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Infographics for Everyone

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Infographics for Everyone

Timothy A. Balch, Marshall University Libraries
WVLA Spring Fling April 9, 2015

What are infographics?

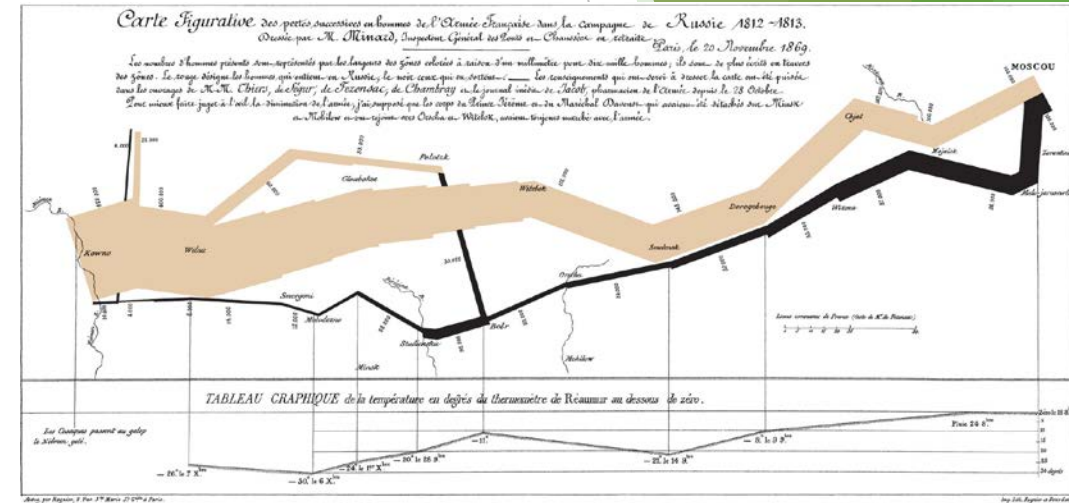
Infographics = information graphics

“A **visualization** of data or ideas that tries to **convey complex information** to an audience in a manner that can be **quickly consumed** and **easily understood**.”


Smiciklas p.3

Is this something new?

- ▶ Not really -
 - ▶ 1786 William Playfair explains numeric data using linear graphs, pie charts, and bar graphs
 - ▶ 1850-70 Charles Joseph Minard combines maps with flow charts to explain geographical statistics
 - ▶ 1970-1990 Increasing use by The Sunday Times (UK), USA Today, and Time Magazine
- ▶ The Internet has vastly expanded the use of infographics



Why Infographics?

- ❖ About 50% of the brain is dedicated to visual functions – we are hardwired for images
 - ❖ Text is processed in a linear manner:
It's → ten → minutes → until → three → o'clock.
 - ❖ Pictures are processed all at once: 
 - ❖ More than 80% of learning takes place visually.
 - ❖ The average person retains about 20% of what's delivered in text-only format.

Smiciklas, p.10

Which of these is better at communicating?

This

Podcasts

“An estimated 39 million Americans have listened to a podcast in the past month.” This number represents about 15 percent of the population over 12 years old. Regular podcast consumers listen to an average of 6 podcasts per week. In 2013, most listeners (64 percent) used a desktop or laptop computer to listen. In 2014 smartphones, tablets, and portable audio players became the preferred device to consume podcasts. The percentage of Americans who have ever listened to a podcast is at an all-time high, but is still represented by only 30 percent of the population over 12 years old.

Tom Webster, “The Infinite Dial 2014,” March 5, 2014, Edison Research and Triton Digital, <http://medium.com/@MattHartman/gimlet-media-the-future-of-podcasting-467298cb9b8e> (retrieved December 2, 2014).

or

Podcasts

Population over 12 years old



An estimated 39 million Americans listened to a podcast in the last month.

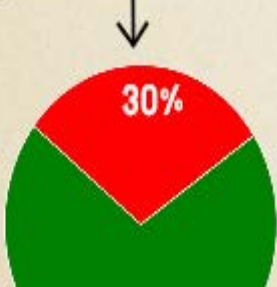


in 2013 most used a desktop or laptop computer to listen



in 2014 it's smartphones, tablets, and portable audio players

Americans who have ever listened to a podcast



Regular listeners average 6 podcasts a week

<http://www.easel.ly/view/Easel/1742061>

Basic Components of Infographics

- ▶ Accurate, compelling data
- ▶ Clever, well written (and limited) writing
- ▶ Creative data visualizations
- ▶ Consistent visual style

Beegel, p. 24

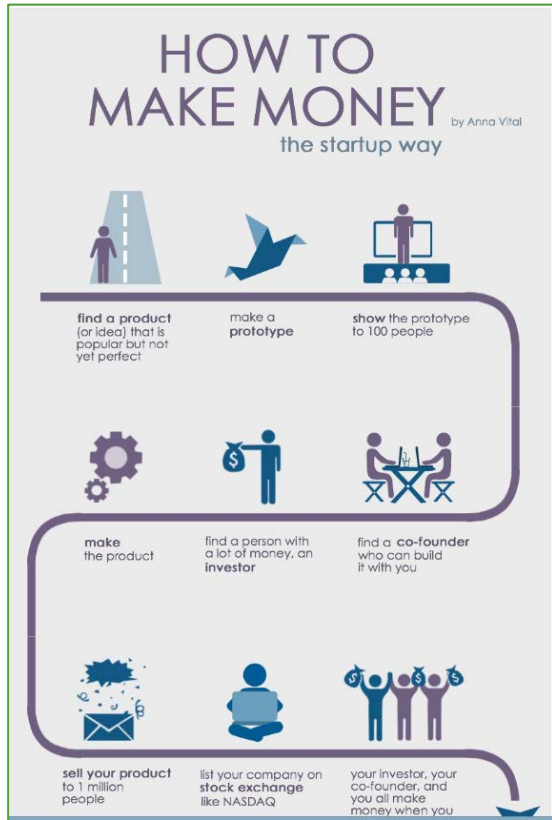
- ▶ Story telling:
 - Introduction/foundation
 - Ah-Ha - the main event
 - Conclusion/Call-to-action

Krum, pp. 27-29

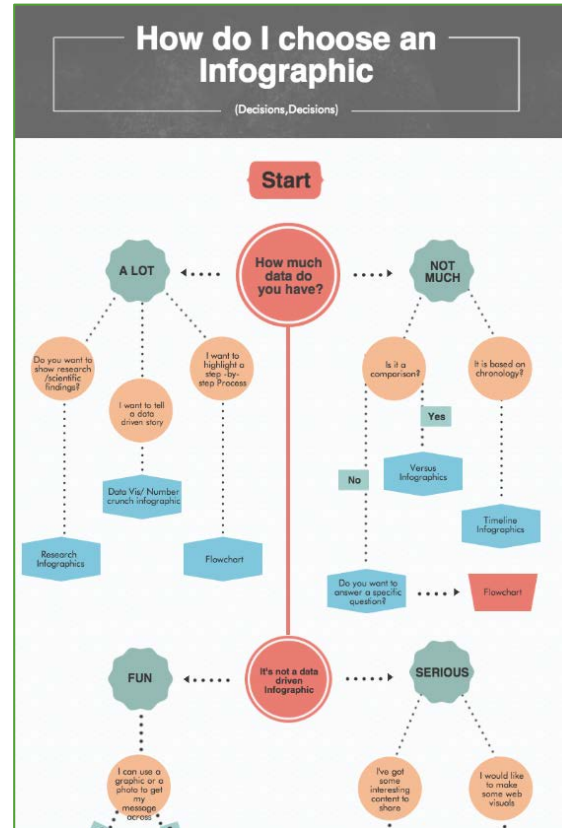
Prep Work

- ▶ What is the purpose of this infographic?
- ▶ What are your audiences' needs?
- ▶ What are your objectives? Key message?
 - ▶ Specific, Measureable, Attainable, Relevant, Time Based
- ▶ What data/information do you have?
- ▶ What data/information do you need to get?
- ▶ Why and when is the information important?
- ▶ What kind of visuals come to mind/are available?

Three Styles of Infographics



Pathway

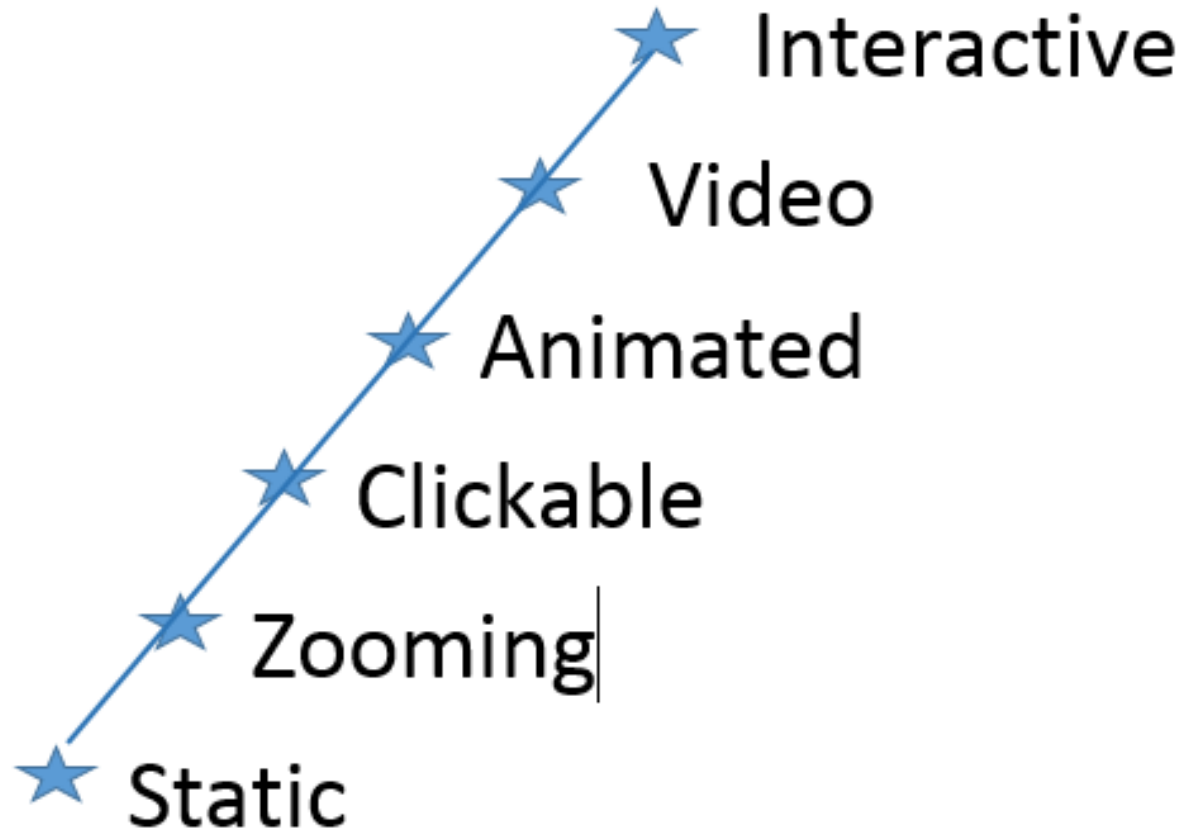


Flowchart



Comparison

Infographic Levels of Complexity



Outlining the Infographic

- ▶ Spots for title and introduction
- ▶ Rough renderings of charts, graphs, other visualizations
- ▶ Approximations of illustrations
- ▶ Spots for section headings (if you use them)
- ▶ Rough placement of data, with relations or connections to other elements
- ▶ Fonts and color palettes

Beegel, p.24

Tools to Create Infographics

- ▶ Microsoft Word
 - ▶ Microsoft PowerPoint
 - ▶ Google
 - ▶ Adobe Illustrator
 - ▶ Adobe Photoshop
- ▶ These are great if you already know how to use them and have some graphic ability

- ▶ Easel.ly - thousands of free infographic templates and design objects
 - ▶ Free, with limited resources
 - ▶ Subscription of \$3/month for expanded resources

The screenshot shows the Easel.ly website homepage. At the top left is the logo 'easelly'. To the right are 'Login' and 'Register' buttons. The main banner features a blue background with a line graph and a cartoon character. The text 'Create and share visual ideas' is centered, with a 'WATCH VIDEO' button below it. To the right of the banner, there is a Facebook 'Like' button showing '3,240 people like this. Be the first of your friends.' and a Twitter 'Follow @easel_ly' button. Below the banner, a large text block reads 'We have 800,000 users who have created 1 million infographics!'. Underneath this is a blue link that says 'Click on a template below to get started.' The bottom section displays four infographic templates: 'Start fresh' (a blue box with a document icon), a circular flow diagram, a world map titled 'world OIL CONSUMPTION' with data points, and a website layout template. On the right side of the bottom section, there is a search bar and a 'Choose Category...' dropdown menu.

- ▶ [Piktochart](#) - over 400 templates, icons and graphics
 - ▶ Free, with watermark on images
 - ▶ Subscription of \$29/month, \$290/year; \$39.99 for nonprofits & individual educators; \$120 for a class

Piktochart Home Tour Pricing Gallery Blog Resources LOGIN SIGN UP

Easy-To-Use Infographic Creator

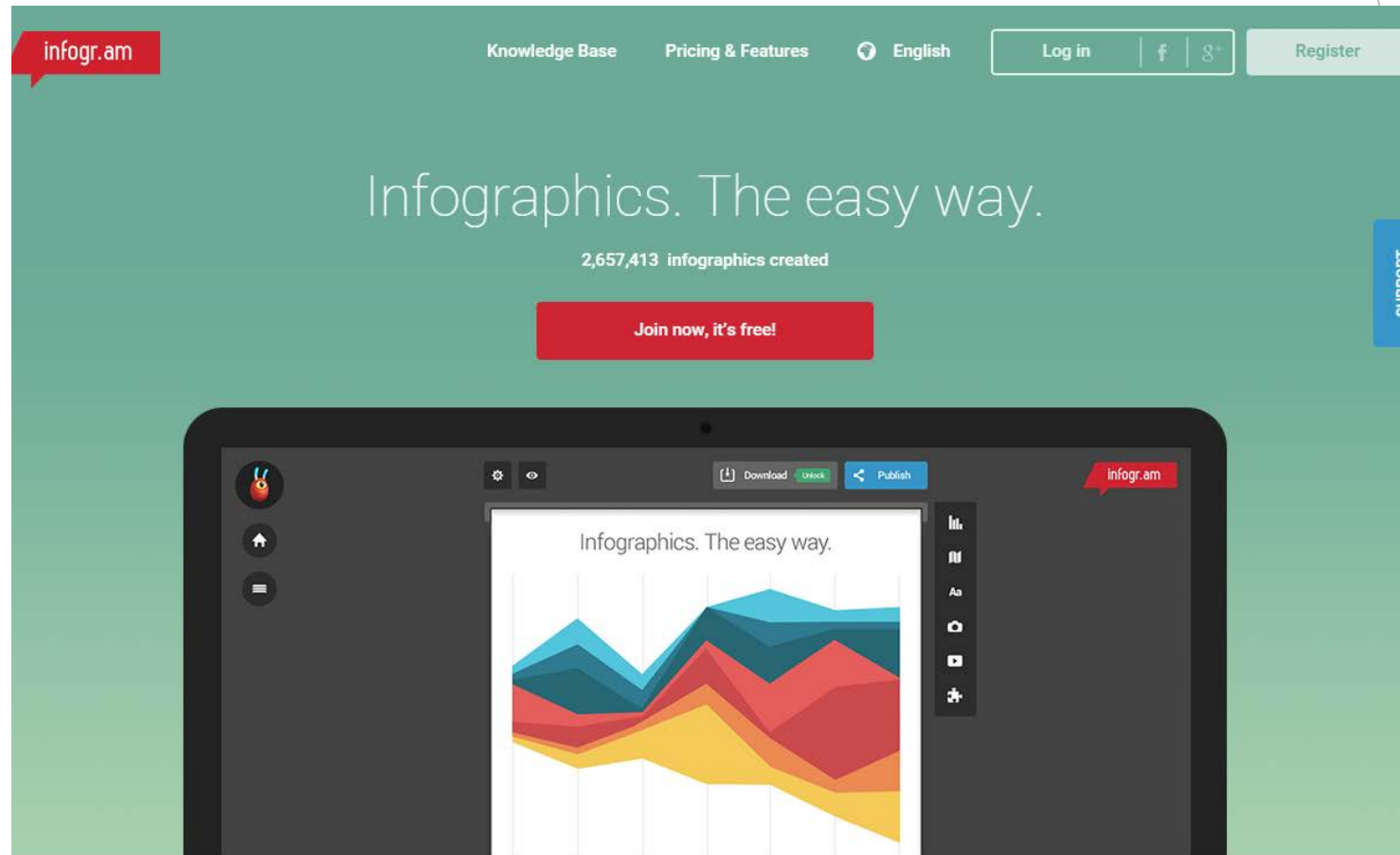
Discover how non-designers are creating beautiful infographics in as little as 10 minutes

- ✔ Point and click editor makes it easy, even for non-designers
- ✔ Choose from over 400 templates, icons and graphics
- ✔ Use our extensive image library or upload your own
- ✔ Unlimited customisation to make your infographic unique
- ✔ Create professional infographics, reports, marketing materials
- ✔ Publish your creation online or print out in glorious high resolution

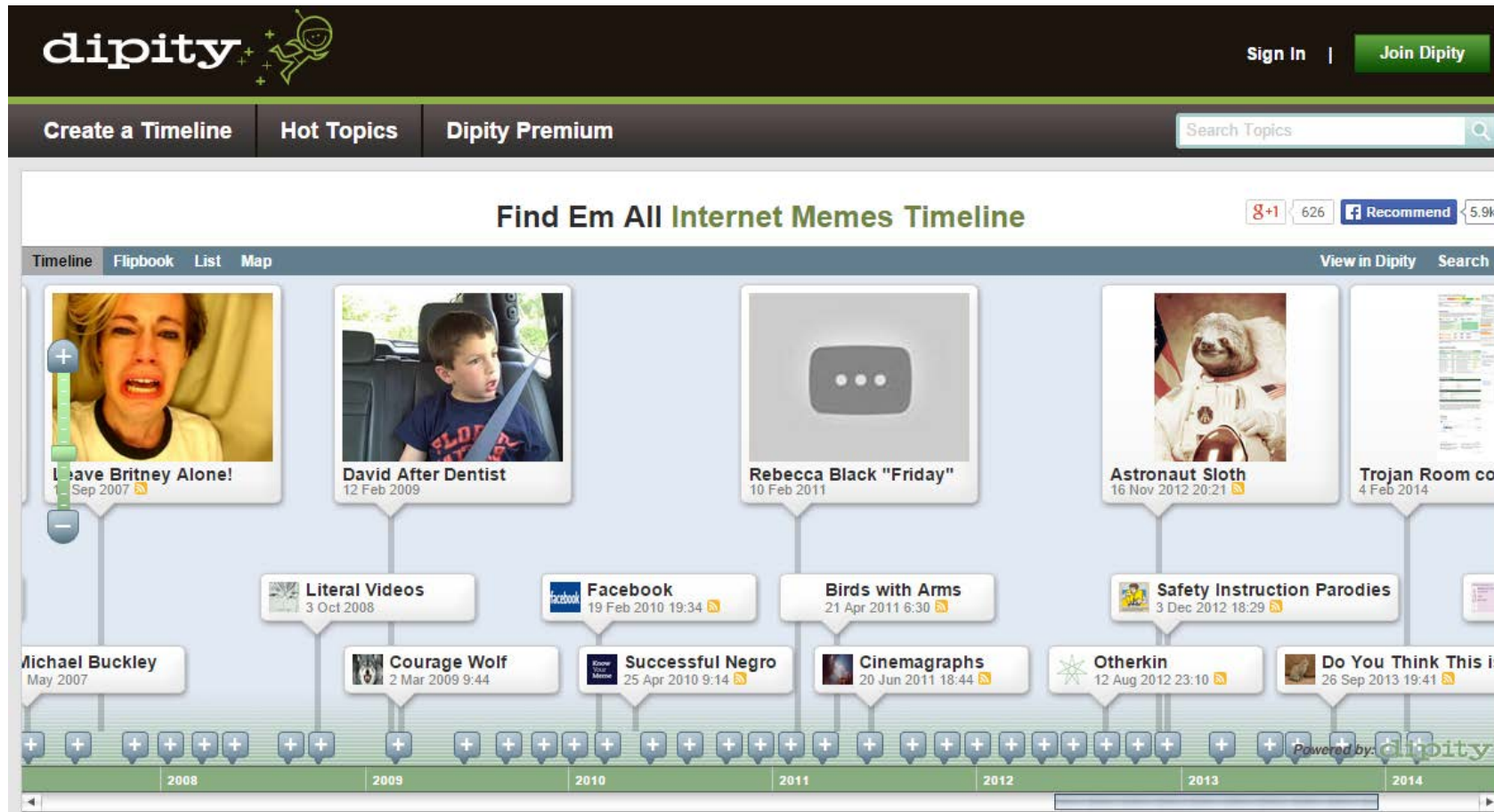
START FOR FREE

(Free Lifetime Account - No Credit Card Needed)

- ▶ [Infogr.am](https://infogr.am) - real-time, interactive, shareable, embeddable and downloadable infographics.
 - ▶ Free, with limited resources
 - ▶ Subscription of \$15 and \$48/month for expanded resources



- ▶ **Dipity**- create interactive, visually engaging timelines
- ▶ Free, with limited resources
- ▶ Subscriptions starting at \$4.95/month for expanded resources



Sources for Inspiration and Examples

- ▶ Pinterest -large numbers of pins
<https://www.pinterest.com/search/?q=library%20infographics>
- ▶ Google - search for “library infographics” www.google.com
- ▶ Daily Infographic - “the most interesting infographics on the web” <http://www.dailyinfographic.com/>
- ▶ Cool Infographics = blog by the author of a great book on infographics, with examples and commentary
<http://www.coolinfographics.com/>
- ▶ Fast Company - interesting and topical stories in a fresh, visual way <http://www.fastcodesign.com/section/infographic-of-the-day>

- ▶ Alltop - collects latest articles from best infographics related sites and blogs <http://infographics.alltop.com>
- ▶ Flowing Data "explores how statisticians, designers, data scientists, and others use analysis, visualization, and exploration to understand data and ourselves."
www.flowingdata.com
- ▶ Flickr - use both a general search <http://www.flickr.com/search/?text=infographics> and the Infographics group <https://www.flickr.com/groups/16135094@N00/>
- ▶ Information is Beautiful - "distilling the world's data, information and knowledge into beautiful, interesting and, above all, useful visualizations, infographics and diagrams"
<http://www.informationisbeautiful.net>

Questions / Comments / Discussion ?

Thank you.

Sources

Beegel, Justin. (2014). *Infographics for Dummies*. Wiley, Hoboken NJ.

Krum, Randy. (2014). *Cool Infographics: Effective Communication with Data Visualization and Design*. Wiley, Indianapolis IN.

Smiciklas, Mark. (2012). *The Power of Infographics*. Que/Pearson Education, Indianapolis IN.