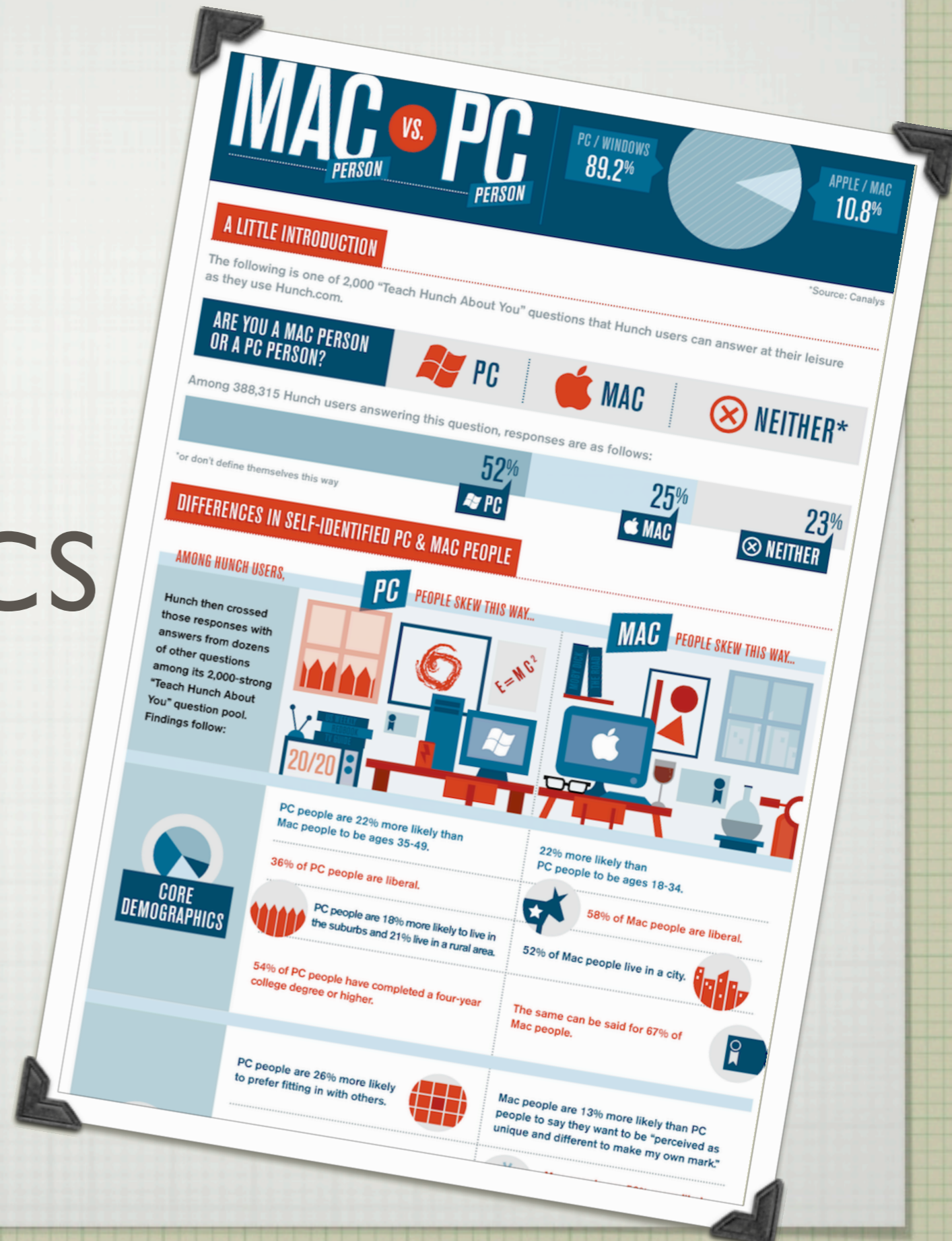


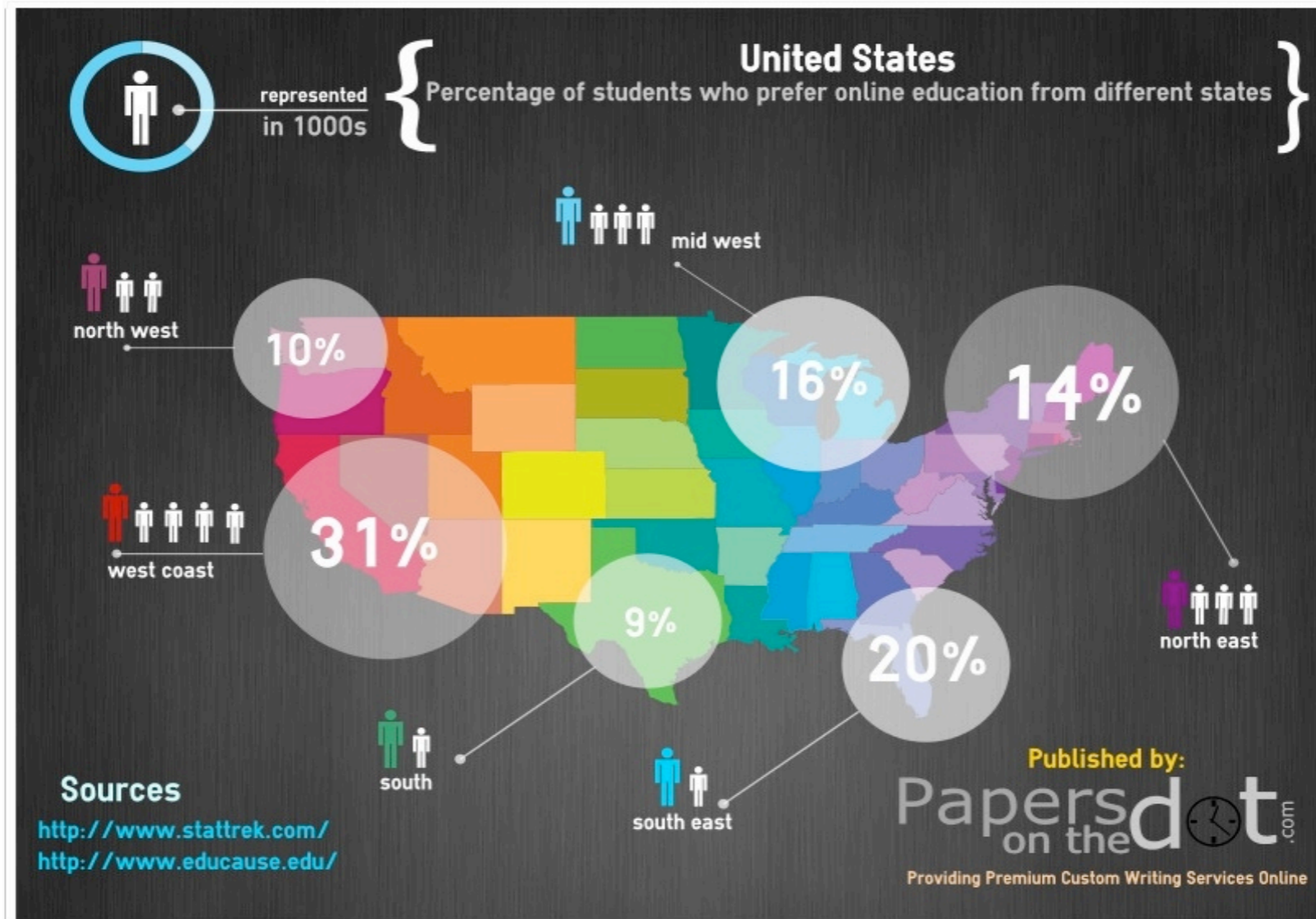
A PICTURE IS WORTH A THOUSAND WORDS

INFOGRAPHICS

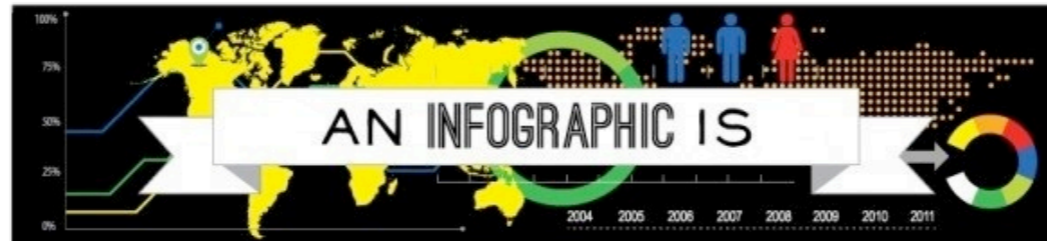
ASHLEY SHORT
ITF, CCHS



WHAT IS AN INFOGRAPHIC?



Information graphics or infographics are visual representations of information, data or knowledge. These graphics are used where complex information needs to be explained quickly and clearly, such as in signs, maps, journalism, technical writing, and education.



DATA



SORTED



ARRANGED



PRESENTED
VISUALLY



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



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

The **INFOGRAPHIC** INFOGRAPHIC

SO YOU WANT TO LEARN MORE ABOUT INFOGRAPHICS

Infographics are usually based on a popular topic of discussion or an internet meme. They mostly use block letters and vector illustrations to take boring data and make it entertaining. This paragraph introduces you to the idea, but most people don't read this.

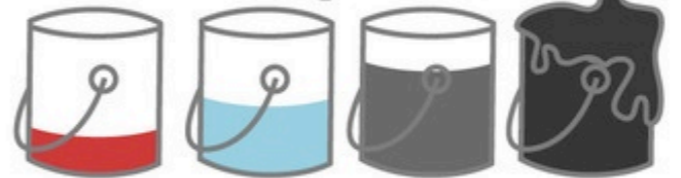
Keys to Success

Draw graphics to support each talking point.

Illustrated **visual puns** keep people interested. If they don't normally care about the topic at hand, they certainly will now.

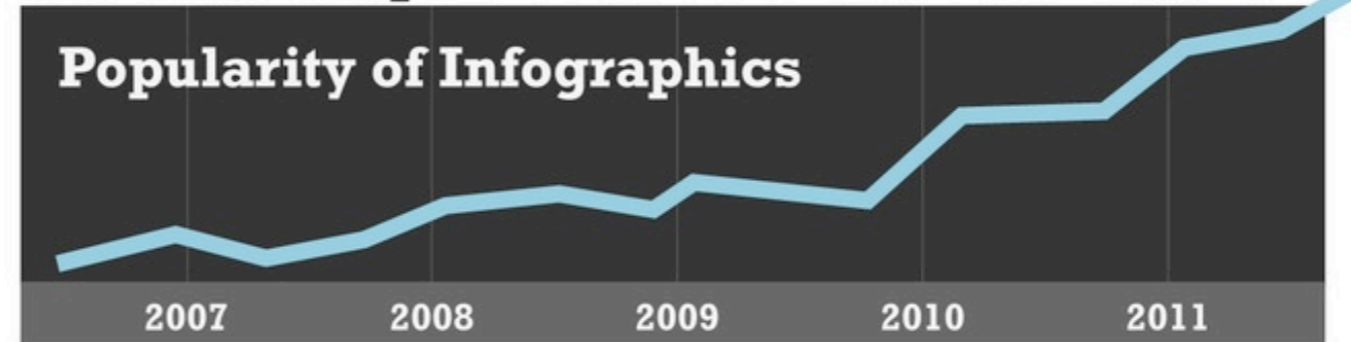


Color Usage



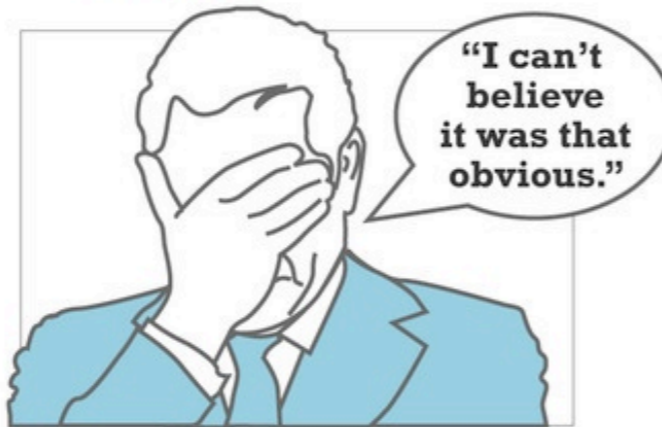
Infographics use mostly values and only use the main color for illustrations. Highlight colors will only be used to **draw attention** to certain words.

The Line Graph is where we crunch serious numbers and use the whole page width.



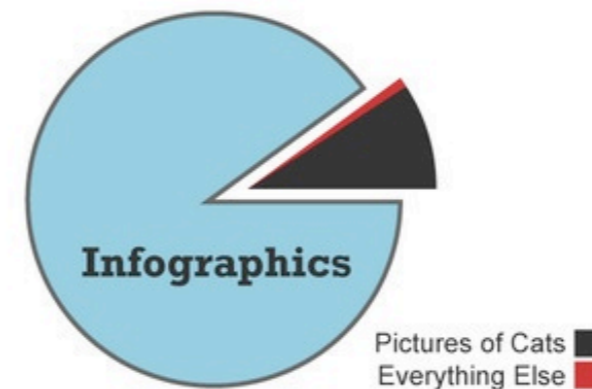
Make it Obvious

with a **semi-related** humorous illustration.



Shocking Extrapolation

At the current growth rate, in **2158** infographics will be **90%** of all internet content.



Sources need to be hard to read, use a lighter and smaller font so no one will try and fact check you.

<http://www.google.com/trends?q=infographic&ctab=0&geo=all&date=all&sort=0>

WATCH THIS SPACE. INFOGRAPHICS ARE



100% OF BUSINESSES CAN BENEFIT

EVERYONE SHOULD CONSIDER THE POTENTIAL ADVANTAGES **RIGHT NOW**

INFOGRAPHIC PRODUCTION INCREASES BY **1%** EVERY DAY

THEY SHOW AN **EXPERT**



UNDERSTANDING OF A SUBJECT AREA OR TOPIC

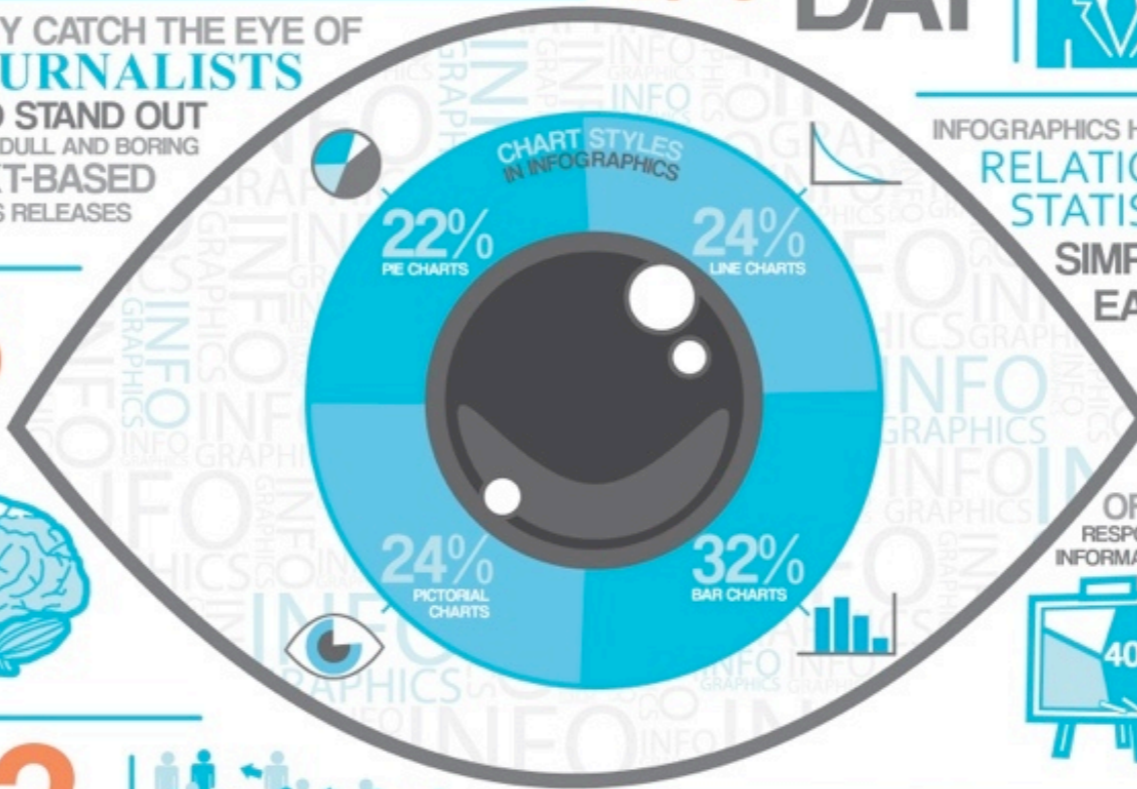


THEY CATCH THE EYE OF **JOURNALISTS** AND STAND OUT FROM DULL AND BORING TEXT-BASED PRESS RELEASES

90% OF INFORMATION THAT COMES TO THE BRAIN IS



VISUAL



INFOGRAPHICS HELP TO VISUALISE **RELATIONSHIPS & STATISTICS** SIMPLY & EASILY



40% OF PEOPLE WILL RESPOND BETTER TO VISUAL INFORMATION THAN PLAIN TEXT



- VISUAL LEARNERS
- AUDIO LEARNERS
- TACTILE LEARNERS

≈ 13 MILLION RESULTS FOR THE TERM 'INFOGRAPHIC' ON GOOGLE

INFOGRAPHICS **GO VIRAL**

INFO INFO GRAPHIC OF **GRAPHICS**

SOURCES FOR DATA: AROUND 13 MILLION RESULTS FOR THE TERM 'INFOGRAPHIC' ON GOOGLE AS OF 28TH JULY 2011 (<http://www.google.com/search?q=infographic&btnG=Search&allsorts=1>); 40% OF PEOPLE WILL RESPOND BETTER TO VISUAL FORMS OF LEARNING ACCORDING TO (Teaching Students to Read Through Their Individual Learning Styles, Marie Curcio, Rita Dunn, and Kenneth Dunn, Prentice-Hall, 1988, p.11); CHART STYLES IN INFOGRAPHICS ACCORDING TO (<http://imgur.com/0Vejj.png>); INFOGRAPHIC PRODUCTION INCREASES BY 1% EVERY DAY ACCORDING TO (<http://www.dailymail.co.uk/tech/article-1364616-facts-about-infographics.html>); 90% OF INFORMATION THAT COMES TO THE BRAIN IS VISUAL (<http://www.visuallearning.com/>).

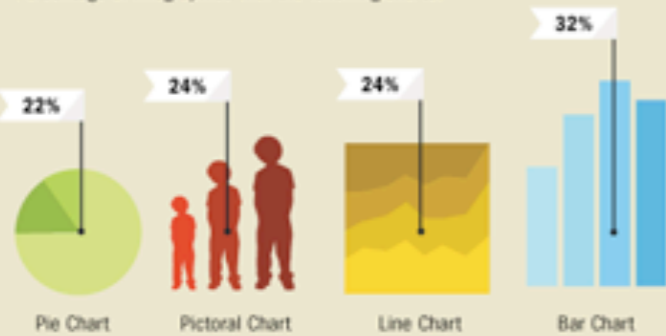
INFOGRAPHIC OF INFOGRAPHICS

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:



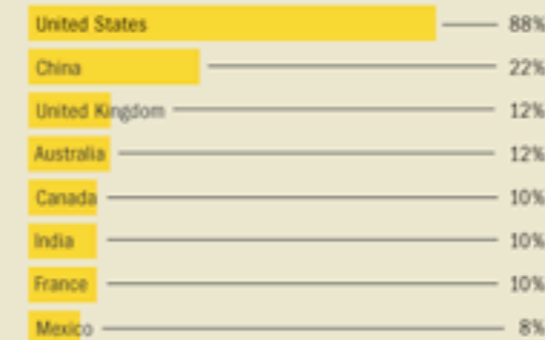
FONT

■ Sans Serif
 ■ Condensed Sans Serif
 ■ Serif



CONTENT

COUNTRIES FEATURED



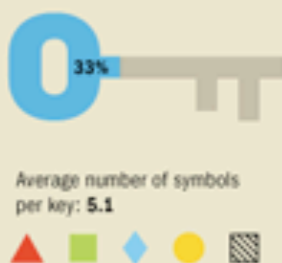
THEME

Relative popularity of different infographic themes:

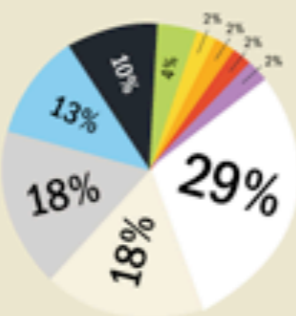


KEY INFO

Percentage of infographics with key:

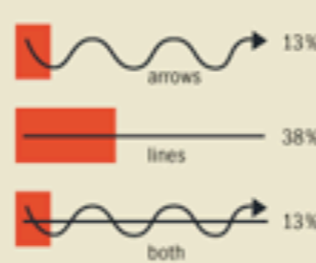


BASE COLOR



NAVIGATIONAL ICONOGRAPHY

Frequency of arrows & connecting lines in infographics:



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"

CONCEPT & DESIGN Ivan Cash

SOURCE 49 infographics collected at random from www.good.is/infographics

CONCEPT & DESIGN Ivan Cash

SOURCE 49 infographics collected at random from www.good.is/infographics

Which Birth Dates Are Most Common?



WHY USE
INFOGRAPHICS?

- COMMUNICATE IN AN ENGAGING WAY
- PRESENT LARGE AMOUNTS OF DATA
MEANINGFULLY
- REVEAL HIDDEN FACTS FOR THE VIEWER

YOUR TASK

[HTTP://WWW.PINTEREST.COM/
MASHABLE/INFOGRAPHICS/](http://www.pinterest.com/mashable/infographics/) --GO

**FIND ONE INFOGRAPHIC TO
DISSECT WITH YOUR PARTNER**

10 MINUTES

GO

The Lightning

The irrational fear of lightning (and thunder) is astrophobia.

"The bolt can be over five miles (eight kilometers) long".

Thunder
The air particles quickly expand and contract at a rate faster than the speed of sound creating rapidly moving sound waves known as Thunder.

100 MILLION VOLTS IS THE ELECTRICAL POTENTIAL BY LIGHTNING

Number of Lightning Deaths by State from 2000 to 2009

STATE 2000-2009	DEATHS	RANK OF DEATHS
Alabama	14	6
Alaska	0	45
Arizona	7	21
Arkansas	6	24
California	8	19
Colorado	27	2
Connecticut	2	38
Delaware	0	46
D.C.	0	47
Florida	70	1
Georgia	20	4
Hawaii	0	48
Idaho	1	42
Illinois	9	16
Indiana	4	27
Iowa	4	28
Kansas	3	32
Kentucky	9	17
Louisiana	11	11
Maine	5	25
Massachusetts	5	26
Michigan	4	29
Minnesota	4	20

412 Number of Lightning Deaths in USA

200 VOLTS
One grinder generates 200 VOLTS
One lamp consumes 200 VOLTS

Lightning Storms
The most commonly accepted theory of how lightning forms is that, when ice and water particles collide in a cloud, they are charged.

Lighter particles tend to be positively charged and end up near the top of the cloud, while negatively charged particles are near the bottom of the cloud.

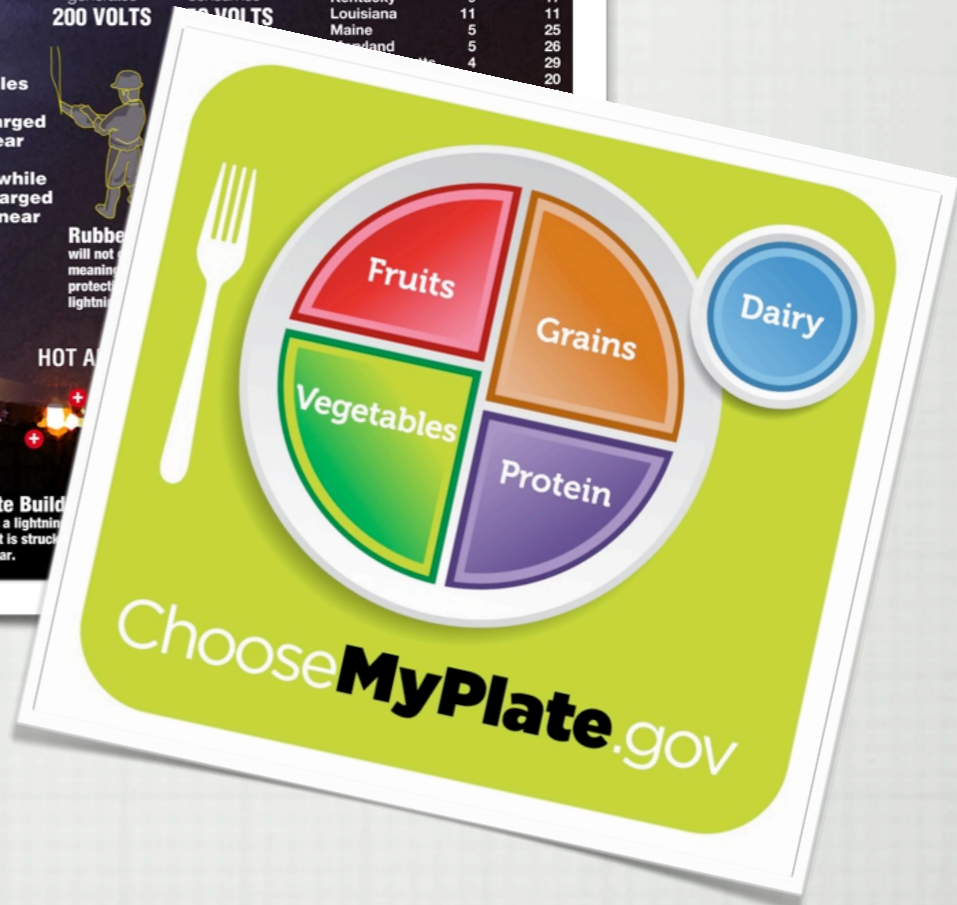
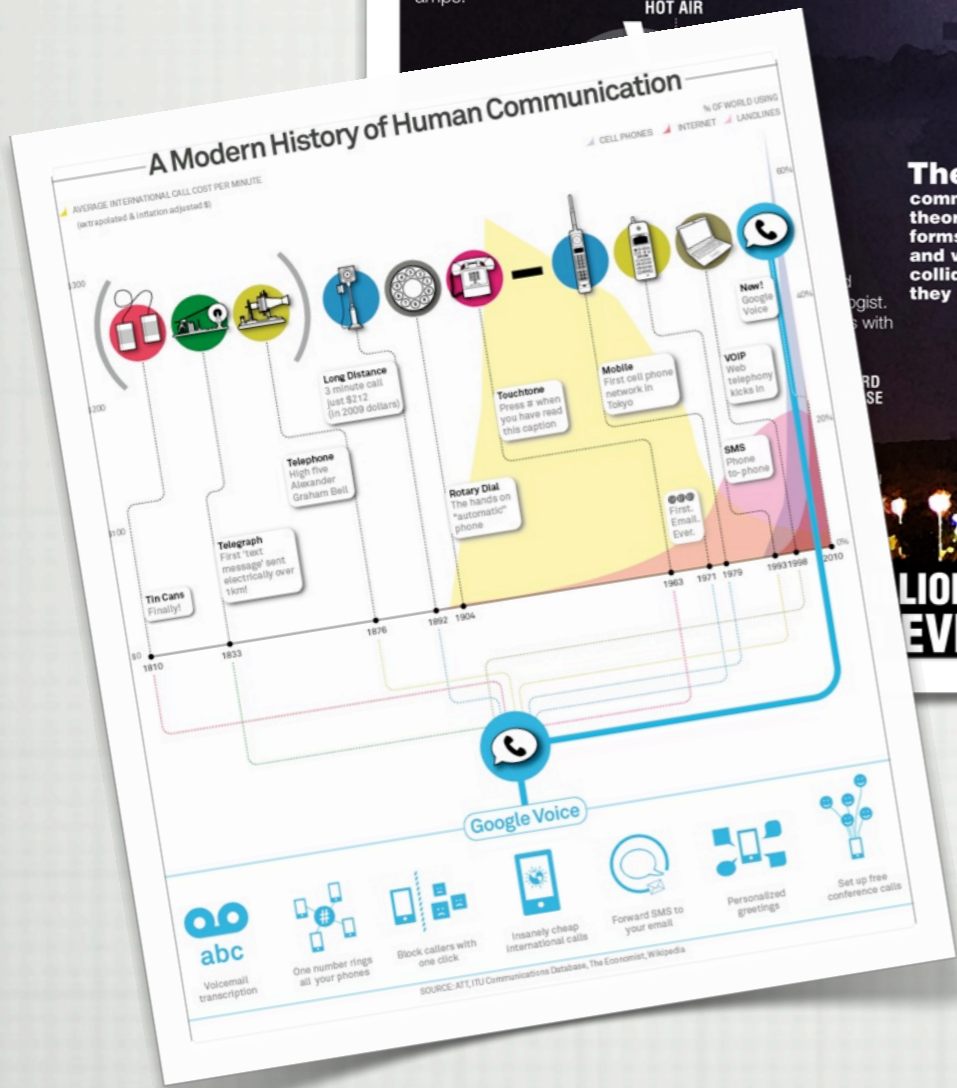
Hot Air
HOT AIR
HOT AIR

COLD AIR

1 MILLION LIGHTNING STORMS EVERY YEAR.

The Empire State Building is designed to serve as a lightning rod for the surrounding area. It is struck about 100 times per year.

Rubber will not protect lightning.



WHAT TYPES CAN YOU CREATE?

STATISTICAL INFOGRAPHIC

HAMBURGERS THE ECONOMICS OF AMERICA'S FAVORITE FOOD



- **WHAT ARE AMERICANS SAYING ABOUT THEIR FAVORITE BURGER?**
- **HOW MUCH OF EACH INGREDIENT IS CONSUMED ANNUALLY?**
- ★ **U.S. PRODUCTION AND VALUE FOR EACH INGREDIENT ANNUALLY**

FAVORITE TYPE OF MUSTARD

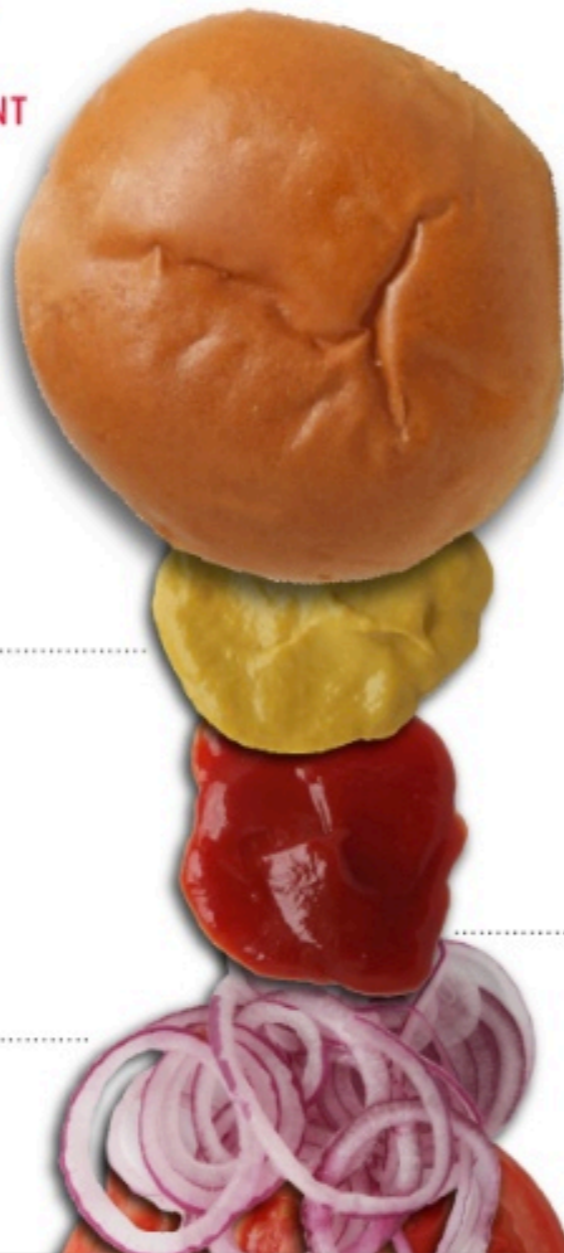


YELLOW: 55%
BROWN: 20%
DILON: 19%
OTHER: 4%
SWEET: 2%

41.3 MILLION POUNDS ★
OF MUSTARD VALUED AT
\$18.0 MILLION

20.0 POUNDS ■
PER PERSON

7.4 BILLION POUNDS ★
OF ONIONS VALUED AT
\$843 MILLION



FAVORITE BURGER BUN

POTATO ROLL 31%
SESAME SEEDS 23%
WHITE 16%
KAISER ROLL 10%
BRIOCHE 9%
OTHER 5%
CIABATTA 3%
ENGLISH MUFFIN 3%



■ 134.6 POUNDS PER PERSON

★ ONE BILLION BUSHELS
USED FOR FLOUR VALUED AT
\$6.64 BILLION

■ 71.0 POUNDS
PER PERSON

★ 12 MILLION TONS
OF KETCHUP VALUED AT
\$901 MILLION

HAMBURGERS THE ECONOMICS OF AMERICA'S FAVORITE FOOD



- **WHAT ARE AMERICANS SAYING ABOUT THEIR FAVORITE BURGER?**
- **HOW MUCH OF EACH INGREDIENT IS CONSUMED ANNUALLY?**
- ★ **U.S. PRODUCTION AND VALUE FOR EACH INGREDIENT ANNUALLY**

FAVORITE TYPE OF MUSTARD



41.3 MILLION POUNDS ★
OF MUSTARD VALUED AT
\$18.0 MILLION

FAVORITE BURGER BUN

20.0 POUNDS ■
PER PERSON

7.4 BILLION POUNDS ★
OF ONIONS VALUED AT
\$843 MILLION

28.0 POUNDS ■
PER PERSON

9.0 BILLION POUNDS ★
OF ONIONS VALUED AT
\$2.2 BILLION

FAVORITE BURGER SIZE



61.2 POUNDS ■
PER PERSON

IN 2009, THE U.S. CONSUMED
26.9 BILLION LBS. OF BEEF

26.1 BILLION POUNDS ★
OF BEEF PRODUCED VALUED AT
\$2.2 BILLION

AMERICANS SPEND \$270 PER
PERSON ON BEEF EACH YEAR.



- **FAVORITE BURGER BUN**
- POTATO ROLL 31%
- SESAME SEEDS 23%
- WHITE 16%
- KAISER ROLL 10%
- BRIOCHE 9%
- OTHER 5%
- CIABATTA 3%
- ENGLISH MUFFIN 3%

134.6 POUNDS PER PERSON

★ ONE BILLION BUSHELS
USED FOR FLOUR VALUED AT
\$6.64 BILLION

71.0 POUNDS PER PERSON

★ 12 MILLION TONS
OF KETCHUP VALUED AT
\$901 MILLION

20.3 POUNDS PER PERSON

★ 14 MILLION TONS
OF TOMATOES VALUED AT
\$1.2 BILLION

FAVORITE CHEESE

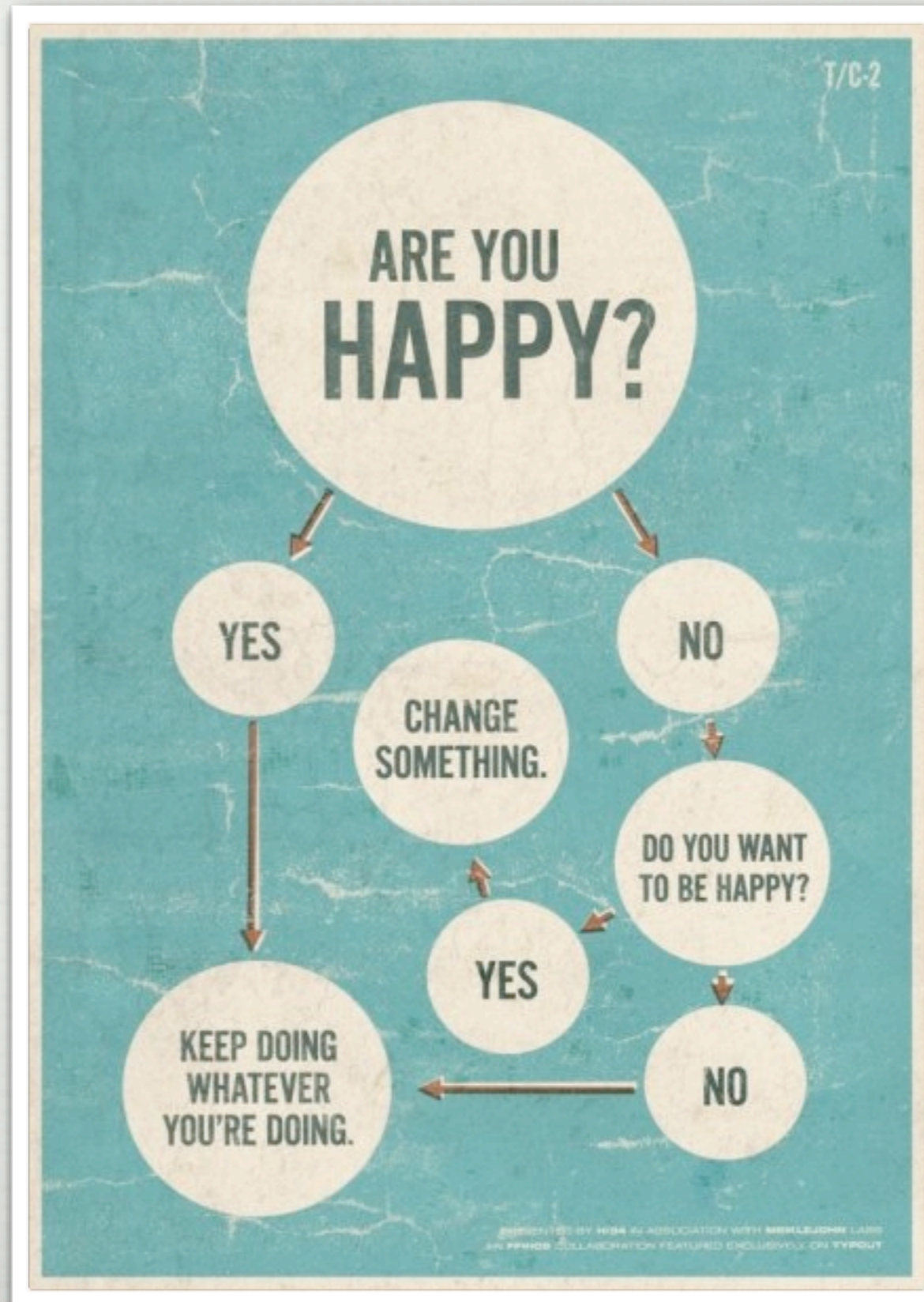


32.4 POUNDS PER PERSON

★ 10.1 BILLION POUNDS
OF CHEESE VALUED AT
\$14 BILLION

SOURCES: AHT.SERVICES.COM ■ NACMC.ORG ■ ERS.USDA.GOV ★ USDA.MANNLIBR.CORNELL.EDU

FLOW CHART



PHOTO

News illustrated



GANGNAM STYLE!!!

The 5 basic steps

The sudden explosion of a South Korean entertainer called Psy, has given the world Gangnam Style. It is setting the music and dance world on fire and has a set sequence. We simplify them for your perusal

★ When to use the steps during the chorus ★

Step 1 Oppa is Gangnam style, ahhhh... Gangnam style...	Step 2 Oh, oh oh oh oh, Oppa is Gangnam style...	Step 3 or Step 1 (in the last chorus) Eeeehh- Sexy Lady...
Step 1 ahhhh... Gangnam style...	Step 2 Oh, oh oh oh oh, Oppa is Gangnam style...	Step 5 (only at the end) Oppa is Gangnam style.
Step 1 or Step 2 (in the last chorus) Oh, oh oh oh oh, Oppa is Gangnam style...		Step 4 Eeeehh- Sexy Lady oh oh oh oh.

Step 1
Riding the horse

! Dress classy and dance cheesy

Cross your hands like taking the horse reins and pulse up and down

Do small jumps with your legs spread like you are riding a horse

Footsteps: R L R R L R L L

Step 2
Lassoing the sexy lady

Lassoing motion with your right arm

Continue with the horse-riding movement

Footsteps: R L R R L R L L

Step 3
Now everybody is looking at me

A Hands in pockets or waist and small hip side movements combined with the foot steps

B Finish this move dragging the right leg to the left leg.

Slight kick with the right leg. Alternate with small jumps with the left leg

Footsteps A: L R L R L R L R

Footsteps B: L R

Step 4
Combine a few 'sexy' moves

C Now move your hips to the outside with quick movements twice

A Cross your hands over your left leg

B Spread and flex your legs. Move your body up and down three times

D Rotate your right leg three times, maintaining the body position.

Step 5
Finish with a cool pose

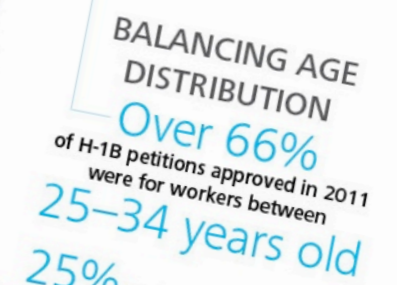
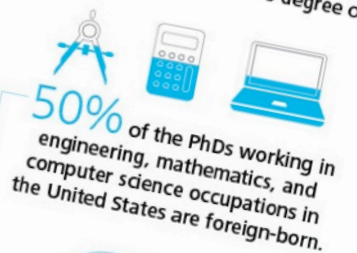
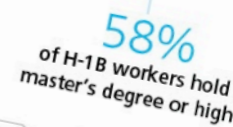
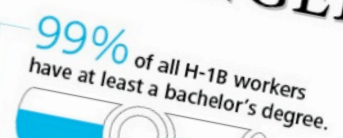
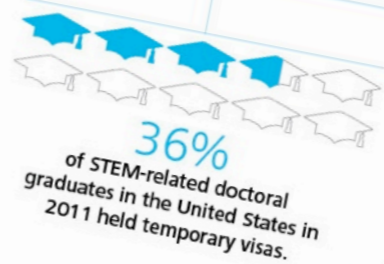
A Spread your arms and raise your right leg (position A). Now get down quickly on your right leg and flex the left one. Now rotate your right arm and with your hand touch your chin doing a "L" shape with your fingers

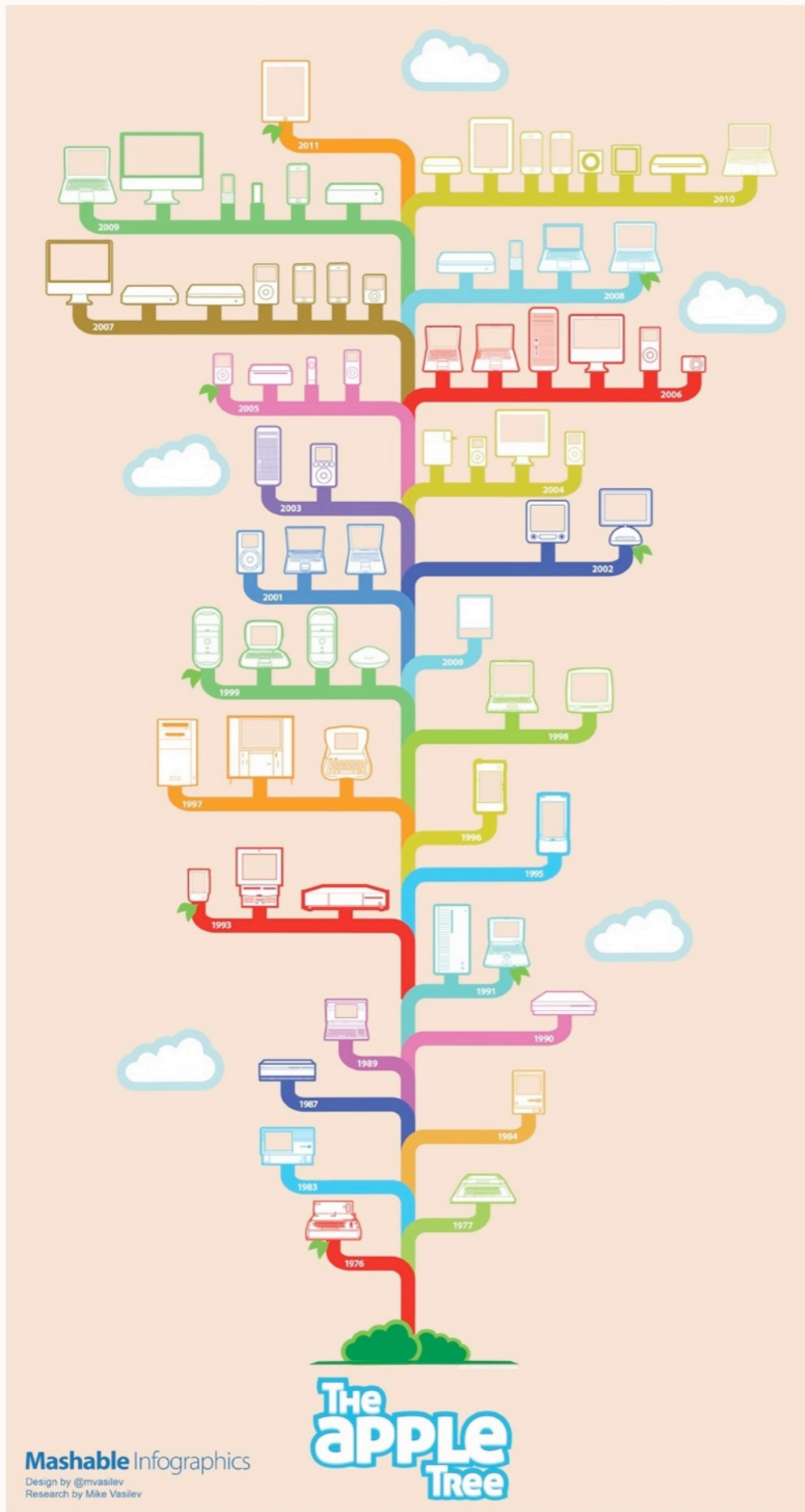
B "L" shape with your fingers

Source: YouTube | HUGO A. SANCHEZ/Gulf News

ISSUES BY THE NUMBERS: MAKING AMERICA SMARTER, STRONGER, AND YOUNGER

INNOVATION = PROSPERITY
Having workers with advanced training in science, technology, engineering, and math (STEM) fields is key to fostering innovation.





Mashable Infographics
 Design by @mvasilev
 Research by Mike Vasilev

The
APPLE
 Tree

Timeline Infographic 34 www.infographicality.com

TIMELINE INFOGRAPHIC

How to Create an Infographic

in 7 Steps



1 Think of an idea
Make a list of possible ideas for your infographic



2 Create a skeleton & flowchart
This will be your initial draft.

3

Color scheme it
Use eye-friendly colors such as pastels & bright hues.



4 Choose Eye-Catching Graphics
People are attracted to visuals more than the text.

5 Research
Use a variety of authoritative sources.



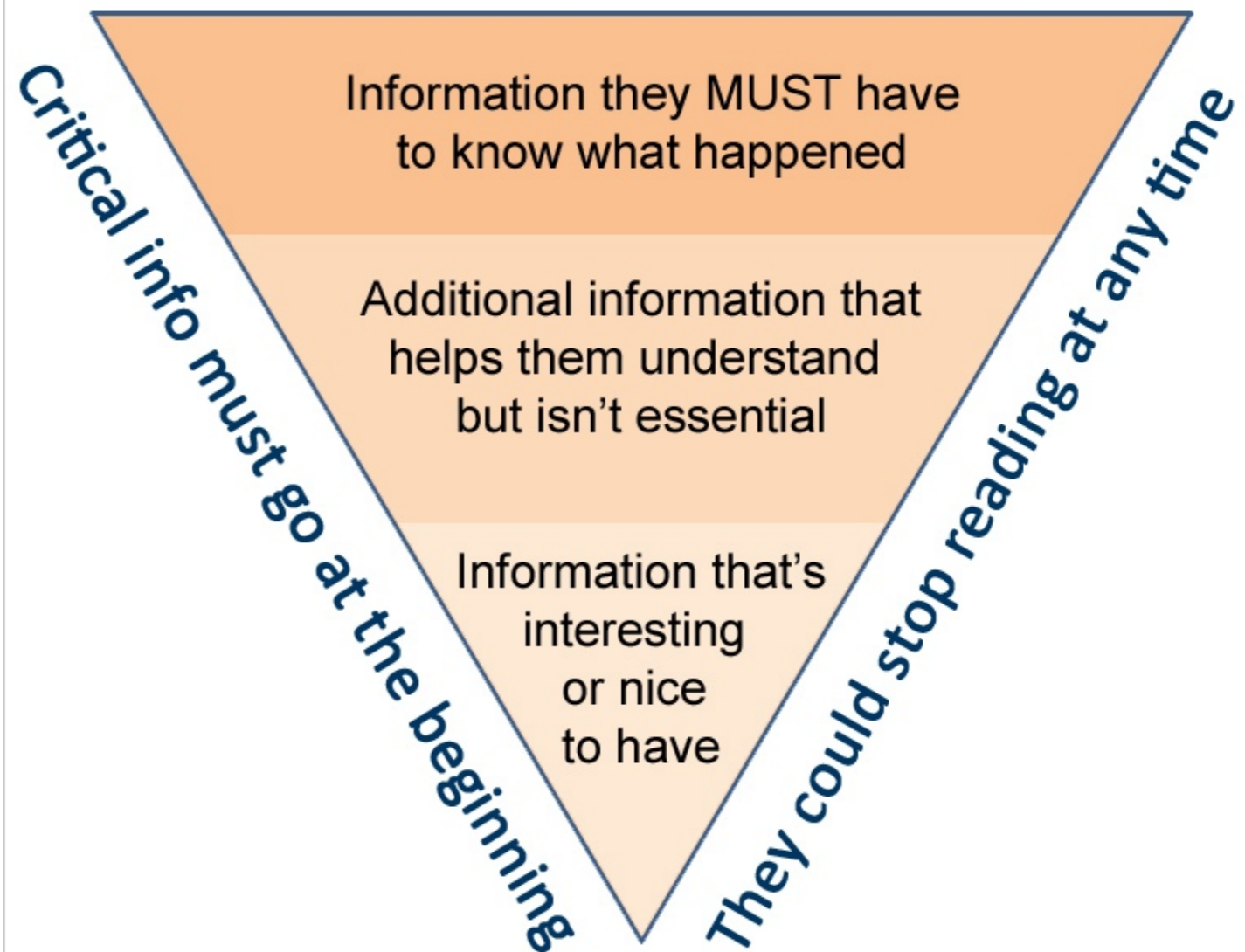
6 Provide facts and conclusions
Illustrate statistics. Make it simple.



7 Edit, edit, edit
Filter through everything, and try to create a narrative.



Inverted Pyramid News Writing



[HTTP://WWW.NEXTNATURE.NET/WP-CONTENT/UPLOADS/2008/04/NEWS WRITING INVERTED PYRAMID.JPG](http://www.nextnature.net/wp-content/uploads/2008/04/news-writing-inverted-pyramid.jpg)

MORE INFORMATION

[HTTP://ON.MASH.TO/17LP28T](http://on.mash.to/17LP28T)

[HTTP://BIT.LY/O6ECC9](http://bit.ly/O6ECC9)

REFERENCES

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