Infographics

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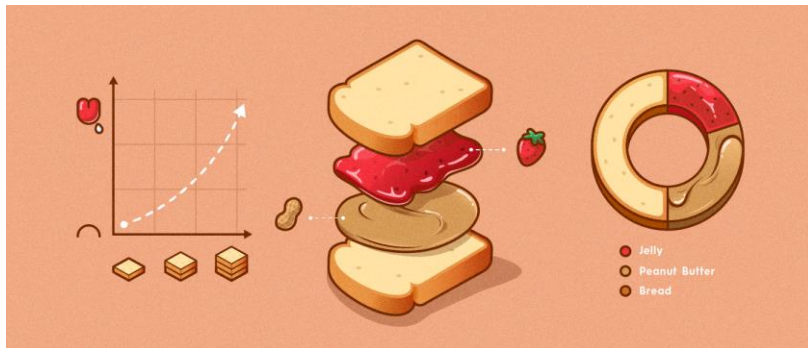SSRU

Infographics

Information	$+$	Graphics

Infographics are graphic visual representations of information, data, or knowledge intended to present information quickly and clearly.

Human recognizes patterns and trends by using visual inspection quicker than using detailed reading.

❖ **Just an English lesson before we start** ❖

When you write the word "**infographics**"

➢ There is <u>no space</u>

➢ Always add the "s" *(use a plural form)* if "graphics" is a subjective noun *(noun as a subject)*.

Example: computer graphics, infographics

➢ If it is an appositive noun *(nouns as a modifier)*, you may use either singular or plural form.

Example: infographic(s) work, graphic(s) designer

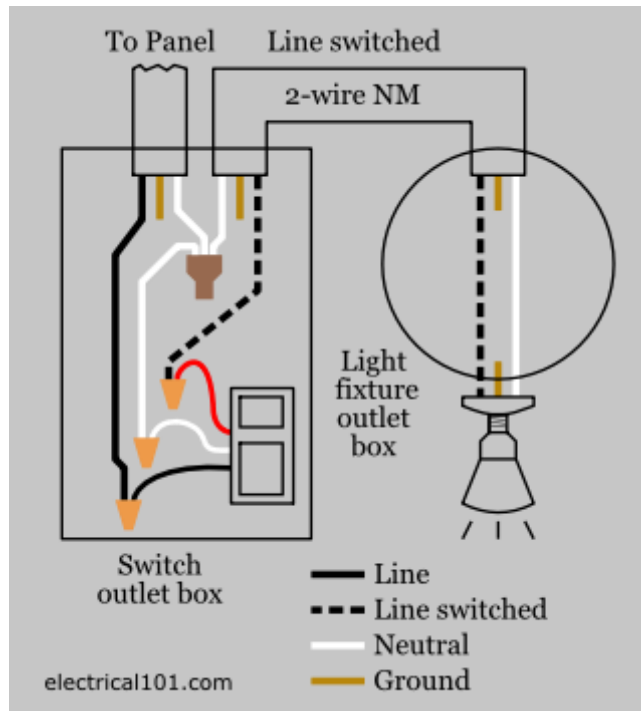When should we use infographics?

1. To share hot news and announcement
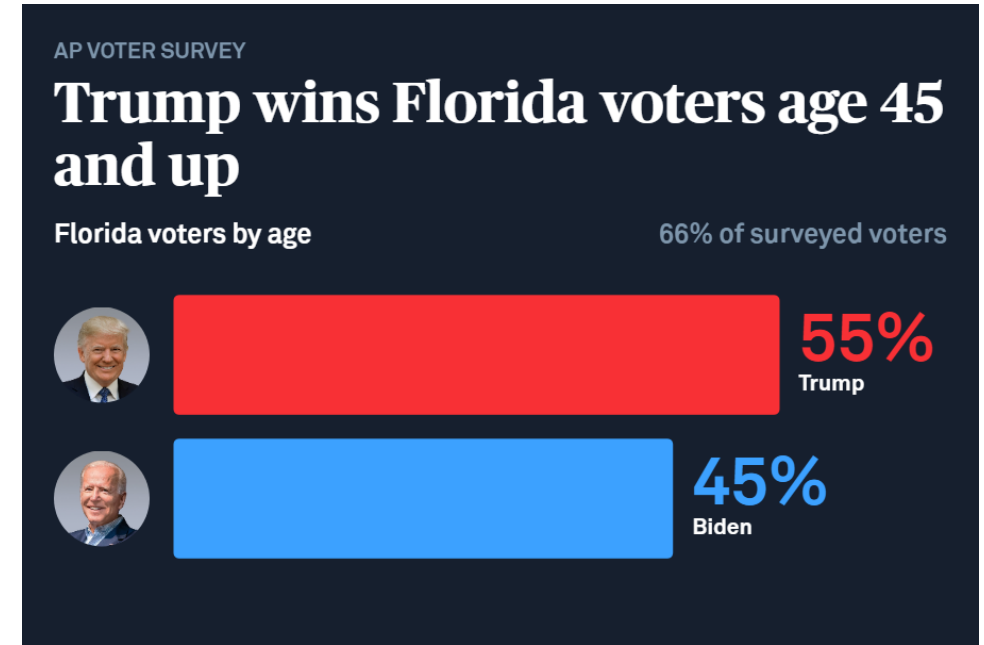
Graphic images draw attention quickly and easily.

2. To teach how to

"A picture is worth a thousand words *(Fred R. Barnard, 1921)***."**
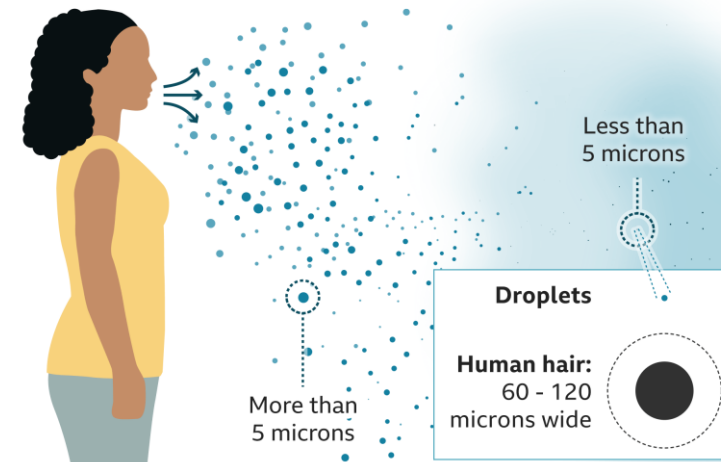
3. To give knowledge

The difference between droplet and airborne transmission

Droplet transmission
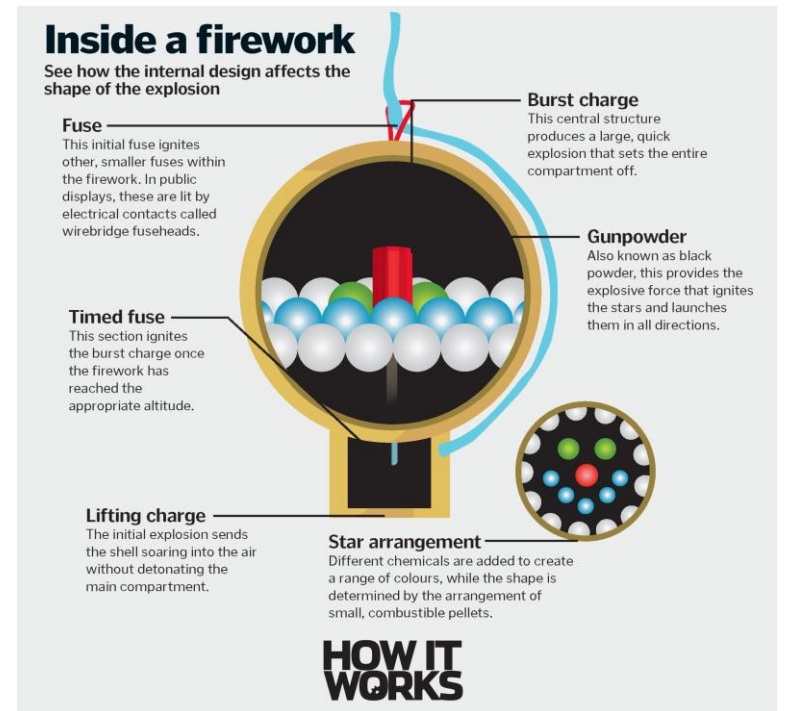Coughs and sneezes can spread droplets of saliva and mucus

Airborne transmission
Tiny particles, possibly produced by talking, are suspended in the air for longer and travel further
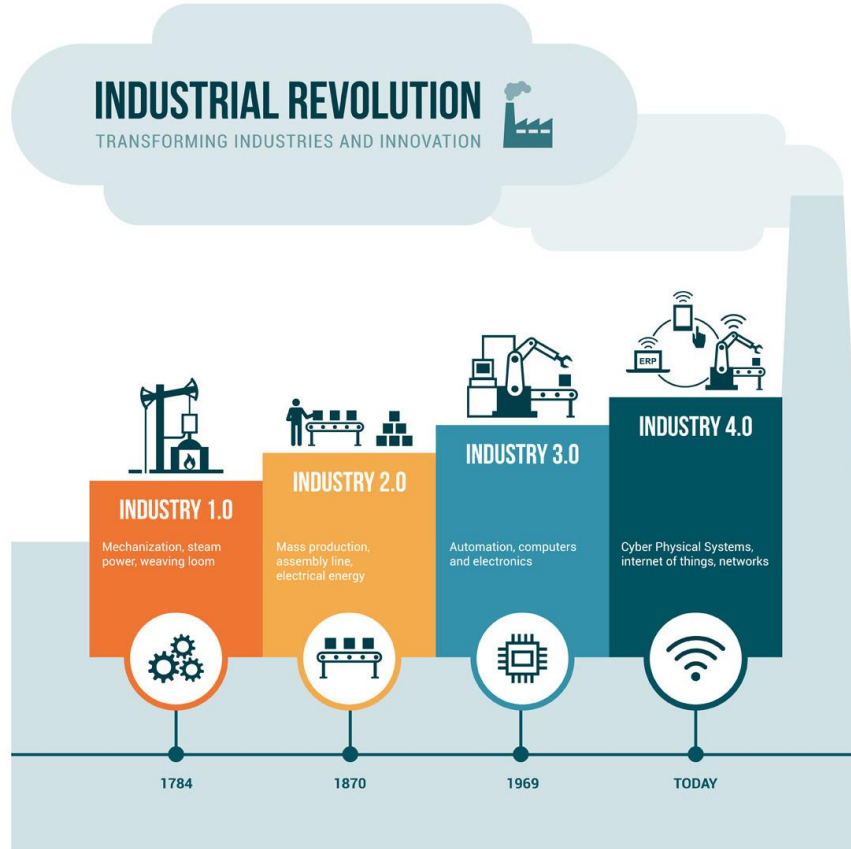
Less than 5 microns

More than 5 microns

Droplets

Human hair: 60 - 120 microns wide

Source: WHO

Inside a firework
See how the internal design affects the shape of the explosion

Fuse
This initial fuse ignites other, smaller fuses within the firework. In public displays, these are lit by electrical contacts called wirebridge fuseheads.

Burst charge
This central structure produces a large, quick explosion that sets the entire compartment off.

Gunpowder
Also known as black powder, this provides the explosive force that ignites the stars and launches them in all directions.

Timed fuse
This section ignites the burst charge once the firework has reached the appropriate altitude.

Lifting charge
The initial explosion sends the shell soaring into the air without detonating the main compartment.

Star arrangement
Different chemicals are added to create a range of colours, while the shape is determined by the arrangement of small, combustible pellets.
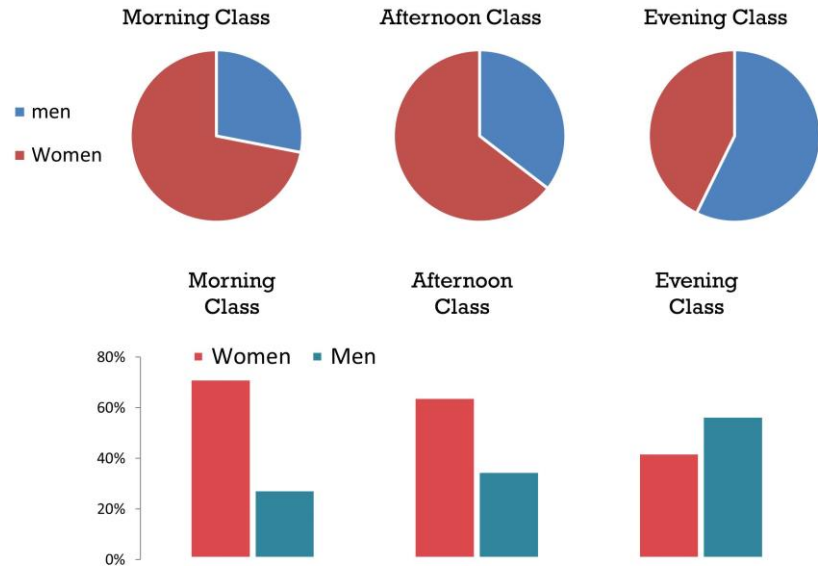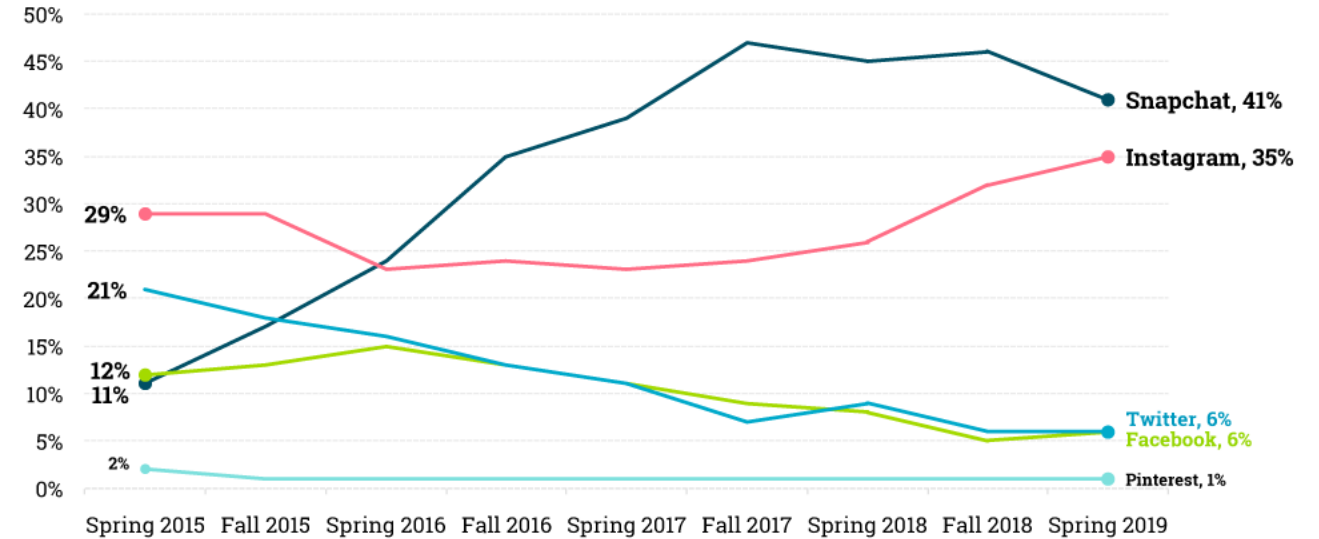
HOW IT WORKS

4. To tell a story

5. To present the research data.

Women are more likely to attend the day classes, while men are more commonly found in the evening class

Morning Class   Afternoon Class   Evening Class

- men
- Women

Morning Class   Afternoon Class   Evening Class

- Women - Men

US Teens' Favorite Social Platform

marketing charts

Snapchat, 41%
Instagram, 35%
Twitter, 6%
Facebook, 6%
Pinterest, 1%

Spring 2015   Fall 2015   Spring 2016   Fall 2016   Spring 2017   Fall 2017   Spring 2018   Fall 2018   Spring 2019

Published on MarketingCharts.com in April 2019 | Data Source: Piper Jaffray
Spring 2019 data based on a survey of 8,000 US teens with an average age of 16.3
Figures show % share of respondents selecting each as their favorite social platform, select responses only

Graphs and charts turn complex data tables
into reader-friendly graphics.

6. Encourage behavior change
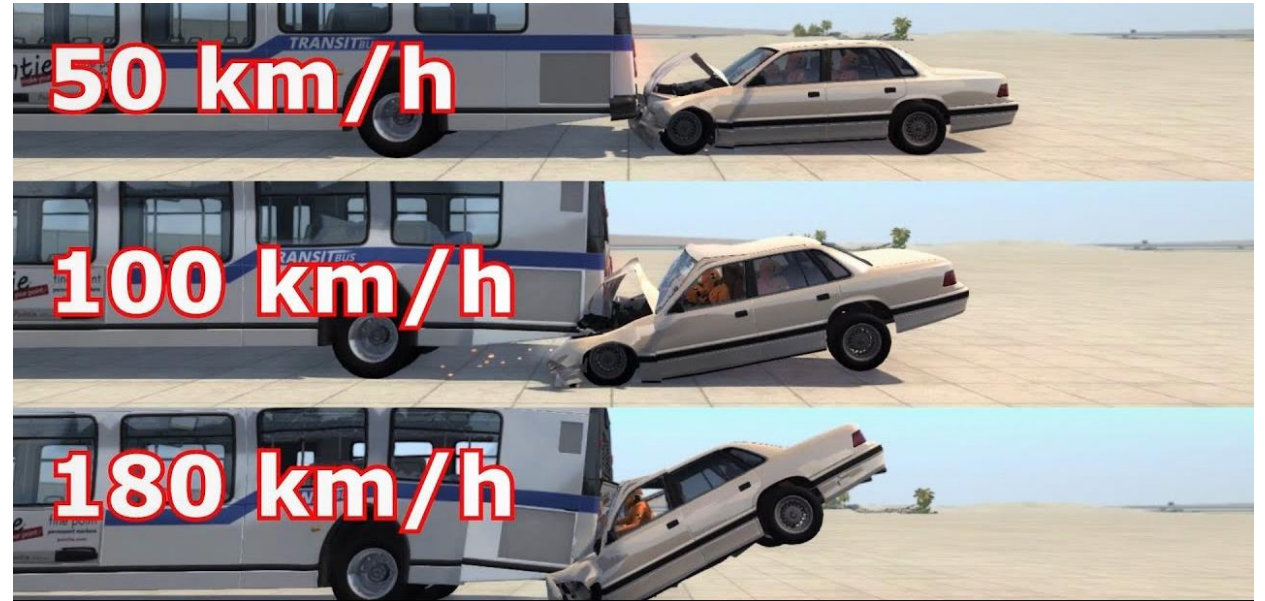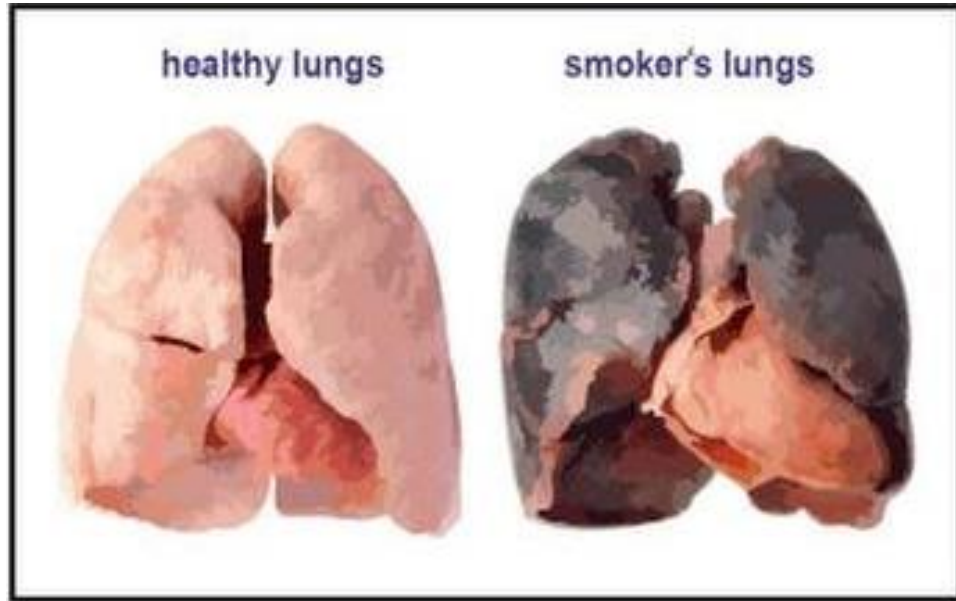
Images have strong impact on human emotion.
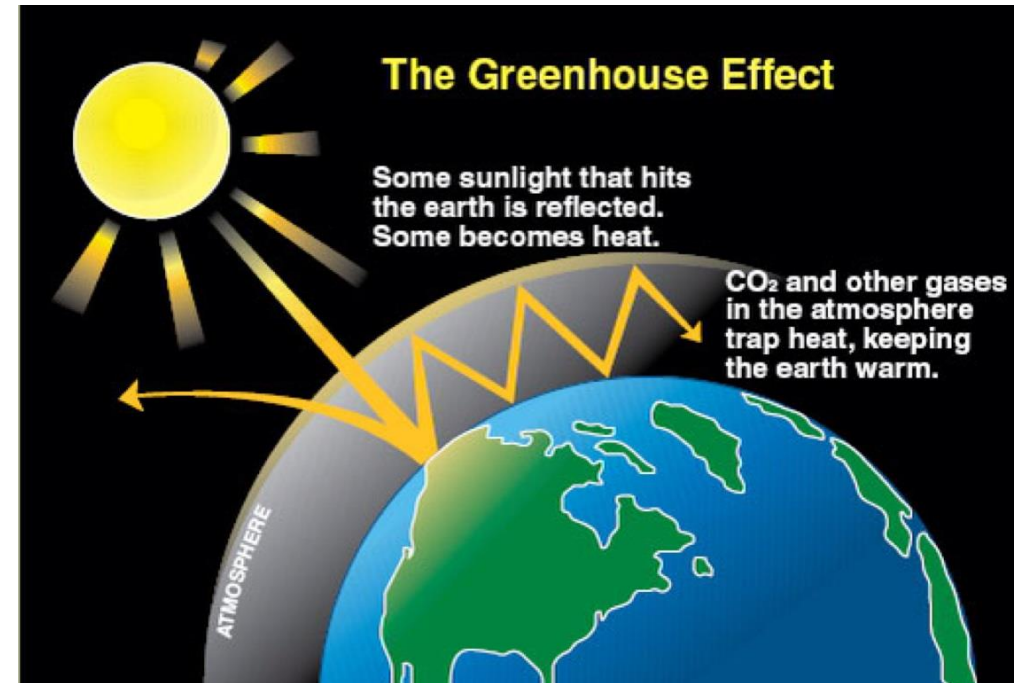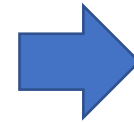
7. Promote products and services.

Graphics need to be more attractive than the rivals.

Templates and Formats

1. Visualized article

Light energy emitted by the sun warms the earth's surface, which reflects the energy as heat that warms the atmosphere. Much of the heat is captured by greenhouse gas molecules such as water, carbon dioxide, and methane.

The Greenhouse Effect

Some sunlight that hits the earth is reflected. Some becomes heat.

CO_2 and other gases in the atmosphere trap heat, keeping the earth warm.

ATMOSPHERE

This is the most common infographic type.
Just use graphics to represent a lengthy article.
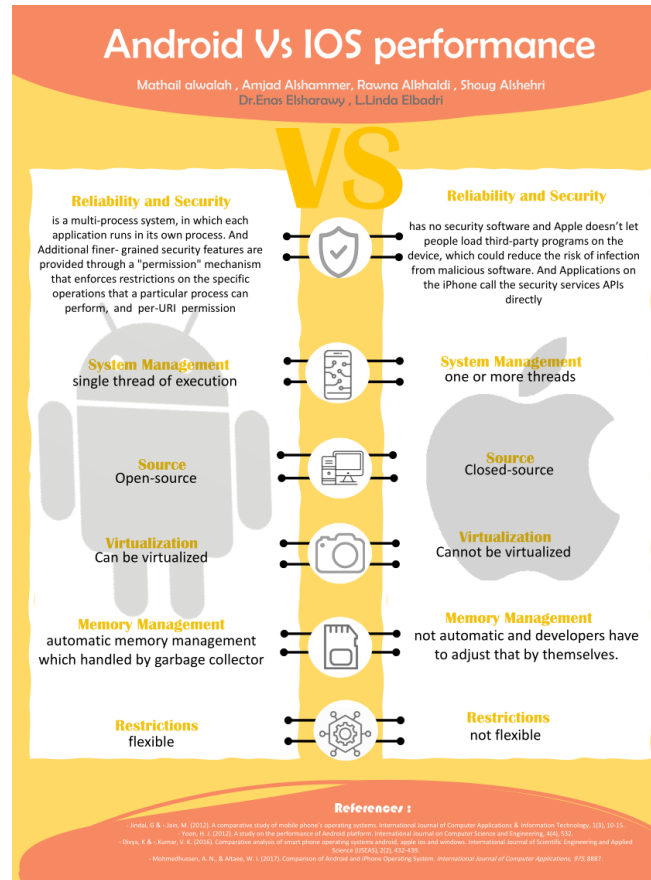
2. Listed

Extract keywords or key phrases from the whole message and display using numbers, bullet points, or icons.

This kind of presentation is preferred by teachers around the world.
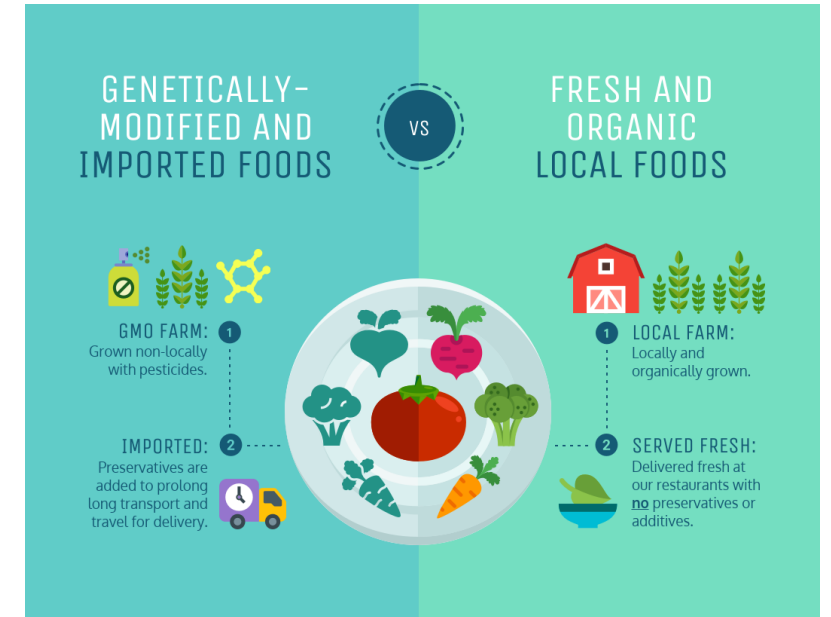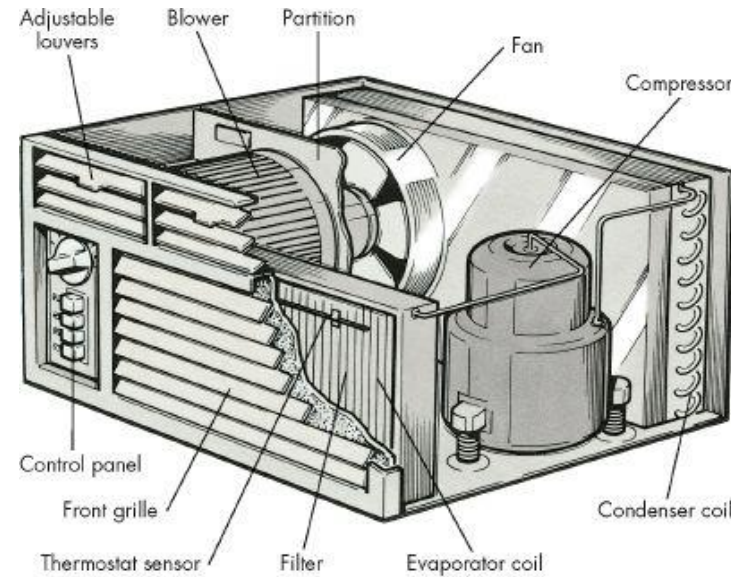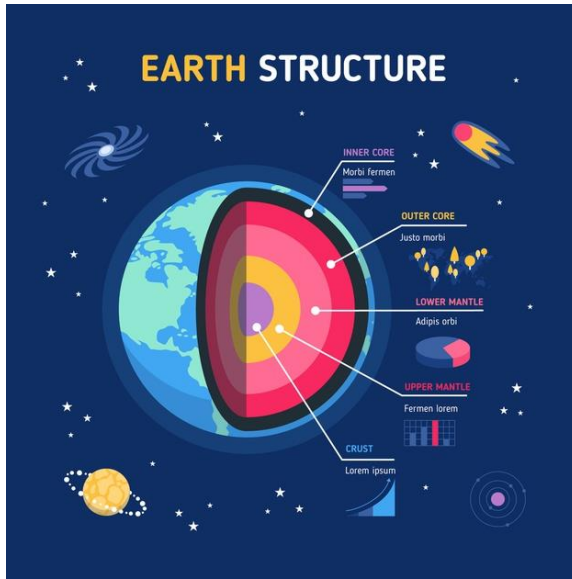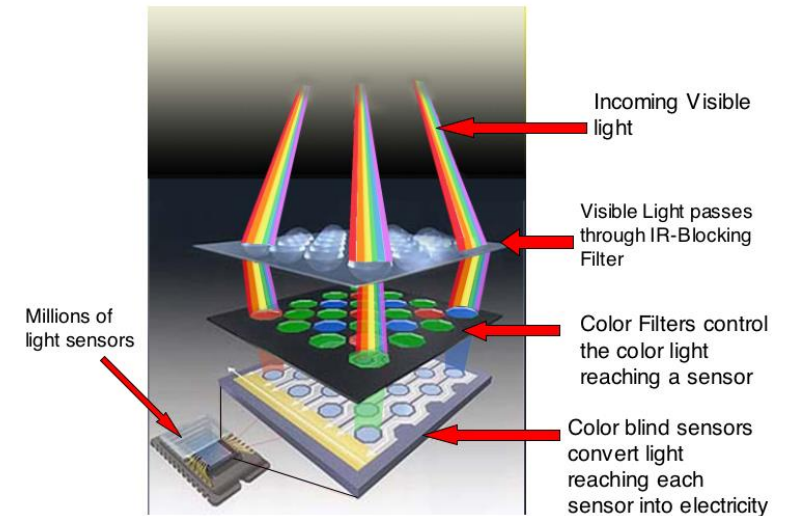
3. Comparison

Before & After
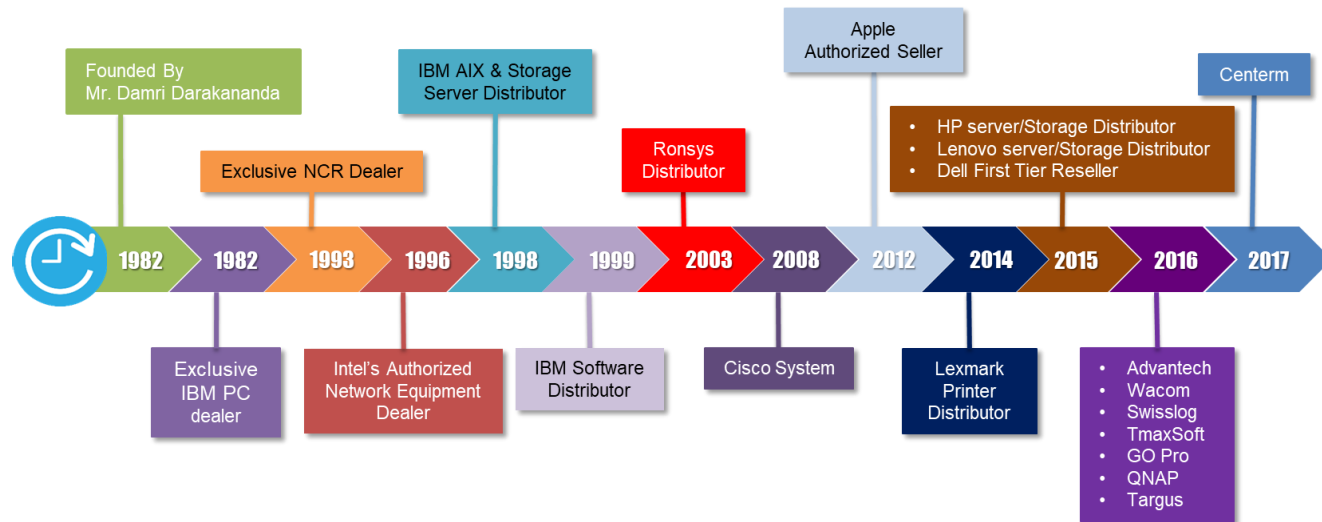

iOS vs Android

Organic & GMO

4. Structure

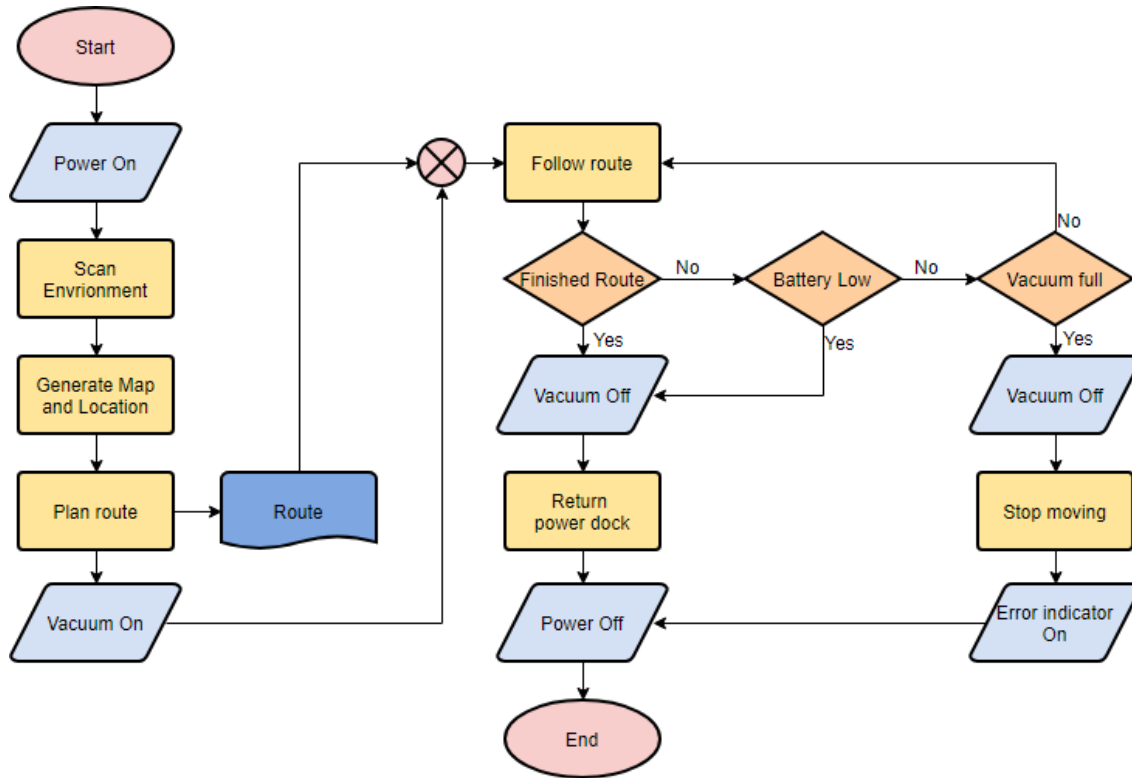Often used in science and manufacturing to display components inside.

5. Timeline/Roadmap

Tell the history of something by using lines, such as people, corporate, and location. Can also be used to inform the roadmap or process *(e.g., thesis, recruitment, and business plan).*

**Technique:** Use the distance of each point to tell the time interval.
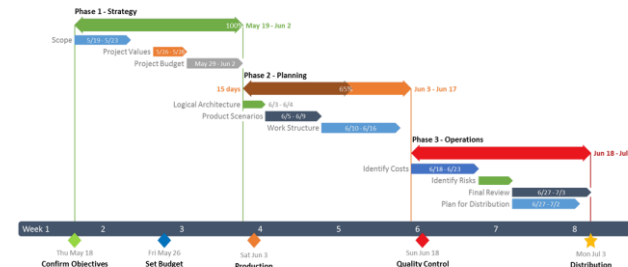
6. Flowchart

| Flow Chart Symbol	Meaning	Explanation
⬭	Start and end	The symbol denoting the beginning and end of the flow chart.
▭	Step	This symbol shows that the user performs a task. (Note: In many flow charts steps and actions are interchangeable.)
◆	Decision	This symbol represents a point where a decision is made.
▱	Action	This symbol means that the user performs an action. (Note: In many flow charts steps and actions are interchangeable.)
→	Flow line	A line that connects the various symbols in an ordered way.

A flowchart consists of steps, actions, and decisions.
It is useful, and necessary, in computer programming.

7. Hierarchy
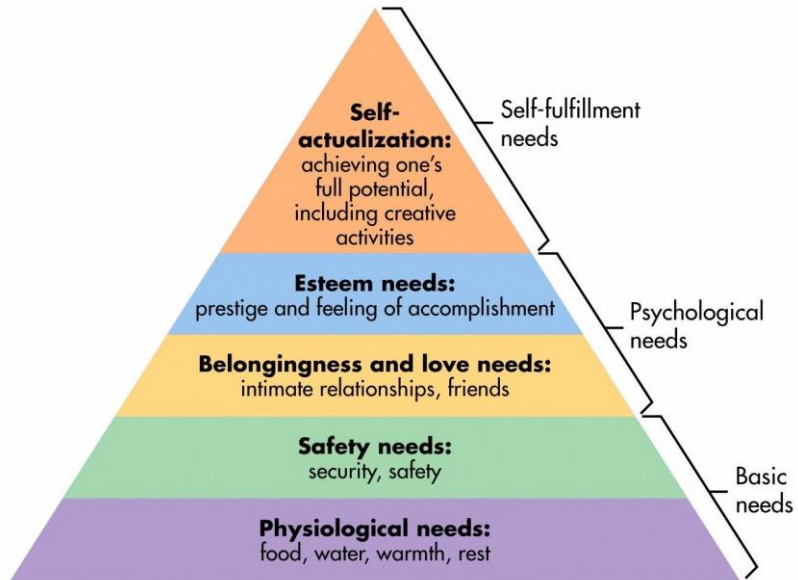
Display levels of importance, ranks, and difficulties.
Also used in organization charts.

8. Chart & Graph
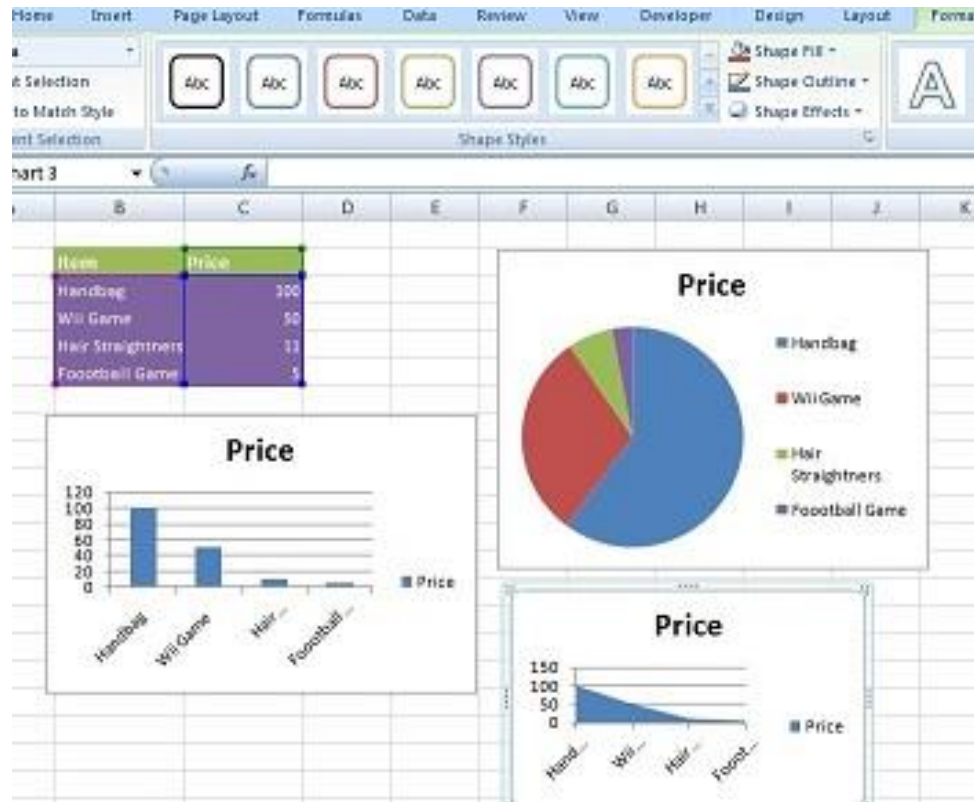
- ➢ Created from numerical data.
- ➢ Used to visualize the data.
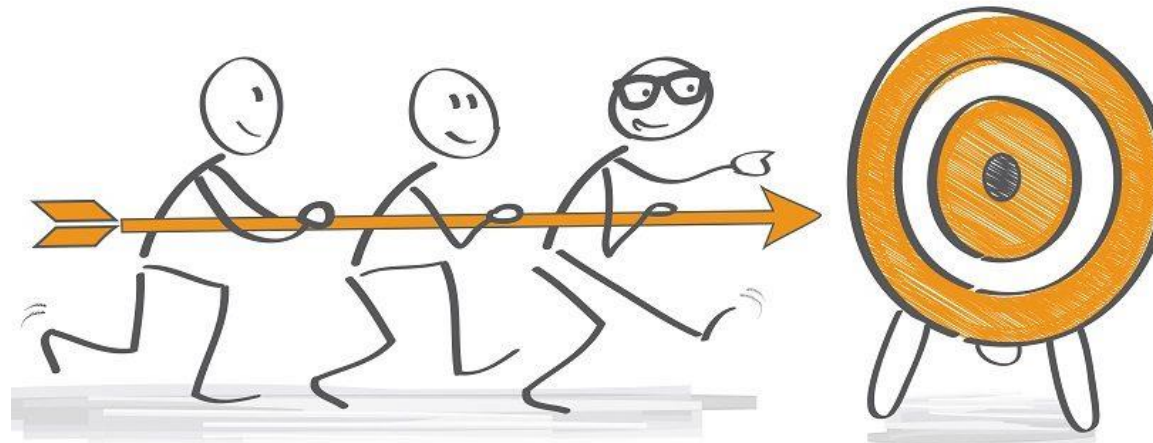- ➢ Commonly used in business, research, and statistics.

Let's get started

1. Short brief

➢ What is the topic?

➢ What are infographics for? Children, adults, or some specific people.

➢ What are the objectives *(see previous slides)*?

Is that for alerting people or just give information, for instance?

2. Get useful information

**Interesting** – Present newly updated information, something that is trendy.

Insightful – Present what people want to know, something that is not often revealed to the public, or something that will save people time for searching themselves.

Reliable – Get information from reliable sources. Always give credit or identify sources.
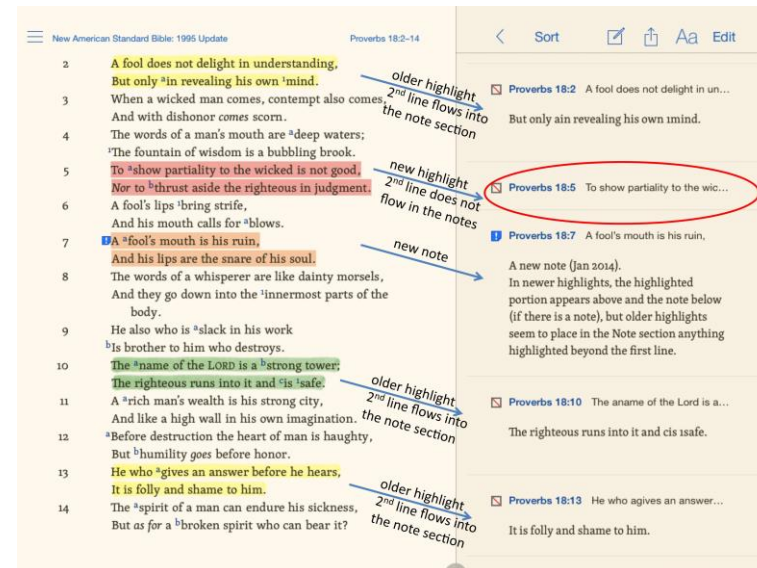
3. Make a conclusive detail

➢ Infographics are supposed to be short and take little time to remember and understand.

➢ Detailed information or the whole text needs to be summarized.

➢ Present only highlights. Discard all useless lengthy details.
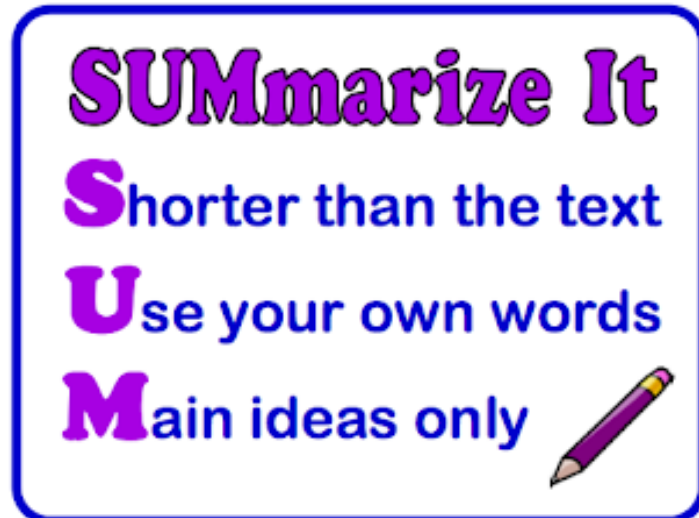
4. Grouping information

Examples

Cause		Effect
1) ..	→	1) ..
2) ..	→	2) ..
3) ..	→	3) ..

Problem		Solution
1) ..	→	1) ..
2) ..	→	2) ..
3) ..	→	3) ..

Introvert	Extrovert
1) ..	1) ..
2) ..	2) ..
3) ..	3) ..

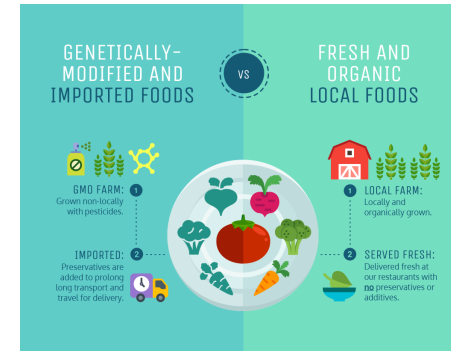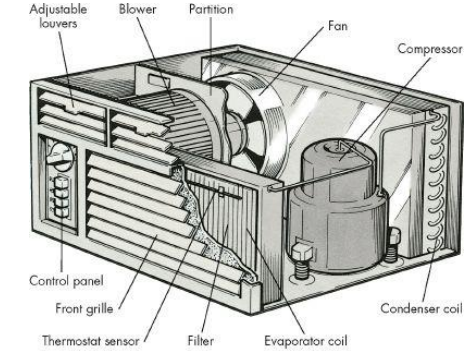| Windows	Mac	Linux
1) ..	1) ..	1) ..
2) ..	2) ..	2) ..
3) ..	3) ..	3) ..

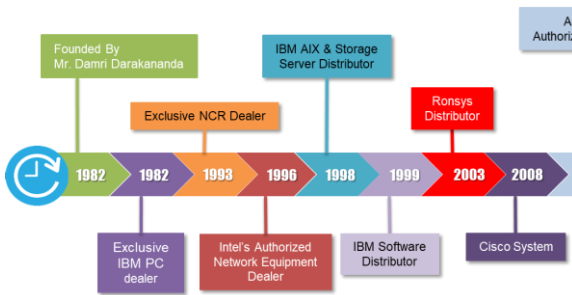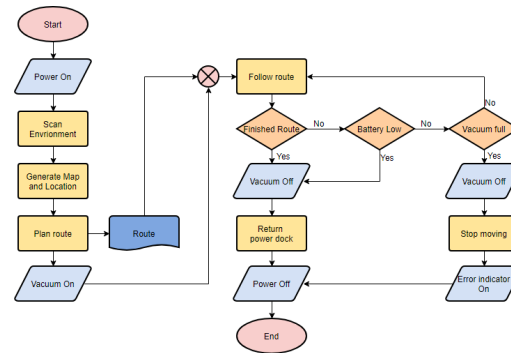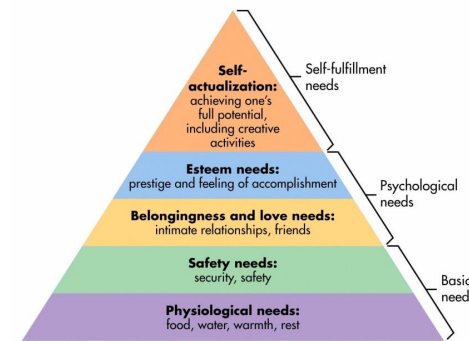# 5. Choose the appropriate format
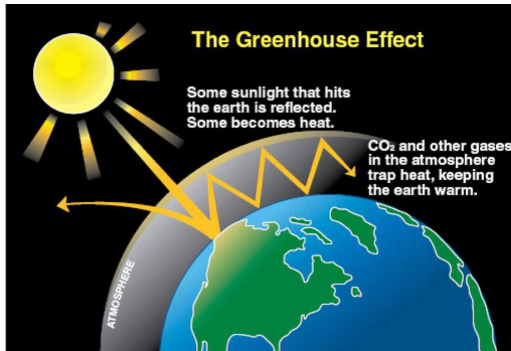
Visualized article
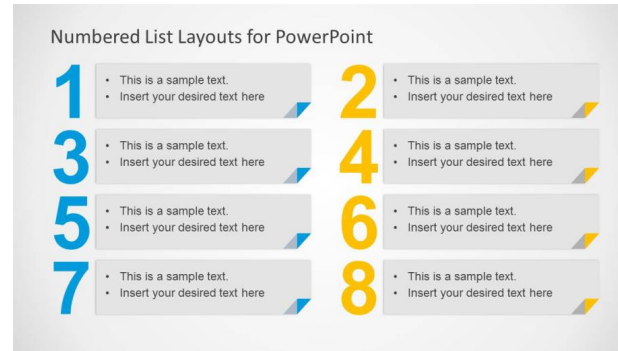
Listed
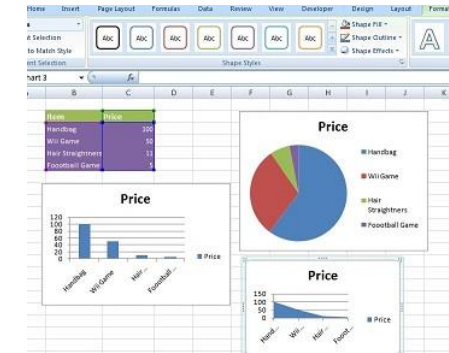

Comparison
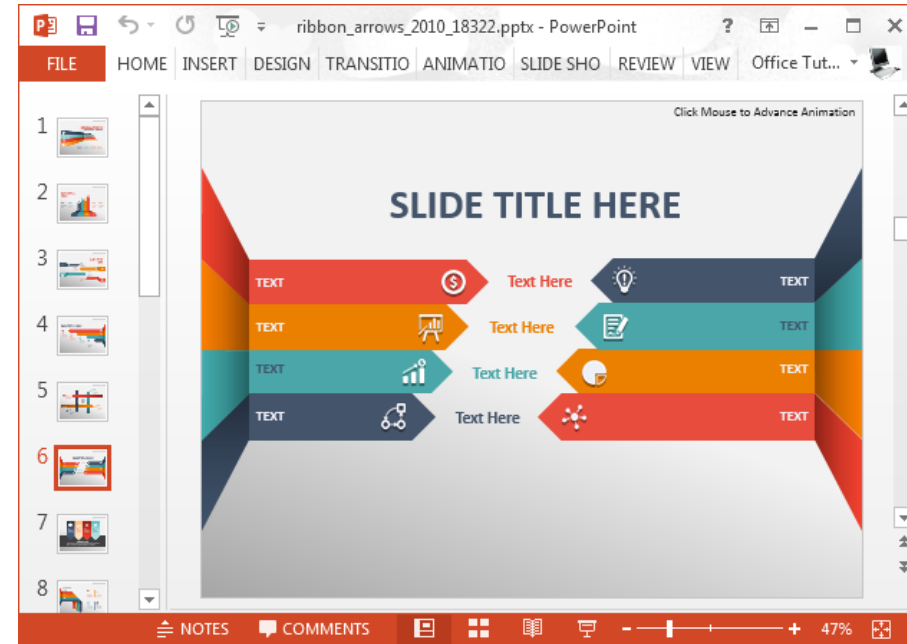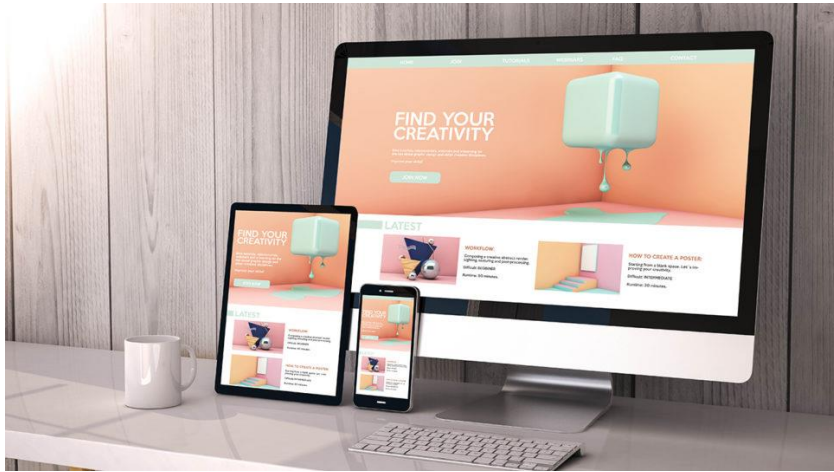

Structure

Timeline/Roadmap

Flowchart

Hierarchy

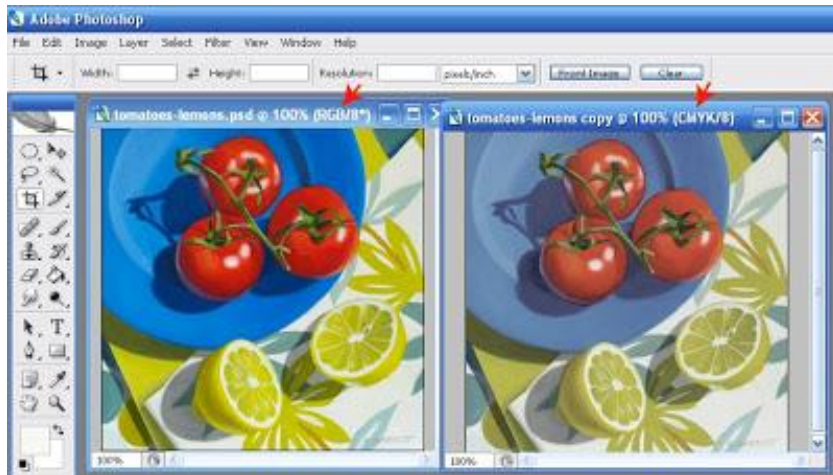Chart & Graph

6. Start designing

There are several tools that provide infographic templates, such as Canva and PowerPoint. Common tools such as Photoshop and Illustrator are for the professionals.

7. Test on different devices/platforms

➢ Designs look differently on different devices.

➢ Different color systems on screen and in prints (RGB/CMYK).