

Infographics

From data to knowledge



About me: Δήμαρχος Ιγνάτιος

Multimedia University degree, Master's degree in Information Society and Knowledge and several postgraduate courses in data analysis and visualization. Writer of Information Visualization: from data to knowledge. (only in Spanish by now).



Educator & Consultant

Data literacy
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Knowledge Management

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Basics

Infographics
From data to knowledge

Some questions

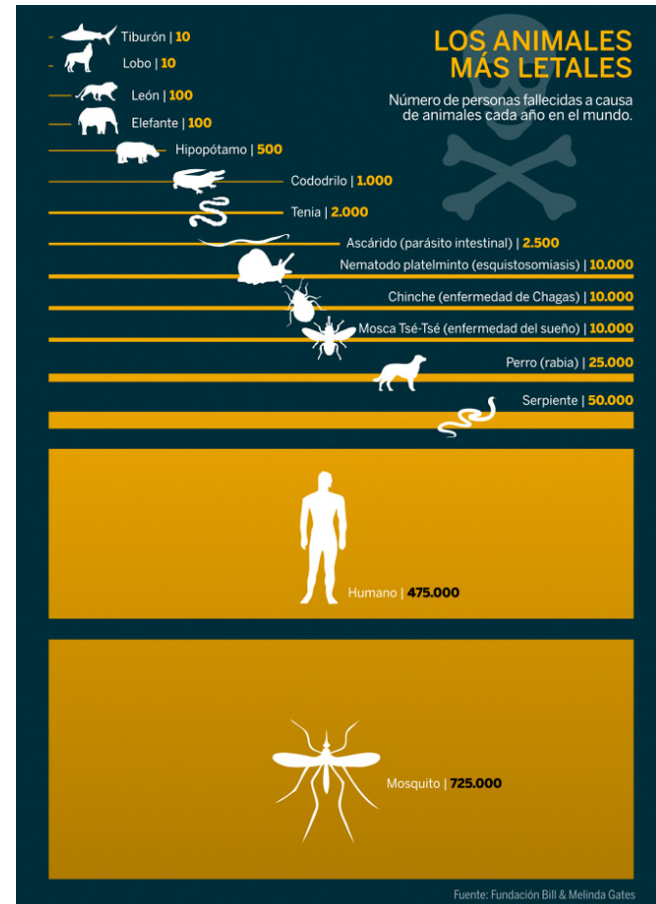
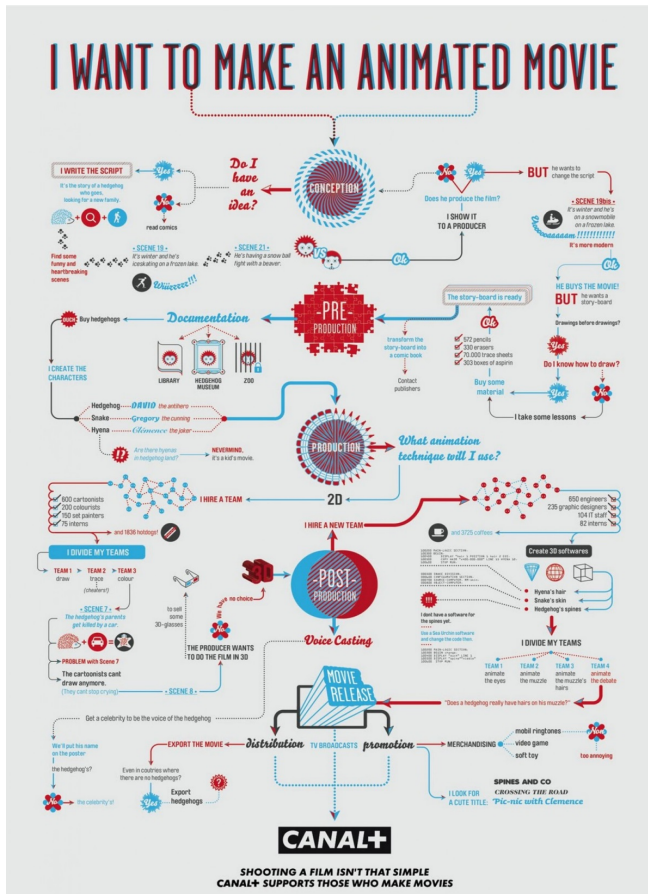
- What's an infographic?
- What's a data visualization?
- Have you made some ?
- Is it a new technique?

Some basics

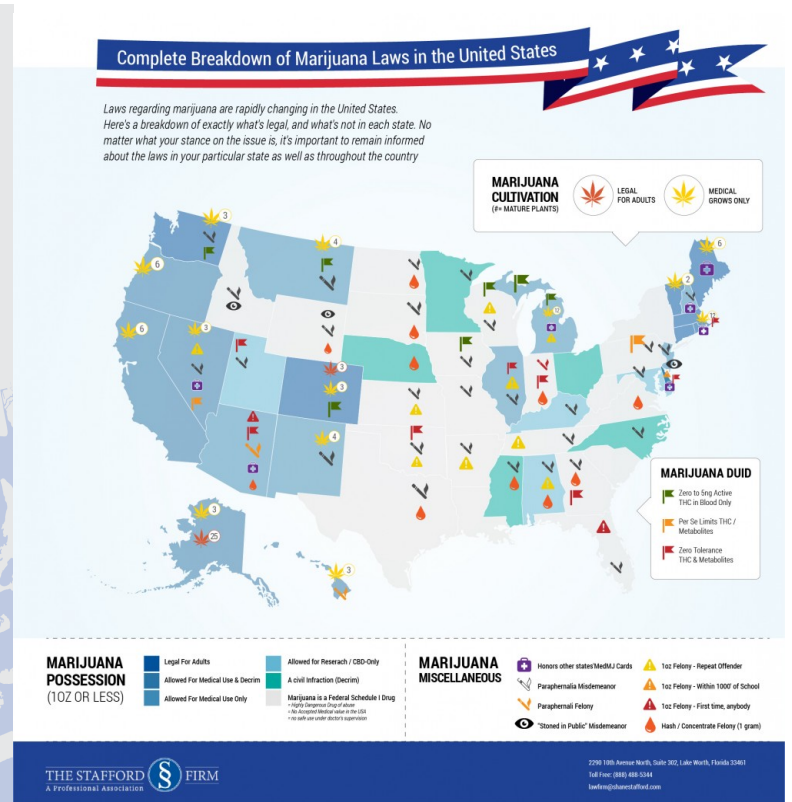
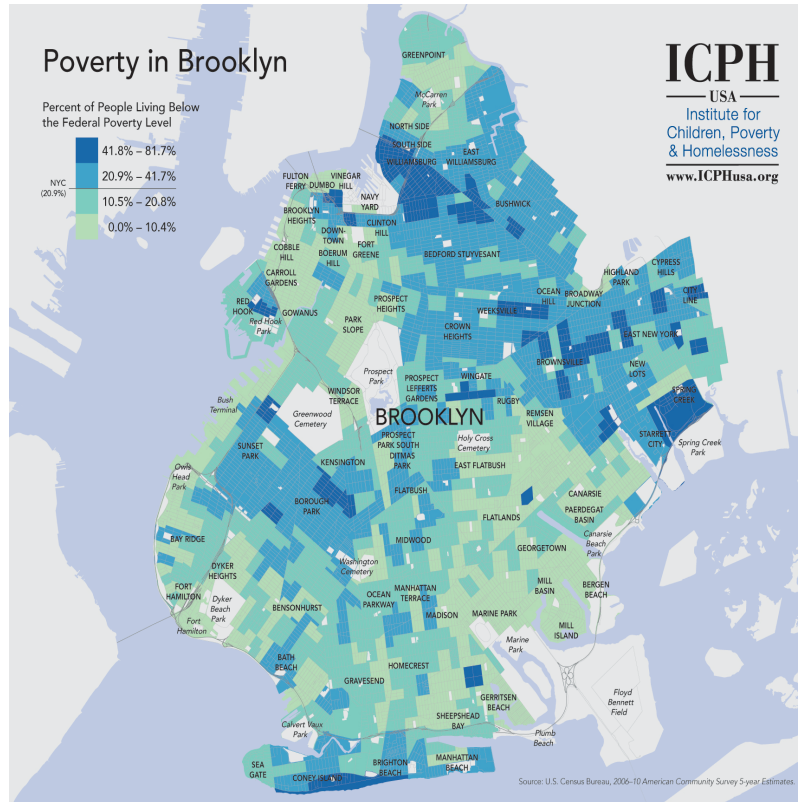


**YOUR STORY OR IDEA CONTAINS DATA.
THIS DATA CONVERTED IN DESIGN
=
INFOGRAPHIC**

Which one do you like most?



Which one do you like most?



Data process



Idea



Data



Iterative

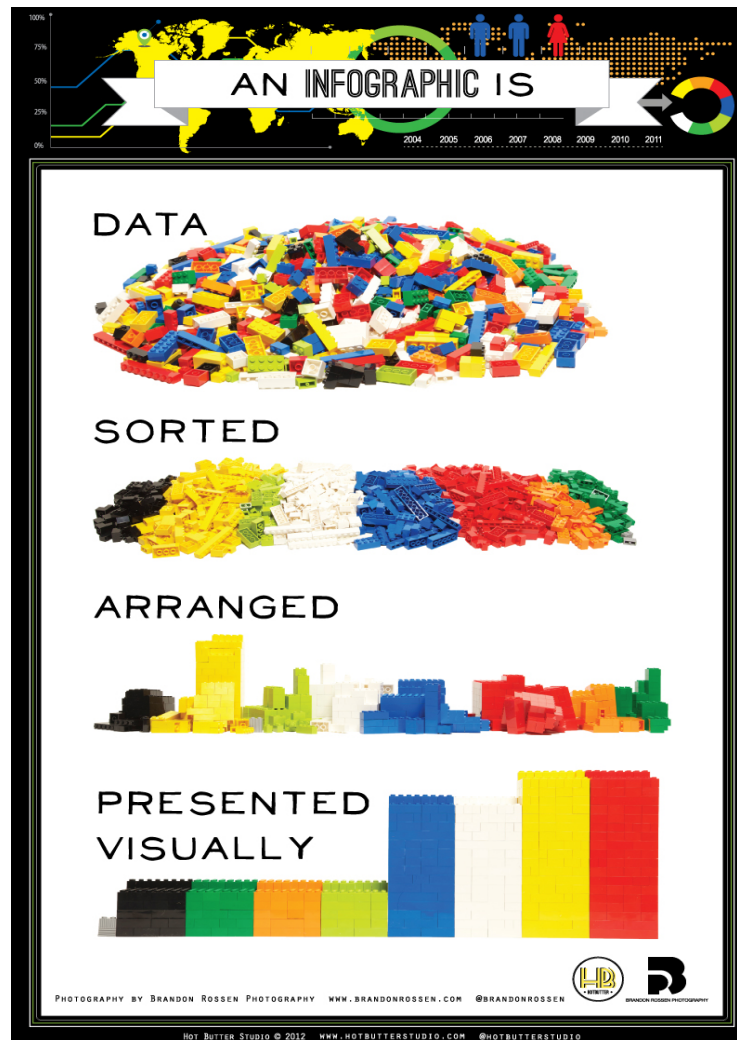


Clean
Analyze

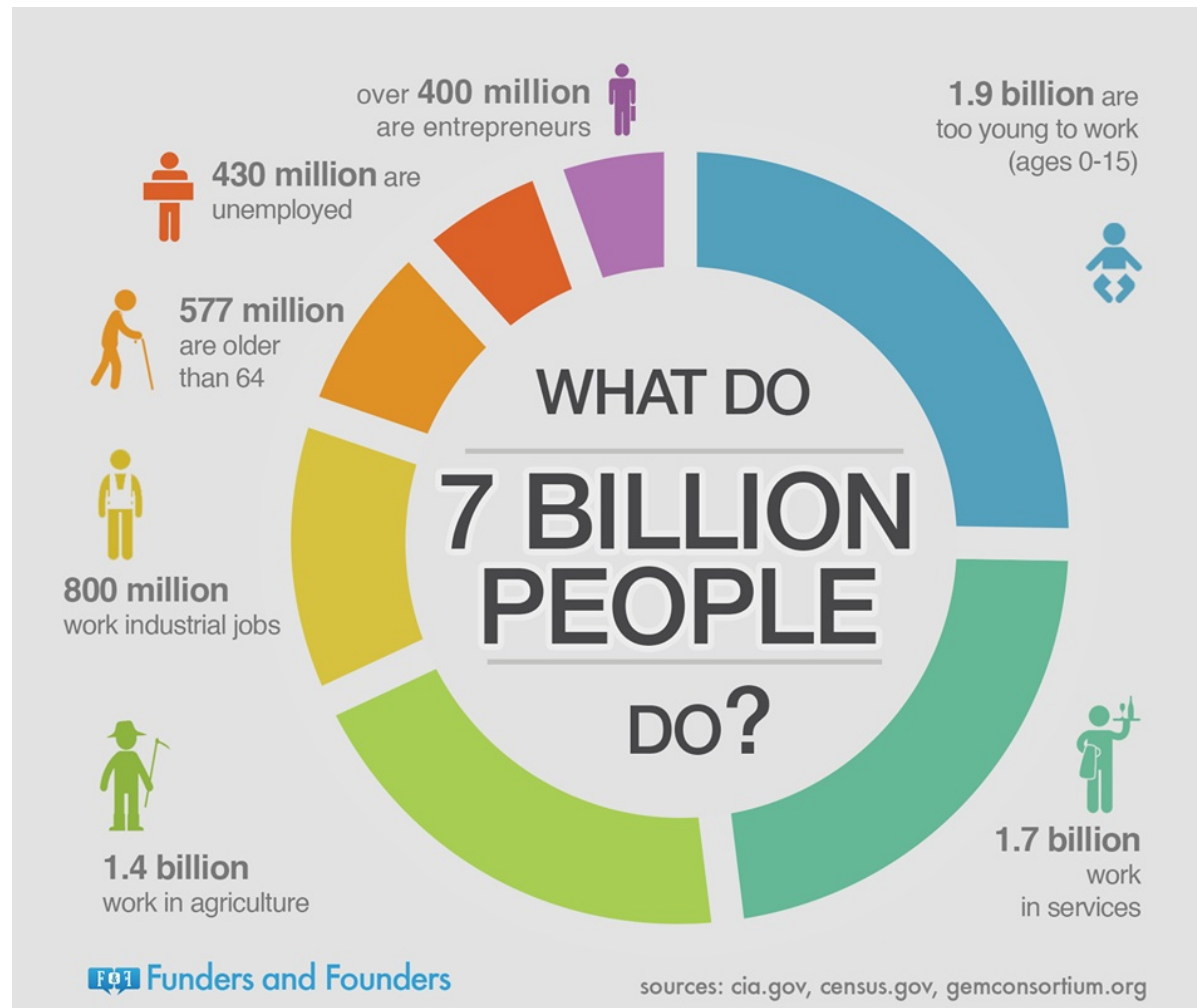


Visualization

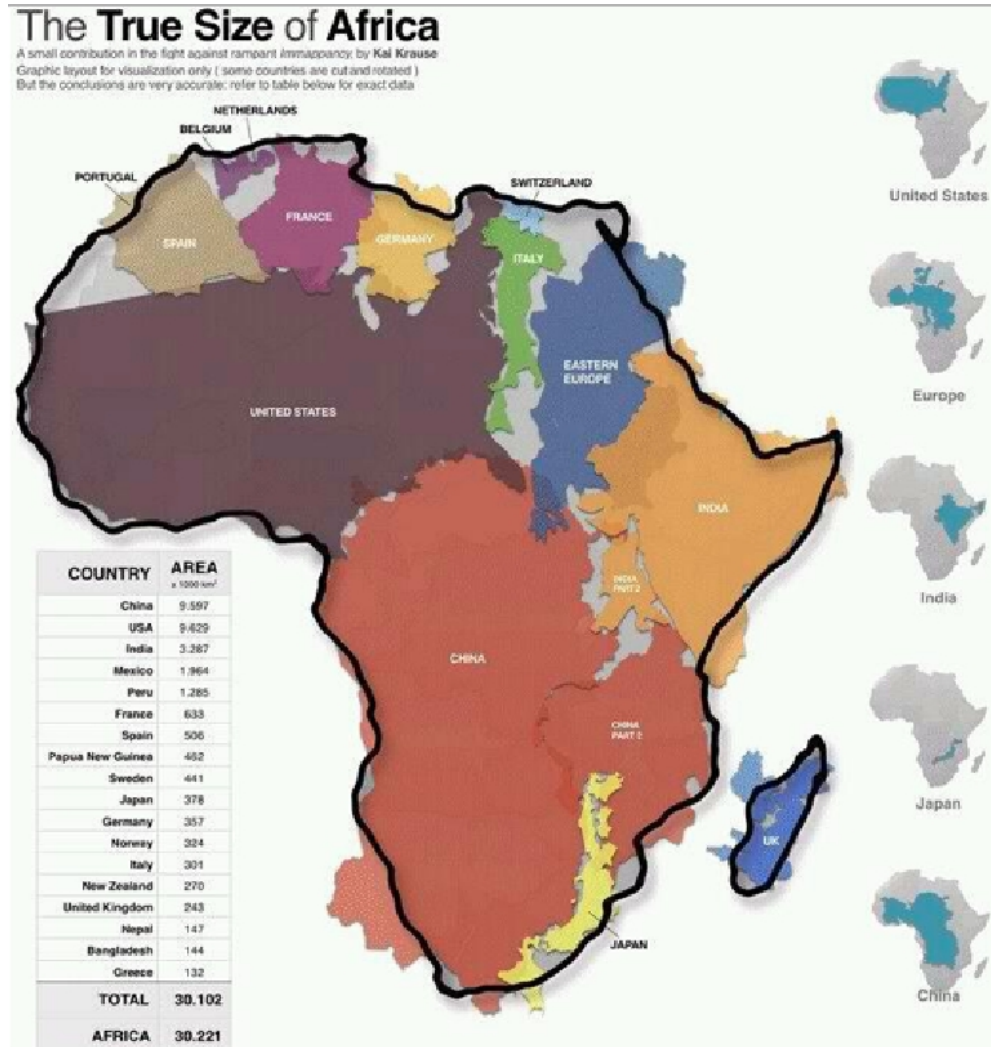
Some examples



Examples



Examples



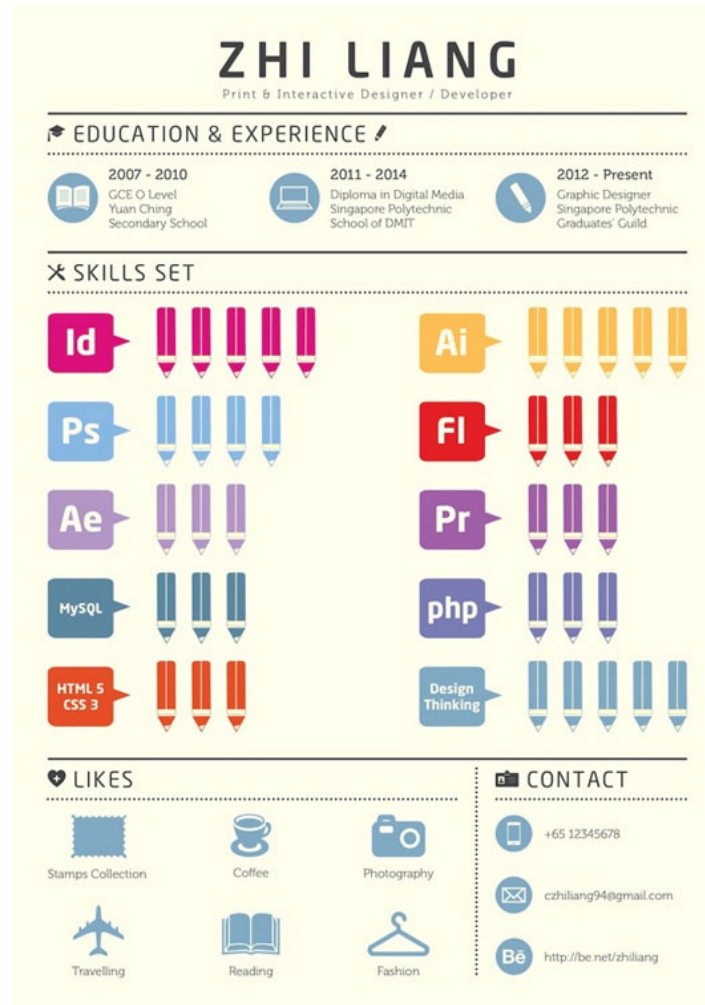
Examples



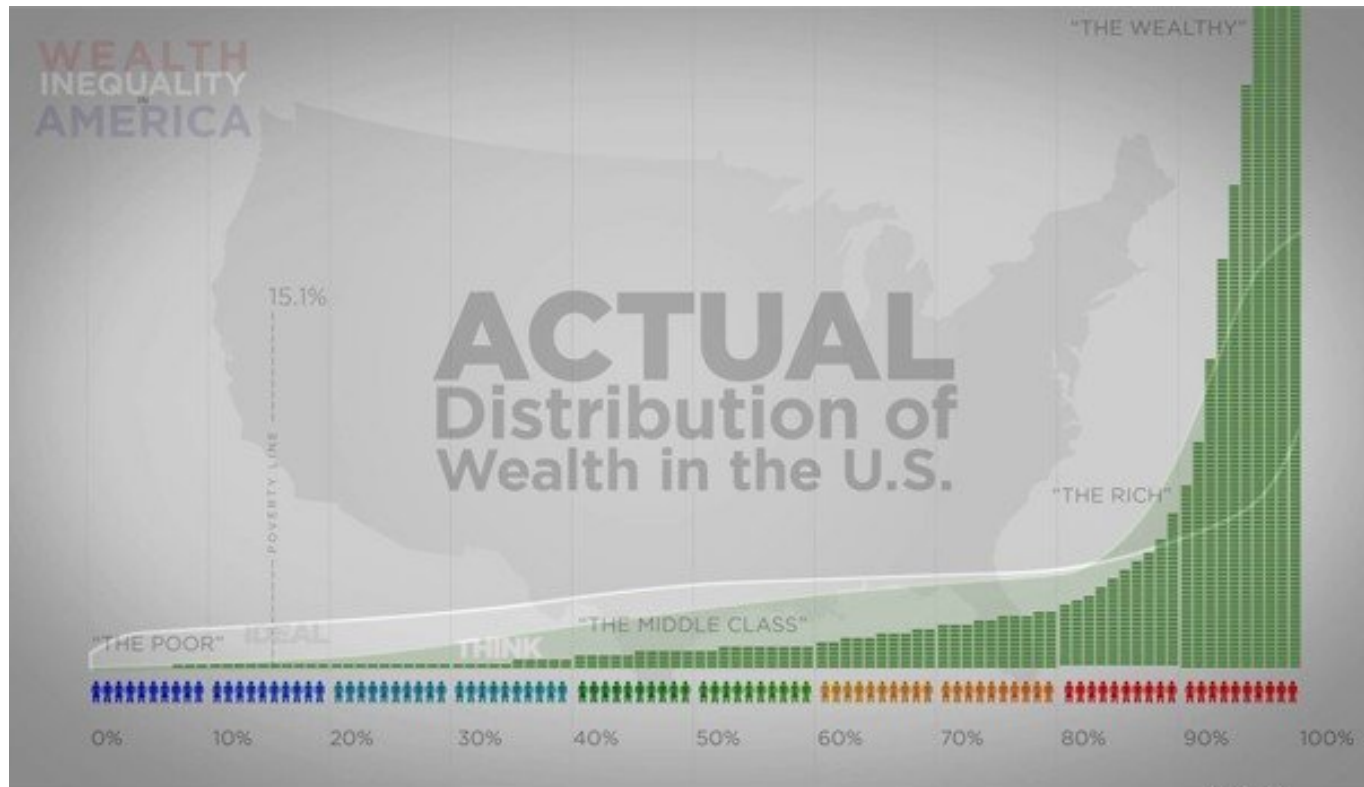
Examples



Examples



Examples



http://youtu.be/6zH_mj4m3kl

Some reasons

Infographics

From data to knowledge

Why we like infographics?



- Infoxication
- Easy to understand
- Reading and memory
- Socialization

Infographics definition

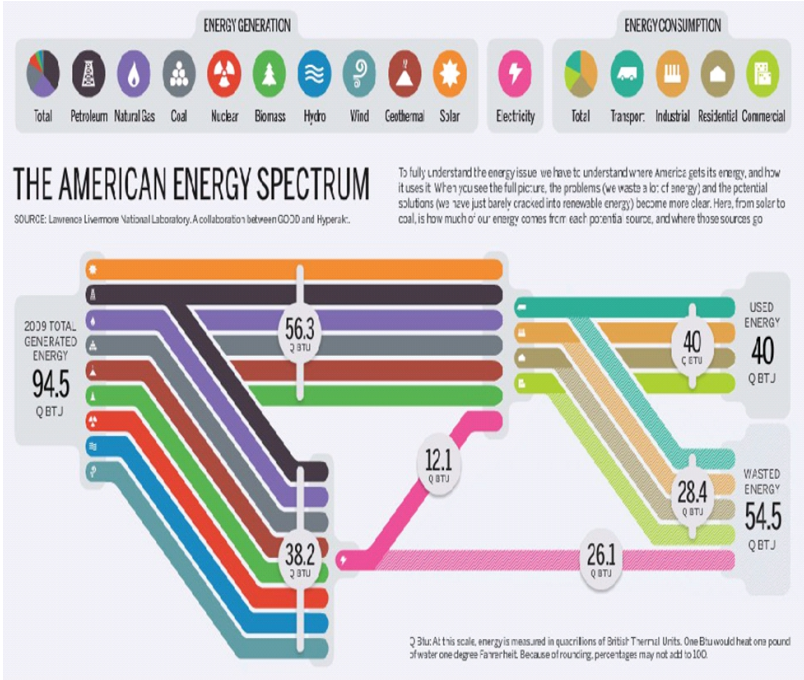
Tell stories visually



Chiqui Esteban
National Geographic's
Infographer

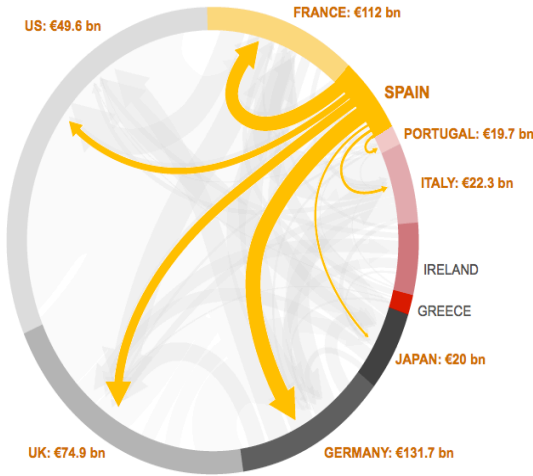


Infographics vs Visualization



Eurozone debt web: Who owes what to whom?

The circle below shows the gross external, or foreign, debt of some of the main players in the eurozone as well as other big world economies. The arrows show how much money is owed by each country to banks in other nations. The arrows point from the debtor to the creditor and are proportional to the money owed as of the end of June 2011. The colours attributed to countries are a rough guide to how much trouble each economy is in.



SPAIN

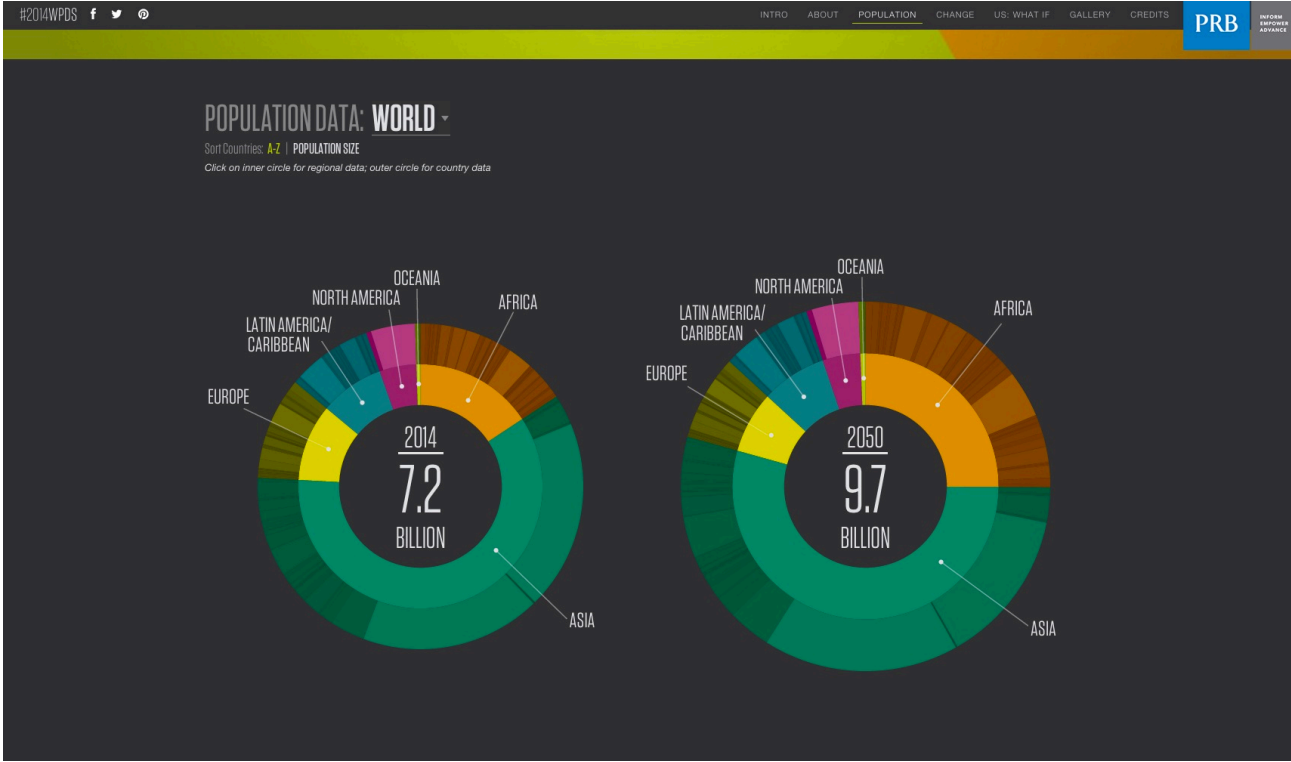
- GDP: €0.7 tn
- Foreign debt: €1.9 tn
- €41,366 Foreign debt per person
- 284% Foreign debt to GDP
- 67% Govt debt to GDP
- Risk Status: MEDIUM

Spain owes large amounts to Germany and France. However, its number one worry is bailed-out Portugal, which is indebted to it by billions of euros. As the country attempts to get its own debts under control, there are fears the country could be thrown back into recession after November's parliamentary elections. The bursting of a housing and construction boom in 2008 had plunged Spain's economy into a recession deeper than in many other European countries.

[Back to introduction](#)

Source: Bank for International Settlements, IMF, World Bank, UN Population Division

Visualization



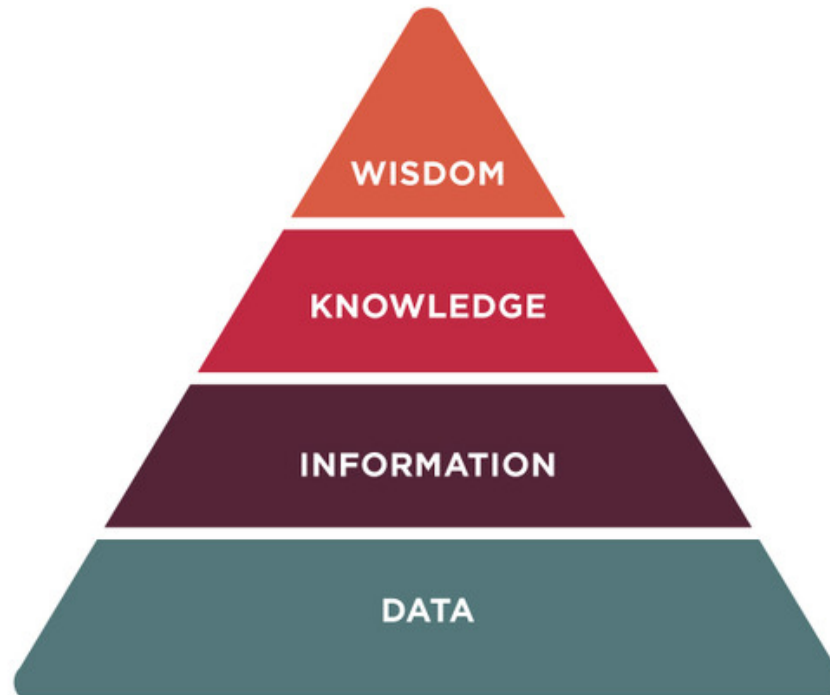
<http://visual.ly/2014-world-population-digital-visualization?view=true>

Some basic rules

Infografia

Representa la informació gràficament

Some basics

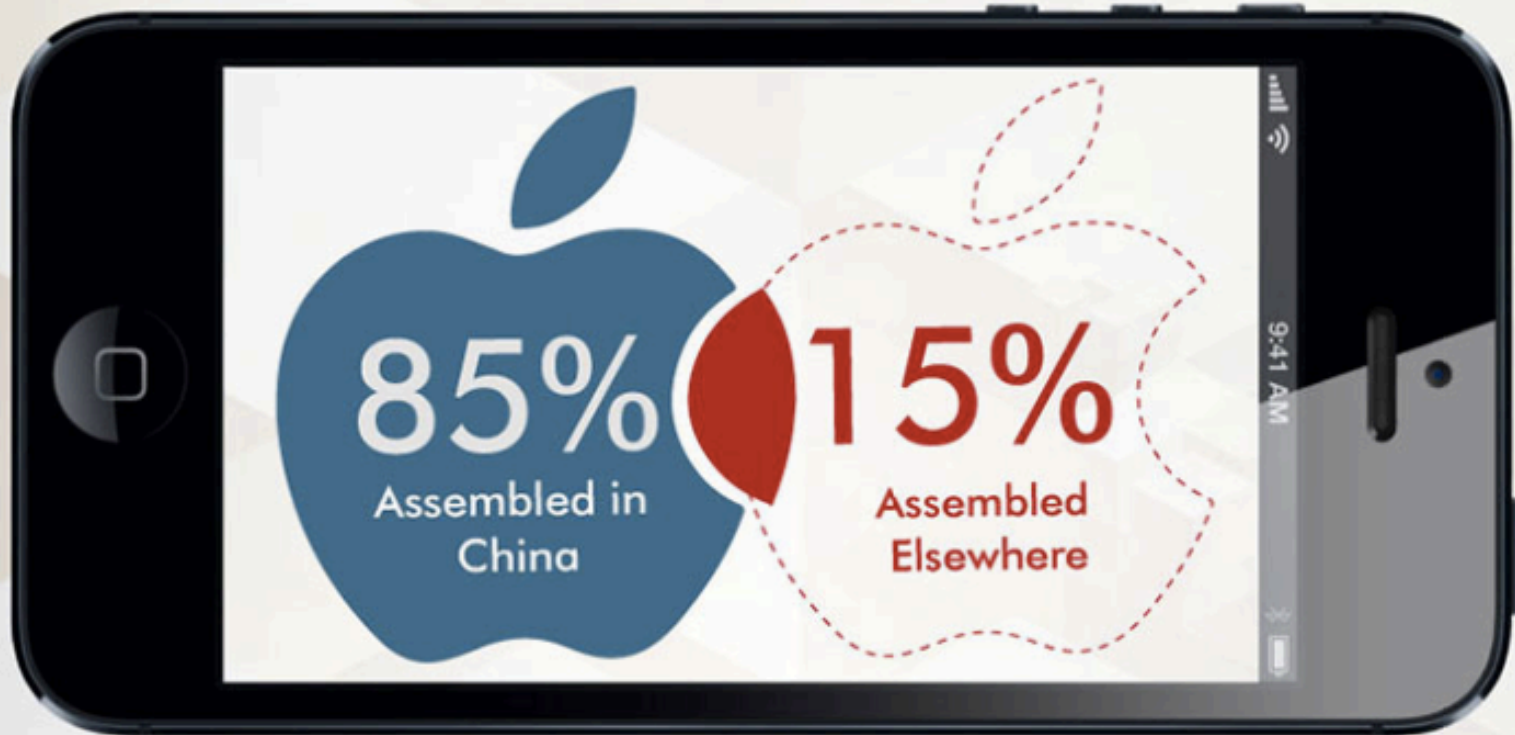


Some basics

Pictures

Data

Graphics



Layout

Header

MOST POPULAR INFOGRAPHICS YOU CAN FIND AROUND THE WEB

Body

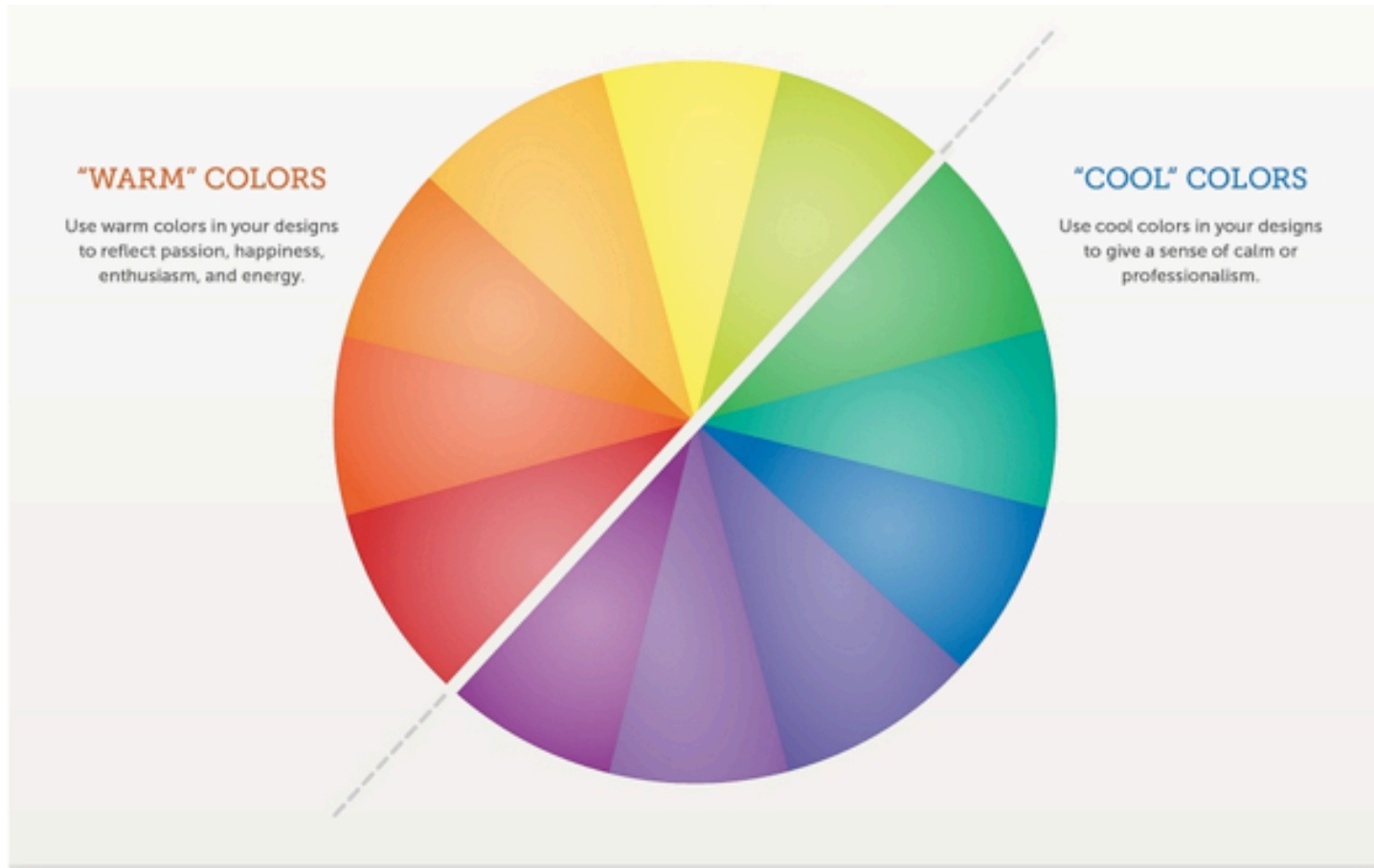
The infographic grid contains the following items:

- PERIODIC TABLE OF SOMETHING**: A grid of teal squares arranged in a periodic table pattern.
- CREDIT CRISIS VISUALIZED WITH NUMBERS THAT ARE NOT EXPLAINING ANYTHING**: A bar chart with three bars of decreasing height.
- WORLD'S TALLEST BUILDINGS PLUS SOMETHING THEY ARE BUILDING IN DUBAI**: A bar chart with three bars, the tallest being a stylized building.
- WATER, GAS, OIL OR WHATEVER UNITED STATES CONSUMES MORE THAN ANY OTHER COUNTRY**: A bar chart with four bars of varying heights.
- TUBE MAP OF SOMETHING**: A network diagram with nodes and connecting lines.
- IRRELEVANT DATA CRAP ANYTHING NONSENSE**: A word cloud with words like 'DATA', 'CRAP', 'ANYTHING', 'NONSENSE', 'WORDS', 'RANDOM', 'SOMETHING', 'UGLY FONT'.
- VENN DIAGRAM OF SOMETHING**: Two overlapping circles, one purple and one teal.
- A CRAPLOAD OF IRRELEVANT DATA PUT TOGETHER IN A BIG VERTICAL IMAGE**: A vertical collage of various charts, including bar charts, pie charts, and horizontal bars.

Footer

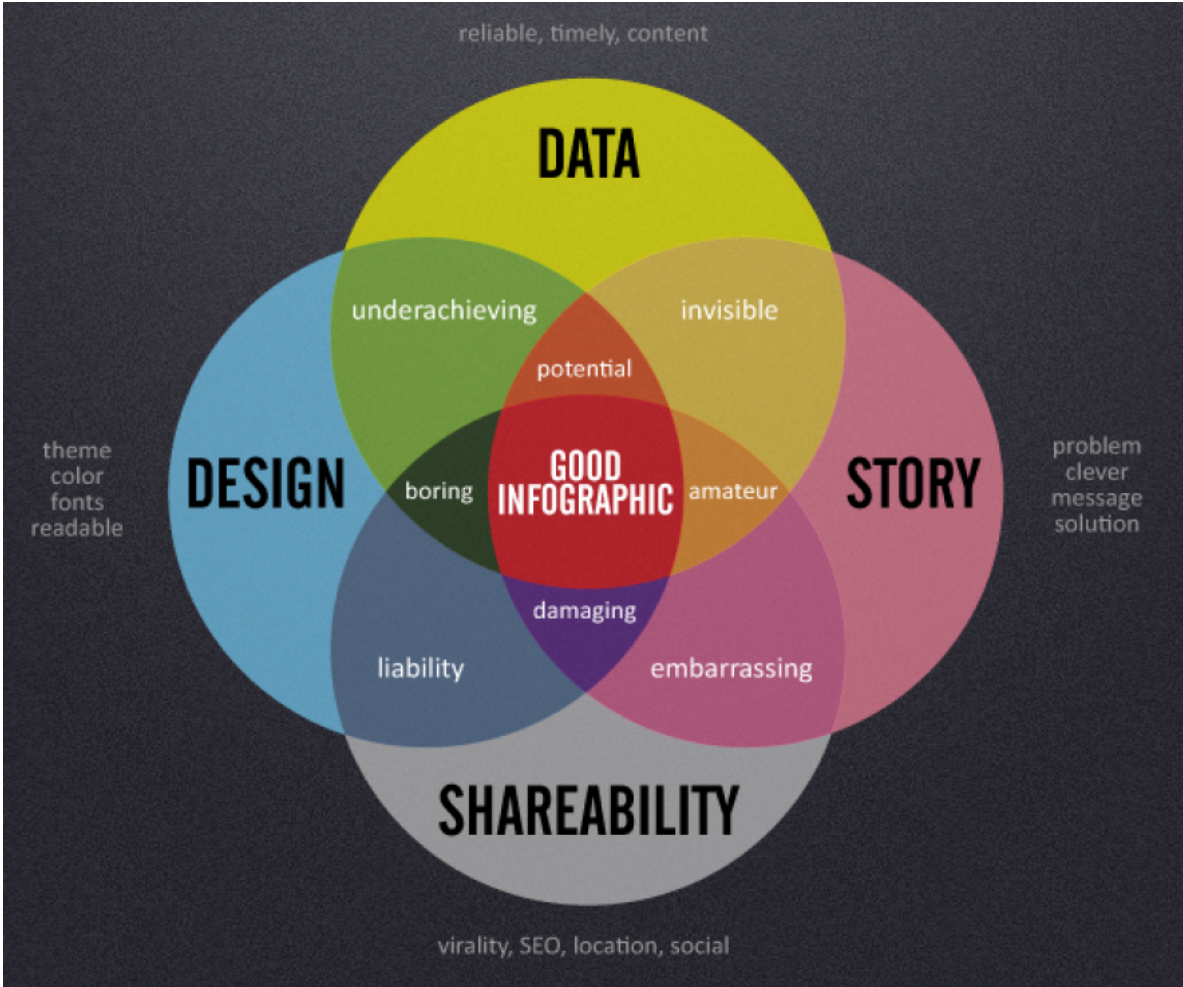
ANTONIAZZI

Some basics



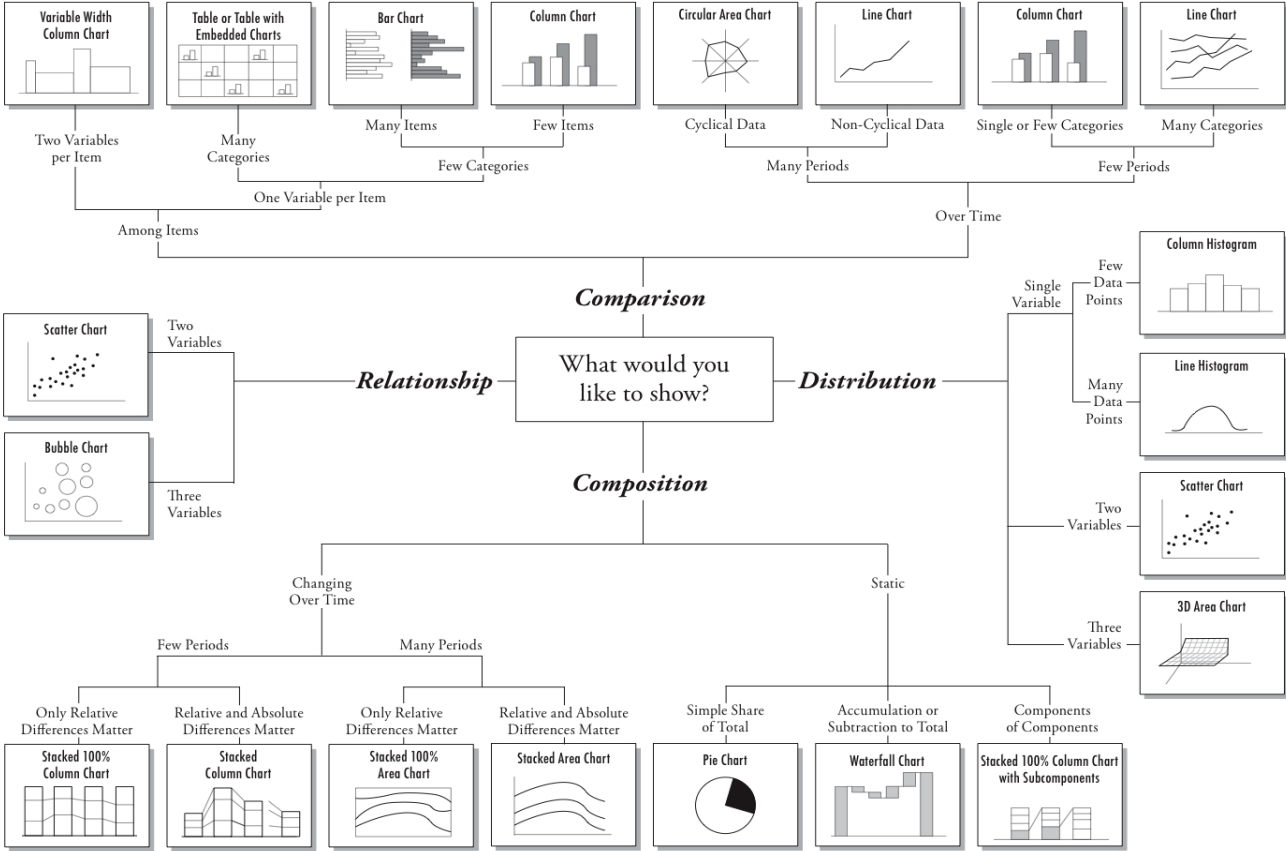
<http://www.colorblender.com>

Some basics



Some basics

Chart Suggestions—A Thought-Starter



© 2006 A. Abela — a.v.abela@gmail.com

<http://extremepresentation.typepad.com/a/6a00d8341bfd2e53ef00e553577fea8833-pi>

Some basics

A relationship tries to show a connection or correlation between two or more variables through the data presented, like the market cap of a given stock over time versus overall market trend.

A comparison tries to set one set of variables apart from another, and display how those two variables interact, like the number of visitors to five competing web sites in a single month.

A composition tries to collect different types of information that make up a whole and display them together, like the search terms that those visitors used to land on your site, or how many of them came from links, search engines, or direct traffic.

A distribution tries to lay out a collection of related or unrelated information simple to see how it correlates, if at all, and to understand if there's any interaction between the variables, like the number of bugs reported during each month of a beta.

Some basics

The Data Visualisation Catalogue

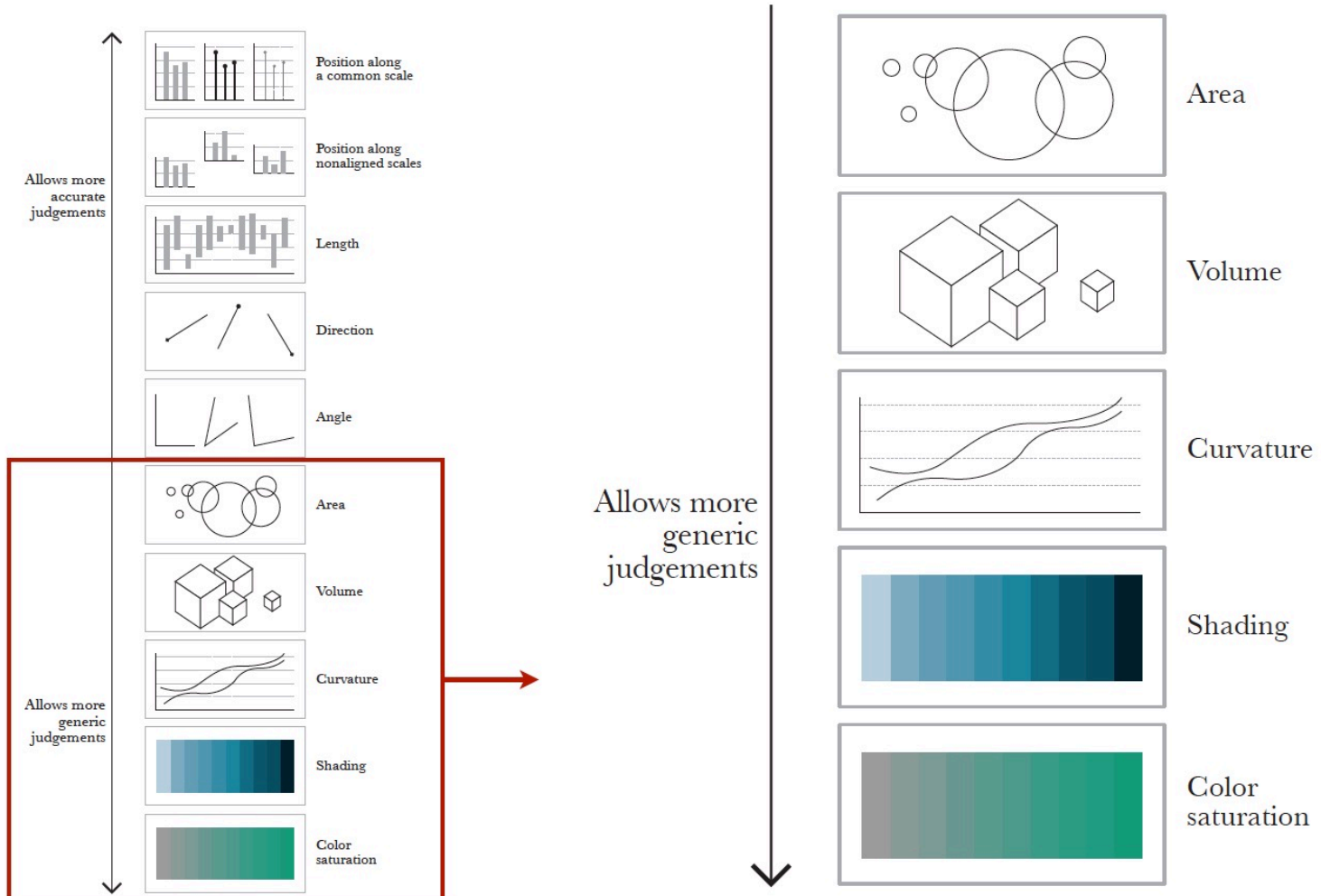
Helping you display your data...

Search by Function View by List

Arc Diagram	Area Graph	Bar Chart	Box & Whisker Plot	Brainstorm	Bubble Chart
Calendar	Choropleth Map	Donut Chart	Dot Matrix Chart	Flow Map	Histogram
Illustration Diagram	Line Graph	Multi-set Bar Chart	Parallel Sets	Pictogram Chart	Pie Chart
Population Pyramid	Proportional Area Chart	Radial Bar Chart	Sankey Diagram	Scatterplot	Span Chart

Some basics

William Cleveland and Robert McGill (1984)



Resources

ICONS: WWW.THENOUNPROJECT.COM

FONTS: WWW.GOOGLE.COM/FONTS

CSS3 GENERATOR: WWW.CSS3MAKER.COM

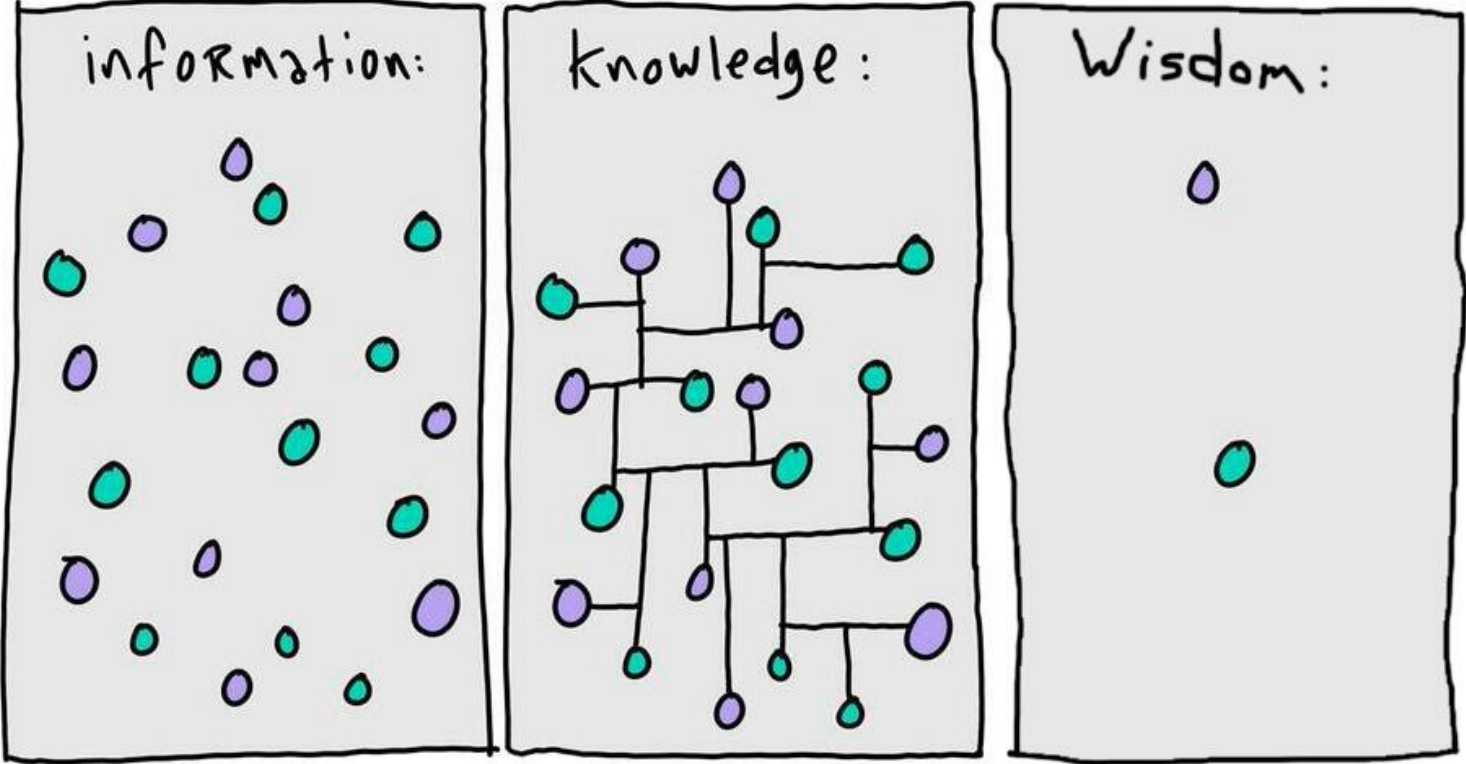
OPTIMISE & RESIZE IMAGES:
WWW.IMAGEOPTIMIZER.NET

COLOUR PALLETTE FROM IMAGE:
WWW.DEGRAEVE.COM/COLOR-PALETTE

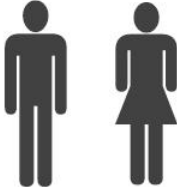
Some questions

- What do we want to communicate?
- Which relationship there is with data?
- How many dimensions do we want to show?
- Is there some time data?
- Is there any geographical data?

Show, don't tell



Some basics rules



Icon



Index

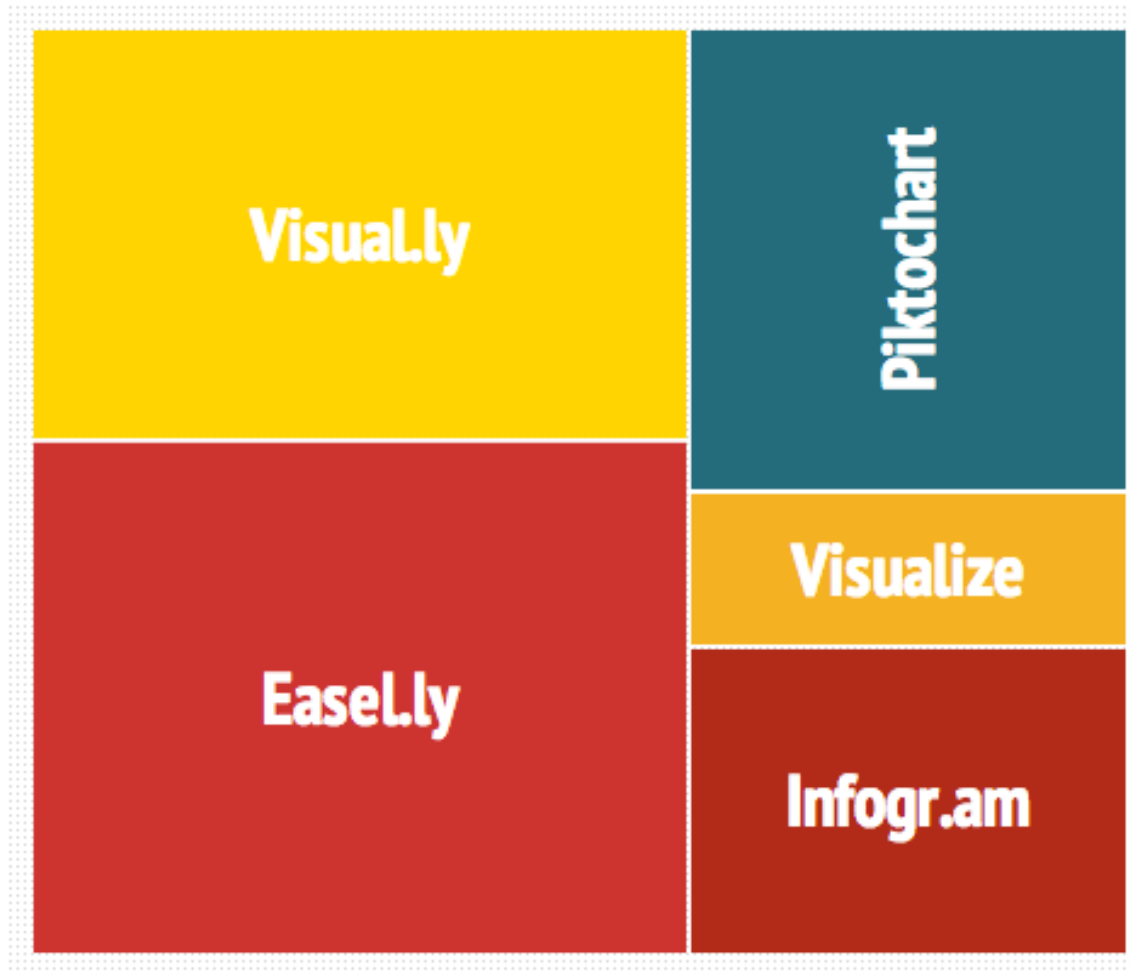


Symbol

Tools

Infographics
From data to knowledge

Tools for non designers



Non cloud tools

Illustrator



Inkscape



<http://design.tutsplus.com/tutorials/how-to-create-outstanding-modern-infographics--vector-3524>

Infogr.am



Infogr.am

- Do we make some work to together ?



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