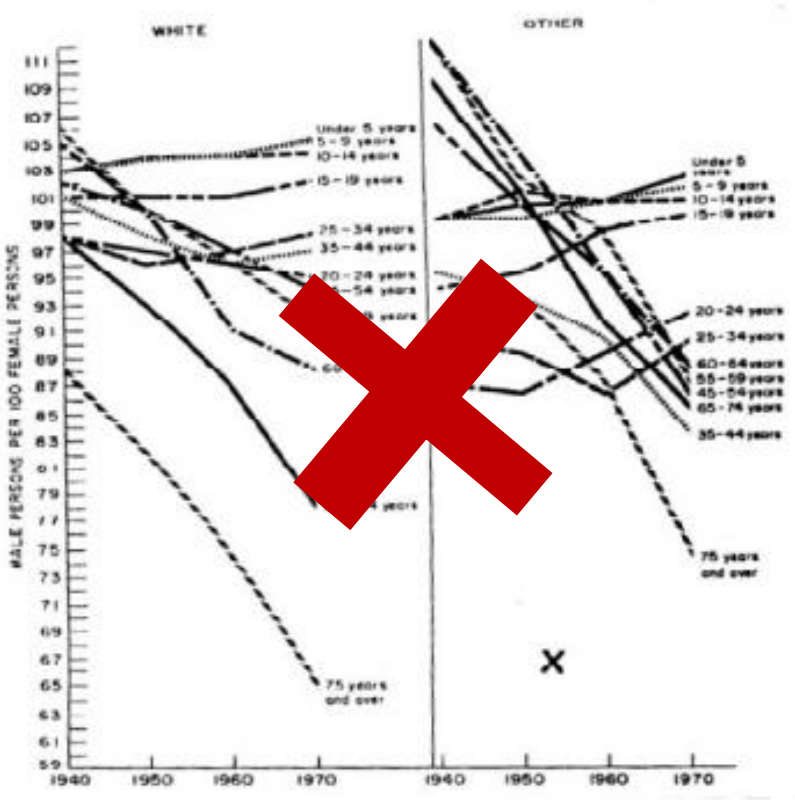
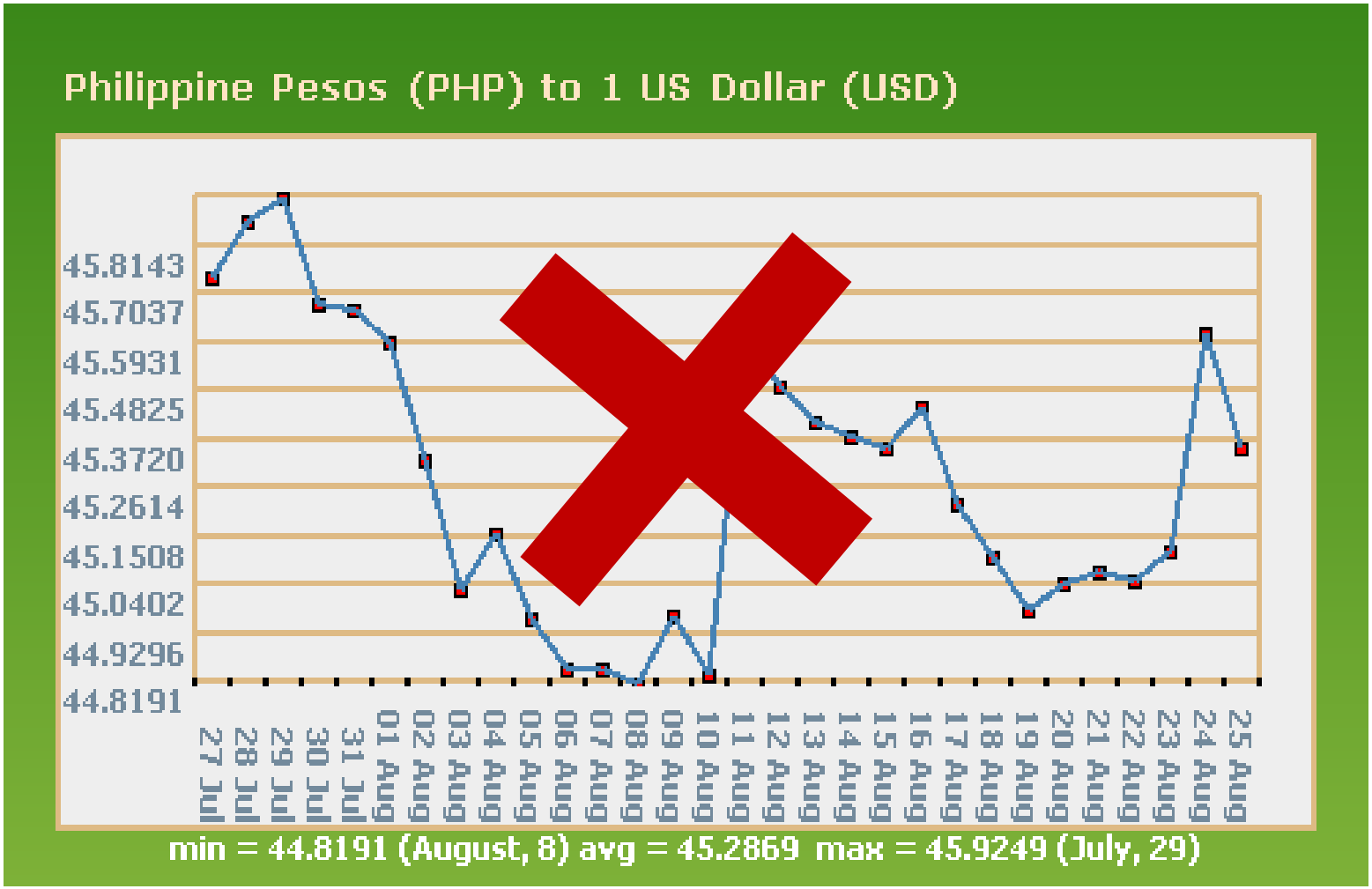
2000
2004


WHITE
OTHER
MALE PERSONS PER 100 FEMALE PERSONS
1940
1950
1960
1970
1940
1950
1960
1970

Examples


Philippine Pesos (PHP) to 1 US Dollar (USD)
45.8143
45.7037
45.5931
45.4825
45.3720
45.2614
45.1508
45.0402
44.9296
44.8191
27 Jul
28 Jul
29 Jul
30 Jul
31 Jul
01 Aug
02 Aug
03 Aug
04 Aug
05 Aug
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13 Aug
14 Aug
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16 Aug
17 Aug
18 Aug
19 Aug
20 Aug
21 Aug
22 Aug
23 Aug
24 Aug
25 Aug
min = 44.8191 (August, 8) avg = 45.2869 max = 45.9249 (July, 29)

COLUMN CHART

- ✓ Shows **comparisons** of amount of a variable of interest collected over time
- ✓ Emphasis is on the **magnitude** of the data set.
- ✓ **Height** of the column **represents** the **amount** of a specific time
- ✓ Columns must not be too long or too short, not too wide or too narrow.
- ✓ Usual space between bars is around **one-fourth of the width** of the column.

Examples

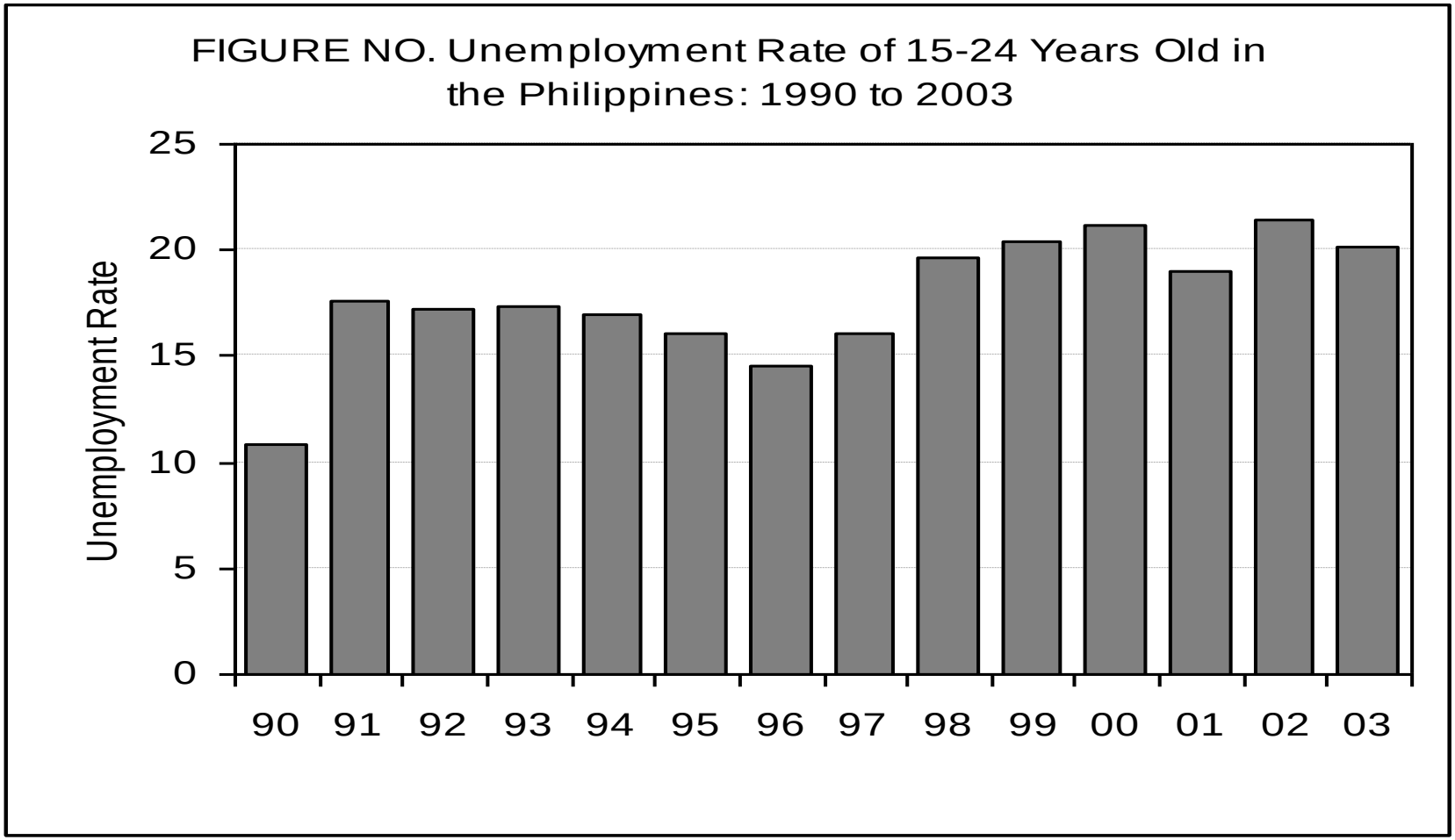
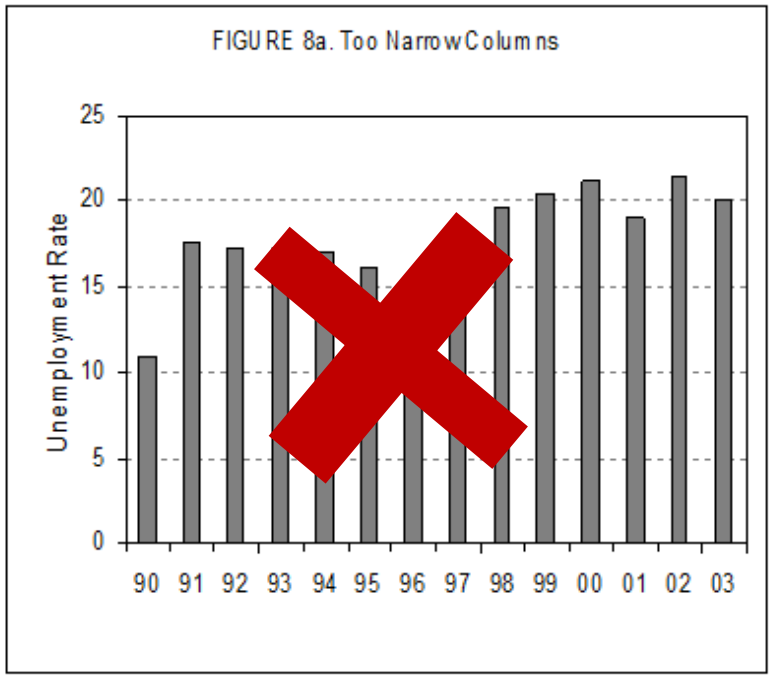
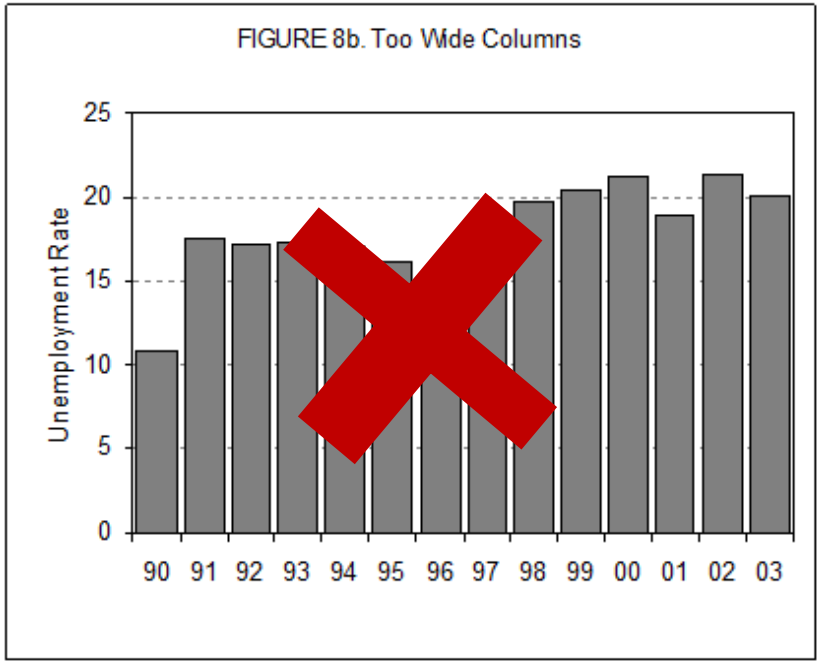


FIGURE NO. Unemployment Rate of 15-24 Years Old in the Philippines: 1990 to 2003
Unemployment Rate
25
20
15
10
5
0
90
91
92
93
94
95
96
97
98
99
00
01
02
03

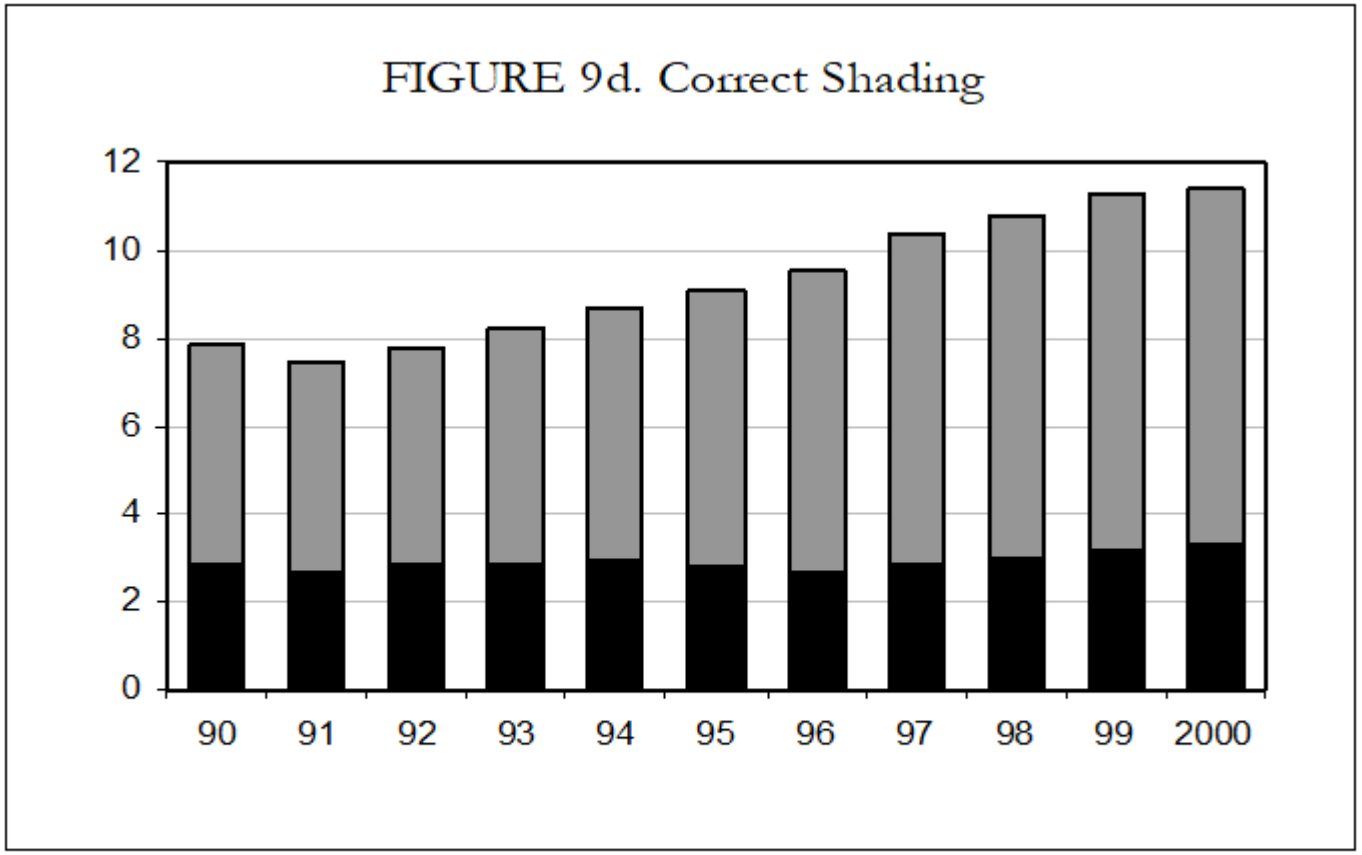
Examples





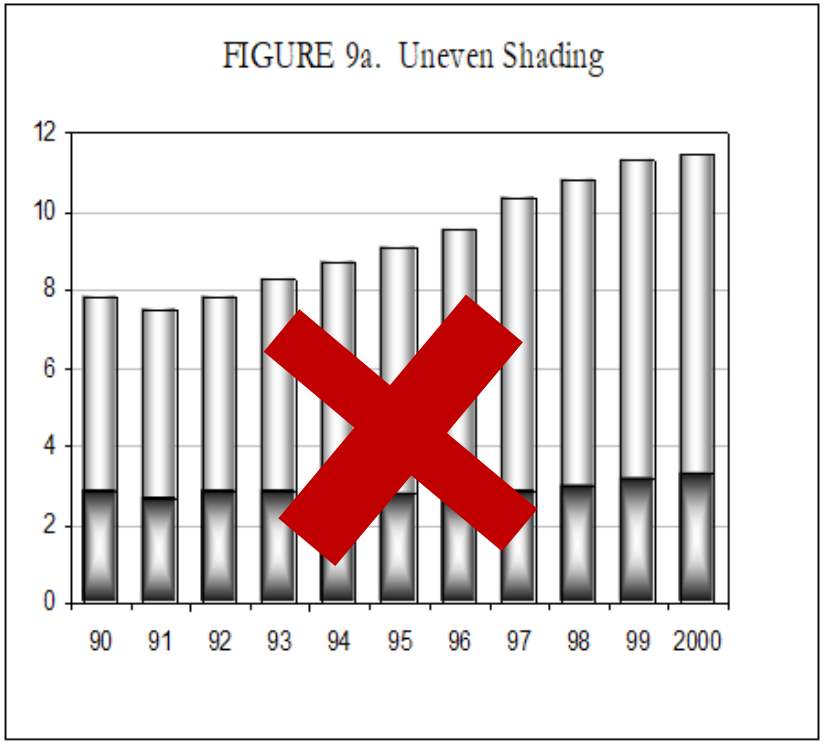
Illustrations of Incorrect Width and Spacing of Columns

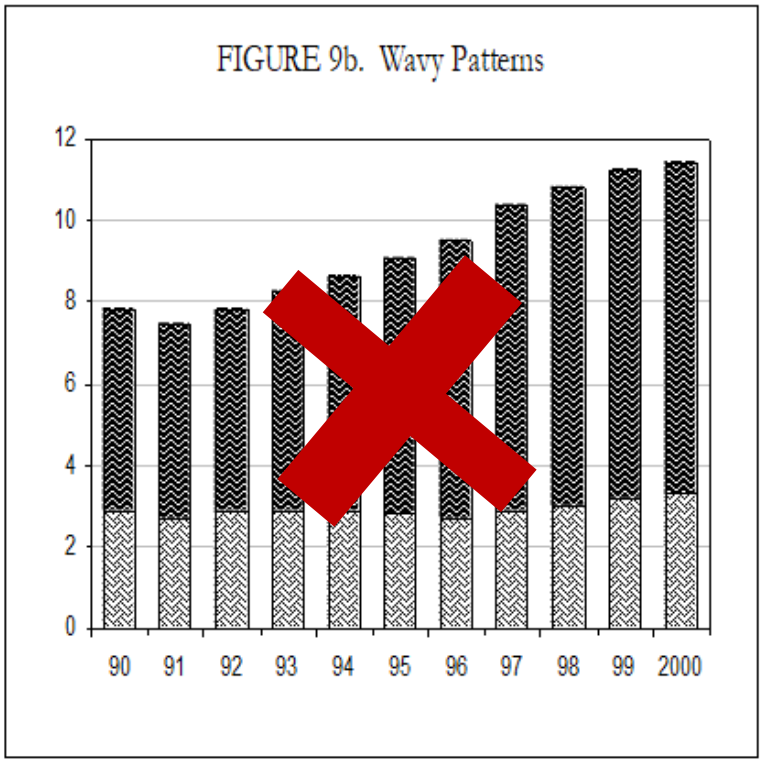
Examples



Example of Correct Shading

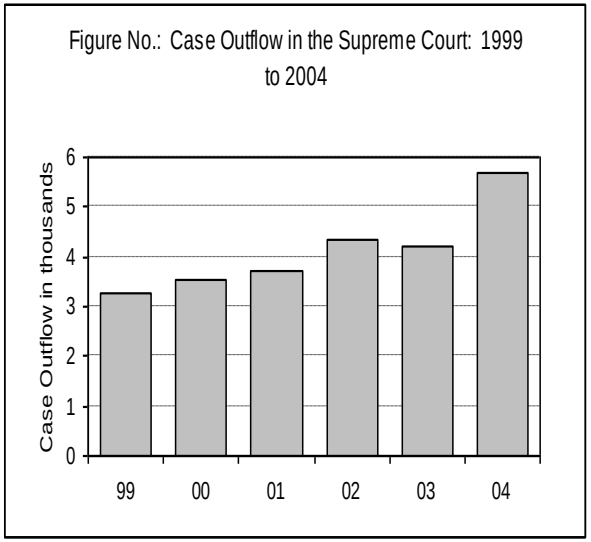
Examples

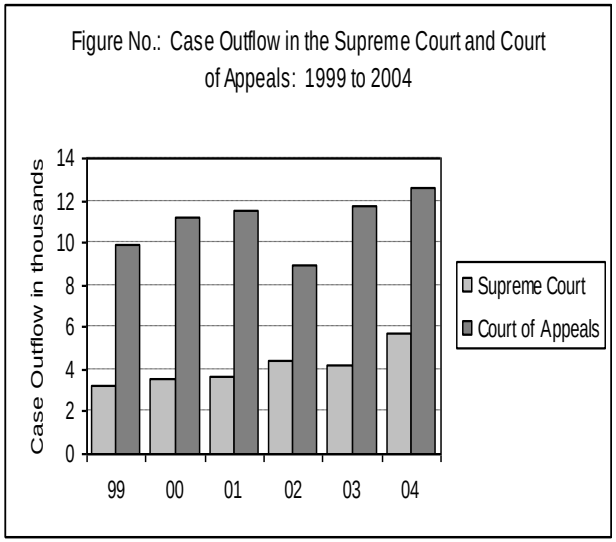


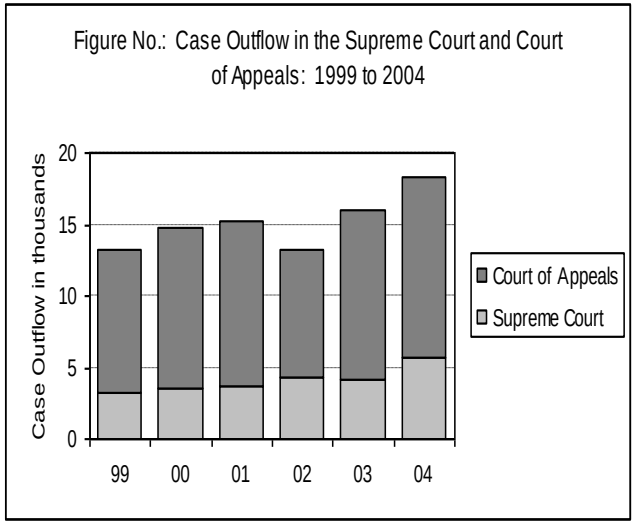


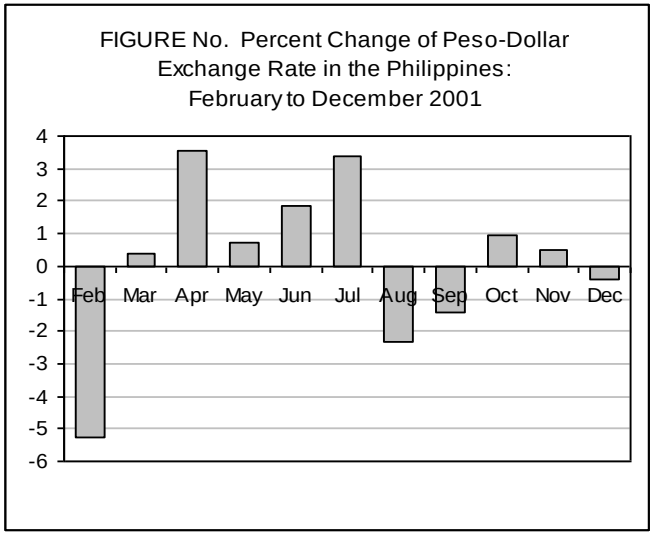
Examples of Poor Shading

Types of Column Chart









HORIZONTAL BAR CHART

- ✓ for **qualitative** data types given a specific time
- ✓ **compares** the magnitudes of the different categories of a qualitative variable
- ✓ x-axis*: amount or number*
- ✓ y-axis*: categories of the qualitative variable*

HORIZONTAL BAR CHART

- ✓ **Length** of the bar **represents** the **value** for the category.
- ✓ The spaces in between the bars may be **one-fifth to one-half the width** of the bar.
- ✓ **Arranging** the bars **according to length** facilitates comparisons.
- ✓ Use appropriate colors or patterns for the bars.

Examples

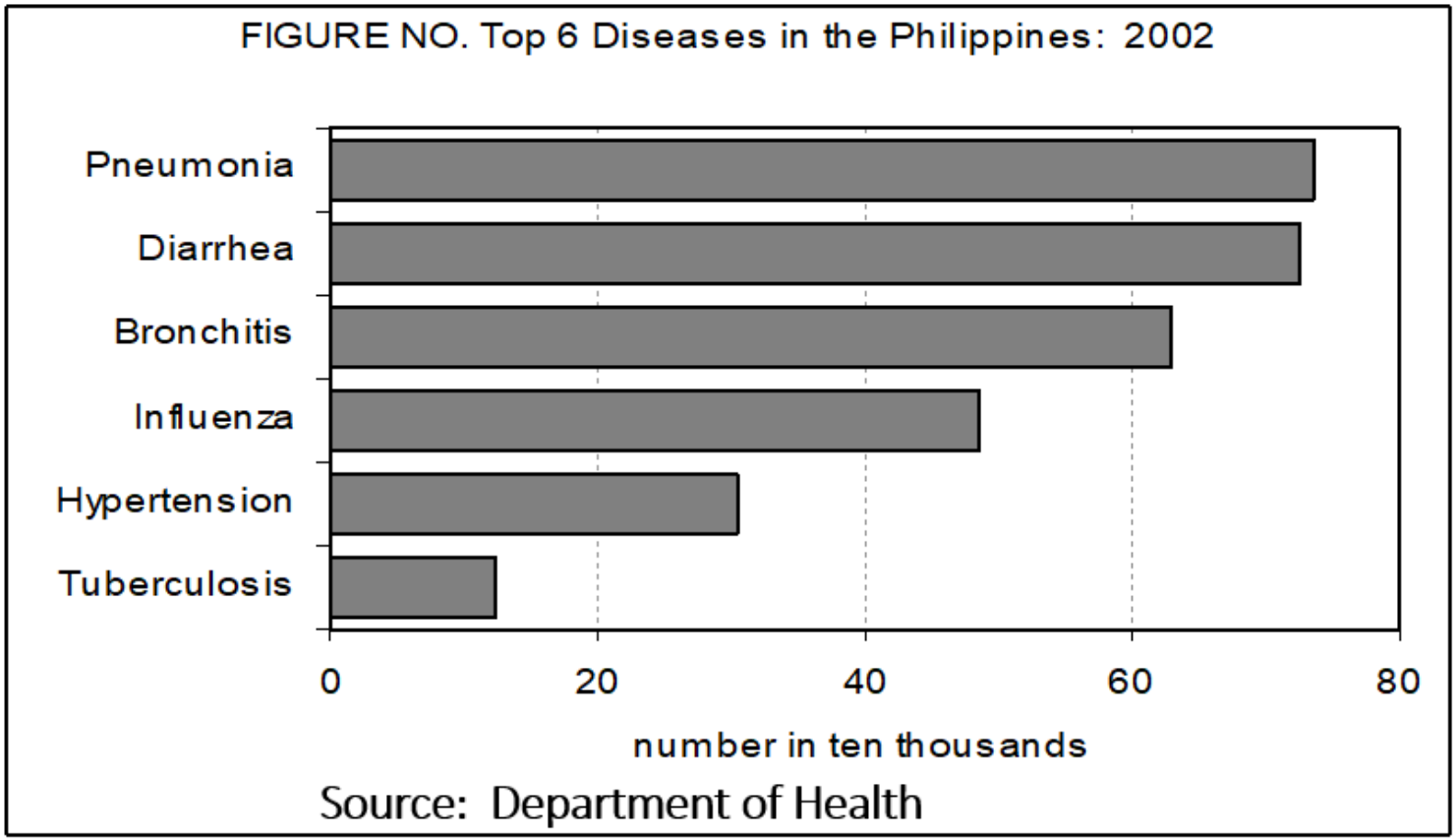


FIGURE NO. Top 6 Diseases in the Philippines: 2002
Pneumonia
Diarrhea
Bronchitis
Influenza
Hypertension
Tuberculosis
0
20
40
60
80
number in ten thousands
Source: Department of Health

PIE CHART

- ✓ Useful for data **sorted into categories** for a specific period.
- ✓ Purpose is to **show the components parts with respect to the total** in terms of the percentage distribution.
- ✓ Use the pie chart if there are **2-6 categories** in the data set.

PIE CHART

- ✓ Arrange components of the pie chart **according to magnitude**.
- ✓ If there is an “Others” category, we put it in the **last section**.
- ✓ Use different colors, shadings, or patterns to distinguish one section of the pie to the other sections.
- ✓ Plot the **biggest** slice at **12 o clock**.

Examples

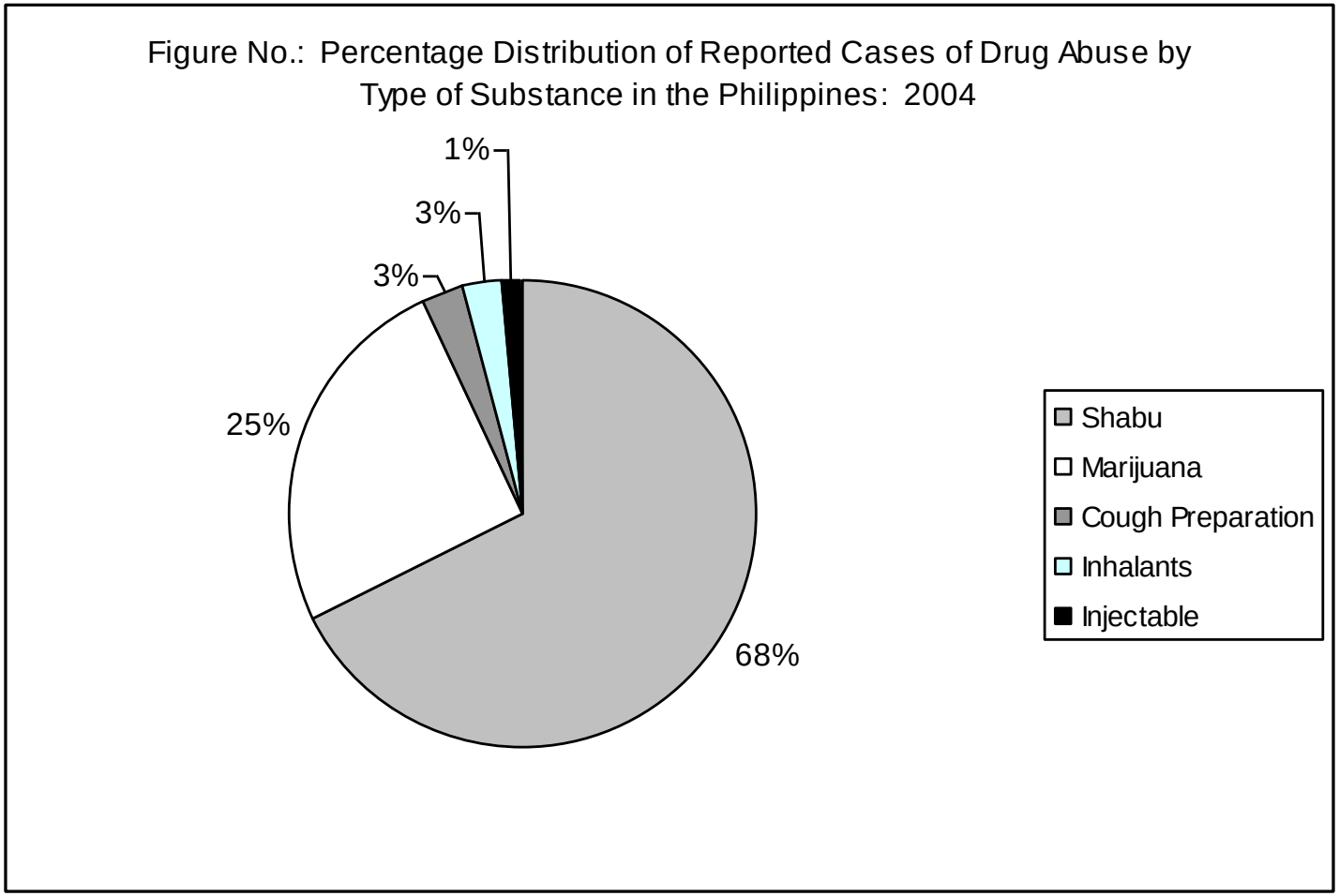
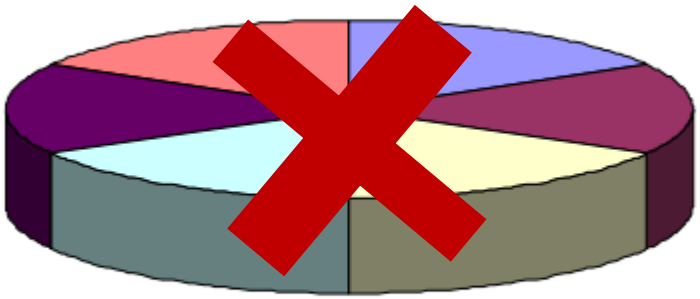
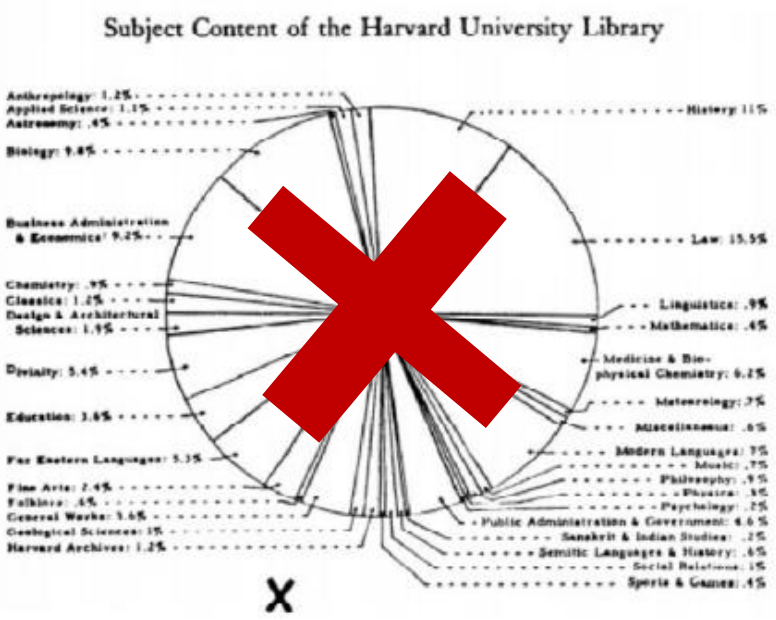


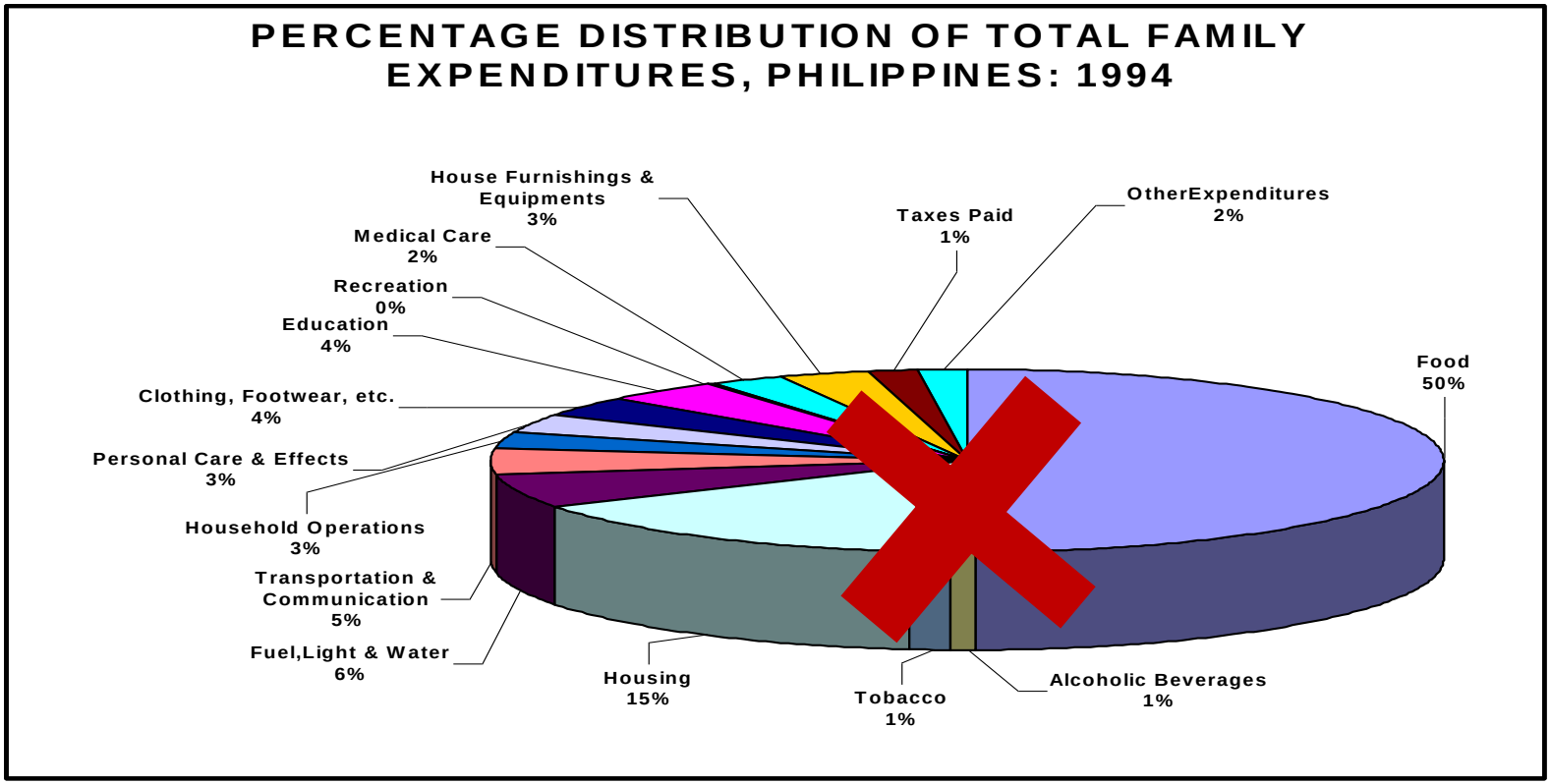
Figure No.: Percentage Distribution of Reported Cases of Drug Abuse by Type of Substance in the Philippines: 2004
1%
3%
3%
25%
68%
Shabu
Marijuana
Cough Preparation
Inhalants
Injectable

Examples




Subject Content of the Harvard University Library
Anthropology: 1.2%
Applied Science: 1.1%
Astronomy: .4%
Biology: 9.8%
Business Administration & Economics: 9.2%
Chemistry: .9%
Classics: 1.2%
Design & Architectural Sciences: 1.9%
Divinity: 5.4%
Education: 3.6%
Far Eastern Languages: 5.3%
Fine Arts: 2.4%
Folklore: .6%
General Works: 3.6%
Geological Sciences: 1%
Harvard Archives: 1.2%
History 11%
Law: 15.5%
Linguistics: .9%
Mathematics: .4%
Medicine & Biophysical Chemistry: 6.2%
Meteorology: .7%
Miscellaneous: .6%
Modern Languages: 7%
Music: .7%
Philosophy: .9%
Physics: .3%
Psychology: .2%
Public Administration & Government: 4.6%
Sanskrit & Indian Studies: .2%
Semitic Languages & History: .6%
Social Relations: 1%
Sports & Games: .4%

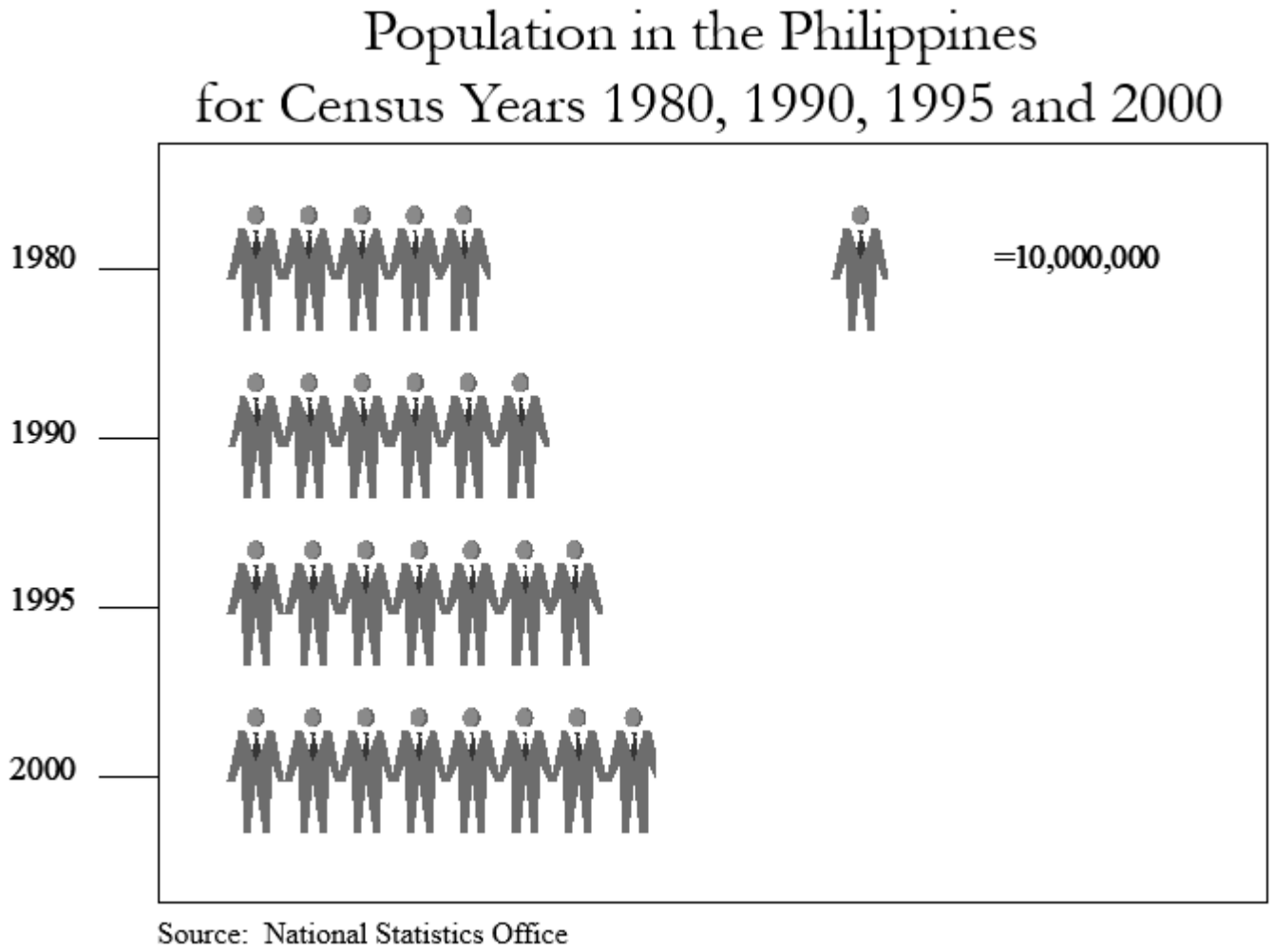
Examples


PERCENTAGE DISTRIBUTION OF TOTAL FAMILY EXPENDITURES, PHILIPPINES: 1994
House Furnishings & Equipments 3%
Medical Care 2%
Recreation 0%
Education 4%
Clothing, Footwear, etc. 4%
Personal Care & Effects 3%
Household Operations 3%
Transportation & Communication 5%
Fuel,Light & Water 6%
Housing 15%
Tobacco 1%
Alcoholic Beverages 1%
Taxes Paid 1%
OtherExpenditures 2%
Food 50%

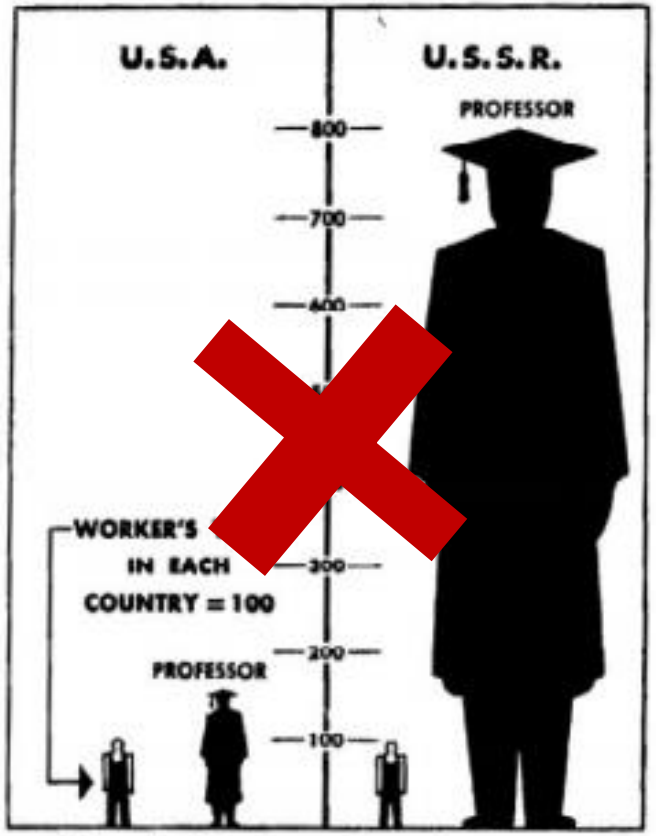
PICTOGRAPH

- ✓ gives an **approximation only of the actual figures**
- ✓ **compares** the different categories
- ✓ Symbols selected should be **self-explanatory and easy to understand**.
- ✓ Each **symbol represents a number**.

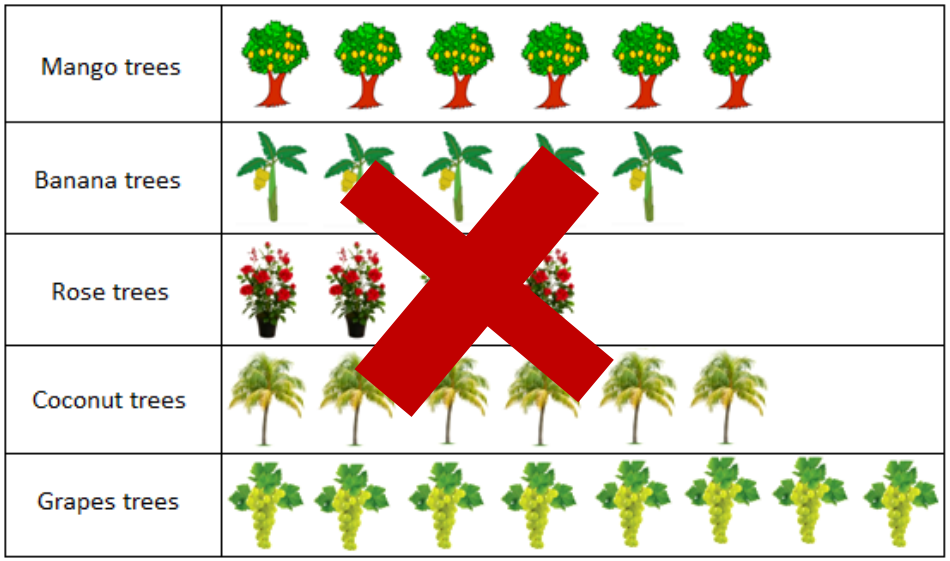
Examples


Population in the Philippines
for Census Years 1980, 1990, 1995 and 2000
1980
1990
1995
2000
=10,000,000
Source: National Statistics Office

Examples



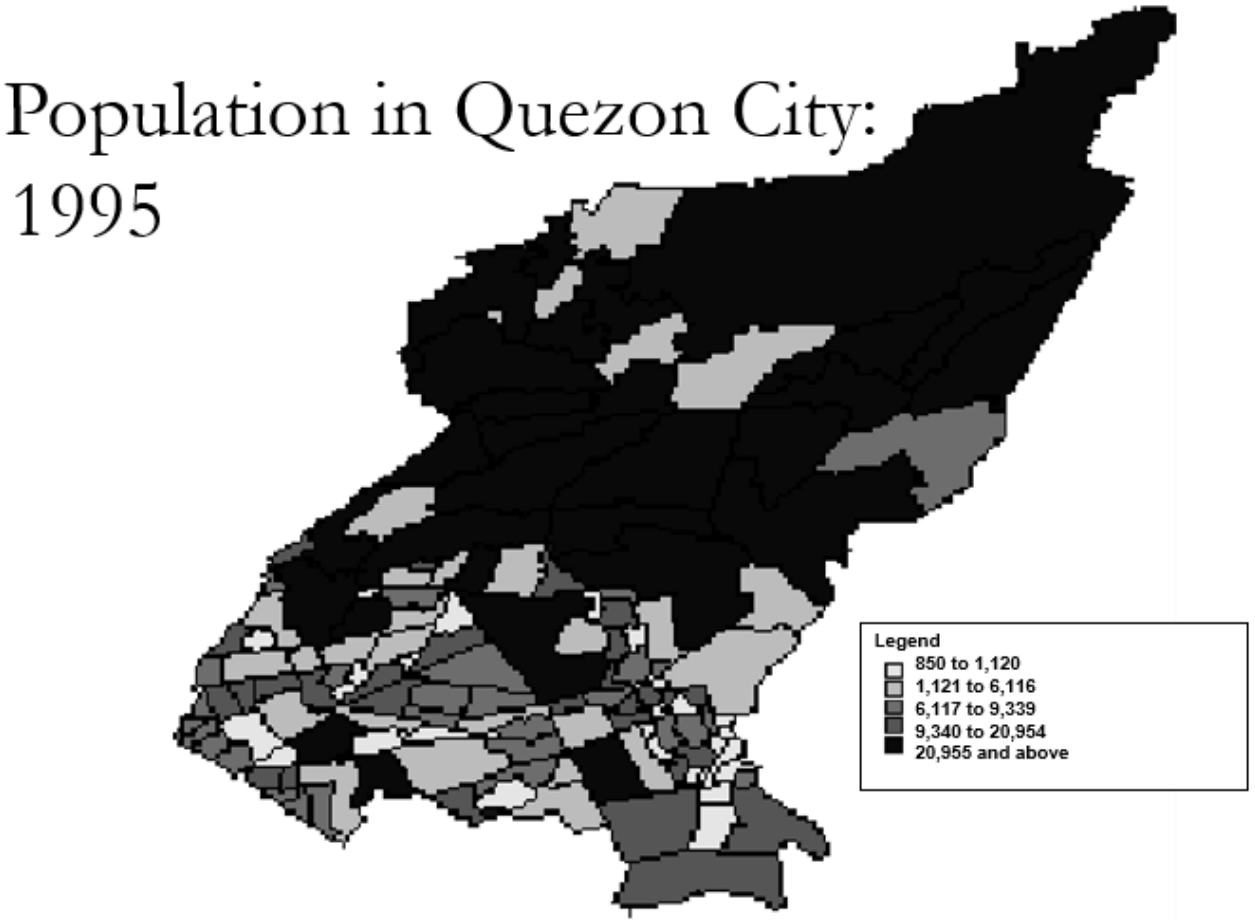
Where the Russian professor is a giant...
He earns 8 times as much as average Russian factory worker.
Our professors make only 1¾ times U.S. factory worker's pay.



STATISTICAL MAPS

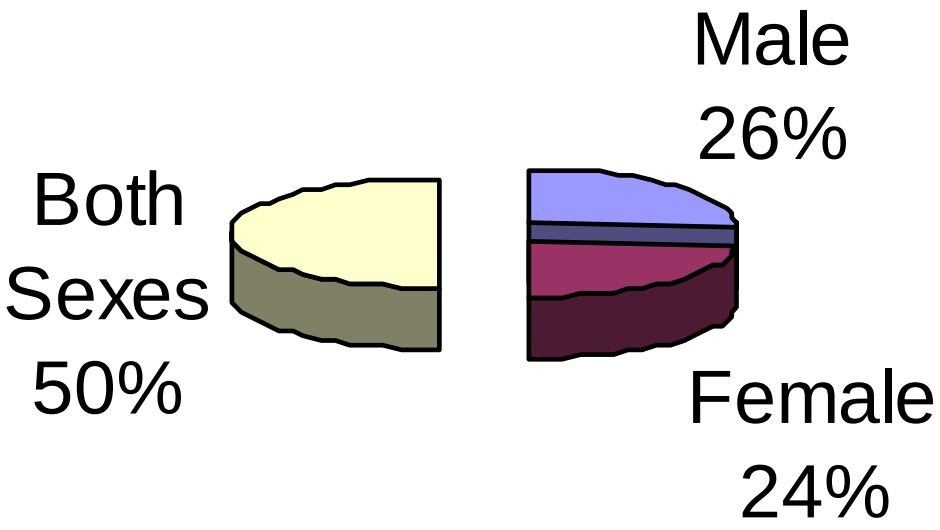
- ✓ to show data in **geographical areas**
- ✓ Geographic areas may represent barangays, cities, district, provinces, and countries.
- ✓ Figures in the map can be **numbers, ratios, rates, percentages, and indices**.

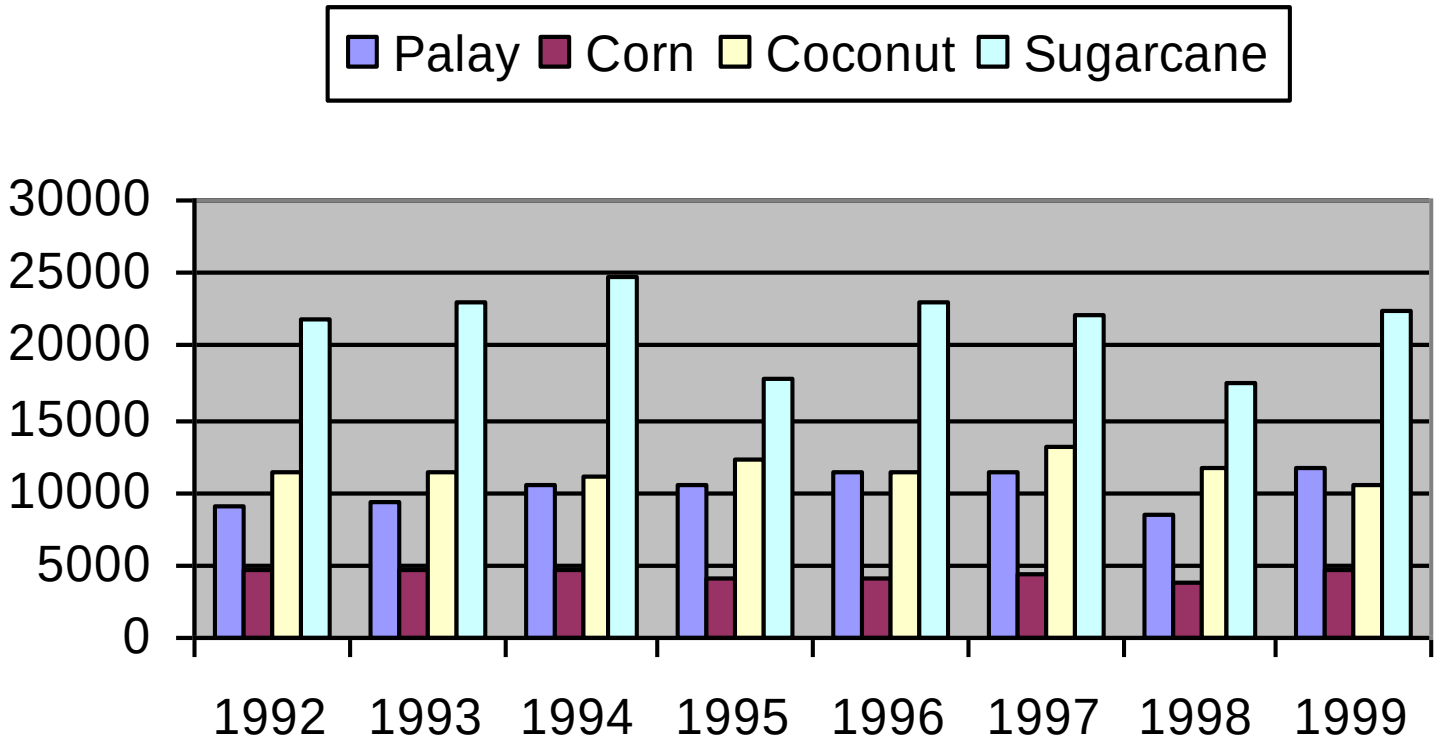
Examples

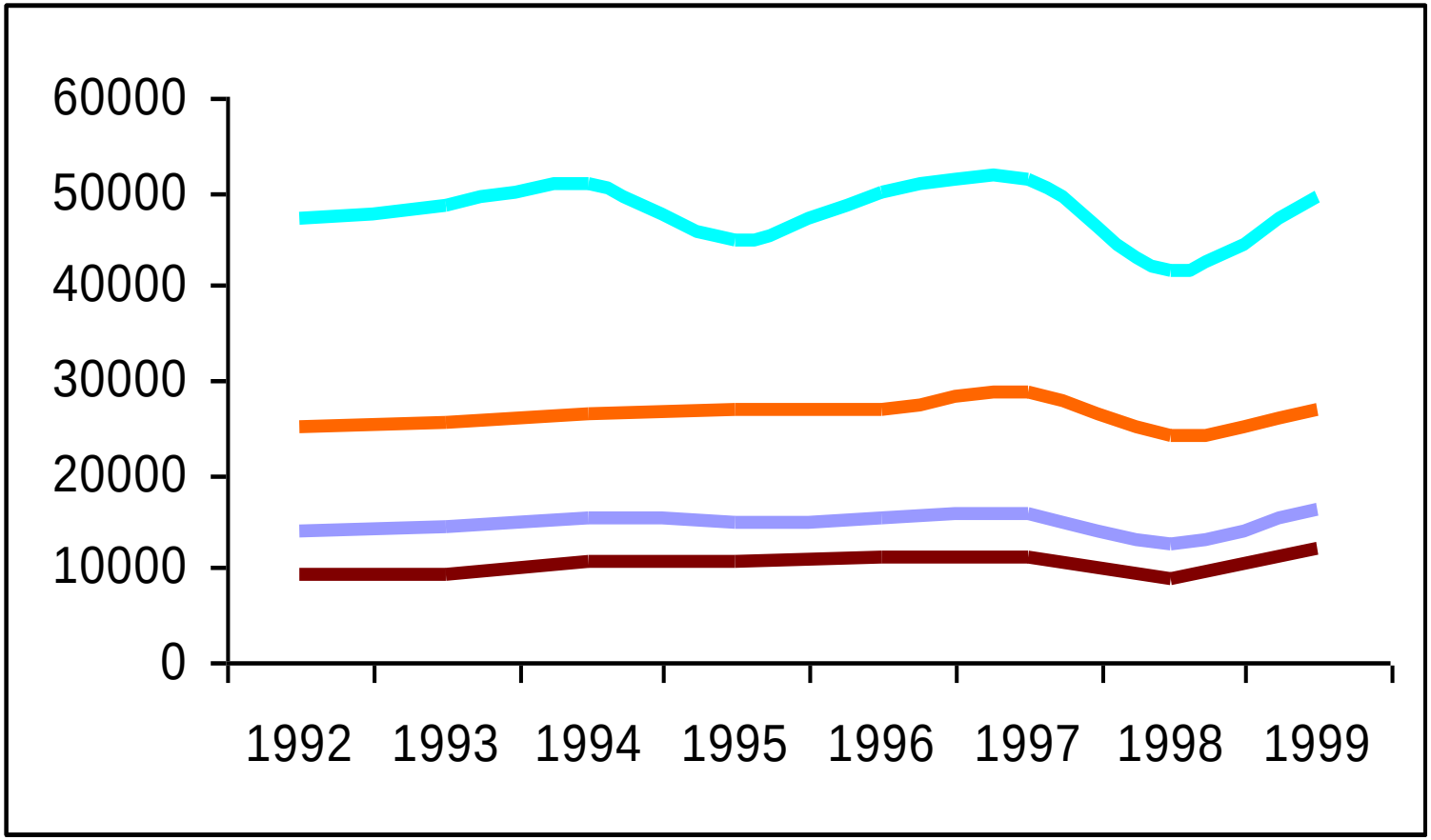

Population in Quezon City:
1995
Legend
850 to 1,120
1,121 to 6,116
6,117 to 9,339
9,340 to 20,954
20,955 and above

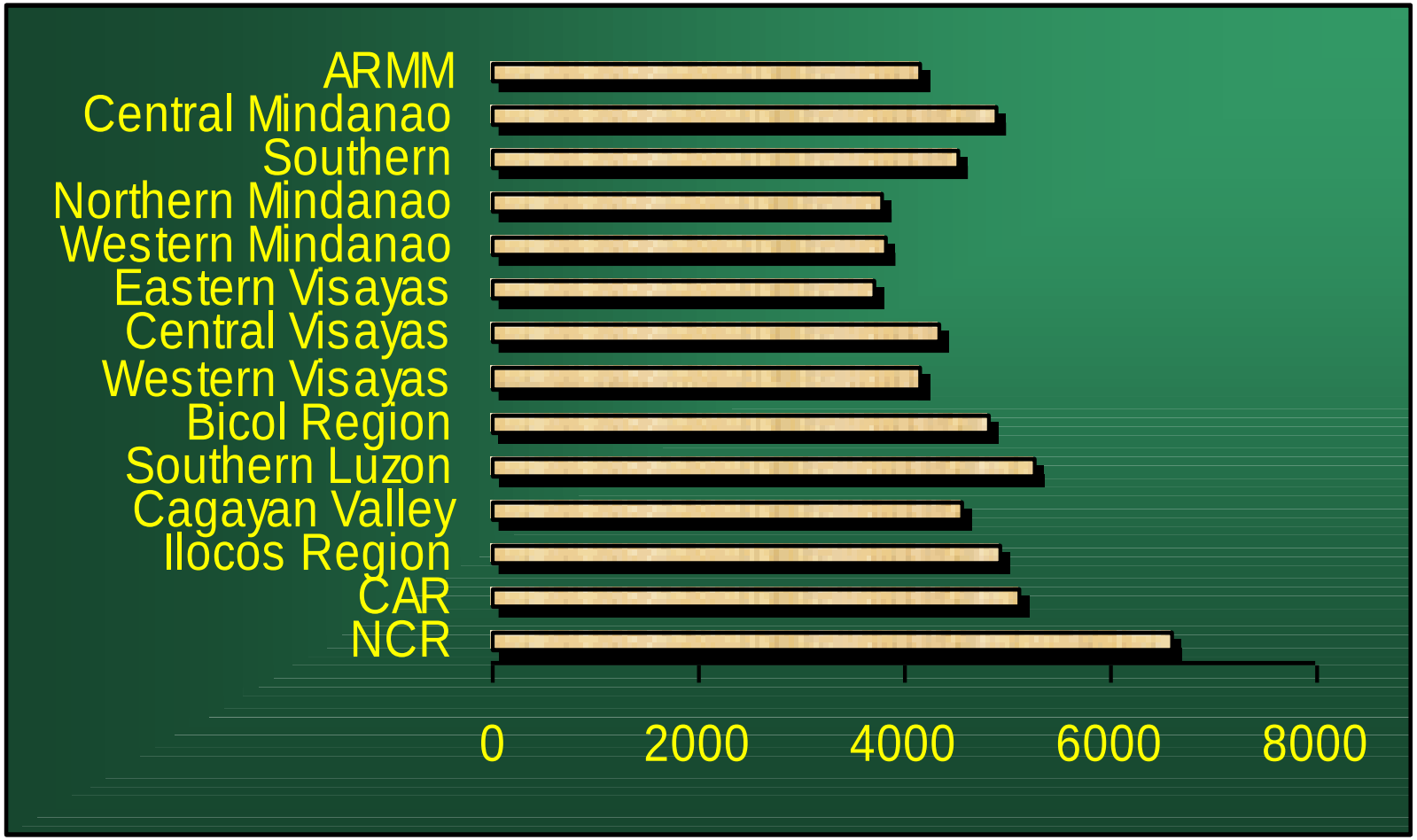
EXERCISE:

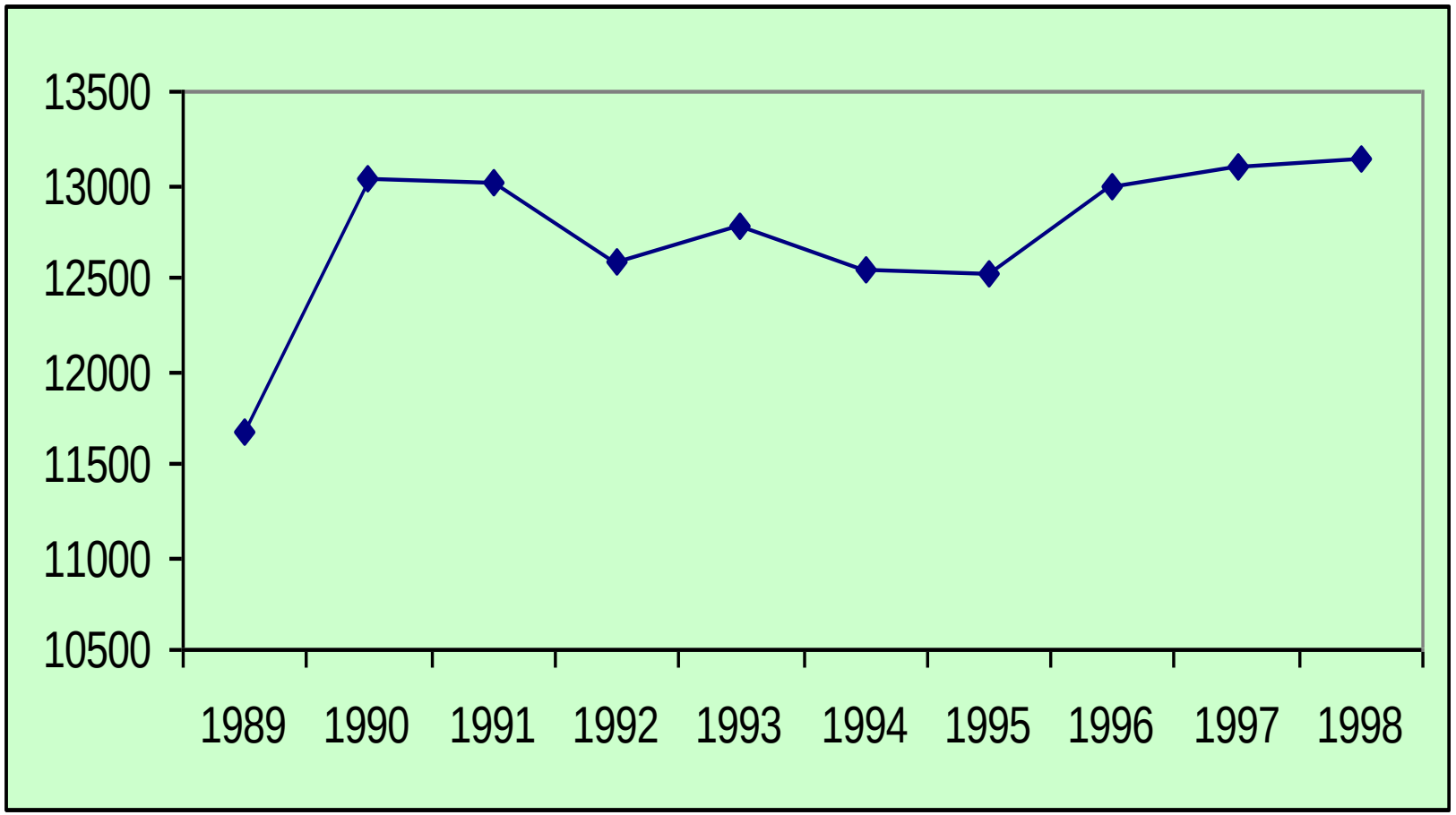
Let's examine the following graphs and give some comments.

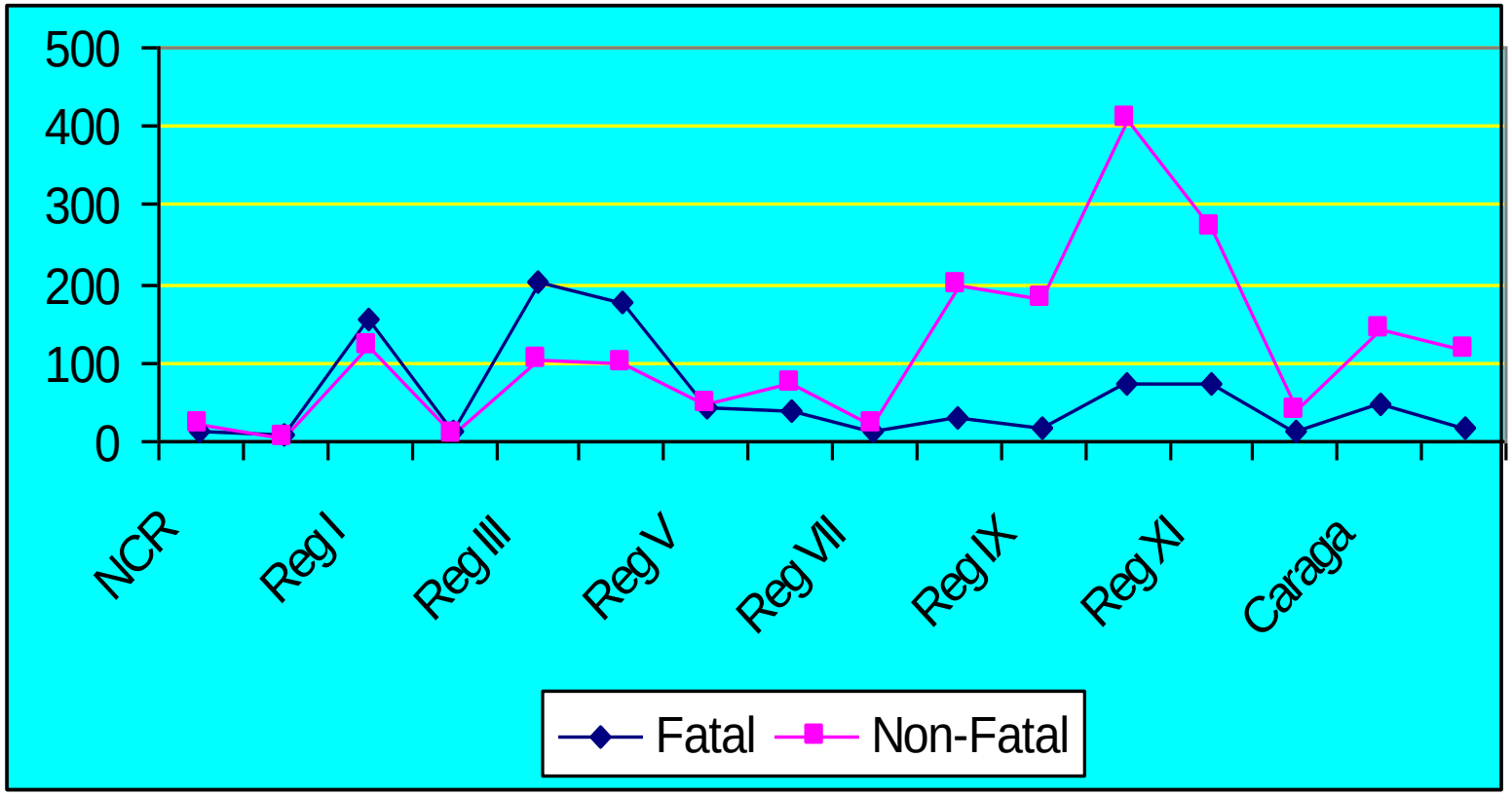

Male
26%
Both
Sexes
50%
Female
24%


Palay
Corn
Coconut
Sugarcane
30000
25000
20000
15000
10000
5000
0
1992
1993
1994
1995
1996
1997
1998
1999


60000
50000
40000
30000
20000
10000
0
1992
1993
1994
1995
1996
1997
1998
1999


ARMM
Central Mindanao
Southern
Northern Mindanao
Western Mindanao
Eastern Visayas
Central Visayas
Western Visayas
Bicol Region
Southern Luzon
Cagayan Valley
Ilocos Region
CAR
NCR
0
2000
4000
6000
8000


13500
13000
12500
12000
11500
11000
10500
1989
1990
1991
1992
1993
1994
1995
1996
1997
1998


500
400
300
200
100
0
NCR
Reg I
Reg III
Reg V
Reg VII
Reg IX
Reg XI
Caraga
Fatal
Non-Fatal

CREATING & DESIGNING YOUR PRESENTATION

EMPOWERING THE
WORLD TO DESIGN

www.canva.com

What is Canva?

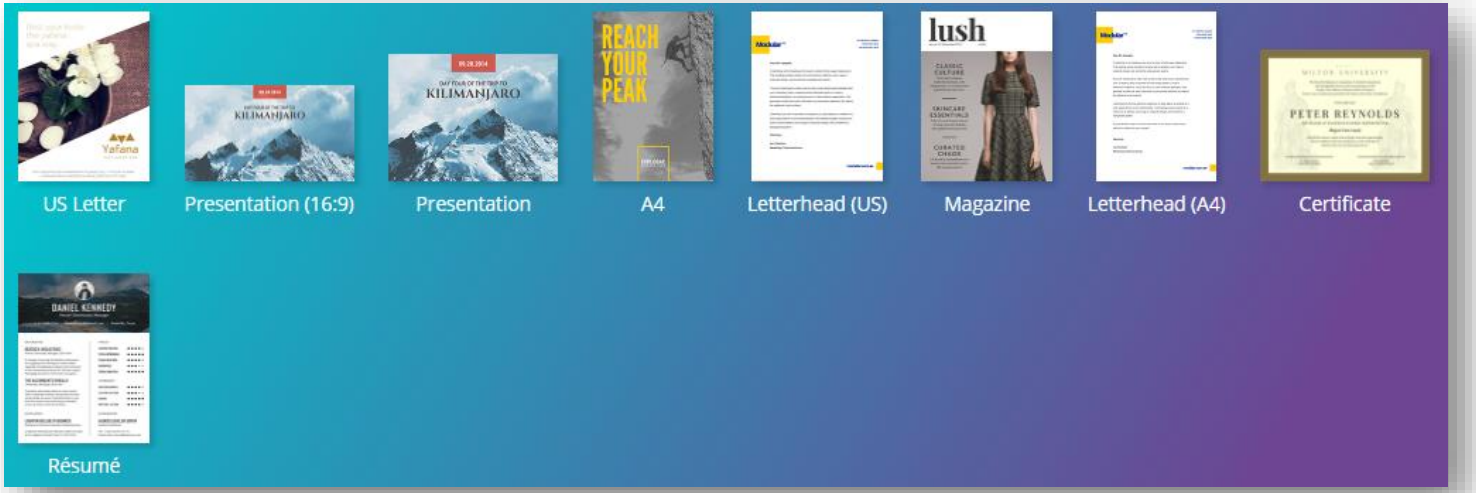
- Canva is a **simple new way** to design beautiful and professional graphics.

- It has a **simple drag-and-drop design interface** with a library of more than 1 million photos, graphics, and fonts.

What can I do with Canva?

Social Media Posts

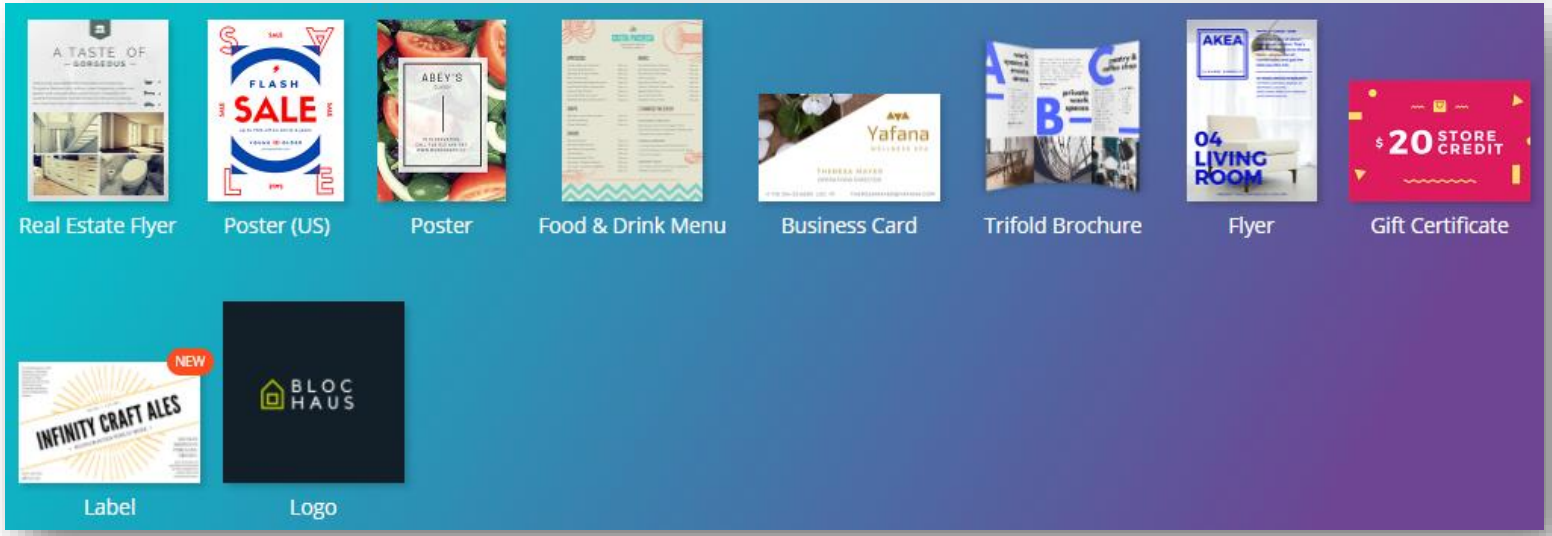
Documents



What can I do with Canva?

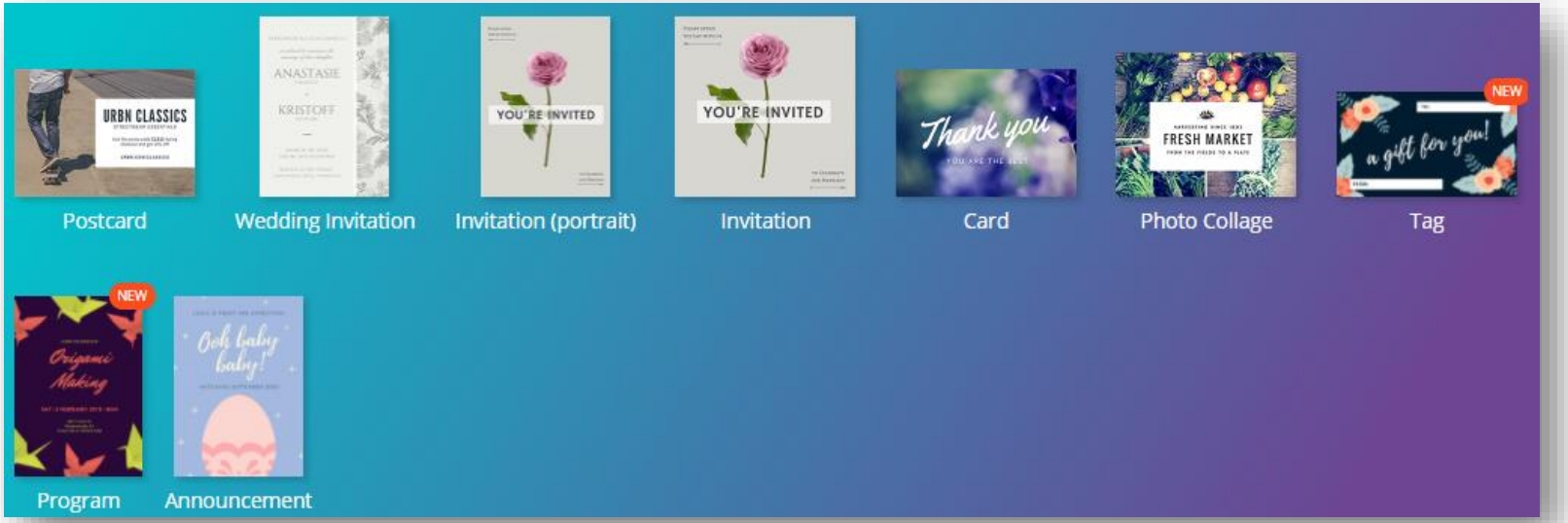
Blogging and eBooks

Marketing Materials

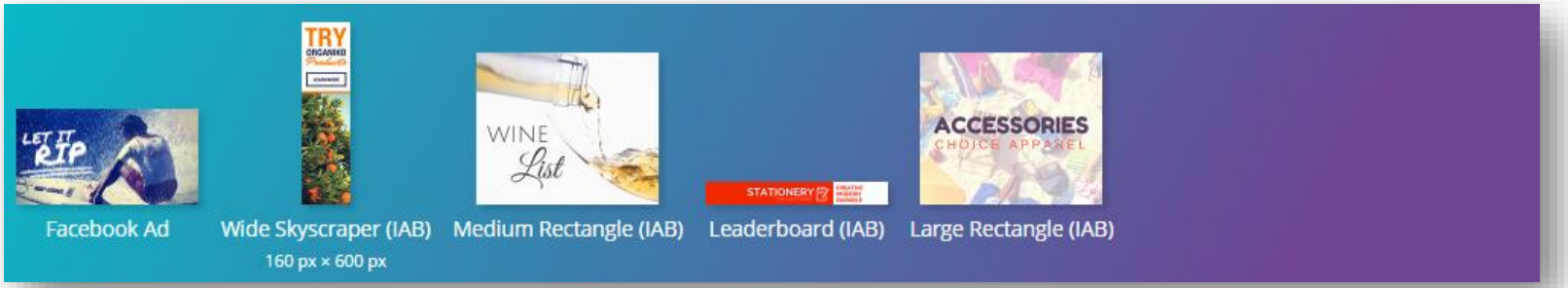


What can I do with Canva?

Events Materials

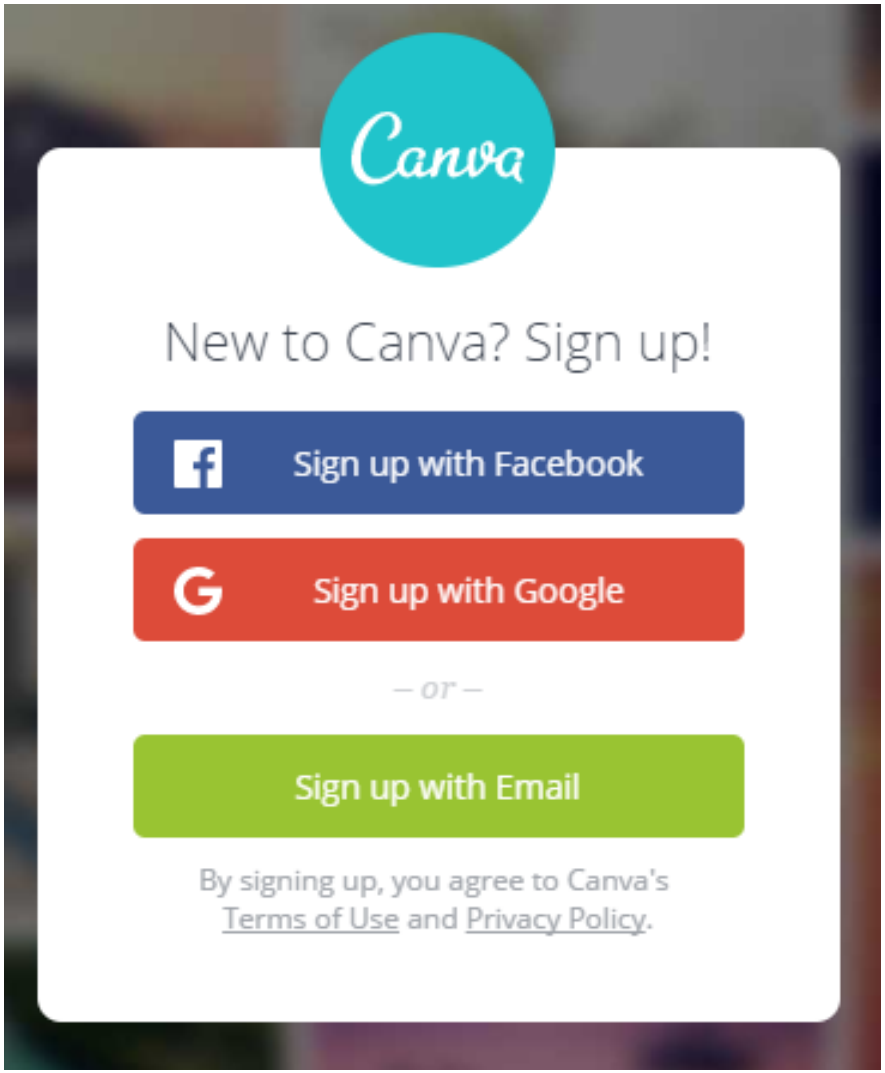


Advertisements



Setting up an Account

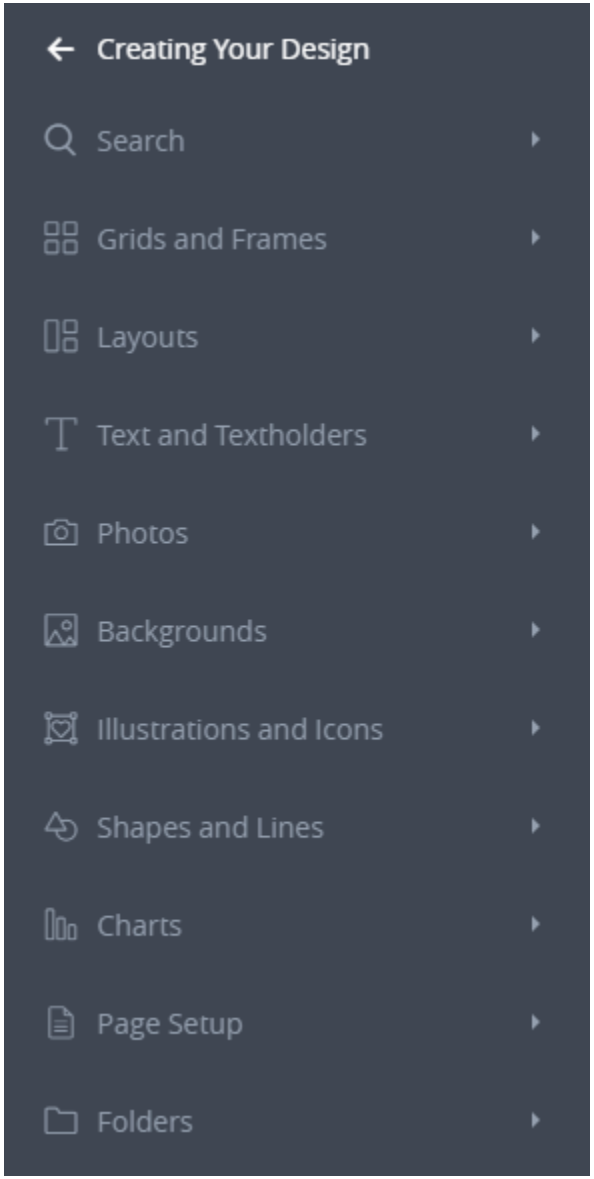
- Signing up in Canva is simple! You may either use your **Facebook account** or your **Google Mail (gmail) account** to sign up and log in!



Creating your Design

- Let us visit the site **support.canva.com** to guide us through the program.

- With the *Creating Your Design* tab, there are many elements to choose from and navigate, such as the Search, Grids and Frames, Layouts, among others.



Search + Advanced Search

apple

apple + red

apple NOT red

apple OR banana

apple + cutout:true

apple + icon

apple + illustration

Grids

Why use a grid?

- Grids help you **place your images in an aesthetically pleasing format**.
- You might want to use grids to **show a progression, much like a storyboard,** or merely for a stylistic effect.

Grids

- Adding a Grid
- Removing a Grid
- Resizing a Grid
- Adjust spacing in a Grid
- Adding a background in the Grid

Frames

Why use a frame?

- Canva offers dozens of different kinds of frames that will suit any design.
- You can use a frame **to draw attention to a particular part** of a composition or photograph.
- You can also use frames purely as decorative elements **to make a design more appealing** or create a distinct feel.

Frames

- Adding a Photo to a Frame
- Adjusting a Photo in a Frame

Layouts

Why use a layout?

- Layouts offer **pre-designed visual solutions** for virtually any kind of content you need to produce.
- If you're **having trouble structuring content or selecting fonts** that go well together, layouts give ideas or a design ready for you to use.
- You can **alter each layout as much as you'd like** and change any design element. Think of layouts as beautiful, easily customizable design templates.

Texts

- Adding a Text
- Deleting a Text
- Changing the Font, Size, and Color of a Text
- Aligning Text
- Emphasize Text
- Adding a Bullet
- Changing the Spacing of a Text
- Changing the Transparency of a Text
- Rotating a Text

Photos

- ❑ Free Photos
- ❑ Uploading Photos from your Computer
- ❑ Adding a Photo
- ❑ Removing a Photo
- ❑ Cropping a Photo
- ❑ Filtering a Photo
- ❑ Flipping a Photo

Backgrounds

Why use a background?

- Backgrounds offer a **quick and simple way to add color to your design**. Instead of using a plain white background as your backdrop, find one that best fits your goals.

- There are **3 types of background**:
  - Solid color background
  - Illustrative background
  - Image background

Backgrounds

- ❑ Free Photos
- ❑ Uploading Photos from your Computer
- ❑ Adding a Photo
- ❑ Removing a Photo
- ❑ Cropping a Photo
- ❑ Filtering a Photo
- ❑ Flipping a Photo

Illustrations and Icons

Why use an illustration or icon?

- Illustrations and icons can add an **element of fun and visual interest** to your designs.

Illustrations and Icons

- Adding an Icon/Illustration
- Formatting an Icon/Illustration

Shapes and Lines

- Adding a Shape and Line
- Formatting a Shape and Line

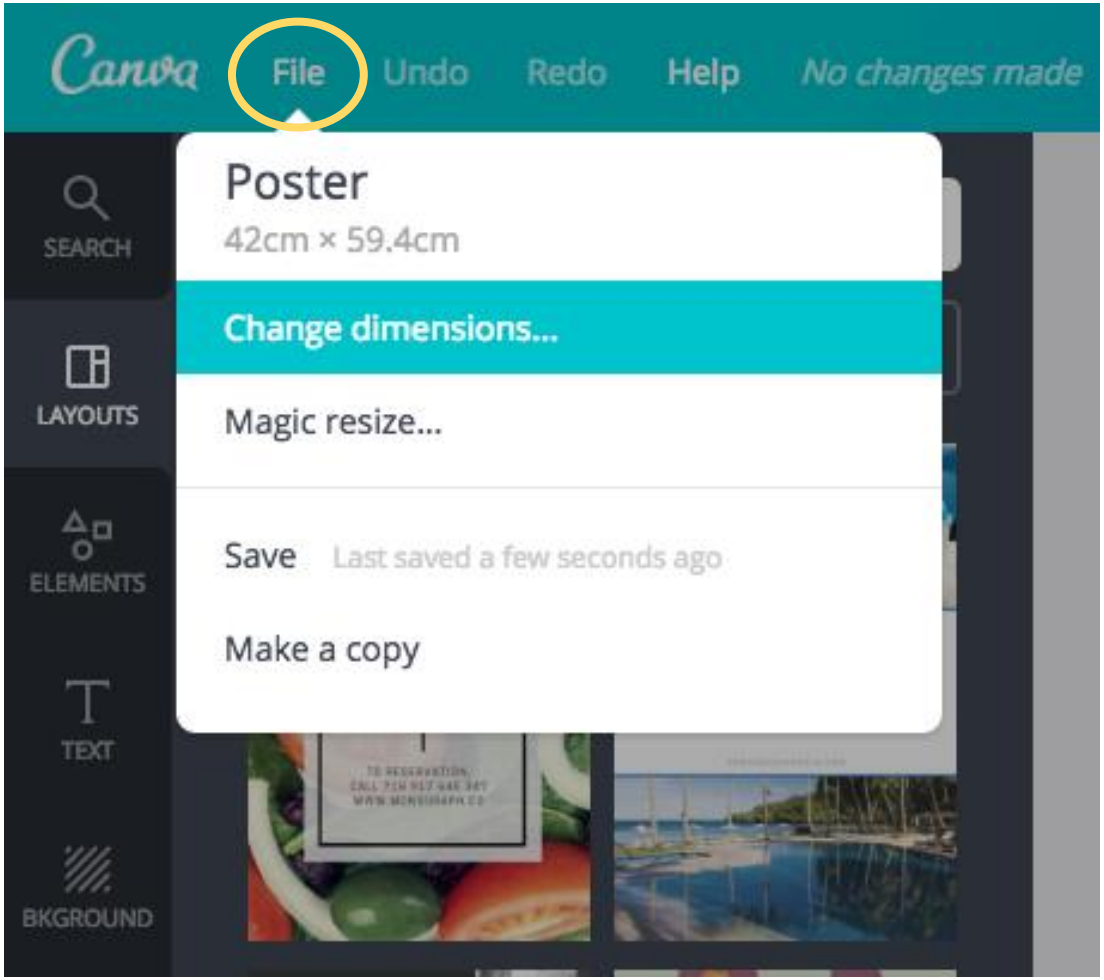
Charts

- Adding a Chart
- Editing the Values in a Chart
- Inputting Values from a Spreadsheet
- Changing the Style of a Chart
- Changing the Color of a Chart
- Changing the Font and Font Size

Changing the Dimensions

- Presentation (1024 px *x* 768 px)
- A4 (21 cm *x* 29.7 cm)
- Letterhead (8.5 in *x* 11 in)
- Infographic (800 px *x* 2000 px)
- Flyer (5 in *x* 7 in)
- Trifold Brochure (11 in *x* 8.5 in)

Changing the Dimensions



Canva Learn

- Banner Design
- Book Cover Design
- Creativity & Psychology
- Design Elements & Principles
- Design Layout
- Design Resources
- Flyer Design
- Fonts
- Social Media Marketing
- Typography
- Branding & Corporate Identity
- Color Theory
- Design Inspiration
- Design Interviews
- Design Trends
- Email Design
- Infographic Design
- Presentation Design

TIPS AND TRICKS FOR GREAT DESIGN

• QUICK TIPS FOR GREAT DESIGN •

DESIGN TIP # 1

Use contrast to stand out.

• QUICK TIPS FOR GREAT DESIGN •

DESIGN TIP # 2

Choose a font collection.

Strong Header

Smaller subtitle

Body text that's easy to read

• QUICK TIPS FOR GREAT DESIGN •

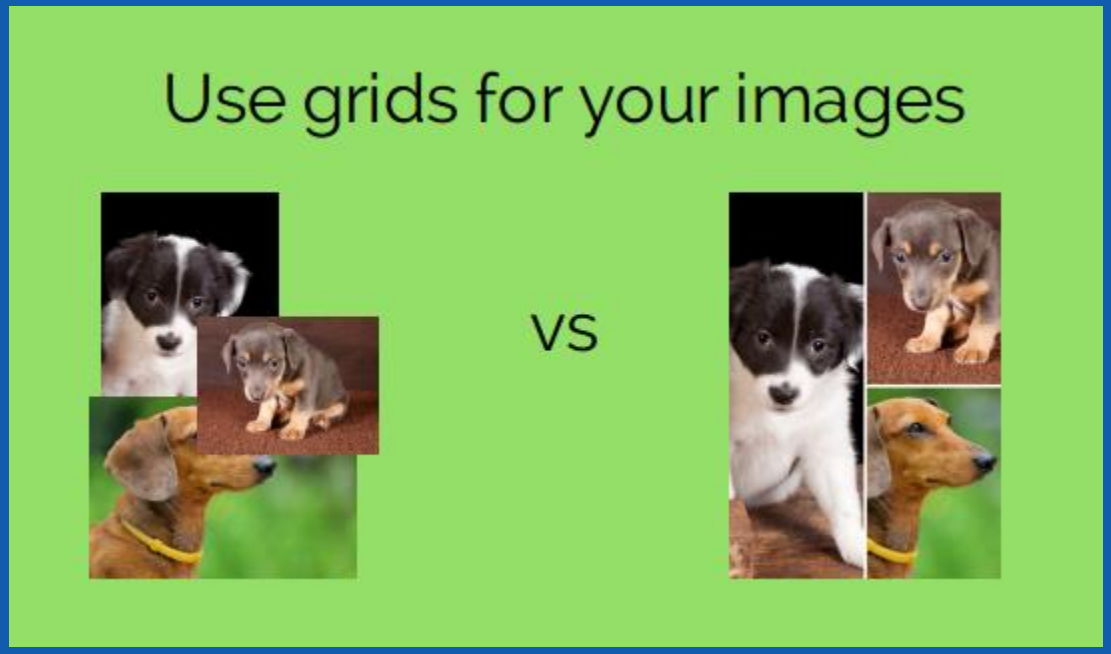
DESIGN TIP # 3

Pick a color palette.

• QUICK TIPS FOR GREAT DESIGN •

DESIGN TIP # 4

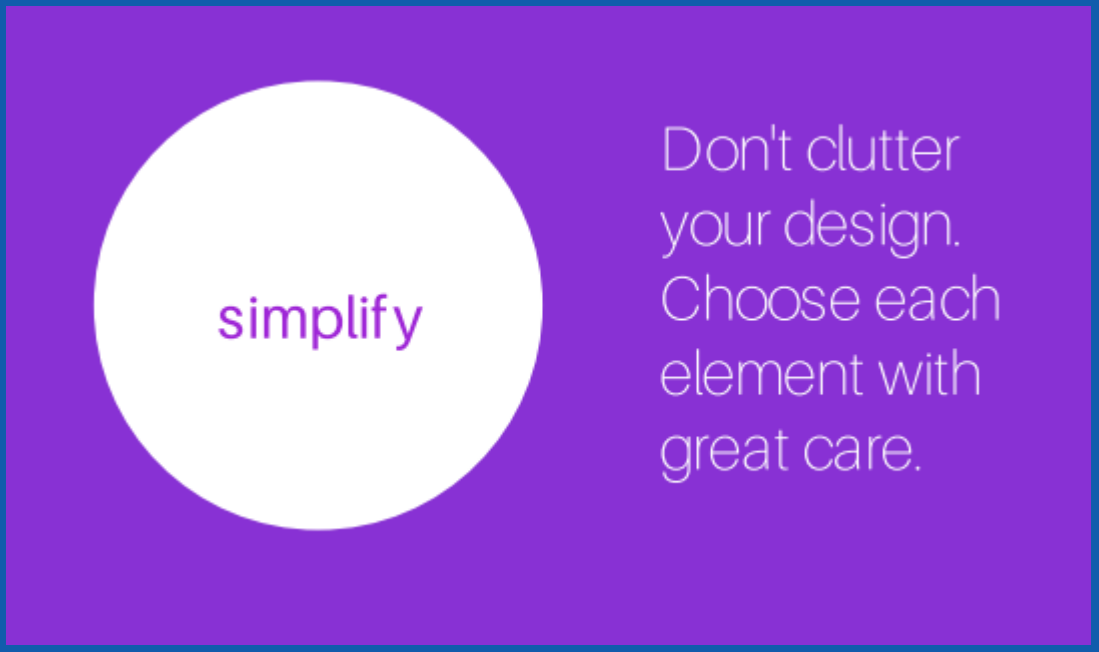
Contain your images.



• QUICK TIPS FOR GREAT DESIGN •

DESIGN TIP # 5

Keep it simple.

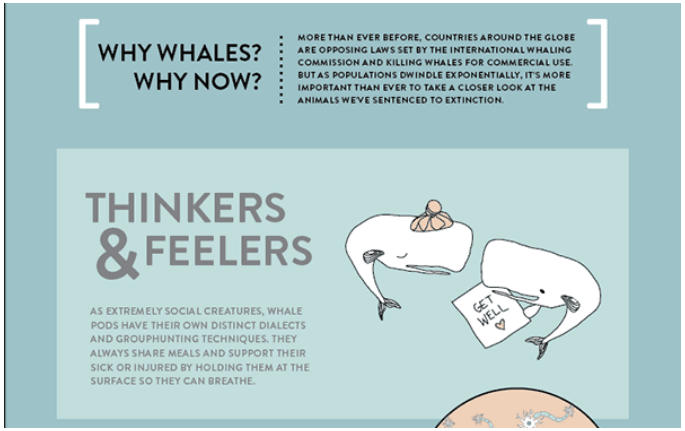


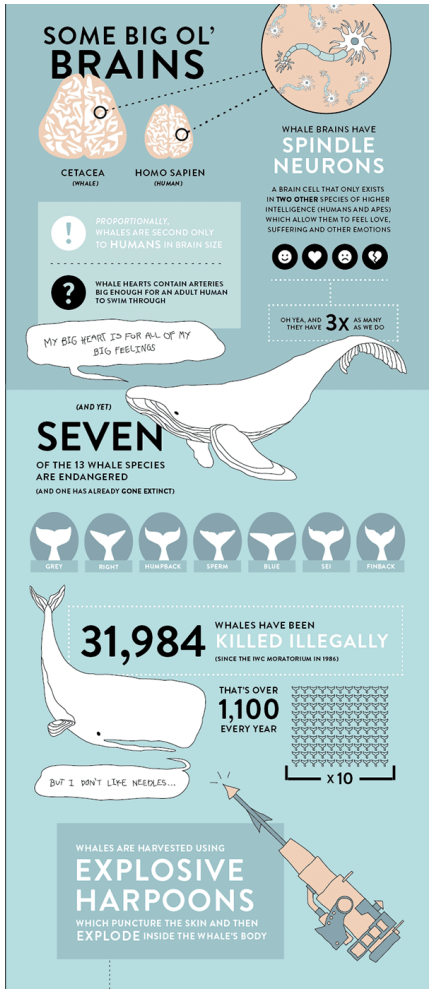
TOP 10 INFOGRAPHIC DESIGN PRINCIPLES

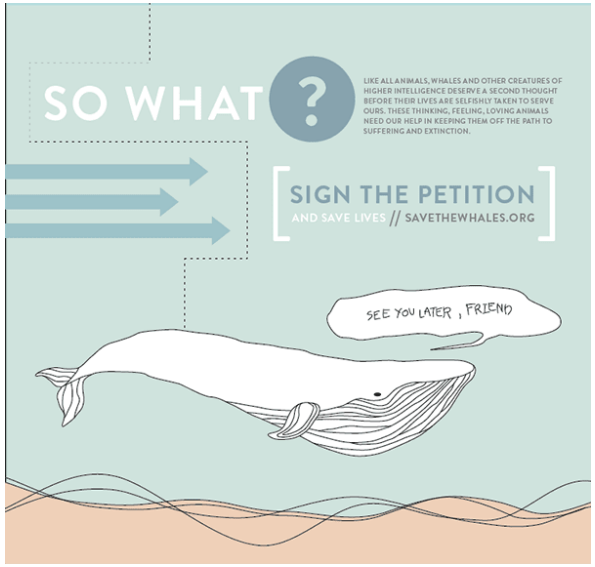
1 Finding Your Narrative

- ✓ Tell a story.
- ✓ Think of your infographic like an essay.
  - Introduce the topic.
  - Explain the topic.
  - Continue the story with facts and data.

1 Finding Your Narrative

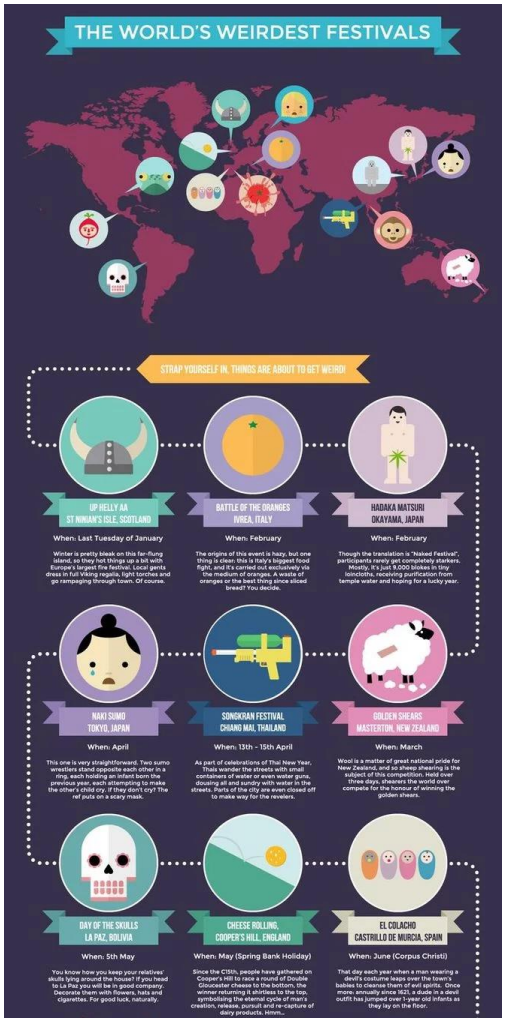






2 Having a Smooth Flow

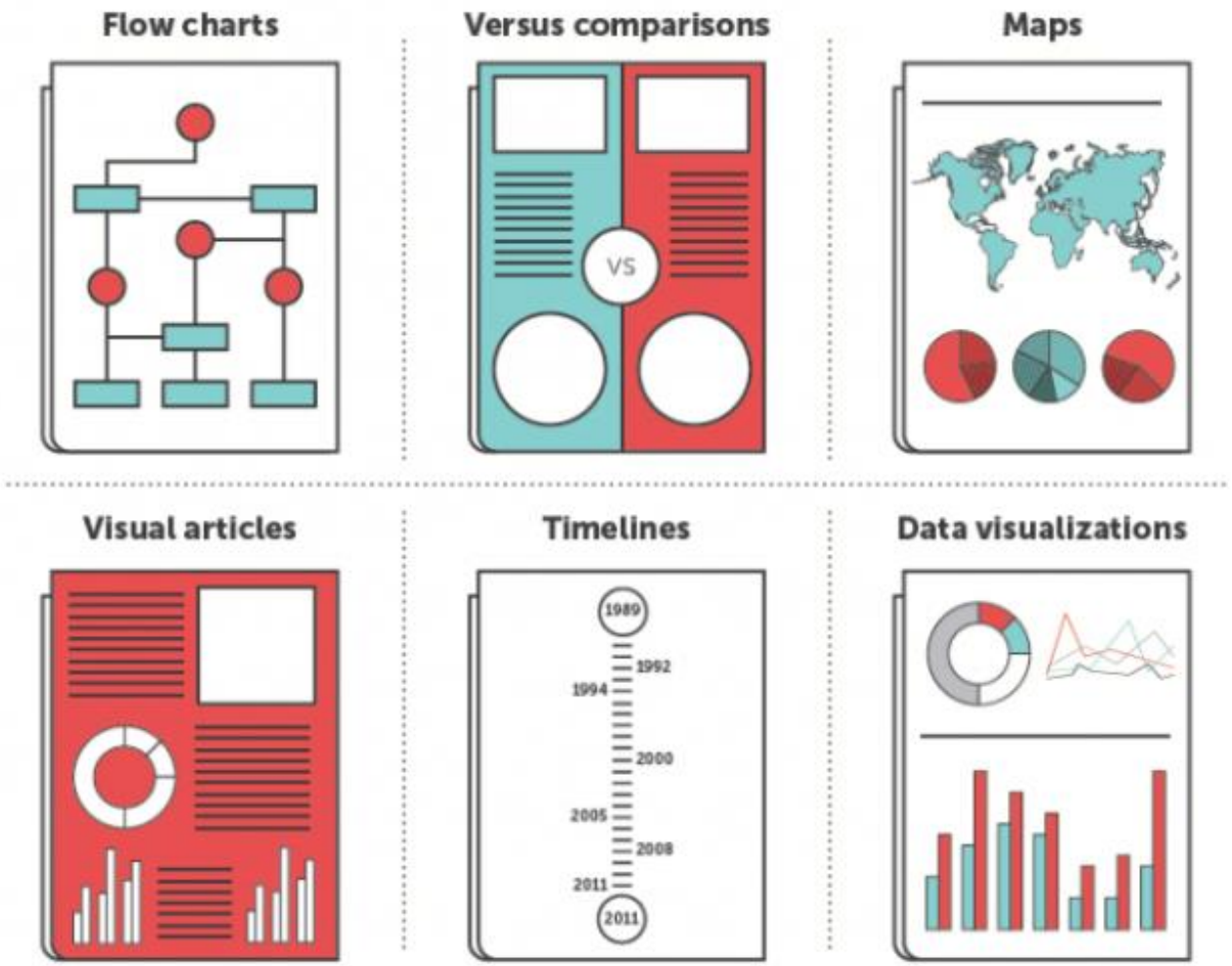
- ✓ Guide the reader's eyes to travel around the infographic.
- ✓ Use lines and shapes.



3 Organizing Your Info

- ✓ How will you present the information?
- ✓ There are different types and applications of infographics (*to be discussed in the succeeding sections*)

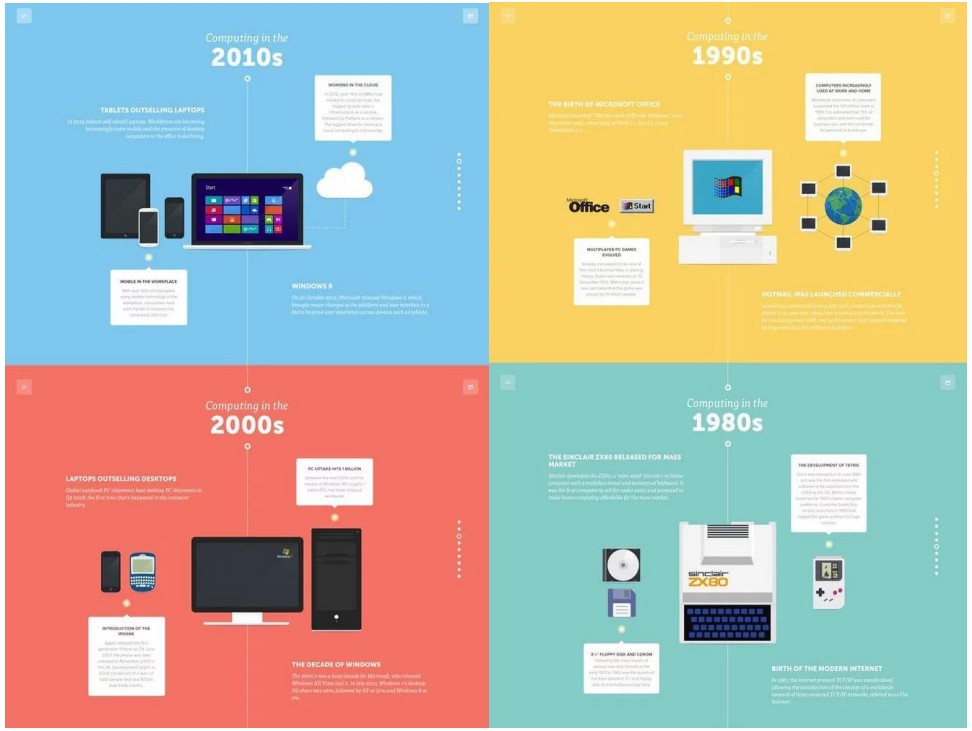
3 Organizing Your Info



TOP 10 INFOGRAPHIC DESIGN PRINCIPLES | Pointers and Guidelines

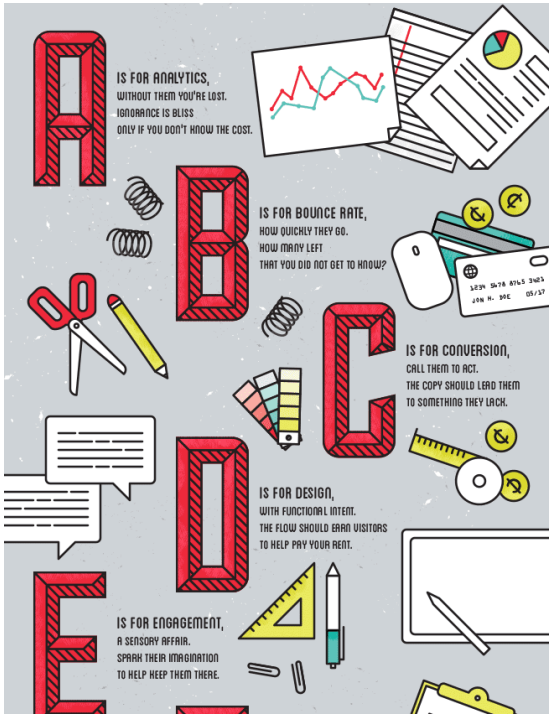
4 Creating Timelines

- ✓ To have a linear narrative.
- ✓ It's a simple and easy way to manage order.



5 Arranging Alphabetically

- ✓ To add some structure.
- ✓ To put a new spin on an old topic.



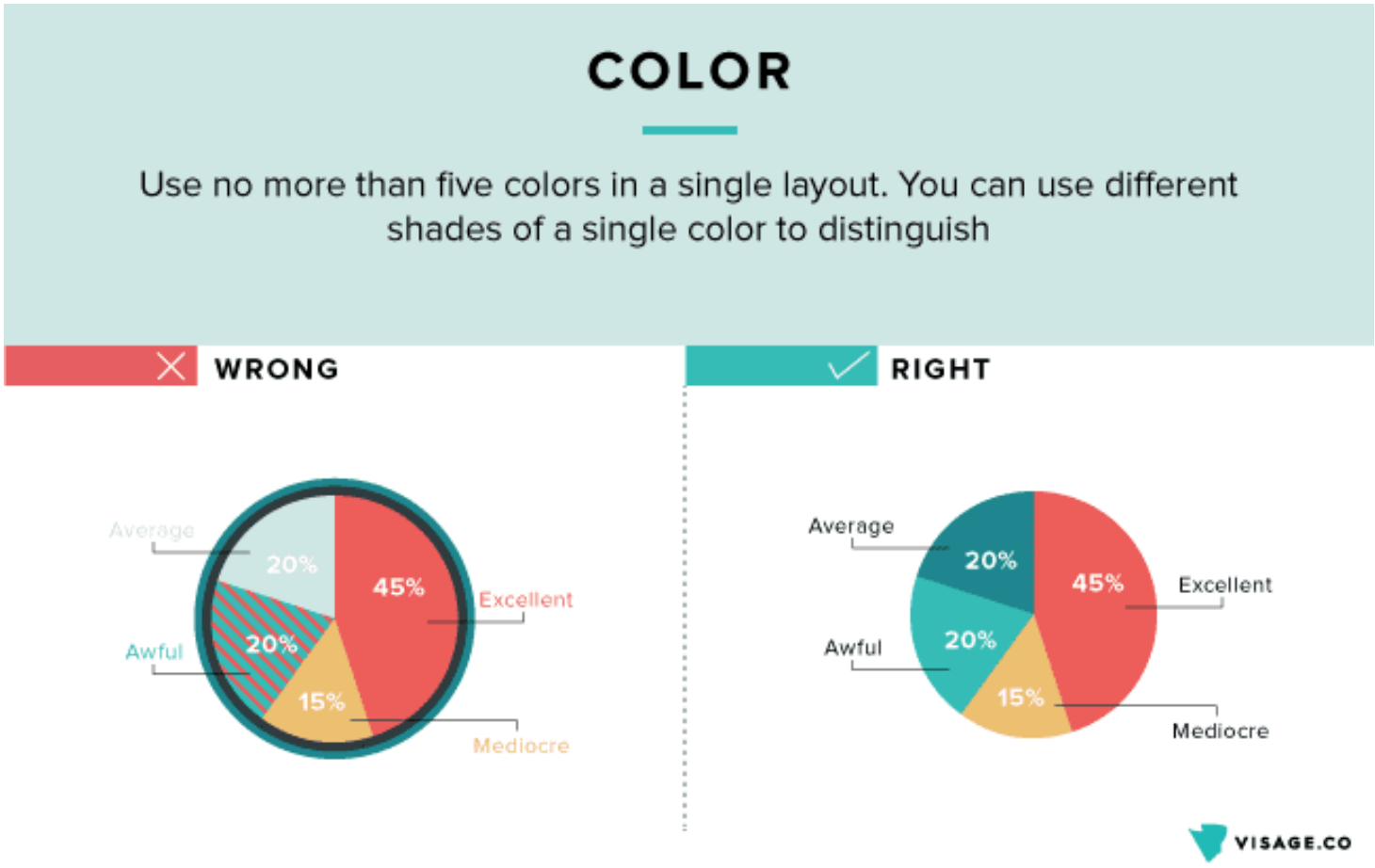
6 Comparing&Contrasting

- ✓ Comparisons and contrasts are great ways to explain two ideas quickly.
- ✓ This is effective for:
  - visualizing pros and cons
  - showing do's and dont's
  - highlighting similarities and differences

6 Comparing&Contrasting

TOP 10 INFOGRAPHIC DESIGN PRINCIPLES | Pointers and Guidelines

6 Comparing&Contrasting



6 Comparing&Contrasting

ICONOGRAPHY

Icons should be simple, easy to understand and universal.
They're meant to enhance comprehension, never distract.

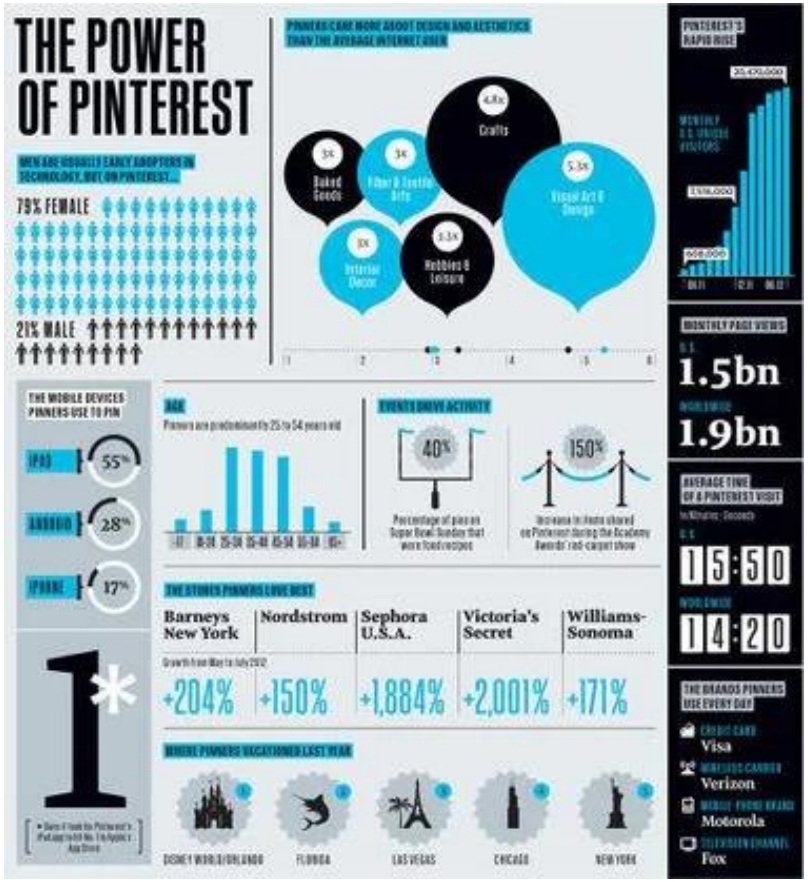
WRONG

RIGHT

VISAGE.CO

7 Representing Your Data

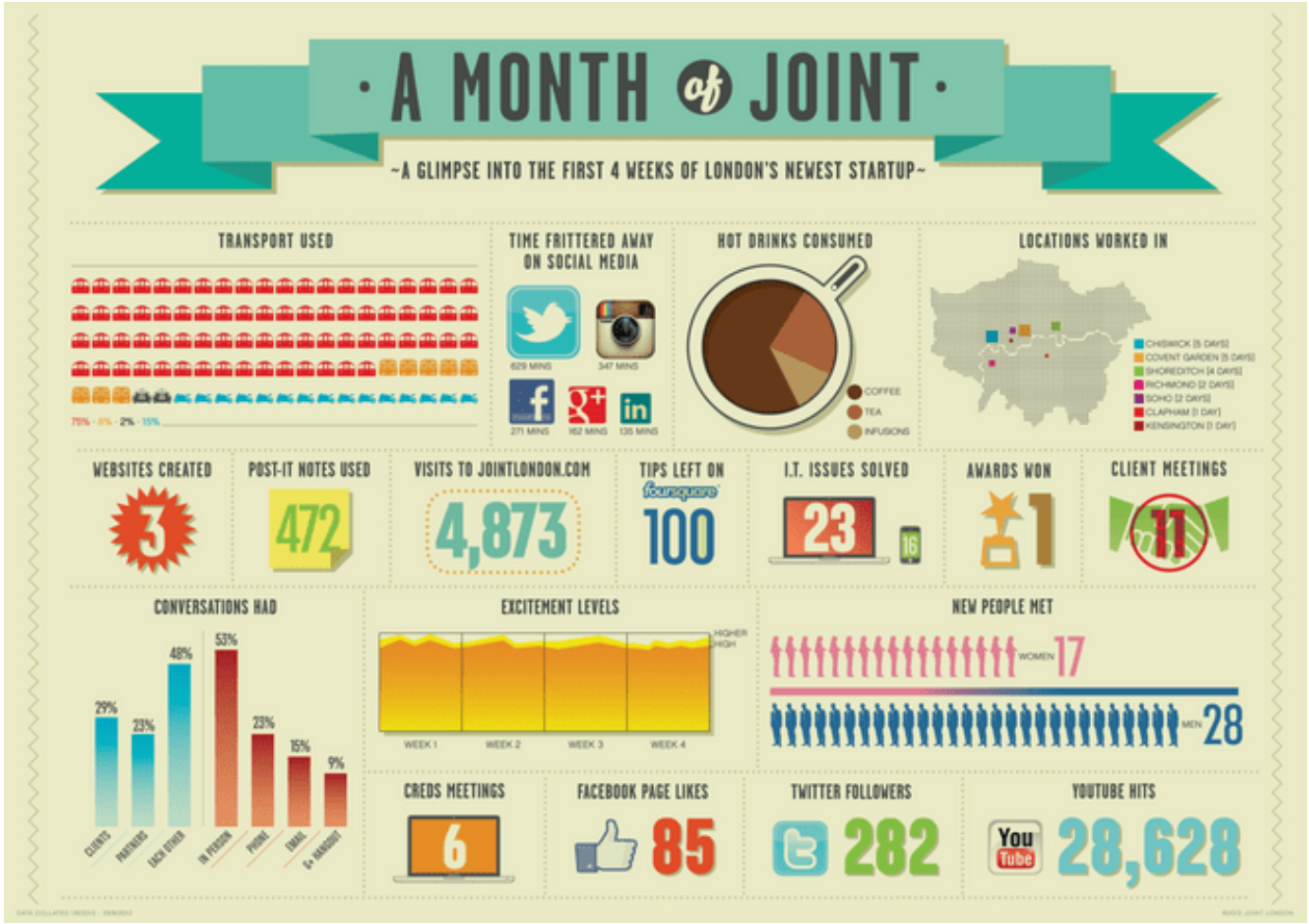
- ✓ To be persuasive.
- ✓ Make it number-friendly, understandable, and functional.
- ✓ Apply statistical knowledge.



8 Establishing Style

- ✓ Select a “tone”.
- ✓ Make it consistent.
- ✓ Don’t be afraid to get playful and find a unique way for data visualization.
- ✓ Keep things simple.

8 Establishing Style

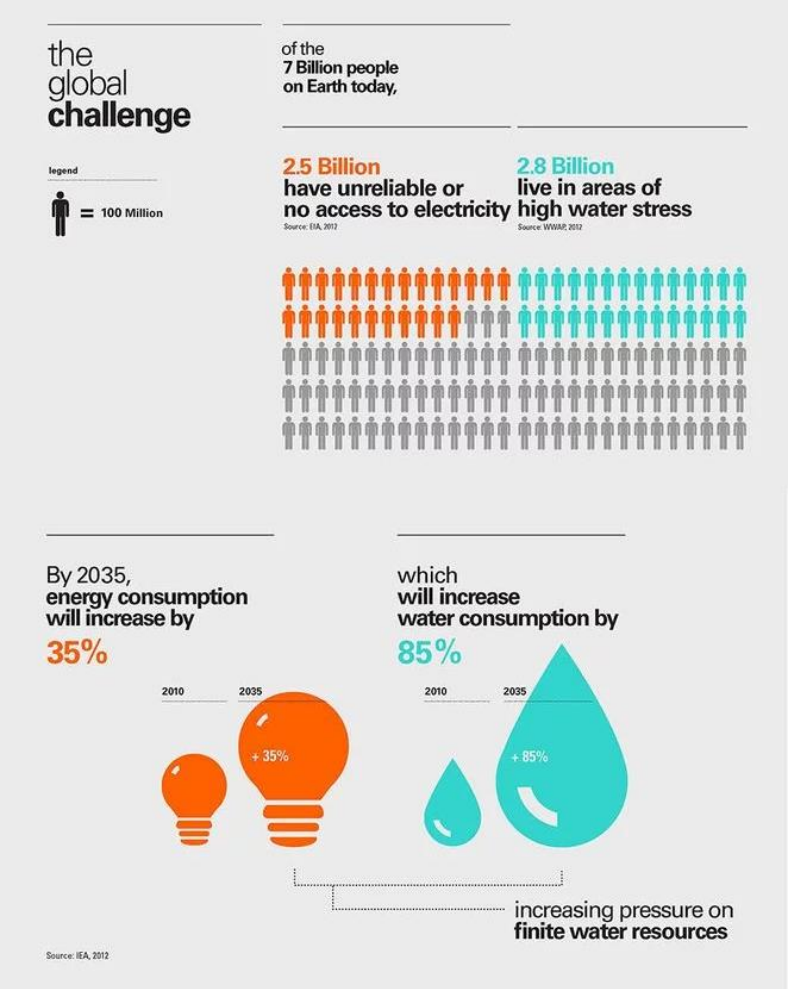


8 Establishing Style

- ✓ Rules of Thumb
  - Keep your color palette small.
    "Have 2-3 colors."
    You may visit *color.adobe.com*.

  - Bump up the contrast.
    "The higher the contrast, the more legible and readable it is."

8 Establishing Style



8 Establishing Style

- ✓ Rules of Thumb
  - Keep your font palette small.
    "Have 2-3 fonts."
    You may visit *dafont.com*.

  - Pair your fonts with purpose.
    "Just like people, some fonts get along well and some do not."
    You may visit
    designschool.canva.com/blog/the-ultimate-guide-to-font-pairing/

8 Establishing Style

- ✓ Rules of Thumb (Font Style)
  - *The key to choosing fonts is CONTRAST.*

A Bold Title?

Try a lighter Subtitle

Sentence Case Title?

TRY ALL CAPS SUBTITLE

8 Establishing Style

- ✓ Rules of Thumb (Font Style)
  - *SIZE MATTERS!!*

When people look at your design, they should know what to read first.

Make sure your Title is the largest font, then your Subtitle, then your Body Font.

8 Establishing Style

- ✓ Rules of Thumb (Font Style)
  - *Ensure your body font is simple and easy to read.*

It is not recommended that you use fonts that are hard to read because infographics are meant to enlighten your audience and not to further confuse them. Now, I know that this is a really hard font to read, but this is the point of having this font face in this slide. It is to demonstrate that you should never.. EVER.. use font faces that are hard to read.

8 Establishing Style

- ✓ Rules of Thumb (Font Style)
  - *Be creative!*

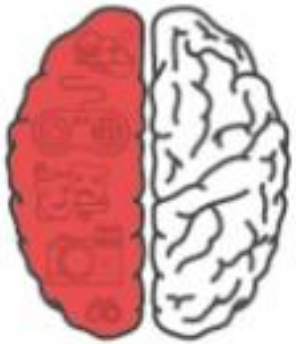
8 Establishing Style

- ✓ Rules of Thumb
  - Don't forget your hierarchy.
    "Keep your design legible and readable."
    Have your headings, subheadgings, body copy, etc., all sorted out.

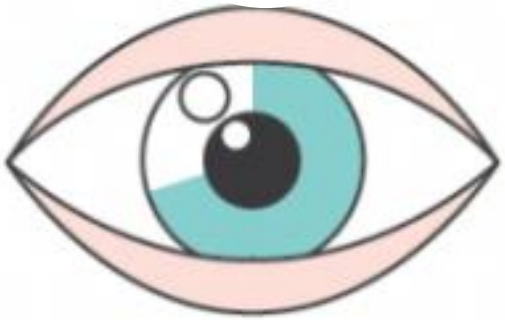
  - Reap the benefits of symbols.
    "Make your symbols powerful and purposeful."

8 Establishing Style

8 Establishing Style



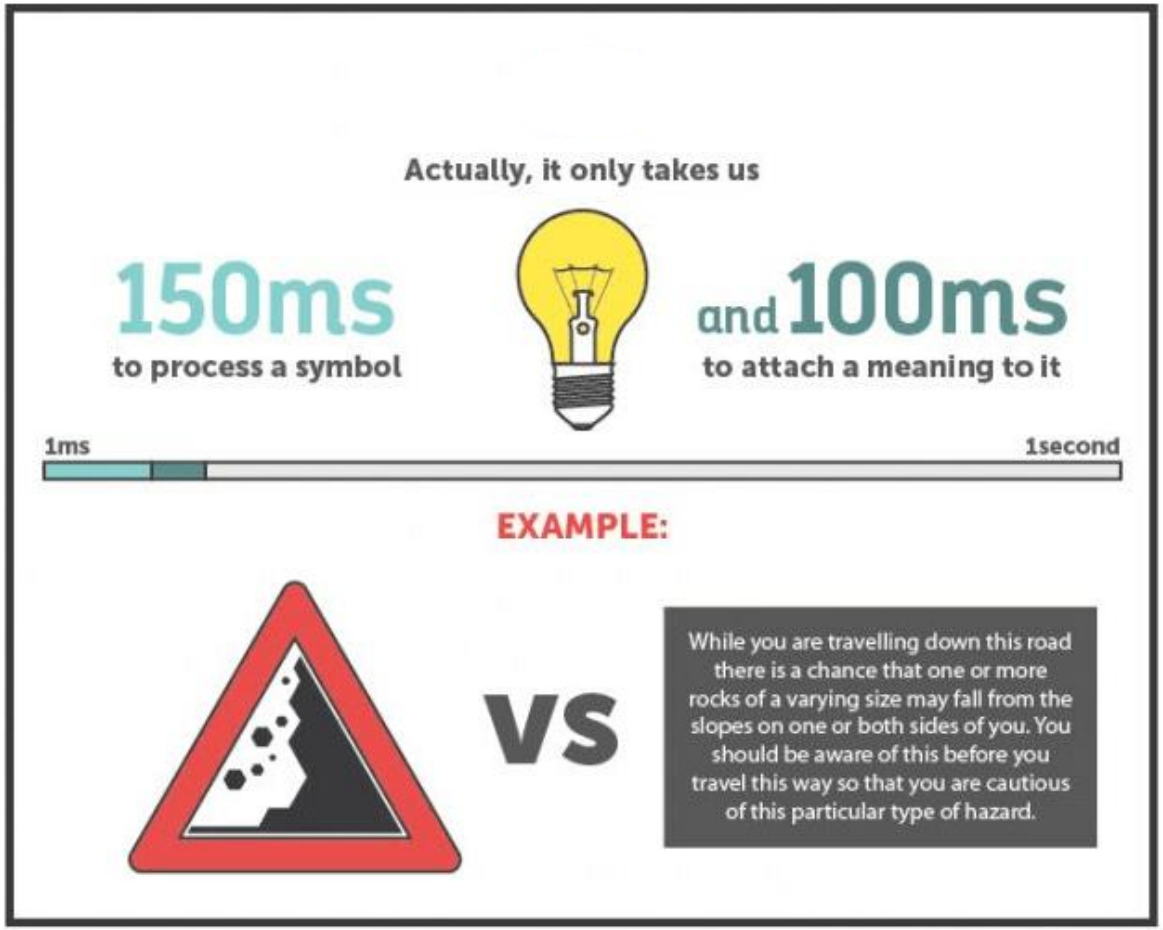
ALMOST
50%
of your brain is involved in **visual processing**



70%
of all your **sensory receptors** are in your eyes

1/10
OF A SECOND
is all it takes you to understand a **visual scene**

8 Establishing Style

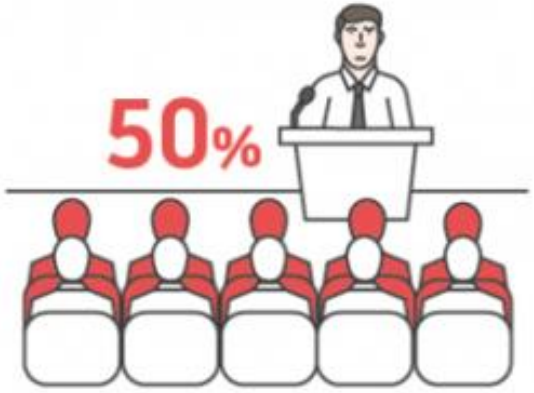


8 Establishing Style

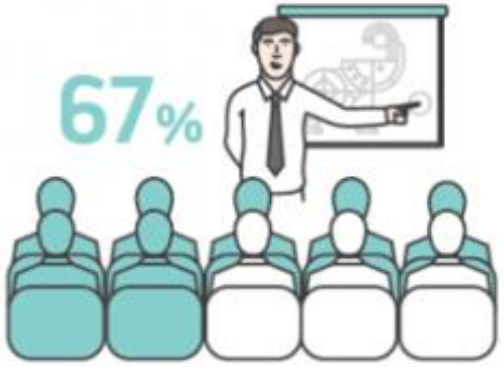
Researchers found that **color visuals** increase willingness to read by

80%

A study conducted at the Wharton School of Business found that:



of the audience were persuaded by a purely **verbal presentation**



of the audience were persuaded by the verbal presentation with **accompanying visuals**

8 Establishing Style

Adding pictures of brain scans and mentioning cognitive neuroscience **make people more inclined to believe what they are reading**

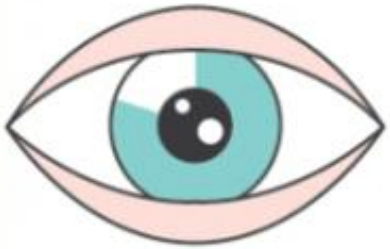
People remember:

10%

of what they **HEAR**

20%

of what they **READ**



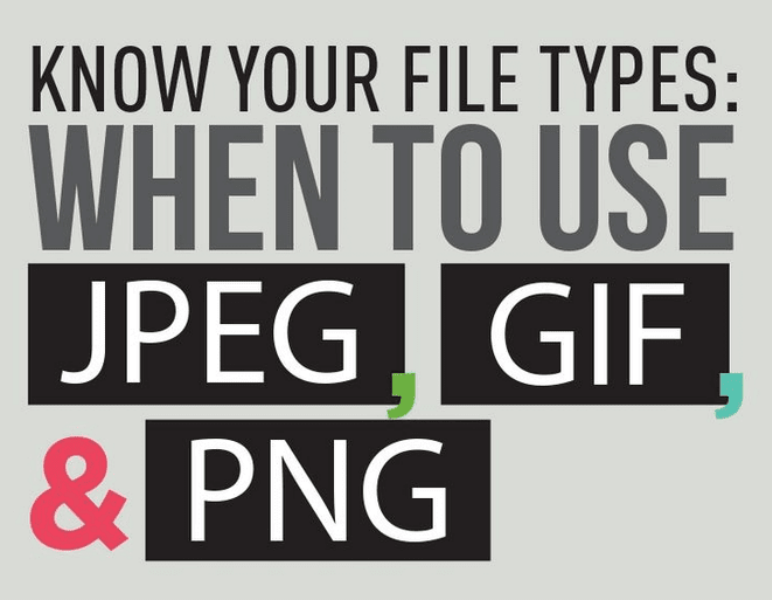
80%

of what they **SEE and DO**

TOP 10 INFOGRAPHIC DESIGN PRINCIPLES | Pointers and Guidelines

9 Writing Headlines

- ✓ Title is important!
- ✓ Tips in Headline Writing
  - Make it Big and Bold!



9 Writing Headlines

- ✓ Title is important!
- ✓ Tips in Headline Writing
  - Emphasize the Number!

9 Writing Headlines

- ✓ Title is important!
- ✓ Tips in Headline Writing
  - Pose a Question!

10 Sharing

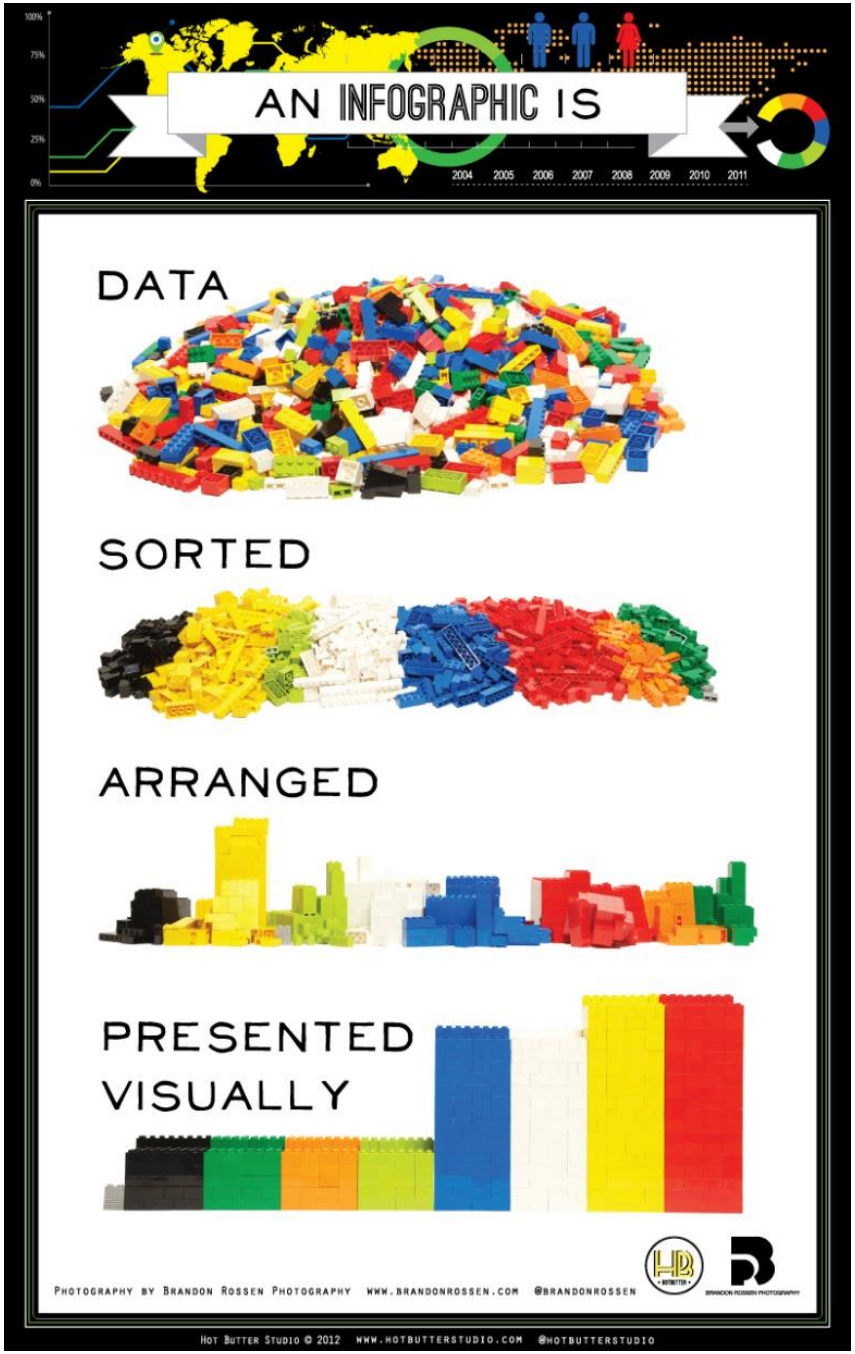
- ✓ Social Media is a one-stop shop for circulating your infographic around the web.
- ✓ Watch the size!
- ✓ Create Supporting Content!
- ✓ Don’t Forget to Credit!

10 Sharing

VS

DESIGNING AN INFOGRAPHIC FROM SCRATCH

1
Process Your Data.


AN INFOGRAPHIC IS
100%
75%
50%
25%
0%
2004
2005
2006
2007
2008
2009
2010
2011
DATA
SORTED
ARRANGED
PRESENTED
VISUALLY
Photography by Brandon Rossen Photography www.brandonrossen.com @brandonrossen
Hot Butter Studio © 2012 www.hotbutterstudio.com @hotbutterstudio

2
Check Your Sources.

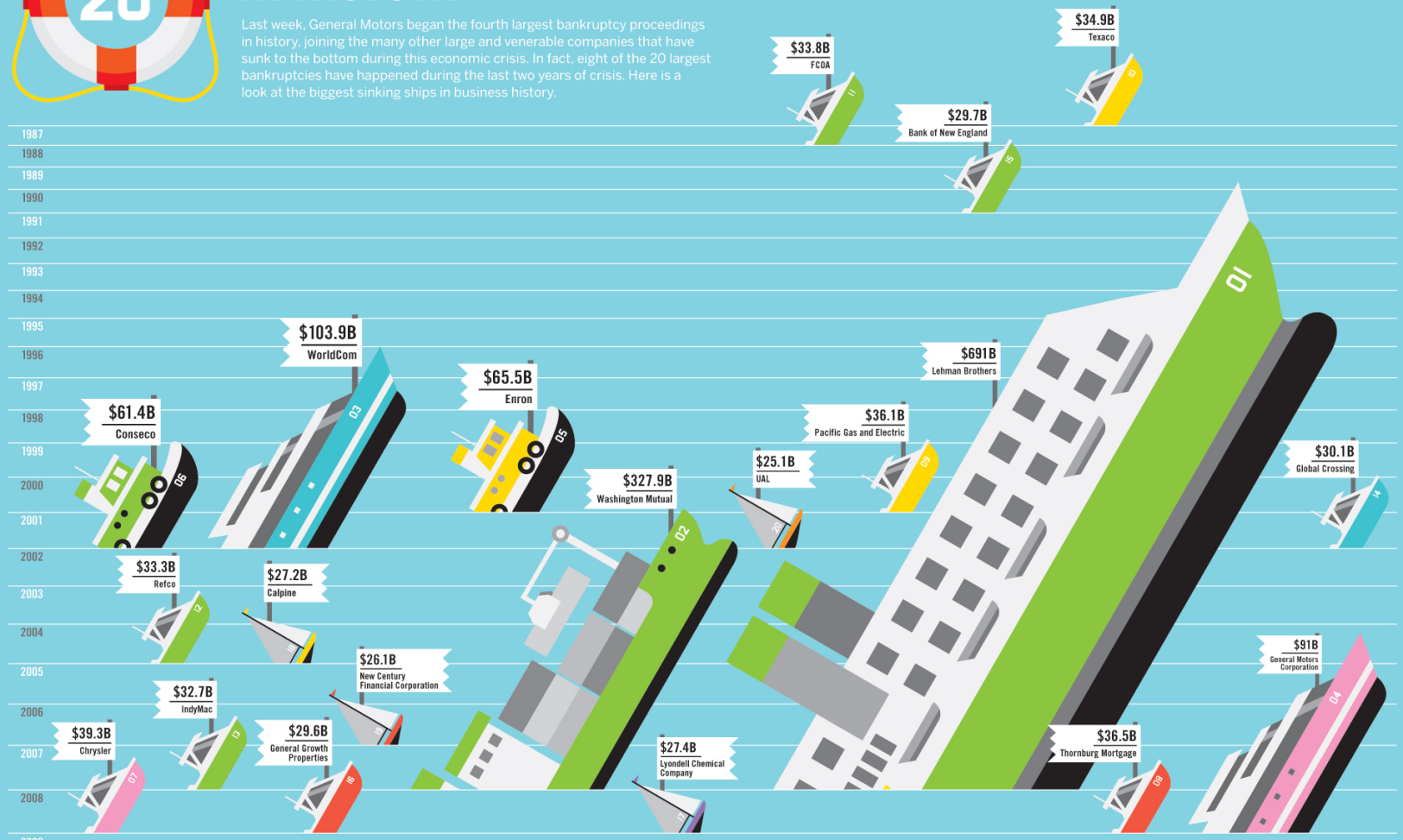
Whaddya mean all my facts are wrong?!?
I copied everything straight off the internet!!

3
Have a Story.

- ✓You have to keep in mind what's interesting to you as an audience, not what's fun to do as an analyst.
- ✓What's the essence of your story?
- ✓What's the most economical way of telling it?
- ✓Why must you tell this story?

20 LARGEST BANKRUPTCIES IN HISTORY

Last week, General Motors began the fourth largest bankruptcy proceedings in history, joining the many other large and venerable companies that have sunk to the bottom during this economic crisis. In fact, eight of the 20 largest bankruptcies have happened during the last two years of crisis. Here is a look at the biggest sinking ships in business history.



BOAT TO PRE-BANKRUPTCY ASSETS (in billions)

SECTOR

- Finance
- Energy
- Air Travel
- Real Estate
- Automotive
- Chemicals
- Telecommunications

PRE-BANKRUPTCY ASSETS (in billions) / Company

$XXX
Xxxxxxxxx

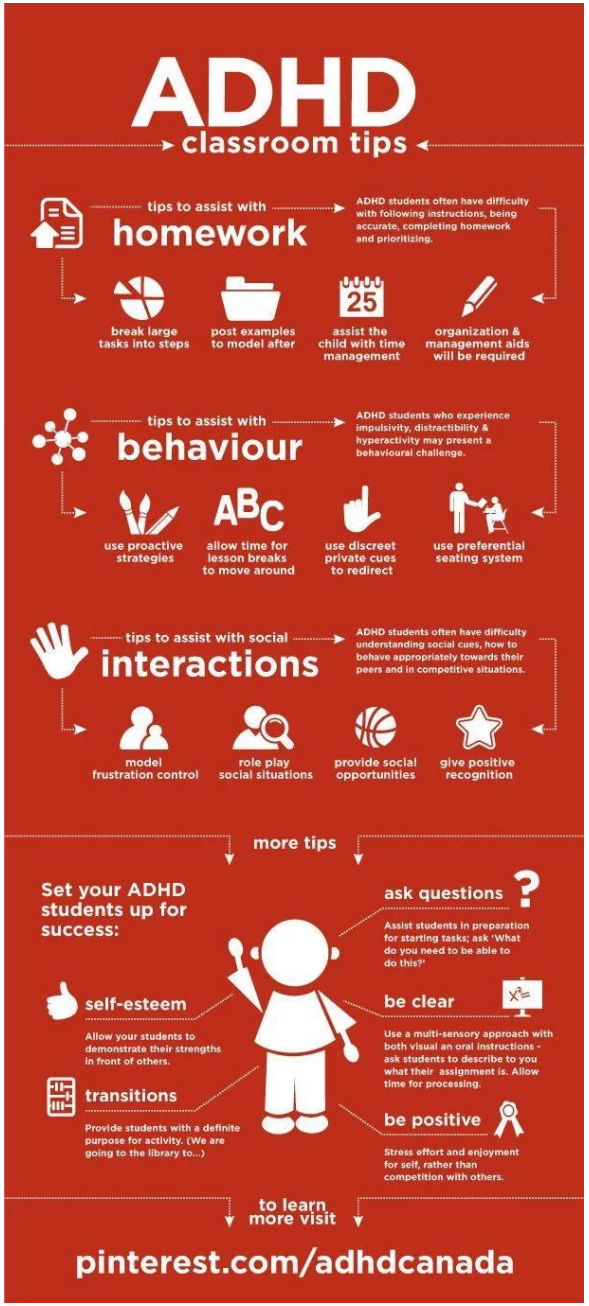
SOURCE BankruptcyData.com

4
Create a Wireframe.

- ✓A wireframe is a skeleton of what you're working with.
- ✓Using a wireframe will allow you to see if everything flows nicely and makes sense. Some information will need to be depicted in a certain way.
- ✓Don't use a format just for the sake of using that format.
- ✓Have a story in mind. Before you design, your story must be ready. The story must dictate the design.

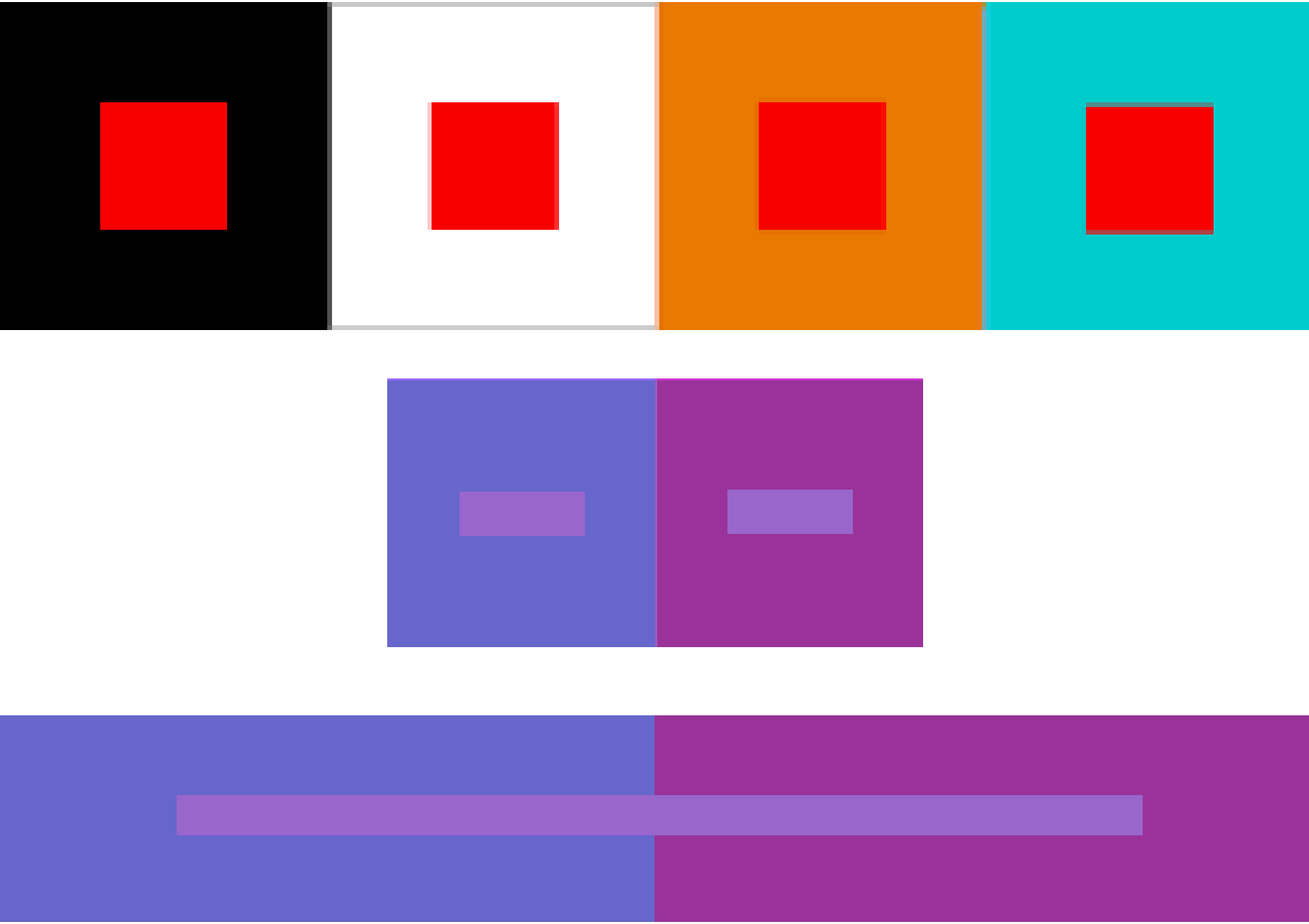
5
Set the Tone.

- ✓If the topic is serious, use a serious tone.
- ✓If it's lighthearted, be lighthearted.



6
Set your Branding.

ogle



7
Proofread and Revise.

- ✓Ask people to take a look at what you've been doing to make sure it makes sense.
- ✓If only you understand what it's saying, it's not doing the job of an infographic very well.

INFOGRAPHICS FACTSHEET

= FUN +

FUNction

TRAINING WORKSHOP ON INFOGRAPHIC DESIGN AND PRINCIPLES

Salamat!