Building Visual Connections:

*The Art of Using Infographics*

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October 18, 2016

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Today’s Agenda (Follow along at https://goo.gl/p5aKkJ)

Agenda

➔ What is an infographic?
➔ The Art of an Infographic
➔ 3 Essential Elements
➔ Analysis
➔ The Best of the Best
➔ Instructing with Infographics
➔ Introducing Infographic Tools
  ◆ Canva
  ◆ Google Drawing
  ◆ and many more!
in·fo·graph·ic

ˌinfōˈgrafik/
noun

1. a visual image such as a chart or diagram used to represent information or data.
2. "a good infographic is worth a thousand words"
Visual Learning

In schools, visual aids improve learning by up to 400%
The Art of an Infographic

- Visual Storytelling
- Graphs & Charts
- Design Illustrations
- Icon Design
- How to work with data
The Art of an Infographic: Visual Storytelling

➔ Big Picture: What is your story?
➔ Who is your audience?
➔ Does it have a start - middle - end
➔ Is it Readable?
➔ Can people understand it?
➔ Graphically appealing
➔ Does it create a statement!
➔ Talking points
The Art of an Infographic: Charts & Graphs

➔ Research
◆ Find good authoritative sources
◆ Use an independent source
◆ Obtain permission to use the data

➔ Edit
◆ What is your key message?
◆ Look at the data and choose the best data
◆ Simply and filter data to make it easier to understand and read

➔ Plot the data
◆ Figure out the best chart type (pie, line, bar, etc.)
◆ Double check to make sure the information is called out correctly.
◆ Label the chart/graph
◆ Add color and dimension.

➔ Final Review
◆ Check data against research
◆ Try viewing the chart for the first time, is it readable to your audience?
The Art of an Infographic: Design Illustrations

- Clear image
- Is the illustration necessary?
- Color & Shading
- Readability
The Art of an Infographic: Design Illustrations

**THE ANATOMY OF SPEED**

- **Propulsion system**: A strong muscular and hyperflexible spine helps gathering the required momentum to propel the cat towards a target.
- **Balance and stability**: Long, slender legs increase the cat's ability to take swift leaps, enabling it to cover great distances in a single bound.
- **Top Speed of Five Land Animals**
  - Cheetah: 115 mph
  - Gazelle: 65 mph
  - Antelope: 55 mph
  - Lion: 35 mph

**THE CHASE**

- Top speed: 115 mph
- Acceleration: 10-15 mph per second
- Braking: 35 mph
- Endurance: 10-15 miles on average
The Art of an Infographic: Icon Design

**Good Icon Design**

- Simple
- Create a clear representation
- Need variety - try shading
- Symmetrical
- Keep it so it fits a square
- Icon sizing

**Bad Icon Design**

- Too many details
- Avoid using partial icons
- Don’t use variations
  - Big/Small

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The Art of an Infographic: How to Work with Data

- Is the data relevant?
- Check your sources!!!
- Do the Math
  - Mean - average
  - Median - ranking outcomes
  - Mode - focus on a typical outcome
- Re-check the data!
3 Essential Elements of a good Infographic

Rich Content

Inviting Visualization

Sophisticated Execution

An Infographic for *Infographics*
Best Infographics
Instructing with Infographics

- Introducing a topic
- Drawing analogies
- **Webquests**
- Create a unique experience
- Evaluation
- Professional Review
- Assessments
De-Constrcuting the Brief

1. Big Picture
2. Overall Objective
3. Related elements and background
4. Target audience & how they respond
5. The single-minded proposition
6. Key supporting message

http://www.businesswest.co.uk/media/BAhbBIIsH0gZmSSldNTI5NzQwM2MwOWQxZDg0MjUzMDA1NTU0BjoGRVQ/CreativeBriefInfographic.pdf
Infographic Design Tools

➔ Canva
➔ Easel.ly
➔ Google Drawing
➔ Infogr.am
➔ Piktochart
➔ Venngage
➔ Visme
➔ Wixie
What is Canva?

- **Cost - Education**
  - Free Basic Account
  - Depends on images/icons

- **Features**
  - Access to images
  - Fonts
  - Cropping images
  - Charts & graphs
  - Icons
About Easel.ly

➔ Cost - Education
  ◆ Free Basic Account
  ◆ Pro Account $3/month per user

➔ Features
  ◆ Access to images
  ◆ Fonts
  ◆ Templates (Pro)
  ◆ Upload your own images (Pro)
  ◆ Design with a Designer (Pro)
  ◆ Security Settings (Pro)
About Google Drawing

➔ Cost - Education
  ◆ Free with Google Account

➔ Features
  ◆ Design using Shapes
  ◆ Create Charts
  ◆ Fonts
  ◆ Sharing
About Infogr.am

➔ Cost - Education
  ◆ Call for Education pricing

➔ Features
  ◆ Classroom Accounts
  ◆ Icons, Charts, Maps
  ◆ Uploading
  ◆ Import CSV & XLS
  ◆ Sharing
  ◆ Themes
  ◆ Add your logo
About Venngage

➔ Cost - Education
  ◆ $29/mth 35 accounts
  ◆ $99/year 35 accounts

➔ Features
  ◆ Templates and Themes
  ◆ Customization
  ◆ Charts & Graphing
  ◆ Icons & Maps
  ◆ Upload your own images
  ◆ Drag & Drop
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Final Thoughts & Questions

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