

Infographics 101

JANUARY 2019

NOCE OFFICE OF INSTITUTIONAL RESEARCH & PLANNING



Accredited by the
Accrediting Commission for Schools,
Western Association of Schools and Colleges
533 Airport Blvd, Suite 200
Burlingame, CA 94010
Website: www.acswasc.org

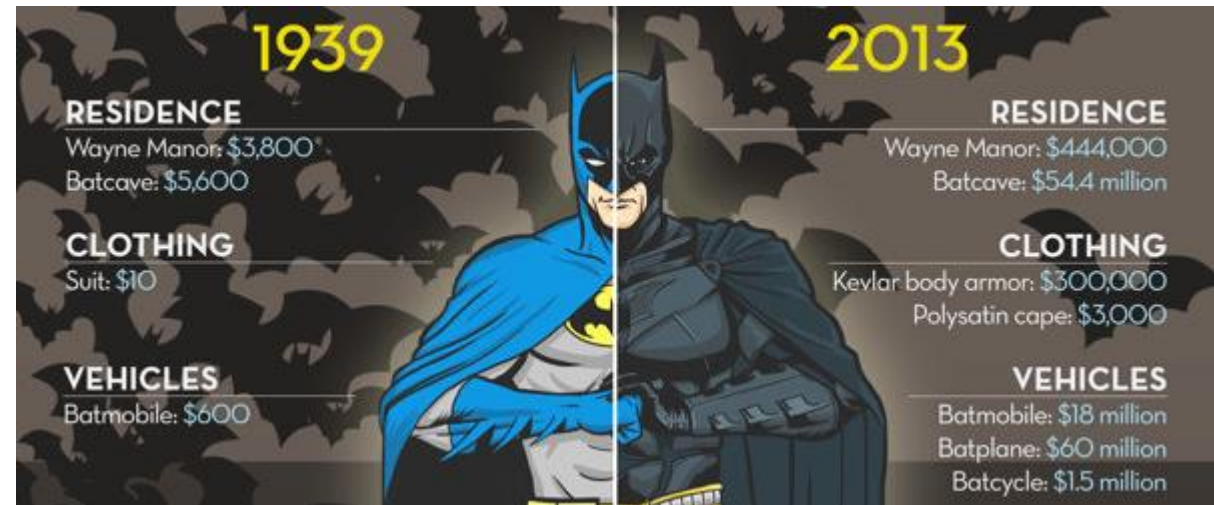
The North Orange County Community College District's (NOCCCD) North Orange Continuing Education (NOCE) Administrative Offices are located at 1830 W. Romneya Drive in Anaheim, California 92801. For more information, call 714.808.4645 or visit www.noce.edu. It is the policy of NOCCCD to provide an educational, employment, and business environment in which no person shall be unlawfully subjected to discrimination or sexual harassment, nor unlawfully denied full and equal access to the benefits of District programs or activities on the basis of ethnic group identification, national origin, religion, age, gender, race, color, ancestry, sexual orientation, marital status or physical or mental disability as defined and prohibited by state and federal statutes. The District is also committed to maintaining campuses that are free of harassment, drugs and alcohol. To read the entire NOCCCD nondiscrimination statement, see the policy in the General Information section in the back of the NOCE class schedule.

Introductions

- ▶ Name
- ▶ Role
- ▶ Experience with infographics

How do you see yourself using infographics?

- ▶ Survey Results
- ▶ Community/Program/? Profile
- ▶ Newsletter
- ▶ Repurpose them into slideshows
- ▶ Simplifying a complicated concept/Explaining how something works
- ▶ Comparisons



What's an infographic?

An infographic is a basically an artistic representation of data and information using different elements (graphs, pictures, diagrams, narrative, timelines, check lists, etc.)

The purpose of an infographic is to translate a topic or idea into a form of visual content. Therefore, before you populate your infographic, step back and ask yourself a few questions:

- ✓ What is the purpose?
- ✓ Who is going to be my audience?
- ✓ What messages do I want to portray to the viewers?

Why an infographic?

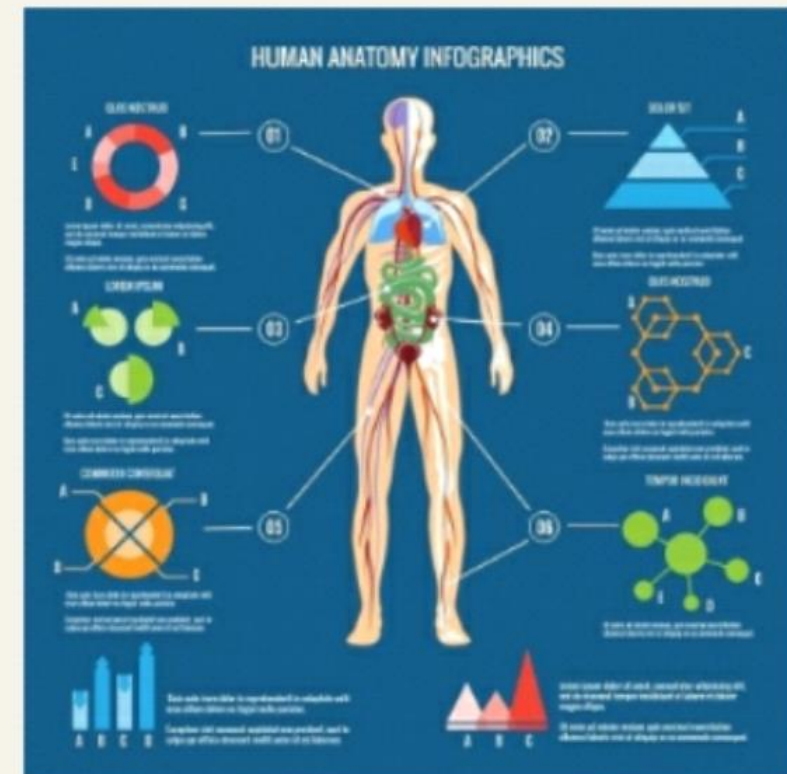
Anatomists take two general approaches to the study of the body's structures: regional and systemic. **Regional anatomy** is the study of the interrelationships of all of the structures in a specific body region, such as the abdomen. Studying regional anatomy helps us appreciate the interrelationships of body structures, such as how muscles, nerves, blood vessels, and other structures work together to serve a particular body region. In contrast, **systemic anatomy** is the study of the structures that make up a discrete body system—that is, a group of structures that work together to perform a unique body function. For example, a systemic anatomical study of the muscular system would consider all of the skeletal muscles of the body.

Whereas anatomy is about structure, physiology is about function. Human **physiology** is the scientific study of the chemistry and physics of the structures of the body and the ways in which they work together to support the functions of life. Much of the study of physiology centers on the body's tendency toward homeostasis. **Homeostasis** is the state of steady internal conditions maintained by living things. The study of physiology certainly includes observation, both with the naked eye and with microscopes, as well as manipulations and measurements. However, current advances in physiology usually depend on carefully designed laboratory experiments that reveal the functions of the many structures and chemical compounds that make up the human body.

Like anatomists, physiologists typically specialize in a particular branch of physiology. For example, **neurophysiology** is the study of the brain, spinal cord, and nerves and how these work together to perform functions as complex and diverse as vision, movement, and thinking. Physiologists may work from the organ level (exploring, for example, what different parts of the brain do) to the molecular level (such as exploring how an electrochemical signal travels along nerves).

Form is closely related to function in all living things. For example, the thin flap of your eyelid can snap down to clear away dust particles and almost instantaneously slide back up to allow you to see again. At the microscopic level, the arrangement and function of the nerves and muscles that serve the eyelid allow for its quick action and retreat. At a smaller level of analysis, the function of these nerves and muscles likewise relies on the interactions of specific molecules and ions. Even the three-dimensional structure of certain molecules is essential to their function.

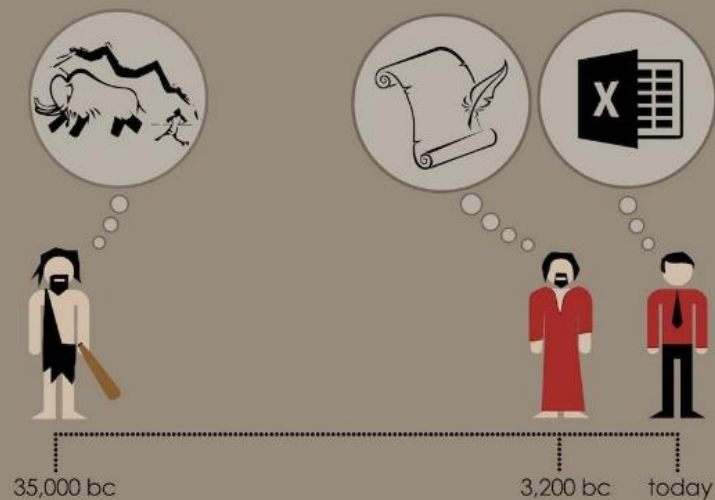
VS



the visual history of learning

Visual communication dates back to ancient cave paintings from as early as **35,000 BC**, whereas written language has only been around since **3,200 BC**.

We are genetically wired to respond more positively to images than text.



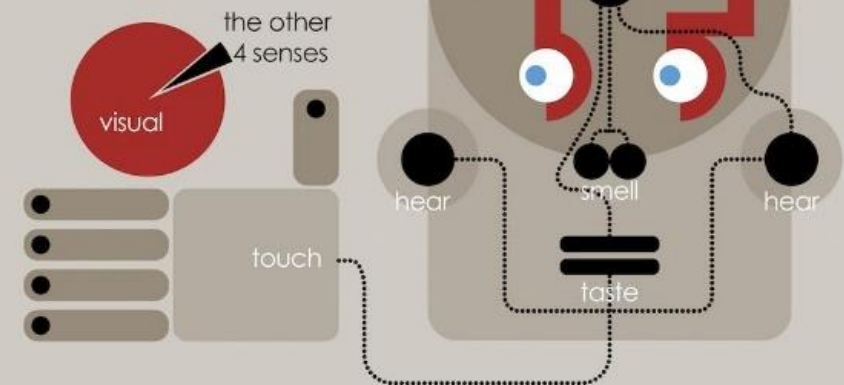
Potential threats, reproductive opportunities and food sources were all conveyed to our ancient ancestors through visual perception, and it helped them to stay alive.

From an evolutionary perspective, we're more acclimatized to observing prehistoric predators on the Savannah plains than we are sitting in a cubicle looking at an Excel spreadsheet.

psychology

90%

of information transmitted to the brain is visual.



Types of Infographics: Which is right for you?

1. **Visualized Article:** Takes an otherwise lengthy piece of writing and makes it visual. This makes it easier to understand, helping it to get shared.
2. **Flowchart:** Can answer a specific question by giving choices to the reader so they reach the right answer for them.
3. **Timeline:** Made up of chronological dates that are visualized to make the graphic interesting and shareable.
4. **Useful Bait:** Explains something or answers a question by visually showing how to do it/how it's done.

Types of Infographics (Cont.)

5. **Versus Infographic:** Compares two things and places them in a head-to-head comparison so we can visually see their differences.
6. **Number Crunch:** Describes an infographic which oozes impressive numbers and is filled with data and statistics to visualize.
7. **Photo Infographic:** Uses photos to visualize the content to tell the story.
8. **Data Vis:** Turns information into something visually creative and appealing, making them unique and interesting.

Source: <https://piktochart.com/blog/8-types-of-infographics-which-right-for-you/>

The *PROFESSIONAL* article
has 7 AMI columns: most of a
single column.

2003
RESEARCH
The following are
the results of the
survey conducted
in the spring of 2003.

2003
THE
CRANSTON
LEAF THE
MAY, 2003
11 AND 12
AND 13
WITHOUT
1992

2004
EMO BEDRUK
www.emoindia.com
The Official Emotion
T-shirt Store

2004
Vol. 7, No. 1

THE ACTRESS'S NEW FILM TURNS OUT LOST TO THE
WINDS OF TIME, BUT SHE'S NOT. SHE'S STILL
WORKING THE MARKET SQUARES OF HOLLYWOOD.

2006
THE PRODUCTIONS MAN
STAY AWAY FROM THE MOUNTAINS
AND BEHOLD THE GREAT PLAINS
AND THE GREAT PLAINS PRODUCERS
WILL BE YOUR FRIENDS

2005
THE FALCONHEIM
THE SUPPLY FOR FURNISH, SEWING & FURNI WKS. DROPS AND KITCHEN CUPB. DURING THE WARMEST MONTHS FOR NO. WHICH TYPICAL IN THE JAPANESE SUPPLY FOR HEALTHY AT LEAST THAT'S WHAT THE LUX AT THE END SHOW TOLD HER.

2007
THE
VINTAGE
QUEEN
ONE THOUGHT
TWO BEASTIES

AND POINTS HOWA
PRACTICE ON HER
BLUES. SHE HAD
SAID THAT THE
NEW FROM STAFF UP
THE WAY SHE WOULD
JOHN SIMPSON'S
TWO ARE, AND THE
WELL PLACE AND
STAY"

2009
META-ANALYSIS

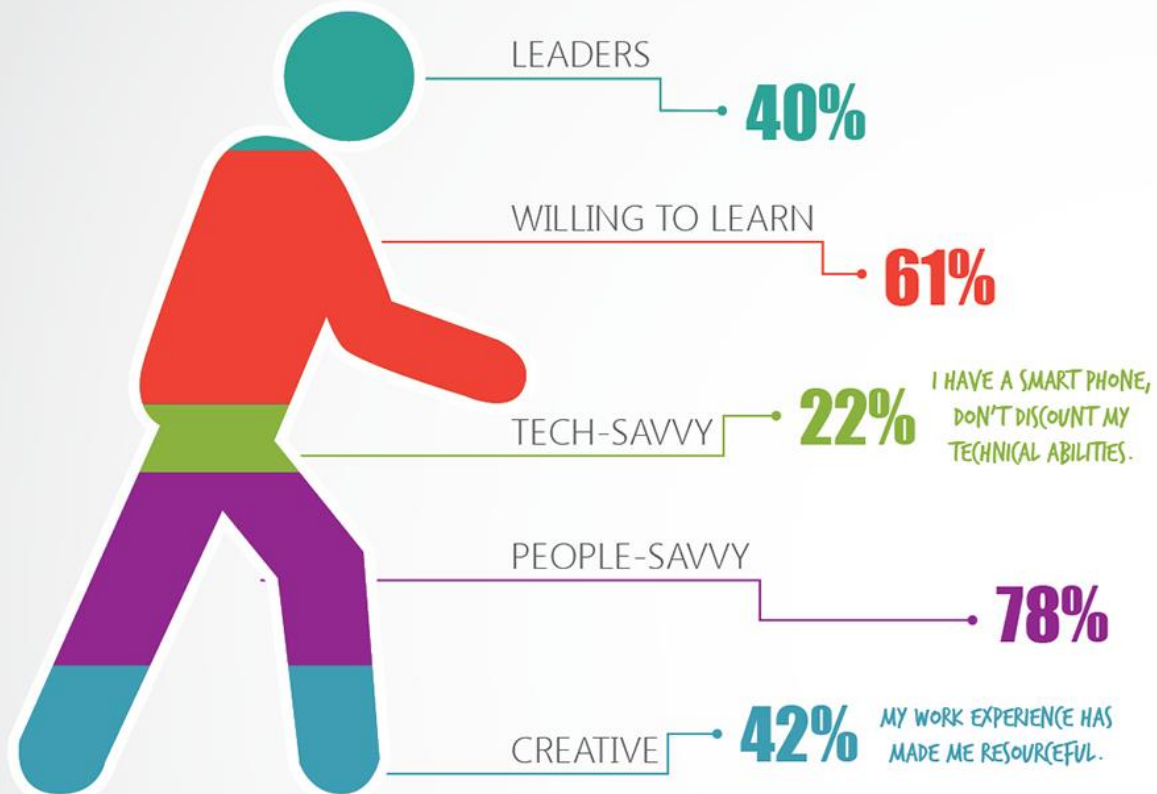
BY WINNING THE POPULAR VOTE LAST YEAR, TERRY TOWNSHIPER BECAME A MEMBER OF HISTORY. SHE WAS THE FIRST WOMAN TO BE Elected TO THE U.S. HOUSE OF REPRESENTATIVES.

2004
PL 106-407, 118 USC 2812

HE THUNDERBOLTED THROUGH THE HALLWAYS IN THE DIRECTION OF HIS QUARTERS. THE HALLWAY'S OTHER SIDE WAS A LONG, AND FORTUNATELY VERY QUIET, TUNNEL THAT LED TO HIS CHAMBER.



HOW BABY BOOMERS DESCRIBE THEMSELVES



What's wrong with this infographic?

Congestion Index is Based on the Number of Registered Private, Public, and Commercial Vehicles per Mile of Public Roadway in the United States (2014)



Sources:
https://www.bls.gov/policy/information/statistics/2014/rev_1.c
<https://www.bls.gov/whd/data/whd/annual/1980s/1980s.c>

How about this one?



2013 PROGRAM SNAPSHOT

NETWORK
FOR TEACHING
ENTREPRENEURSHIP
Bay Area



 **13,000+**
students served since 1994

Bay Area schools	18
Teachers	28
Classes	48
Students	1,055

Annual Budget
\$649,000



84% of every \$ raised by NFTE
spent directly on programs

Program Innovations

**NFTE Launch
Business Accelerator**
41 NFTE Alumni ventured

**Technology
Innovation Challenge**
50 NFTE Students competed

NFTE Hackathon
94 Bay Area High School Students
from 28 different schools participated



25% of high school students from
San Francisco Unified School District,
Oakland Unified School District, and
East Side Union School District (San
Jose) drop out before graduating.



89% of NFTE Alumni age 19
and older have their high
school diploma.



88% of NFTE Alumni with their
high school diploma ages 25 to
40 are employed.

\$44,000

The average annual
income of self-employed
NFTE Alumni over age 25
with their high school
diploma, compared to
\$24,000 in U.S. overall.

SPONSORS



Much better



6 Things to do before starting



Building an infographic

- ▶ [Piktochart.com](https://piktochart.com)
- ▶ Review buttons and functions on piktochart
- ▶ Exporting features
- ▶ Printing considerations

Tools

▶ Creating Infographics:

- ▶ Infogram
- ▶ Easel.ly
- ▶ Piktochart
- ▶ Venngage
- ▶ Snappa
- ▶ Canva
- ▶ Visme

▶ Visualizations:

- ▶ Wordle (Word clouds)
- ▶ Creately (Diagrams)
- ▶ Kartograph (Maps)
- ▶ Animaker (Vids)

▶ Inspiration:

- ▶ Google
- ▶ Pinterest
- ▶ Templates

▶ Icons:

- ▶ Noun Project
- ▶ Mind the Graph
- ▶ Freepik
- ▶ Iconfinder
- ▶ Graphicburger

Resources

- ▶ Infographics to help with your infographics
 - ▶ 5 Rules for infographic success
 - ▶ Golden rules of data visualization
 - ▶ Infographic layout cheat sheet



Questions