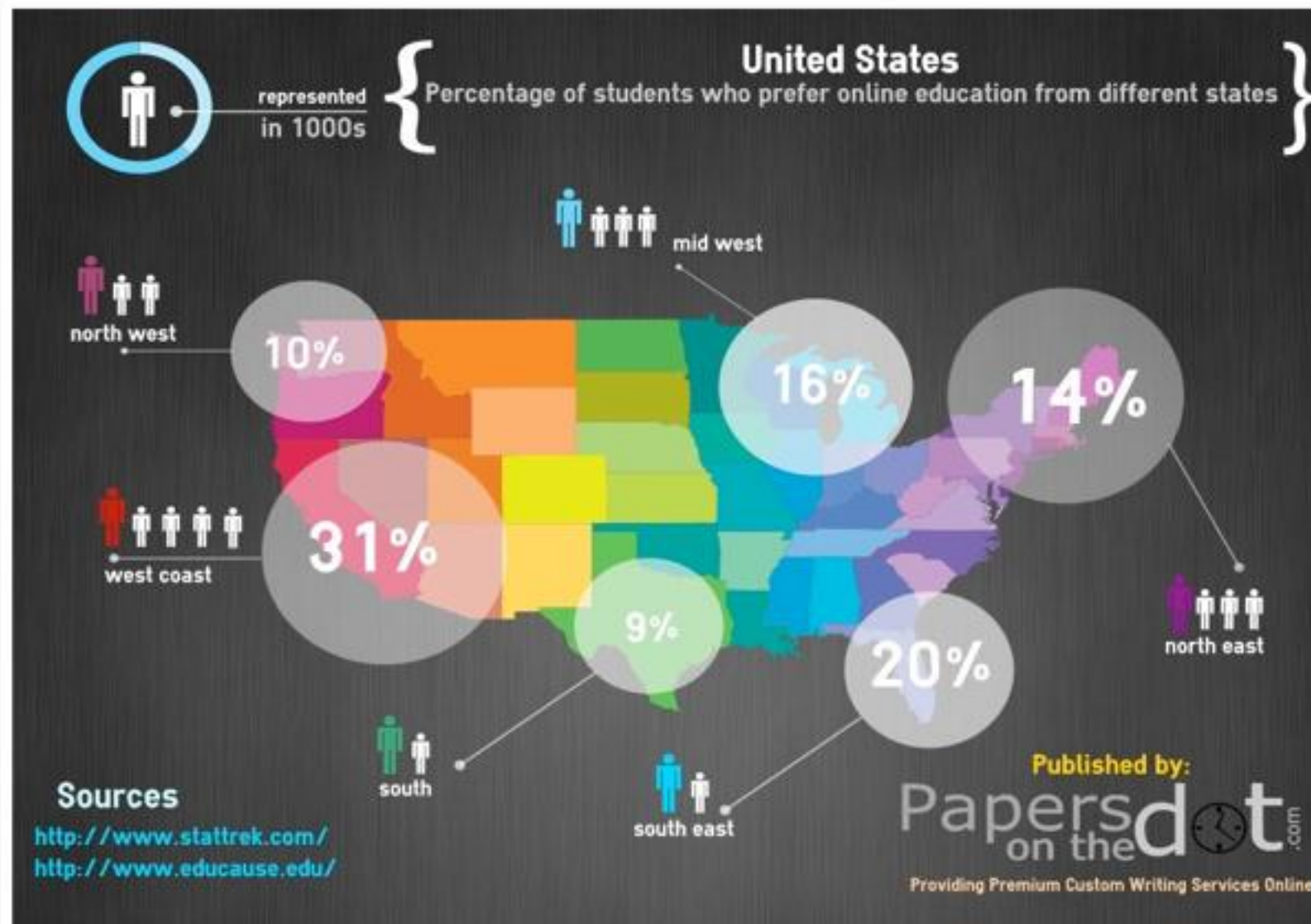


A PICTURE IS WORTH
A THOUSAND WORDS

INFOGRAPHICS

UPDATED BY: JEFF BORLAND
CREATED BY: ASHLEY SHORT
ITF, CCHS





Information graphics or infographics are visual representations of information, data or knowledge.

These graphics are used where complex information needs to be explained quickly and clearly, such as in signs, maps, journalism, technical writing, and education.

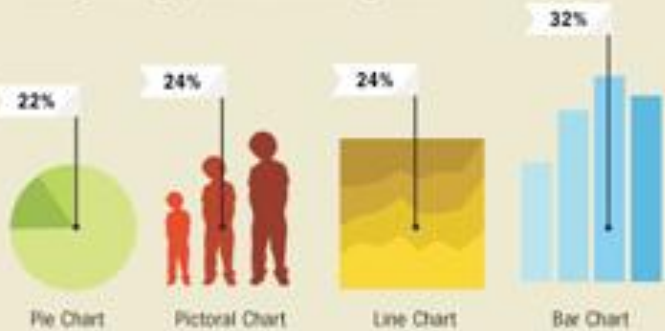
INFOGRAPHIC INFOGRAPHICS

Data visualization is a popular new way of sharing research. Here is a look at some of the visual devices, informational elements, and general trends found in the modern day infographic.

DESIGN

CHART STYLE

Percentage of infographics with the following charts:



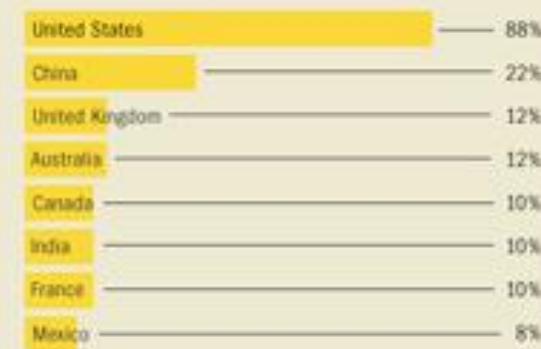
FONT

Legend: Sans Serif (light green), Condensed Sans Serif (grey), Serif (dark green)



CONTENT

COUNTRIES FEATURED



THEME

Relative popularity of different infographic themes:



KEY INFO

Percentage of infographics with key:



Average number of symbols per key: 5.1

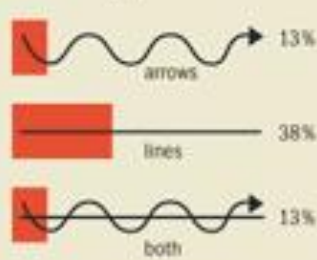


BASE COLOR



NAVIGATIONAL ICONOGRAPHY

Frequency of arrows & connecting lines in infographics:



SECTIONS



CREDITED SOURCES

Average number of sources per infographic: 2.29



TITLE

Average number of words per infographic title: 4.36

"RICHEST AND POOREST AMERICAN NEIGH"

CONCEPT & DESIGN Ivan Cash SOURCE 49 infographics collected at random from www.good.is/infographics

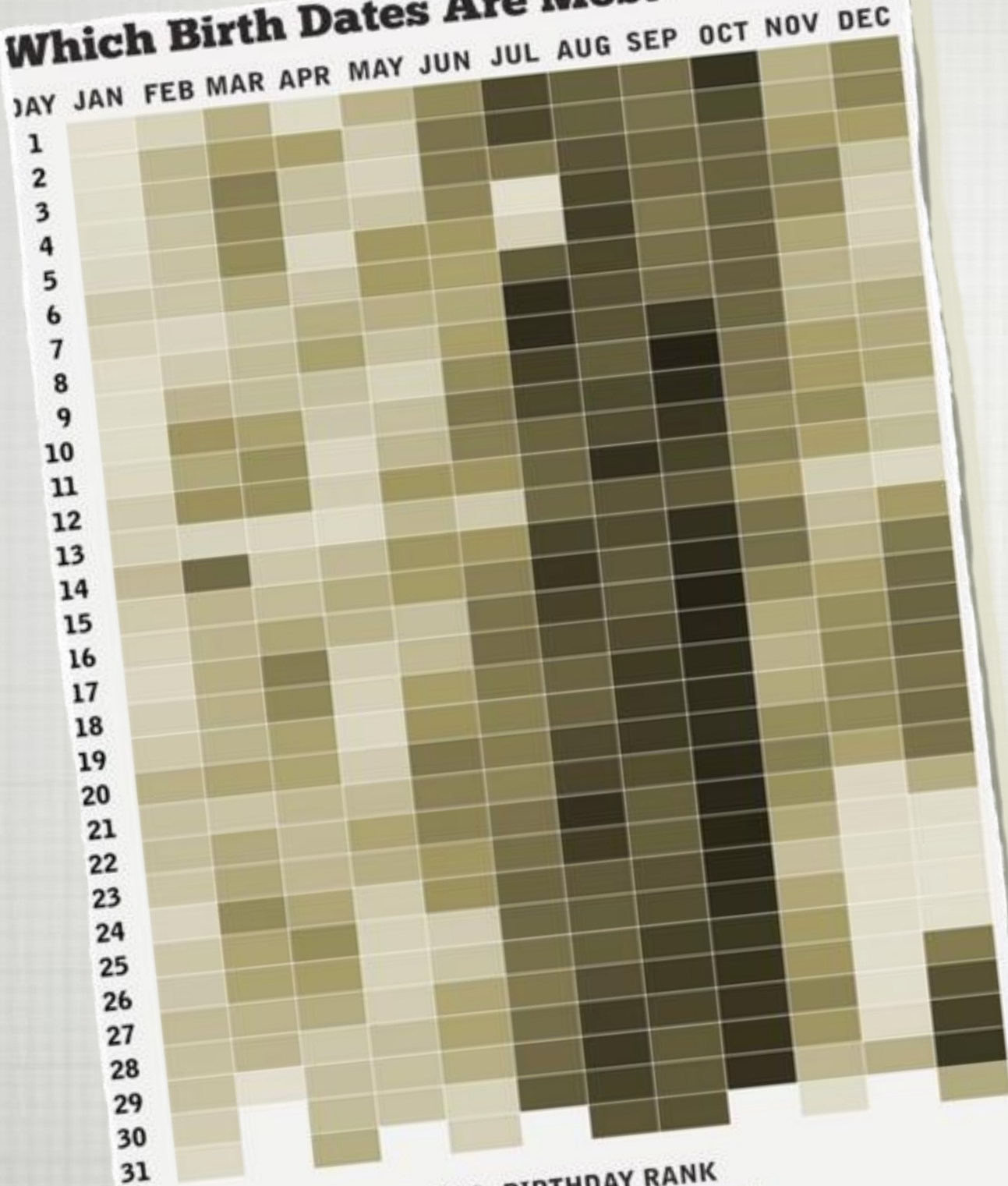
≈ 13 MILLION RESULTS FOR THE TERM 'INFOGRAPHIC' ON GOOGLE

INFOGRAPHICS GO VIRAL

INFO INFO GRAPHIC OF GRAPHICS

SOURCES FOR DATA: AROUND 13 MILLION RESULTS FOR THE TERM 'INFOGRAPHIC' ON GOOGLE AS OF 20TH JULY 2011 (<http://www.google.com/search?q=infographic&btnG=Search>); 80% OF PEOPLE WILL RESPOND BETTER TO VISUAL FORMS OF LEARNING ACCORDING TO (Teaching Students to Read Through Their Individual Learning Styles, Marie Curcio, Rita Dukes, and Kenneth Davis, Pearson Education, 1998, p.1). CHART STYLES IN INFOGRAPHICS ACCORDING TO (<http://imgix.com/09c3j3g1>); INFOGRAPHIC PRODUCTION INCREASED BY 1% EVERY DAY ACCORDING TO (<http://www.dribbble.com/good/infographic-trends-about-infographics/>); 90% OF INFORMATION THAT COMES TO THE BRAIN IS VISUAL (<http://www.yourbrainonporn.com/>).

Which Birth Dates Are Most Common?



U.S. BIRTHDAY RANK

366th

1st

WHY USE INFOGRAPHICS?

- COMMUNICATE IN AN ENGAGING WAY
- PRESENT LARGE AMOUNTS OF DATA MEANINGFULLY
- REVEAL HIDDEN FACTS FOR THE VIEWER

The Lightning

The irrational fear of lightning (and thunder) is astrophobia.

"The bolt can be over five miles (eight kilometers) long".

100 MILLION VOLTS IS THE ELECTRICAL POTENTIAL BY LIGHTNING

412 Number of Lightning Deaths in USA

Number of Lightning Deaths by State from 2000 to 2009

STATE 2000-2009	DEATHS	RANK OF DEATHS
Alabama	14	6
Alaska	0	45
Arizona	7	21
Arkansas	6	24
California	8	19
Colorado	27	2
Connecticut	2	38
Delaware	0	46
D.C.	0	47
Florida	70	1
Georgia	20	4
Hawaii	0	48
Idaho	1	42
Illinois	9	16
Indiana	4	27
Iowa	4	28
Kansas	3	32
Kentucky	9	17
Louisiana	11	11
Maine	5	25
Maryland	5	26
Massachusetts	4	29
Michigan	5	23
Minnesota	4	30
Mississippi	3	34
Missouri	3	35
Montana	0	49
Nebraska	3	33
Nevada	0	50
New Hampshire	0	51
New Jersey	0	52
New Mexico	0	53
New York	1	41
North Carolina	2	37
North Dakota	0	54
Ohio	2	39
Oklahoma	0	55
Oregon	0	56
Pennsylvania	0	57
Rhode Island	0	58
South Carolina	0	59
South Dakota	0	60
Tennessee	0	61
Texas	1	40
Utah	0	62
Vermont	0	63
Virginia	0	64
Washington	0	65
West Virginia	0	66
Wisconsin	0	67
Wyoming	0	68

Thunder
The air particles quickly expand and contract at a rate faster than the speed of sound creating rapidly moving sound waves known as Thunder.

The most commonly accepted theory of how lightning forms is that, when ice and water particles collide in a cloud, they are charged.

Lighter particles tend to be positively charged and end up near the top of the cloud, while negatively charged particles are near the bottom of the cloud.

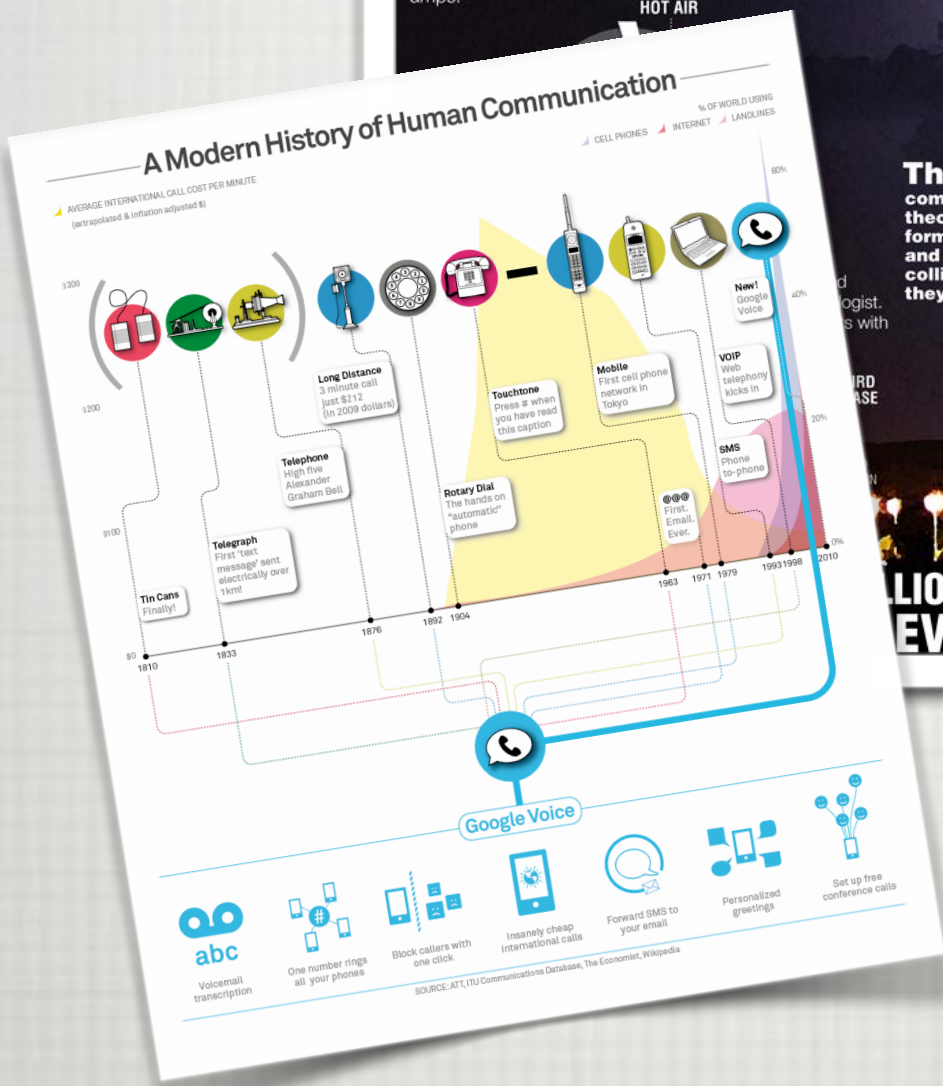
1 MILLION LIGHTNING STORMS EVERY YEAR.

The Empire State Building is designed to serve as a lightning rod for the surrounding area. It is struck about 100 times per year.

One grinder generates 200 VOLTS

One lamp consumes 100 VOLTS

Rubber will not meaningfully protect lightning



WHAT TYPES CAN YOU CREATE?

STATISTICAL INFOGRAPHIC

HAMBURGERS THE ECONOMICS OF AMERICA'S FAVORITE FOOD



- **WHAT ARE AMERICANS SAYING ABOUT THEIR FAVORITE BURGER?**
- **HOW MUCH OF EACH INGREDIENT IS CONSUMED ANNUALLY?**
- ★ **U.S. PRODUCTION AND VALUE FOR EACH INGREDIENT ANNUALLY**

FAVORITE TYPE OF MUSTARD



YELLOW: 55%
BROWN: 20%
DIJON: 19%
OTHER: 4%
SWEET: 2%

41.3 MILLION POUNDS ★
OF MUSTARD VALUED AT
\$18.0 MILLION

20.0 POUNDS ■
PER PERSON

7.4 BILLION POUNDS ★
OF ONIONS VALUED AT
\$843 MILLION



FAVORITE BURGER BUN

POTATO ROLL 31%
SESAME SEEDS 23%
WHITE 16%
KAISER ROLL 10%
BRIOCHE 9%
OTHER 5%
CIABATTA 3%
ENGLISH MUFFIN 3%



■ 134.6 POUNDS PER PERSON

★ ONE BILLION BUSHELS
USED FOR FLOUR VALUED AT
\$6.64 BILLION

■ 71.0 POUNDS
PER PERSON

★ 12 MILLION TONS
OF KETCHUP VALUED AT
\$901 MILLION

HAMBURGERS THE ECONOMICS OF AMERICA'S FAVORITE FOOD



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20.0 POUNDS ■
PER PERSON

7.4 BILLION POUNDS ★
OF ONIONS VALUED AT
\$843 MILLION

28.0 POUNDS ■
PER PERSON

9.0 BILLION POUNDS ★
OF ONIONS VALUED AT
\$2.2 BILLION

FAVORITE BURGER SIZE



61.2 POUNDS ■
PER PERSON

IN 2009, THE U.S. CONSUMED
26.9 BILLION LBS. OF BEEF
26.1 BILLION POUNDS ★
OF BEEF PRODUCED VALUED AT
\$2.2 BILLION

AMERICANS SPEND \$270 PER
PERSON ON BEEF EACH YEAR.



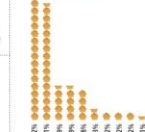
- **FAVORITE BURGER BUN**
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■ 71.0 POUNDS
PER PERSON
★ 12 MILLION TONS
OF KETCHUP VALUED AT
\$901 MILLION

■ 20.3 POUNDS
PER PERSON
★ 14 MILLION TONS
OF TOMATOES VALUED AT
\$1.2 BILLION

FAVORITE CHEESE

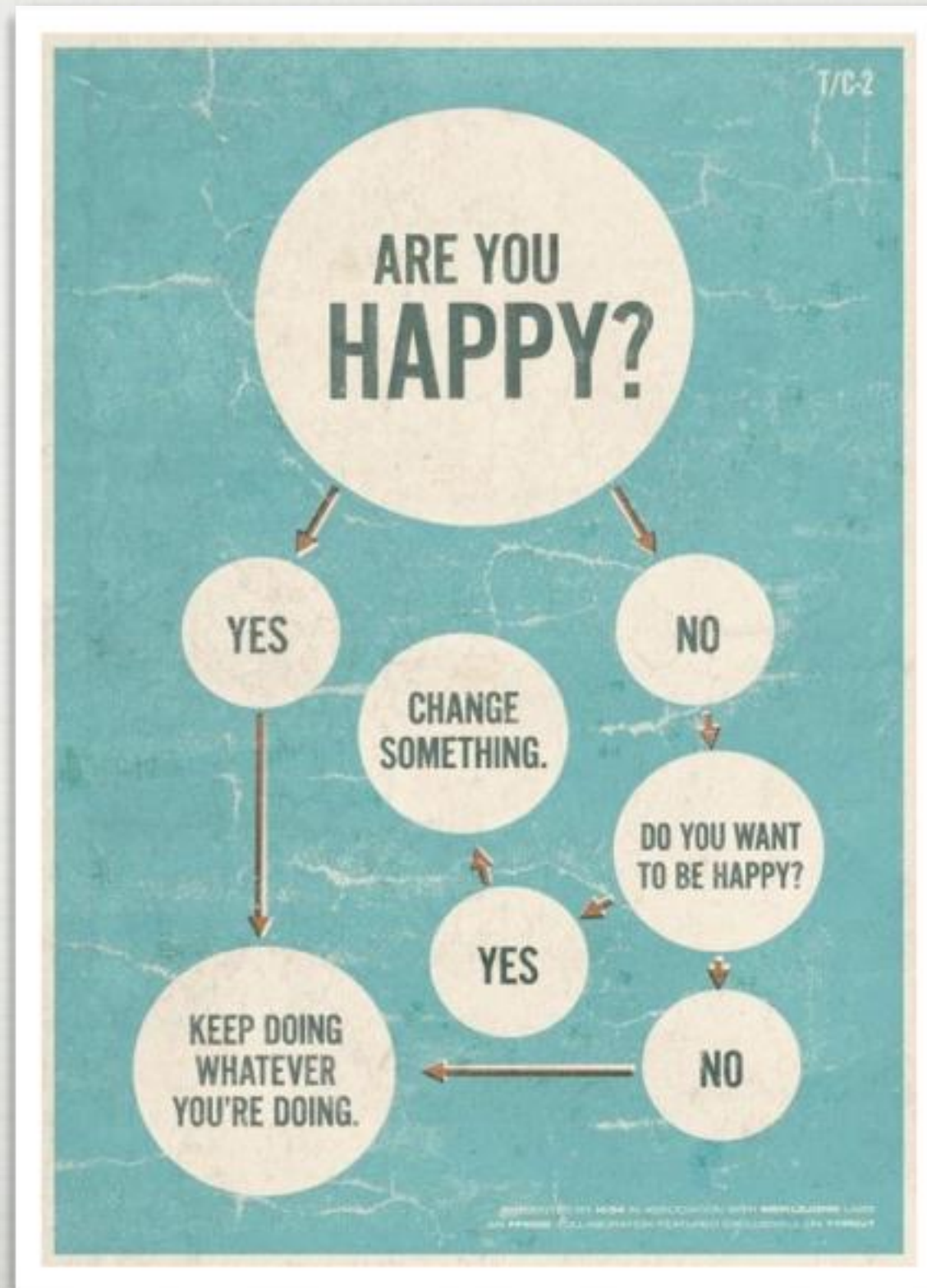


■ 52.4 POUNDS
PER PERSON

★ 10.1 BILLION POUNDS
OF CHEESE VALUED AT
\$14 BILLION

SOURCES: MINT, SERIOUS EATS.COM, AGMARK.ORG, ERS.USDA.GOV, USDA.MANNLIB.CORNELL.EDU

FLOW CHART



PHOTO

News illustrated



GANGNAM STYLE!!! The 5 basic steps

The sudden explosion of a South Korean entertainer called Psy, has given the world Gangnam Style. It is setting the music and dance world on fire and has a set sequence. We simplify them for your perusal

★ When to use the steps during the chorus ★

Step 1 Oppa is Gangnam style, ahhhh... Gangnam style...	Step 2 Oh, oh oh oh oh, Oppa is Gangnam style...	Step 3 or Step 1 (on the last chorus) ahhhh... Gangnam style... Oh, oh oh oh oh, Oppa is Gangnam style... Eeessh- Sexy Lady...
Step 1 or Step 2 (on the last chorus) Oh, oh oh oh oh, Oppa is Gangnam style...	Step 4 Eeessh- Sexy Lady oh oh oh oh. Oppa is Gangnam style.	Step 5 (only at the end) Oppa is Gangnam style.

Step 1
Riding the horse

1 Dress classy and dance cheesy

Cross your hands like taking the horse reins and pulse up and down

Do small jumps with your legs spread like you are riding a horse

Footsteps: R L R R L R L L

Step 2
Lassoing the sexy lady

Lassoing motion with your right arm

Continue with the horse-riding movement

Footsteps: R L R R L R L L

Step 3
Now everybody is looking at me

A Hands in pockets, or waist and small hip side movements combined with the foot steps

B Finish this move dragging the right leg to the left leg

Slight kick with the right leg. Alternate with small jumps with the left leg

Footsteps A: L R L R L R L R

Footsteps B: L R

Step 4
Combine a few 'sexy' moves

C Now move your hips to the outside with quick movements twice

A Cross your hands over your left leg

B Spread and flex your legs. Move your body up and down three times

D Rotate your right leg three times, maintaining the body position.

Step 5
Finish with a cool pose

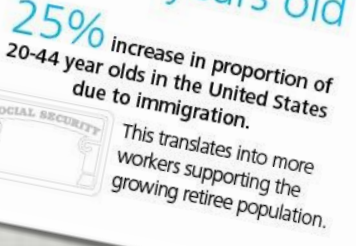
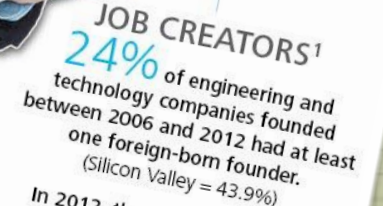
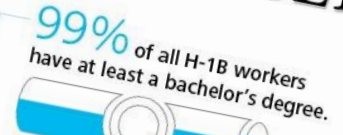
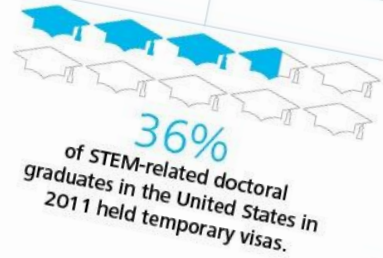
A "L" shape with your fingers

Spread your arms and raise your right leg (position A). Now get down quickly on your right leg and flex the left one. Now rotate your right arm and with your hand touch your chin doing a "L" shape with your thumb and index fingers (position B)

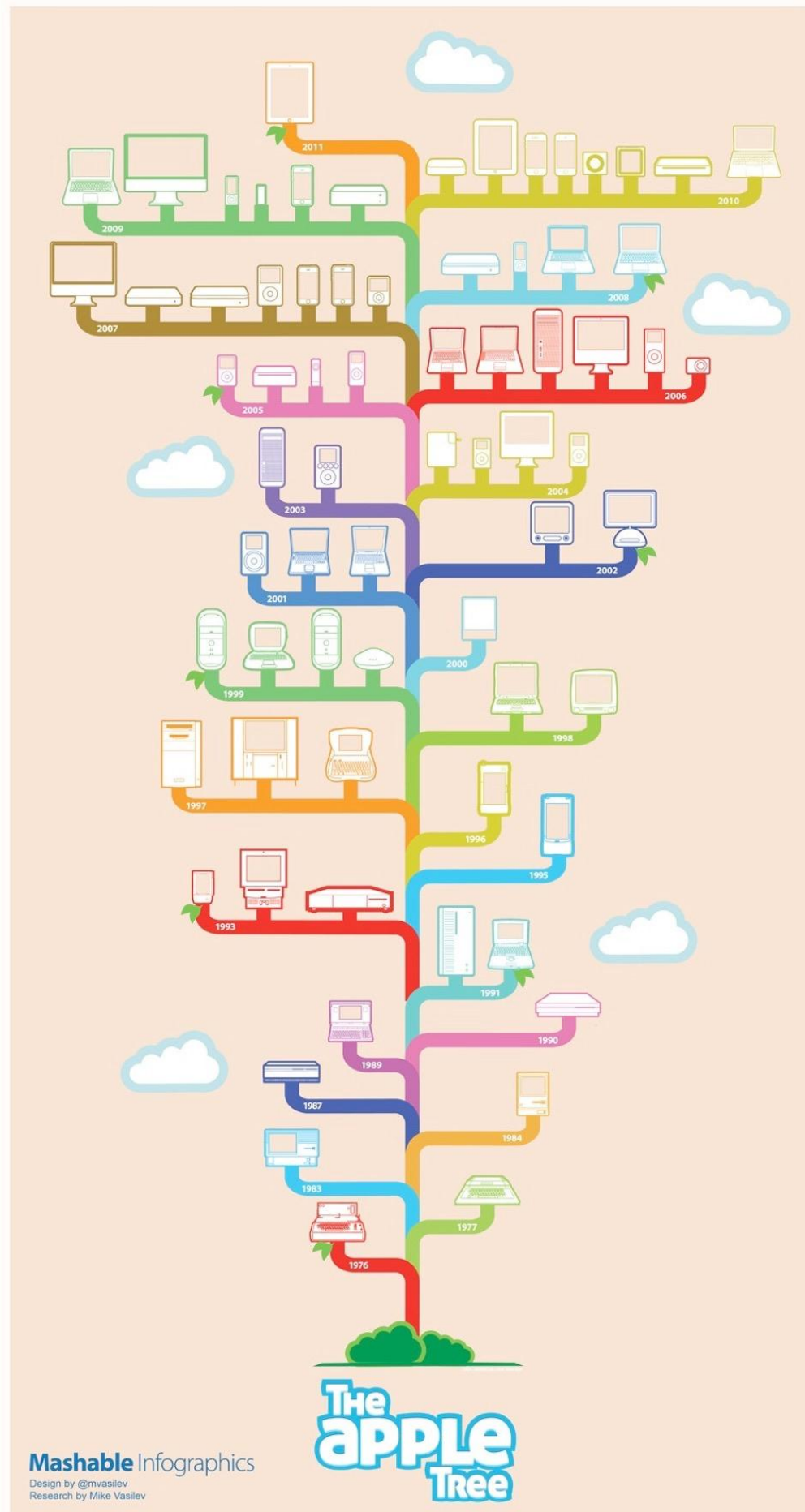
HUGO A. SANCHEZ/2009 NEWS

ISSUES BY THE NUMBERS: MAKING AMERICA SMARTER, STRONGER, AND YOUNGER

INNOVATION = PROSPERITY
Having workers with advanced training in science, technology, engineering, and math (STEM) fields is key to fostering innovation.



Foundation, October 2012.



Mashable Infographics
 Design by @mvasilev
 Research by Mike Vasilev

The
APPLE
 Tree

TIMELINE INFOGRAPHIC C

How to Create an Infographic

in 7 Steps

-  **1 Think of an idea**
Make a list of possible ideas for your infographic
-  **2 Create a skeleton & flowchart**
This will be your initial draft.
-  **3 Color scheme it**
Use eye-friendly colors such as pastels & bright hues.
-  **4 Choose Eye-Catching Graphics**
People are attracted to visuals more than the text.
-  **5 Research**
Use a variety of authoritative sources.
-  **6 Provide facts and conclusions**
Illustrate statistics. Make it simple.
-  **7 Edit, edit, edit**
Filter through everything, and try to create a narrative.

Inverted Pyramid News Writing

