

Infographic Poster

ART301

SPECIAL REPORT: COMPETITION

BUNZ

TV CLUB: THE IPAD APP

BUNZ

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IN THE NEWS

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Shove The Onion Down Your Friends' Throats.

 Login with Facebook

OUR DUMB READERS



Log in to see your so-called friends' activity and to add your own activity.

 Login with Facebook

Learn More

Nation Shudders At Large Block Of Uninterrupted Text

MARCH 9, 2010 | ISSUE 49-10



The giant mass of prose was devoid of so much as a large pulled quote for readers to glance at before moving on.

WASHINGTON—Unable to rest their eyes on a colorful photograph or boldface heading that could be easily skimmed and forgotten about, Americans collectively recoiled Monday when confronted with a solid block of uninterrupted text.

Dumbfounded citizens from Maine to California gazed helplessly at the frightening chunk of print, unsure of what to do next. Without an illustration, chart, or embedded YouTube video to ease them in, millions were frozen in place, terrified by the sight of one long.

ARTICLE TOOLS

 Tweet

561

 Like

8.6k

 +1

18

General

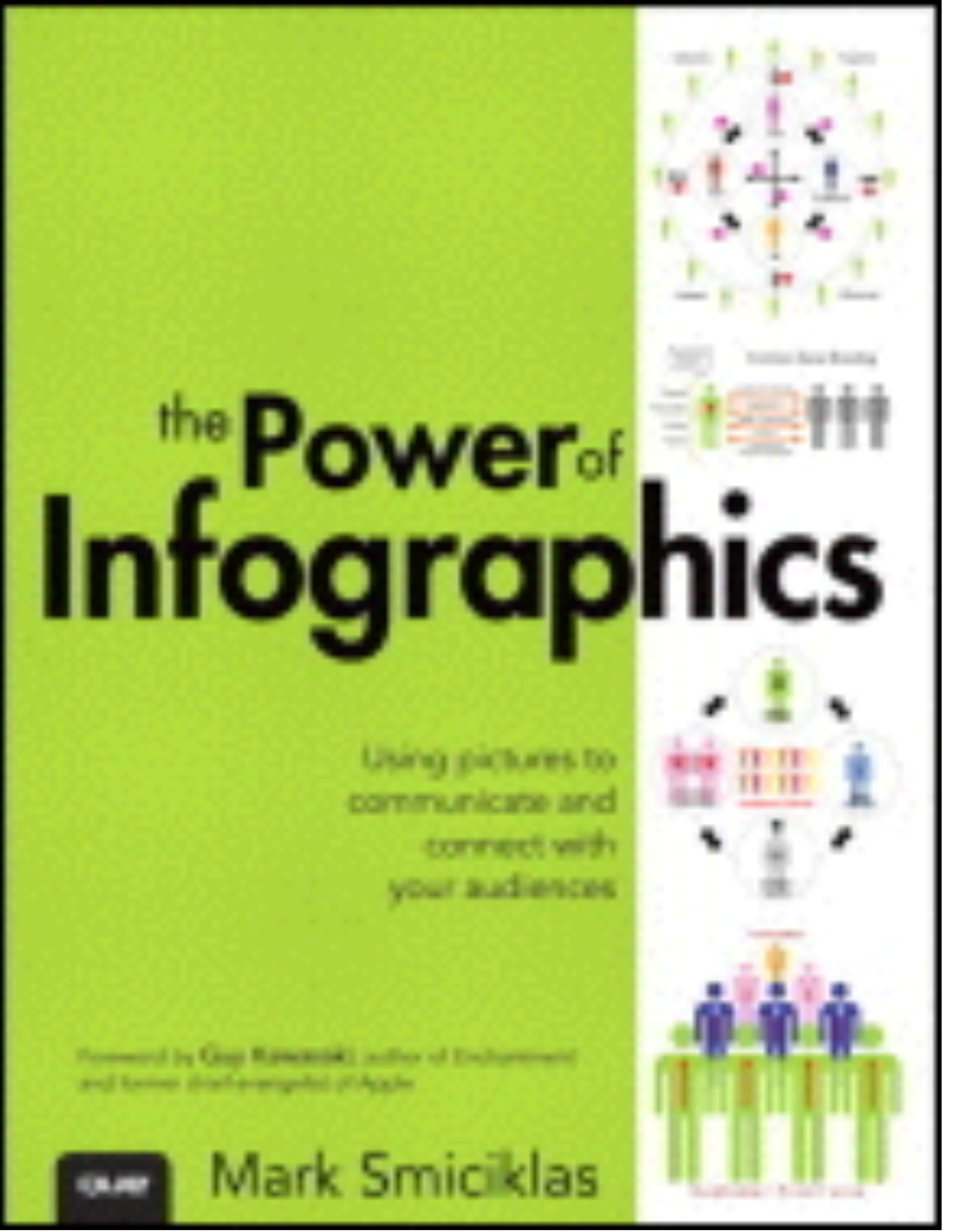
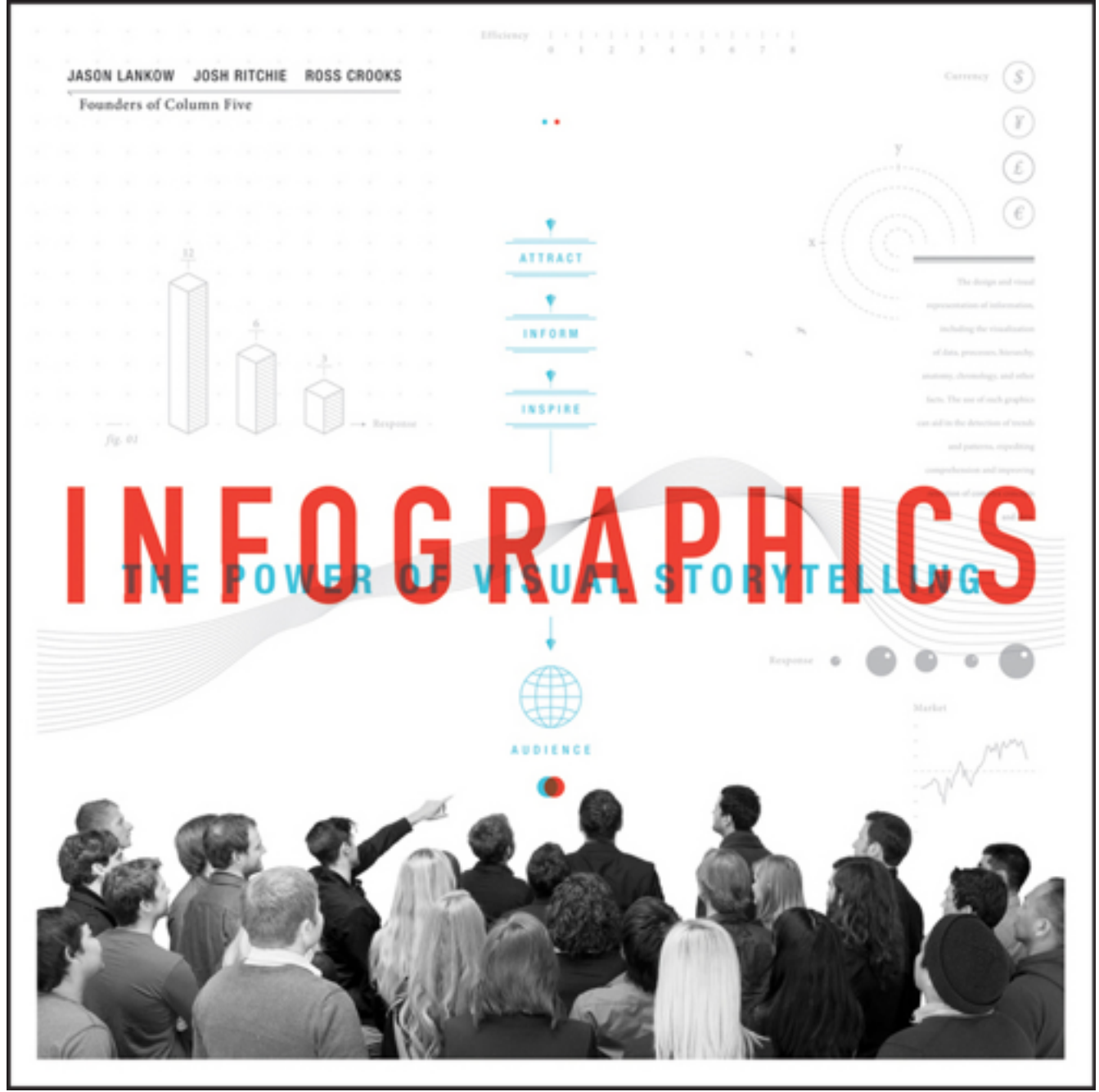
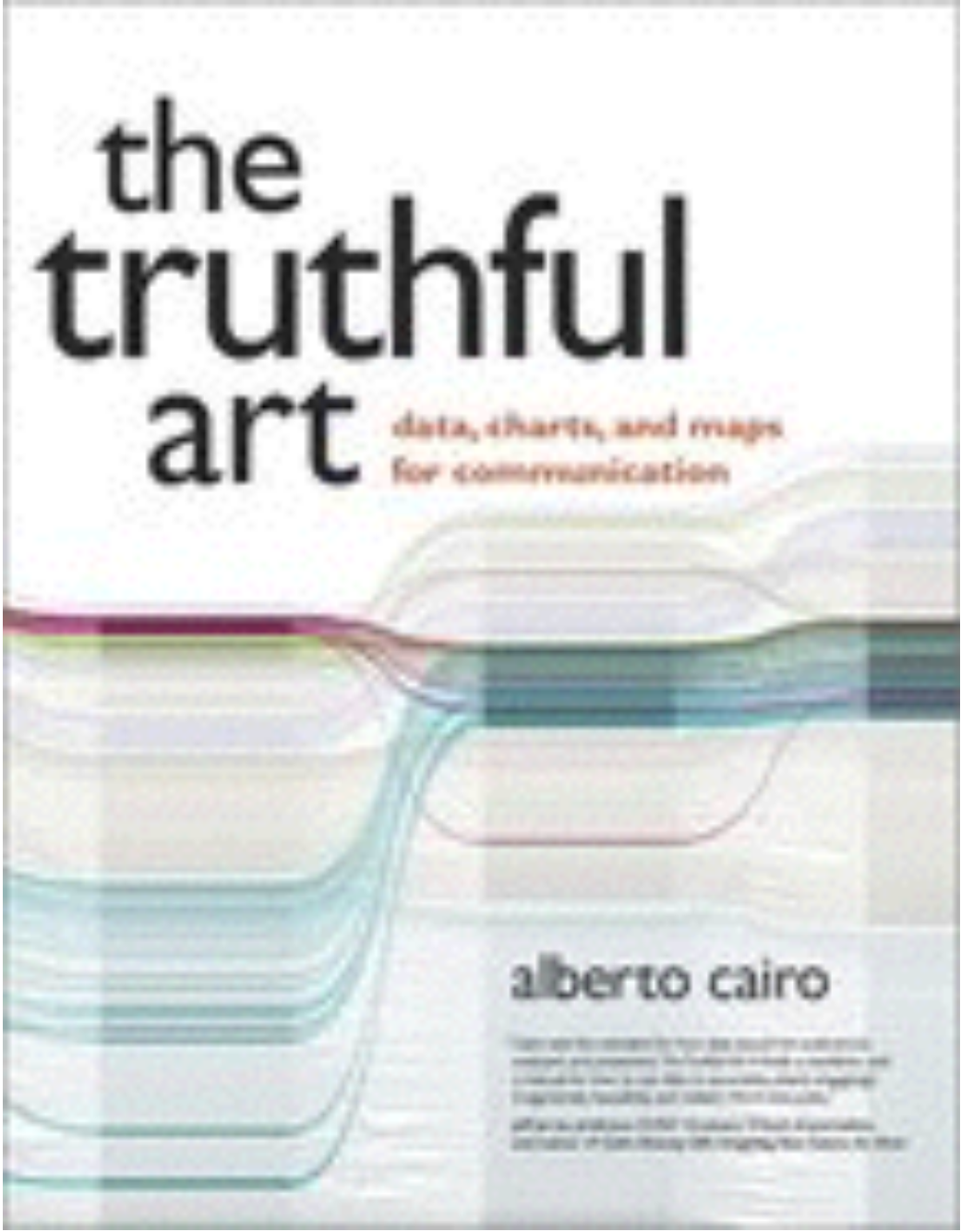
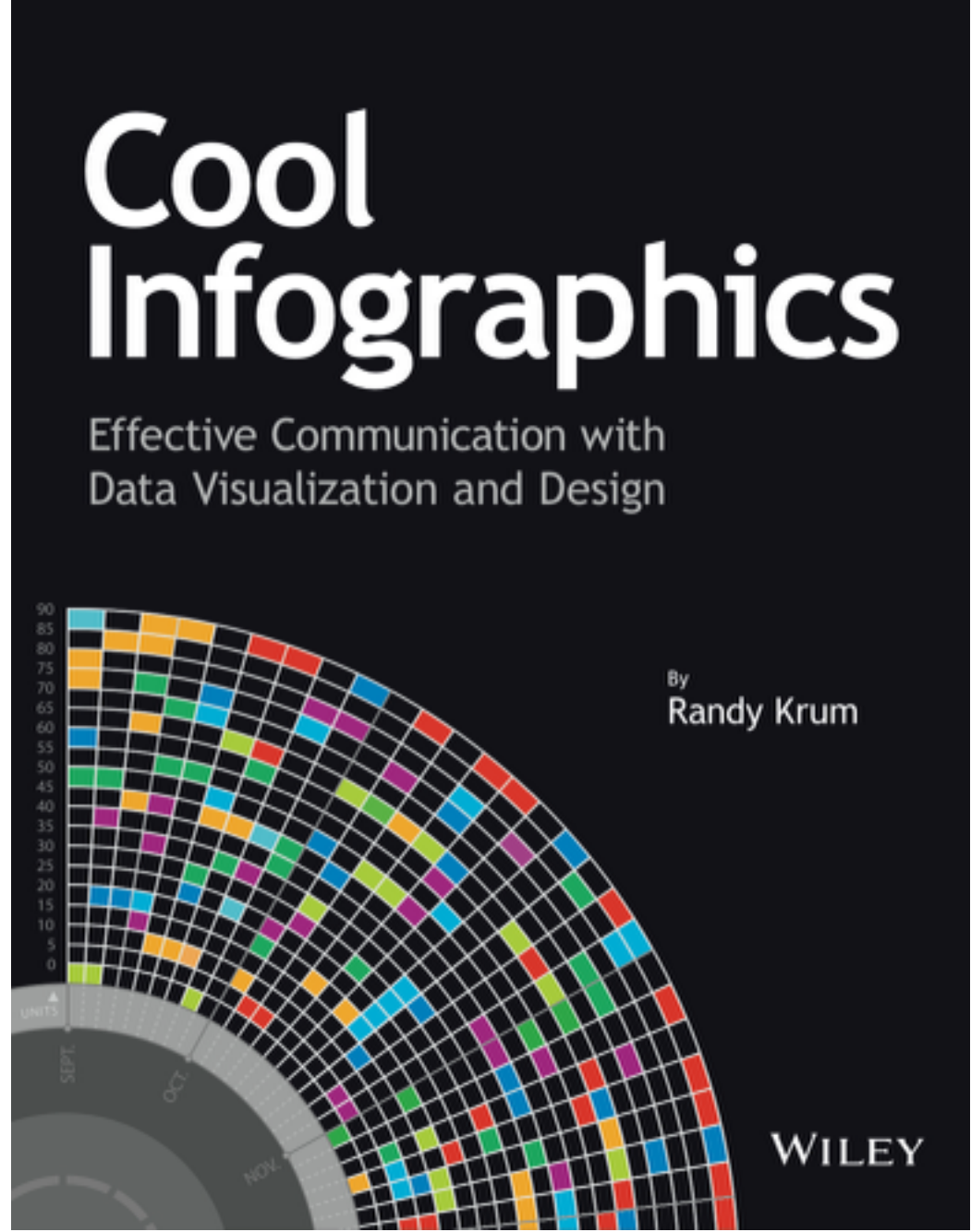
TRY IT TODAY!




WARNING: This product can cause gum disease and tooth loss

 This product can cause gum disease and tooth loss

Infographics: The Power of Visual Storytelling, Lankow, Ritchie,& Crooks



3,000 BC

Good examples of early infographics are **Egyptian hieroglyphics** which formed language through the use of graphic symbols and icons.



30,000 BC

The first examples of infographics date back to the **Late Stone Age** when our ancestors began painting animal portraits on cave walls in the south of France.



1350

Medieval French philosopher **Nicole d'Orseme** created one of the first graphs in order to help explain how to measure a moving object.

1510

Leonardo da Vinci blended written instruction with illustrations to create a comprehensive guide on human anatomy.



1786

Scottish engineer **William Playfair** pioneered data visualization. His book "The Commercial and Political Atlas and Statistical Breviary" was the first to explain numeric data through the use of linear graphs, pie charts and bar graphs.

1857

English nurse **Florence Nightingale** combined stacked bar/ pie charts (Coxcomb chart) to illustrate the monthly number of casualties and causes of death explain during the Crimean War. She used these infographics to help convince Queen Victoria to improve conditions in military hospitals.



1850-1870

Charles Joseph Minard, a Civil Engineer from France, began combining maps with flow charts in order to explain geographical statistics. One of his most famous data visualizations illustrated the causes of Napoleon's failed attempt to invade Russia. He captured a complex data set for the period (map location, direction travelled, decline in troops and temperature) in a single infographic.

1970-1990

Infographics became more popular as **mainstream news publications** like The Sunday Times (UK), Time Magazine and USA Today began using them to simplify information and enhance comprehension of complicated issues and news stories.



1930-1940

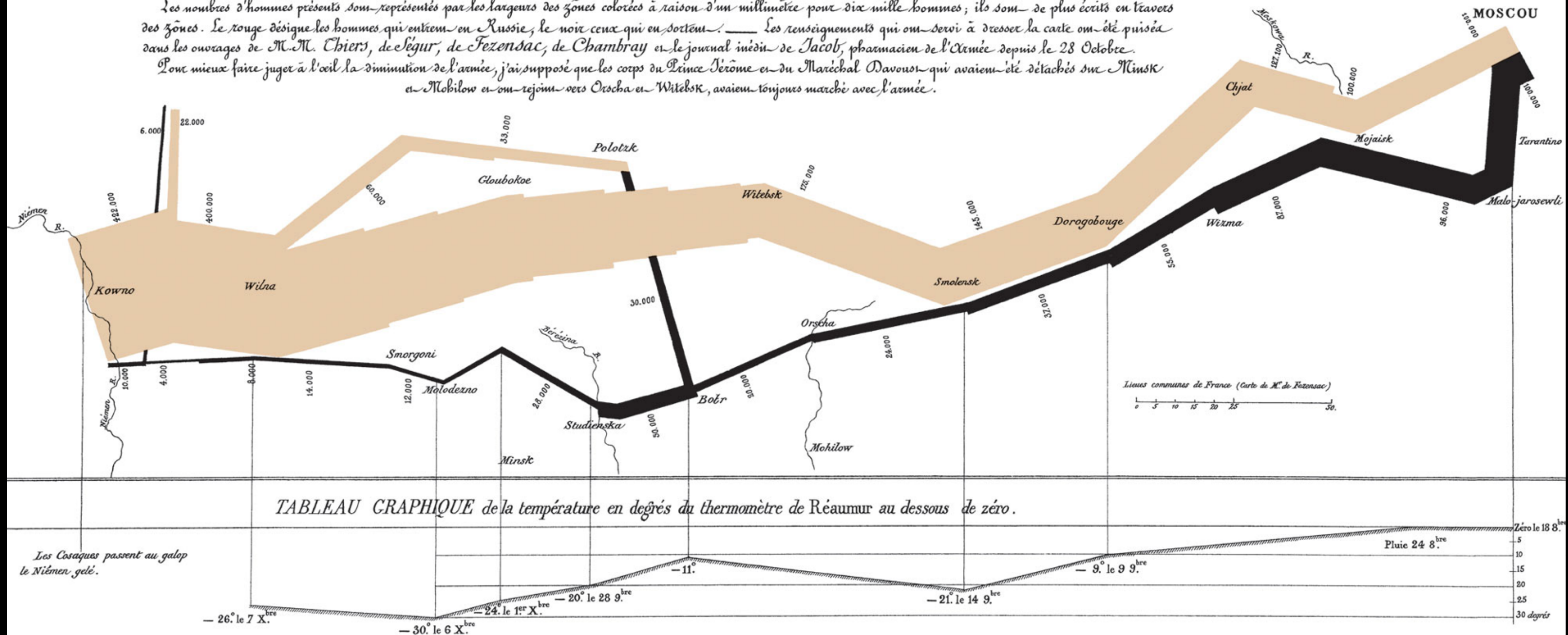
The modern era ushered in **Isotype**, a visual communication model developed by **Otto Neurath** to teach ideas and concepts through the use of icons and pictures.

Carte Figurative des pertes successives en hommes de l'Armée Française dans la campagne de Russie 1812-1813.

Dressée par M. Minard, Inspecteur Général des Ponts et Chaussées en retraite Paris, le 20 Novembre 1869.

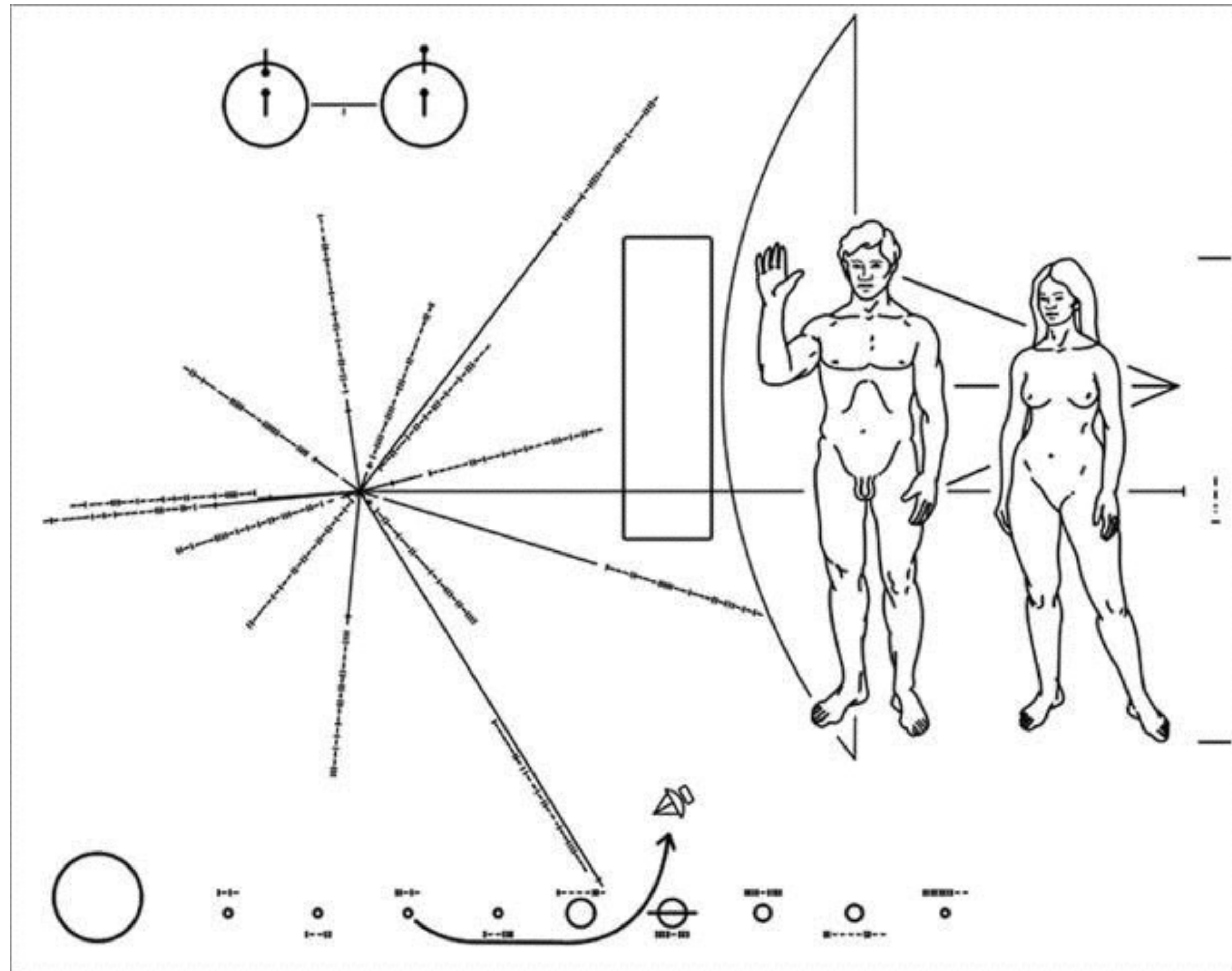
Les nombres d'hommes présents sont représentés par les largeurs des zones colorées à raison d'un millimètre pour dix mille hommes; ils sont de plus écrits en travers des zones. Le rouge désigne les hommes qui entrent en Russie, le noir ceux qui en sortent. — Les renseignements qui ont servi à dresser la carte ont été puisés dans les ouvrages de M. M. Thiers, de Ségur, de Fezensac, de Chambray et le journal inédit de Jacob, pharmacien de l'Armée depuis le 28 Octobre.

Pour mieux faire juger à l'œil la diminution de l'armée, j'ai supposé que les corps du Prince Jérôme et du Maréchal Davout qui avaient été détachés sur Minsk et Mohilow et ont rejoint vers Orscha et Witebsk, avaient toujours marché avec l'armée.

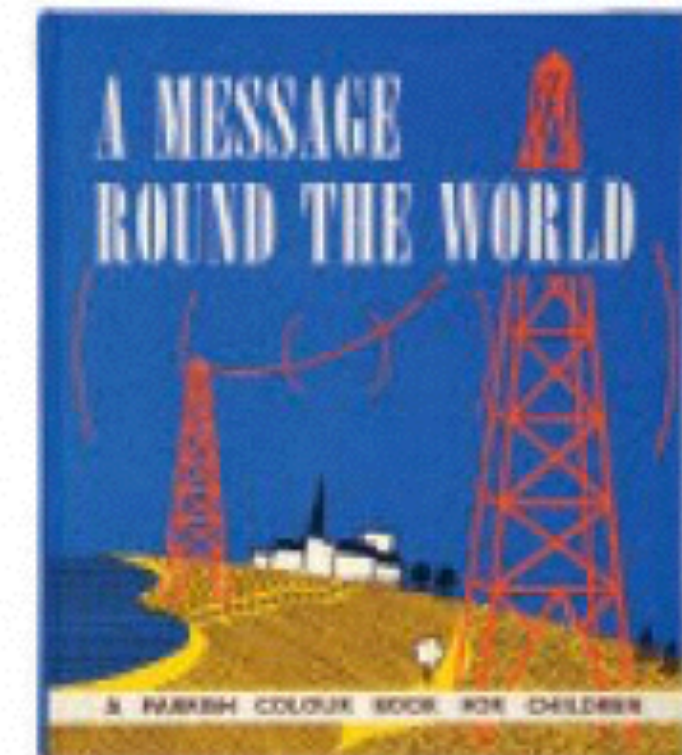
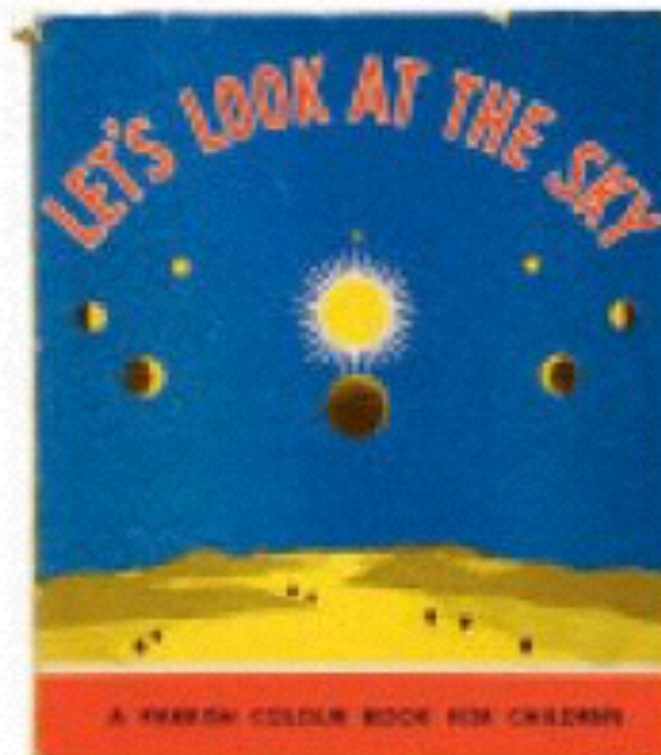
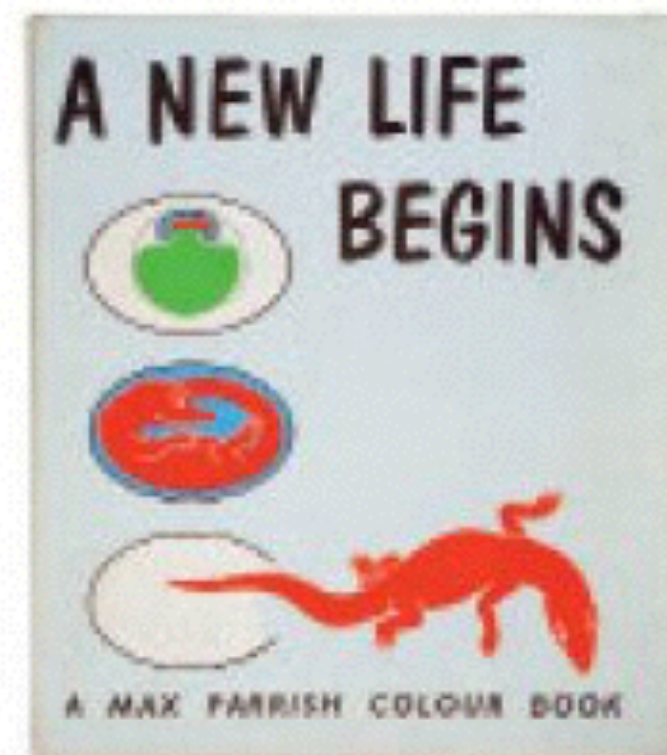
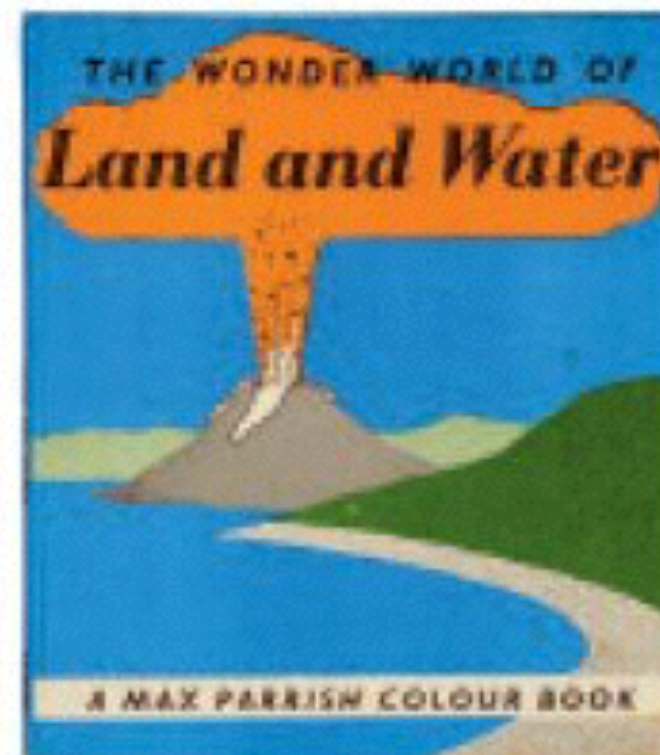
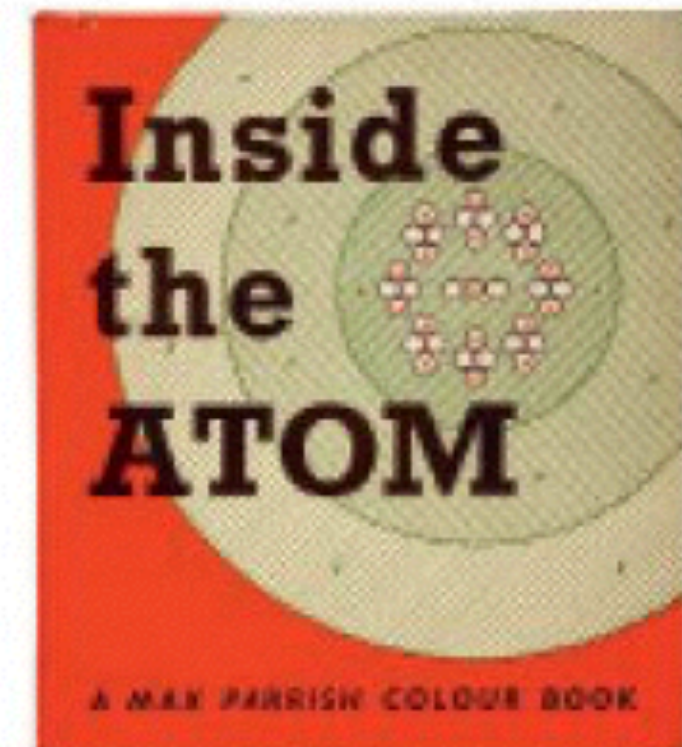
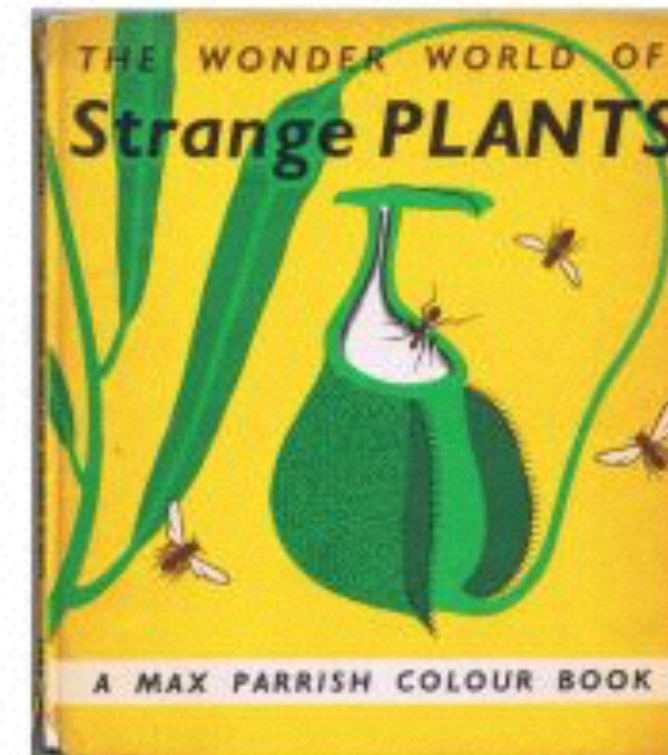
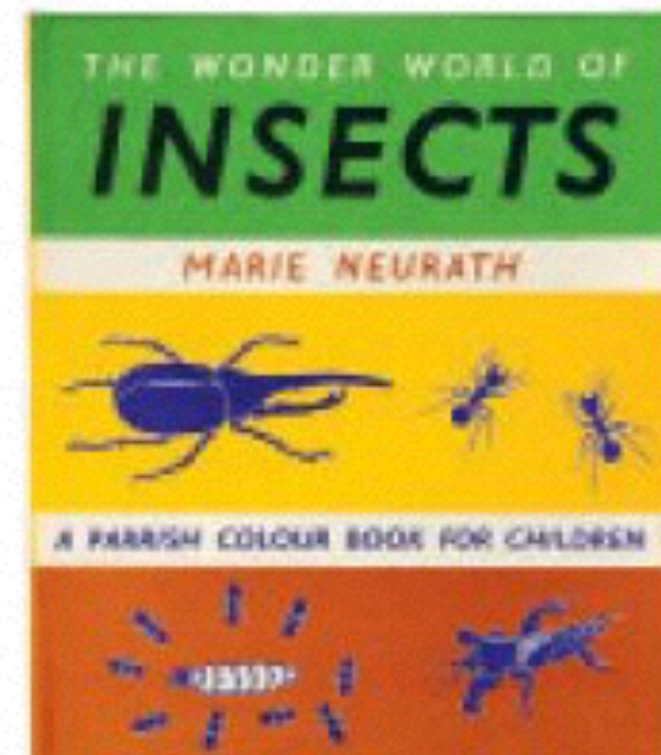
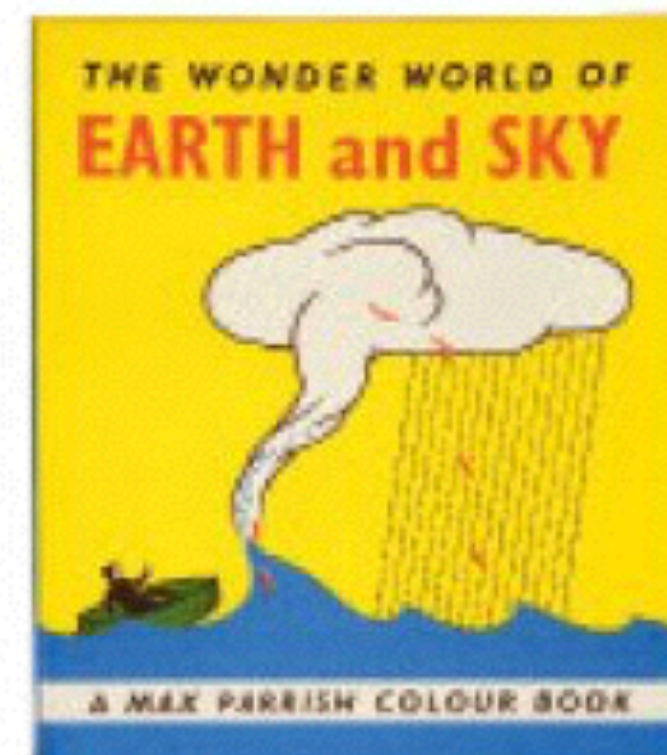
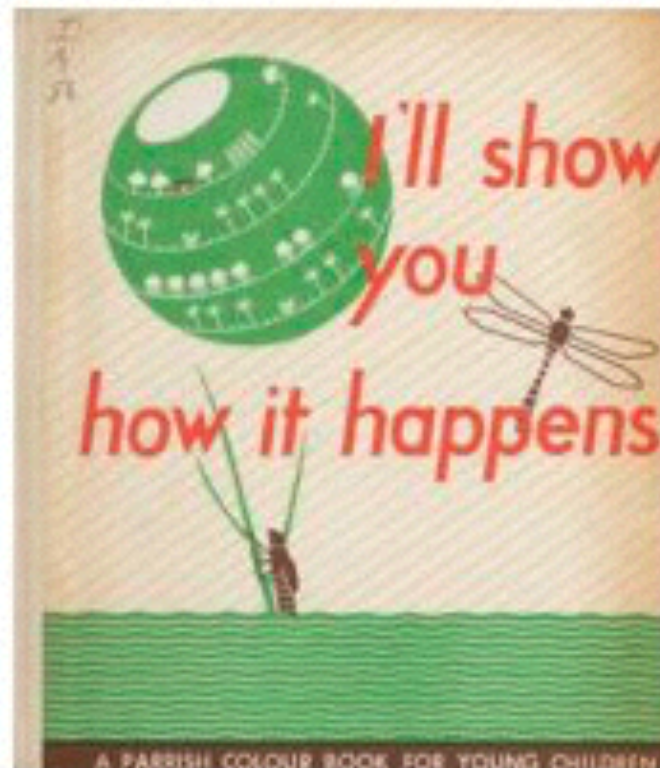
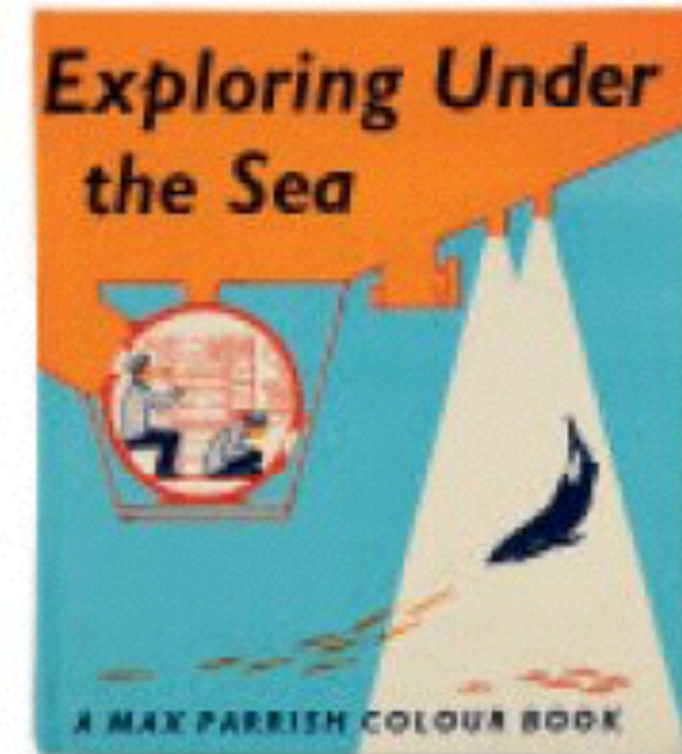
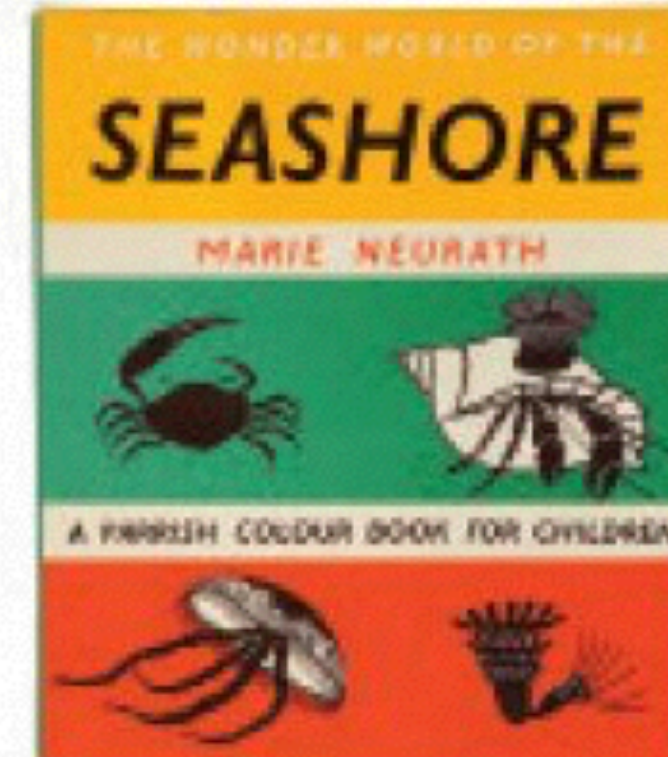
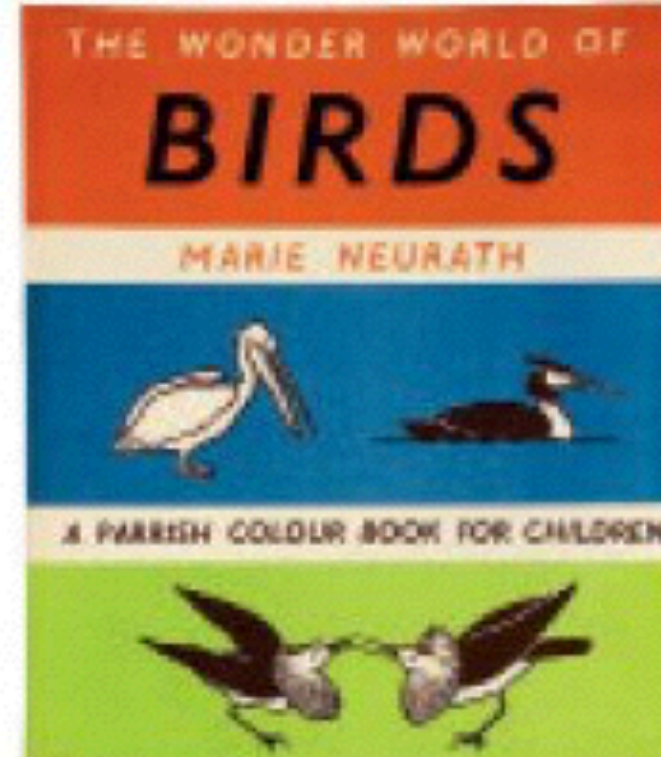
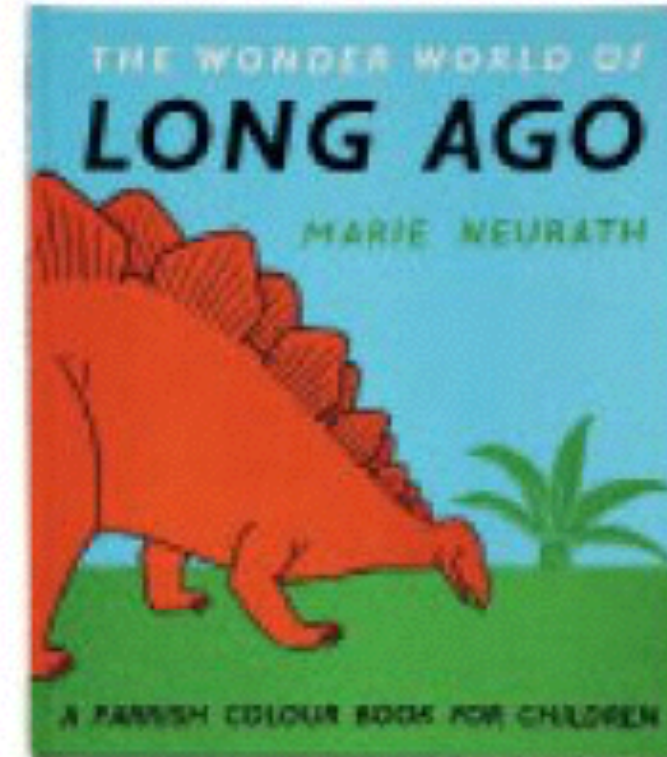
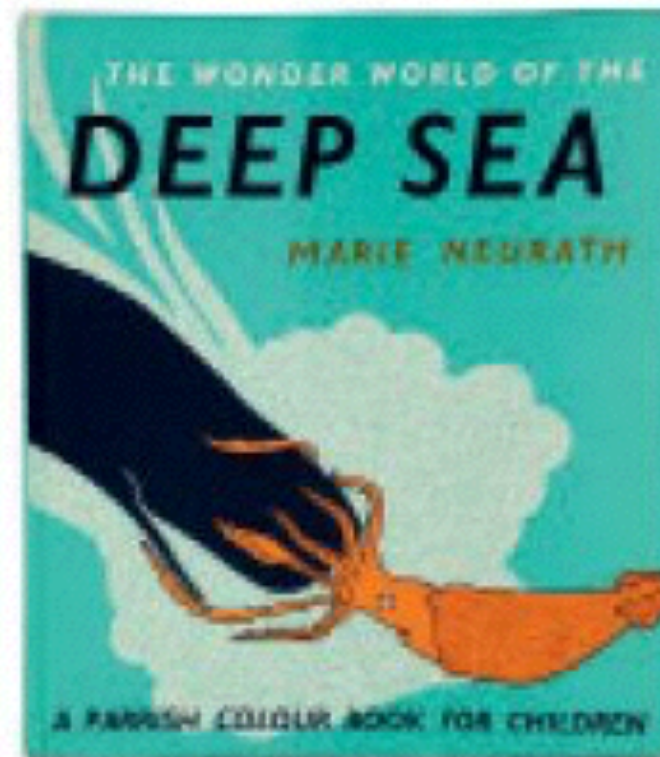


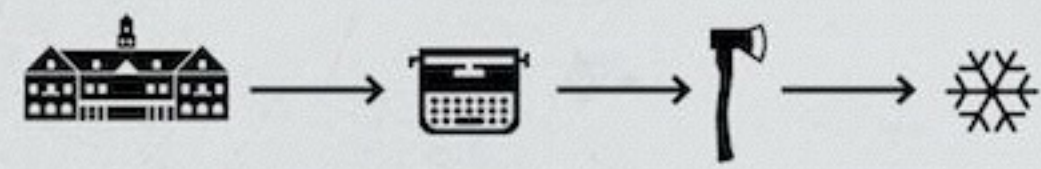
Shows: Geography / Course / Direction / Total Soldiers / Temp / Time

Flow map of Napoleon's Russian Campaign of 1812.

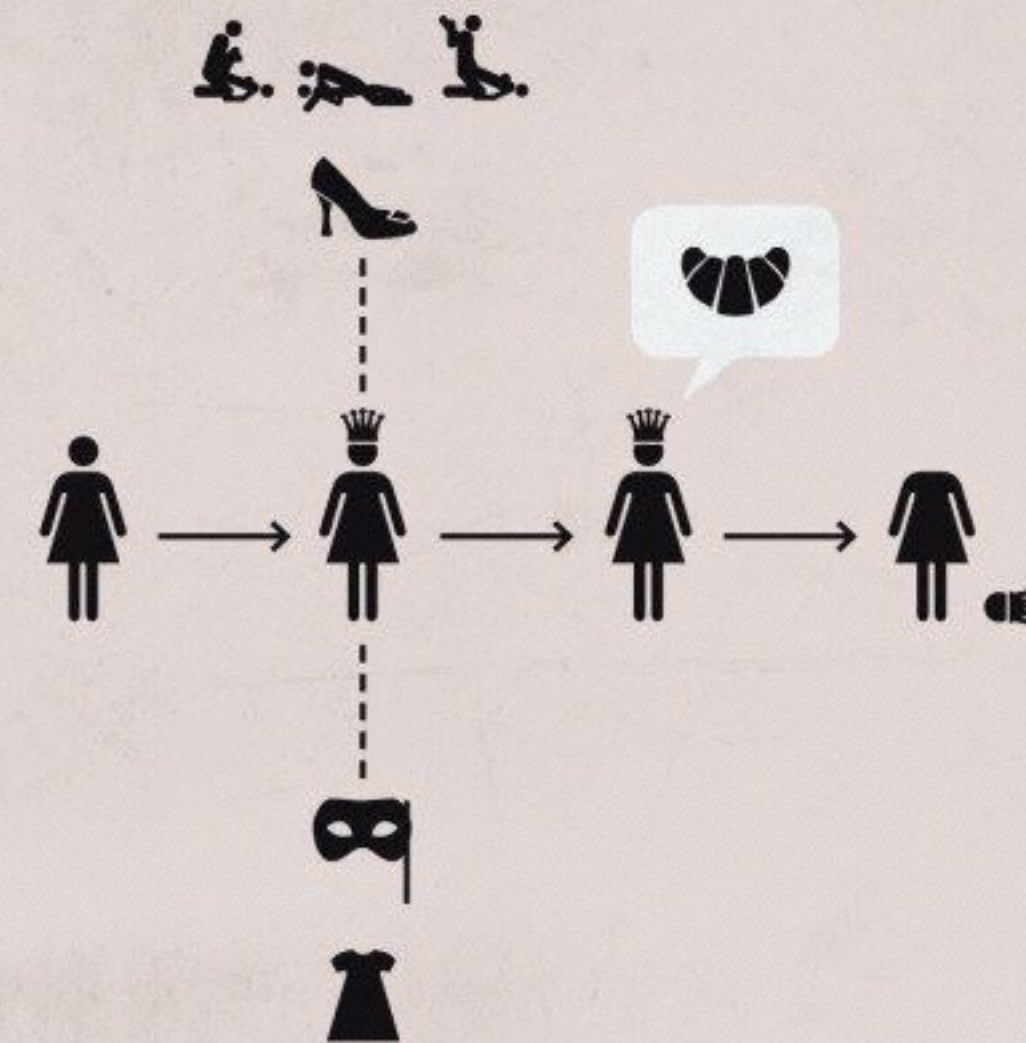


1972–73: Carl Sagan + Frank Drake for NASA space probes
message of “Hello”

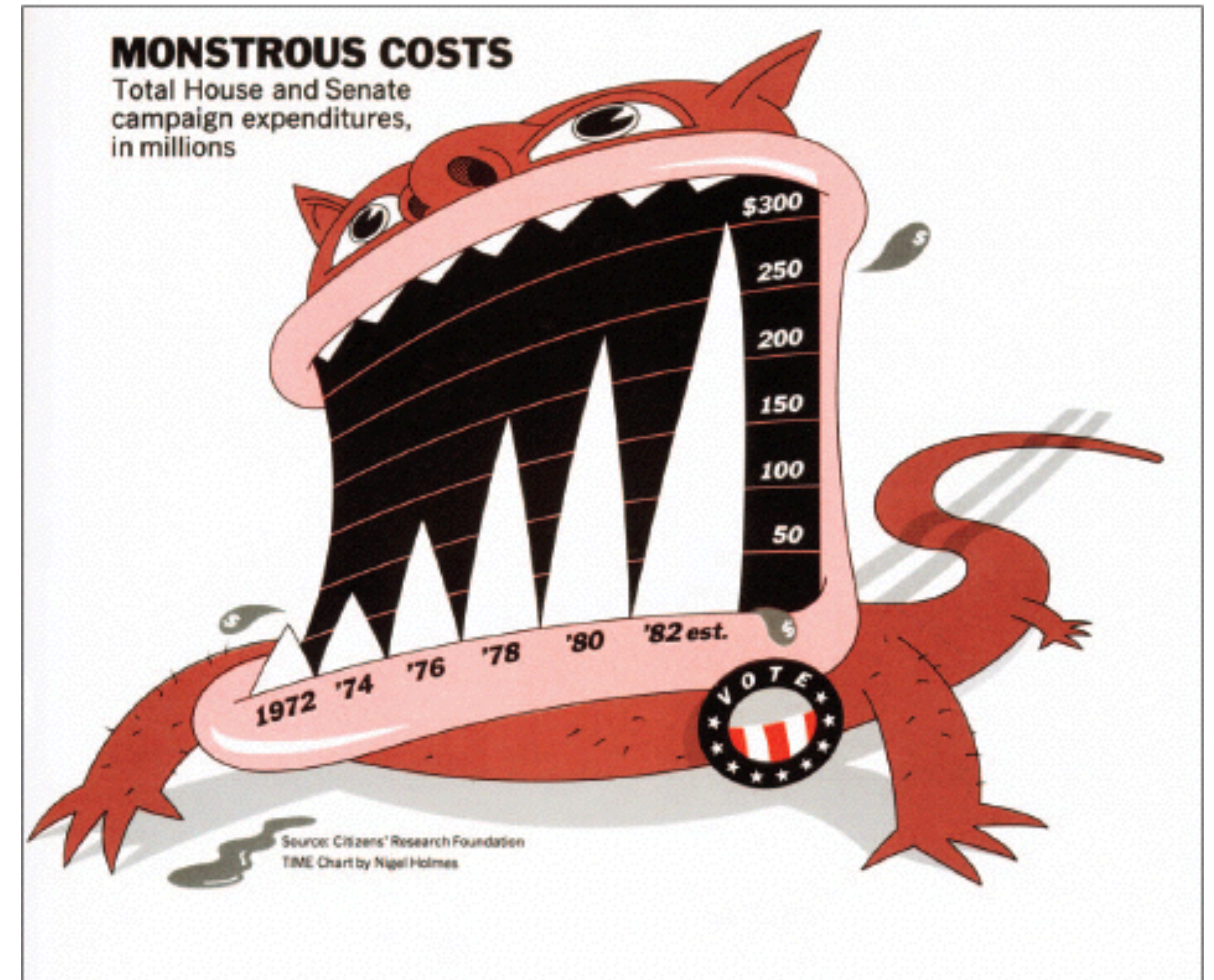
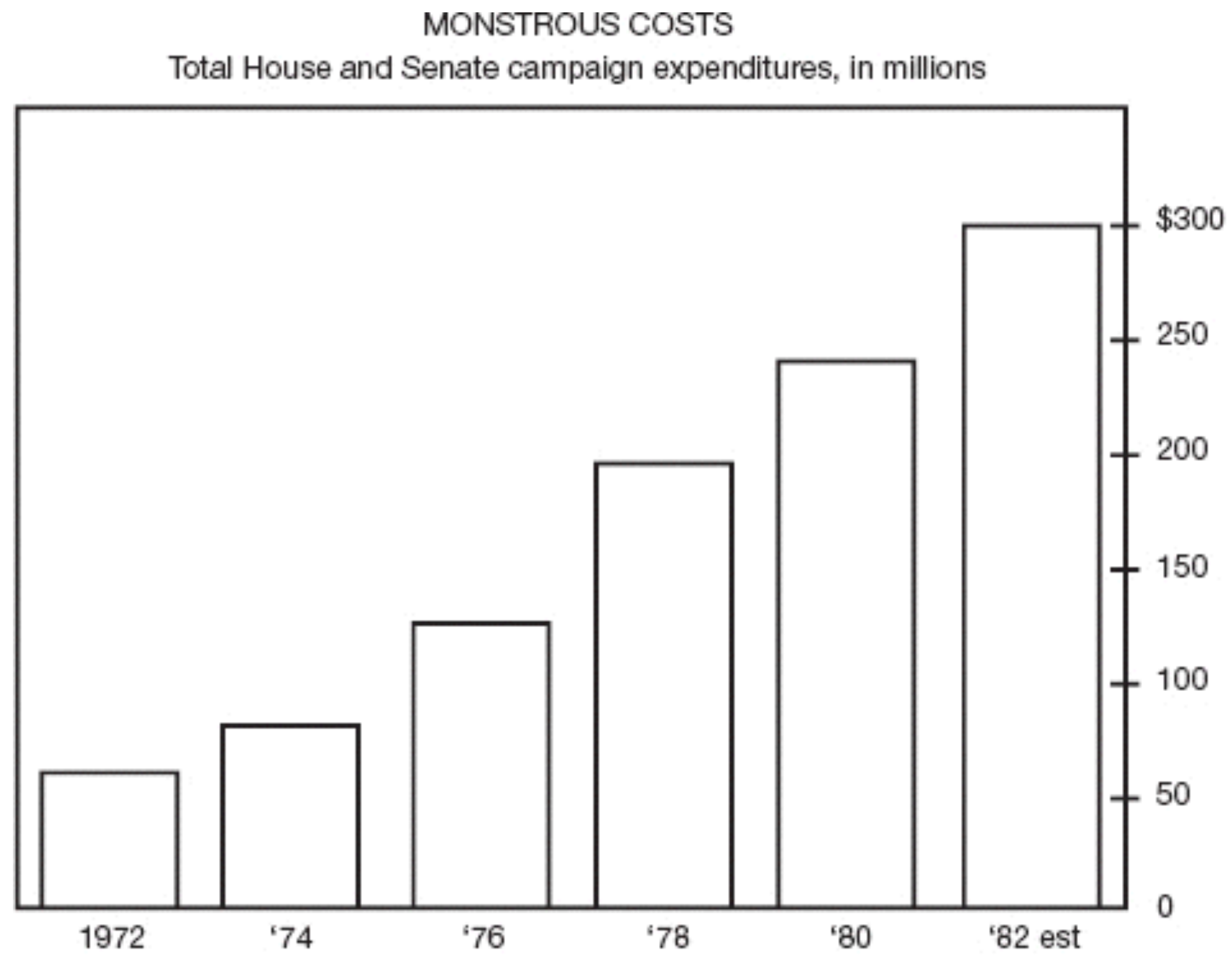




[The Shining]



[Maria Antonietta]

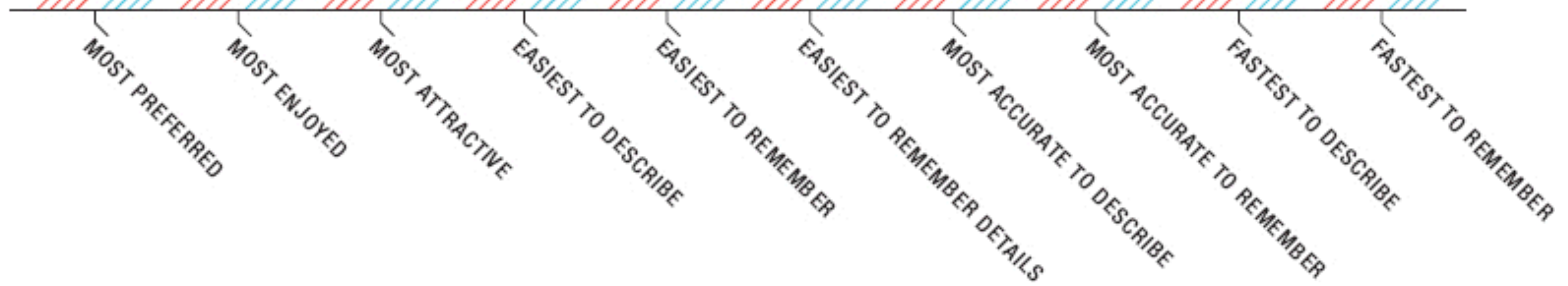


Nigel Holmes

KEY  HOLMES  PLAIN

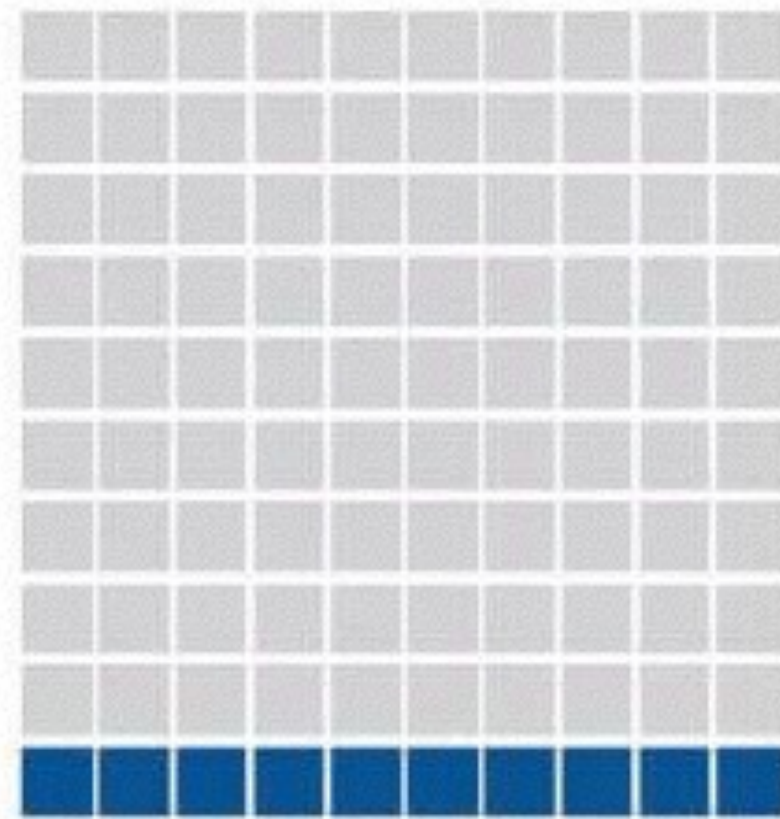
COUNT OF RESPONSES

20 —
18 —
16 —
14 —
12 —
10 —
8 —
6 —
4 —
2 —



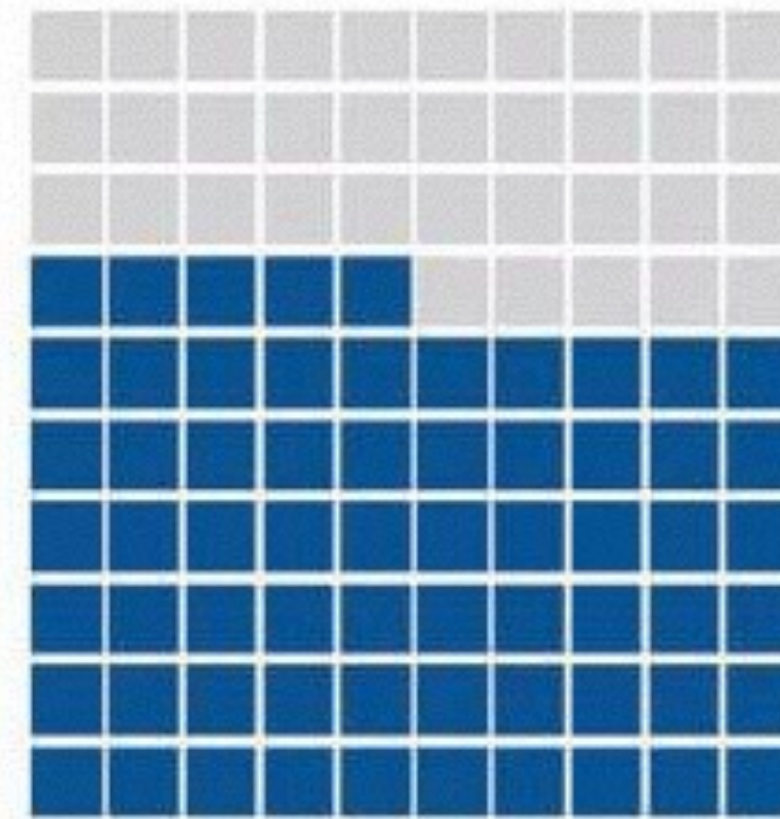
Picture Superiority Effect

Memory retention after 3 days



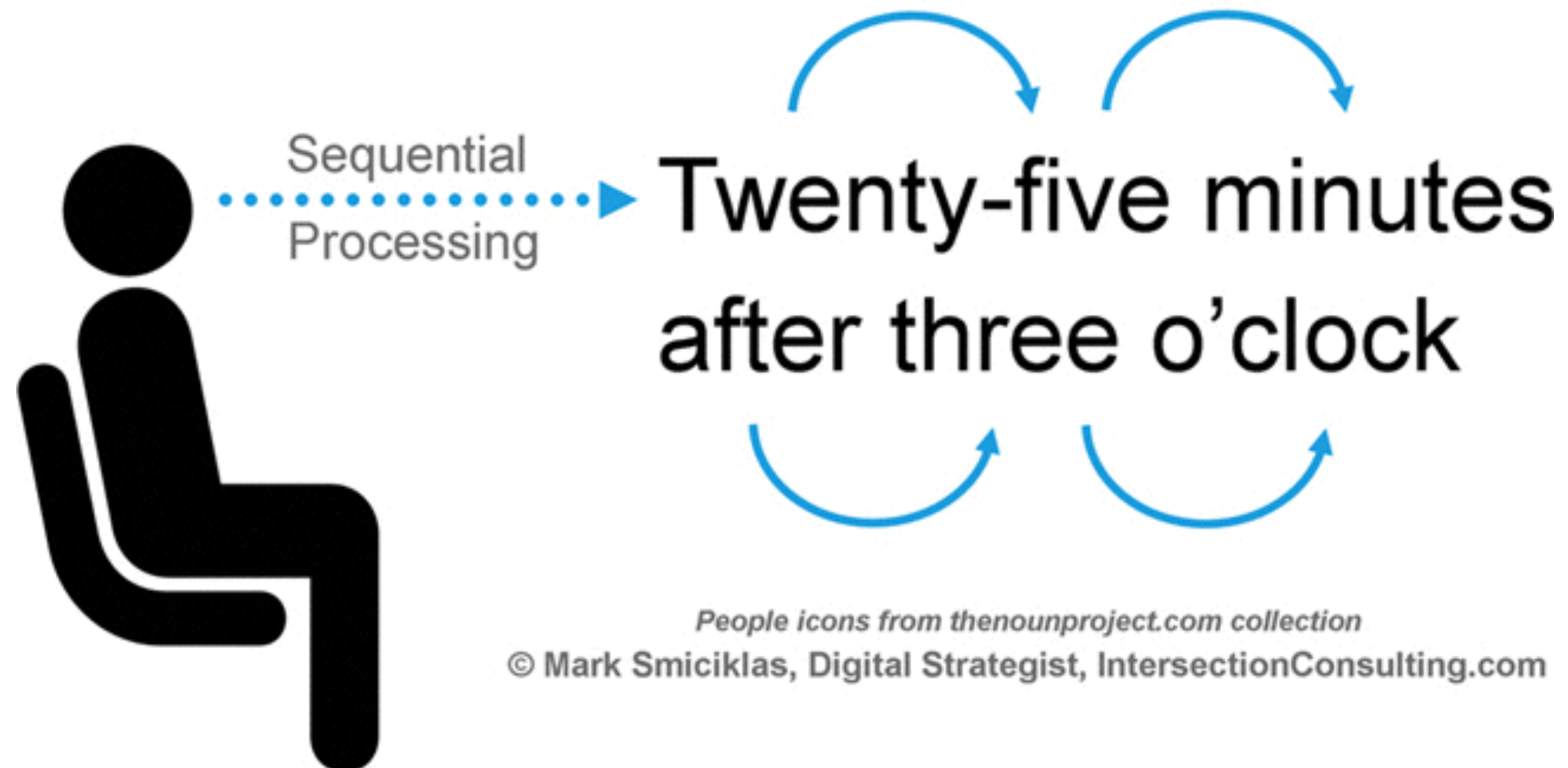
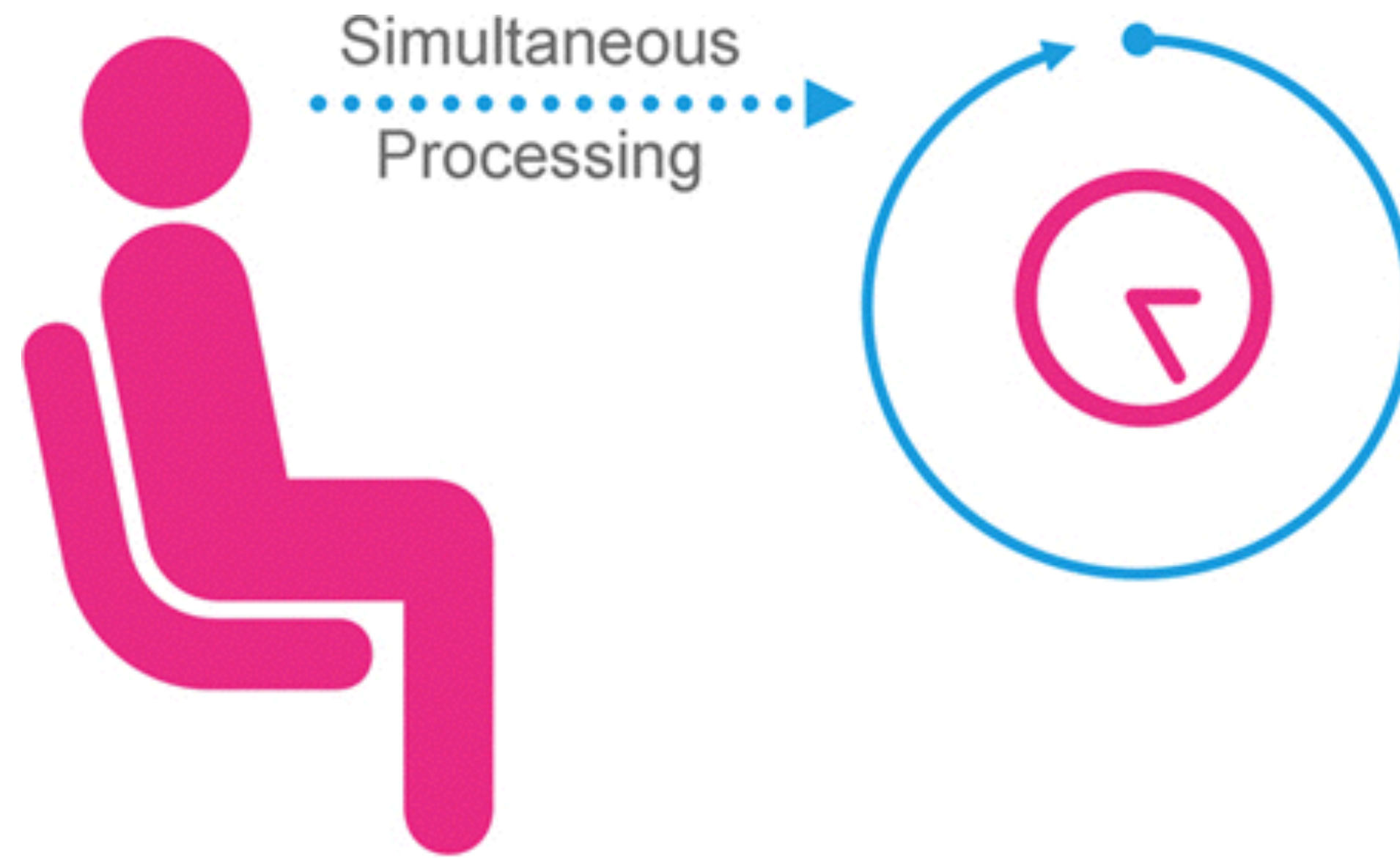
10%

Text or Audio Only



65%

Text + Picture



People icons from thenounproject.com collection
© Mark Smiciklas, Digital Strategist, IntersectionConsulting.com

Data Visualizations

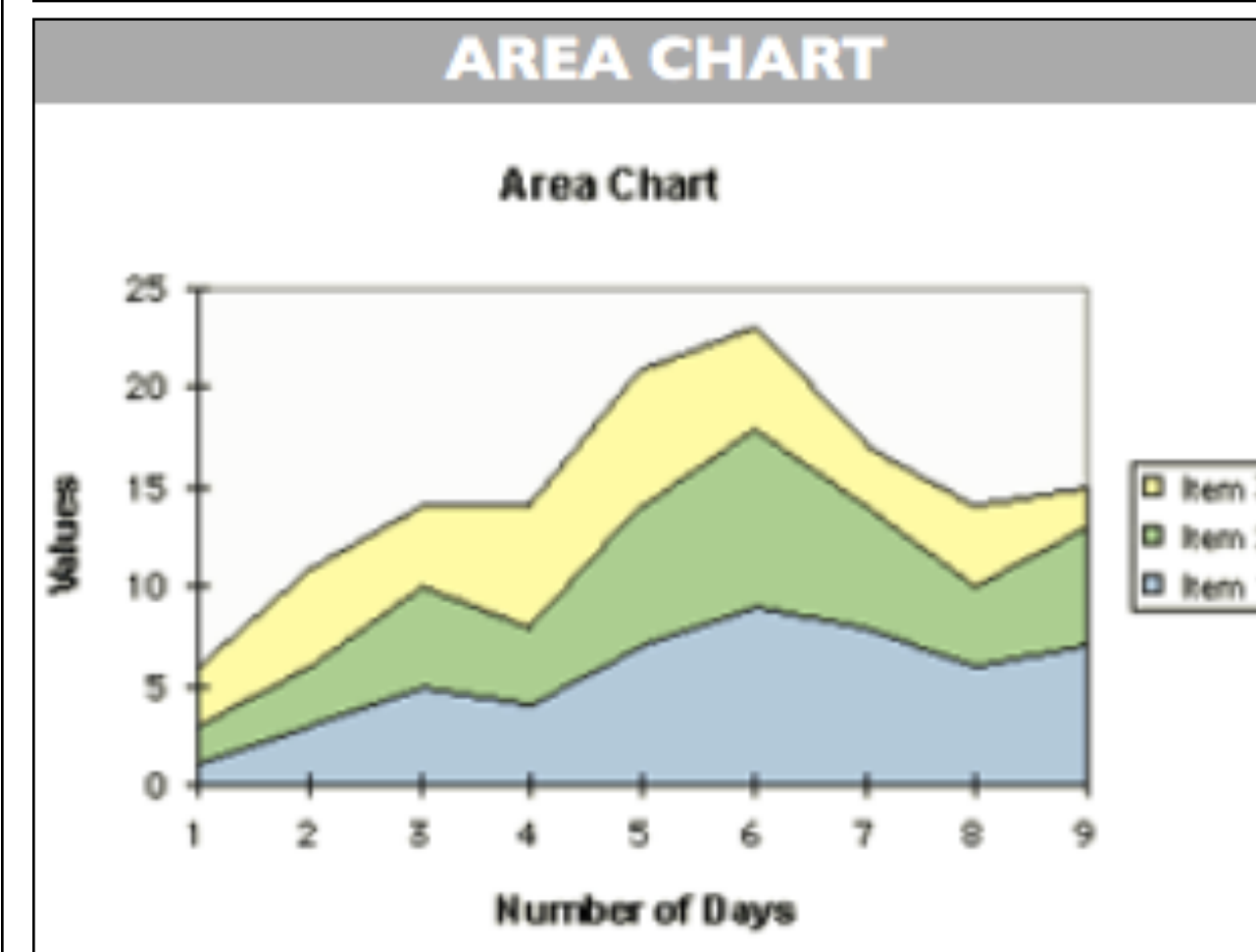
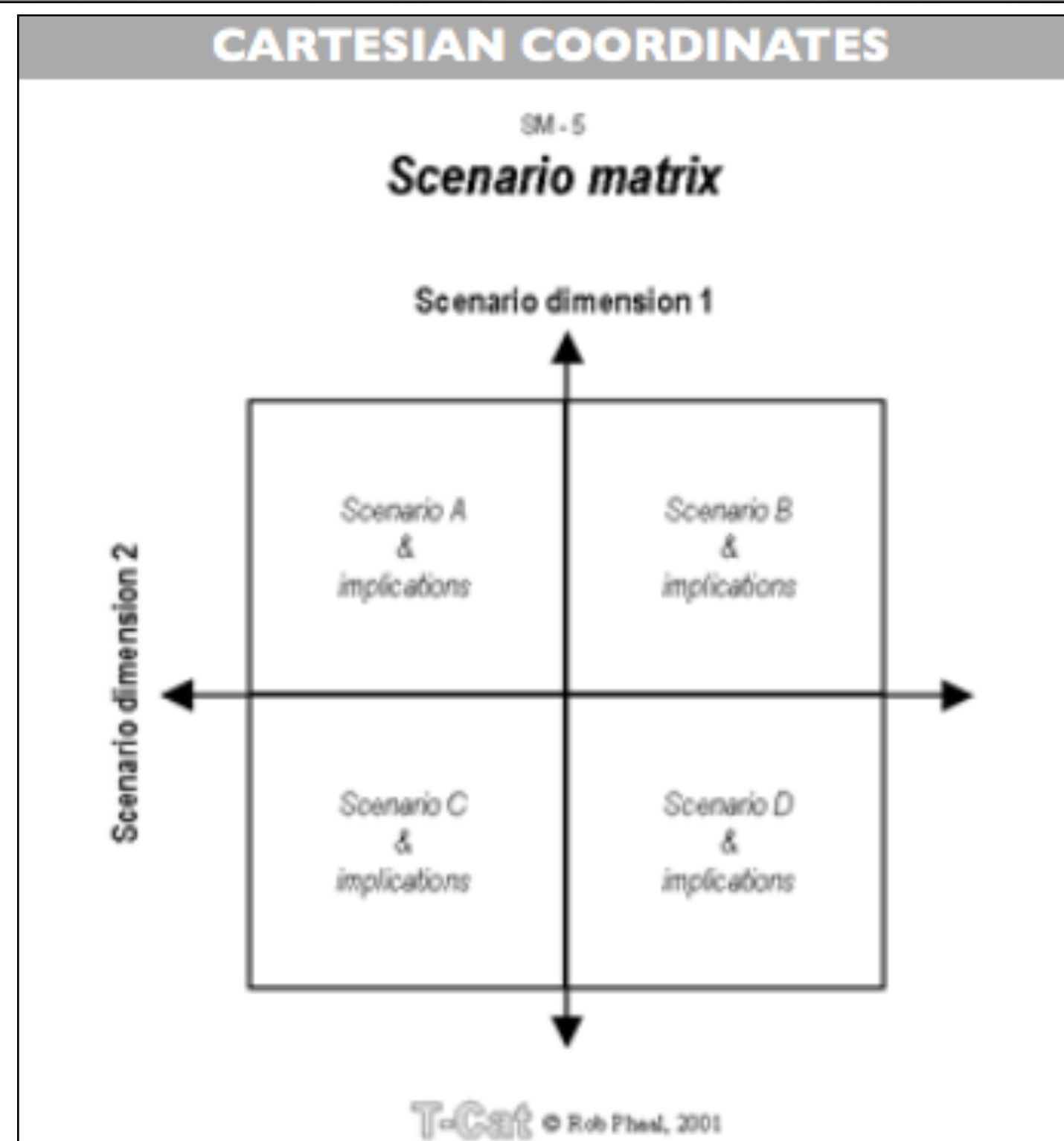
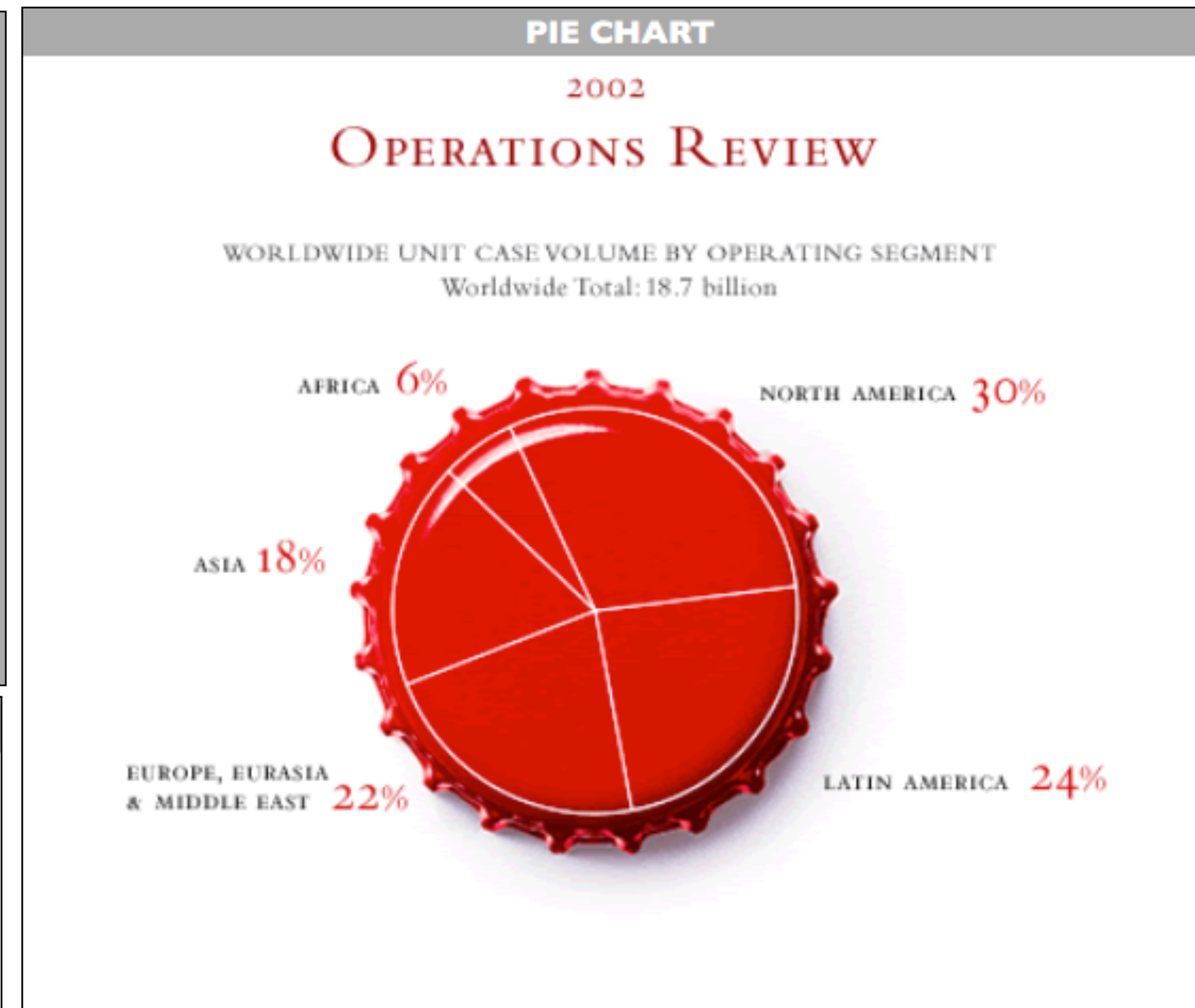
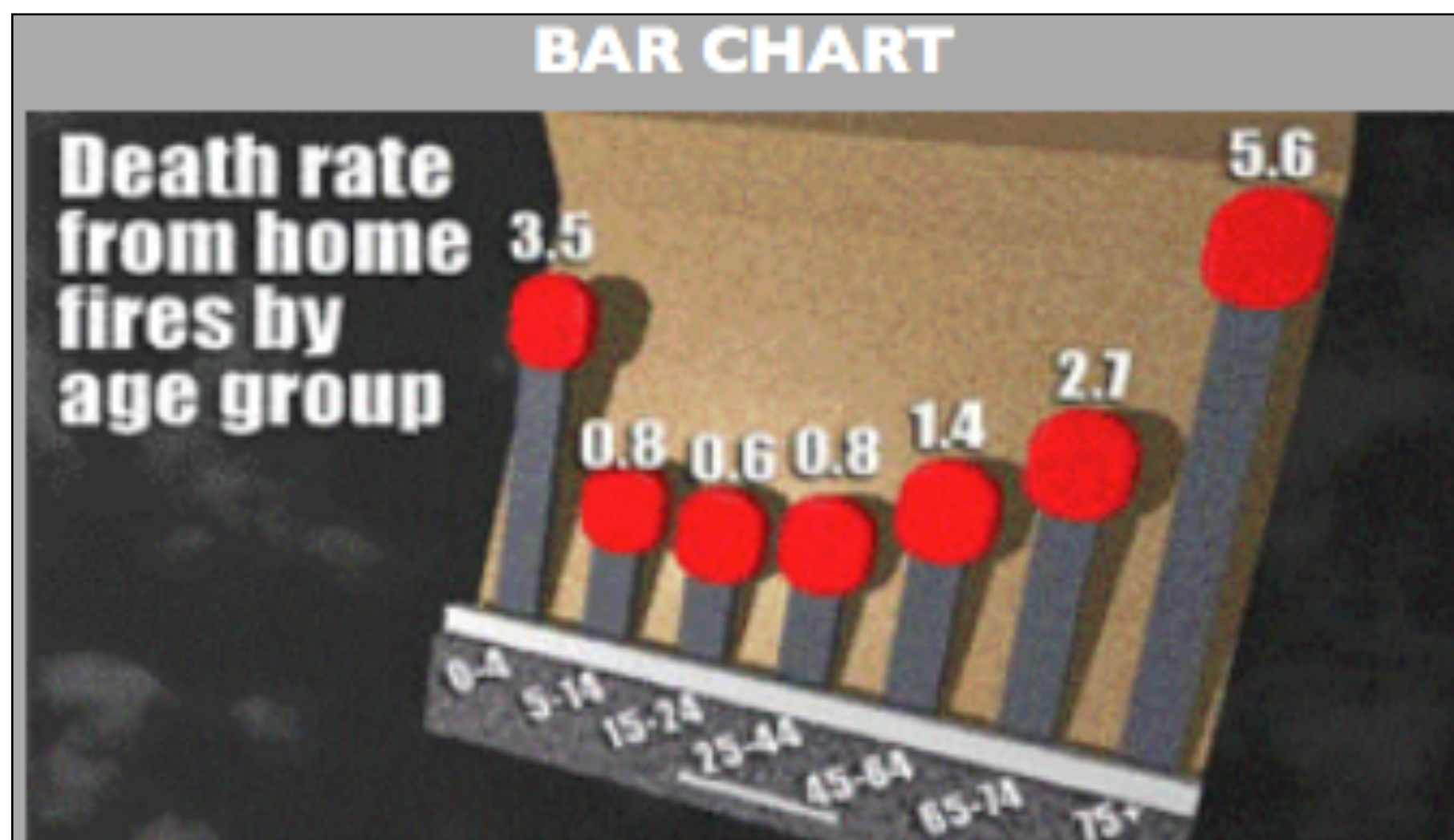
Strictly Data

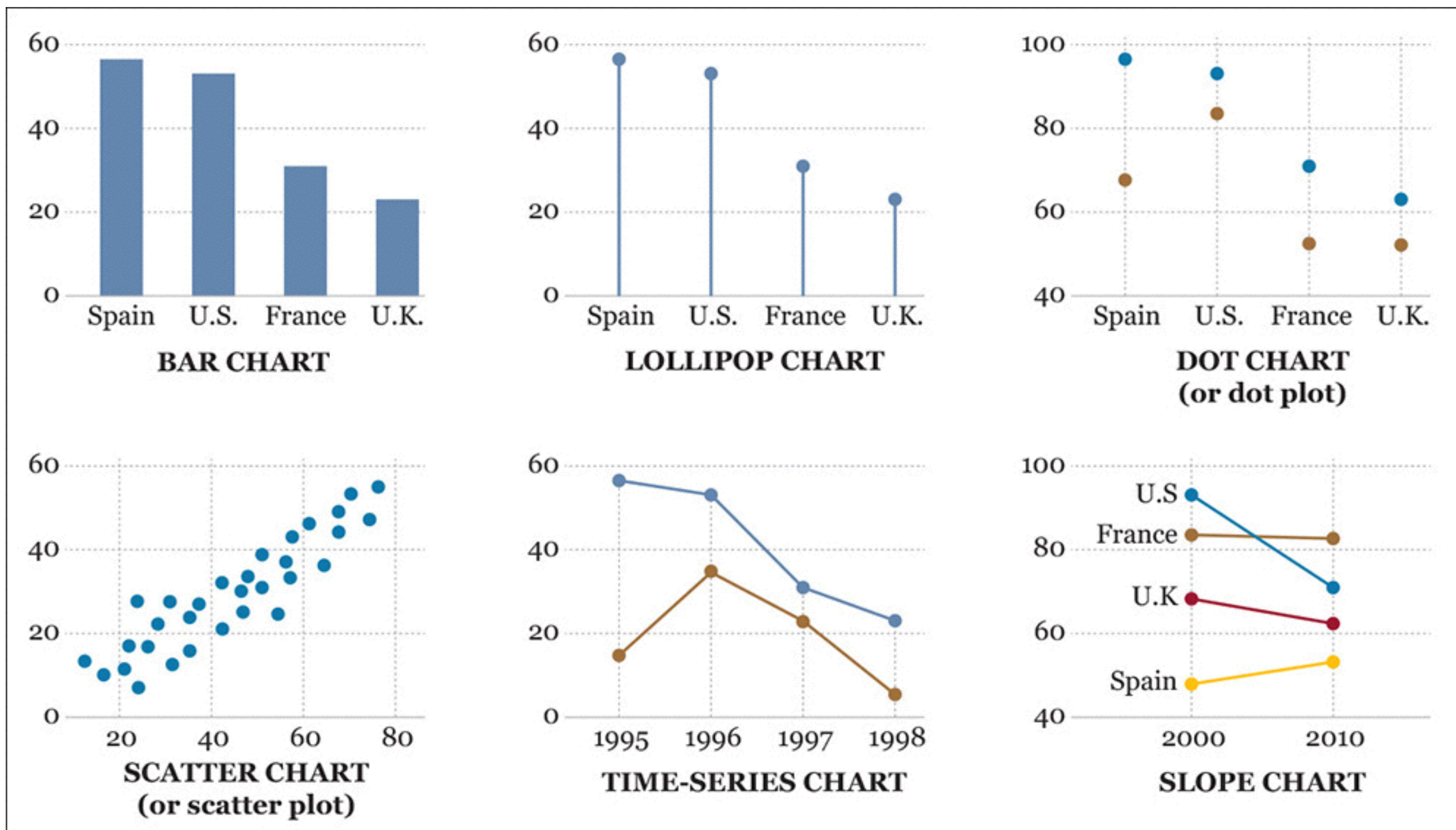
Quantifiable information

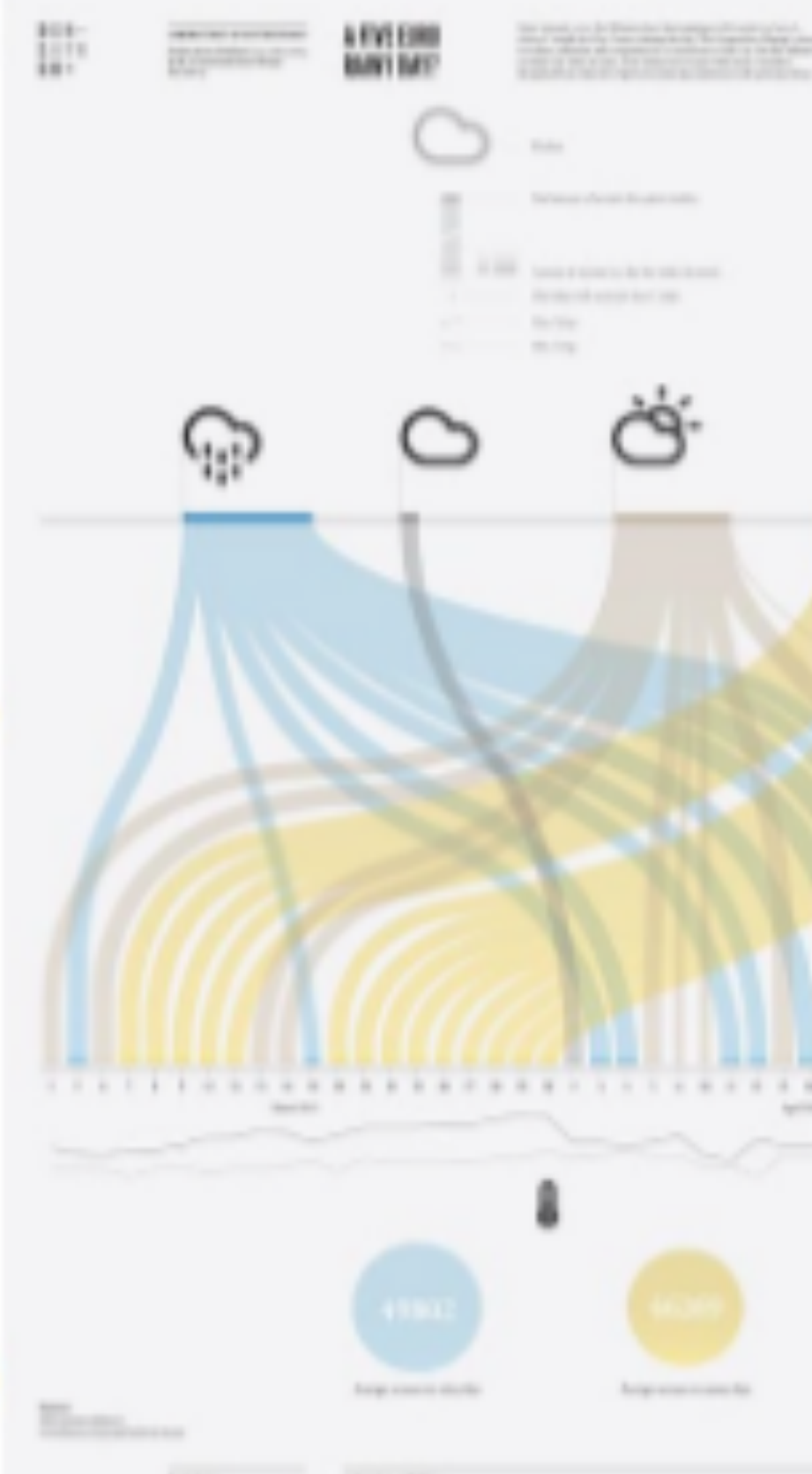
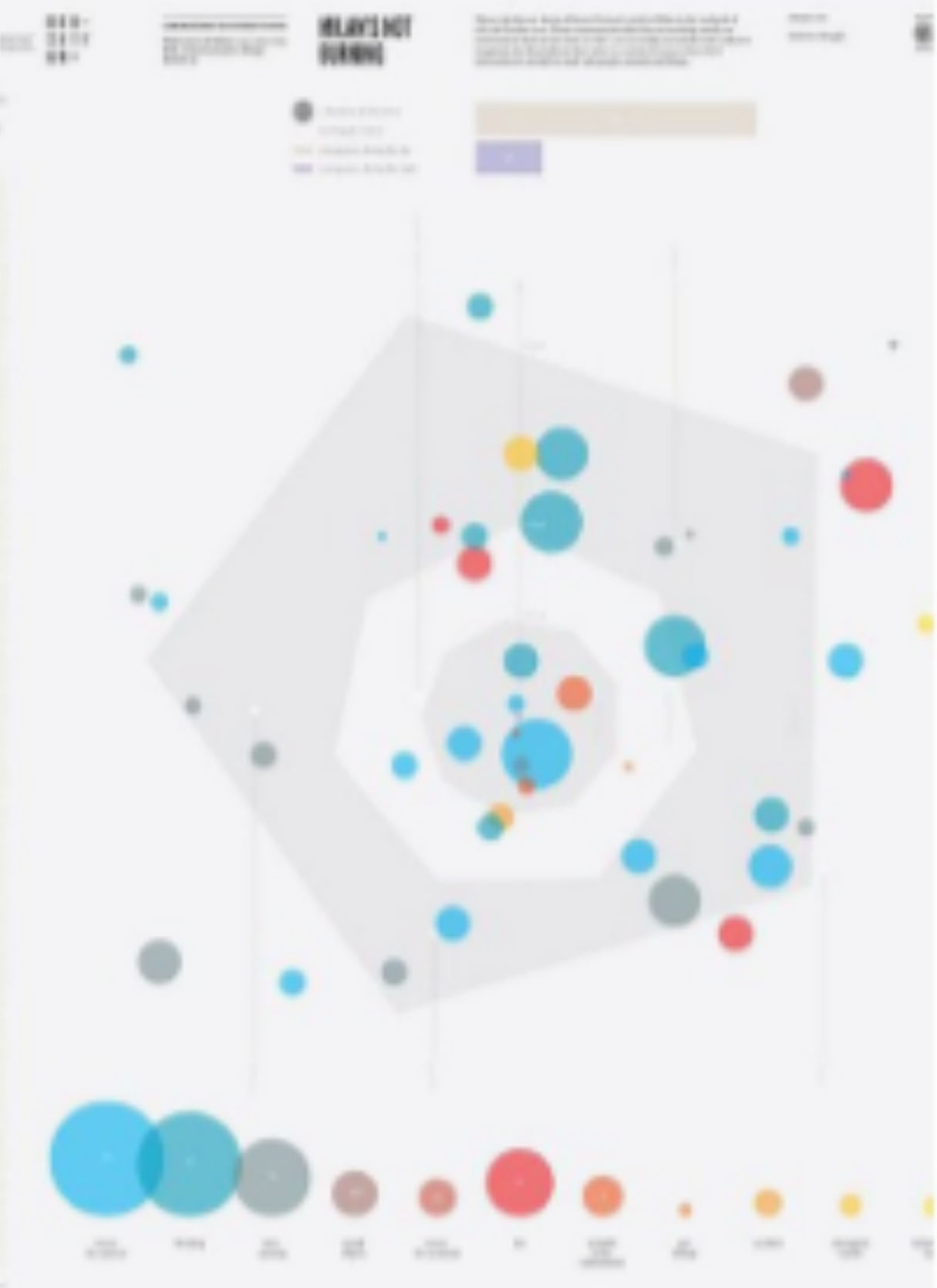
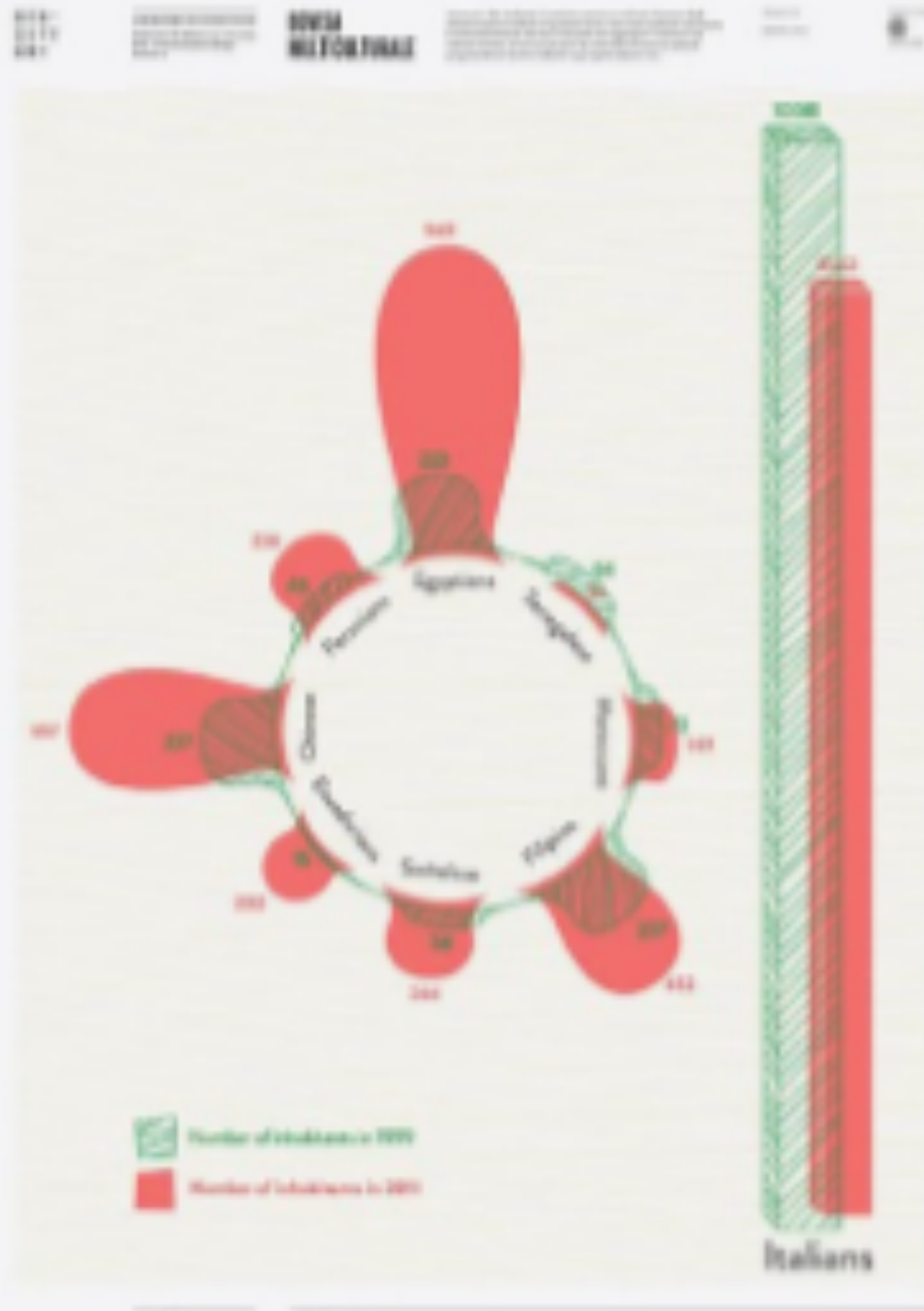
Objective

Can represent large quantities of data

May use algorithms or computer programs







Infographics

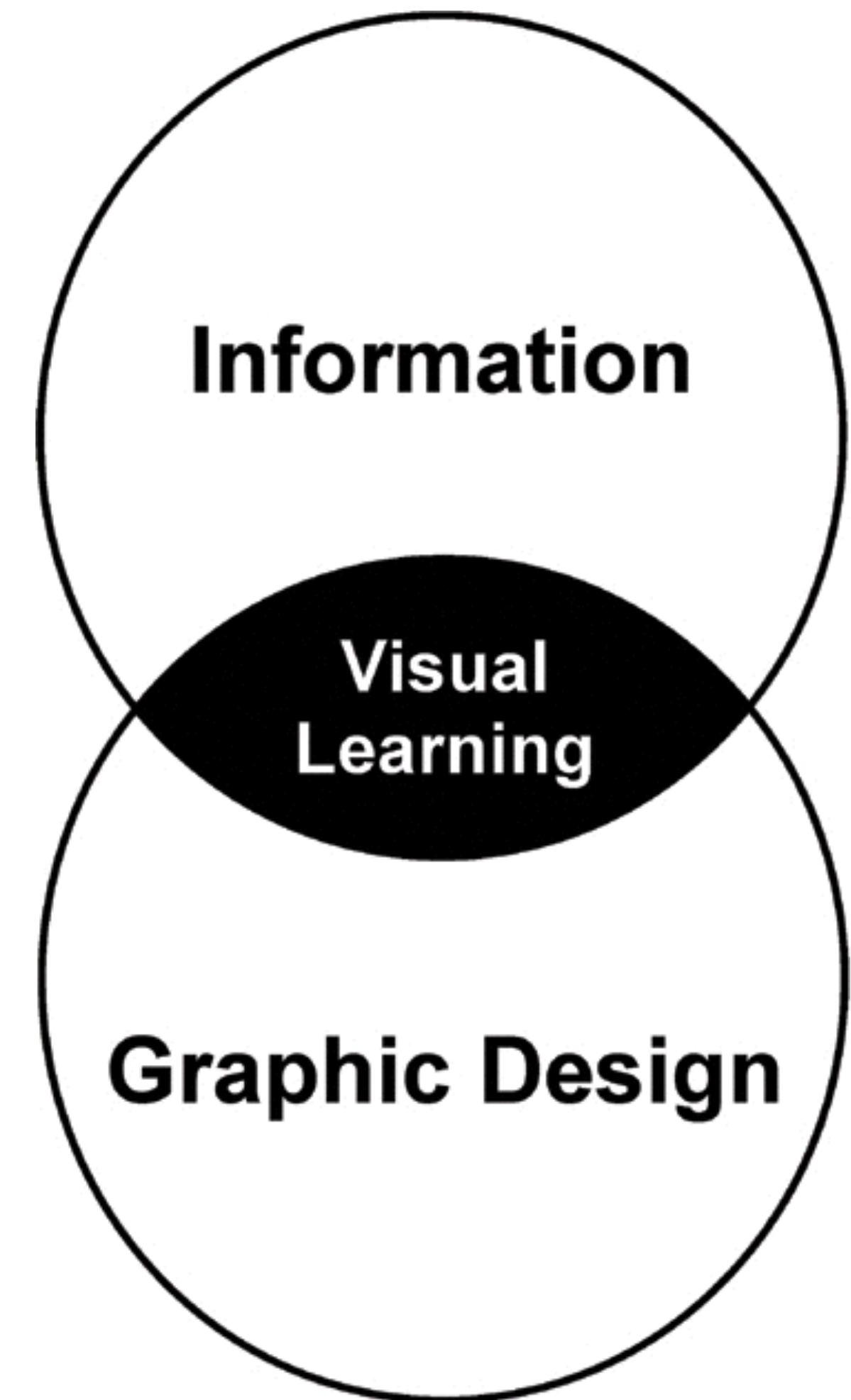
Intended for a specific audience

More subjective

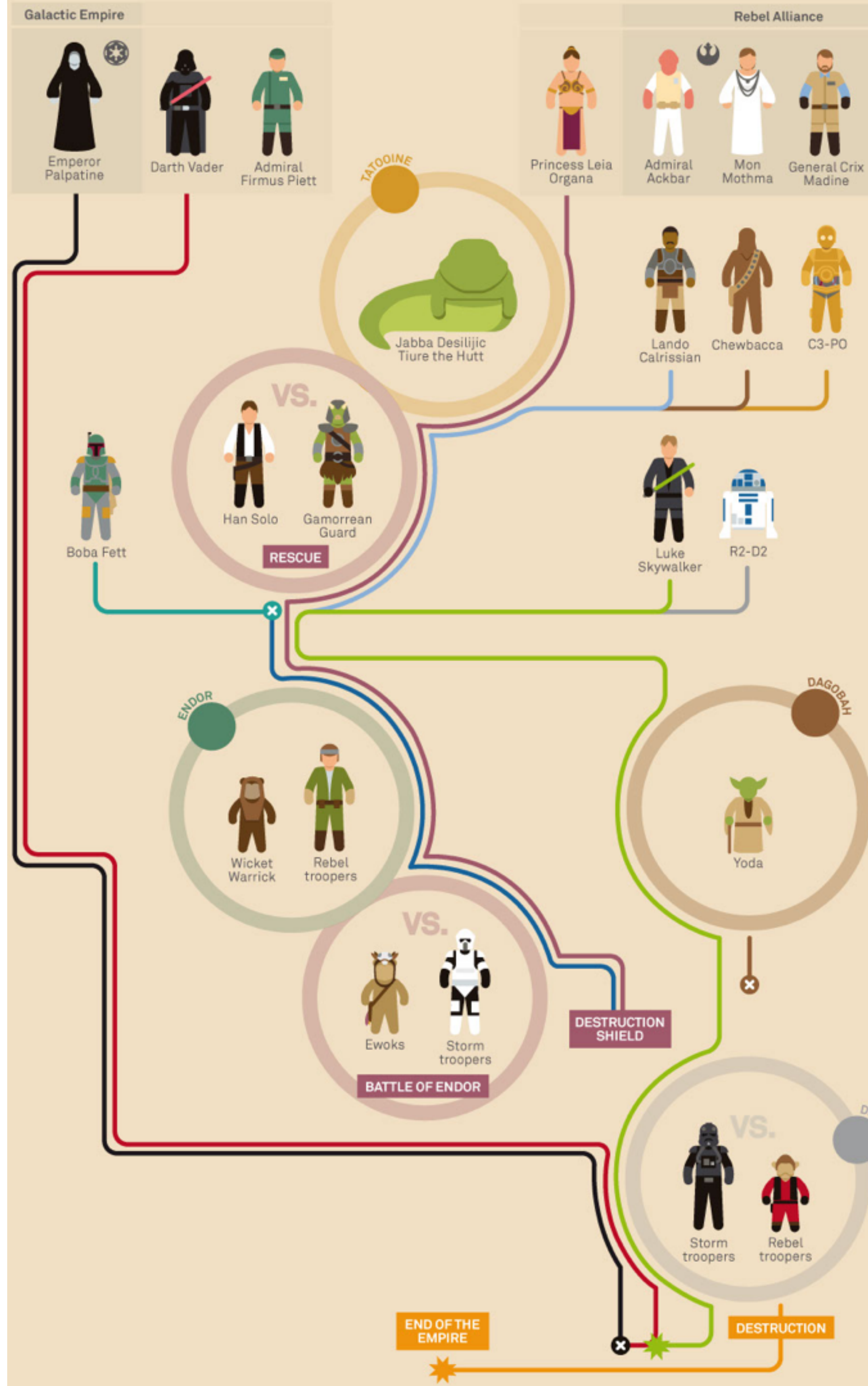
Data is communicated through maps, charts, graphics, illustrations, icons, and text

Involves narrative

Usually includes multiple sections



© Mark Smiciklas, Digital Strategist, IntersectionConsulting.com



Return of the Jedi

Luke Skywalker has returned to his home planet of Tatooine in an attempt to rescue his friend Han Solo from the clutches of the vile gangster Jabba the Hutt. Little does Luke know that the Galactic Empire has secretly begun construction on a new armored space station even more powerful than the first dreaded Death Star. When completed, this ultimate weapon will spell certain doom for the small band of rebels struggling to restore freedom to the galaxy.

Types

Text Boxes

Profiles

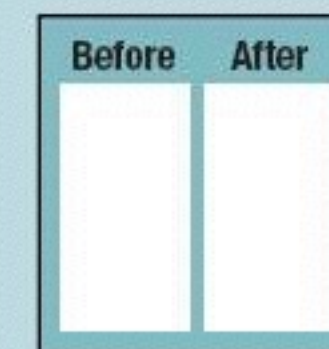
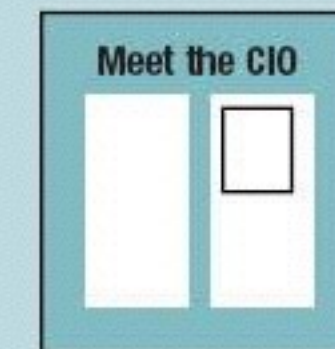
- Bio-Box
- At-a-Glance
- In-a-Nutshell
- Quick Tips
- Fact Box

Horse Races

- Ordinal Lists
- Outlines
- Rankings
- Ratings
- Scores

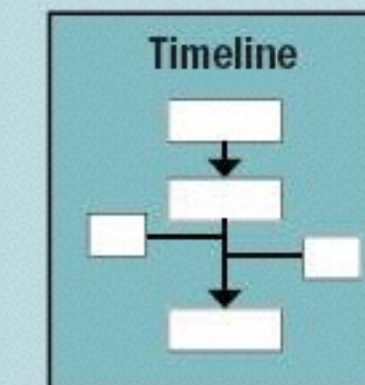
Two-fers

- Before-After
- Pro-Con
- Problem-Solution
- Compare-Contrast



Sequences

- Demos
- How-To's
- Timelines



Maps

- Locator
- Geological
- Data/Statistical



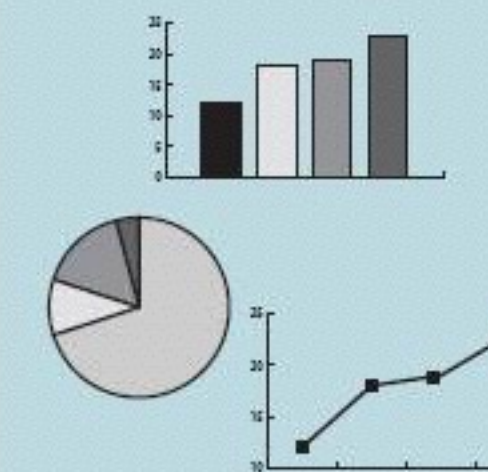
Diagrams

- Cutaways
- Schematics
- Diagrams
- Figures
- Illustrations



Charts & Graphs

- Pie
- Bar
- Fever
- Scatter
- Flowchart



EXPLORATIVE NARRATIVE

CHARACTERISTICS

MINIMALIST ◦

ONLY INCLUDES ELEMENTS THAT REPRESENT DATA ◦

SEEKS TO COMMUNICATE INFORMATION ◦

IN THE MOST CLEAR, CONCISE MANNER

◦ ILLUSTRATIVE

◦ DESIGN-FOCUSED

◦ SEEKS TO APPEAL TO VIEWER WITH ENGAGING VISUALS

◦ INFORMS AND ENTERTAINS

APPLICATIONS

ACADEMIC RESEARCH ◦

SCIENCE ◦

BUSINESS INTELLIGENCE ◦

DATA ANALYSIS ◦

◦ PUBLICATIONS

◦ BLOGS

◦ CONTENT MARKETING

◦ SALES AND MARKETING MATERIALS

Narrow Your Focus

Less is More.

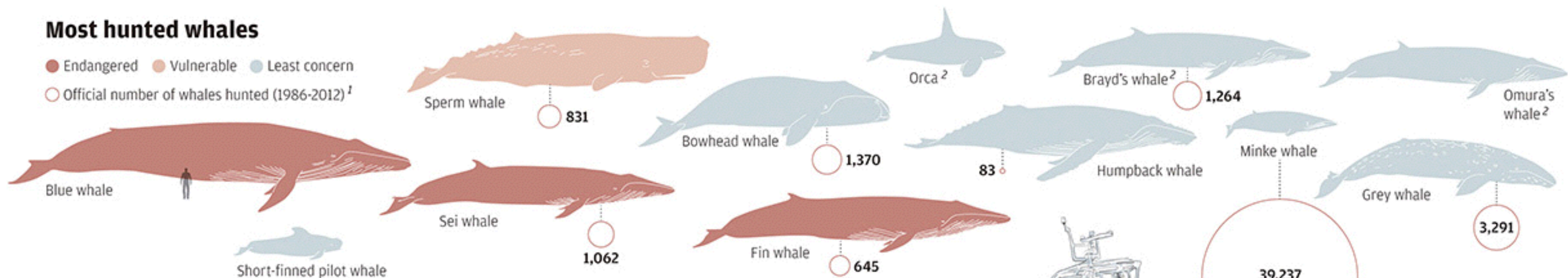
Seek to answer **one question**.

The more specific, the stronger
the connection.

People relate data to their own lives.

Most hunted whales

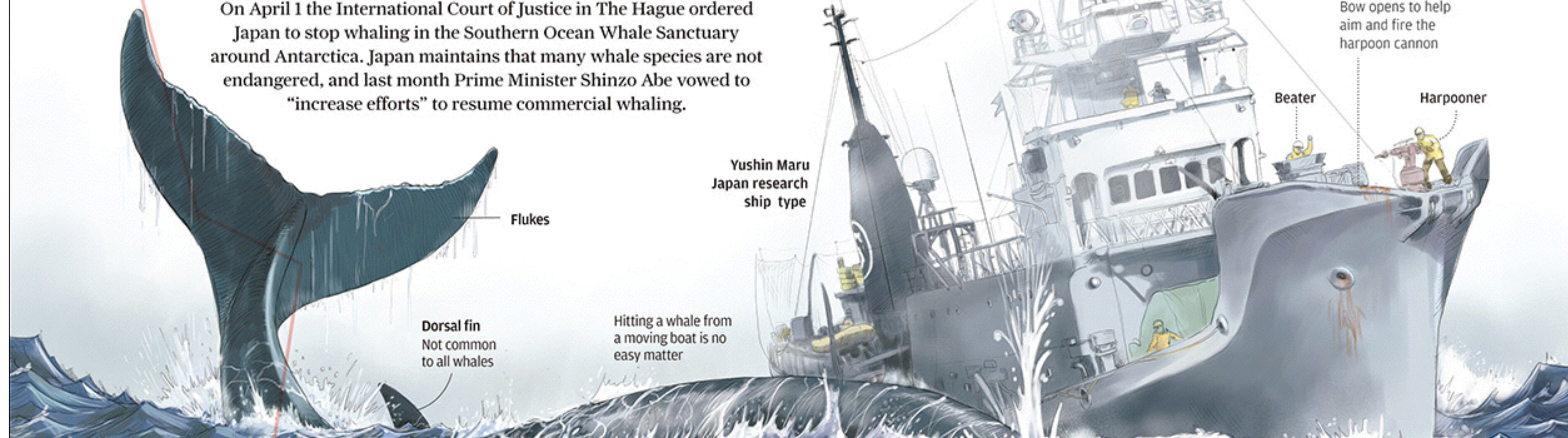
- Endangered ● Vulnerable ● Least concern
- Official number of whales hunted (1986-2012)¹



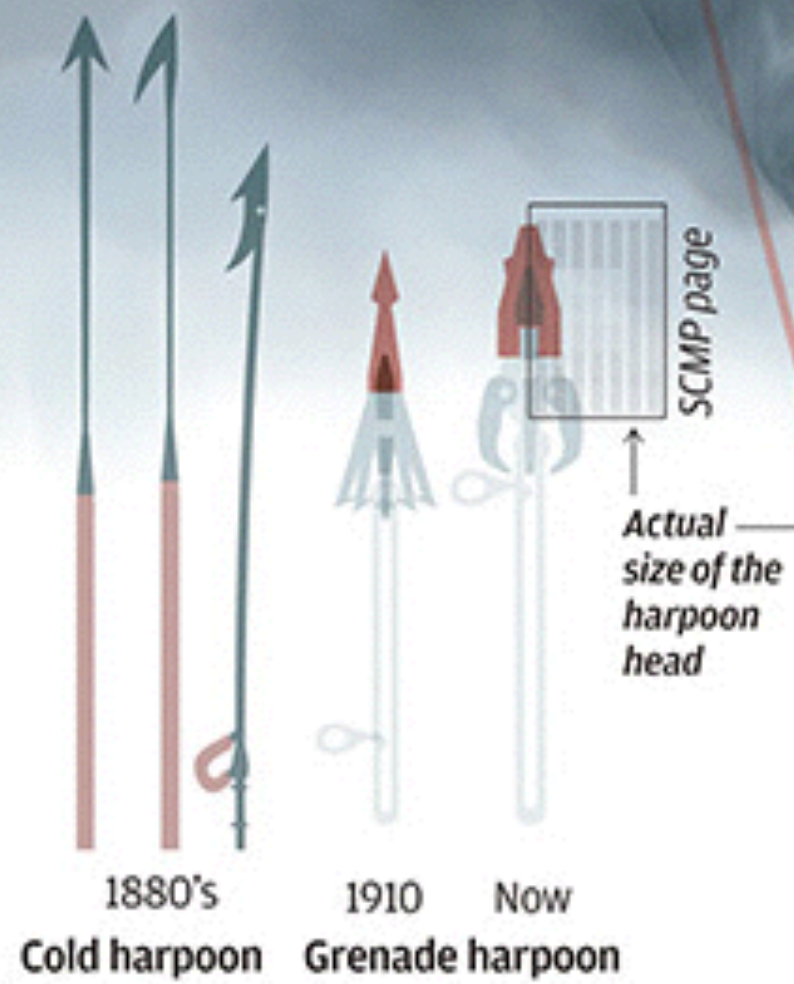
- (1) Hunted under scientific, objection and aboriginal permit
(2) Conservation status: data insufficient

The hunters and the hunted

On April 1 the International Court of Justice in The Hague ordered Japan to stop whaling in the Southern Ocean Whale Sanctuary around Antarctica. Japan maintains that many whale species are not endangered, and last month Prime Minister Shinzo Abe vowed to "increase efforts" to resume commercial whaling.



Harpoons



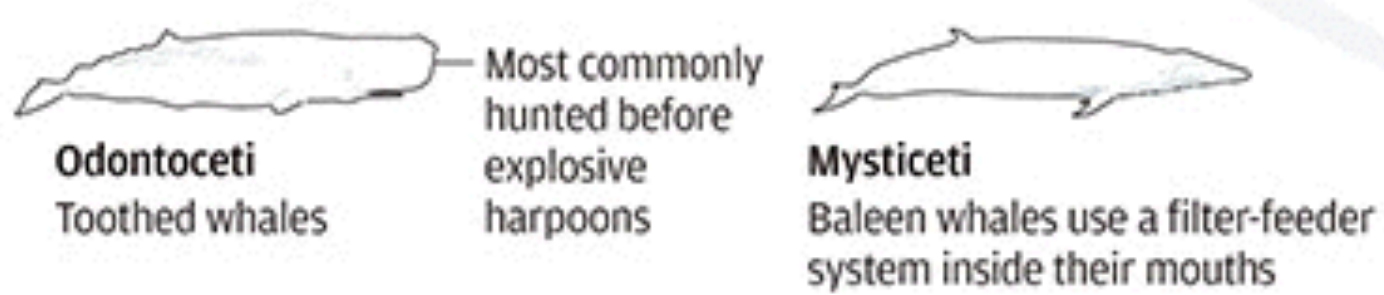
Japan's whaling zones



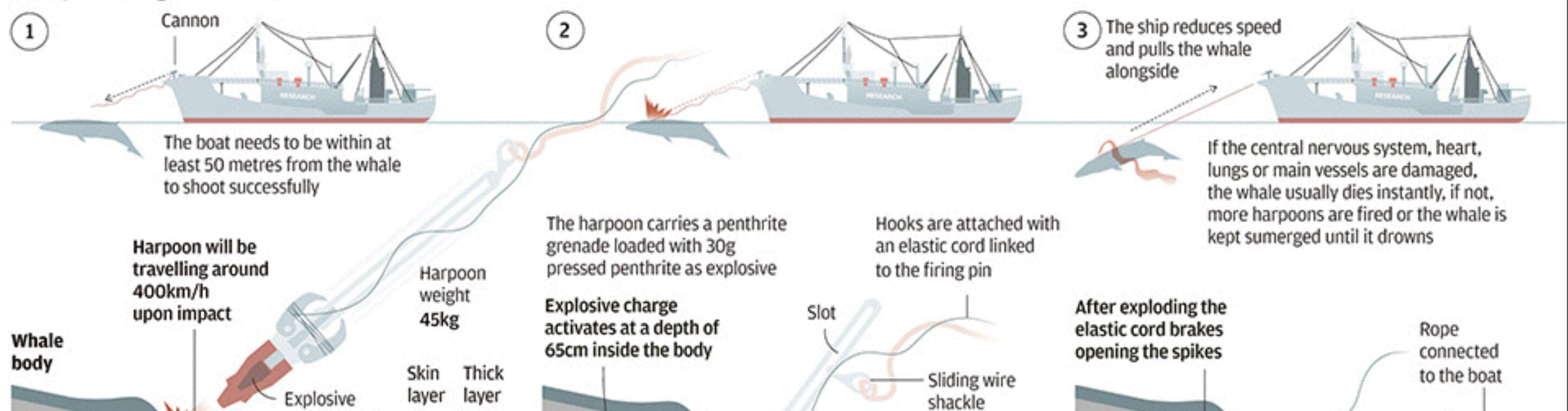
Some whales can reach up to **40km/h**

For scientific research the whale is harpooned in the side to avoid damage to the pinna. Research is usually justified through studying how marine mammals hear

Taxonomy



Harpooning a whale



Lungs

Scapula

Skull

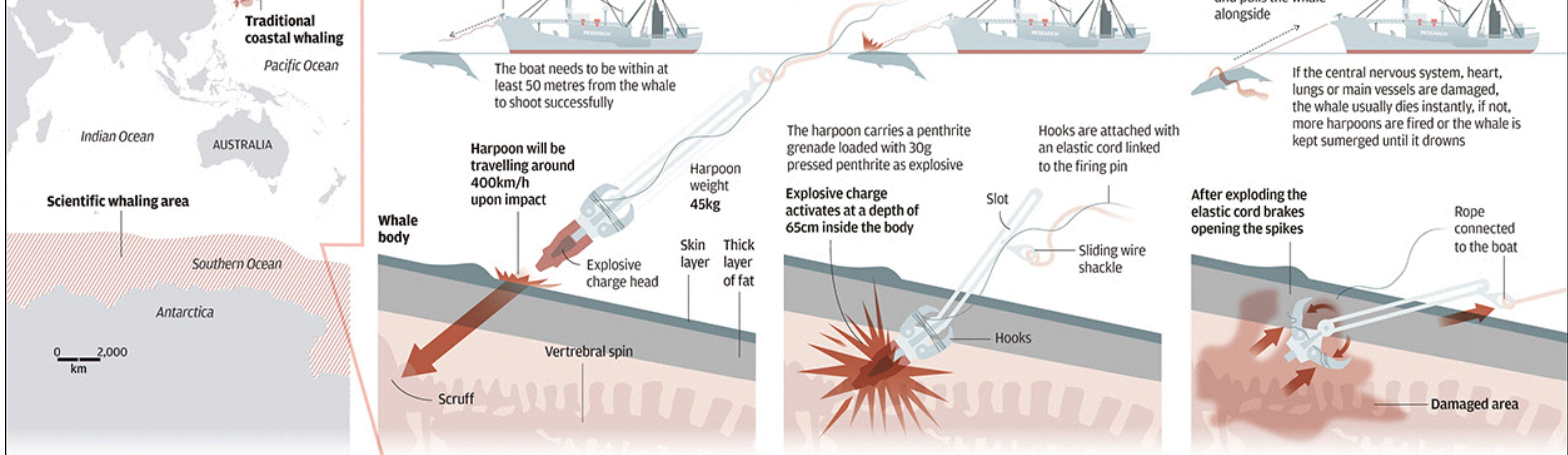
Lower jaw

Brain

Blowholes

Whales are located through sophisticated sonar

Whalers aim for the back of the neck to cause enough brain damage to kill or knock out the whale within a few seconds

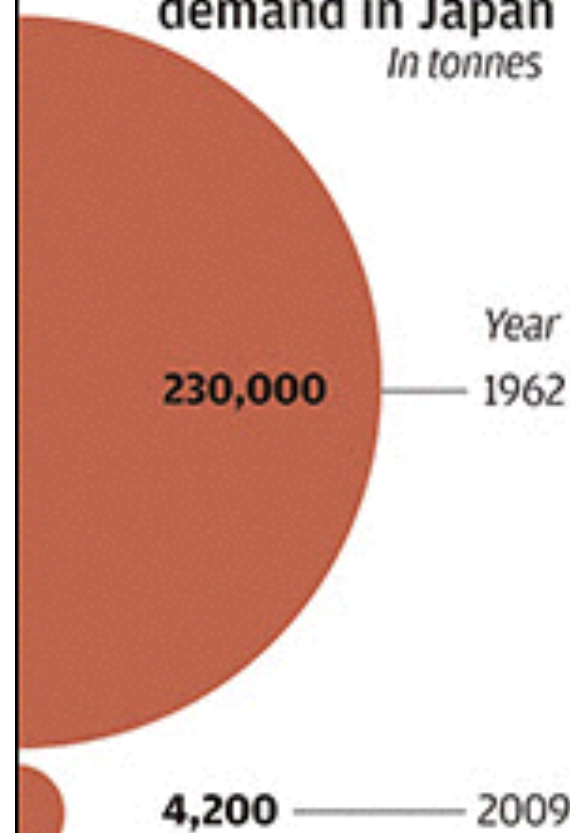


Why do the Japanese eat whales?

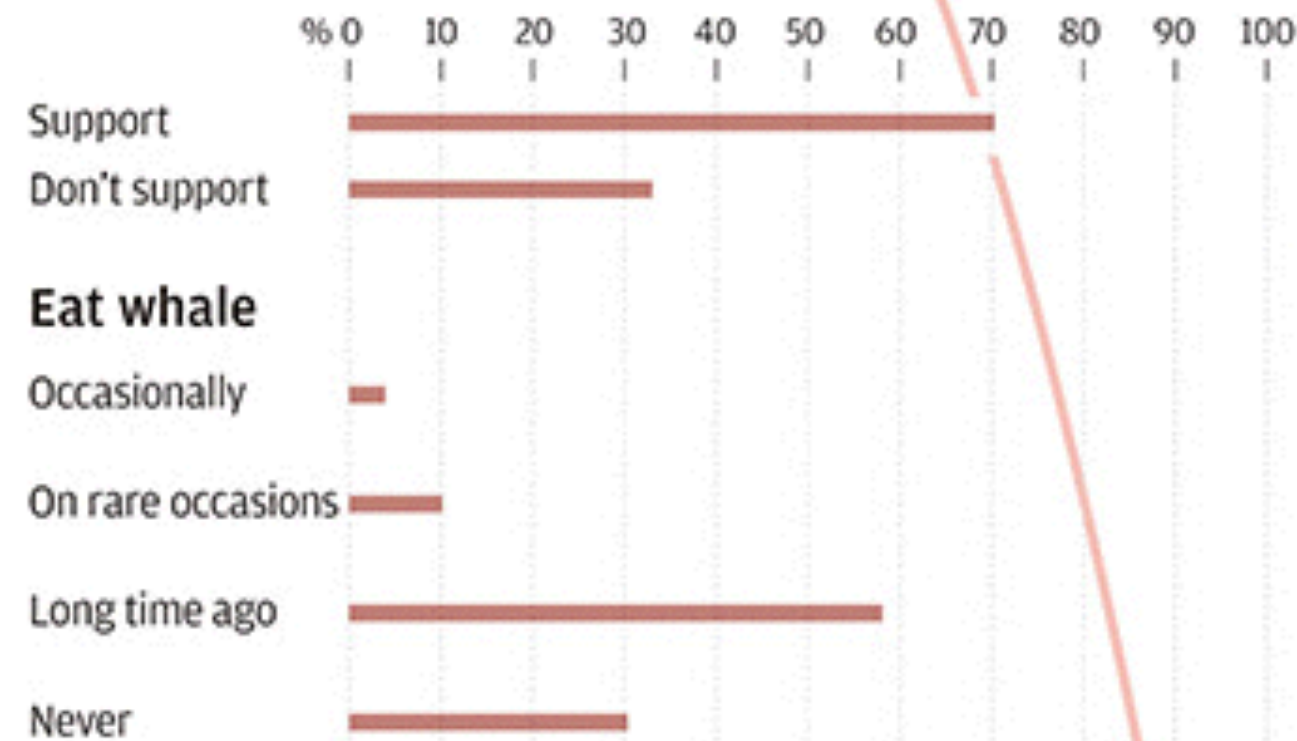
In 1947 whale meat made up over 50 per cent of meat consumption in Japan. In 1954, the School Lunch Act also included whale meat in compulsory education (elementary and middle school) to improve the nutrition of Japanese children. The current demand is from less than 10 per cent of the population

Whale meat demand in Japan

In tonnes



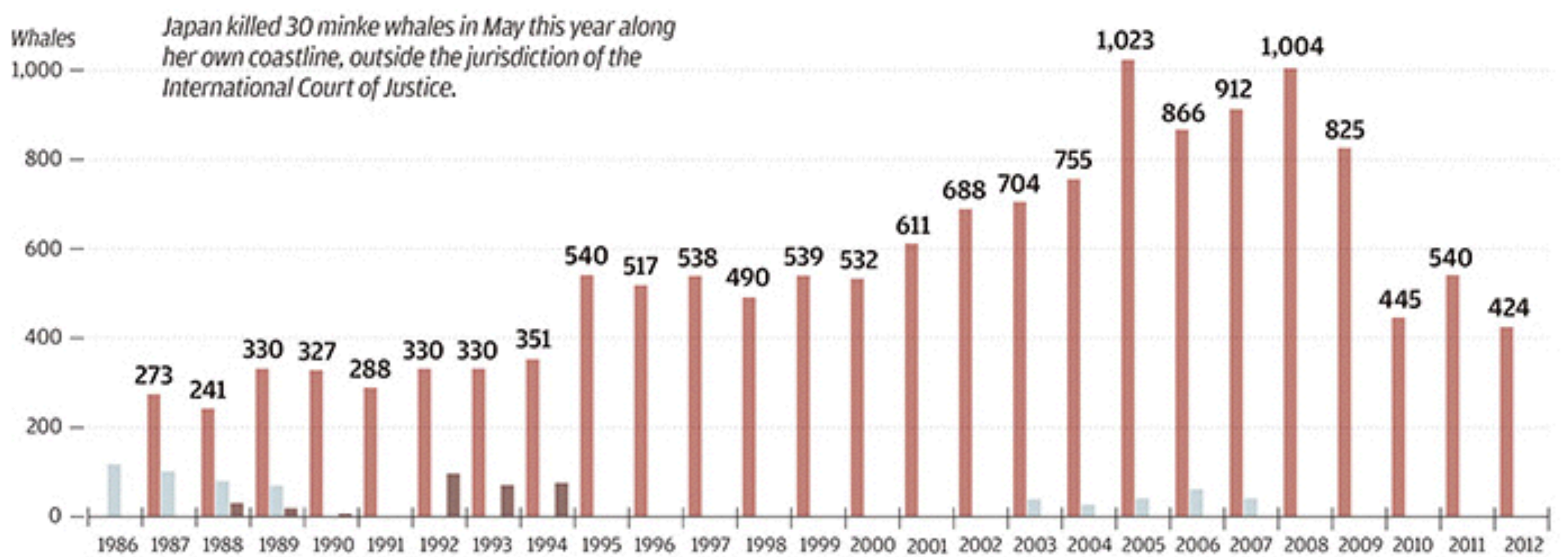
Japanese opinion about scientific whaling



Whales hunted in Anctartic Ocean under the scientific permit whaling

Special permit catches taken since the zero catch limits came into force

Japan Iceland Norway



Sources: International Whaling Commission, The Asahi Shimbun, El Mundo, The Guardian.

SCMP Graphic: Adolfo Arranz

HAMBURGERS

AMERICA'S FAVORITE, BY THE NUMBERS



● WHAT ARE AMERICANS SAYING ABOUT THEIR FAVORITE HAMBURGER?

■ HOW MUCH IS CONSUMED OF EACH INGREDIENT EVERY YEAR?

★ U.S. PRODUCTION AND VALUE FOR EACH INGREDIENT ANNUALLY

FAVORITE TYPE OF MUSTARD ●

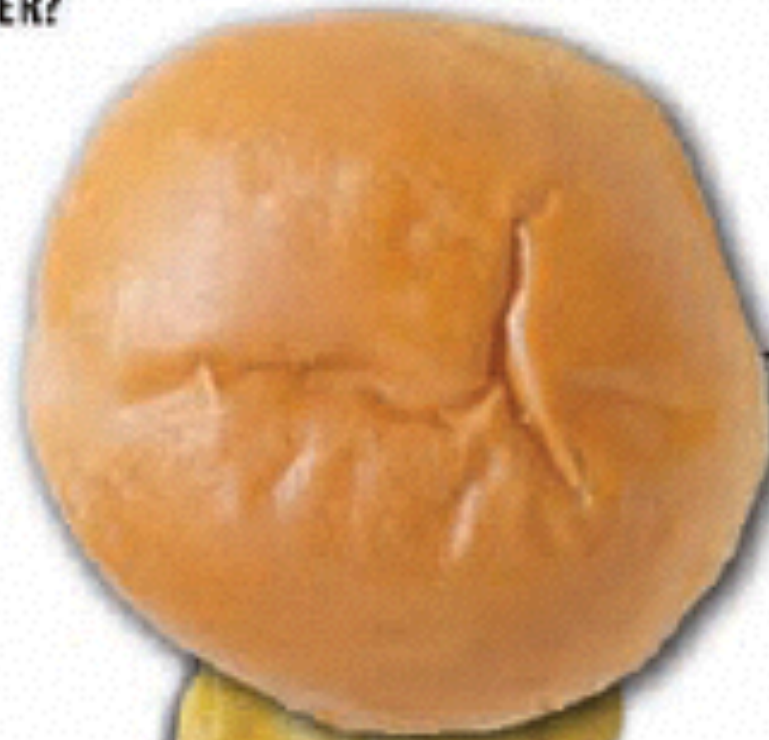


YELLOW: 55%
BROWN: 20%
DARK: 19%
OTHER: 4%
SWEET: 2%

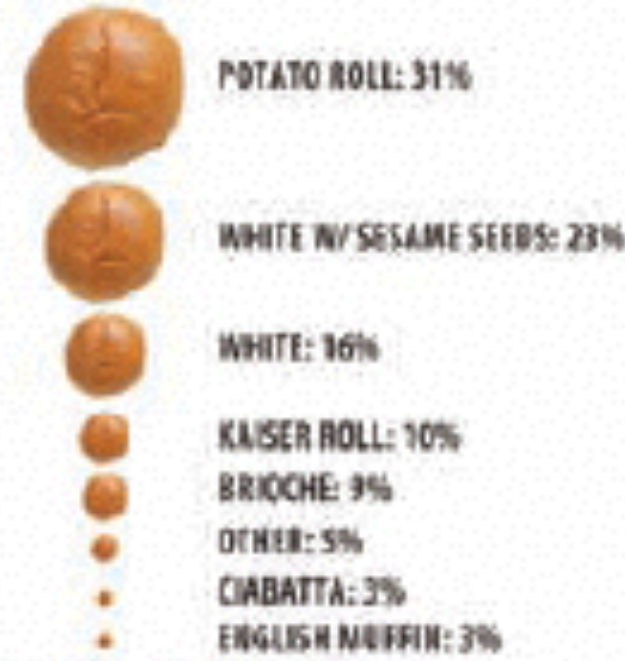
41.3 MILLION POUNDS ★
OF MUSTARD VALUED AT
\$18.0 MILLION

20.0 POUNDS ■
PER PERSON

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



● FAVORITE BURGER BUN



■ 134.6 POUNDS PER PERSON

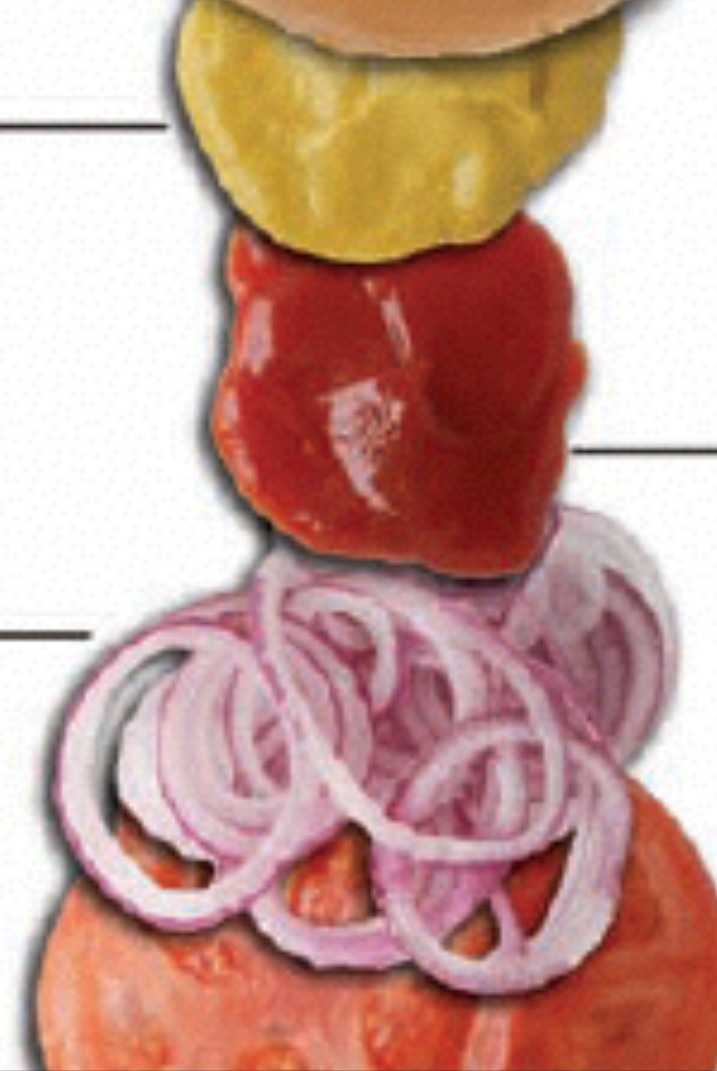
★ ONE BILLION BUSHELS
USED FOR FLOUR VALUED AT
\$6.64 BILLION

■ 71.0 POUNDS
PER PERSON

★ 12 MILLION TONS
OF KETCHUP VALUED AT
\$901.0 MILLION

■ 20.3 POUNDS
PER PERSON

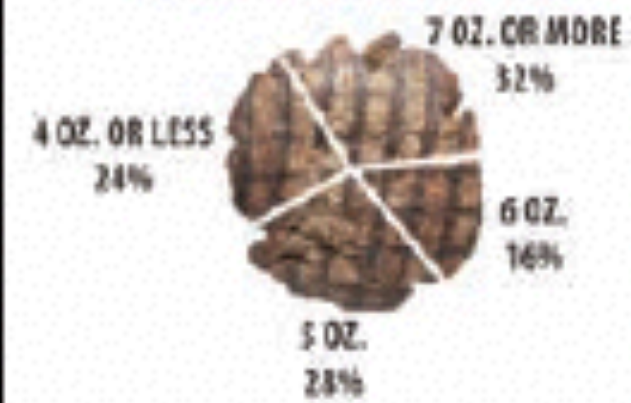
★ 14 MILLION TONS



28.0 POUNDS ■
PER PERSON

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

FAVORITE BURGER SIZE ●



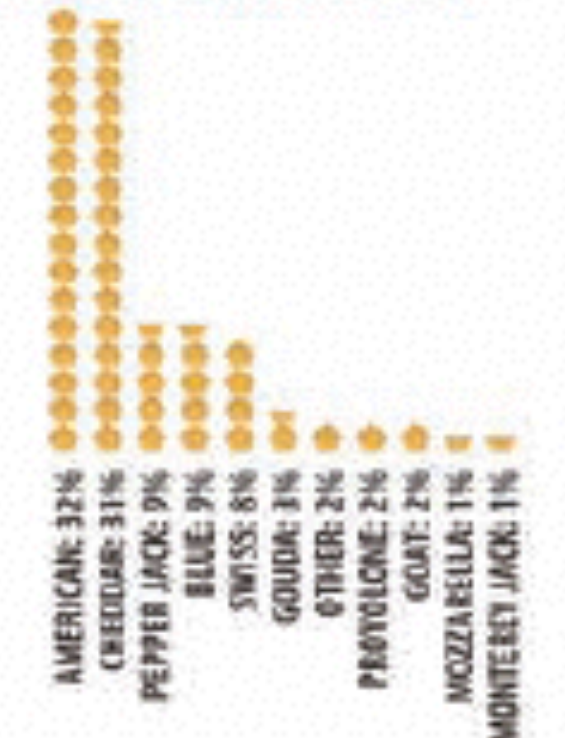
61.2 POUNDS ■
PER PERSON
IN 2009, THE U.S. CONSUMED
26.9 BILLION LBS. OF BEEF

26.1 BILLION POUNDS ★
OF BEEF PRODUCED VALUED AT
\$2.2 BILLION
AMERICANS SPEND \$270 PER
PERSON ON BEEF A YEAR.



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

● FAVORITE CHEESE FLAVOR



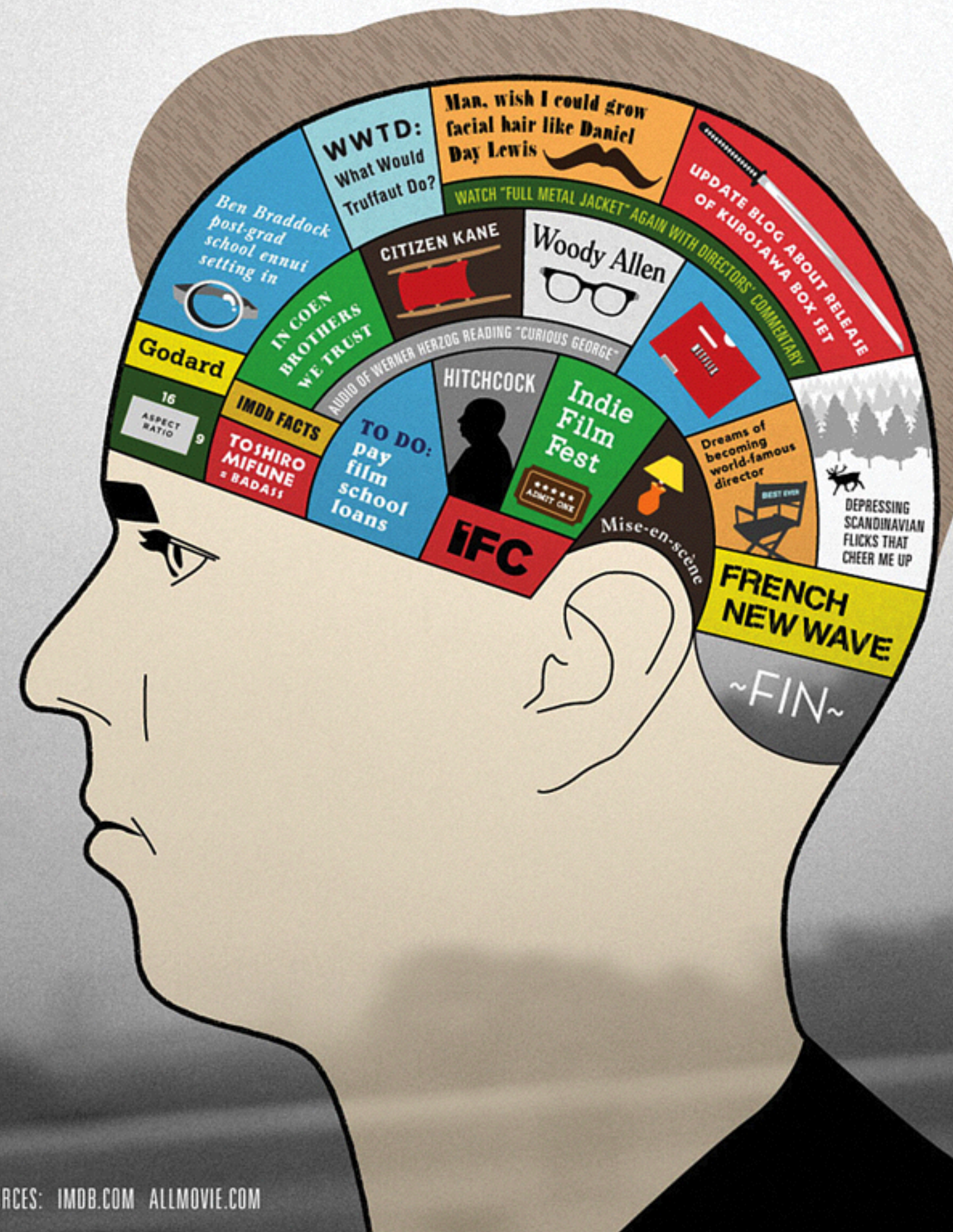
■ 32.4 POUNDS
PER PERSON

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

SOURCES: AHT.SERIOUSSEATS.COM ● AGMRC.ORG ■ ERS.USDA.GOV ★ USDA.MANNLIB.CORNELL.EDU

THE MELTED MIND OF A FILM BUFF

You know the kind. That person who interrupts every conversation with obscure film trivia that no one has the time to care about, much less argue. Afterwards, he'll continue with his best impression of Christopher Walken. [Here, we preview inside the jumbled mind of a cinephile.](#)



Ingredients

Engaging **topic**

New, **surprising** information

Visually appealing and distinctive

Simple, focused message

Quick and **easy to read**

Easy to share

Clear, **easy to understand** data visualizations

Credible data sources

Data Visualization vs. Infographic

Both...seek order

...are informative in nature

...are visual representations of data

...can be static, interactive, or animated

...involve highly skilled people

Data Viz can go into Infographics

Infographics do not go into Data Viz

Visual Hook

A central graphic that acts as the foundational core for all your elements.

Eliminates the need for text and/or additional support graphics

The **focal point** of your design.

To grab attention, use **serial position**. Place the hook either at the center or at the very end of the infographic.

Eye Movement

Depict process and movement.

Use arrows, lines, clustering, and color to lead your viewer's eye.

EXTRAVEHICULAR MOBILITY UNIT

(SEE BACKPAGE)

SINCE 1968, NASA'S EXTRAVEHICULAR MOBILITY UNIT, OR EMU, HAS EFFICIENTLY SERVED
ASTRONAUTS BEYOND THE GROUND STATION AND THE INTERNATIONAL SPACE STATION (ISS).

THE PRIMARY FUNCTIONS OF THE EMU:

- PROVIDE AND MAINTAIN DOMINANT LEVELS OF OXYGEN, PRESSURE, AND TEMPERATURE
- PROVIDE MAXIMUM PROTECTION WHILE ALLOWING MOVEMENT
- PROVIDE TWO-WAY COMMUNICATION

EMU:

HELMET

- A - HEADLAMPS
- B - VIDEO CAMERA
- C - METALLIC GOLD VISOR
- D - ADJUSTABLE BLINDER

PRIMARY LIFE SUPPORT SYSTEM

HARD UPPER TORSO

- E - DISPLAY AND CONTROL MODULE
- F - HELMET TO HUT AND HUT TO HELMET QUICK CONNECT RINGS

LOWER TORSO ASSEMBLY

- G - TETHER LOOPS
- H - CONNECT RINGS

GLOVES

- I - RUBBERIZED FINGERTIPS
- J - TETHER LOOPS

BOOTS

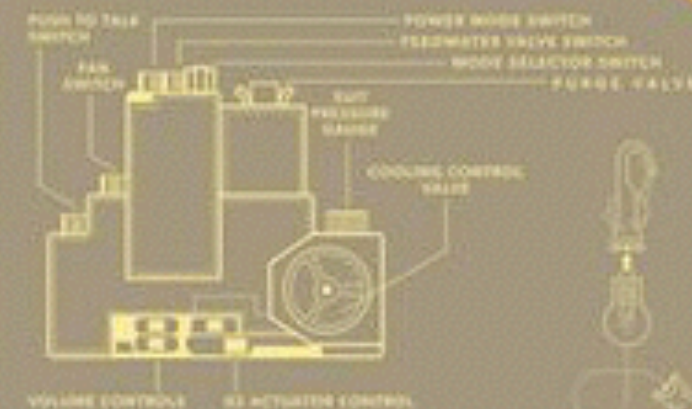
EMU FABRIC MATERIALS:

THE EMU FABRIC IS A COMPOSITE OF MANY MATERIALS INCLUDING:

- NYLON TRICOT
- SPANDEX
- URETHANE-COATED NYLON
- DACRON
- NEOPRENE-COATED NYLON
- MYLAR
- GORETEX
- KEVLAR
- ROMEX

DISPLAY AND CONTROL MODULE (DCM)

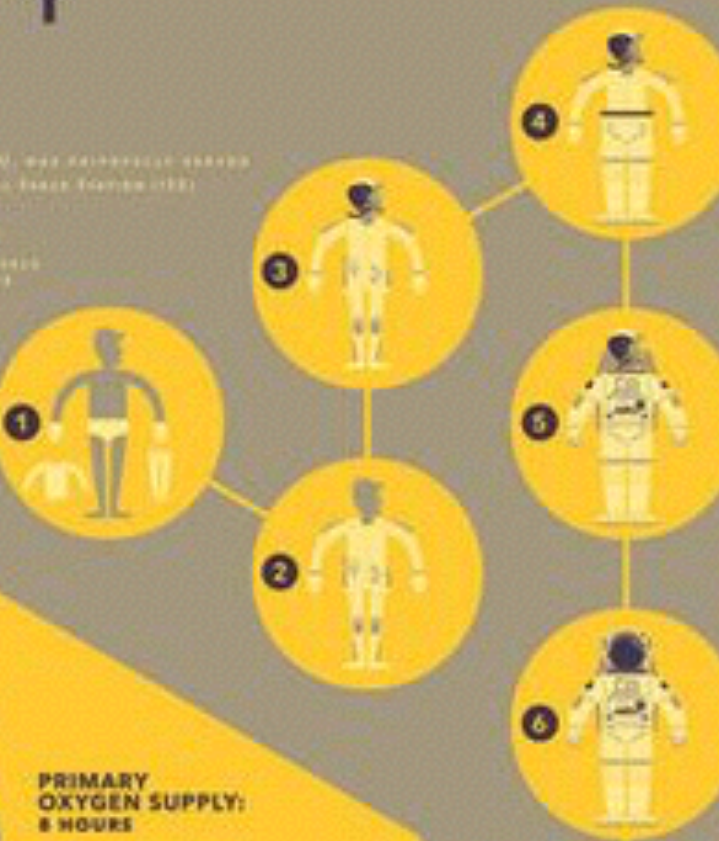
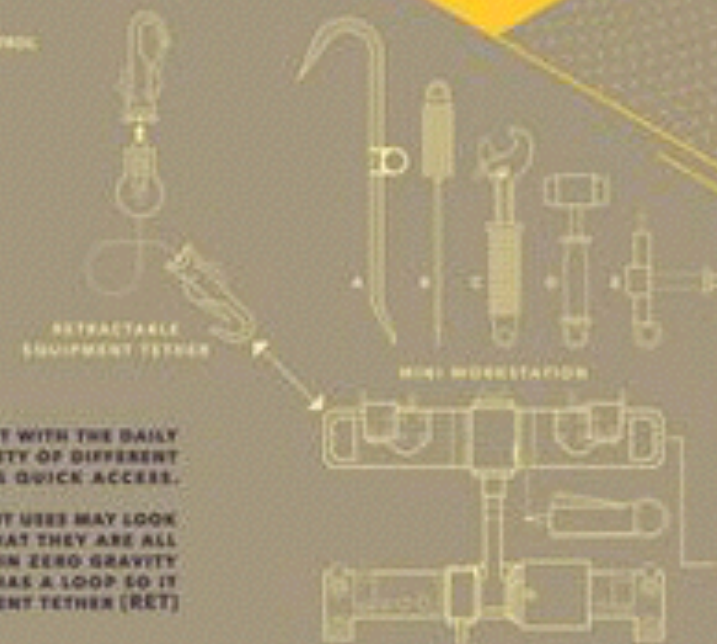
THE DCM IS VITAL BECAUSE IT SERVES AS AN ACCESSIBLE INTERFACE FOR THE ASTRONAUT TO OBTAIN DATA AND CONTROL THE PRIMARY LIFE SUPPORT SYSTEM. IT ATTACHES TO THE FRONT OF THE HUT, UNDER THE HELMET.



MINI WORKSTATION

ATTACHING FIRMLY UNDERNEATH THE DCM, THE MINI WORKSTATION ASSISTS THE ASTRONAUT WITH THE DAILY WORKLOAD OUT IN SPACE. IT CAN HOLD A VARIETY OF DIFFERENT TOOLS THAT THE WORK REQUIRES, ALLOWING QUICK ACCESS.

EVEN THOUGH SOME OF THE TOOLS AN ASTRONAUT USES MAY LOOK FAMILIAR AT FIRST, A CLOSER LOOK REVEALS THAT THEY ARE ALL MODIFIED TO WORK SAFELY AND EFFECTIVELY IN ZERO GRAVITY WHILE WEARING BULKY GLOVES. EVERY TOOL HAS A LOOP SO IT CAN BE SECURED WITH A RETRACTABLE EQUIPMENT TETHER (RET) TO THE MINI WORKSTATION.



PUTTING ON THE EMU

... TAKES WELL OVER AN HOUR, REQUIRING AN EXTRA PERSON FOR ASSISTANCE, ALL WHILE IN A ZERO-GRAVITY ENVIRONMENT.

1. MAXIMUM ASSURANCE GARMENT (MAG) OR ADULT DIAPER
 - ASTRONAUTS MUST BE INSIDE THE SUIT FOR HOURS, SO...
 - THERMAL CONTROL UNDERGARMENT OR THERMALLY INSULATING LAYER TO WICK AWAY SWEAT
 - COTTON GLOVES TO WICK AWAY SWEAT

2. LIQUID COOLING AND VENTILATION GARMENT (LCVG)
 - TUBES WOVEN INTO THE FABRIC CIRCULATE COOL WATER TO REMOVE EXCESS BODY HEAT

3. COMMUNICATIONS CARRIER ASSEMBLY (CCA) OR "ENDOFFY CAP"
 - CONTAINS MICROPHONES AND HEADSETS FOR TWO-WAY COMMUNICATION WITH CREW AND GROUND CONTROL ON EARTH

4. LOWER TORSO ASSEMBLY (LTA)
 - LOWER HALF OF THE EMU CONSISTING OF THE PANTS AND BOOTS

5. HARD UPPER TORSO (HUT)
 - UPPER HALF OF THE EMU, HARD SHELL UNDER MULTILAYER FABRIC
 - ATTACHED TO THE BACK OF THE HUT IS THE PRIMARY LIFE SUPPORT SYSTEM (PLSS)

6. HELMET
 - CONNECTS FULLY TO THE HUT AND HAS A DUAL VIDEO SYSTEM FOR PROTECTION FROM INTENSE SUNLIGHT

THE EMU UTILIZES HARD SHELL AND SOFT SUIT COMPONENTS, SO IT GET CLASSIFIED AS A HYBRID SUIT

FOR THINGS TO SEE: NASA'S SPACE SHUTTLE PROGRAM



Color Coding

Avoid using a legend or key.

Use colors to create meaning.

For example, one color might designate labels, another to fill chart data, another to draw attention to icons.

WHITE

BRIGHTNESS

WHITE CAN BE A VERY POWERFUL COLOUR TO USE WHEN SHOWING INNOCENCE OR PEACEFULNESS. IT CAN ALSO BE USED TO EVOKE FEELINGS OF CLEANLINESS, STERILITY OR EMPOWERMENT.



RED

VERY EMOTIONAL

RED CAN EVOKE A VERY POWERFUL RESPONSE BOTH EMOTIONALLY AND SOMETIMES EVEN PHYSICALLY. OFTEN USED IN RELATION TO LOVE, PASSION, FESTIVITY & IMPORTANCE. IT CAN ALSO BE RELATED TO DANGER.



PINK

FEMININE

PINK IS STEREOTYPICALLY A FEMININE COLOUR, OFTEN USED IN RELATION TO THE TOPICS OF BABIES & HEALTH. THIS COLOUR IS ALSO USED WHEN TALKING ABOUT PRETTY OR SWEET THINGS.



COOL

COLOUR

A COOL COLOUR REFERS TO COLOURS SUCH AS GREEN, BLUE & PURPLE. THESE COLOURS ARE OFTEN RELAXING & CALMING, MAKING THEM MUCH MORE RESERVED THAN OTHER COLOURS.



HAVING TROUBLE?

SOMETHING DOESN'T LOOK RIGHT

AROUND 2.7 MILLION OF THE BRITISH POPULATION ARE COLOUR BLIND. THESE PEOPLE HAVE TROUBLE SEEING COLOUR FROM A SPECIFIC PART OF THE SPECTRUM.



NEUTRAL

COLOUR

NEUTRAL REFERS TO COLOURS SUCH AS WHITE, GREY & BLACK. THE MEANING & IMPRESSIONS GIVEN BY THESE COLOURS ARE EASILY AFFECTED BY THEIR SURROUNDING COLOURS.



PURPLE

EXPENSIVE

PURPLE IS A COLOUR OFTEN USED WHEN TALKING ABOUT LUXURY & ROYALTY. IT'S ALSO USED TO CONVEY BRAVERY, ARISTOCRACY AND IN SOME CASES SPIRITUALITY, AS IT'S PART OF THE BLUE SPECTRUM.



GREEN

WEALTH

GREEN IS THE COLOUR OF MONEY SO WE OFTEN ASSOCIATE THIS COLOUR WITH WEALTH. IT'S ALSO ANOTHER COLOUR WE ASSOCIATE WITH NATURE, OFTEN LEADING TO ITS USE WHEN TALKING ABOUT GROWTH, THE ENVIRONMENT & RENEWAL.



BLUE

SPIRITUAL

BLUE IS USED WHEN TALKING ABOUT LOYALTY, DEPENDABILITY & TRUST WHICH IS WHY WE USE IT HERE AT COMMUNICATOR. BLUE IS ALSO USED TO SHOW 'THE BEST' OR HIGH TECHNOLOGY.



BROWN

NATURAL

BROWN IS USED TO PROMOTE FEELINGS OF COMFORT & SECURITY. DUE TO ITS EARTHY TONES IT'S OFTEN ASSOCIATED WITH ORGANIC PRODUCTS.



BLACK

NEUTRAL & AROMATIC

WHEN USED ON ITS OWN CAN CREATE A VERY SOPHISTICATED LOOK AND FEEL. SOMETHING OFTEN USED IN FASHION. WE CAN ALSO CONVEY FEELINGS OF POWER AND IN MONETARY TERMS IT CAN CREATE A FEELING OF BEING IN-CREDIT.



LEGIBILITY

IS IT READABLE?

IT'S IMPORTANT TO KEEP LEGIBILITY IN MIND WHEN CHOOSING YOUR COLOURS. AFTER ALL HAVING AN AMAZING COLOUR SCHEME CAN BE POINTLESS IF NO ONE CAN READ THE INFORMATION YOU'VE INCLUDED.



YELLOW

VERY LUMINOUS

YELLOW IS OFTEN RELATED TO HAPPINESS & VITALITY, IT CAN ALSO BE USED TO CONVEY OPTIMISM. WE ALSO USE YELLOW FOR WARNINGS OR TO SHOW HAZARDS.



ORANGE

WARMTH

ORANGE IS MOST OFTEN ASSOCIATED WITH AUTUMN & WARMTH. IT CAN ALSO BE ASSOCIATED WITH SPICES, FRUITFULNESS AND AS IT'S A CLOSE MATCH WITH YELLOW IT CAN ALSO SHOW CHEERFULNESS.



WARM

COLOUR

WARM REFERS TO COLOURS SUCH AS RED, ORANGE AND YELLOW. THESE COLOURS ARE GENERALLY PASSIONATE, ENERGETIC OR POSITIVE.



COLOUR THEORY

SOURCE : COLOUR STUDIES 3RD EDITION BY FEISHER REED
WWW.EMASHINGMAGAZINE.COM/2010/01/28/COLOR-THEORY-FOR-DESIGNERS-PART-1-THE-MEANING-OF-COLOR
WWW.COLORMATTERS.COM/COLOR-AND-DESIGN/BASIC-COLOR-THEORY
WWW.TIGERCOLOR.COM/COLOR-LAB/COLOR-THEORY/COLOR-HARMONIES.HTM

communicator

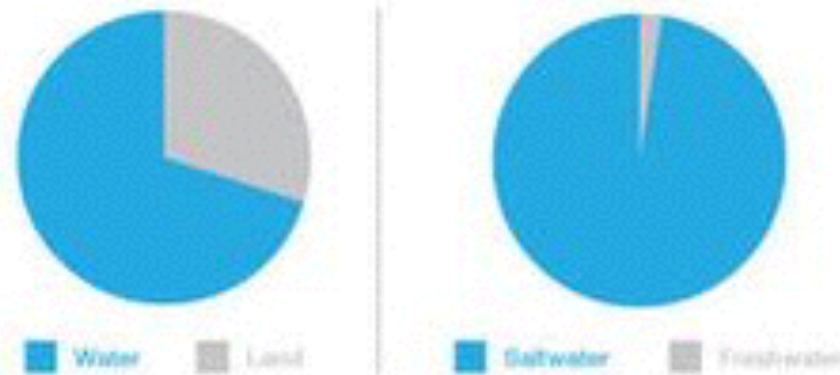
www.communicatorcorp.com

WATER WAY TO GO

FACTS ABOUT THE GLOBAL WATER CRISIS,
ACCESS, SANITATION, AND SOLUTIONS.
created by Jacob Johnson

RESOURCES

Water is a natural, renewable resource... so why is there a problem?



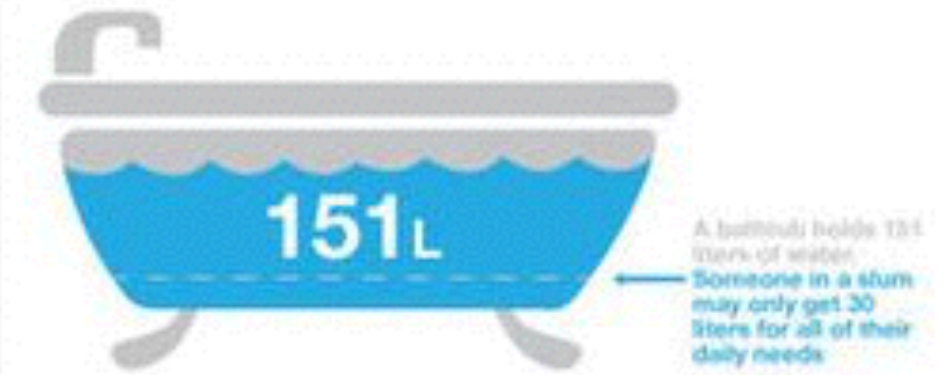
ACCESS

894 Million people don't have access to safe water supplies



HUMANS

A mere 5-13 gallons of freshwater per person per day is needed to ensure basic needs



DEATHS

Lack of water claims more lives with disease than war claims through guns



DISEASE

34 Million people could perish in the next 20 years from water-related disease



DEVELOPING WORLD



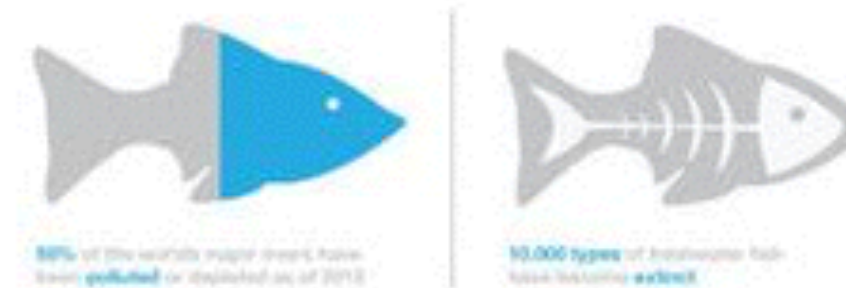
SANITATION

Nearly half of the world lacks any means to sanitize their drinking water



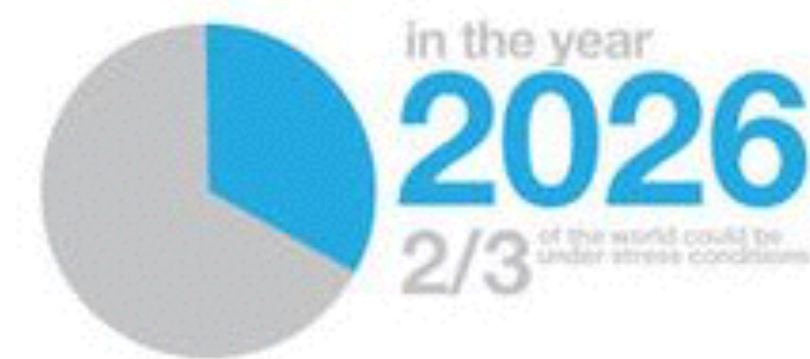
POLLUTION

Much of the world's water supply is falling victim to pollution and depletion



FUTURE

By 2025 1.8 Billion people will have water scarcity



SOLUTIONS

Solving this crisis is possible; we have the knowledge



Keywords

Use callouts or large-scale keywords to draw attention.

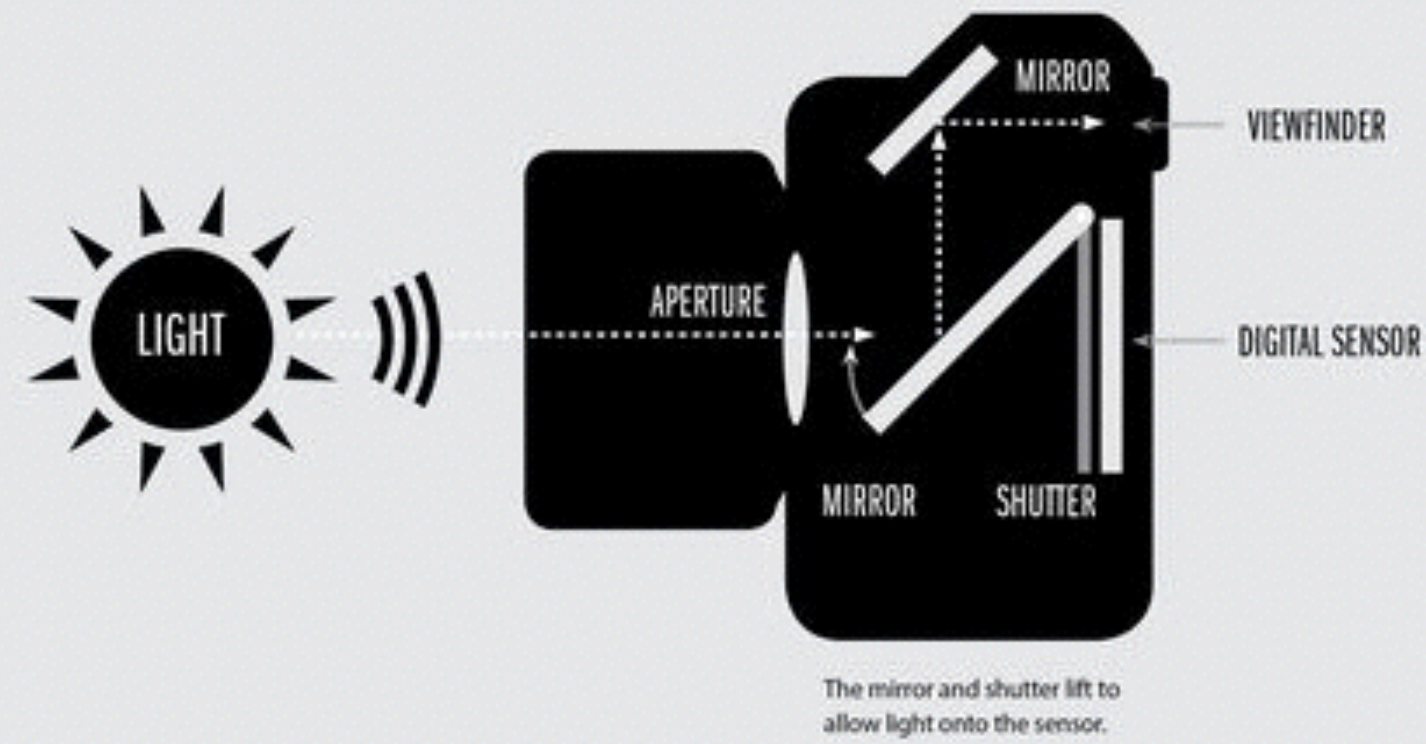
Highlight important data or use to evoke an emotional response.

Infographic by Cuba Gallery

Camera basics Infographic.

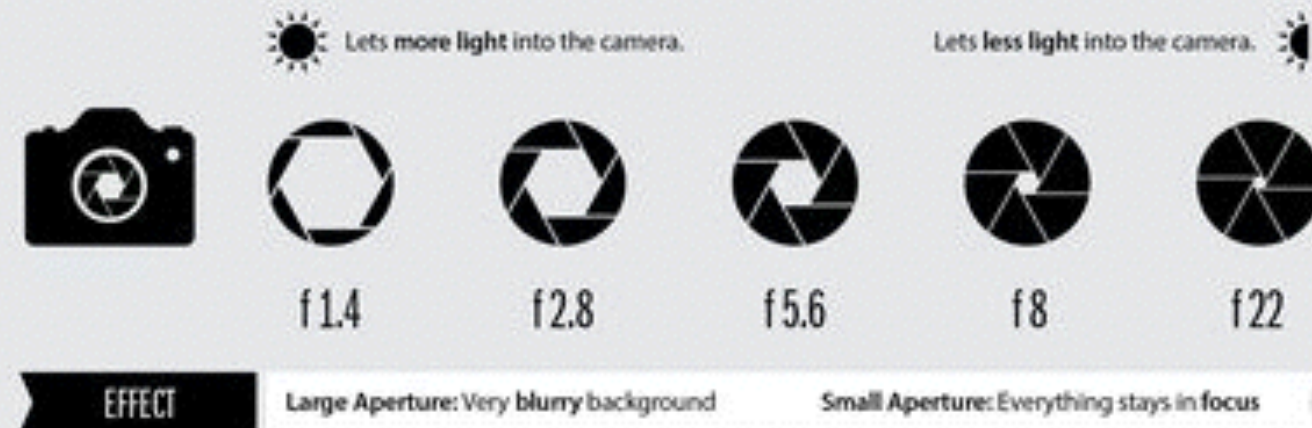
This infographic shows the basic workings of a standard digital SLR camera. The diagrams have been simplified to highlight only the key functionality.

www.cubagallery.co.nz



Aperture.

The aperture is an adjustable hole in the lens which lets light into the camera. It can be adjusted to vary the amount of light on the camera sensor. A large aperture lets more light in, and small aperture reduces the amount of light.



Depth of Field.

The aperture also controls the depth of field, in simple terms this refers to how much of the image stays sharp from the focus point. A large aperture will create a shallow depth of field (making the background blurry). A small aperture will create a large depth of field (keeping everything in focus).



Shutter Speed.

Shutter speed is the length of time the shutter is open allowing light on the camera sensor. This is sometimes called exposure time. A faster shutter speed will freeze action (1/250sec), a slow shutter will allow action to blur (1/15sec).



01

THE ILLUSTRATED GUIDE TO

POPSICLES



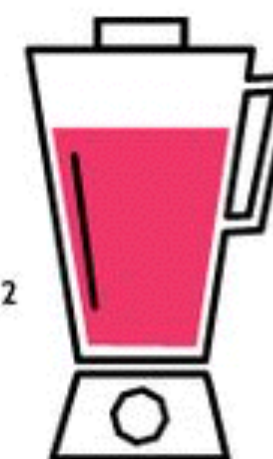
STEP 1

CUT WATERMELON

PUREE IN BLENDER

5 CUPS
OR 40 OUNCES

STEP 2



STEP 3

POUR INTO CUPS

ADD LIME CIRCLES

USE SMALL
CRAFT SPOONS

STEP 4

PUSH SPOONS
THROUGH THE
CENTER



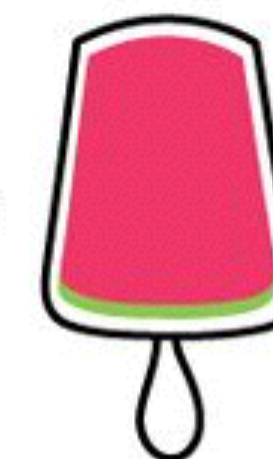
FREEZE IT

STEP 5

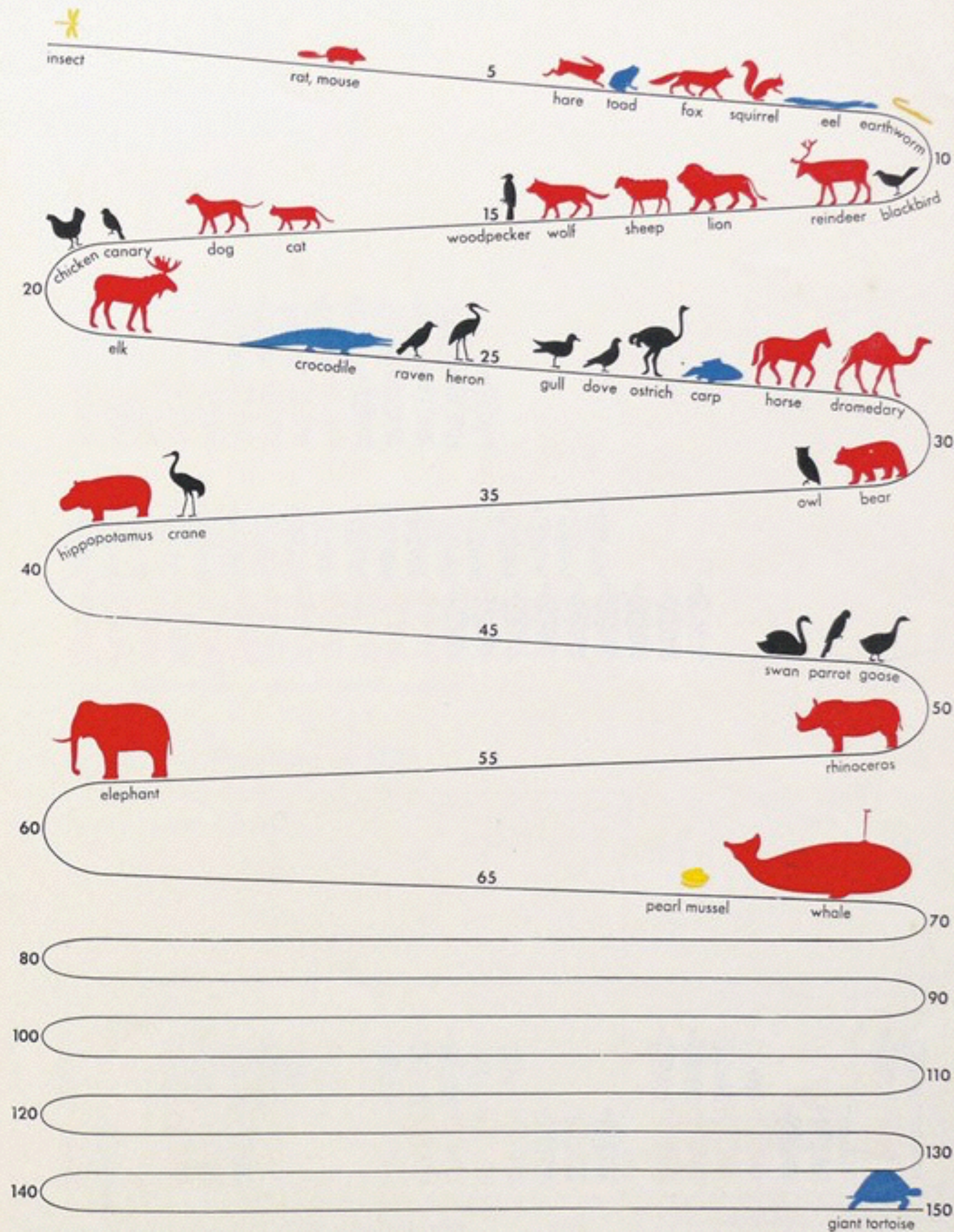
FREEZE IN FRIDGE
FOR 2 HOURS

ENJOY

STEP 6



How Long Do Animals Live?



red: mammals black: birds blue: other vertebrates yellow: invertebrates

Average ages which certain animals may be expected to reach, based on reports of zoos and estimates of biologists. Individuals have been reported as far older. (Data from Field Museum of Natural History.)

Prepared for Compton's
Pictured Encyclopedia
a International Foundation
for Visual Education

Use Emotion

Create empathy.

Move beyond dry statistics.



SAVE *The* BEEES

THE SUDDEN AND CONSISTENT LOSS OF HONEYBEES FROM HIVES AROUND THE WORLD NOT ONLY HAS SCIENTISTS SCRATCHING THEIR HEADS, BUT FARMERS WORRIED ABOUT THE FUTURE OF AGRICULTURE. HERE'S A PEAK AT WHAT THAT MEANS FOR US.

SINCE THE LATE
1990'S

BEEKEEPERS AROUND THE WORLD HAVE OBSERVED THE MYSTERIOUS AND SUDDEN DISAPPEARANCE OF BEES, AND REPORT UNUSUALLY HIGH RATES OF DECLINE IN HONEYBEE COLONIES.



40%

LOSS OF HONEYBEES
IN THE US ALONE

AND AS MUCH AS 45% IN OTHER PARTS OF THE WORLD

BUT WHY?

INSECTICIDES IN PARTICULAR POSE THE MOST DIRECT RISK TO POLLINATORS. AS THEIR NAME INDICATES, THESE ARE CHEMICALS DESIGNED TO KILL INSECTS, AND THEY ARE WIDELY APPLIED IN THE ENVIRONMENT, MOSTLY AROUND CROPLAND AREAS.



WHICH MEANS...

THE CHEMICALS ARE AFFECTING BEES **PHYSICALLY AND MENTALLY**, CAUSING LOSS OF FLOWER RECOGNITION AND HIVE DISORIENTATION.

SO

SO WHAT?

[WELL, CHANCES ARE, YOU'RE
RELYING ON OUR POLLINATING
PALS MORE THAN YOU THINK]



1/3

OF THE
FOOD WE EAT
DEPENDS ON
POLLINATING
INSECTS

THANKS TO BEES, WE HARVEST
COUNTLESS VARIETIES OF:



VEGETABLES



SPICES



FRUITS



EDIBLE
OILS



NUTS

WHAT CAN YOU DO ABOUT IT?



REFRAIN FROM USING
CHEMICAL PESTICIDES



INCREASE THE AMOUNT
OF NATURAL HABITAT
ON FARMS



PLANT MORE
WILDFLOWERS



MAINTAIN HABITAT
CONSERVATION

IT'S UP TO US TO MAKE A
CHANGE AND DO OUR PART
TO BRING THE HONEYBEE
POPULATION BACK TO LIFE.

HOW TO THINK VISUALLY

using visual analogies

by Anna Vital

charts and diagrams

1



pie chart

2



venn diagram

3



concentric diagram

4



circular chart

5



bubble chart

6



bubble race chart

7



line chart

8



area chart

9



scatter plot

10



sunburst chart

11



fan chart

12



windrose chart

13



bar chart

14



tape diagram

15



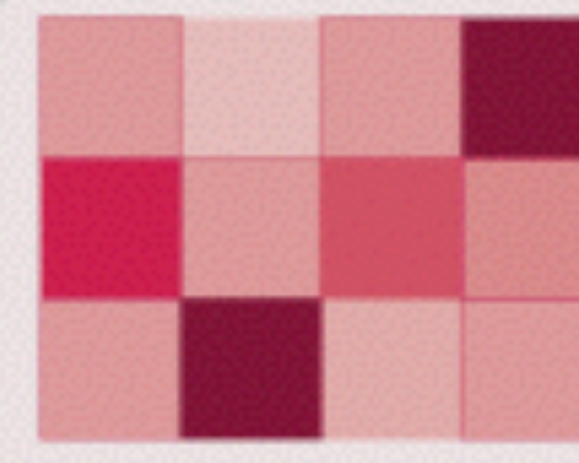
gantt chart

16



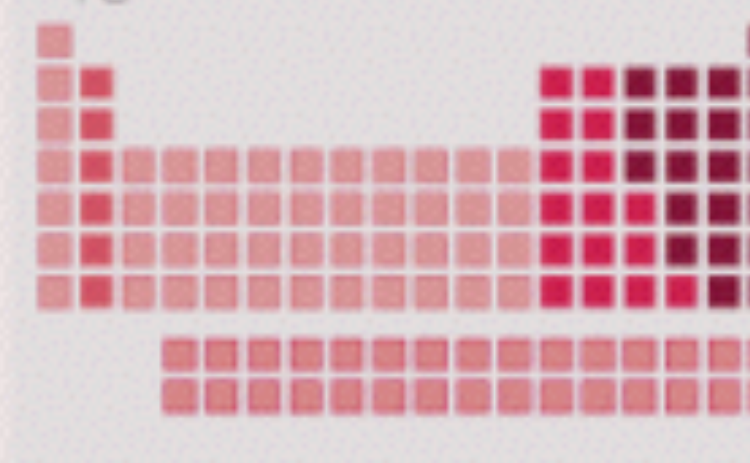
tree map

17



grid

18



periodic table



arc diagram



sankey chart



chord chart



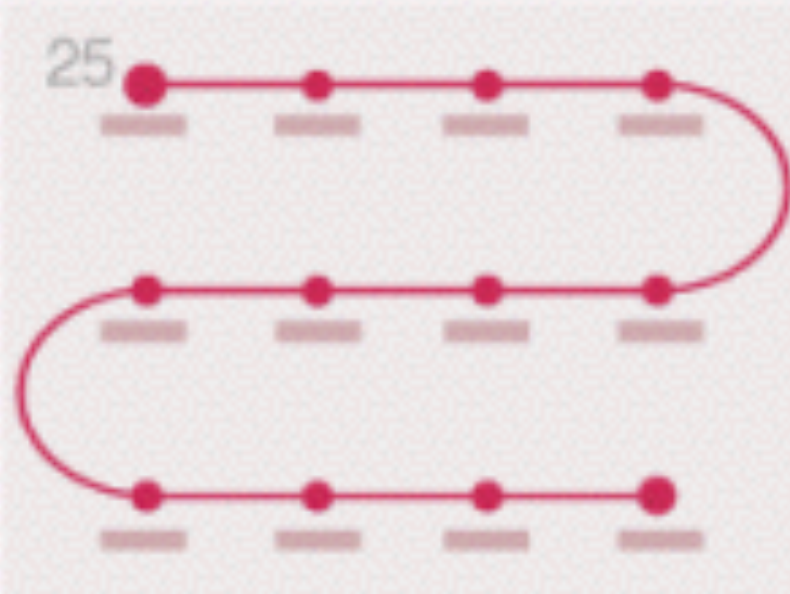
radar chart



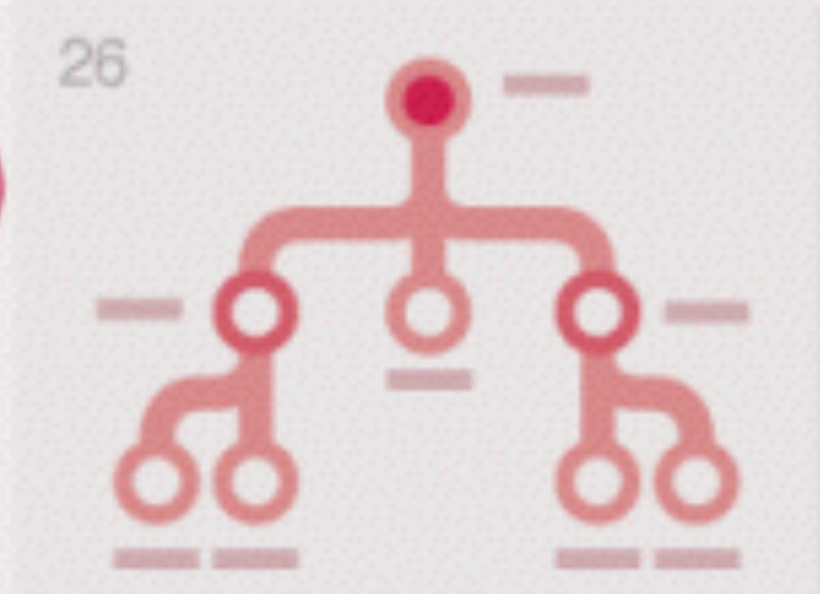
polar grid



spiral graph



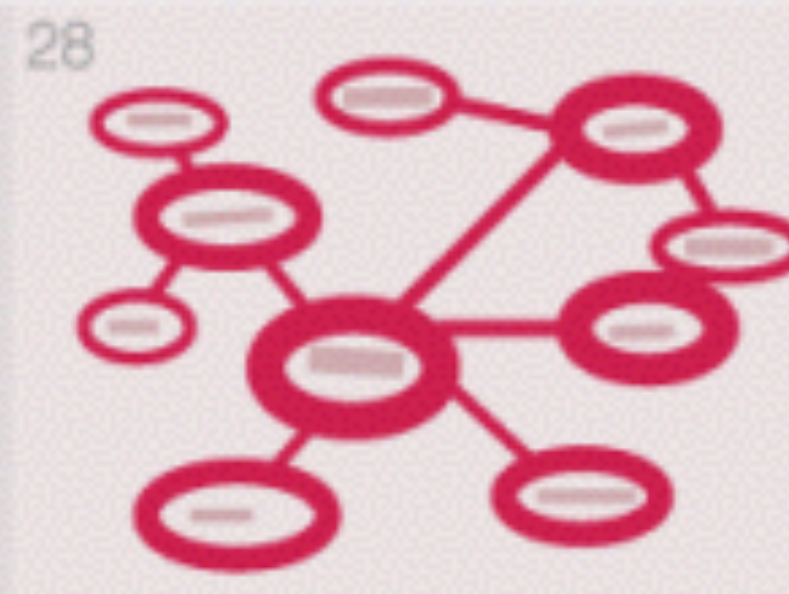
timeline



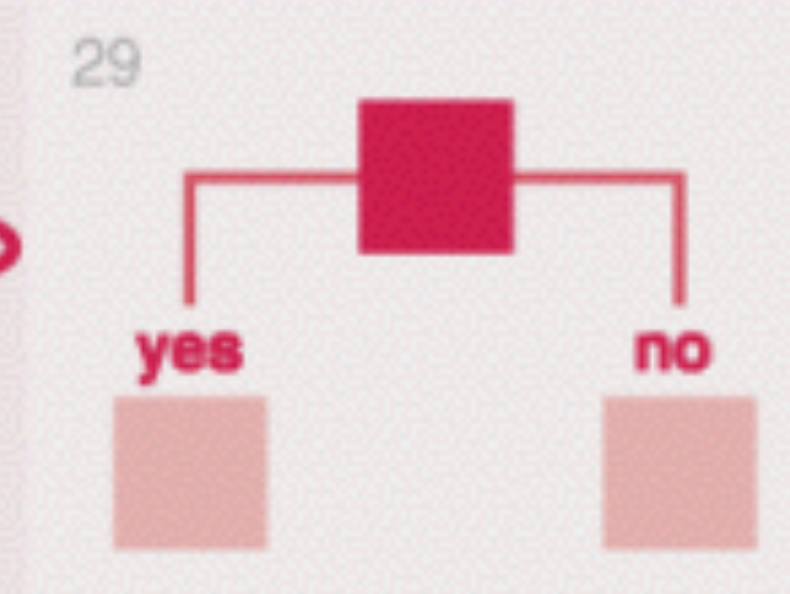
flow chart



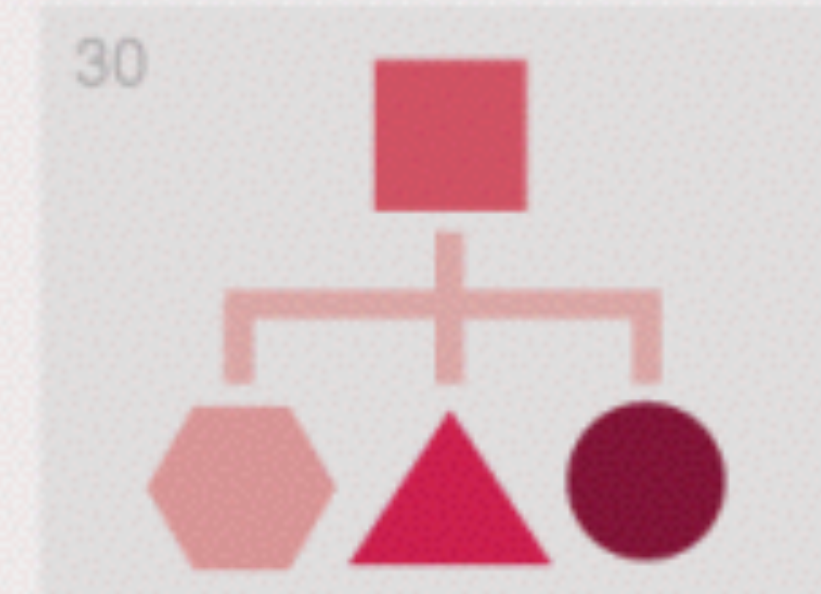
binary tree



mind map



decision tree



block scheme



pyramid



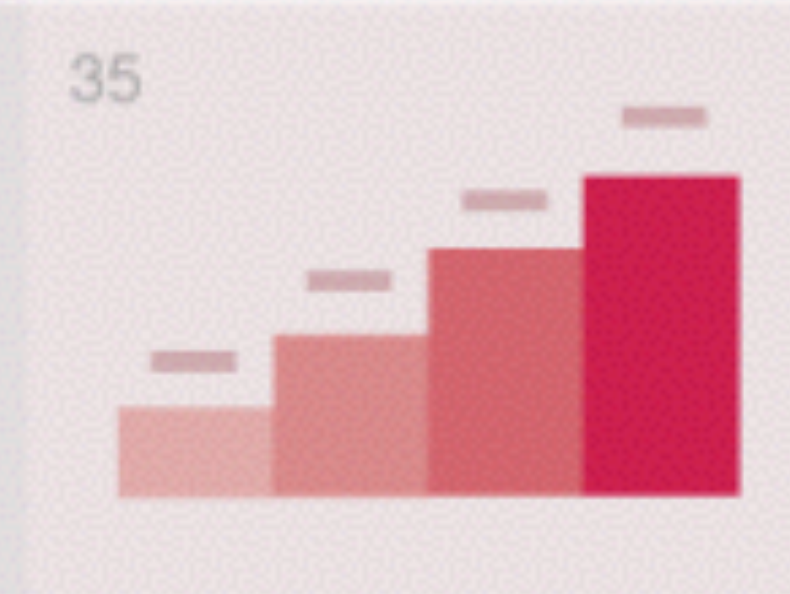
funnel



spoke wheel



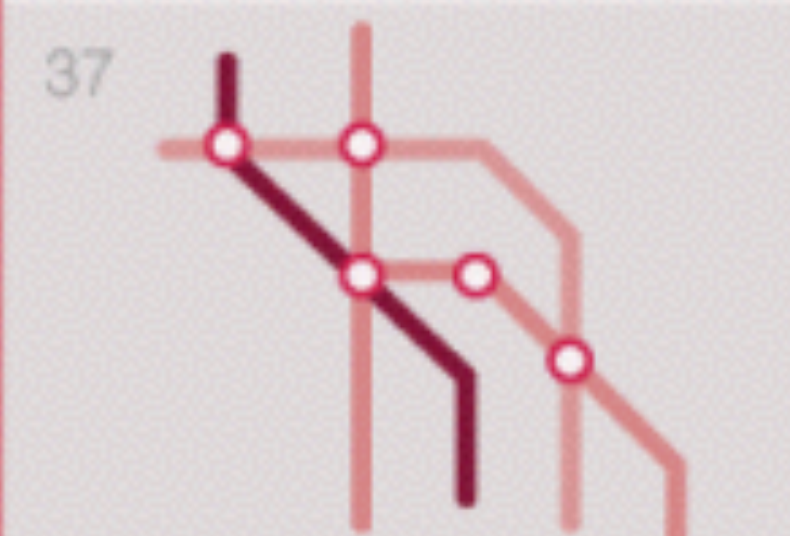
cycle wheel



staircase



game strategy sketch



37



38



39



40



41



42



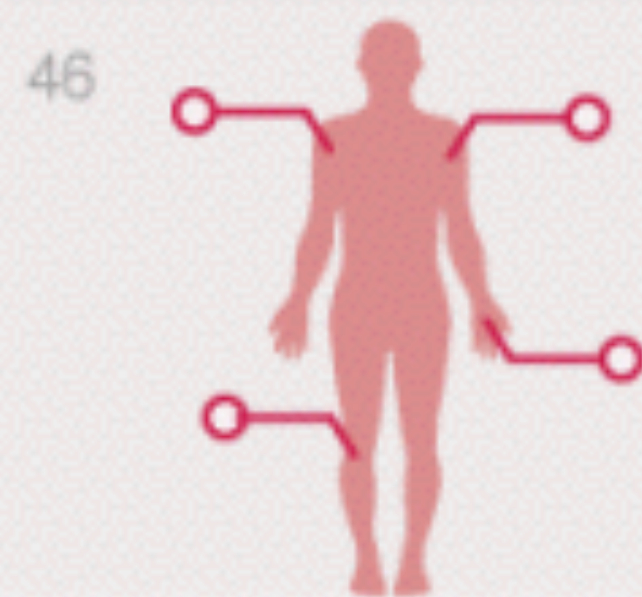
map



Ishikawa diagram



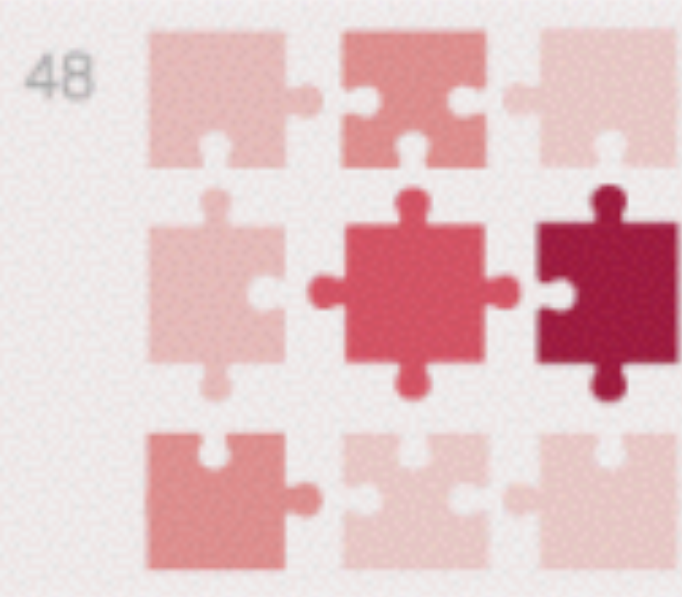
genealogy tree



anatomy



maze



puzzle



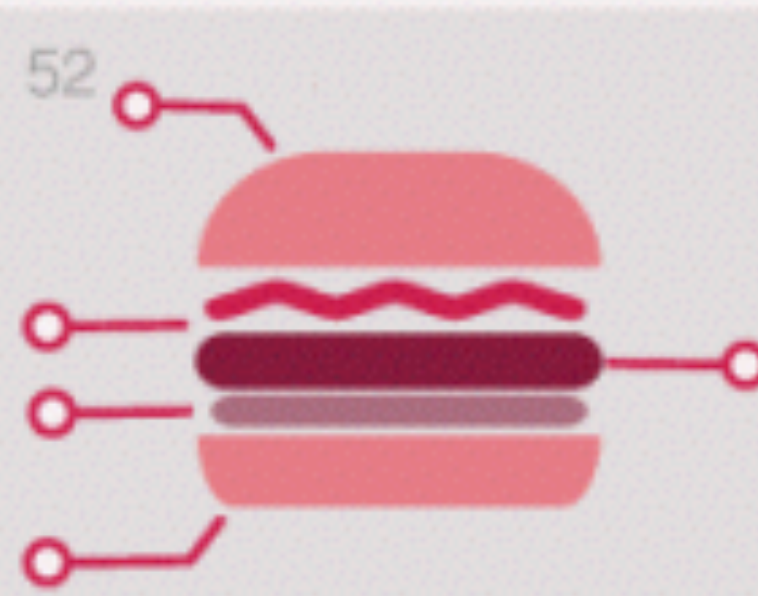
iceberg



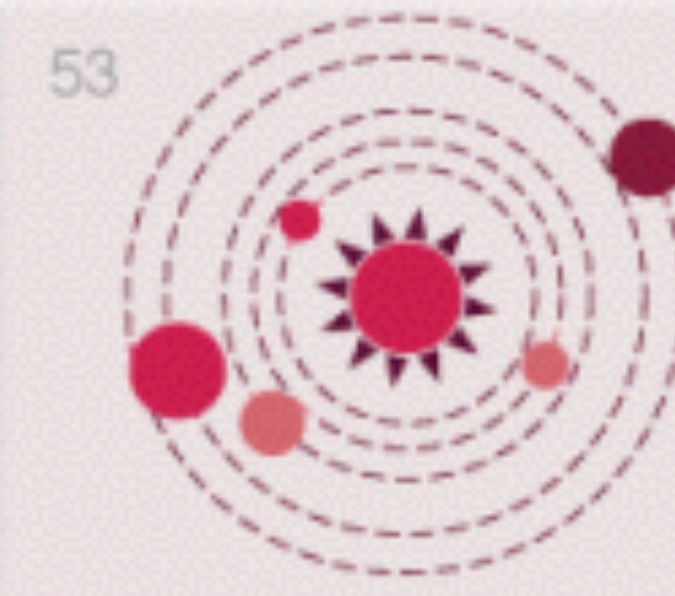
mountain



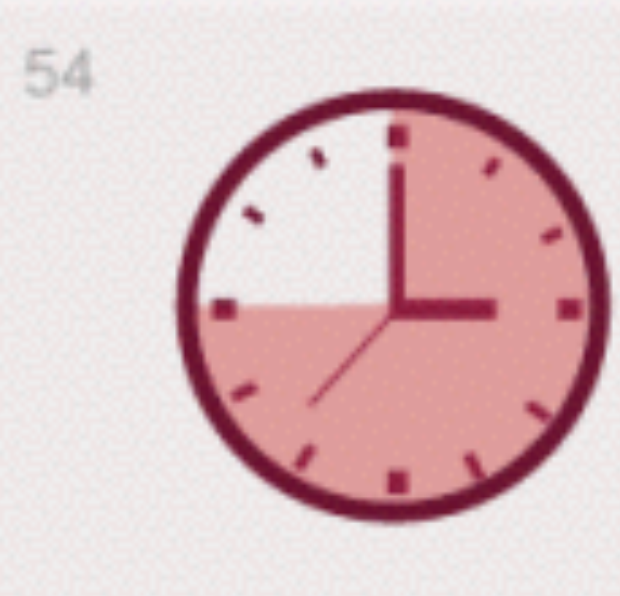
layers of the onion



sandwich



solar system



clock face



domino effect



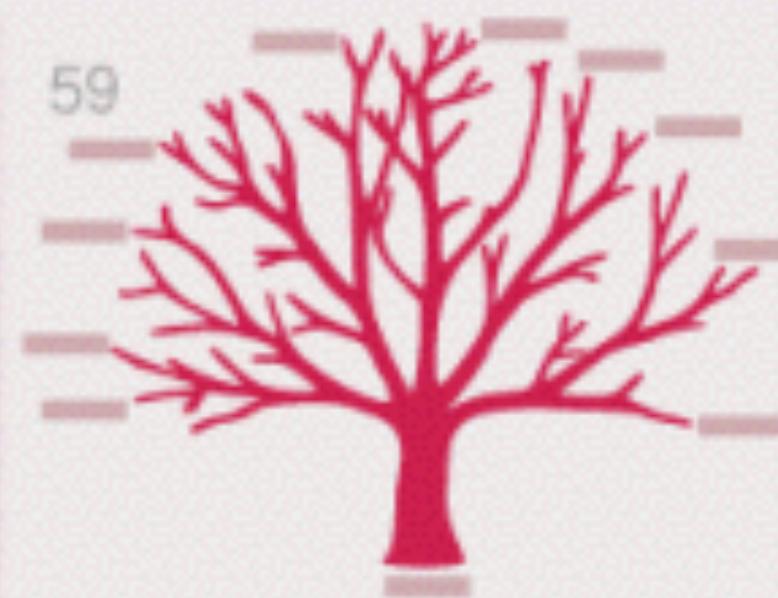
roller coaster



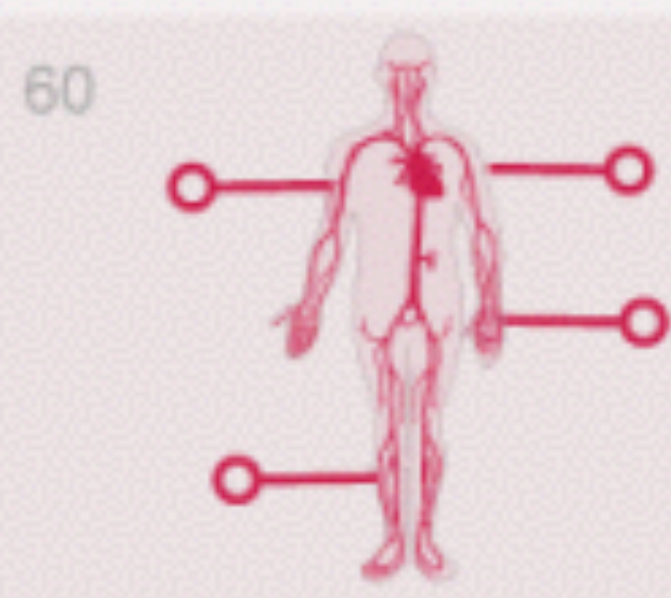
experiment



root



tree



circulatory system



61



62



63



64



65



66

iceberg

mountain

layers of the onion

sandwich

solar system

clock face

55



domino effect

56



roller coaster

57



experiment

58



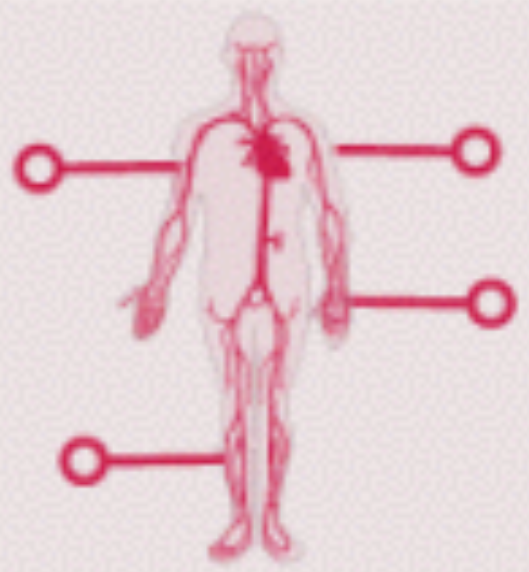
root

59



tree

60



circulatory system

61



life of a household

62



life of a city

63



marathon

64



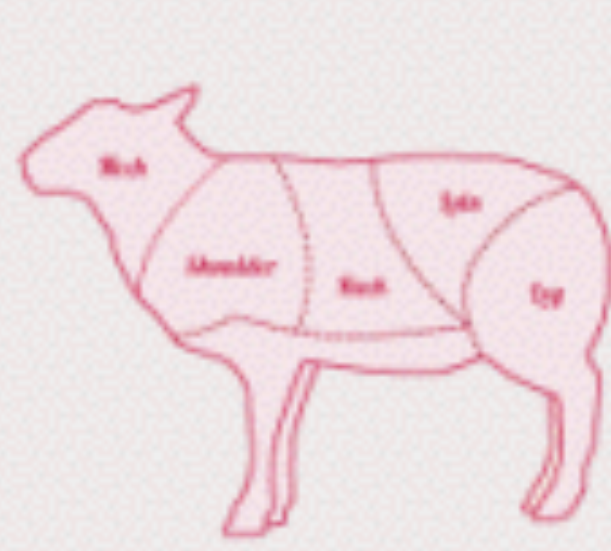
evolution

65



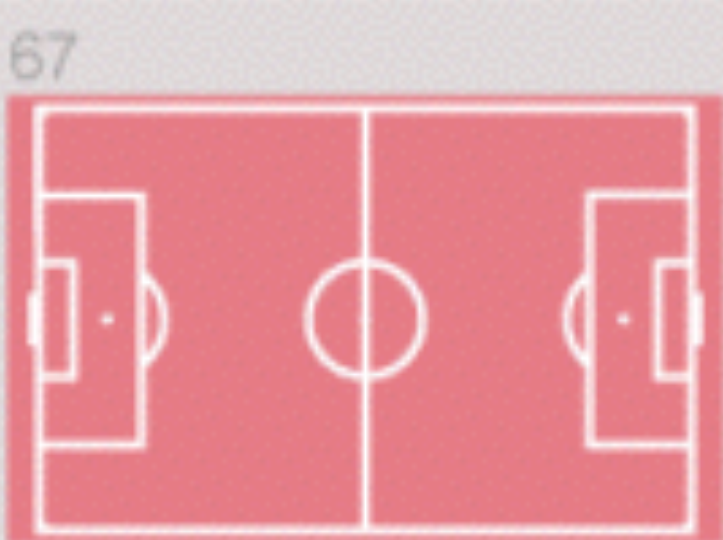
food chain

66



meat cuts

67



the playing field

68



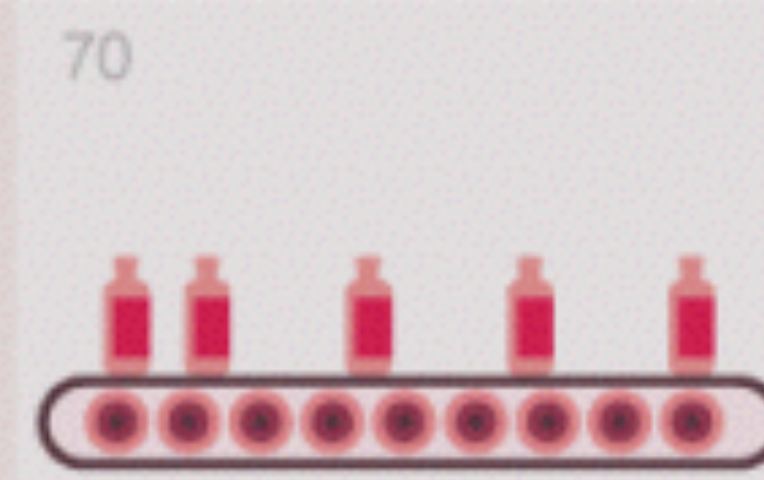
factory

69



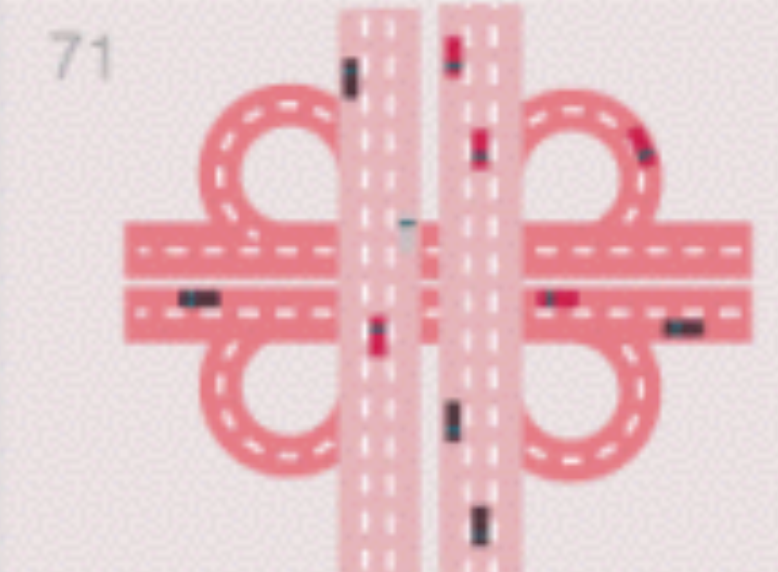
tool set

70



conveyor belt

71



road

72



the machine

This collage features a variety of infographic components:

- Arrows:** A vertical stack of five horizontal arrows in white, blue, grey, red, and brown, each labeled 'Your Text'.
- World Maps:** A dark blue world map and a map of Europe with countries colored in red, blue, and grey.
- Charts:** A line chart with a red and blue area fill, a bar chart with red and blue bars, and a 3D bar chart with red and blue bars.
- Pie Charts:** Four circular progress indicators with percentages (25%, 75%, 35%, 60%) and three 3D pie charts.
- Icons:** A group of human icons, a 'No/Yes' toggle switch, and a circular arrow icon.
- Data Labels:** Various numerical values and percentages such as '+0,048%', '+0,0033%', '-0,005%', '0,4709%', '0,180%', '1,180%', '+0,021%', '+0,048%', '+0,0033%', '+0,048%', '+0,004%', '-0,004%', '-0,03%', '-0,0488%', '0,4709%', '0,180%', and '1,180%'.

JOEY DONUT'S YEAR IN REVIEW

2011

ANNUAL SALES

\$292,200.00

ANNUAL REVENUE BY DONUT TYPE



MAPLE BAR
\$93,504



SPRINKLES
\$70,128



JAM-FILLED
\$58,440

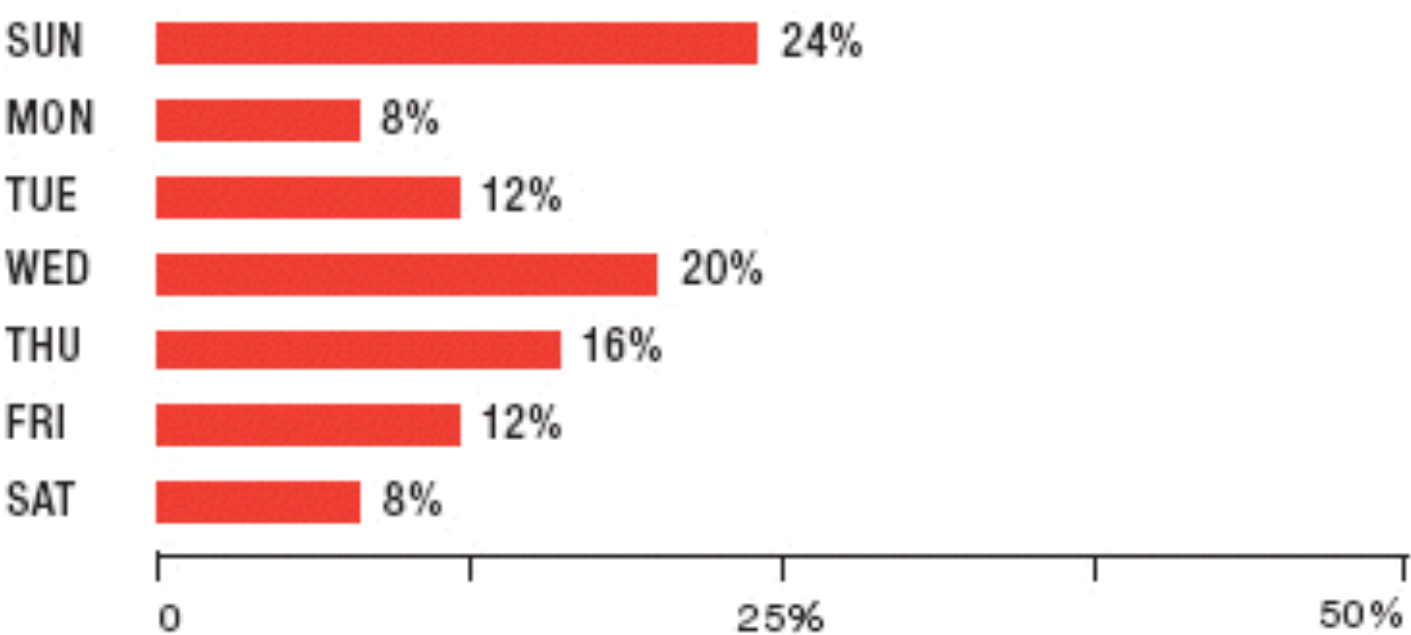


BEAR CLAW
\$46,752

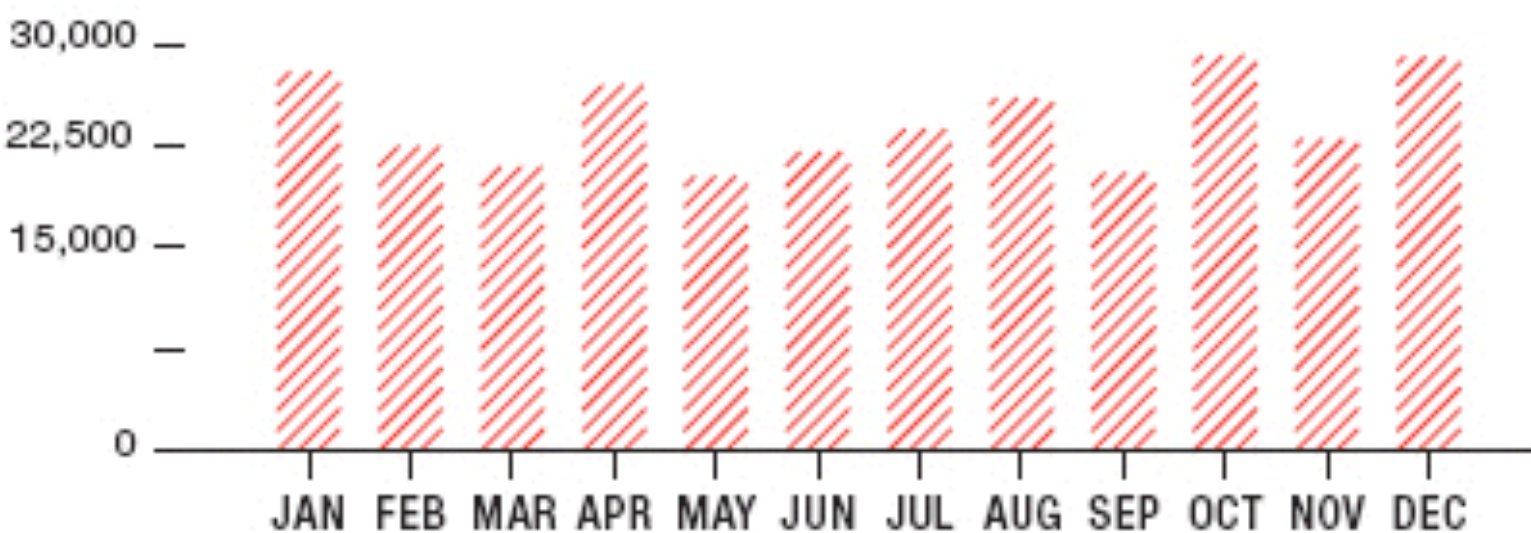


OLD-FASHIONED
\$23,376

BEST DAYS FOR DONUT SALES



MONTHLY DONUT SALES



DONUT SALES BY TYPE



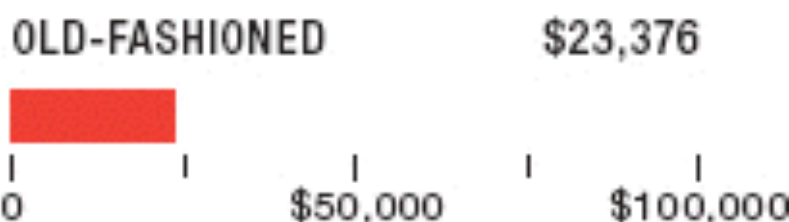
LEGEND



HIGHEST PERFORMER

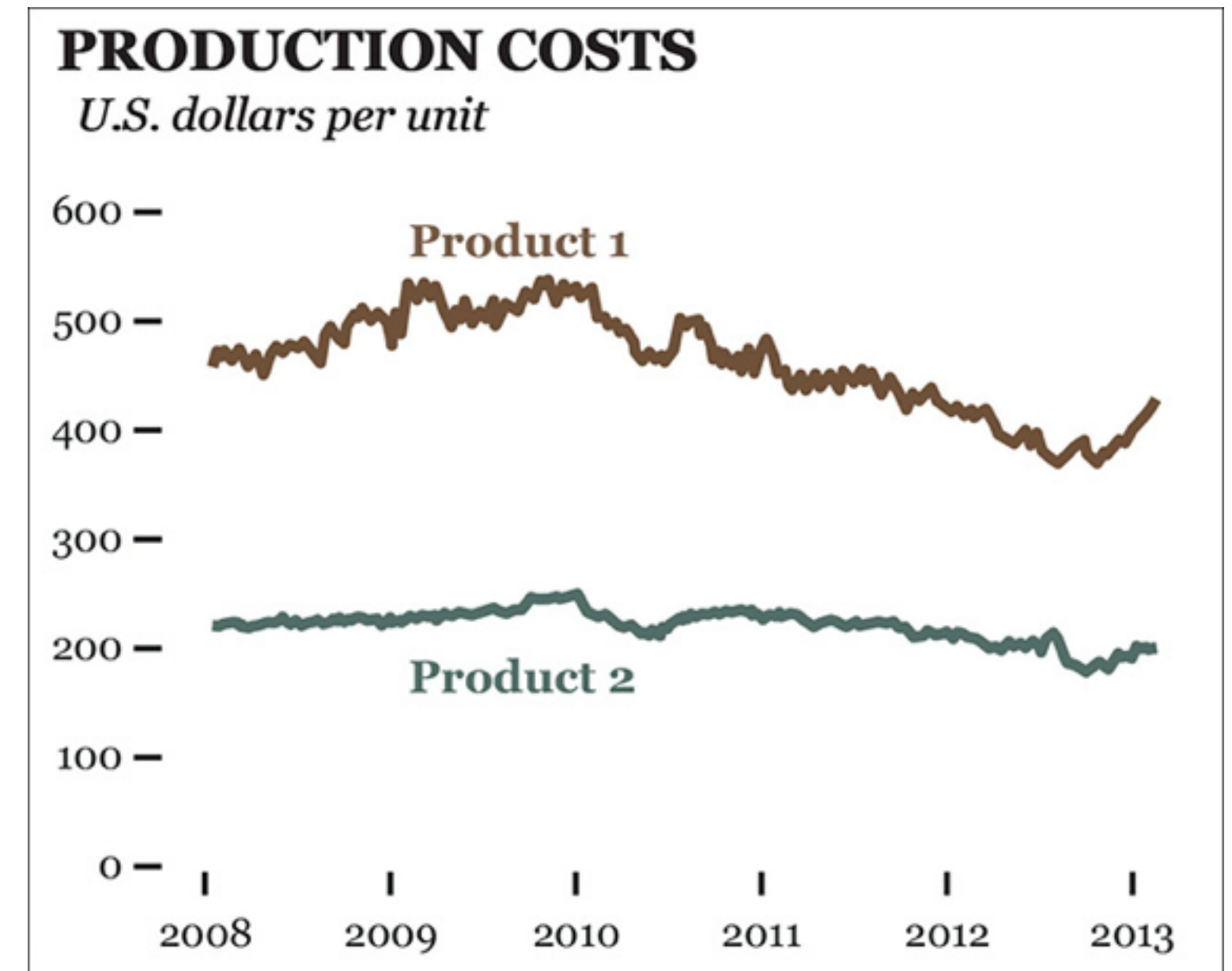
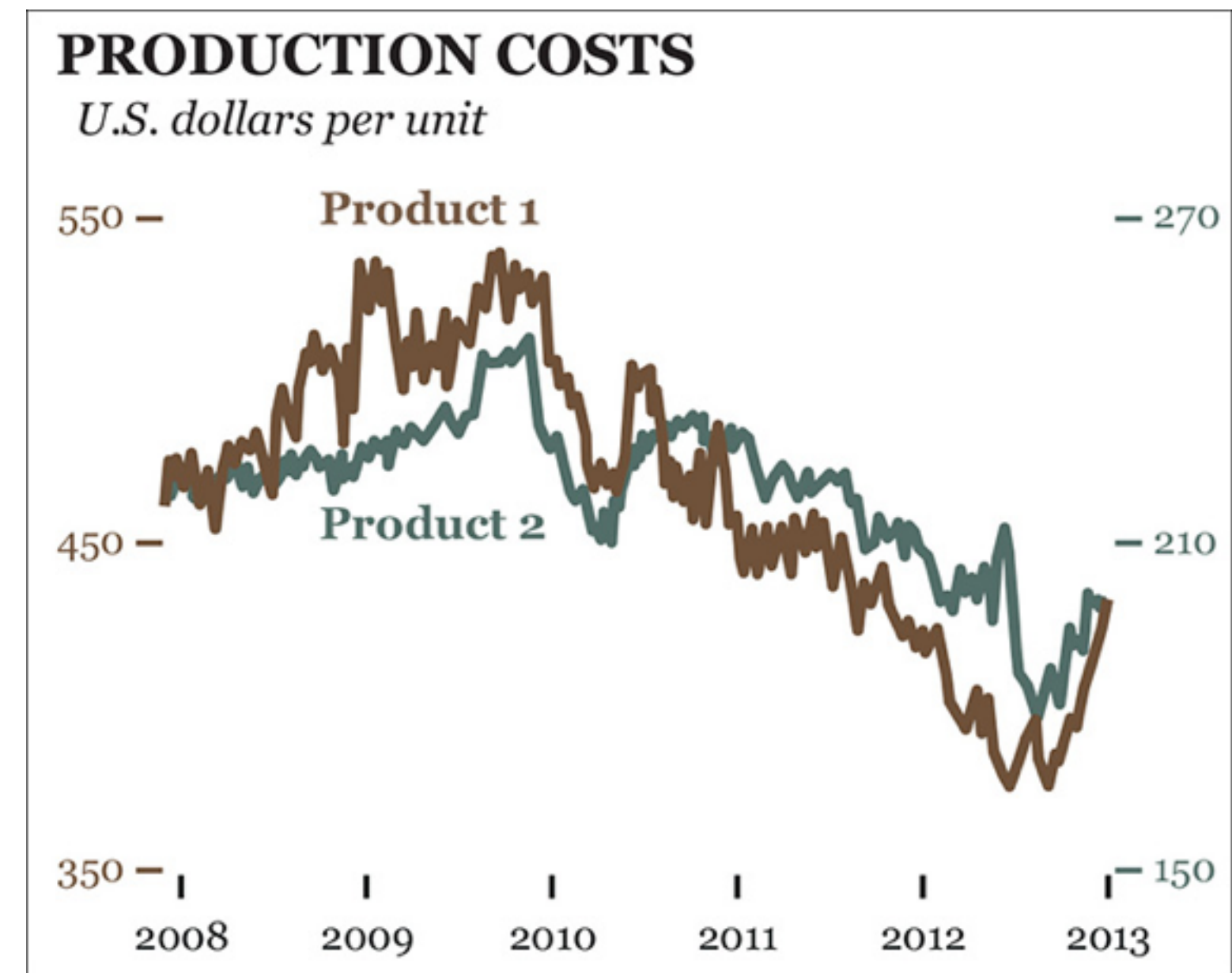


LOWEST PERFORMER



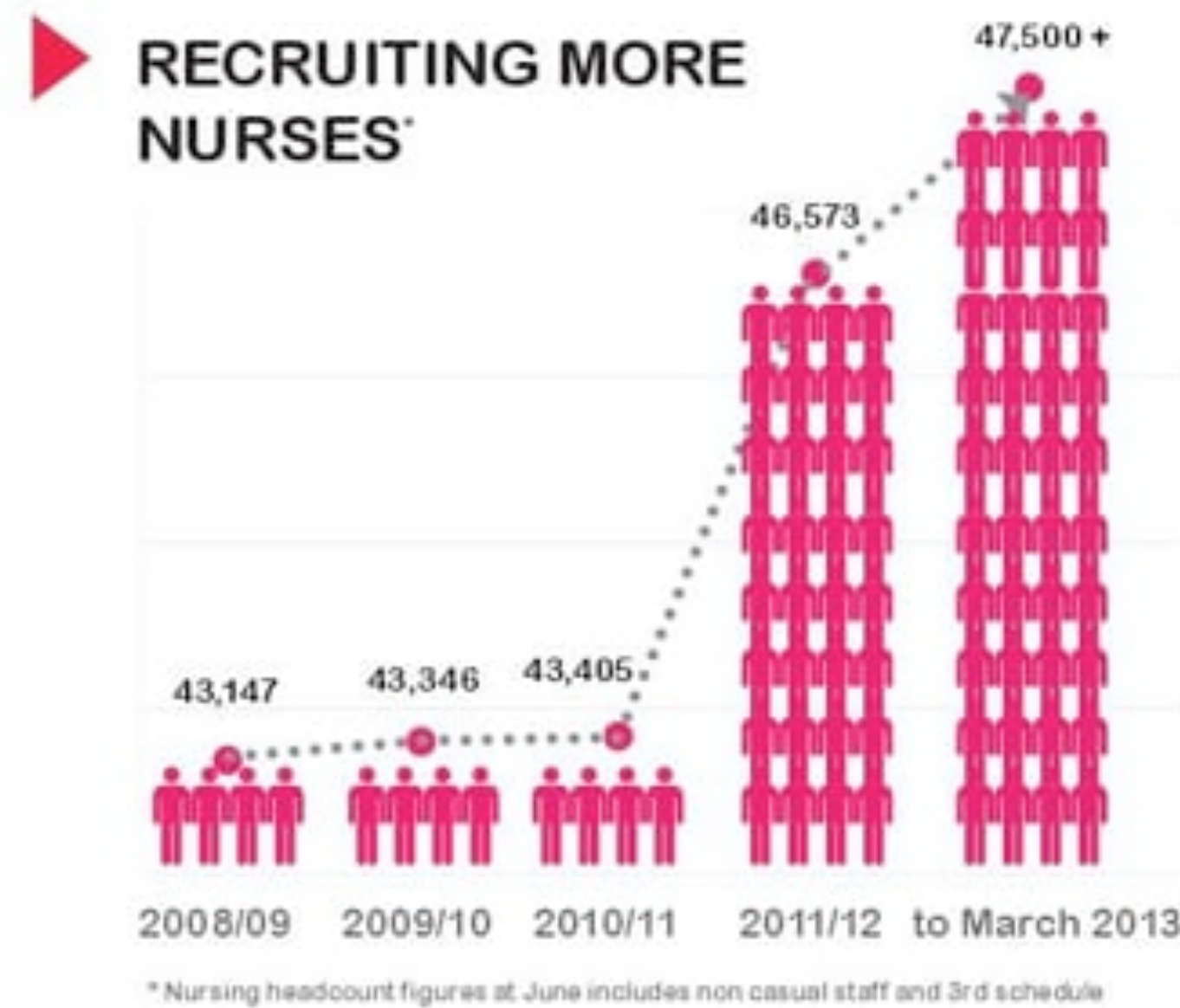
Be Truthful.

A successful infographic is dependent on quality research. Not just design.



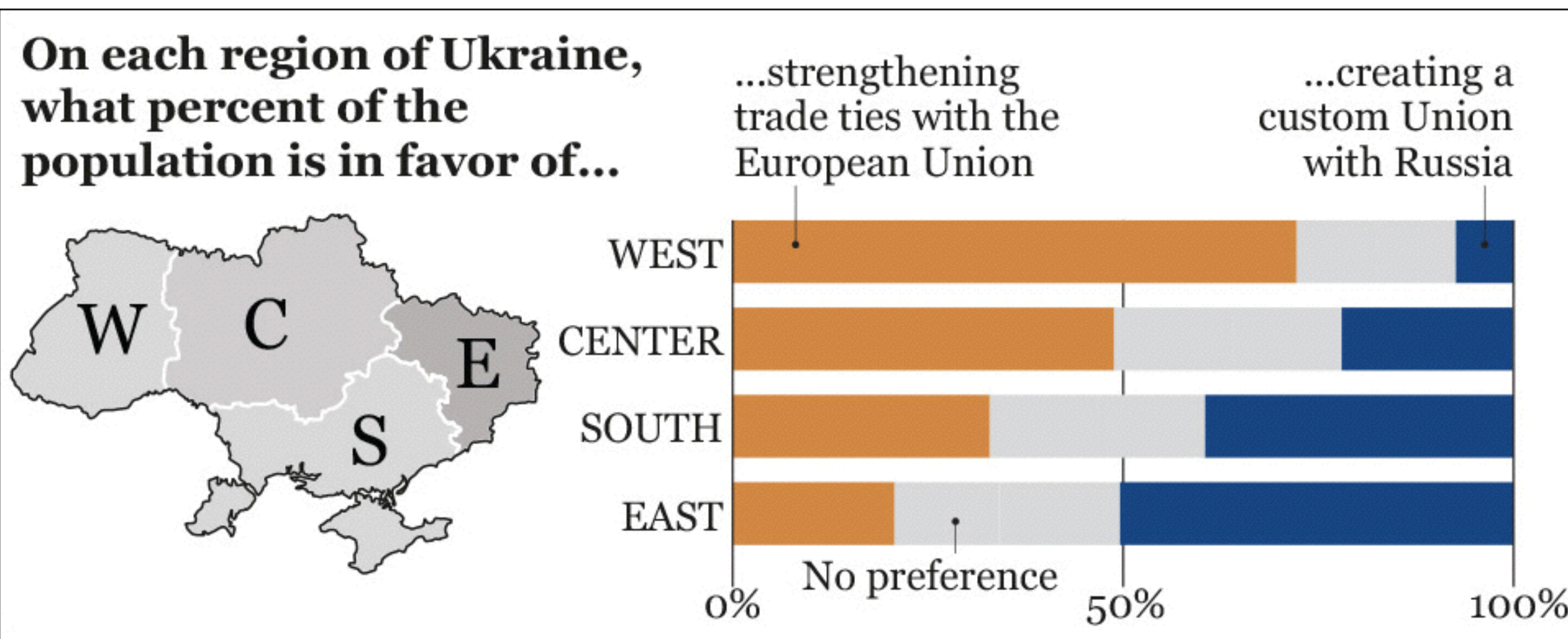
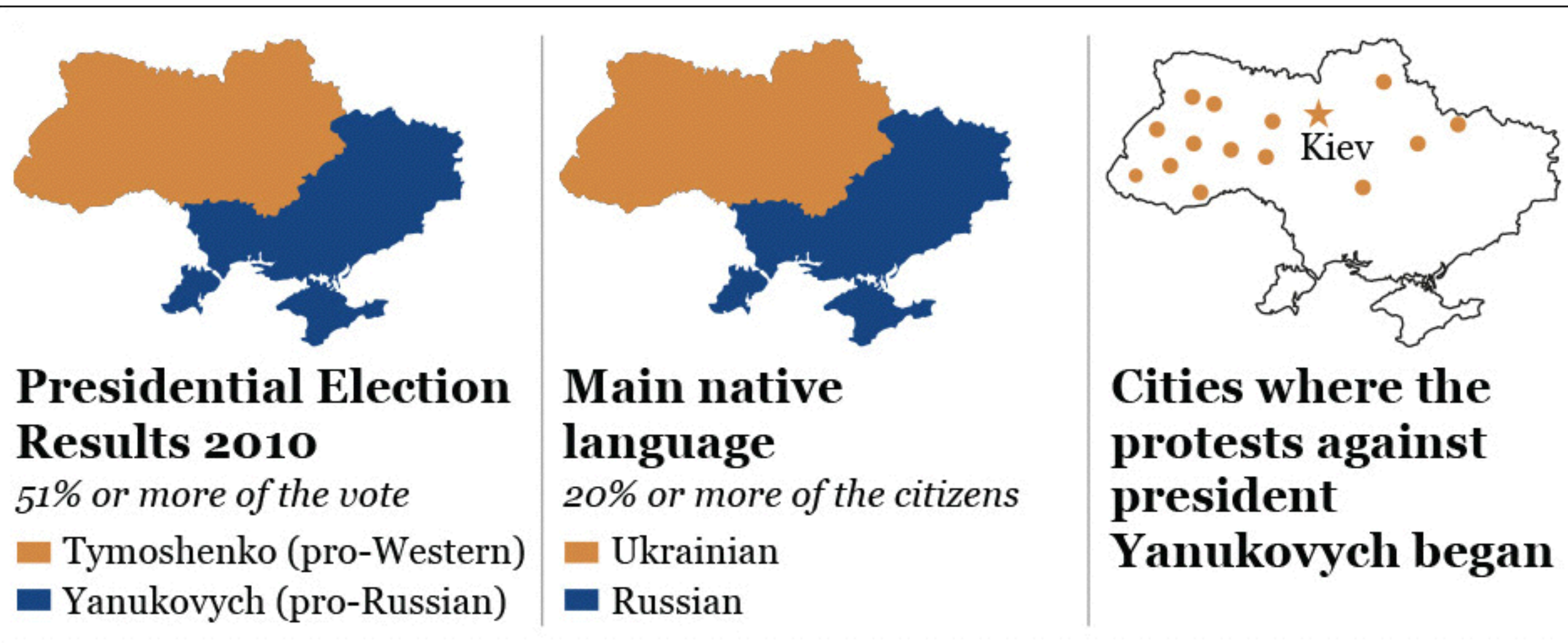
Misleading Visuals

The NSW Health system is...



NSW Ministry of Health March 2013



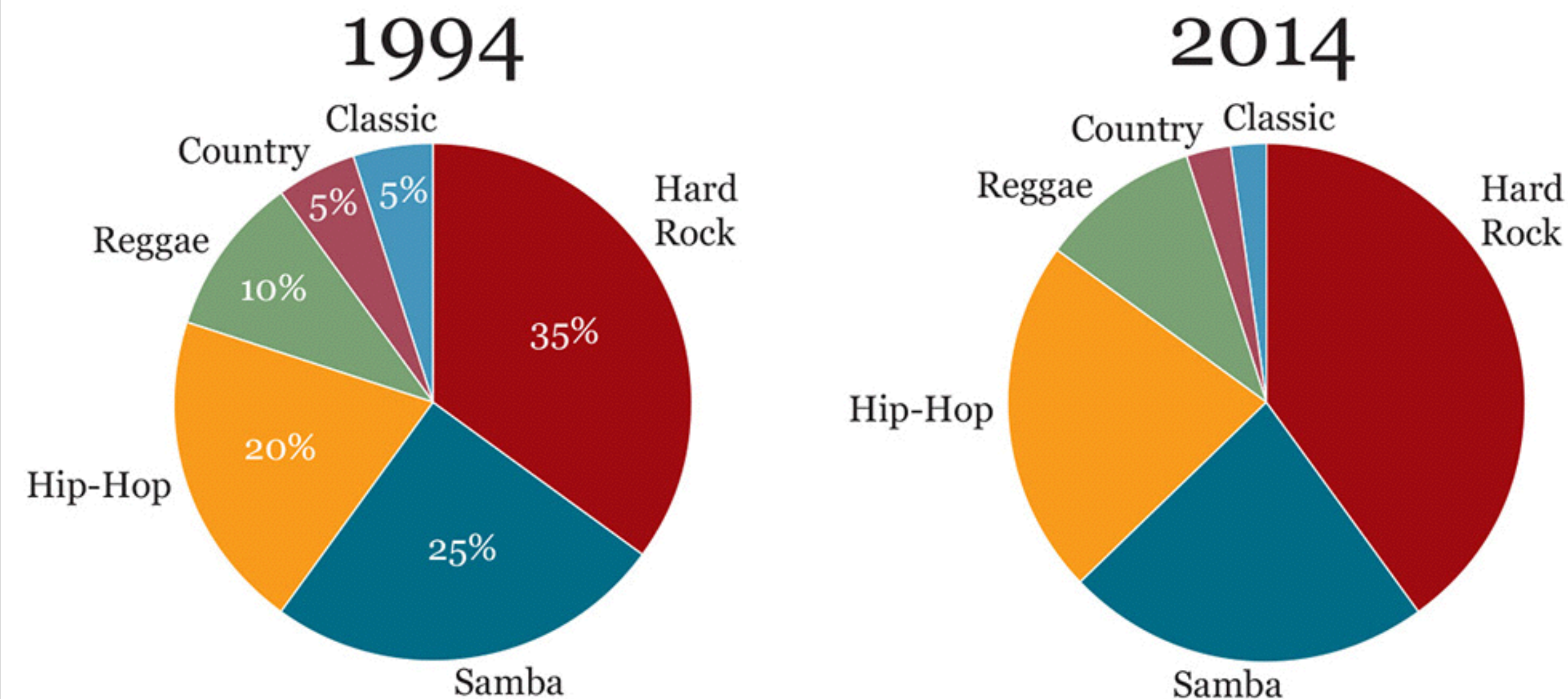


Be Functional.

How Music Preferences Have Changed in Two Decades

Music styles preferred by University of Miami students. Survey based on interviews with 1,000 students.

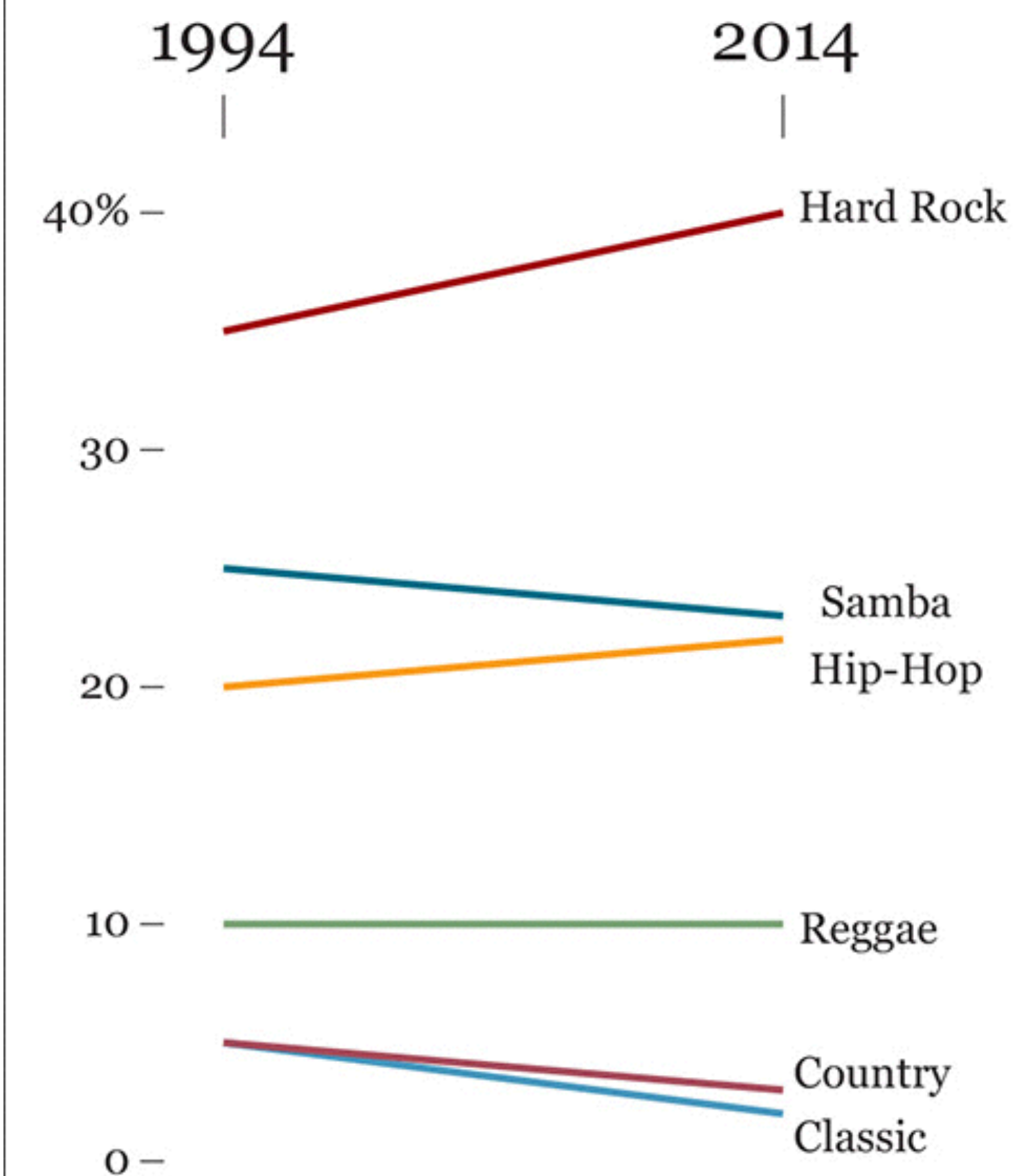
SOURCE: WishfulThinkingData Inc.



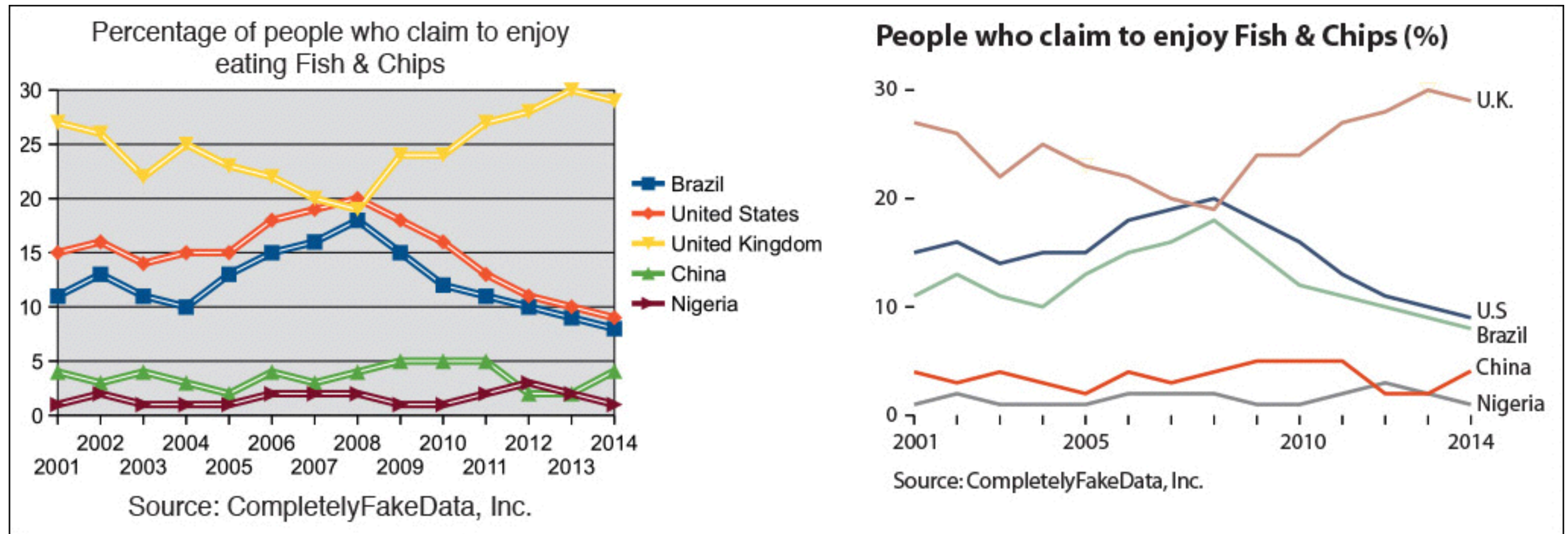
How Music Preferences Have Changed in Two Decades

Music styles preferred by University of Miami students. Survey based on interviews with 1,000 students.

SOURCE: WishfulThinkingData Inc.



Be Beautiful.



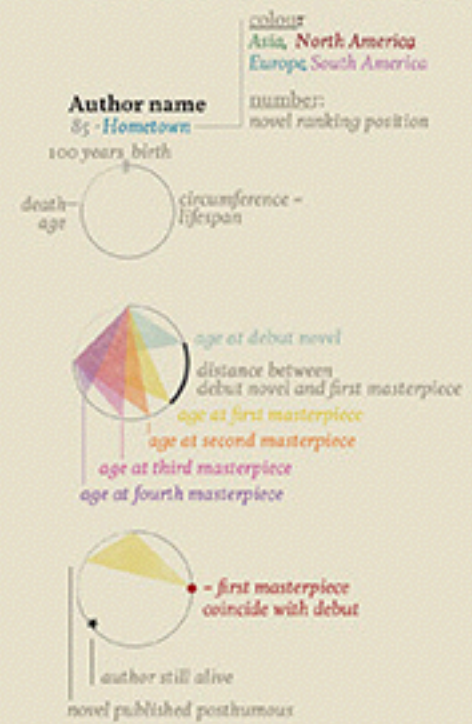
From first published to masterpieces

Visualized are the authors of the 100 best english novels of 1900 according to the Modern Library ranking. Authors are represented through circles showing their life span where their debut novel, their masterpiece(s) according to the ranking are positioned. Authors' order points out the time-gap between the debut novel and the first published novel selected from the Modern Library ranking (masterpiece). Debut novel and first masterpiece correspond for the first 22 authors. Information about authors' hometown and novels' ranking are reported as well.

Sources:
biography.com, britannica.com, modernlibrary.com

How to read it?

Authors are ordered from the earliest success to the last one.



The visualization has been designed and produced by Accurat (www.accurat.it), and was originally published in Italian on La Lettura the Sunday cultural supplement of Corriere della Sera.



