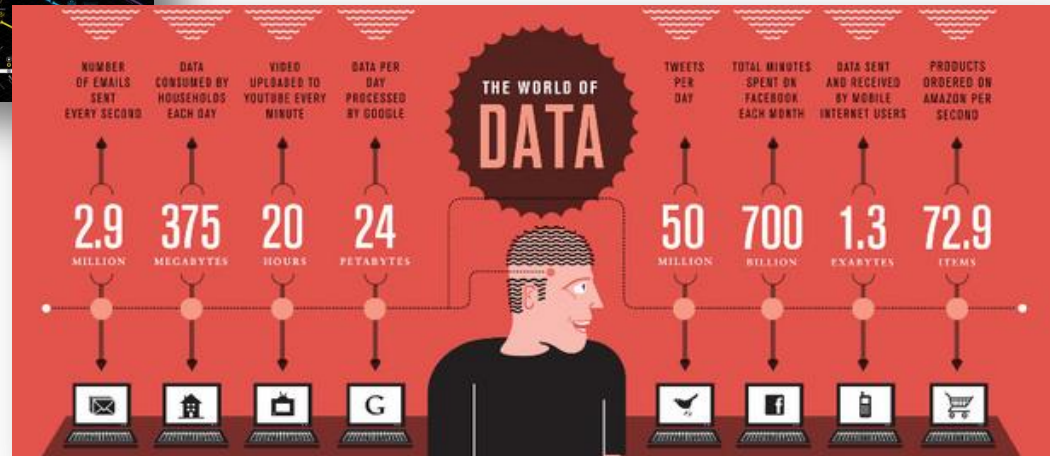
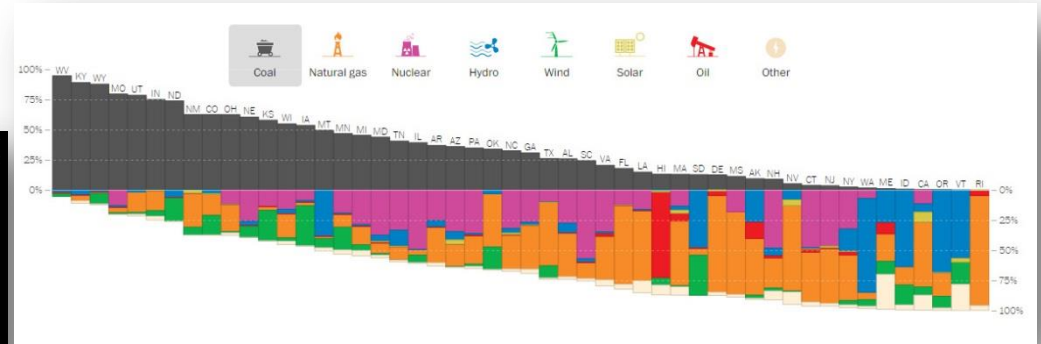
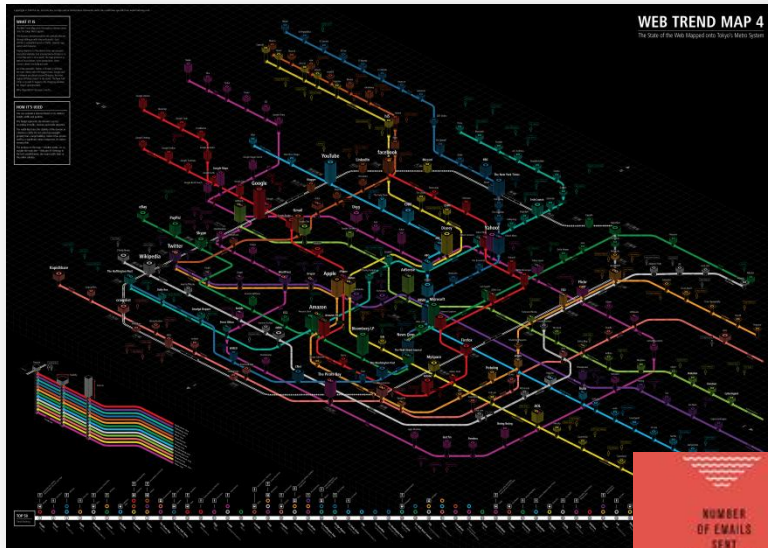
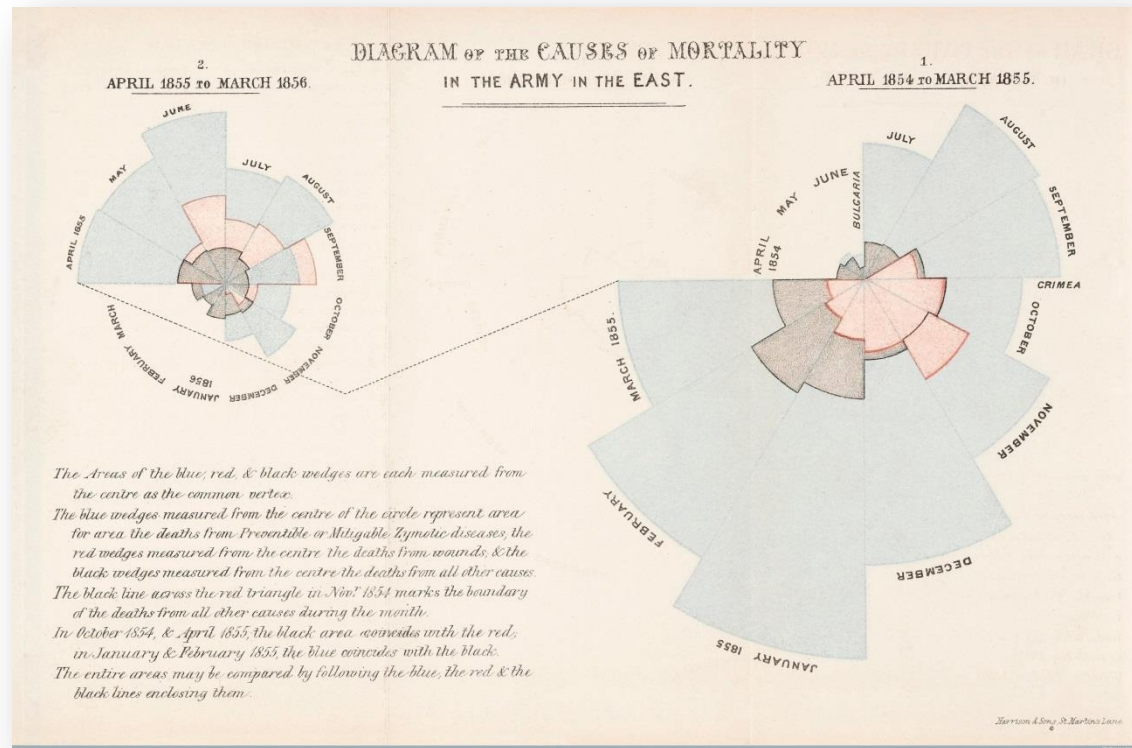


DATA VISUALIZATION AND INFOGRAPHICS



INFOGRAPHIC IS A PORTMANTEAU OF INFORMATION GRAPHICS. THEY ARE A POPULAR WAY OF CONVEYING INFORMATION ON THE SCREEN TODAY, BUT THEY HAVE EXISTED FOR AS LONG AS THERE HAS BEEN A NEED TO VISUALIZE DATA.



Florence Nightingale's "rose diagrams" showed deaths from disease (blue), war wounds (red) and other causes (black), 1856. Source: [Clive Thompson](#) "The Surprising History of the Infographic" [Smithsonian Magazine](#), 2016.

AN INFOGRAPHIC IS

DATA



SORTED



ARRANGED



PRESENTED
VISUALLY



PHOTOGRAPHY BY BRANDON ROSSEN PHOTOGRAPHY WWW.BRANDONROSSEN.COM @BRANDONROSSEN



HOT BUTTER STUDIO © 2012 WWW.HOTBUTTERSTUDIO.COM @HOTBUTTERSTUDIO

DATA \neq INFORMATION

Data requires an interpretive framework for it to make sense. Otherwise, it is just a pile of words, phenomena, numbers, twigs, currents, ants, ice cores, whatever.

FOR EXAMPLE...

Words can be arranged into sentences, sentences into paragraphs, paragraphs into genres, genres into ecosystems, ecosystems into ecologies.

BUT...

Words can be sorted and categorized
Sentences can be sorted and categorized
Paragraphs can be sorted and categorized
Genres can be sorted and categorized
Ecosystems can be sorted and categorized

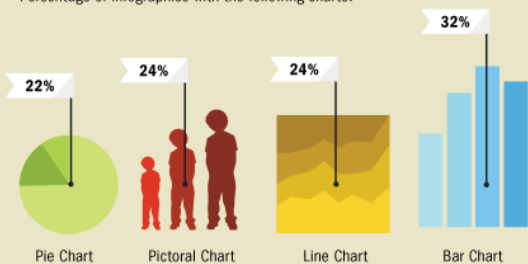
INFOGRAPHIC of INFOGRAPHICS

Data visualization is a popular new way of sharing research. Here is a look at some of the visual devices, informational elements, and general trends found in the modern day infographic.

DESIGN

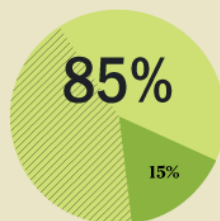
CHART STYLE

Percentage of infographics with the following charts:



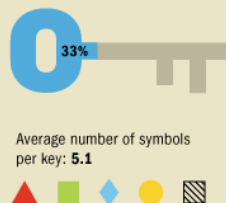
FONT

■ Sans Serif
 ■ Condensed Sans Serif
 ■ Serif

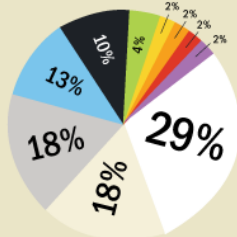


KEY INFO

Percentage of infographics with key:

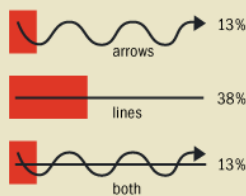


BASE COLOR



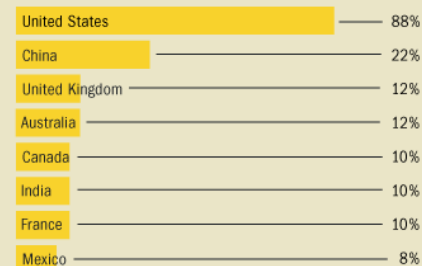
NAVIGATIONAL ICONOGRAPHY

Frequency of arrows & connecting lines in infographics:



CONTENT

COUNTRIES FEATURED

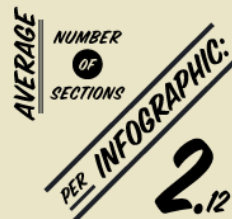


THEME

Relative popularity of different infographic themes:



SECTIONS



CREDITED SOURCES

Average number of sources per infographic: **2.29**



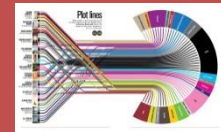
TITLE

Average number of words per infographic title: **4.36**

"RICHEST AND POOREST AMERICAN NEIGH"

INFOGRAPHICS VISUALIZE INFORMATION. IN PROFESSIONAL SITUATIONS, THEY CAN TAKE ABOUT A MONTH TO DESIGN.

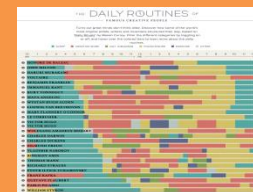
They can be used to show categorizations, as in the Plot Lines and Conversations in Social Media infographics



They can be used to show comparisons with disparate data, as in the Social Media Participation infographic.



They can be used to compare the same information across multiple data points as in the Daily Routines infographic.

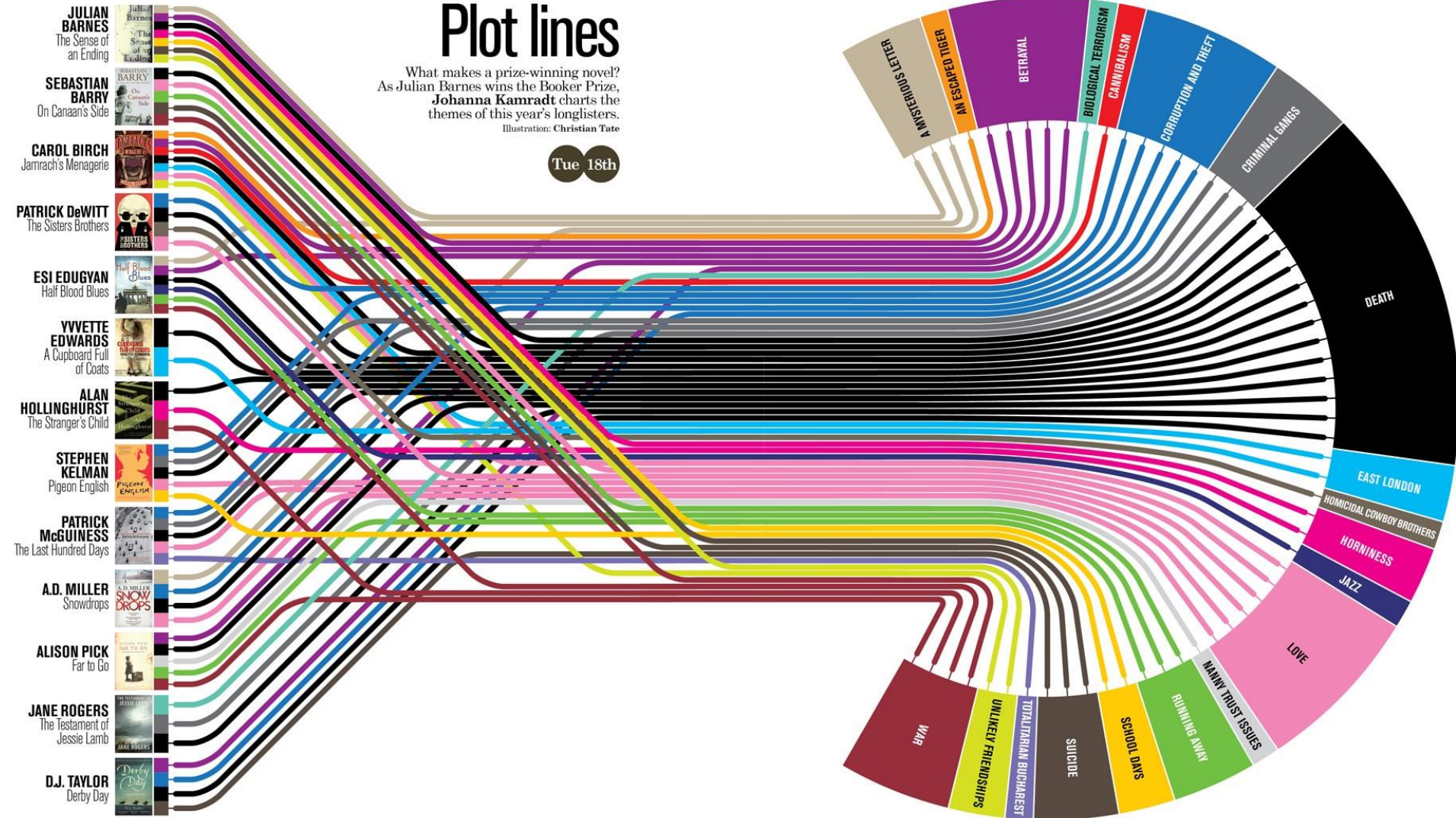


Plot lines

What makes a prize-winning novel?
As Julian Barnes wins the Booker Prize,
Johanna Kamradt charts the
themes of this year's longlisters.

Illustration: Christian Tate

Tue 18th







PINTEREST

**SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY**

**LARGEST
OPPORTUNITIES**



USERS ARE:

20% MALE
80% FEMALE

**70
MILLION
USERS**



TWITTER

**MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO 140
CHARACTERS**

**LARGEST
PENETRATION**



**BUT SPREADING
SLOWLY AND STEADILY**

**9,100 TWEETS
HAPPEN
EVERY SECOND**

**289
MILLION
ACTIVE USERS**



FACEBOOK

**MOBILE IS
FACEBOOK'S
CASH COW**

**1.31
BILLION
MONTHLY ACTIVE
MOBILE USERS**

**MOBILE AD REVENUE
MAKES UP 76%
OF ALL AD REVENUE
(\$2.9 BILLION IN Q2 OF 2015)**

**USERS
SHARE
1 MILLION LINKS
EVERY 20 MINUTES**

**1.5
BILLION
MONTHLY
ACTIVE USERS**



INSTAGRAM

**SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW 15 SECOND
VIDEOS**

**MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF
HASHTAGS**

**AND POSTING
PICTURES
CONSUMERS
CAN RELATE TO**

**MOST FOLLOWED
BRAND IS
NIKE**

**300
MILLION
ACTIVE USERS**



GOOGLE+

**SOCIAL NETWORK
BUILT BY GOOGLE
THAT ALLOWS FOR
BRANDS
AND USERS
TO BUILD CIRCLES**

**NOT AS MANY
BRANDS
ACTIVE,
BUT THE ONES THAT ARE
TEND TO BE A
GOOD FIT WITH A
GREAT FOLLOWING**

**HANGOUTS
AND PHOTOS
HAVE BEEN SEPARATED
FROM GOOGLE+
BUT POSTS WILL REMAIN
AS "STREAMS"**

**300
MILLION
ACTIVE USERS**



LINKEDIN

**BUSINESS
ORIENTED
SOCIAL NETWORKING SITE**

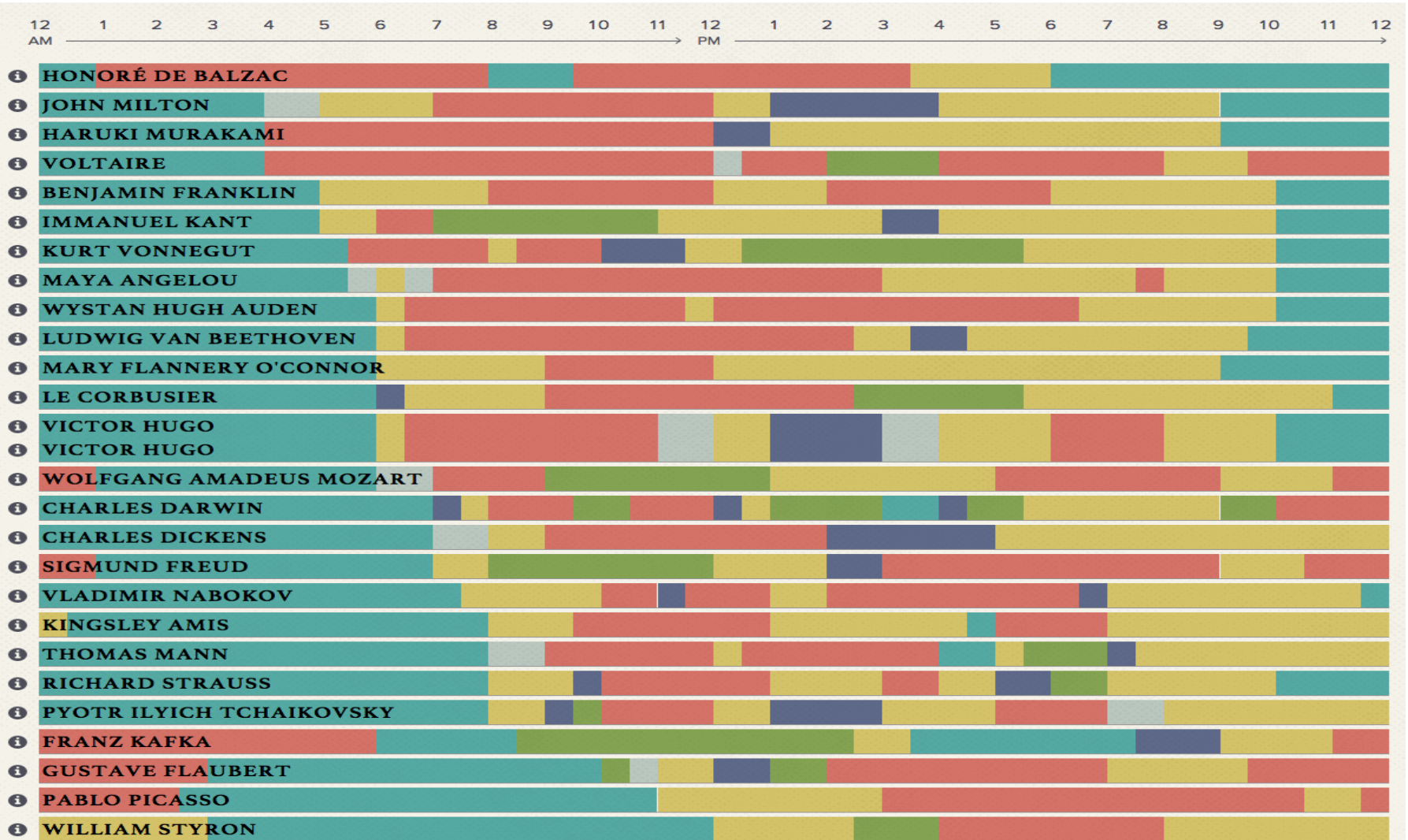
**BRANDS THAT ARE
PARTICIPATING
ARE CORPORATE
BRANDS
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO NETWORK
& CONNECT**



**79% OF USERS
ARE 35
OR OLDER**

**380
MILLION
USERS WORLDWIDE**

Turns out great minds don't think alike. Discover how some of the world's most original artists, writers and musicians structured their day, based on ['Daily Rituals'](#) by Mason Currey. Filter the different categories by toggling on or off, and hover over the colored bars to learn more about the daily routines.

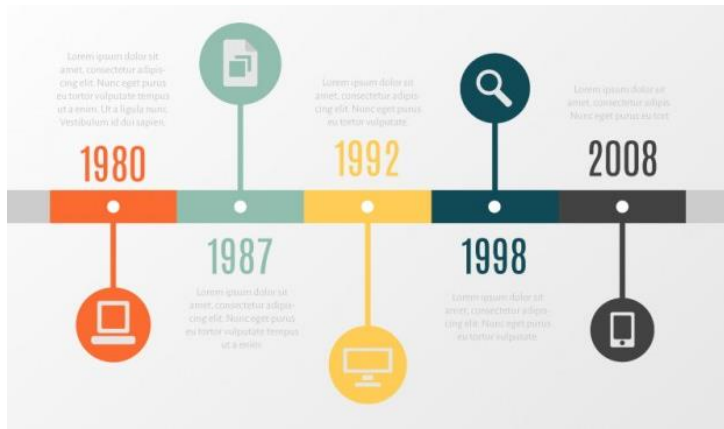


INFOGRAPHICS CAN COMBINE MANY DIFFERENT TYPES OF DATA VISUALIZATIONS TO CONVEY A MESSAGE

TAGCLOUDS



TIMELINES



TABLES

MOST TOURNEY WINS: ALL ROUNDS (1985-2013)

	Atlantic Coast Conference	Big East Conference	Big Ten Conference	Big 12 Conference	SEC Conference	Pac-12 Conference	Atlantic 10 Conference	Big 8 Conference	Conference USA	Western Athletic Conference
Wins (Total)	271	270	245	206	147	128	80	71	51	42
2013	6	13	14	4	5	3	6			1
2012	6	13	11	10	1	10	3			
2011	7	13	7	7	5	5	3			
2010	9	8	9	6	3	9	2			
2009	9	17	9	1	6	11	3			
2008	6	11	5	4	8	12	3			5
2007	7	7	9	11	10	6	1			3
2006	6	11	3	13	8	4	1			3
2005	12	7	12	5	5	6				6
2004	14	12	3	7	1	10	5			5
2003	5	12	8	6	6	14	1			5
2002	10	6	9	5	9	15	1			1
2001	11	5	10	5	13	3	4			3
2000	7	8	15	11	4	9	1			1
1999	7	10	13	10	1	4	3			2
1998	10	7	7	7	11	2	3			3
1997	8	5	7	5	13	7	4			5
1996	6	12	2	14	3		6	4		6
1995	11	6	1	11	9		3	8		1
1994	10	8	11	12	4		3	6		
1993	14	2	10	8	3		7	5		2
1992	12	5	14	6	4		2	5		2
1991	13	11	6	2	3		4	7		3
1990	14	7	8	3	4					2
1989	12	11	15		3		1	4		2
1988	9	7	7	6	4		5	14		1
1987	5	14	12	8	1		1	5		3
1986	13	4	4	12			2	7		
1985	12	18	4	7			1	4		1

CHARTS

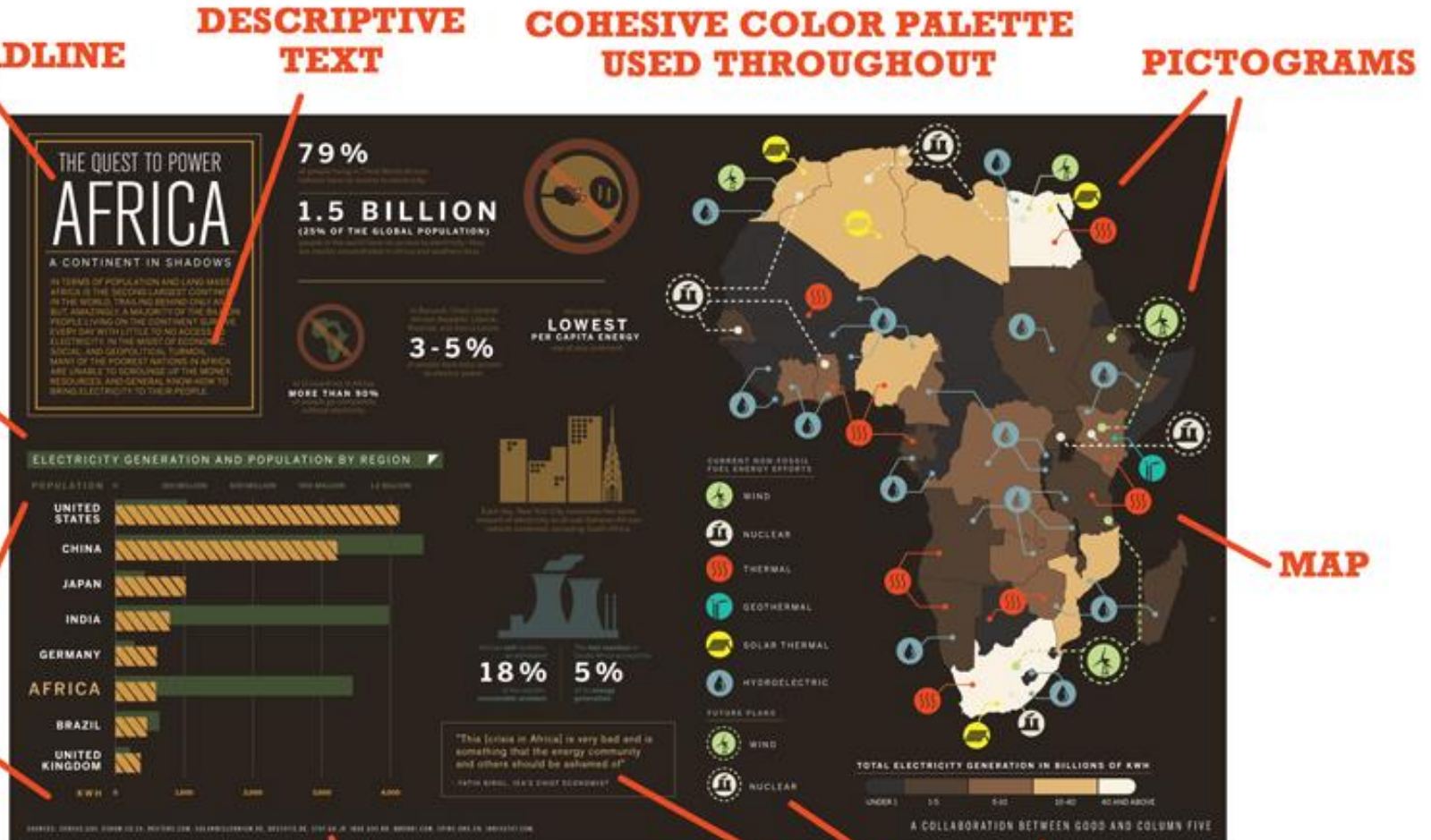


**CHART
TITLE**

CHART LABELS

REFERENCES

**MAX 2-3 TYPEFACES
USED THROUGHOUT**



TOOLS FOR DESIGNING AN INFOGRAPHIC

- PowerPoint [[templates from Hubspot](#)]
- [Canva](#) [[video tutorial](#)]
- [Piktochart](#) [[video tutorial](#)]
- [Venngage](#) [[video tutorial](#)]

ALSO CONSIDER ADDING A TAG CLOUD TO YOUR INFOGRAPHIC

- [Wordle](#) (cannot use Chrome)
- [WordClouds](#)
- [Tricklar](#)
- [TagCrowd](#)