I n f o g r a p h i c s

The goal of a graphic is not to make numbers 'interesting,' but to transform those numbers (or other phenomena) into visual shapes from which the human brain can extract meaning.

-Alberto Cairo

What are *Infographics*?

- **Data sorted, arranged, and presented visually.**
- Use design to succinctly tell a story that images, data, or words couldn't have conveyed on their own.
- Include a narrative that keeps the viewed engaged (as opposed to a list of facts or data points).
- Require little or no additional context to be understood.
- Create an emotional connection to the information that's being shared.

Questions to consider as you design an infographic:

- What is the story/message you are trying to tell?
    - Finding the story means synthesizing your data around a theme or major idea – what is the big picture?
    - Once you understand this, you can begin to create an infographic that focuses on a specific story and seeks to answer one (or two) questions.
- What is the goal or call or action? Be **purpose driven** in what you create.
    - What does the "end user" care about?
    - What does the "end user" need to know?
    - Make information user friendly (ask: What have users come for?).
        - Design of presentation should be about the user not the designer.
    - What do people want to do after reading the infographic?
    - What do you want people to do with this information?

Remember…

- Data is important, but emotion drives engagement.
    - What makes the audience curious, passionate, sad, angry, or enlightened?
- Think about function and content *before* you think about aesthetics: graphics should assist reasoning about content.
- We read graphic images top to bottom, left to right.
- *Always* have someone else look at it critically!

References

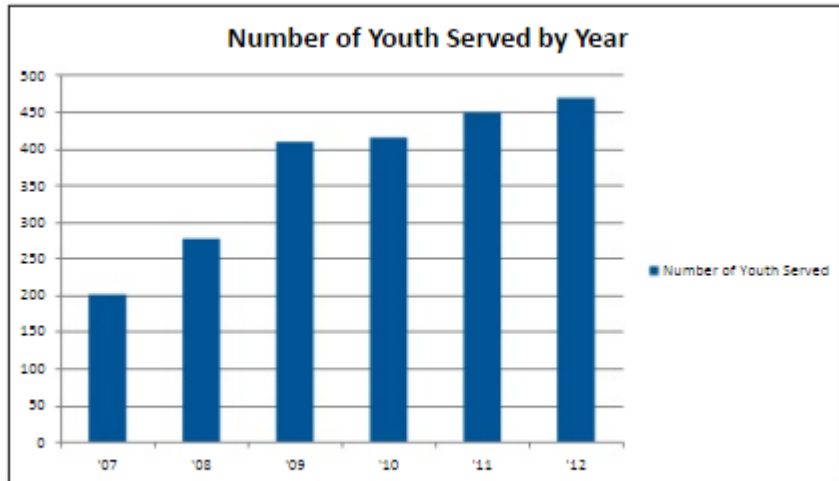Emery, A.K., Morariu, J. & Means, A. (2014). *DataViz! Tips, Tools, and How-tos for Visualizing Your* Data [Slides]. http://www.pointk.org/resources/14ntcdataviz-slides?referer=L3Jlc291cmNlcy9zZWFyY2gvcmVzdWx0cz9tb2RlPWJyb3dzZSZjYXRlZ29yeT00OQ==

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E x a m p l e from Emery, A.K., Morariu, J. & Means, A. (2014).
DataViz! Tips, Tools, and How-tos for Visualizing Your Data [Slides].

B e f o r e

Number of Youth Served by Year

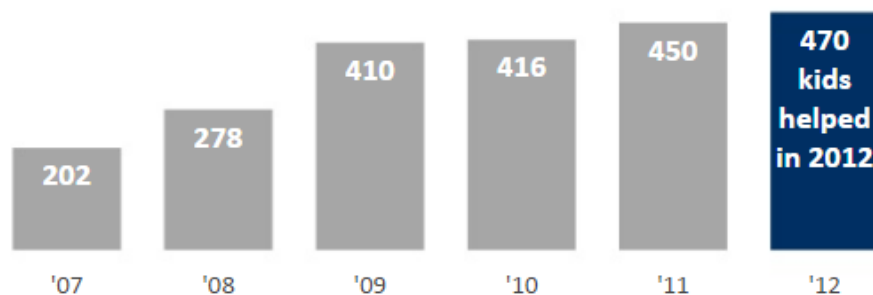Number of Youth Served

Basic Tips and Tricks:
- Declutter: remove unnecessary lines and legends.
- Summarize your story in the headline: add captions or annotations when more details are needed.
- Show the data: make it easy for your audience to understand what they are looking at (one tip: use labels).
- Use color to highlight something that you want to stand out.

A f t e r

ABC Nonprofit has more than doubled its services

Just six years after opening its doors, ABC Nonprofit is serving 470 students each year in the community—more than double the number of students they helped in 2007.

Number of youth served by year, 2007-2012

'07	'08	'09	'10	'11	'12
202	278	410	416	450	470 kids helped in 2012

Creating a Timeline

The publishing and sharing of data should be grounded in your logic model and theory of change – making sure to consider the purpose of what you are sharing and what you anticipate will come out of sharing the data.

Collection	What data are you collecting? When are you collecting it?
Entry & Analysis	How long will it take to enter the data? How long will it take to analyze the data?
Reporting	Who are you reporting or presenting to? (Audience) What is the format? What data will you present? How long will it take you to create the presentation format? What do you want people to get from your report? When is a good time to release or share?
Sharing	Who do you want to see your report/infographic? What do you want people to get out of it? What action do you want to prompt?

Online Infographics and Data Analysis Resources

To create infographics online:
Easelly https://www.easel.ly
Piktochart https://piktochart.com
infogr.am https://infogr.am

Juice Chart Chooser http://labs.juiceanalytics.com/chartchooser/index.html
Download chart templates in MS Excel or Power Point.

DataBasic https://www.databasic.io/en/
Upload files for word counts, word clouds, text comparison and basic spreadsheet analysis.