Infographics for Everyone

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Infographics for Everyone

Timothy A. Balch, Marshall University Libraries
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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.
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.


or
Podcasts

Population over 12 years old

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

Americans who have ever listened to a podcast

30%

Regular listeners average 6 podcasts a week

64%

in 2013 most used a desktop or laptop-computer to listen

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

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

Interactive
Video
Animated
Clickable
Zooming
Static

Krum, p.31
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
- 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
- **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](https://www.pinterest.com/search/?q=library%20infographics)

- Google - search for “library infographics” [www.google.com](http://www.google.com)

- Daily Infographic - “the most interesting infographics on the web” [http://www.dailyinfographic.com/](http://www.dailyinfographic.com/)


- Fast Company - interesting and topical stories in a fresh, visual way [http://www.fastcodesign.com/section/infographic-of-the-day](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

Flicker - 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.
