

Portraying your Data

A guide to creating infographics.



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1

What is an infographic?

How is it different from other forms of storytelling?

2

How to create an infographic?

Checklist for an effective infographic.

Agenda

What is an

Infographic?

Infographic or *information graphic* is a visual representation of information.

But with a narrative.

explanatory (seeking to objectively educate or inform)

editorial (seeking value judgements)

persuasive (seeking to influence or sway)

What is an Infographic?

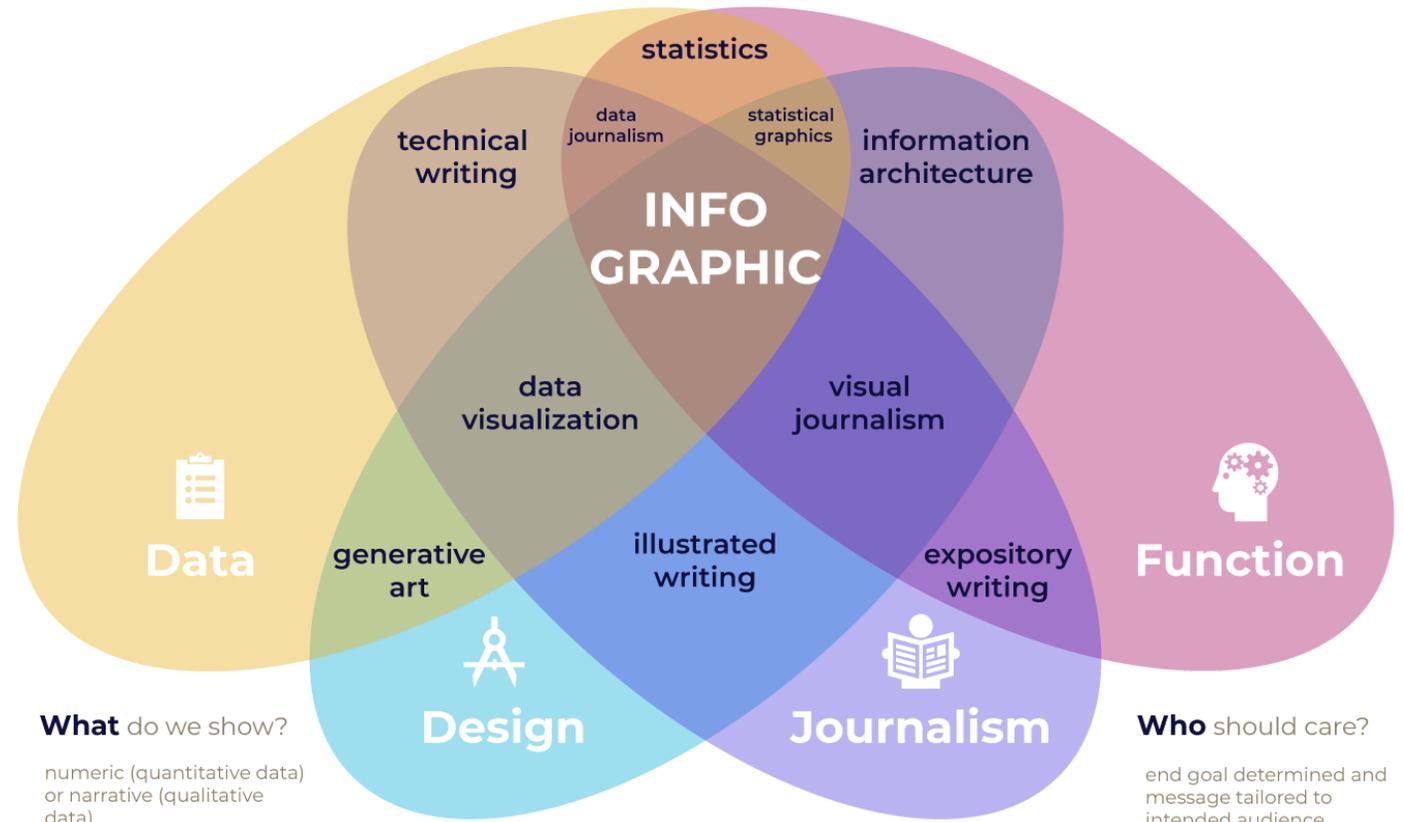
The concept of an infographic straddles the fields of **design**, **journalism**, **statistics**, and **information architecture**.

data (aggregated into information)

design (graphics)

journalism (writing)

function (information architecture)



What do we show?

numeric (quantitative data)
or narrative (qualitative data)

How do we show it?

minimalist design that
follows visual perception
rules

Why do we show it?

expository writing,
integrated with images

Who should care?

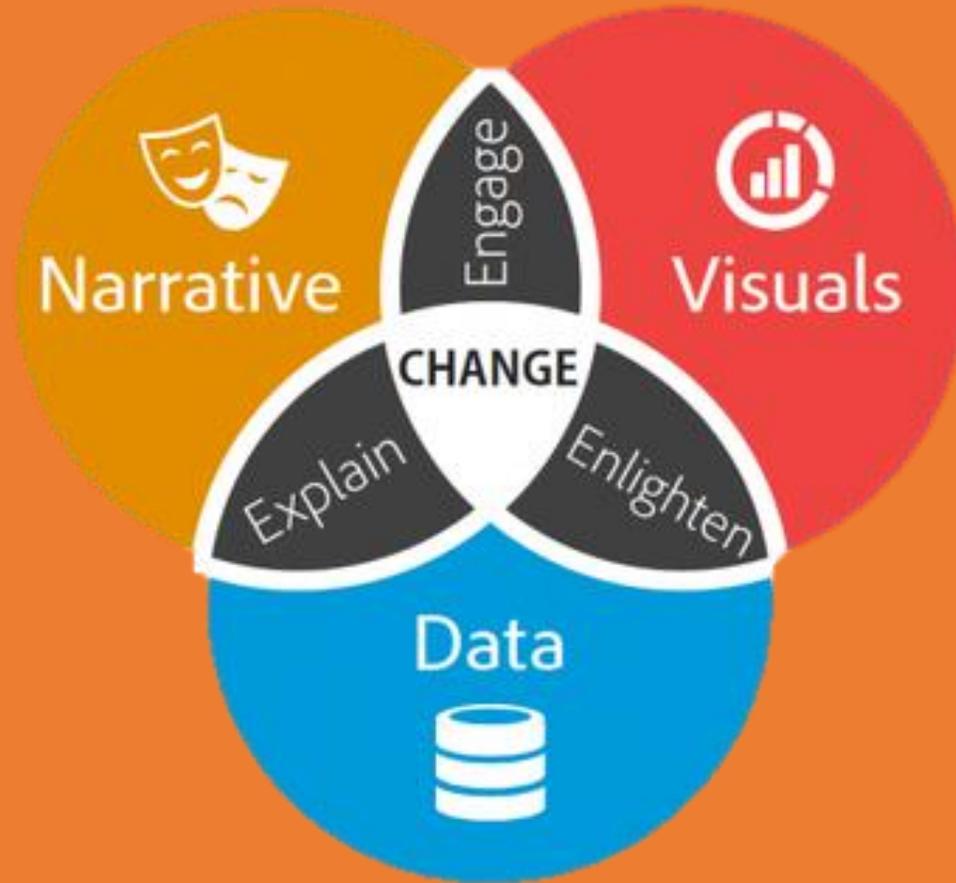
end goal determined and
message tailored to
intended audience

Infographics are a way of

Data Storytelling.

It uses data with engaging visuals and a compelling narrative to effectively get the message across.

1. **Memorable**
2. **Persuasive**
3. **Engaging**



Not all Infographics are created equal.

And some are not infographics at all.

Infographics are often confused with other forms of storytelling tools:

tools	context	metaphor	narrative	conclusion
data visualization	-	-	-	-
digital posters	-	-	+	+
infographics	+	+	+	+

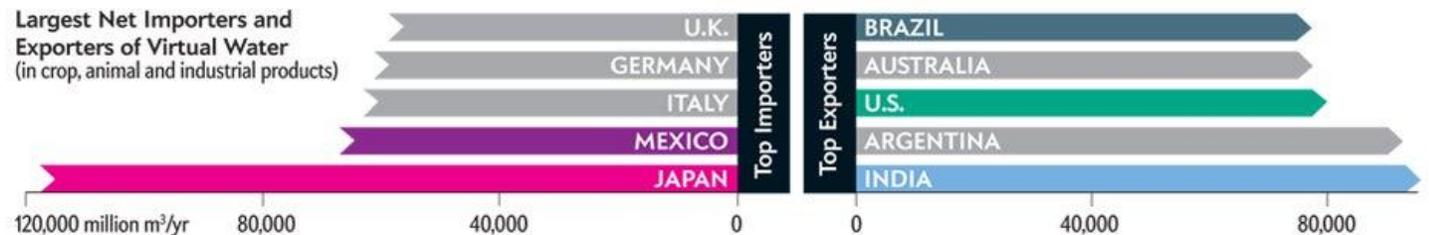
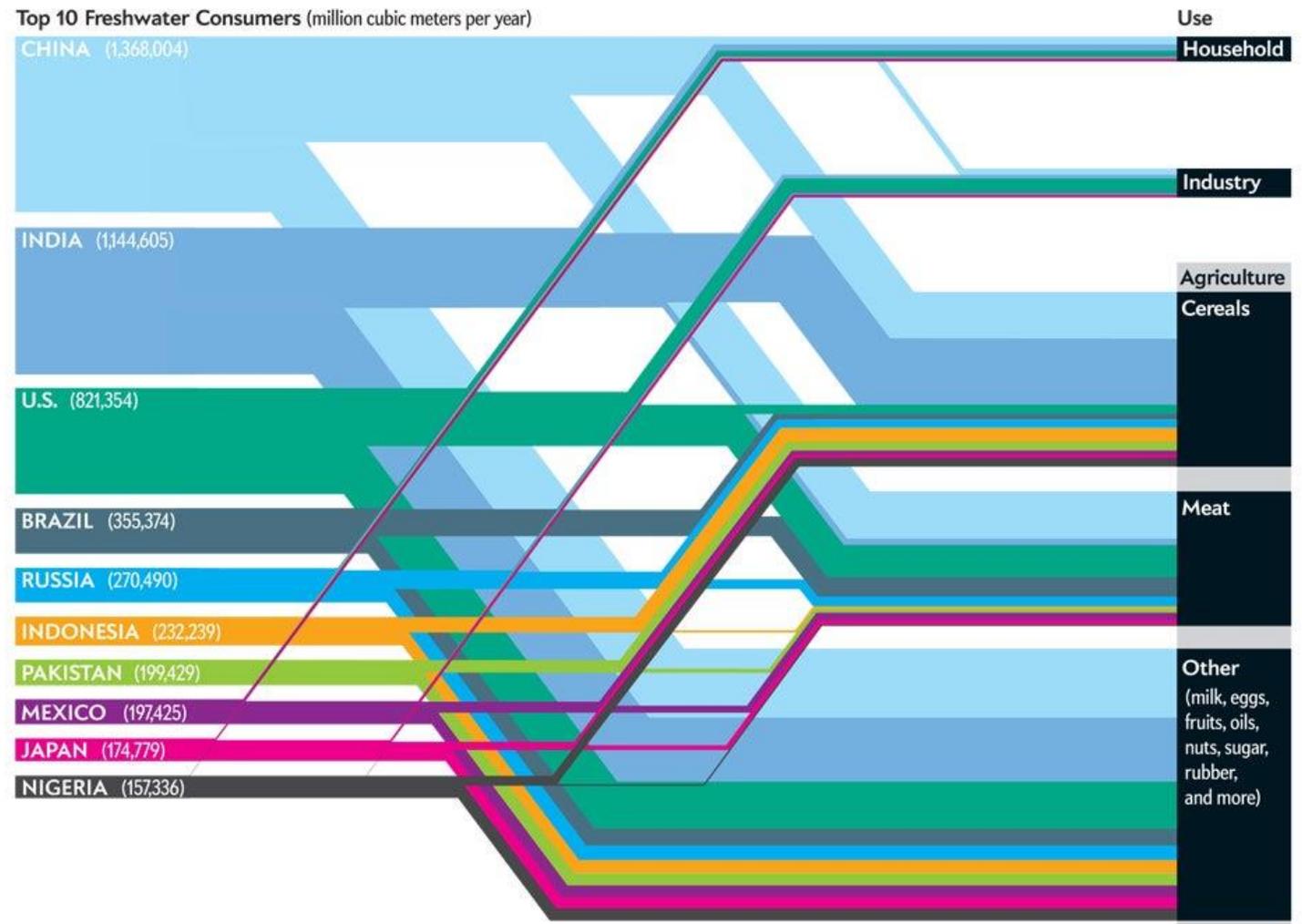
What is Data Visualization?

“Seeing Data”

Can be used:

- To uncover a relationship in the data: to analyze data (Exploratory Data Viz)
- To communicate a relationship in the data: to present data (Explanatory Data Viz)

Example of explanatory data viz.



What are
Digital Posters?

Also know as “Infaxgraphics”

litmus test:

Take out all the text except the headline(s).

Example of a digital poster made using Canva

Choosing Yogurt

Protein
Choose Greek or Skyr for 12-21 grams of protein per serving. Compare to 6-7 g in "regular" yogurt.

Fat
"regular" yogurt, Greek, and Skyr generally have 0-2% fat. Balkan and Mediterranean are usually 9%.

Sugar
Choose plain yogurt and sweeten with fruit to cut-back on added sugar.

Probiotics
Look for "probiotic" on the label or "active bacterial culture" in the ingredients. Or try kefir.

Calcium
Look for 15% DV on the Nutrition Facts Panel.

Lactose
Yogurt is naturally lower in lactose than fluid milk. However, there are some lactose-free brands available.

New!

Digital Posters are not infographics!

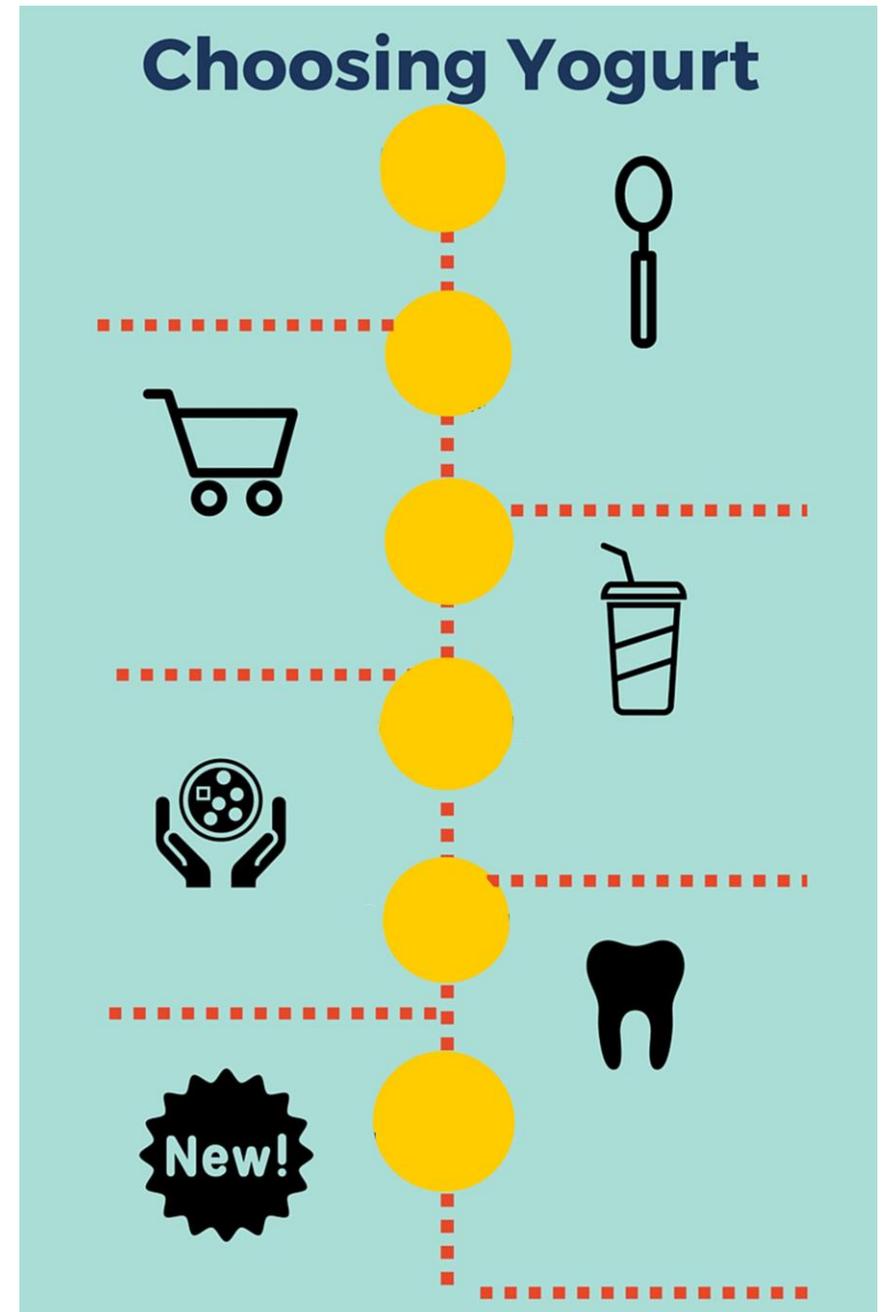
litmus test:

Take out all the text except the headline(s).

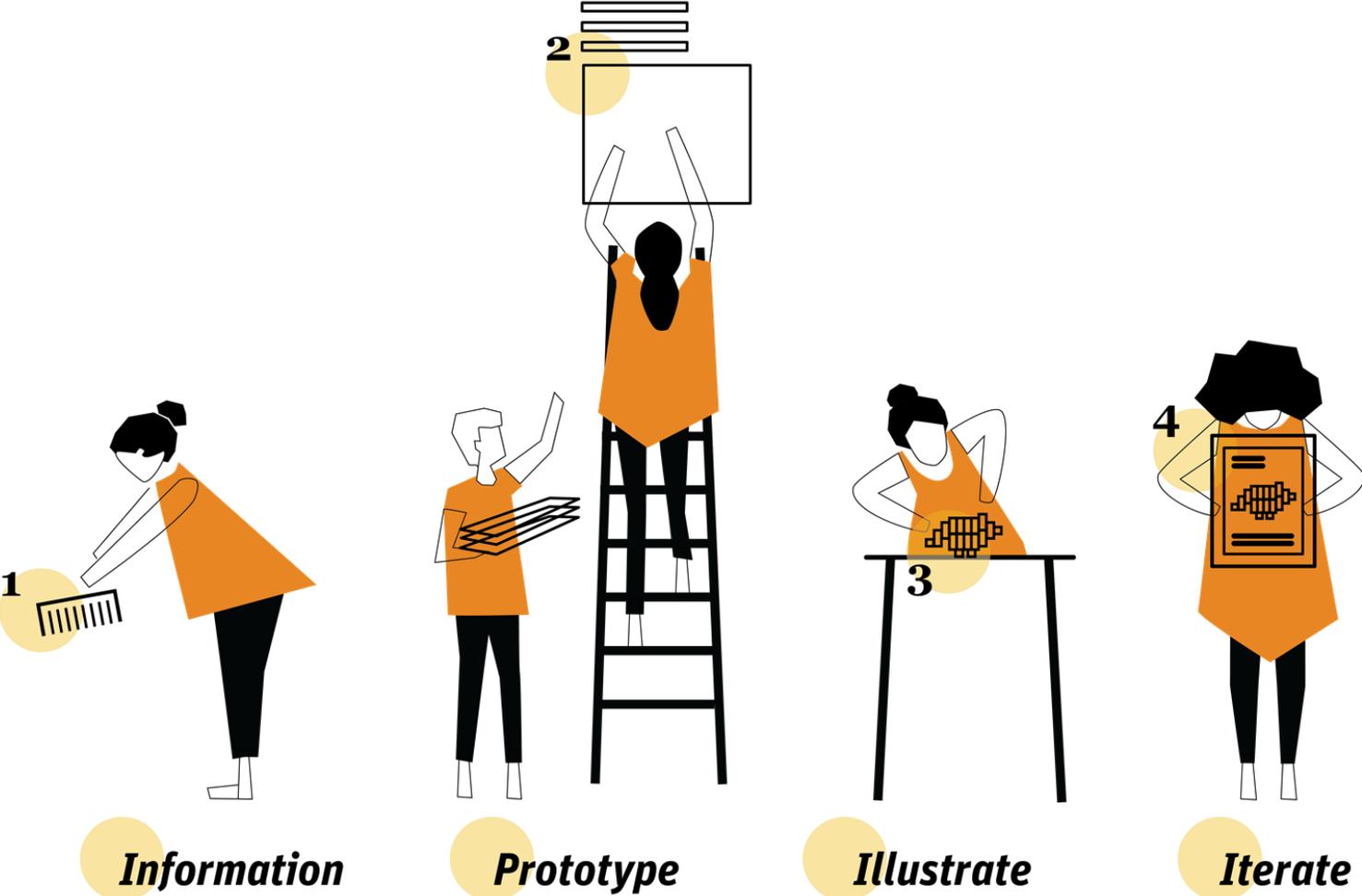
do the visuals still tell a clear story?

If the text takes precedence and the visuals are just decorations, it's not really an infographic.

Example of a digital poster made using Canva



Creating an Infographic.



Step 1:

Gather Information.

This step involves combing through all the data, reading up on additional resources to find the underlying narrative. Aligning this story with the story you want to tell is important.

This step also feeds into the essential process of curating information. What to keep, what not to. What will be the text and what to turn into visuals.



Data + Visuals + Narrative

Step 2:

Develop prototype.

Creating a hierarchy is the next step with a central argument and supporting arguments. **A clear focus with enough context is key to a good infographic.** Develop a prototype by using placeholders for text and visuals (a wireframe).

If the wireframe is too specific, it can restrict the potential of the infographic.

It being too vague is an indicator that more research is needed.



Data + Visuals + Narrative

Step 3:

Illustrate.

The visual style depends on:

- Brand Guidelines
- Type of content
- Type of audience

The format can include vectors, freehand digital illustration, photographs, data visualization or a combination of all.

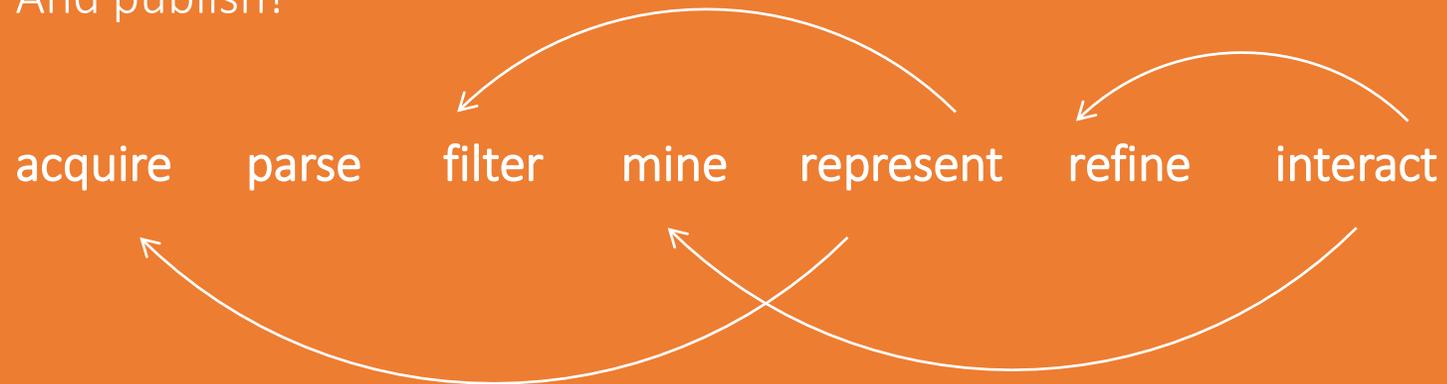


Data + Visuals + Narrative

Step 4:

Iterate.

And publish!



Checklist for an effective infographic.

Narrative:

- An action-oriented title/sub-title
 - A focused message
 - Adequate context
 - Tailored for specific audience
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Data:

- Accuracy
 - Relevance
-

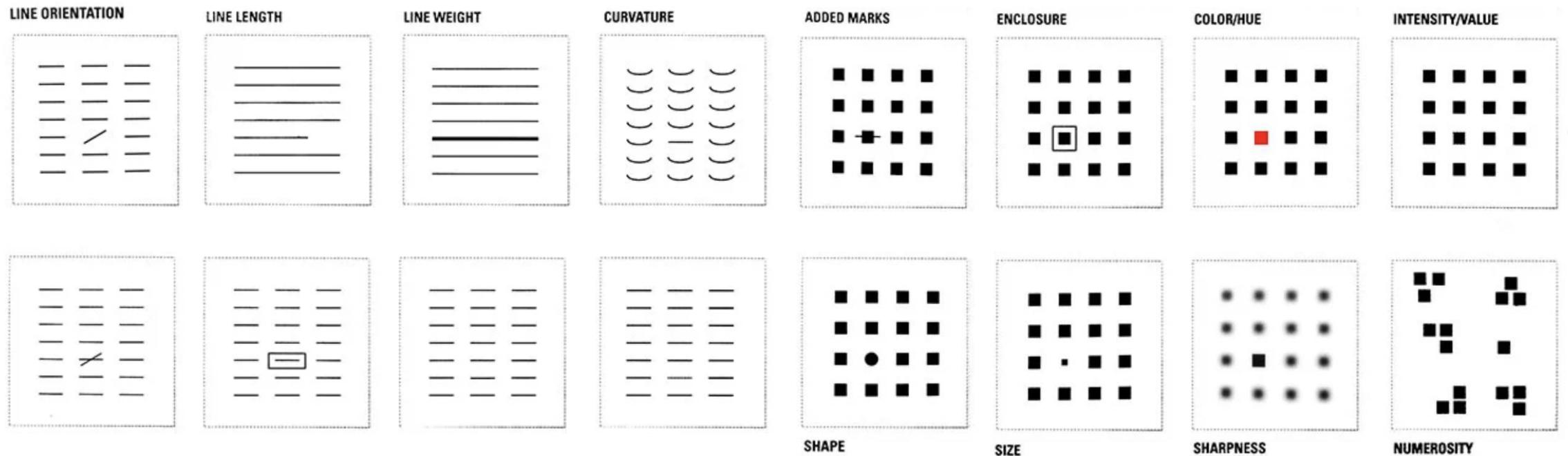
Visuals:

- Visual Hierarchy
 - Proximity
 - Contrast
 - Balance
 - Alignment
 - Repetition
 - Colour
 - Negative space
-

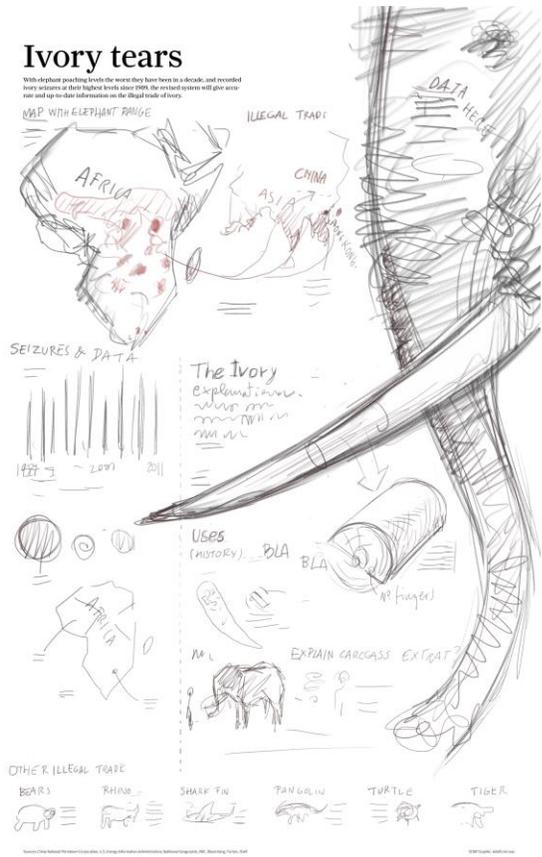
Preattentive Features

Preattentive processing refers to "cognitive operations that can be performed prior to focusing attention on any particular region of an image."

Use this to draw attention in your visuals and text.



From a wireframe to an Infographic



Format:
A combination of illustrations & data visualizations

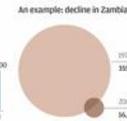
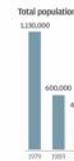
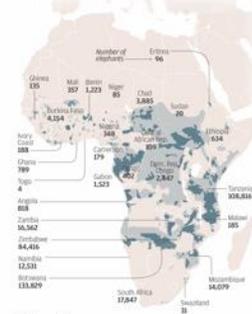
More information on the subject

Ivory poaching

A ban was imposed in 1989 banning the international trade in ivory to reverse a rapid decline in the population of African elephants. But to no avail. Illegal hunting and killing of elephants remains a sad reality in Africa despite the ban. Here we examine how the beasts continue to be slaughtered to satisfy global demand for ivory.

Decline of the African elephant

Elephant population, estimated data
 ■ Elephant range in 2009
 ● Elephant range in 2007



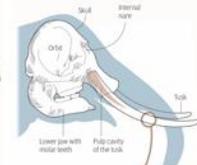
A luxury object

Ivory has played an important role for thousands of years, being used as objects for worship and as ritual ornaments, from statues of deities to piano keys. Following the industrial revolution, the material was slowly replaced by plastics, but ivory is still regarded as an item of luxury and retains its certain parts of Asia.

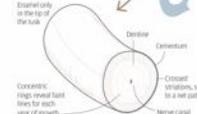


Large ivory figure of a woman probably a table leg. Sold for HK\$2.2 million that was on sale at the Chinese Arts & Crafts in Hong Kong in November 2012.

Up close



Cross section of a tusk

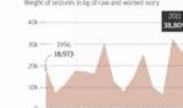


Ivory seizures in Asia (1989-2011)

Weight of seizures in kg



History of seizures in Asia



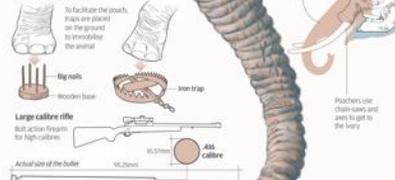
Seizures in Hong Kong



Tusk extraction



Hunting methods



Brain



Other illegal trade in Asia

Tiger Parts such as bones, eyes, whiskers and teeth are used to treat diseases in traditional Chinese medicine.	Rhino Powdered rhinoceros horn is used as an aphrodisiac in traditional Chinese medicine.	Bear The gall bladder and other parts of its body are also used in traditional Chinese medicine.	Chinese pangolin Scales, claws and blood are used in traditional Chinese medicine.	Clouded leopard Skin, claws and teeth are used for decoration and fashion, while bones and mind are used as an alternative to tiger.	Turtles For food consumption. The hawksbill sea turtle is protected but many species are not.
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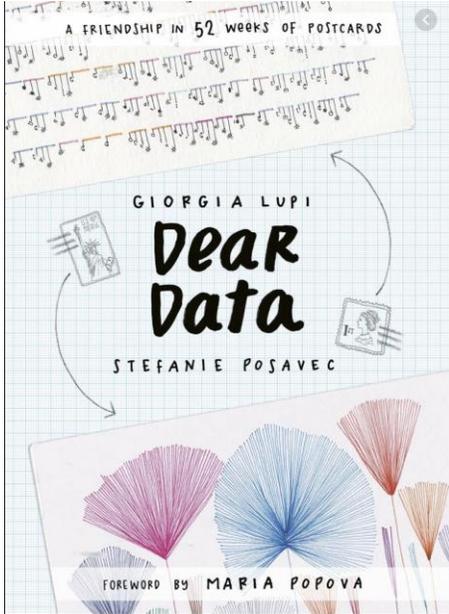
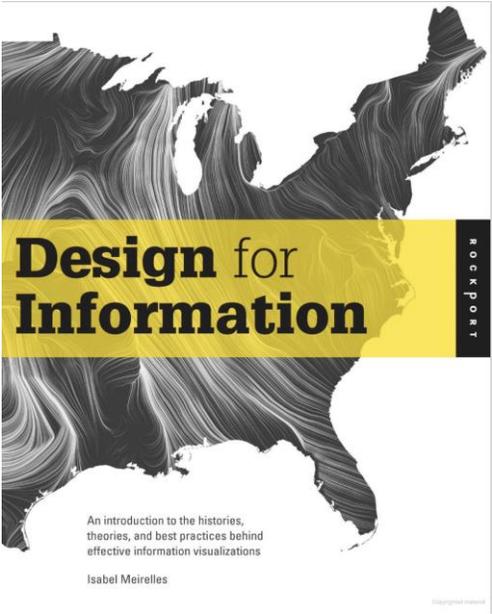
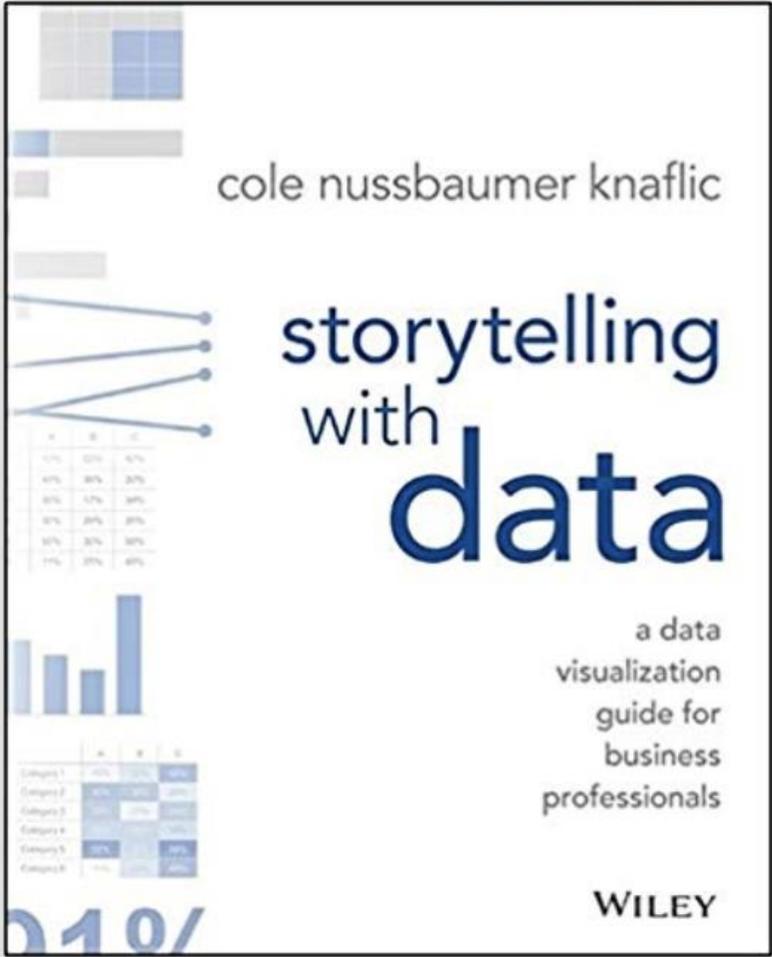
Information & visual hierarchy

The scale, colors and the placement draws your eyes to the tusks.

Simple colour palette

The visuals tell the story

Resources.



Thank you.

Slide 6

<https://www.forbes.com/sites/brentdykes/2017/04/25/adventures-in-data-storytelling-three-key-traps-to-avoid/#5432d5523234>

Slide 9, 10

<https://bitemywords.com/2016/02/26/how-to-choose-yoghurt-ff-canva/>

<https://www.fastcompany.com/1673113/the-difference-between-infographics-and-their-simpler-cousins>

<https://www.lynda.com/Infographics-tutorials/What-infographic-really/376982/445458-4.html>

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<https://www.propublica.org/nerds/a-big-article-about-wee-things>

<https://www.csc2.ncsu.edu/faculty/healey/download/tochi.96.pdf>

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[Infographic by Adolfo Arranz for South China Morning Post](#)

Slide 19

[Storytelling with data](#)

[Design for information](#)

[Dear Data](#)