Today’s program

1. Introduction
2. Infographics: Data visualization
3. Infographics: The process
4. Infographics: Storytelling
5. Creating infographics
6. Group work
7. Reflections
Researchers and infographics

- Everybody likes simple language.. More often asked in journals.. Is there a trend?
- Examples of famous researchers sharing stories, rather than scientific articles
- Visual abstracts
2. Infographics: Data visualization
Data visualisation vs infographic
Data visualisation is...

- Quantifiable information in the form of numbers
- Data visualisation is objective,
- created for the purpose of making sense of the data,
- or to make data more accessible.
- Likely to be created automatically
- Transferable process to other data sets
- Graphic design is often less important
Infographics...

- Contain information presented within context
- Are designed to tell or explain a specific story
- Are intended for a specific audience
- Are subjective
- Are content enriched by illustrations, icons and other graphical flairs - matching your audience and purpose (journal / website / poster)
Figure 3.1. Institutional mapping of roles and responsibilities for water resources management in Mexico
- Add another good example
Why do infographics work?
The power of images?
It only takes us 150ms for a symbol to be processed + 100ms to attach a meaning to it [7, 8]

While you are travelling down this road there is a chance that one or more rocks of varying size may fall from the slopes on one or both sides of you. You should be aware of this before you travel this way so that you are cautious of this particular type of hazard.
We’re all informavores now, hunting down and consuming data as our ancestors once sought wooly mammoths and witchetty grubs.”

- Rachel Chalmers
We consume information equivalent to 174 newspapers per day.

(up to only 40 newspapers in 1984)

Information overload

We receive **5x** as much information today as we did in 1986. [9]

**34 gigabytes** or **100,500 words** - the amount of information we consume outside of work on an average day. [10]

On average users only read **28%** of words per visit. [11]
Infographics counter information overload because...

They're more engaging

Researchers found that colour visuals increase the willingness to read by 80%.

[12]
Easier to recall

People remember:

80% of what they SEE and DO

10% of what they HEAR

20% of what they READ
3. Infographics: The process
Part 1: What to ask?

- What is the purpose?
- Which data am I going to use?
- Why will people share it (who are they?)
- How can I maximise that?
Data: make choices

- Challenge: find a balance
Find your hook

- What is the take away for the header?
- Use this as hook / focal point
- Build your story around it
Tell your story

introduction / foundation

Ah-Ha!
The Main Event

conclusion / call-to-action

Classic example of clear storyline:
Creating Infographics

1. Choose a format
2. Build a wireframe
3. Visualise as much as possible
4. Strengthen your hook visually
5. Reflect and revise

Be creative
Choose a format

**PRACTICAL**

- Flowchart How-to
- World Maps / Countries That...
- How to Guides
- Illustrated How-Tos
- Photo Guides

**EDITORIAL**

- Visual Answer to a Question
- Versus Infographic
- Statement with Proof

**SOCIAL**

- 50 Amazing Facts About the...
- 50 Facts
- Lists Using Illustrations
- Irish Chefs & their world cup dishes
- Visual Map
Often used starting points

**Visual Article**
- Makes a piece of writing more visual
- Best used to:
  - cut down on text
  - make a plain article more interesting
  - increase sharing potential

**Versus**
- Compares two things in a head-to-head study
- Best used to:
  - highlight differences between two similar things
  - highlight similarities between two unlike things
  - prove one option is superior/inferior to the other

**Timeline**
- Tells a story through a chronological flow
- Best used to:
  - show how something has changed over time
  - make a long, complicated story easier to understand
  - show how one thing leads to another

**Map**
- Showcases data trends based on location
- Best used to:
  - compare places and cultures via setting-centric data

**Flowchart**
- Provides a specialized answer to a question via reader choices
- Best used to:
  - provide personalized answers for readers
  - showcase how multiple situations can reach the same conclusion

**Data Visualization**
- Communicates data through charts, graphs, and/or design
- Best used to:
  - make data-driven arguments easier to understand
  - make facts and statistics more interesting to absorb
Build a wireframe

- Lay out your concept
- Make a sketch of the hierarchy
- Use this step to have your concept reviewed
Visualise: basic principles

Unity – harmony

Balance

Hierarchy

Scale - proportion

Dominance - emphasis

Similarity - contrast
Forests and family farms together sustaining livelihoods and landscapes

FOREST AND FARM PRODUCER ORGANIZATIONS
CONNECT, ENABLE AND AMPLIFY OPPORTUNITIES
6 Mind-Blowing Social Media Statistics
And What They Mean For Your Marketing Strategy

And Download The Free White Paper.

1. Make it Work For You
   Designate a response team to handle common inquiries and concerns.

2. Pinterest
   A majority of accounts for 40% of social media driven purchases.

3. Facebook Posts
   95% of wall posts are NOT answered by brands.

4. Include price
   13% of consumers follow a brand on social channels because of their discounts.

5. Twitter
   20% of Twitter accounts earn $10,000-$75,000 per week.
   32 billion weekly tweets.

6. Google Trends
   20% of Google searches end in buyer searches.
Use colours

- Limit your colour palette
- Stick to 3 to 6 colours
- Available tools e.g. www.colourlovers.com
Fonts

Fonts are great to spice up your infographic
- Think about (contrast in) style, size, weight
- Appropriateness
- Avoid small differences
- Functionality / interpretation
- Add good / bad examples
Visualize the hook

Blood on the Field: Football Related Deaths

HGXKS

Sweat: The Big Picture

Do's and don'ts of Infographic design - Amy Balliet
STopping MANGrove deforestation makes a whole lot of sense

1. Indonesia has a whole lot of mangroves

2. Mangroves store a whole lot of carbon

3. A whole lot of mangroves are destroyed every year

4. This deforestation releases a whole lot of carbon

5. Half of Indonesia’s mangrove destruction could meet 1/4 of Indonesia’s 26% emissions reduction target for 2030...

Fast facts: Mangrove forests

What is a mangrove?
Mangroves are a family of trees that are adapted for life in the water. They are found in tropical areas around the world and are vital for the health and sustainability of coastal areas.

Millions of migratory birds
Mangrove forests provide vital stopping and resting areas for millions of global migratory birds, which can give the appearance of huge flocks when flying overhead.

Up to 75%
Mangroves protect coastal communities from the impacts of climate change, including storms and sea level rise.

References:

Additional references:
- www.worldmangroves.org
- www.mangroveforest.org

Rodents & design: Jan Coles

Color scheme: CMYK

License for distribution:
Creative Commons Attribution-NonCommercial 4.0 International (CC BY-NC 4.0)
Images

- Wikimedia
- Freepik
- Shutterstock
- Vector images vs non vector
Style

– When you make a series style is important
– Create your own
Reflect and revise

Costs & Benefits

- Expenditures
- Labour
- Maintenance efforts
- Polls
- Lower downstream floods
- Loss of flood ecology
- No sediment built up
- Different methane emissions

Benefits

- Employment
- Cost-creating in local economy
- Higher crop yields and stocking rates
- Reduced mortality
- Water for humans and livestock
- Secure base flows and groundwater tables
- Less sedimentation
- Less flooding
- Carbon sequestration
- Biodiversity conservation
- Peace and stability
- Less illness due to infected tannin
- Less loss of herds
- No interruption in key services
- No soil degradation
- No forest conversion
- Ample biomass not forest degradation

Works Implementation

- On site
- On stream
- Off stream
- Resilience
Test and revise

- Discuss your infographic with others, does it convey the right message, is the infographic clear?
- Make a test-print
- Think about how do you want to publish
- Think about file size
- See if everything is in place
- Clean up the design from small errors
- Make sure you include proper credits
Online tools

- There are many
- THE best tool does not exist
- Tools come and go
- An (elaborated!) overview can be found here: http://www.coolinfographics.com/tools/
Work with easel.ly

- Sign up, create a free account
- Choose formats or start from scratch
- If you have data you can insert directly from excel (note: if exceldata is the majority of your infographic, choose Piktochart)
5 key dimensions of water security

Jakarta's water security
Our inspiration & references

- Americanscientist
- Newsilike.in
- Piktochart (online tool similar to easel.ly)
- Data visualization tools and resources
- Gap minder
- http://www.gapminder.org/downloads/
- Amazing maps on facebook (rethink conventional maps)
- https://www.facebook.com/MapsAreAmazing/
- 90 best infographics
- http://www.creativebloq.com/graphic-design-tips/information-graphics-1232836
- https://www.in60seconds.nl/blog/