



**Data visualization** refers to any *single* graphic (graphs, pie charts, scatter plots, maps, etc.) in any format (images, videos, etc.) that communicates data.

**Infographic** is an image that contains *one or more* data visualizations relating to a particular topic, often with other design components (e.g. photos, icons, maps, drawings, texts, etc.) An infographic is a creative representation of data, using different elements. They tell a more complete story of the data and are more engaging than most traditional ways of communicating data and information. The focus of good infographics is always on *telling a story* and communicating those insights.

## VISUAL PROCESSING THEORY

Pictorial Superiority Effect:

**93%** of all human communication is non-verbal

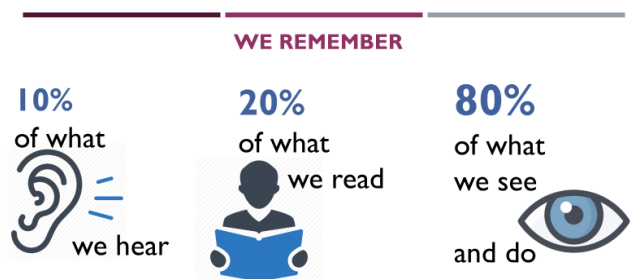
**90%** of information transmitted to the brain is **visual**

**70%** of sensory receptors are **visual**

**50%** of our brain is involved in **visual processing**

**8 second** attention span = quick processing

**Visuals** are processed **60,000 times** faster than text





## DESIGN ELEMENTS:

### DATA:

data should be current, reliable, sourced, simplified

bad data + good visualization techniques = bad infographic

include reference points

### ICONS + GRAPHICS:

these are quickly identified and communicated

watch for sizes, colour, 2D vs. 3D

### COLOUR:

evokes emotions, strategic meanings

use grey/white to contract and de-emphasize

stick to 2 or 3 colours

utilize negative space

### FONT:

use simple / easy to read fonts (sans serif, calibri, etc.)

be consistent

use **colour** or **SIZE** to put emphasis, instead of changing font types

### TEXT:

## KWYRWTs

know what you want to say

keep it simple

### ARRANGEMENT:

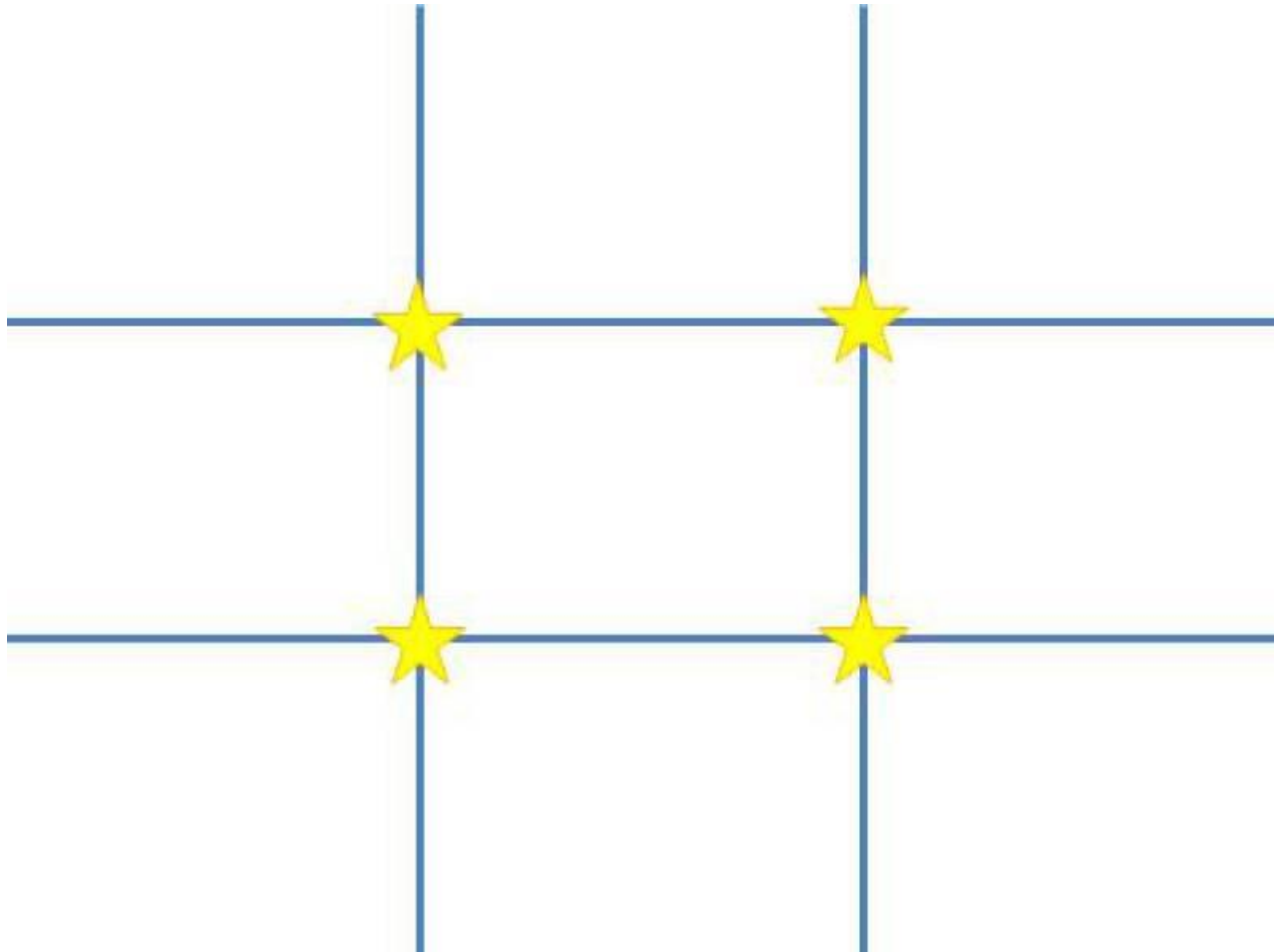
rule of thirds

Gutenberg arrangement

flow

story

## RULE OF THIRDS TEMPLATE FOR SLIDE LAYOUT



IN FACT, look out – here's [Rule of Thirds Template](#) for PowerPoint 2010 you can download where Stephanie Evergreen has already drawn the lines in the slide master and rearrange the default boxes.

# helpful tips

DEFINE YOUR TARGET  
**AUDIENCE**



KNOW YOUR AUDIENCE



DESIGN ON PAPER 1<sup>ST</sup> SOFTWARE 2<sup>ND</sup>

*get inspired with...*

GET INSPIRED, DO RESEARCH

**ONCE** UPON A **TIME**

TELL A STORY

## EXAMPLES, RESOURCES AND TOOLS

### Creating infographics:

- [ease.ly](http://ease.ly)
- [infogr.am](http://infogr.am)
- [piktochart.com](http://piktochart.com)
- <http://www.dataviz.com/>
- <https://gephi.org/>

### Graphics + Icons:

- [flaticon.com](http://flaticon.com)
- [vectorstock.com](http://vectorstock.com)
- [dreamstime.com](http://dreamstime.com)
- [iconfinder.com](http://iconfinder.com)
- [iconarchive.com](http://iconarchive.com)
- [freepik.com/free-icons](http://freepik.com/free-icons)

### Colours:

- [Color.adobe.com/create/color-wheel](http://color.adobe.com/create/color-wheel)
- [colorbrewer2.org](http://colorbrewer2.org)
- <http://colororacle.org/>

### Inspiration:

- [stephanieevergreen.com/](http://stephanieevergreen.com/)
- [selection.datavisualization.ch](http://selection.datavisualization.ch)
- [visualisingdata.com/index.php/resources](http://visualisingdata.com/index.php/resources)
- <https://d3js.org/>