Basic Introduction to Infographic

Audhi Aprilliant
Table of Contents

1. What is an infographic?
2. What makes a good infographic?
3. Types of infographics
4. Steps to creating an infographic
5. Tips for designing the infographic
What is an infographic?
What makes a good infographic?
It tells a **story**

An effective infographic not only conveys valuable information in a convincing manner, but it also **narrates a story worth telling**.
HASIL SENUS PENDUDUK 2020
Berita Resmi Statistik No. 07/01/Th. XXIV, 21 Januari 2021

Jumlah Penduduk Indonesia Hasil SP2020 (September 2020)

270,20 Juta Jiwa
Bertambah 32,56 juta jiwa dibandingkan SP2010

Laju Pertumbuhan Penduduk per Tahun, 2010-2020
1,25%

Netamart dibandingkan periode 2000-2010 yang sebesar 1,48%

Penduduk Usia Produktif (15-64) Tahun
70,72%

Indonesia masih dalam masa bonanza demografi

Penduduk Lansia
9,78%

Naik dibandingkan tahun 2010 yang sebesar 7,59%

Sebaran Penduduk Indonesia Menurut Wilayah

Penduduk Indonesia
Masih Terkonsentrasi di Pulau Jawa

Dengan Luas Terbesar 7% dari Wilayah Indonesia, Pulau Jawa diluar Sekitar 153,79 juta jiwa atau 56,10% Penduduk Indonesia

102
Terpopuler 102 penduduk laki-laki untuk setiap 100 penduduk perempuan

Komposisi Penduduk Indonesia

1,87%
Pre-Boomer
Lahir sebelum tahun 1941, Perkiraan usia sekarang 75+ tahun

11,56%
Baby Boomer
Lahir tahun 1942-1964, Perkiraan usia sekarang 63-85 tahun

10,88%
Post Gen Z
Lahir tahun 2003-2009, Perkiraan usia sekarang 11-17 tahun

25,87%
Milenial
Lahir tahun 1986-1999, Perkiraan usia sekarang 21-34 tahun

21,88%
Gen X
Lahir tahun 1965-1985, Perkiraan usia sekarang 51-71 tahun

27,94%
Gen Z
Lahir tahun 1990-2002, Perkiraan usia sekarang 19-31 tahun

Sebaran penduduk melalui Jawa Barat dan DKI Jakarta (dilibatkan dalam 4,6%)

Rاجان PUSAT STATISTIK
https://www.bps.go.id
It takes your eyes on a predefined journey

You can be sure of one thing: if a reader’s gaze is darting from one end of your infographics to another, trying to figure out where to look next, then it is probably lacking structure and visual hierarchy.

The mark of a good infographic is its effectiveness in communicating a message.
AN IDEA IS BORN!

1. Designs are printed on to special sublimation paper. Ink from the paper is transferred to the fabric through heat and pressure as sublimation ink penetrates into the fabric fibers.

2. Artwork is drawn digitally.

3. Material is cut into garment panels. Panels are sewn together to create a Fancy Running masterpiece.

4. Awesome garments make their way to awesome people for their many Fancy Running adventures.

GLORY VICTORY ADULATION

AWESOMENESS
YOU WILL READ THIS FIRST

And then you will read this line next.

You will go back to read this body copy if you want to know more. It takes the most effort to read because it has a lot of text in a small font in a light weight with tight line spacing. Many people will skip paragraphs like this unless they aren’t engaged right away. This is why it’s important to draw attention to your message using visual hierarchy.

You’ll probably read this before the paragraph.
The Three-Trillion-Dollar War
Its Cost in Ten Steps

In 2003, Secretary of Defense Donald Rumsfeld estimated that a war with Iraq would cost $60 billion. Five years later, the cost of Iraq War operations is more than 10 times that figure. By the time the United States leaves Iraq, the estimated cost of war will be more than $3 trillion.

1. Operational Costs
   - The total spent on operations to date: $300 billion.
   - Plus an additional $100 billion for operations in Afghanistan.

2. Additional Expenditures
   - An additional $30 billion for salaries, contractors, and other Iraq costs.

3. Inflation
   - Cost of inflation over the past five years.

4. Operational and Peacekeeping Costs
   - In 2013, the United States spent $126 billion on operations and peacekeeping.
   - Plus an additional $41 billion for training and support.

5. Health Care
   - $14 billion spent on veterans' care.

6. Restoring the Military
   - $120 billion needed to restore the military to proper strength.

7. Social Security
   - $10 billion needed to restore Social Security to proper benefits.

8. Economic Impact
   - Loss of economic output: $2.0 trillion.

9. Lost Economic Output
   - $500 billion for lost economic output from violence and instability.

10. Macroeconomic Impact
    - Loss of economic output and decline in confidence of U.S. dollar.

Sources:
- The Fiscal Budget by the Joint Congressional Committee on the Budget.
It is well structured

If you have a lot of textual information to present, it's best to organize your infographic into sections so it is easier to read and scan.
5 Tips To Keep Your Chin Up

1. Do something impulsive.
   Do something impulsive that you haven't planned every day. It's better to have no plan so we can seize the opportunities that may arise.

2. Have rituals.
   We are less who we are than what we do. Do 3 things that you love every day. As a result, feeling the gratitude will help you better sleep. Better sleep helps to be in a better mood. A better mood helps to make better decisions.

3. Exercise at least 10 minutes a day.
   Exercising has an influence on your brain, on your mood, on your ability to reflect and on your health.

4. Take breaks.
   Prevent burnouts by stopping what you are doing and do something else. Create a different atmosphere, add some novelties in your daily routine.

5. Learn something new.
   Learning helps to create new connections in your brain and to come up with new ideas and new opportunities.
It sends one **key message**

One way to gauge whether your infographic meets this criterion is to **ask someone who wasn't involved in the creation process to explain it to you**
HASIL SENSUS PENDUDUK 2020
Berita Resmi Statistik No. 07/01/Th. XXIV, 21 Januari 2021

Jumlah Penduduk Indonesia Hasil SP2020
(September 2020)

270,20 Juta Jiwa
Bertambah 32,56 juta jiwa dibandingkan SP2010

Laju Pertumbuhan Penduduk per Tahun, 2010-2020
1,25%

Melansir dibandingkan periode 2000-2010 yang sebesar 1,64%

Penduduk Usia Produktif (15-64) Tahun
70,72%

Indonesia masih dalam masa luna demografi

Peningkatan Penduduk Lansia
9,78%

Naik dibandingkan tahun 2010 yang sebesar 7,59%

Sebaran Penduduk Indonesia Menurut Wilayah

102
Terdapat 102 penduduk laki-laki untuk setiap 100 penduduk perempuan.

https://www.bps.go.id
It is visually appealing

One of the big pluses of using an infographic is the added visual appeal that makes it stand out from textual content.
<table>
<thead>
<tr>
<th>county</th>
<th>year</th>
<th>county_ra</th>
<th>v001_ra</th>
<th>v001_desc</th>
<th>v001_dsp</th>
<th>v001_dsp났</th>
<th>v001_cisv</th>
<th>v001_chig</th>
<th>v001_race</th>
<th>v001_race_001_ra</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>2019</td>
<td>6900.63</td>
<td>1745538</td>
<td>9.08E+06</td>
<td>6890.349</td>
<td>4910.912</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Alabama</td>
<td>2019</td>
<td>9911.733</td>
<td>80440</td>
<td>1.86E+06</td>
<td>9815.191</td>
<td>10009.27</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Autauga County</td>
<td>2019</td>
<td>8824.057</td>
<td>815</td>
<td>165132</td>
<td>7935.326</td>
<td>9712.788</td>
<td>10471.25</td>
<td>8706.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baldwin County</td>
<td>2019</td>
<td>7224.632</td>
<td>2827</td>
<td>574946</td>
<td>6794.128</td>
<td>7655.136</td>
<td>10042.47</td>
<td>3086.606</td>
<td>7277.7</td>
<td></td>
</tr>
<tr>
<td>Barbour County</td>
<td>2019</td>
<td>9586.165</td>
<td>451</td>
<td>72222</td>
<td>8200.118</td>
<td>10972.21</td>
<td>11323.56</td>
<td>7309.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bibb County</td>
<td>2019</td>
<td>11783.54</td>
<td>445</td>
<td>63653</td>
<td>10159.98</td>
<td>13407.11</td>
<td>14812.54</td>
<td>11327.2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Blount County</td>
<td>2019</td>
<td>10908.1</td>
<td>1050</td>
<td>161107</td>
<td>9895.583</td>
<td>11930.82</td>
<td></td>
<td></td>
<td></td>
<td>5619.645 11336.1</td>
</tr>
<tr>
<td>Bullock County</td>
<td>2019</td>
<td>12066.91</td>
<td>205</td>
<td>29266</td>
<td>9519.704</td>
<td>14614.12</td>
<td>14336.54</td>
<td>6638.6</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Butler County</td>
<td>2019</td>
<td>14018.61</td>
<td>393</td>
<td>54804</td>
<td>11976.43</td>
<td>16060.78</td>
<td>15793.38</td>
<td>12797.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Calhoun County</td>
<td>2019</td>
<td>12217.76</td>
<td>2333</td>
<td>321406</td>
<td>11484.59</td>
<td>12950.93</td>
<td>12955.02</td>
<td>12447.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chambers County</td>
<td>2019</td>
<td>11779.17</td>
<td>491</td>
<td>93770</td>
<td>9948.759</td>
<td>12597.58</td>
<td>10774.42</td>
<td>11794.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cherokee County</td>
<td>2019</td>
<td>11294.41</td>
<td>575</td>
<td>71014</td>
<td>9767.023</td>
<td>12821.8</td>
<td>16395.25</td>
<td>10965.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Chilton County</td>
<td>2019</td>
<td>10831.92</td>
<td>850</td>
<td>123617</td>
<td>9733.842</td>
<td>11939.99</td>
<td>12000.44</td>
<td>11110.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Choctaw County</td>
<td>2019</td>
<td>12047.19</td>
<td>273</td>
<td>35489</td>
<td>9740.13</td>
<td>14354.24</td>
<td>12215.47</td>
<td>12163.1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clarke County</td>
<td>2019</td>
<td>9688.374</td>
<td>412</td>
<td>67037</td>
<td>8207.626</td>
<td>11160.12</td>
<td>12447.32</td>
<td>7394.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Clay County</td>
<td>2019</td>
<td>9966.041</td>
<td>271</td>
<td>39916</td>
<td>7821.948</td>
<td>11510.13</td>
<td>12628.10</td>
<td>9302.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cleburne County</td>
<td>2019</td>
<td>11985.56</td>
<td>334</td>
<td>41389</td>
<td>9955.606</td>
<td>14015.5</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Coffew County</td>
<td>2019</td>
<td>7933.13</td>
<td>743</td>
<td>143480</td>
<td>7085.258</td>
<td>8781.002</td>
<td>10333.51</td>
<td>6033.742</td>
<td>7652.6</td>
<td></td>
</tr>
<tr>
<td>Colbert County</td>
<td>2019</td>
<td>10332.48</td>
<td>1016</td>
<td>149959</td>
<td>9321.505</td>
<td>11343.46</td>
<td>11604.94</td>
<td>10386.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conecuh County</td>
<td>2019</td>
<td>10635.37</td>
<td>272</td>
<td>34170</td>
<td>8546.834</td>
<td>12723.9</td>
<td>11100.61</td>
<td>10319.7</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
6 It is **accurate** and well-researched

One of the worst infographic sins you could commit is misleading readers with inaccurate or incomplete information.

You must **handle information responsibly** and give useful tips based on widely agreed-upon facts.
No Facebook Arthur é responsável por 40% de toda interação envolvendo candidatos à prefeitura.

No Instagram a vantagem é ainda maior, onde Arthur do Val acumula 44%.

**PREFEITO**

**ARTHUR 51**

**VICE ADELAIDE**
Types of infographics
Let's all eat healthy. Be healthy. Save.
The Dietary Guidelines for Americans can help.

We're in the red.
- 117 million U.S. adults have 1+ chronic diseases.
- Billions spent in medical care of diet-related chronic diseases:
  - $147B obesity
  - $245B type 2 diabetes
  - $316B heart disease
- 8 in 10 Americans think advice about what to eat is conflicting.

Healthy eating can help... but first, we need to do it.

U.S. Scores Over Time:
- 2000-2005: 56
- 2005-2010: 57
- 2010-2015: 66
- 2015-2020: 60
- 2020-2024: 59

The Healthy Eating Index Score shows that Americans do not align their eating choices with the Dietary Guidelines (on a scale from 0-100).

U.S. Scores by Age Group:
- Age 2-5: 80
- Age 6-11: 63
- Age 12-19: 63
- Age 20-39: 58
- Age 40-59: 58
- Age 60+: 58

What's the return on our investment?
- Each step closer to eating a diet that aligns with the Dietary Guidelines reduces risk of:
  - Heart Disease
  - Type 2 Diabetes
  - Cancer

- $16B savings for every $1 invested in improving nutrition, increasing physical activity, and preventing tobacco use — that could save the United States $16,000,000,000 annually within five years.
- That's a 5.6x return for every $1 invested!
5 Tips To Keep Your Chin Up

1. Do something impulsive.
   Do something impulsive that you haven’t planned every day. It’s better to have no plan so we can seize the opportunities that may arise.

2. Have rituals.
   We are less who we are than what we do. Do 3 things that you love every day. As a result, feeling the gratitude will help you better sleep. Better sleep helps to be in a better mood. A better mood helps to make better decisions.

3. Exercise at least 10 minutes a day.
   Exercising has an influence on your brain, on your mood, on your ability to reflect and on your health.

4. Take breaks.
   Prevent burnouts by stopping what you are doing and do something else. Create a different atmosphere, add some novelties in your daily routine.

5. Learn something new.
   Learning helps to create new connections in your brain and to come up with new ideas and new opportunities.
HOW INSTAGRAM STARTED
Or How Two Guys Made an App in 8 Weeks

(Left)
- Kevin learned to code at night after work
- Built an HTML5 prototype called Burbn
- gave it to friends to use
- met investors at a party, showed them Burbn
- took the jump andquit his job
- got $500,000 in funding

(Mike)
- went back to the old version (Burbn)
- built a pretty awful photo app
- prototyped a photo sharing app from scratch
- decided to focus on one thing: photos
- looked at what they had - an app that did everything from check-ins to photos
- found a co-founder

- made Burbn into an iPhone app, but it felt cluttered
- threw out everything, only left photos
- renamed it Instagram
- launched on a Monday
- became #1 photo app

Funders and Founders
as told by Kevin Systrom at Cacau qu.viK0N

Timeline
THE HISTORY OF OPPORTUNITY
How Humans Created Value and Made Money

Timeline

- Pre-history: 10,000 B.C.
- 500 A.D.
- 1200 A.D.
- 1500 A.D.
- 1550
- 1700
- 1780
- 1901
- 1930
- 1960
- 2001

First entrepreneurs, want to work more since warrior don’t plunder their shops.

Gross World Product in trillions of USD

10,000 B.C.
500 A.D.
1200 A.D.
1500 A.D.
1550
1700
1780
1901
1930
1960
2001

Timeline

- Hunter: growing is more stable than hunting
- Grower: we can plunder growers' food (for the king)
- Warrior: if we make things and found cities warriors won't get us
- Craftsman: let's plunder far away lands
- Explorer: bring things from other lands and sell
- Merchant: machines make more things fast
- Mechanizer: electric machines make things even faster
- Industrialist: since industrialists need to feed cars oil
- Oil Driller: cars made large factories into corporations
- Corporate Executive: now let's buy and sell corporations (LBO)
- Financier: making useful things faster than a corporation
- Startup Founder: making useful things faster than a corporation

FundersandFounders.com
How to Become a Data Scientist

**FOUNDATION #1**
Programming

Try Coursera
Get yourself into the second or third course!

**TIP:** Object Oriented Programming is deep enough.

**FOUNDATION #2**
Data analytics

Linear Algebra
Try Gilbert Strang at MIT

**TIP:** Math is not only useful in machine learning, it's also required in many other fields.

**TIP:** Data is the new oil. It must be used wisely.

**TOP 10 PROGRAMS IN THE US**

01: Stanford University
02: University of Texas at Austin
03: UC Berkeley
04: UC Davis
05: UC San Diego
06: WSU (Washington State University)
07: University of Southern California (Marshall)
08: University of Southern California (Viterbi)
09: Columbia University
10: Boston University

**TOP 10%**

01: PhD
02: Master's
03: MBA
04: Bachelor's
05: Other

**TIP:**
- To get into a top school, you probably need a 4.0 GPA, 400+ SAT, and a GRE Quantile score of 160-170 but you don't need to be in one of the top schools to do great in this field.

02: Other types of Masters degrees can be OK too, like Engineering, for example. In that case, you should ensure the skills you need to do your own, through self preparation or on the job training.

**KEY FACT:**
- 40% of course notes have passed at least one oral exam on their linkedin profile. (the average is 5 certificates)

**Collect Your Rewards**

Average Salary

- Bachelor's: $60,000
- Master's: $70,000
- MBA: $80,000
- PhD: $90,000

Plan:
- Being a data scientist is fun and interesting work.
  - The next 5 years will be $120,000
The Design Process

1. The Design Brief
   - The starting stage where the client and designer meet and go through what to render, how long it will take and quoting an price.
   - This is the stage where the designer and client come to an agreement.

2. The Research Phase
   - The designer conducts research and presentation on the subject of the design.

3. Generate Ideas
   - The designer conducts research and presents the new design to the client.
   - The client chooses from many different ideas.

4. The Design Stage
   - The designer then creates the design, presents the design to the client and receives feedback on the product.

5. The Final Phase
   - The designer then sends the project to be professionally printed and delivered the finished product to you!

DONE

Advertising Process

1. Idea
2. Planning
3. Production
4. Media
5. Launch
6. Analyze
Map
Android vs Apple Phones

WHICH DOES THE WORLD LOVE MOST?

We used an academic language sentiment tool, called SentiStrength, to classify over 240 thousand posted tweets about Android or Apple phones as positive or negative. Then we asked each location by which figure was the highest: percentage of positive Apple tweets or percentage of positive Android tweets.

Androids are officially the most popular smartphones in the world. 74 countries around the world favor Android, and 65 favor Apple. Only three countries can’t decide (Bolivia, Fiji, and Peru).

Methodology:

We compiled data of Android and Apple devices. Then using hashtag, we collected the data tweets containing the given hashtag and analyzed by SentiStrength tool. We took the average of the percentage of positive Android tweets of the percentage of positive Apple tweets.
### Comparison

#### Bill Gates vs. Steve Jobs

<table>
<thead>
<tr>
<th>Year</th>
<th>Bill Gates</th>
<th>Steve Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>Born</td>
<td>Born</td>
</tr>
<tr>
<td>1975</td>
<td>First Creation</td>
<td>1974</td>
</tr>
<tr>
<td>1975</td>
<td>First PC</td>
<td>1976</td>
</tr>
<tr>
<td>1976</td>
<td>First Band</td>
<td>1976</td>
</tr>
<tr>
<td>1980</td>
<td>First Software</td>
<td>1976</td>
</tr>
<tr>
<td>1980</td>
<td>First Laptop</td>
<td>1976</td>
</tr>
<tr>
<td>1985</td>
<td>First Digital Camera</td>
<td>1976</td>
</tr>
<tr>
<td>1995</td>
<td>First Digital Video</td>
<td>1976</td>
</tr>
<tr>
<td>2001</td>
<td>First Digital Music</td>
<td>1976</td>
</tr>
</tbody>
</table>

#### Microsoft vs. Apple

<table>
<thead>
<tr>
<th>Year</th>
<th>Microsoft</th>
<th>Apple</th>
</tr>
</thead>
<tbody>
<tr>
<td>1975</td>
<td>1st PC</td>
<td>1st PC</td>
</tr>
<tr>
<td>1980</td>
<td>1st Band</td>
<td>1st Band</td>
</tr>
<tr>
<td>1985</td>
<td>1st Digital Camera</td>
<td>1st Digital Camera</td>
</tr>
<tr>
<td>1995</td>
<td>1st Digital Video</td>
<td>1st Digital Video</td>
</tr>
<tr>
<td>2001</td>
<td>1st Digital Music</td>
<td>1st Digital Music</td>
</tr>
</tbody>
</table>
Comparison
One World Trade Center is the world’s fourth tallest building

The tallest buildings worldwide (in metres)

- **Dubai**
  - Burj Khalifa: 828m (2010)

- **Shanghai**
  - Shanghai Tower: 632m (2014)

- **Makkah**
  - Makkah Clock Royal Tower: 601m (2012)

- **New York**
  - One World Trade Center: 541m (2014)

- **Taipei**

- **Shanghai**
  - Shanghai World Financial Center: 492m (2008)

- **Hong Kong**
  - International Commerce Centre: 484m (2010)

- **Kuala Lumpur**
  - Petronas Towers: 452m (1998)

Source: Emporis
The World's Biggest Single-Use Plastic Waste Producers
Companies contributing the most to single-use plastic waste in 2019 (million metric tons)

- **ExxonMobil**: 5.9
- **Dow**: 5.6
- **SINOPEC**: 5.3
- **INDORAMA**: 4.6
- **PetroChina**: 4.3
- **LyondellBasell**: 4.0
- **Reliance**: 3.9

Source: The Plastic Waste Makers Index by The Mindaroo Foundation
Steps to creating an infographic
Choose your **topic**

The process for creating a shareable infographic is a lot like the process for writing an effective piece of communication. You probably **started by organizing your ideas**, then identifying a thesis statement and arguments to support it.
Define your **target audience**

Who are you communicating to? Business executives? Millennials? Stay-at-home moms? Your answer to this question will set the tone of your copy and the overall mood of your visual theme.
Define your **goals**

Ask yourself: **what exactly do I want to achieve with this infographic?** Here are a few objectives you may have:

- Reveal hidden trends and patterns using data
- Raise awareness of a specific issue of cause
- Create a comprehensive, go-to visual resource on a topic
- Compare two or more products or concepts
- Translate a story
Define the **medium**

Nowadays, many of the infographics created for marketing purposes are published online, which saves a lot of time and resources.

But if your objective is to translate a report into a print infographic that can be handed out at a meeting, then you'd have to consider factors such as the dimensions of your infographic file format and image resolution.
Find the right information

If you still have to investigate and shift through data to find the right information, start by consulting these possible sources:

- Recently published survey or polls
- Newly released reports
- Press releases
- Proprietary company data
- Academic studies
- Interviews with experts
- Your own informal surveys using online form
Find the **story in the data**

Now comes the part where you "**interview** your data to find a story worth telling." By asking many questions, you will obtain various interpretations of the same data instead of simply sticking with your first reading.
COMPARE VALUES

- Bar chart
- Line chart

SHOW THE INDIVIDUAL PARTS THAT MAKE UP A WHOLE

- Pie chart
- Stacked bar
- Stacked column

ANALYZE TRENDS

- Line chart
- Bar chart

UNDERSTAND HOW DATA IS DISTRIBUTED

- Scatter plot
- Bubble chart

COMPREHEND THE RELATIONSHIP BETWEEN DATA SETS

- Line chart
- Scatter plot
- Bubble chart
Trends over time

America's Divorce Rate
(1980-2010)

Divorces and Annulments per 1,000 people
Comparisons between items

**Total number of homicides per year** (2013-2014)

- United States: 12,253
- Kenya: 2,649

**Homicide rate** (2013-2014)

- United States: 3.9
- Kenya: 5.9
Composition of a whole

**Biggest Future Changes in the Workplace**

**BEFORE**
- Employees competing on high flexibility rather than salaries: 73%
- Employees will be paid on output rather than hours worked: 69%
- Treadmill desks becoming common place to combat sedentary office life: 46%

**AFTER**
- Employers competing on high flexibility rather than salaries: 73%
- Employees will be paid on output rather than hours worked: 69%
- Treadmill desks becoming common place to combat sedentary office life: 46%
Relationship between two or more variables
How to choose the right type of infographic

- Mixed chart
- Informational
- Timeline
- How to
- Process
- Map
- Comparison
- Single Chart
How to write copy

To do this, consider your answer to the questions

- Who is your audience?
- What is your primary purpose?
  - to educate, entertain, inspire or persuade
- What is your thesis statement?

Then, try to sum up the main message of your infographic in just a sentences

“Find the surprise in your data and add it as the title.”

Swizec Teller
Create a **wireframe**

Now comes the part where you start **translating your text into visual elements**. Make sure to include the following in your wireframe:

- Placement of titles, subtitles and introduction
- Placement of highlighted stats and figures
- Rough sketches of charts and graphs
- Rough sketches of illustrations or icons
Tips for designing the infographic
1 Visual theme
Deciding on a **visual theme**
2 Color scheme
Choosing a **color scheme**

- **Red:** passion, romance, anger
- **Orange:** optimism, happiness, energy
- **Yellow:** happiness, hope
- **Green:** fertility, nature, abundance
- **Blue:** professionalism, calm, transparency
- **Purple:** luxury, royalty, creativity
- **Black:** elegance, mystery, darkness
- **White:** purity, cleanliness
- **Brown:** enduring, dependability, nature
- **Beige:** conservatism, piety, dullness

1. Select varying tones, shades and tints of a specific color.
2. Then select another pure color at least three spaces away on the wheel to act as an accent color.
Choosing a color scheme

Keep it simple

The 60-30-10 rule
3 Font combinations
Choosing a **font combinations**

- **OSWALD**
  - Old Standard TT

- **Rokkitt**
  - Ubuntu

- **Vollkorn**
  - Exo

- **Abril Fatface**
  - Josefin Sans

- **PT Mono**
  - Open Sans Condensed

- **Colaborate**
  - Titillium

- **Lobster**
  - Lato

- **Ubuntu**
  - Source Sans Pro
Font pairing made simple

Generate font combinations with deep learning

Click (Generate) to create a new font pairing, (Lock) to lock fonts that you want to keep, and (tdlt) to choose a font manually. The text is editable, try replacing it with your company name or other copy.

The goal of font pairing is to select fonts that share an overarching theme yet have a pleasing contrast. Which fonts work together is largely a matter of intuition, but we approach this problem with a neural net. See Github for more technical details.

https://fontjoy.com/
Choosing a **font combinations**

Achieve contrast and create visual hierarchy by varying the point size between the different fonts for headlines, subtitles and body text.

Assign a role to each of the fonts used. For example, you can use the same font for subtitles, another for the body text, a third font for data explainers, and so on.
Choosing a **font combinations**

Pair a distinct font that has a lot of personality with a more neutral one

Stick to two-max three combinations
How to use and select the **right icons**

Replace names and titles with icon

Use icons in graphs and charts
How to use and select the right icons

Pair icons with fonts

Pair icons with color palette

Stick with one icon style
Effective visuals
How to create **effective charts**

---

**Before**

**When do people buy on our website?**

<table>
<thead>
<tr>
<th></th>
<th>women's</th>
<th>men's</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 am - 3 am</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 am - 6 am</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 am - 9 am</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 am - 12 pm</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9 am - 12 pm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---
How to create **effective charts**

Ask yourself, "can this be summarized?" If certain details are not essential, then consider summarizing certain elements by grouping them into broader categories.
How to create **effective charts**

![Before]

*Non-Mortgage Debt Outstanding*
How to create **effective charts**

Push all chart elements to the background by applying a light grey color. Then go through the most important of these elements and use different design techniques to make them stand out, such as making the size bigger, making certain lines thicker, applying color, adding data explainers or labels, among others.
How to create effective charts

SCREEN TIME IN THE U.S.

NUMBER OF HOURS PER DAY

Mobile
Computer
Television
How to create **effective charts**

Use only two to three colors to highlight the most important points. Use grey for the rest of information.
How to create **effective charts**

*Before*

- Slow Comcast Speeds Were Costing Netflix Customers
How to create **effective charts**

When possible, do away with chart gridlines and borders.
How to create **effective charts**

**Before**

**How Interested Are You In This Product?**

- **44%**: Not at all interested
- **19%**: Extremely interested
- **15%**: Moderately interested
- **22%**: Minimally interested
How to create effective charts

In order to limit eye movement from one end of the chart to another, eliminate legends when possible and instead label segments, lines or bars directly.
6 Background images
How to choose **background images**

Graphic elements are superimposed over images to create a simple yet attractive visualization.

Images of European cities are used to create a look and feel evocative of scenic white winters.
How to choose **background images**

Rules to keep in mind when combining images with text and other graphic elements:

Choose images that evoke the right emotions. Well-chosen photos speak volumes all on their own.

Use fonts that reinforce the mood and message of your background image.
How to choose **background images**

Rules to keep in mind when combining images with text and other graphic elements:

Make text readable. One way to do this is to place text inside shapes and frames to make it stand out against the background image.

Use a degree of transparency to create a more uniform surface for typography and apply text colors that provide sufficient contrast with the background.
Section dividers
How to choose section dividers

Colors
Alternate colors for each section. Stick to two-max three colors and, when suitable, use tones, shades and tints of the same hue.

Arrows
Here, the reader’s gaze is directed by arrows that are extensions of the different blocks.
How to choose **section dividers**

**Ribbons**
Ribbons, both flat ones and others with a bit of depth, are commonly used in infographics.

**Numbers**
One of the most commonly used ways to segment your infographic is to use numbers to separate each section.
Final thoughts
1. Include your sources
2. Go back and proofread
3. Ask others for feedback
Thank you