AN UNDERSTANDING OF INFOGRAPHICS

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Kuwait City, February 20th, 2018
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OUTLINE

1. What is an Infographic
2. How to Make Infographics
3. Interesting Data or Information
4. Visually Appealing Story
5. Easy to Understand Design
6. The Do’s & Don’ts of Infographics Making
7. The Do’s & Don’ts of Chart Making
8. Mistakes of Infographics Design
9. Introduction of Infographic Software Maker
WHAT IS AN INFOGRAPHIC

1
Infographics (a clipped compound of "information" and "graphics") are graphic visual representations of information, data or knowledge intended to present information quickly and clearly.

Multimedia also leaves a lasting impression

30% of what they READ
80% of what they SEE & DO

It only takes us 150 milliseconds to process an image (60,000x faster)

http://neomam.com/interactive/13reasons/
WHERE WE USE INFOGRAPHICS

- **Illustrating data:** This means taking data from surveys (and similar functions) and making them more interesting than your average chart.

- **Simplifying a complex subject:** If you’ve got a rather mind-boggling concept, and need a way to break it down quickly and easily, infographics are the way to go.

- **Making comparisons:** Infographics are great at showing when two things are incredibly similar or different.

- **Awareness:** Whether it’s related to business, politics or any other arena, you can quickly raise awareness of a brand or cause with shareable infographics.
TYPES OF INFOGRAPHICS

1. Mixed charts
2. Informational / List
3. Timeline
4. How-to
5. Process
6. Comparison
7. Location
8. Photo-graphic
9. Hierarchical
10. Single chart
11. Visualized Numbers
12. Anatomical
13. Visual Resume
1. Mixed charts

**US Bank Closures**

Last Friday, 5 more banks were shut down, bringing the total number of closures to 89 banks in 2009 alone.

- **California**: 9 banks
- **Georgia**: 18 banks
- **Florida**: 6 banks
- **Illinois**: 15 banks

**416**

The number of banks on the FDIC’s “problem list” in 2009, the highest number since 1994.

**$3.7bn:**


**$70bn:**

How much the FDIC estimates bank failures will cost the fund through 2013.

**Bank Closures by Month, 2009**

<table>
<thead>
<tr>
<th>Month</th>
<th>Number of Banks</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>3</td>
</tr>
<tr>
<td>February</td>
<td>10</td>
</tr>
<tr>
<td>March</td>
<td>5</td>
</tr>
<tr>
<td>April</td>
<td>8</td>
</tr>
<tr>
<td>May</td>
<td>7</td>
</tr>
<tr>
<td>June</td>
<td>9</td>
</tr>
<tr>
<td>July</td>
<td>21</td>
</tr>
<tr>
<td>August</td>
<td>15</td>
</tr>
<tr>
<td>September</td>
<td>5</td>
</tr>
</tbody>
</table>

**89 banks in total**

**Latest Banks to Close, September 2009**

- **First Bank of Kansas, KS**
  - $116m in assets
  - $15m in deposits
- **InBank, IL**
  - $212m in assets
  - $199m in deposits
- **First State Bank, AZ**
  - $105m in assets
  - $35m in deposits
- **Vantis Bank, IA**
  - $145m in assets
  - $368m in deposits
- **Platinum Community Bank, IL**
  - $346m in assets
  - $305m in deposits

**Total Assets:** $1.137m

**Total Deposits:** $962m

3. Timeline

The metrics since 2009 provide an idea of the engagement level:

- 5.4 million pages viewed on portal: www.enpi-info.eu
- 20,000+ subscribers across online and social platforms
- 10,000+ news items (on average 8-10 per day)
- 12,000 photos from all countries (up to 10,000 views in one day on FB)
- 750 project partners trained to communicate their projects
- 69 publications, including magazines, brochures, handbooks, leaflets, etc.

Key Highlights

2009
- Launch of social media activities, with articles, seminars, and podcasts from European partners across the region.

2010
- Associated partner meetings and seminars: 1,000+ participants.

2012
- Following the success of the first phase, the European Commission proposes the extension of the contract for a further three years.

2013
- 100% feature story publication: 120 high-profile stories appear on the website.

2014
- Final year, record output: Highest ever media coverage.

www.enpi-info.eu
HOW TO MAKE MONEY
the startup way

1. Find a product (or idea) that is popular but not yet perfect
2. Buy one, and study it in detail
3. Figure out how to improve it
4. Make a prototype
5. Show the prototype to 100 people

- Give her 10% of your company
- Find a person with a lot of money, an investor
- Split with your co-founder 50% (use vesting)
- Find a co-founder who can build it with you
- Remake it, until people start pre-ordering it, (ex. Kickstarter)

- Make the product
- Sell your product to 1 Million people
- Get more money
- List your company on stock exchange like NASDAQ
- Your investor, your co-founder, and you all make money when you sell shares there

Funders and Founders

by Anna Vital
5. Process

9 Ways to measure a Business Process

1. Process Effectiveness
   Process performance to specified customer requirements

2. Process Efficiency
   Inputs and resources consumed by process versus standards

3. Supplier Effectiveness
   Supplier performance to specified process’ requirements

4. Units in Process
   Unit quantities of Inputs and Outputs between supplier and customer

5. Product Cost
   Total cost to produce & deliver outputs, including inputs, processing, and resource costs

6. Resource Productivity
   Units produced by the process versus resources consumed by the process, including facility, equipment, people, and info tech.

7. Process Cycle Time
   Time required from inputs supply to outputs delivery.

8. Process Alignment
   The level of match-up between customer demand, process outputs, and supplier inputs.

9. Process Compliance
   Extent to which process adheres to third party standards, such as maturity, ISO, industry, federal, SOX.

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www.businessmapping.com
6. Comparison

### Side Comparison Infographic

<table>
<thead>
<tr>
<th>Profile 01</th>
<th>Profile 02</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Image" /></td>
<td><img src="image2" alt="Image" /></td>
</tr>
</tbody>
</table>

### Traditional Marketing vs Digital Marketing

- **Traditional Marketing**: A form of push marketing or outbound marketing wherein you "push" information on people who may or may not want to know more about your company and its products. The relationship between the advertiser and the audience is just one-way.

- **Digital Marketing**: Has the ability to go viral. Using social media shares enables your messages to be shared incredibly quickly.

### iPhone 6s vs Galaxy S7

<table>
<thead>
<tr>
<th></th>
<th>iPhone 6s</th>
<th>VS</th>
<th>Galaxy S7</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price</strong></td>
<td>$808.95 as of Apr. 22nd</td>
<td>VS</td>
<td>$741.16 as of Apr. 21nd</td>
</tr>
<tr>
<td><strong>Resolution</strong></td>
<td>750 x 1334</td>
<td>VS</td>
<td>1440 x 2560</td>
</tr>
<tr>
<td><strong>Screen Size</strong></td>
<td>4.7 inches</td>
<td>VS</td>
<td>5.5 inches</td>
</tr>
<tr>
<td><strong>Storage</strong></td>
<td>64 GB</td>
<td>VS</td>
<td>32 GB</td>
</tr>
<tr>
<td><strong>Ram</strong></td>
<td>2 GB</td>
<td>VS</td>
<td>4 GB</td>
</tr>
<tr>
<td><strong>Battery</strong></td>
<td>1715 mah</td>
<td>VS</td>
<td>3600 mah</td>
</tr>
<tr>
<td><strong>Weight</strong></td>
<td>5.04 ounces</td>
<td>VS</td>
<td>5.54 ounces</td>
</tr>
</tbody>
</table>
Are Humanity's Most Inventive Days Behind Us or Ahead?

It took a lot of individual brainstorming to get us from the invention of the wheel to the invention of the iPad. Do we have anything left in the tank? Despite some pockets of pessimism, most people think even better things are in store.

Countries Producing the Most Important Inventions

No one gets to be No. 1 forever, and as the U.S. is learning, there are plenty of contenders for the crown (hello, China and Japan). But respondents' ages can influence their answers.
8. Photo-graphic
9. Hierarchical

Self-actualization
This level of need refers to what a person’s full potential is and the realization of that potential. Maslow describes this level as the desire to accomplish everything that one can, to become the most that one can be. Individuals may perceive or focus on this need very specifically. For example, one individual may have the strong desire to become an ideal parent. In another, the desire may be expressed athletically. For others, it may be expressed in paintings, pictures, or inventions.

Esteem
All humans have a need to feel respected; this includes the need to have self-esteem and self-respect. Esteem presents the typical human desire to be accepted and valued by others. People often engage in a profession or hobby to gain recognition. These activities give the person a sense of contribution or value. Low self-esteem or an inferiority complex may result from imbalances during this level in the hierarchy.

Love and belonging
After physiological and safety needs are fulfilled, the third level of human needs is interpersonal and involves feelings of belongingness. This need is especially strong in childhood and can override the need for safety as witnessed in children who cling to abusive parents.

Physiological needs
Physiological needs are the physical requirements for human survival. If these requirements are not met, the human body cannot function properly and will ultimately fail. Physiological needs are thought to be the most important; they should be met first.

Safety needs
With their physical needs relatively satisfied, the individual’s safety needs take precedence and dominate behavior. In the absence of physical safety – due to war, natural disaster, family violence, childhood abuse, etc. – people may (re-)experience post-traumatic stress disorder or transgenerational trauma. This level is more likely to be found in children because they generally have a greater need to feel safe.
One World Trade Center is the world’s fourth tallest building

The tallest buildings worldwide (in metres)

- Dubai: 828m (2010)
- Shanghai: 632m (2014)
- Makkah: 601m (2012)
- New York: 541m (2014)
- Taipei: 509m (2004)
- Shanghai: 492m (2008)
- Hong Kong: 484m (2010)
11. Visualized Numbers

HEATHROW IN NUMBERS

- 500,000 passengers flying in for the London 2012 Olympic and Paralympic Games
- 1,000 local volunteers ready to help everyone off their planes and welcome them to London
- 100,000 athletes, 20,000 members of the media, 150 heads of state. Most will arrive via Heathrow
- 10,000 bags squeezed onto the baggage system – 35% more than normal and 13,000 more than it is designed to handle
- The Paralympics is a third of the size of the Olympics but it is still a huge challenge
- 15,000 oversized bags including canoes, javelins, kites and poles for the pole vault. 980 firearms plus ammunition to check
- Heathrow will have to deal with a month’s worth of wheelchair users in just a week - about 1,800 in total
- 31 new security lanes
- A specially constructed Games terminal has been built at Heathrow for use by the Olympic family. Located next to Terminal 4 it has 31 check-in desks and seven security lanes

1,800
980
31
12. Anatomical

HOW QUITTING SMOKING CHANGES YOUR BODY
Here's what happens to your body after your last cigarette:

1 TO 9 MONTHS
- Risk of heart disease drops to half that of a smoker.
- Risk of stroke is the same as that of a non-smoker.
- Risk of cancer of the mouth, throat, esophagus and bladder are cut in half.
- Risk of cervical cancer falls to that of a non-smoker.
- Lungs are able to clear mucus, keep clean and reduce infection.
- Overall energy levels improve.
- Circulation, lung function and stamina improve.

2 WEEKS TO 3 MONTHS
- Senses of taste and smell improve.
- Cardiac function improves.
- Carbon monoxide in your blood drops while oxygen level increases.

72 HOURS
- Bronchial tubes widen.

48 HOURS
- Brunchial tubes widen.

8 HOURS
- Carbon monoxide in your blood drops while oxygen level increases.

20 - 30 MINUTES
- Blood pressure and pulse drop.
- Hands and feet start to warm up.

SOURCES
- “Smoking & Tobacco Use,” nh.gov
- “What smokers quit: what are the benefits over time?” cancer.org
- “Smoking Creation: Why You Should Quit,” my.clevelandclinic.org
- “Pneumonia: Causes and Risk Factors,” webmd.com

ANATOMY OF A MIO
A Managed Information Object (MIO) is a data asset that has been ingested into the Data Lake and meets specific usability criteria.

A MIO is:
- TRACEABLE: A MIO's lineage is captured as it is moved, transformed, combined, and integrated.
- PROFILED: The quality metrics of a MIO are well understood.
- UNDERSTANDABLE: A MIO exists in a business context, with the correct metadata and relationships to ontologies, and can be understood by business users.
- SEARCHABLE: A MIO is indexed as it is ingested and can be found easily via a search function.
- SECURE: Based on corporate policies, a MIO is protected by security methods like masking, encryption, and Access Control Lists (ACLs).

Are all of your data assets MIOs?
Visit www.knowledgent.com for more information on turning your data into MIOs.

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New York, NY • St. Louis, MO • Boston, MA • Toronto, Canada
HOW TO MAKE INFOGRAPHICS
CHOOSE THE TYPE OF INFOGRAPHIC

DEFINE YOUR TARGET AUDIENCE

DEFINE YOUR GOALS

DEFINE THE MEDIUM

CHOOSE YOUR TOPIC

FIND THE RIGHT INFORMATION

FIND THE STORY IN THE DATA

CREATE A WIREFRAME

THE ONE BIG IDEA

CHOOSE THE TYPE OF INFOGRAPHIC

DEsign

Your Own Infographic

Understand what to create

An infographic is not an accumulation of data. It is a representation of information in a way that is easy to understand at a glance.

The chosen colors

These are the steps

1. Context
2. Structure
3. Story
4. Design

Congratulations!

Now that your infographic is done, be sure to mention the name of the designer and the source if necessary. Easily share your infographic via social media or embed it on your website to increase traction.
1. Selecting the Topic
2. Surveying & Researching
3. Gathering the Data
4. Analyzing the Data
5. Finding the Narrative
6. Sketching the Idea
7. Editing
8. Designing
9. Testing
10. Completing the Infographic

Designer  Editor  Data Analyst
INTERESTING DATA OR INFORMATION

3
1. SOLVE A BURNING PROBLEM

Find a problem your audience faces and create an infographic that tells them how to solve that problem.

There are two ways to do this:

a. Ask your audience.
   Email, call, or survey your audience to find common problems they face.

b. Solve your own problem.
   If there’s a problem you keep running into, chances are other people are as well.
2. CHALLENGE THE STATUS QUO

Think of things that are a give-in in your job, field or industry. Then challenge those beliefs:

1. Make your audience rethink conventional wisdom
2. Challenge your audience’s beliefs and behaviors
3. CHANGE THE PERSPECTIVE

There is always a traditional way of framing a narrative. You can make it more interesting by changing or reframing the perspective.
4. FIND ORIGIN STORIES

The origin stories of a field of interest, industry, company or influential person often make for a great infographic.
5. FIND EXTREME CASES

In statistics, outliers are often removed because their influence on the rest of the data might skew the analysis. But these outliers are often interesting topics for an infographic.
6. GO OUTSIDE YOUR IMMEDIATE FIELD

Look for a topic in a related field that you are not directly a part of. There may be questions that your audience is asking about a related field that you can answer.
7. FIND NICHEs AND SUBCULTURES

Finding a niche audience is a strategy that businesses use when they are trying to enter a new market. The same approach can be applied to infographics and content marketing.
8. MASHUP TWO OR MORE TOPICS

This is as straightforward as it sounds: take two seemingly unrelated topics and mash them up. The resulting topic is usually something with a fresh perspective.
VISUALLY APPEALING STORY
Structure your infographic.

Every infographic can follow a structure that looks something like this:

- **Introduction**
  Sum up what your infographic is about.

- **Section subheadings**
  Identify different topics within the infographic, and draw the reader from one topic to the next.

- **Chart and graph labels**
  They’ll only consist of a few words.

- **Sources and footnotes**
  If you use other sources, it’s advisable to source them.
Use Vector Not Bitmap

Adobe Illustrator is powerful vector graphics software used to create stunning graphics, infographics, packaging, exhibition design, pop-up banners, illustrations, logos, patterns and textile designs and more. It is an essential tool for graphic designers, textile designers, illustrators, architects and more.
### When to use Illustrator

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logos</td>
<td>Image Editing</td>
</tr>
<tr>
<td>Logotype</td>
<td>Pixel Graphics/Effects</td>
</tr>
<tr>
<td>Vector Illustrations</td>
<td>Books, Newsletters, Reports</td>
</tr>
<tr>
<td>Web Graphics</td>
<td>Motion Graphics</td>
</tr>
<tr>
<td>Motion Graphics</td>
<td>Video/Audio</td>
</tr>
<tr>
<td>Business Cards/Stationary</td>
<td>Animation</td>
</tr>
</tbody>
</table>

### When to use Photoshop

<table>
<thead>
<tr>
<th>YES</th>
<th>NO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Image Editing</td>
<td>Logo Design</td>
</tr>
<tr>
<td>Color Correction</td>
<td>Print Publishing</td>
</tr>
<tr>
<td>Photo Compositing &amp; Retouching</td>
<td>Special Effects &amp; Filters</td>
</tr>
<tr>
<td>Web &amp; Motion Graphics</td>
<td>Vector Illustrations</td>
</tr>
<tr>
<td>Software/Web/Mobile/UI Design</td>
<td>Books, Brochures, Newsletters</td>
</tr>
<tr>
<td>Text &amp; Vector Graphics</td>
<td></td>
</tr>
</tbody>
</table>
### DRAWING WITH VECTOR

<table>
<thead>
<tr>
<th>Mathematical calculations that form shapes</th>
<th>Pixel-based</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vector programs best for creating logos, drawings and illustrations, technical drawings. For images that will be applied to physical products.</td>
<td>Raster programs best for editing photos and creating continuous tone images with soft color blends</td>
</tr>
<tr>
<td>It is not the best format for continuous tone images with blends of color or to edit photographs</td>
<td></td>
</tr>
<tr>
<td>Can be scaled to any size without losing quality</td>
<td>Do not scale up optimally - Image must be created/scanned at the desired usage size or larger</td>
</tr>
<tr>
<td>Resolution-independent: Can be printed at any size/resolution</td>
<td>Large dimensions &amp; detailed images equal large file size</td>
</tr>
<tr>
<td>A large dimension vector graphic maintains a small file size</td>
<td></td>
</tr>
<tr>
<td>Number of colors can be easily increased or reduced to adjust printing budget</td>
<td>It is more difficult to print raster images using a limited amount of spot colors</td>
</tr>
<tr>
<td>Vector art can be used for many processes and easily rasterized to be used for all processes</td>
<td>Some processes cannot use raster formats</td>
</tr>
<tr>
<td>Can be easily converted to raster</td>
<td>Depending on the complexity of the image, conversion to vector may be time consuming</td>
</tr>
<tr>
<td>Common vector graphic file format: ai, cdr, svg, and eps &amp; pdfs originating from vector programs</td>
<td>Raster images are the most common image format, including: jpg, gif, png, tif, bmp, psd, eps and pdfs originating from raster programs</td>
</tr>
<tr>
<td>Common vector programs: drawing programs such as Illustrator, CorelDraw, Inkscape (free)</td>
<td>Common raster programs: photo editing / paint programs such as Photoshop &amp; Paint Shop, GIMP (free)</td>
</tr>
</tbody>
</table>
EASY TO UNDERSTAND DESIGN 5
**The Elements of Design**

**LINE**
A line is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

**SHAPE**
Height + width = shape. We all learned basic shapes in grade school - triangles, squares, circles and rectangles. Odd or lesser seen shapes can be used to attract attention.
There are three basic types of shape: geometric (triangles, squares, circles etc), natural (plants, animals, trees, people), and abstracted (icons, stylizations, graphic representations etc).

**VALUE**
Value is how light or how dark an area looks. A gradient, shown above, is a great way to visualize value - everything from dark to white, all the shades in-between, has a value. Use value to create depth and light; to create a pattern; to lead the eye; or to emphasize.

**COLOR**
Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is subtractive; RGB (red/green/blue) is additive.
Some colors are warm and active (orange, red); some are cool and passive (blue, purple).
There are various color types (primary to analogous) and relationships (monochromatic to triad) worth learning more about as well.

**TEXTURE**
Texture relates to the surface of an object; the look or feel of it. Concrete has a rough texture; drywall has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed material has actual, textile texture while screen material has implied texture.

**SPACE**
Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to give the eye a rest; define importance; lead the eye through a design and more.

**SIZE**
Size is how small or large something is: a small shirt vs. an extra large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.
PRINCIPLES of DESIGN
quick reference poster

CONTRAST

COLOR
Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design—which can be achieved using elements like color, tone, size, and more—allows the viewer’s eye to flow naturally.

TONE/VALUE

SIZE/SHAPE

DIRECTION

To the left, you can see 4 ways to create contrast in your design.

REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established—for example, a dotted border or a specific typographic styling—repeat this pattern to establish consistency.

The short version?

Establish a style for each element in a design and use it on similar elements.

ALIGNMENT

Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.

PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.

Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.
THE DO’S & DON’TS
OF INFOGRAFICS MAKING

6
TYPOGRAPHY

All fonts should be legible and appropriate for what you are communicating.
COLOR

Use no more than five colors in a single layout. You can use different shades of a single color to distinguish.
ICONOGRAPHY

Icons should be simple, easy to understand and universal. They’re meant to enhance comprehension, never distract.
CALLOUTS

Use callouts sparingly to highlight only key information.

WRONG

23.1 million customers discover brands through SOCIAL MEDIA.

65% of customers have used social media for CUSTOMER SUPPORT.

RIGHT

23.1 million customers discover brands through social media.

65% of customers have used social media for customer service.
NEGATIVE SPACE

Keep significant negative space. When too much information is in a layout, messaging becomes cluttered and incoherent.
LAYOUT

Present content in a way that guides readers through in a logical hierarchy. Aligning the elements in a layout with each other will help maintain consistency.

WRONG

SOCIAL CUSTOMER SERVICE

Here's everything you need to know about delivering customer service through social platforms.

75%

How would you rate customer service through social media?

RIGHT

SOCIAL CUSTOMER SERVICE

Here's everything you need to know about delivering customer service through social platforms.

75%

How would you rate customer service through social media?
COMPARISON

Visualize data in a way that is easy for the viewer to compare values.

**WRONG**

What do Facebook users want from brands?

- 52% Entertainment
- 48% Discounts
- 37% Customer Service

**RIGHT**

What do Facebook users want from brands?

- 52% Entertainment
- 48% Discounts
- 37% Customer Service
ACCURACY

Visualizations should represent their values proportionately. Inaccurate representations can deceive viewers.
SIMPLICITY

Avoid unnecessary design, including 3D charts, ornamental illustration or extraneous elements.
THE **DO’S & DON’TS** OF **CHART** MAKING

7
<table>
<thead>
<tr>
<th><strong>DO</strong></th>
<th><strong>DON’T</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Use appropriate charts, including horizontal bar graphs</td>
<td>Change chart styles partway through a comparison</td>
</tr>
<tr>
<td>Use the full axis</td>
<td>Overload charts with unimportant data, more than six colors, or too many animations</td>
</tr>
<tr>
<td>Keep it simple, especially with animations, and make sure with a</td>
<td>Use a pie chart, especially one with more than seven wedges</td>
</tr>
<tr>
<td>squint test</td>
<td>Use combinations with similar colors (red/orange and green, blues and greens)</td>
</tr>
<tr>
<td>Use color to contrast and highlight data</td>
<td>Sacrifice important data</td>
</tr>
<tr>
<td>Ask others for opinions</td>
<td></td>
</tr>
</tbody>
</table>
FOUR TYPES OF DATA

**Nominal**: Data sorted into categories

**Ordinal**: Arbitrary numerical scale

**Discrete**: Represents units

**Continuous**: Can be measured on a continuum

TYPES OF CHARTS

→ Bar chart

→ Pie chart, bar chart

→ Arrays, Pie chart, Bar chart

→ Line chart
MISTAKES OF INFOGRAPHICS DESIGN
1. It just doesn’t add up

BIGGEST FUTURE CHANGES IN THE WORKPLACE?

In a survey of HR professionals, changes forecasted in the workplace varied from:

- Employees will be paid on output rather than hours worked (69%)
- Employers competing on high flexibility rather than salaries (73%)
- Treadmill desks being common place to combat sedentary office life (46%)
2. Choosing the wrong type of chart

QUESTION 03/
What will be the major factors from an economic point of view that will influence which party you vote for in the next election?

- Management of national debt: 15%
- General investment in economy: 14%
- Investment in public services (inc NHS): 32%
- How I think it will affect me personally: 21%
- Impact on cost of living: 18%
3. Including too much information
4. Inaccurate scales
5. Boring and uninformative headlines

Wealth, Income and Power in the U.S.

The economic gap between rich and poor in the United States has widened as a result of the Great Recession, according to a recent study.
6. Wrong placement of axes

**Increase Conversion Rate**: Decrease your bounce rate by providing user a great experience and keep them on your site for longer time.
7. Forcing the reader to do more work
8. Hard-to-understand comparisons

WASTE MANAGEMENT & RECYCLING OF USA

How do different countries dispose of their waste?
9. Arranging data non-intuitively
10. Misrepresenting data with 3D charts
11. Trying too hard to be different

**Gun deaths in Florida**

Number of murders committed using firearms

- **2005**: Florida enacted its ‘Stand Your Ground’ law
- **873** in the 1990s
- **721** in the 2010s

Source: Florida Department of Law Enforcement
INTRODUCTION OF INFOGRAPHICS SOFTWARE MAKER
### 3 FORMATS OF INFOGRAPHICS

**STATIC INFOGRAPHICS** deftly combine text and images by presenting challenging concepts in the form of graphics, charts, maps, and other visual elements. Since these infographics include still images that don’t require user input, these graphic treatments serve as fixed resources.

**INTERACTIVE INFOGRAPHICS** depend on readers to manipulate them by selecting answers, selecting visual elements, or watching videos. With user input, these type of infographics reveal data, statistics, and other information.

**MOTION GRAPHICS** are always a captivating communication tool because they are packed with rich stimuli, holding the viewer’s attention throughout. The narrative-based nature of motion graphics also allows you to manage the pace and manner of how the information unfolds providing a controlled and powerful environment for explaining complex subject matter. Through a combination of animated graphics, illustration, and kinetic text, the viewer can be walked through an explanation or presentation of ideas, while being entertained. It’s a great combination for getting brand-centric messages across and making a connection with the viewer. Motion graphics design is a specialized skill, so creating a motion infographic is more expensive than a comparable static infographic. While printing a motion graphic is not possible, videos can be easily shared.
INFographics
SOFTWARE MAKER

Adobe Creative Cloud™

- **Static Infographics**: Adobe Illustrator
- **Interactive Infographics**: Adobe Edge Animate + Adobe Illustrator
- **Motion Infographics**: Adobe After Effect + Adobe Illustrator + Adobe Premiere
Thank You

ZULHAN RUDYANSYAH