

WHAT ARE INFOGRAPHICS?

Data Meets Design



INFOGRAPHICS

Find Meaning in Data

Tell a Story

Communicate Information
and Emotion

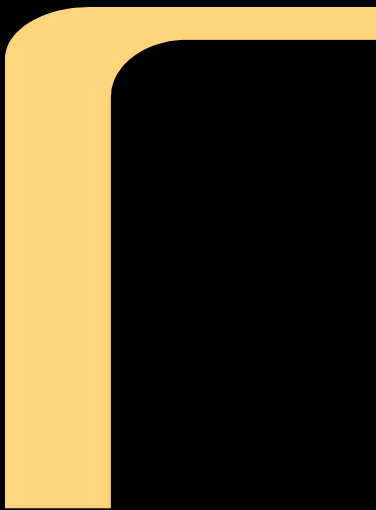
Secrets:

Brain wired for images - instant absorption

Thinking too hard hurts - target emotion and create bias

Make the most of that first glimpse - impressions count

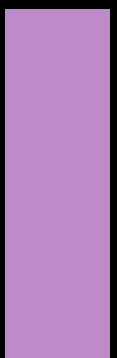
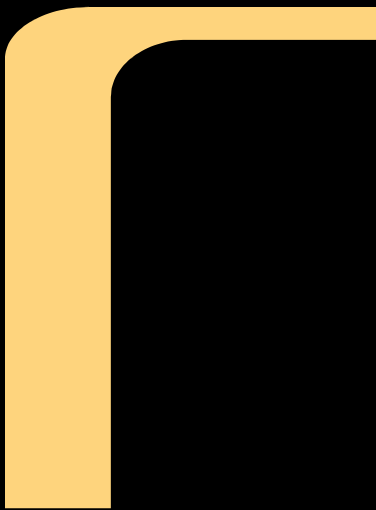
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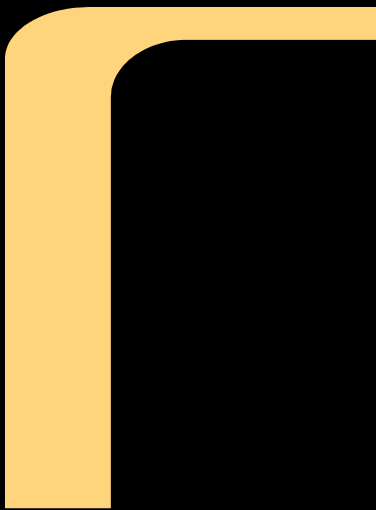


How many Bs?

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COLOR

SIZE

R O N I
G N O I T
A I T
A Z



COLOR

size

ORGANIZATION

Use of Color

A decorative graphic consisting of a thick yellow L-shaped bar on the left side, a horizontal purple bar extending from the top of the yellow bar, a horizontal yellow bar extending from the end of the purple bar, and a horizontal red bar extending from the end of the yellow bar.

Color is:

Meaning

Connected to feelings

Recognizable

Can I make you feel . . .

PASSIONATE

PEACEFUL

STABLE

CONFIDENT

LOYAL

CREATIVE

OPTIMISTIC

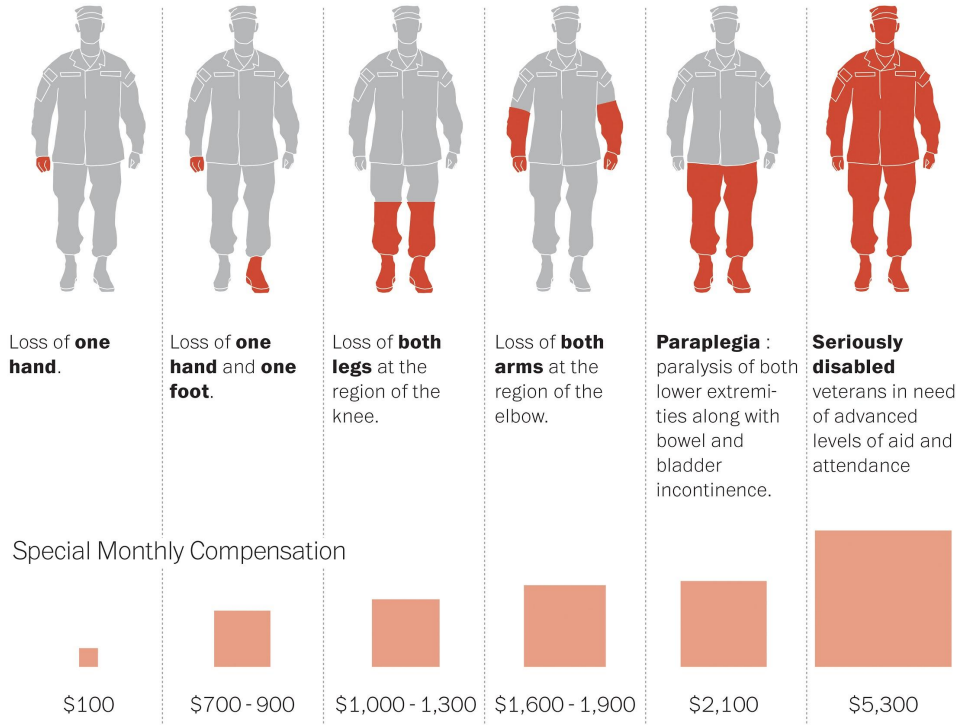
NEUTRAL

Can I make you feel . . .



The price of getting wounded

The Department of Veterans Affairs method of compensating severely wounded veterans uses a grading system based on the person's injuries. The higher the grade, the larger the amount per month. Some rough examples:



* All numbers for veterans alone without spouses or dependents. Special monthly compensation rates are added to monthly disability payments. A veteran with a 100% rating is paid \$2,858.24 a month.



<http://thecolorsofmotion.com/films>

Use of Size

A decorative graphic consisting of a yellow L-shaped corner on the left side. A horizontal bar extends from the top of this corner, divided into four segments of different colors: yellow, purple, yellow, and red.

Size is:

Dramatic

Biased

Impactful



Colossi of the N.F.L.

Below, some of the most mentioned players and coaches this season. Each player's height is scaled according to the number of times he was mentioned on "SportsCenter" or "Sunday N.F.L. Countdown."

Tim Tebow
About 1,450 mentions

Tom Brady
About 850 mentions

Peyton Manning
About 600 mentions

Aaron Rodgers
About 550 mentions

Michael Vick
About 540 mentions

Carson Palmer
Ray Rice
Ray Lewis
Philip Rivers
Chris Johnson
Rex Ryan
Terrelle Pryor
Andy Dalton
Plácido Burress
Mark Sanchez
Rob Gronkowski
Kyle Orton
Wes Welker
Bill Belichick
Joe Flacco
Rex Grossman
Eli Manning
Ben Roethlisberger
Alex Smith
John Fox
Drew Brees
Cam Newton
Denovan McNabb
Matt Ryan
Jay Cutler
Ndamukong Suh
Tom Coughlin
Tony Romo
Sam Bradford
Victor Cruz
Jim Harbaugh
Calvin Johnson
Matthew Stafford
Andy Reid

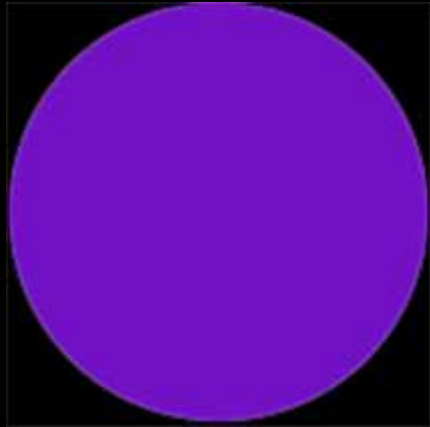
*Includes mentions of "Megatron"

How far away is Mars?

A decorative graphic consisting of a yellow L-shaped bar on the left side, a purple horizontal bar, a yellow horizontal bar, and a red horizontal bar, all set against a black background.

<http://www.distancetomars.com/>

Which circle is twice the size of the small one?



Surprise - they both are

Radius = 106 px
Area = 35325 px



Radius = 75 px
Area = 17662.5 px



Radius = 150 px
Area = 70650 px



Use of Organization



Organization is:
Strategic
Relational
Pretty

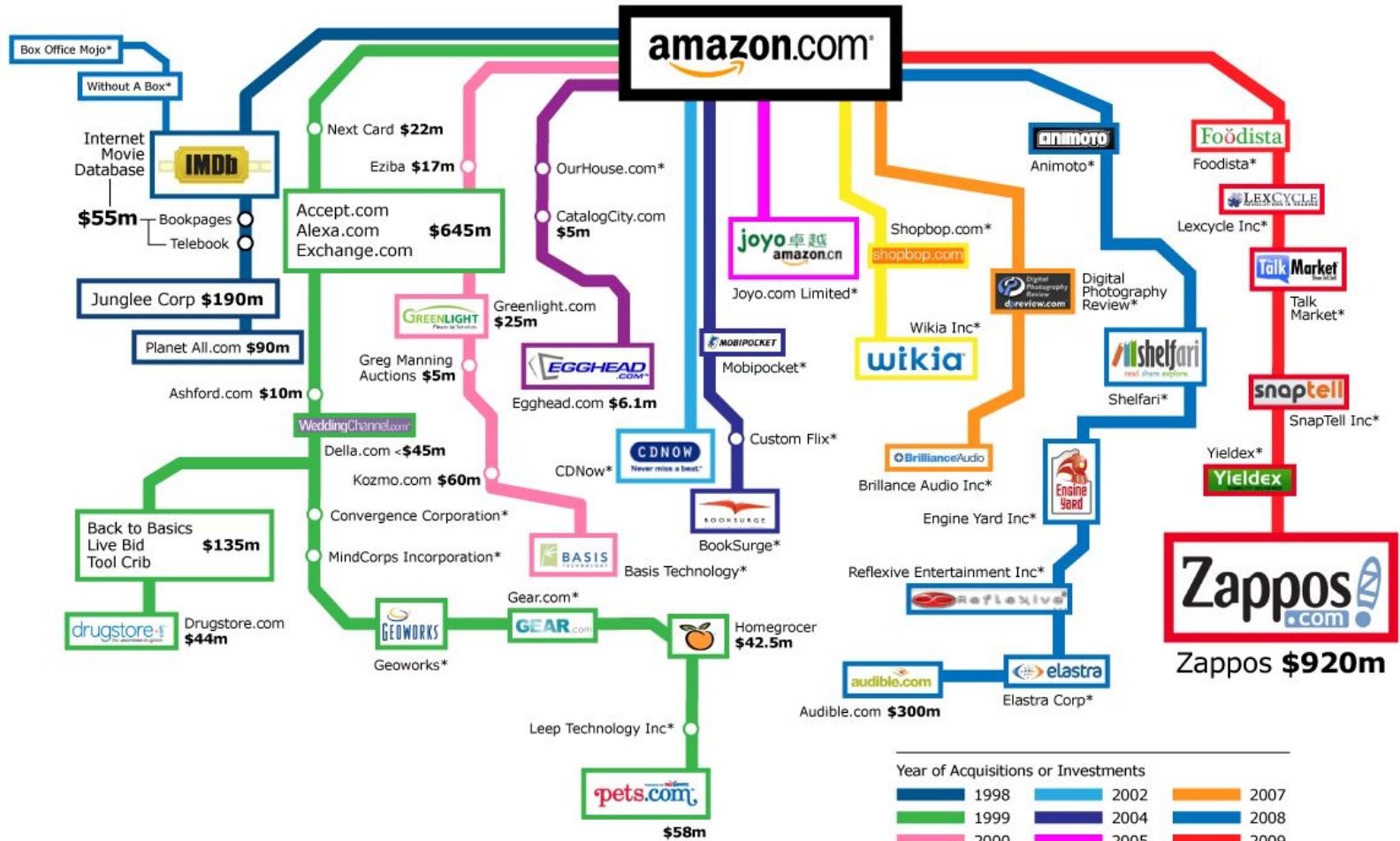
Periodic Table of the Elements

1 IA 11A																	18 VIII 8A						
1 H Hydrogen 1.008																	2 He Helium 4.003						
3 Li Lithium 6.941	4 Be Beryllium 9.012																	5 B Boron 10.811	6 C Carbon 12.011	7 N Nitrogen 14.007	8 O Oxygen 15.999	9 F Fluorine 18.998	10 Ne Neon 20.180
11 Na Sodium 22.990	12 Mg Magnesium 24.305	3 IIIB 3B	4 IVB 4B	5 VB 5B	6 VIB 6B	7 VIIB 7B	8 VIII 8	9 VIII 8	10 VIII 8	11 IB 1B	12 IIB 2B	13 Al Aluminum 26.982	14 Si Silicon 28.086	15 P Phosphorus 30.974	16 S Sulfur 32.066	17 Cl Chlorine 35.453	18 Ar Argon 39.948						
19 K Potassium 39.098	20 Ca Calcium 40.078	21 Sc Scandium 44.956	22 Ti Titanium 47.88	23 V Vanadium 50.942	24 Cr Chromium 51.996	25 Mn Manganese 54.938	26 Fe Iron 55.933	27 Co Cobalt 58.933	28 Ni Nickel 58.693	29 Cu Copper 63.546	30 Zn Zinc 65.39	31 Ga Gallium 69.732	32 Ge Germanium 72.61	33 As Arsenic 74.922	34 Se Selenium 78.09	35 Br Bromine 79.904	36 Kr Krypton 84.80						
37 Rb Rubidium 84.468	38 Sr Strontium 87.62	39 Y Yttrium 88.906	40 Zr Zirconium 91.224	41 Nb Niobium 92.906	42 Mo Molybdenum 95.94	43 Tc Technetium 98.907	44 Ru Ruthenium 101.07	45 Rh Rhodium 102.906	46 Pd Palladium 106.42	47 Ag Silver 107.868	48 Cd Cadmium 112.411	49 In Indium 114.818	50 Sn Tin 118.71	51 Sb Antimony 121.760	52 Te Tellurium 127.6	53 I Iodine 126.904	54 Xe Xenon 131.29						
55 Cs Cesium 132.905	56 Ba Barium 137.327	57-71	72 Hf Hafnium 178.49	73 Ta Tantalum 180.948	74 W Tungsten 183.85	75 Re Rhenium 186.207	76 Os Osmium 190.23	77 Ir Iridium 192.22	78 Pt Platinum 195.08	79 Au Gold 196.967	80 Hg Mercury 200.59	81 Tl Thallium 204.383	82 Pb Lead 207.2	83 Bi Bismuth 208.980	84 Po Polonium [208.982]	85 At Astatine 209.987	86 Rn Radon 222.018						
87 Fr Francium 223.020	88 Ra Radium 226.025	89-103	104 Rf Rutherfordium [261]	105 Db Dubnium [262]	106 Sg Seaborgium [266]	107 Bh Bohrium [264]	108 Hs Hassium [269]	109 Mt Meitnerium [268]	110 Ds Darmstadtium [269]	111 Rg Roentgenium [272]	112 Cn Copernicium [277]	113 Uut Ununtrium unknown	114 F1 Flerovium [289]	115 Uup Ununpentium unknown	116 Lv Livermorium [293]	117 Uus Ununseptium unknown	118 Uuo Ununoctium unknown						

Lanthanide Series	57 La Lanthanum 138.906	58 Ce Cerium 140.115	59 Pr Praseodymium 140.908	60 Nd Neodymium 144.24	61 Pm Promethium 144.913	62 Sm Samarium 150.36	63 Eu Europium 151.966	64 Gd Gadolinium 157.25	65 Tb Terbium 158.925	66 Dy Dysprosium 162.50	67 Ho Holmium 164.930	68 Er Erbium 167.26	69 Tm Thulium 168.934	70 Yb Ytterbium 173.04	71 Lu Lutetium 174.967
Actinide Series	89 Ac Actinium 227.028	90 Th Thorium 232.038	91 Pa Protactinium 231.036	92 U Uranium 238.029	93 Np Neptunium 237.048	94 Pu Plutonium 244.064	95 Am Americium 243.061	96 Cm Curium 247.070	97 Bk Berkelium 247.070	98 Cf Californium 251.080	99 Es Einsteinium [254]	100 Fm Fermium 257.095	101 Md Mendelevium 258.1	102 No Nobelium 259.101	103 Lr Lawrencium [262]

Alkali Metal	Alkaline Earth	Transition Metal	Semimetal	Nonmetal	Basic Metal	Halogen	Noble Gas	Lanthanide	Actinide
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Amazon Acquisitions and Investments



Design your own Infographic



<http://easel.ly>

<http://infogr.am>

<http://piktochart.com/>

Design your own Infographic



Photoshop

GIMP

Sources

Number grid: <http://edex.adobe.com/professional-development/workshop/data-visualizations>

Veteran Affairs: http://www.redorbit.com/media/uploads/2015/10/wapo_veterans.jpg

Football: https://hbr.org/resources/images/article_assets/2014/04/bainfographics_espn.jpg

Periodic Table: <http://sciencenotes.org/wp-content/uploads/2013/06/PeriodicTable-NoBackground2.png>

Amazon: <http://creativebits.org/files/infographics/infographics13.png>