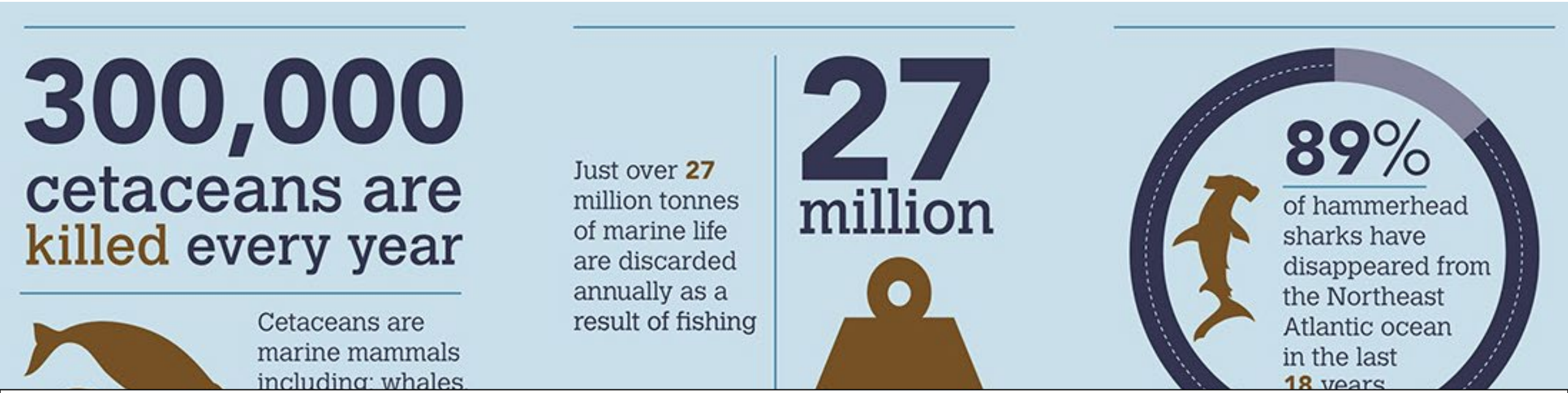
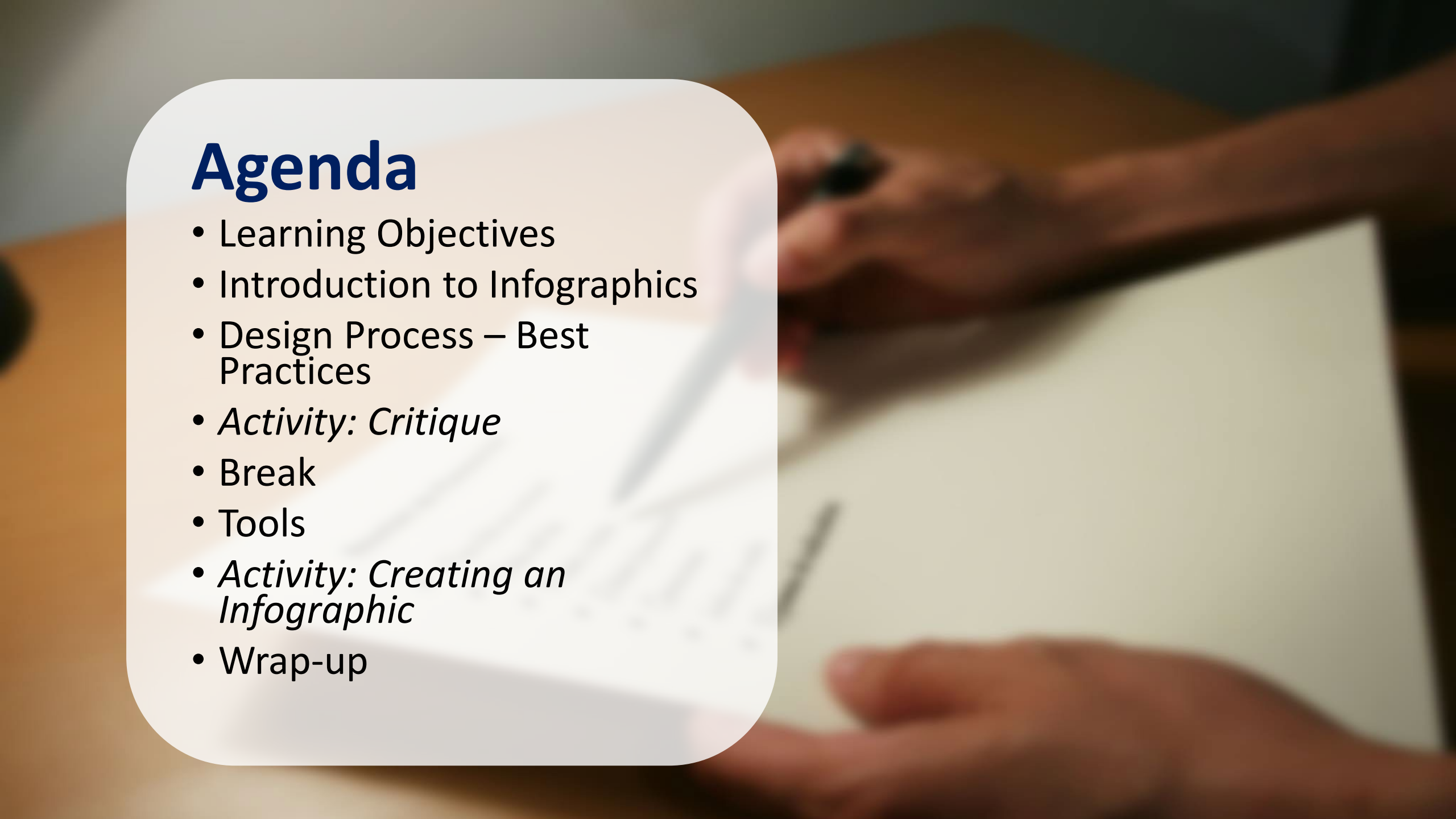


Introduction to Infographics

Kelly Schultz, Data Visualization Librarian

kelly.schultz@utoronto.ca

Slides: https://uoft.me/infographics2023slides



Agenda

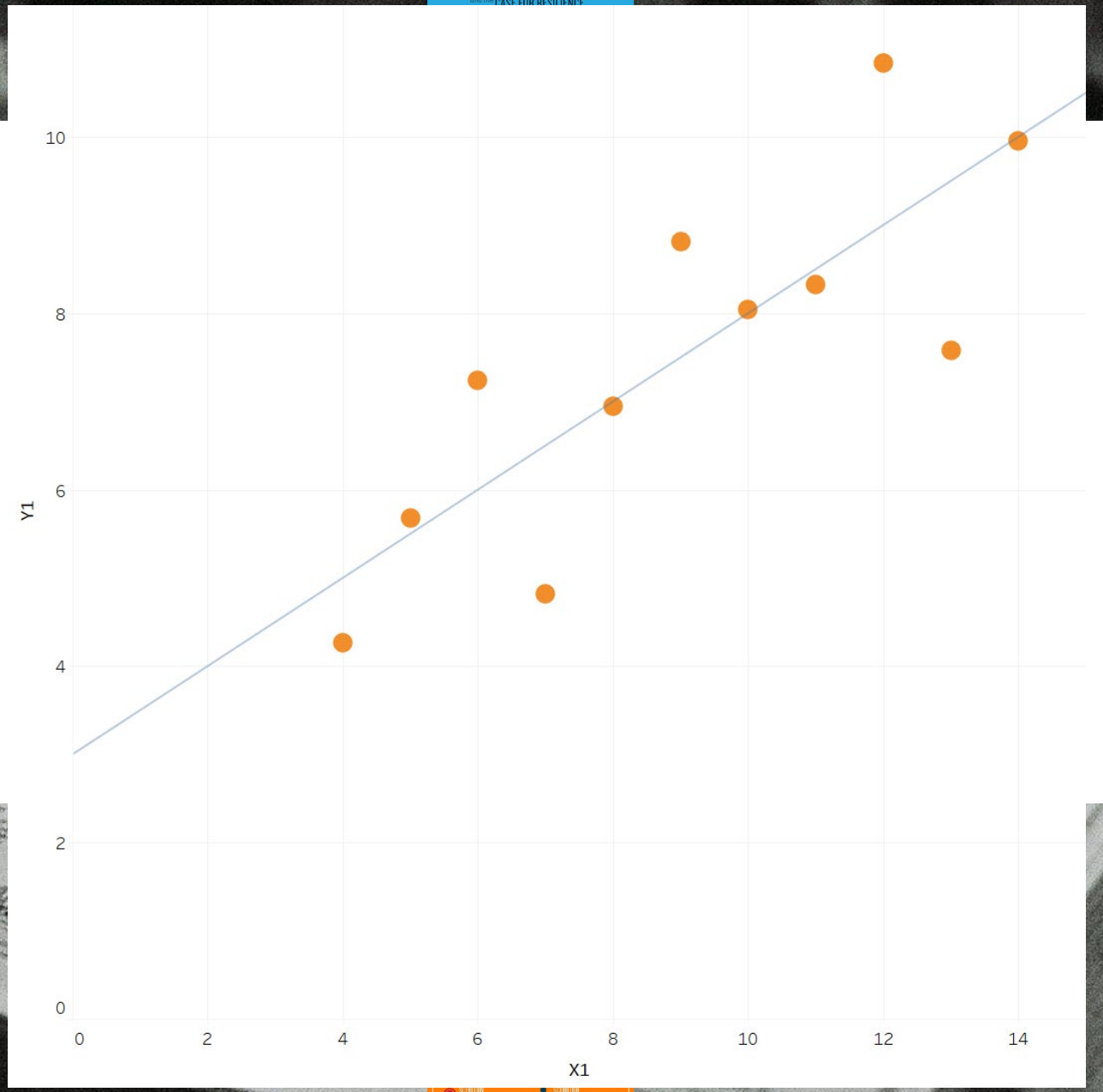
- Learning Objectives
- Introduction to Infographics
- Design Process – Best Practices
- *Activity: Critique*
- Break
- Tools
- *Activity: Creating an Infographic*
- Wrap-up

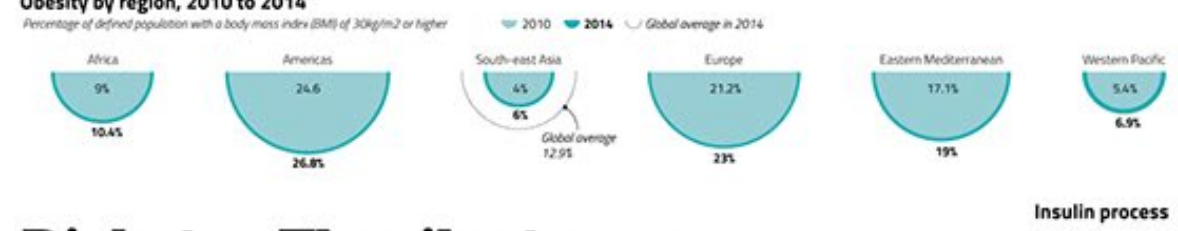
Learning objectives

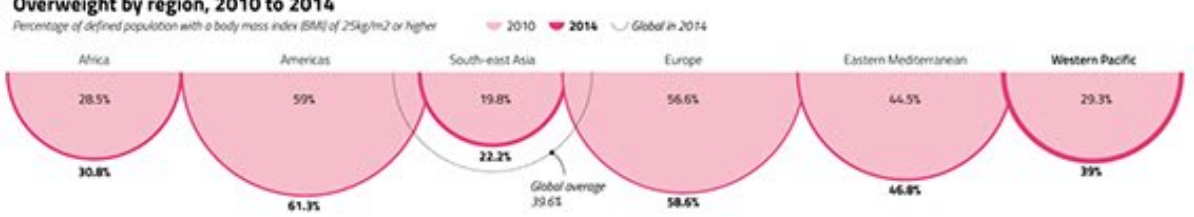
- Participants will be able to:
  - ✓ Describe what infographics are
  - ✓ List examples of how infographics are used
  - ✓ Identify best practices for creating infographics
  - ✓ Critique infographics, using knowledge of best practices
  - ✓ Identify appropriate infographic creation tools
  - ✓ Use Piktochart to create infographics following best practices
  - ✓ Be aware of Map & Data Library services and where to go for more help

Definitions

Infographics?

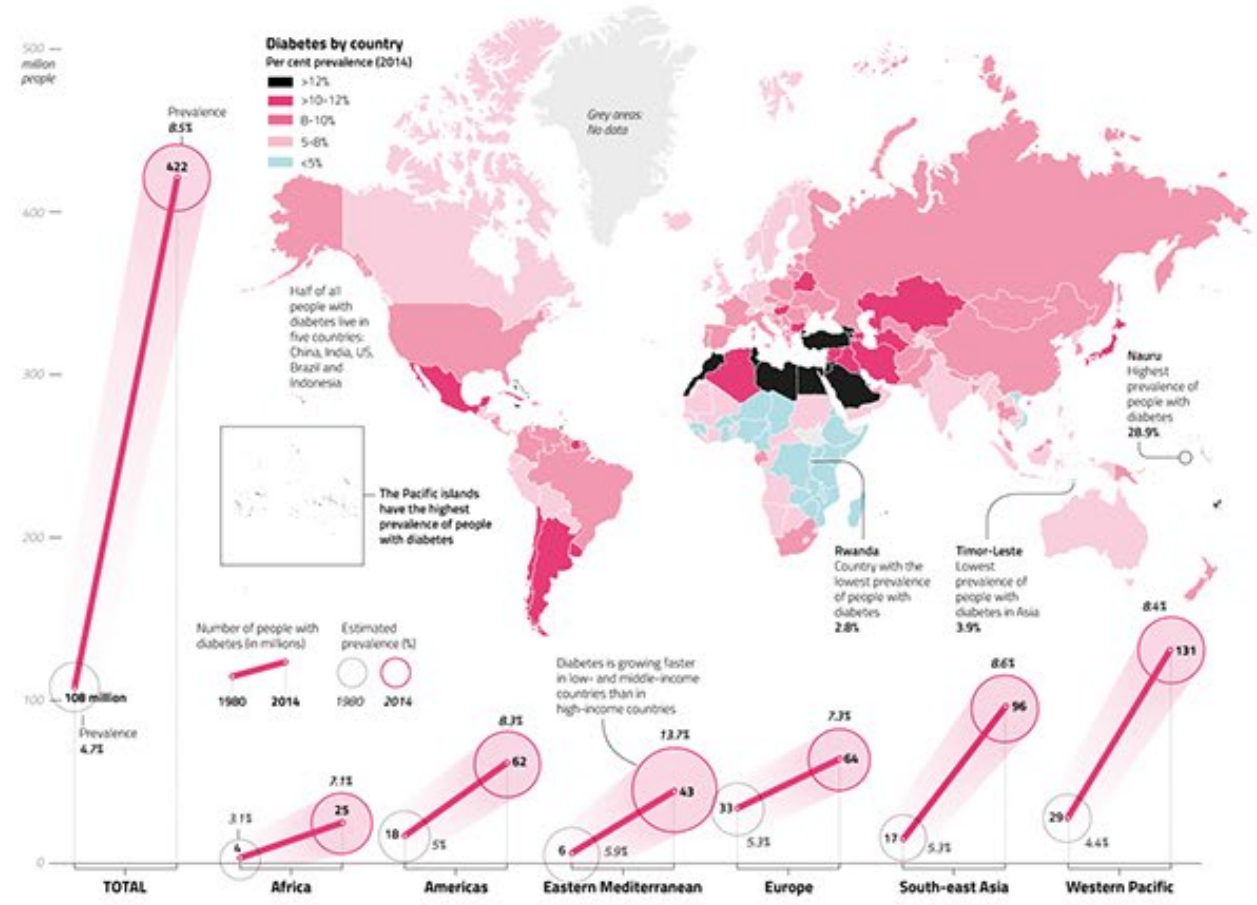


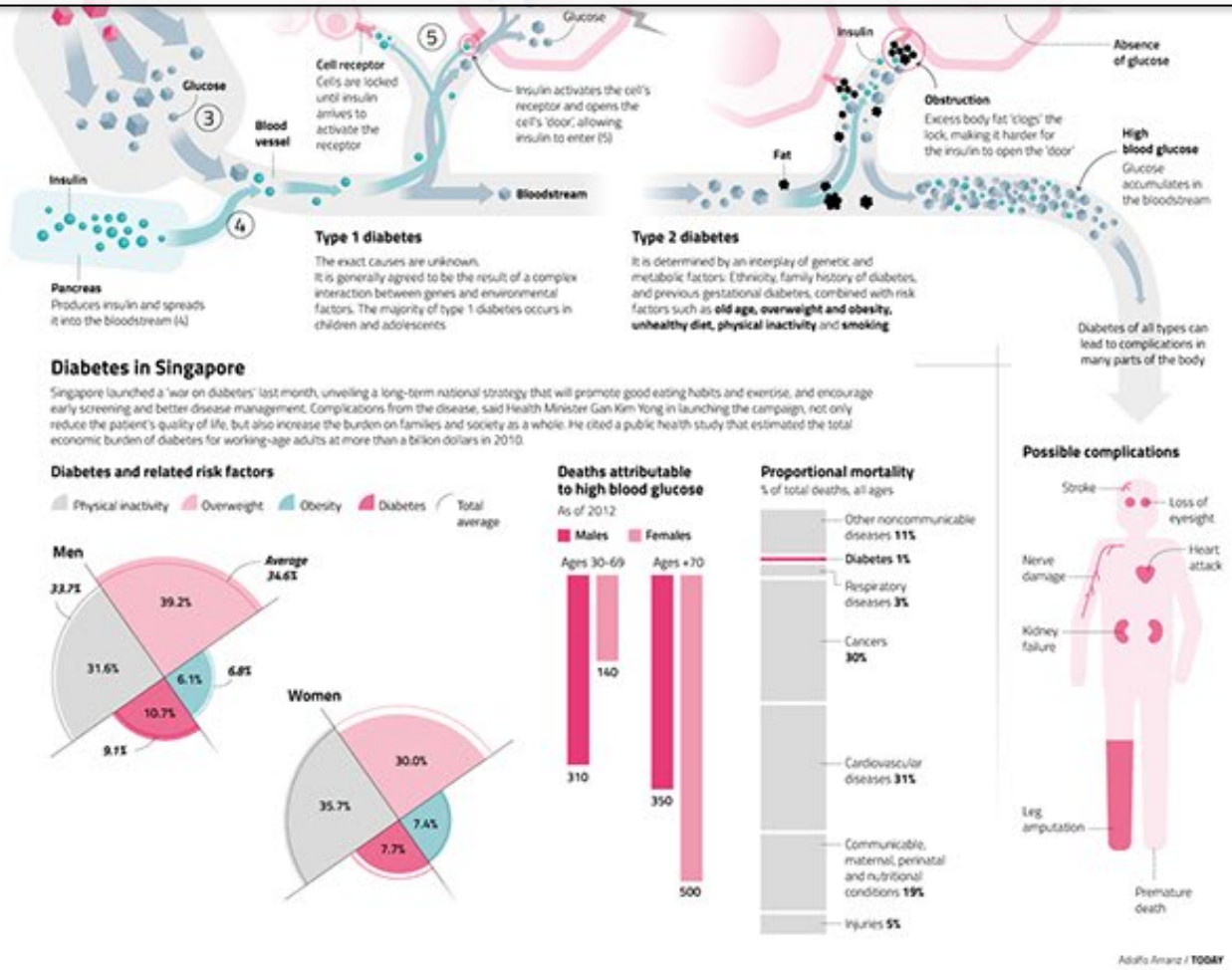




Diabetes: The silent scourge

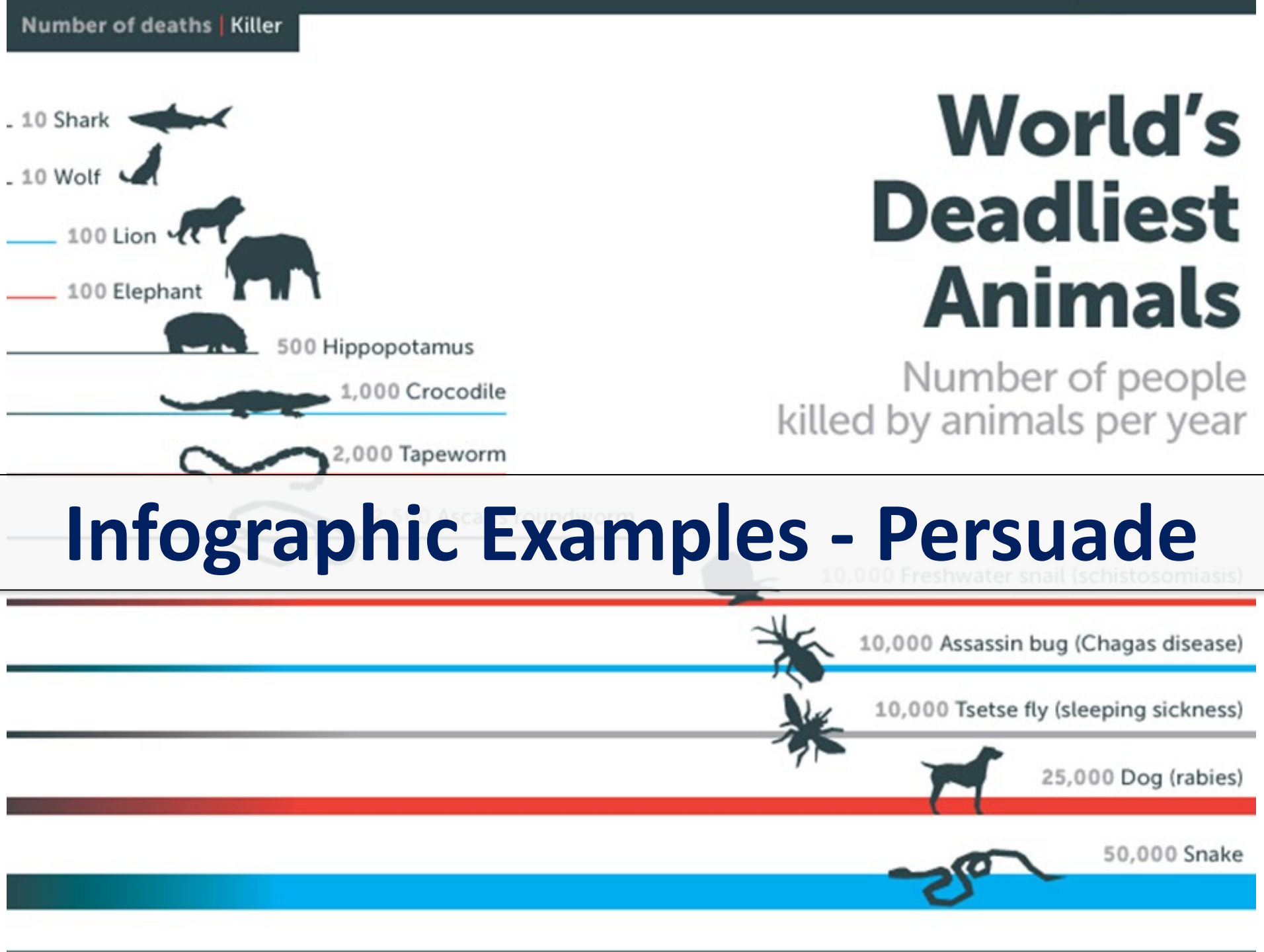
Infographic Example - Inform



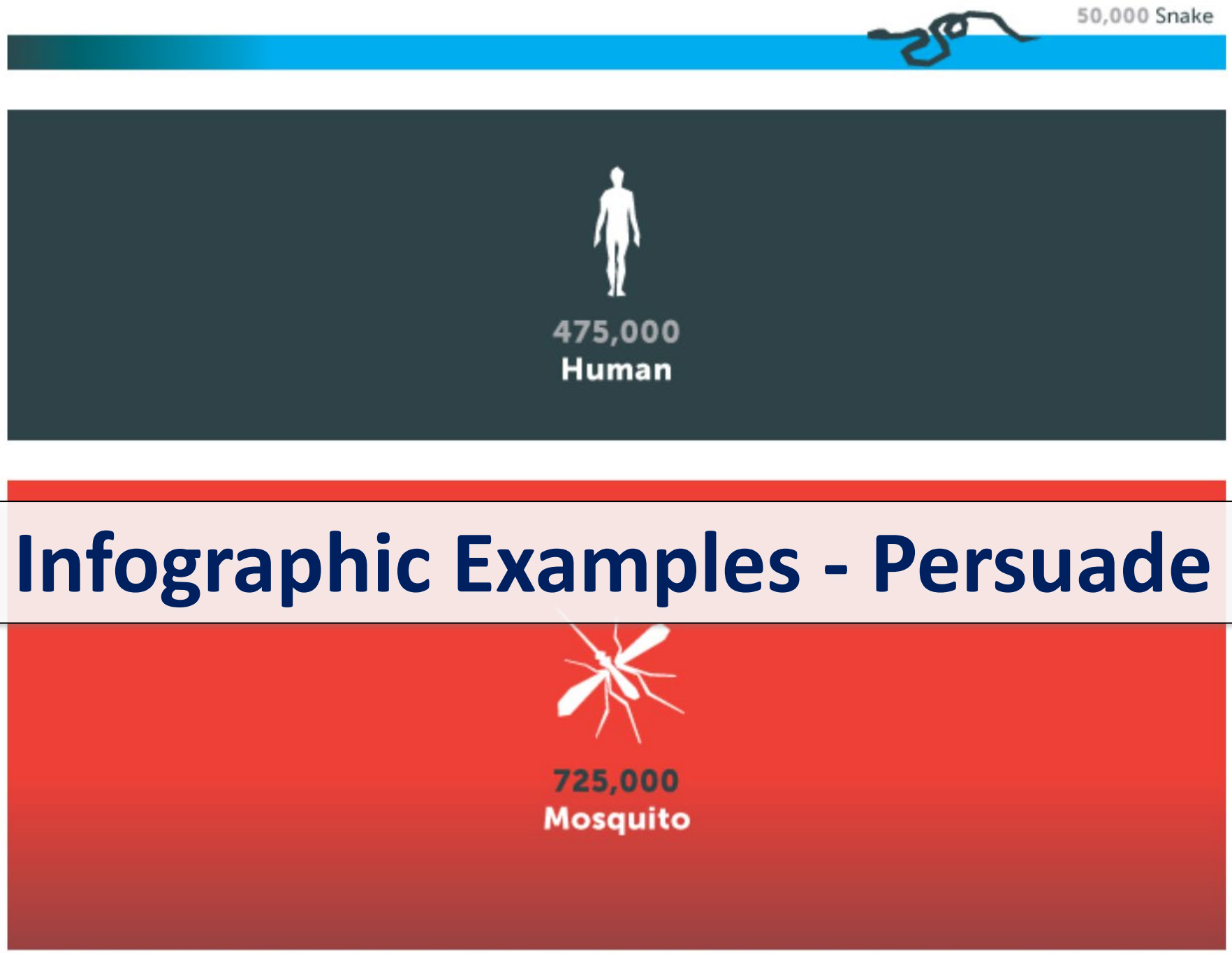


Sources: The Lancet, World Health Organization, The Food and Agriculture Organization, Bloomberg

Adolfo Arranz / TODAY

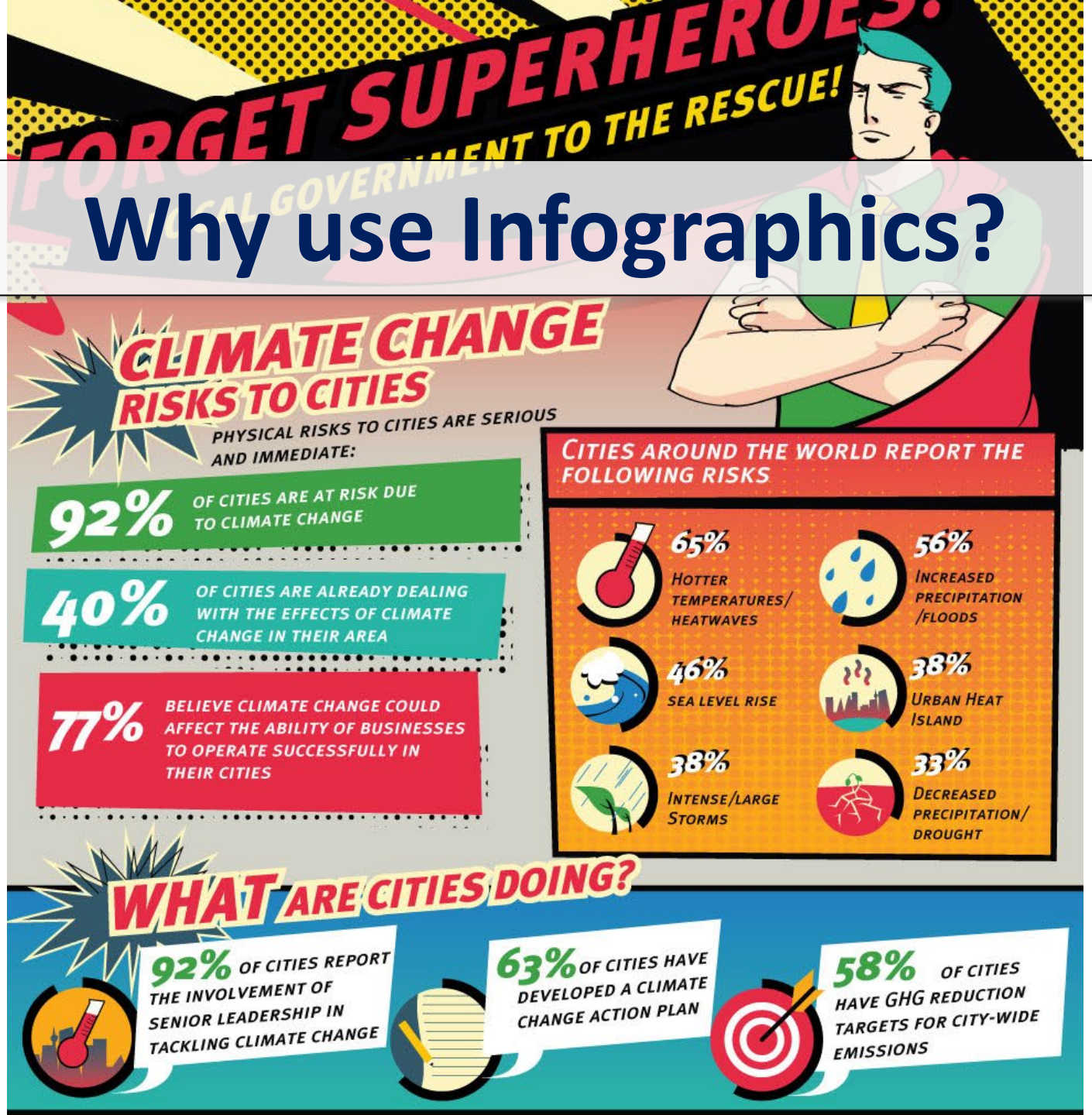


Infographic Examples - Persuade

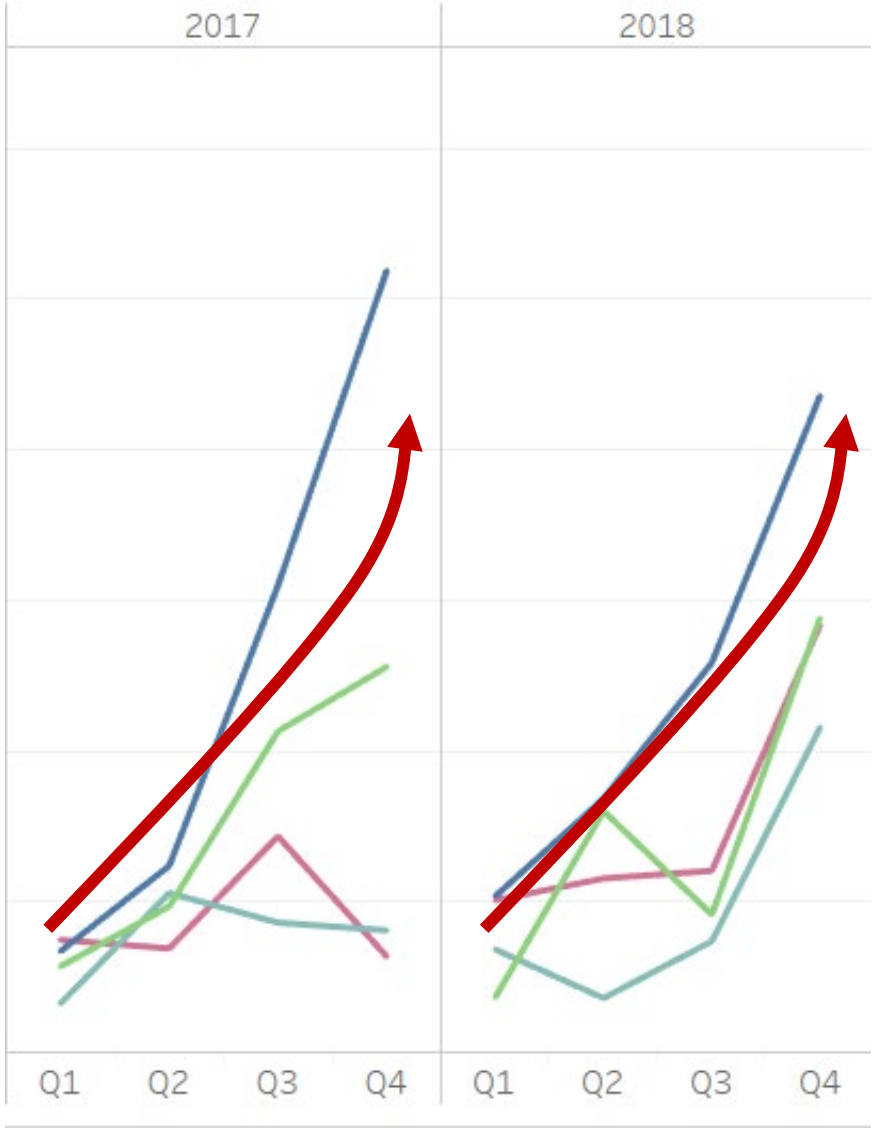


Infographic Examples - Persuade

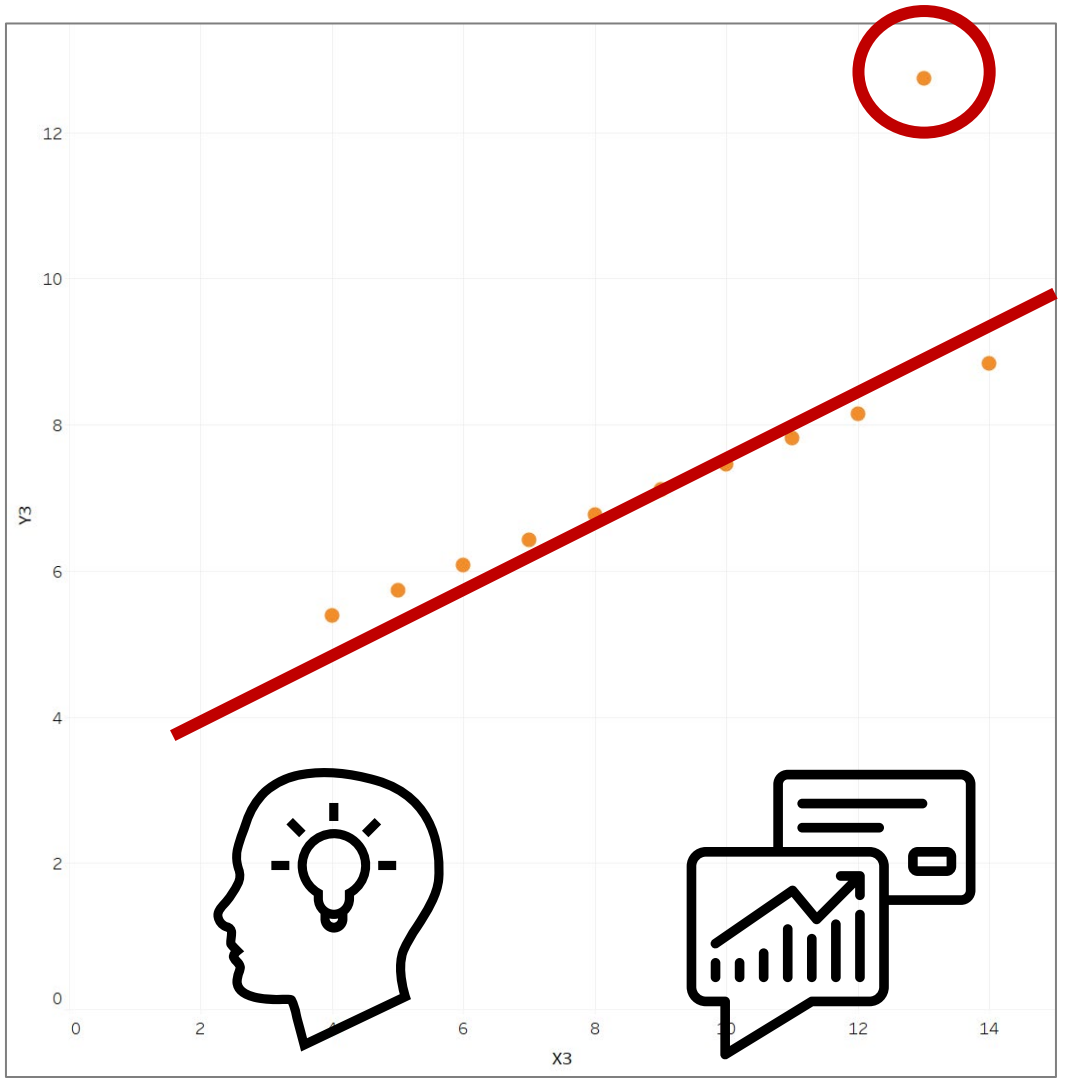
Why use Infographics?



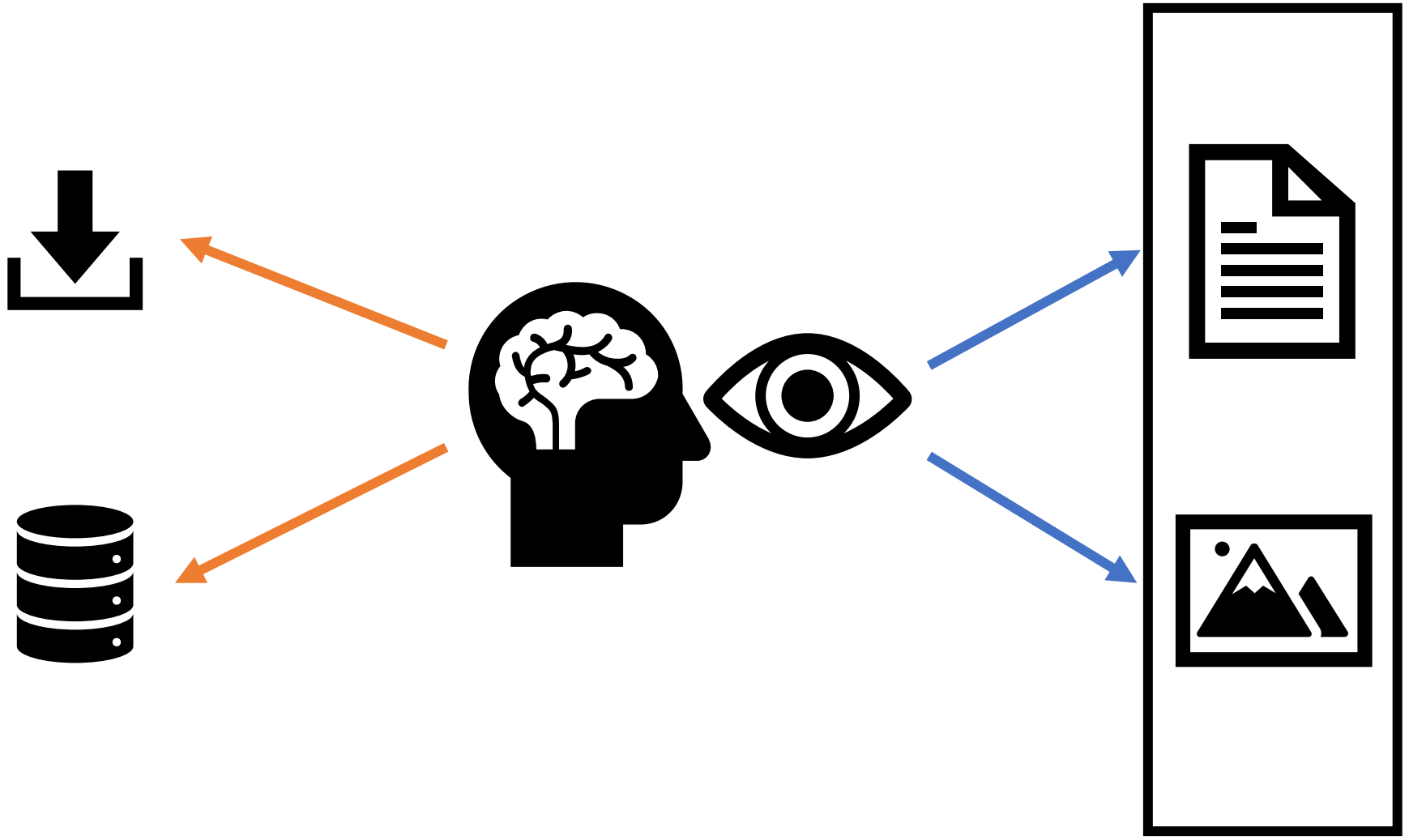
Why visualize?



Q4

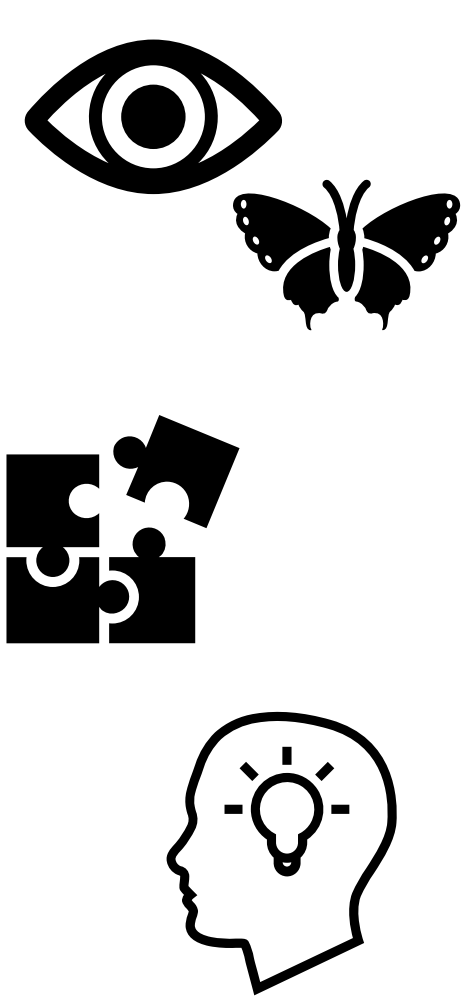


Dual Coding Theory

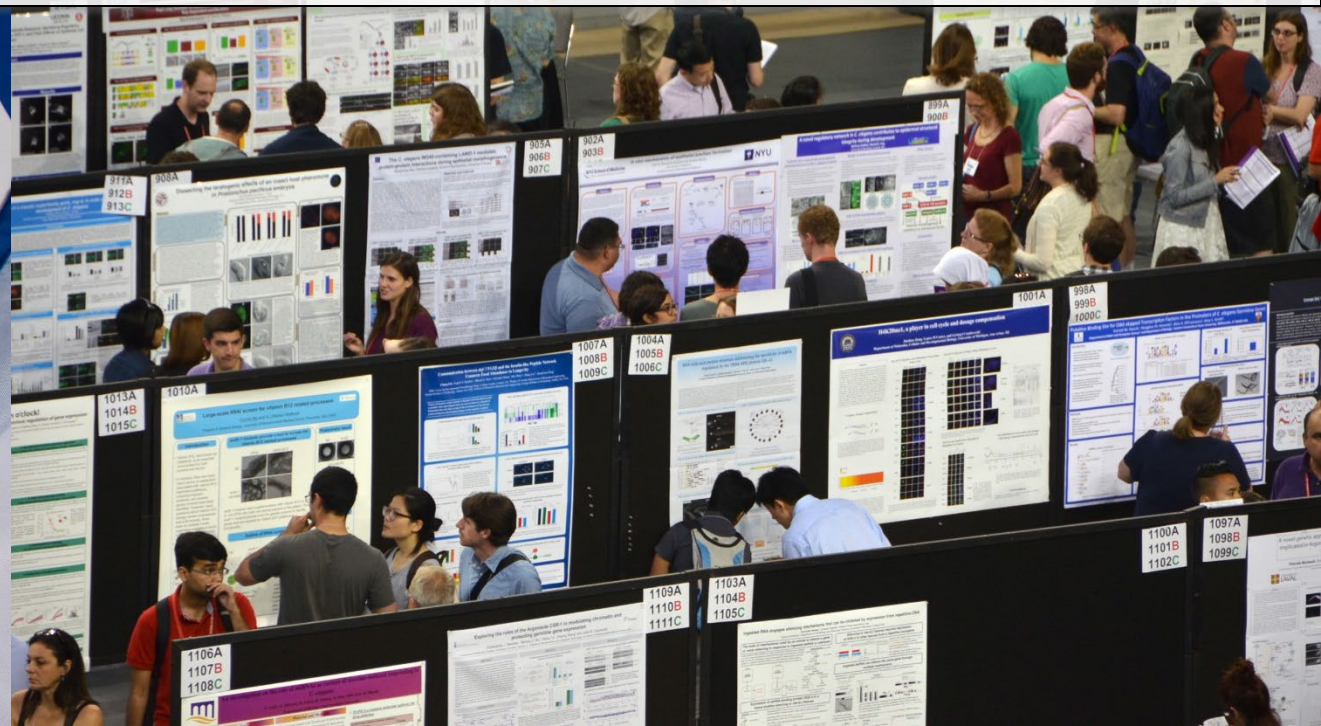


Storytelling

Infographics



How are Infographics used?



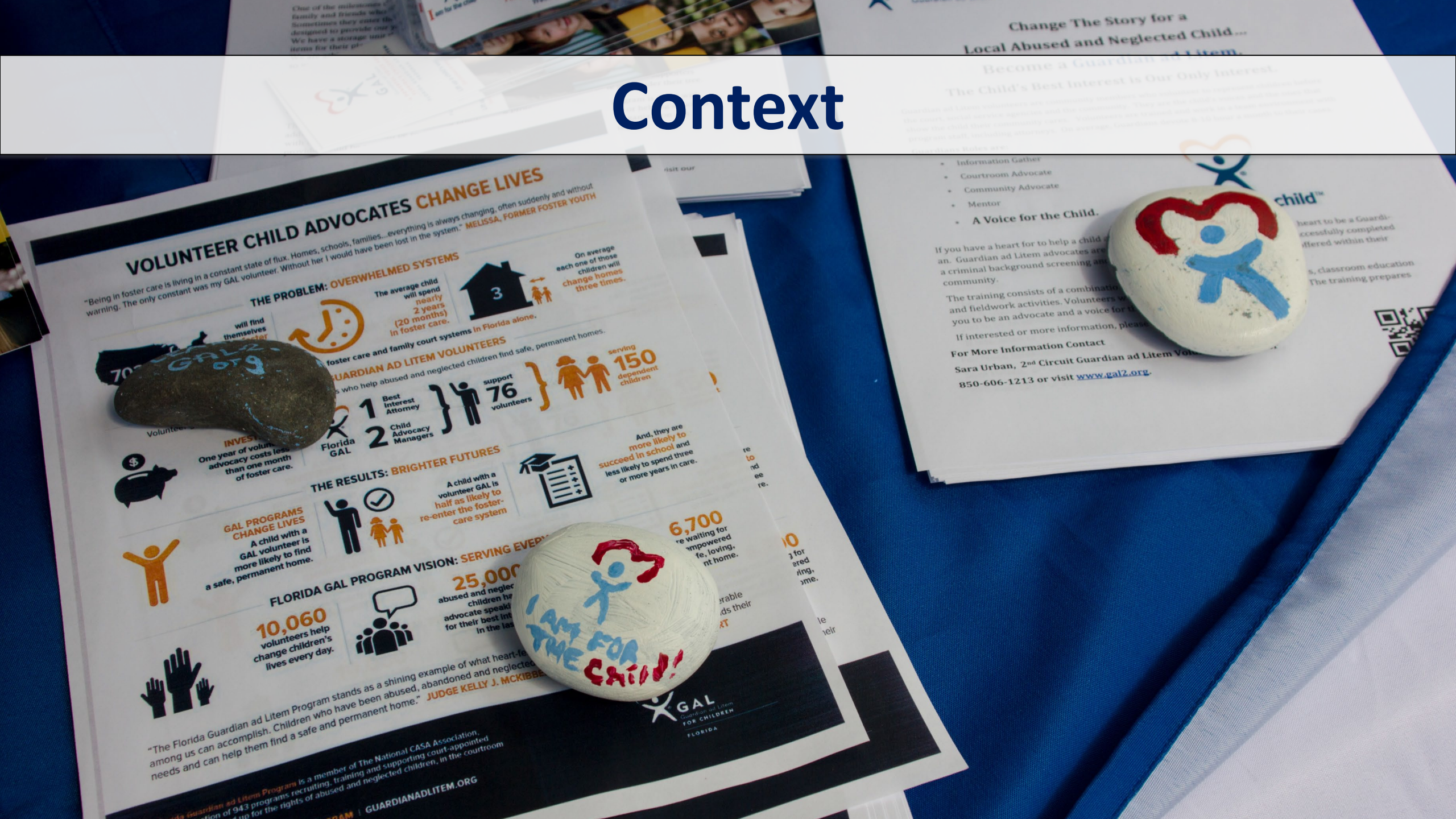
Design Process - Best Practices

Audience

Purpose

Home and Factory Weaving in England
1820
1830
1845
1860
1880
Each blue symbol represents 50 million pounds total production
Each black man symbol represents 10,000 home weaver
Each red man symbol represents 10,000 factory weaver

Context


VOLUNTEER CHILD ADVOCATES CHANGE LIVES
"Being in foster care is living in a constant state of flux. Homes, schools, families...everything is always changing, often suddenly and without warning. The only constant was my GAL volunteer. Without her I would have been lost in the system." MELISSA, FORMER FOSTER YOUTH
THE PROBLEM: OVERWHELMED SYSTEMS
The average child will spend nearly 2 years (20 months) in foster care.
On average each one of those children will change homes three times.
3
foster care and family court systems in Florida alone.
GUARDIAN AD LITEM VOLUNTEERS
who help abused and neglected children find safe, permanent homes.
1 Best Interest Attorney
2 Child Advocacy Managers
support 76 volunteers
serving 150 dependent children
Florida GAL
INVEST
One year of volun... advocacy costs less than one month of foster care.
THE RESULTS: BRIGHTER FUTURES
GAL PROGRAMS CHANGE LIVES
A child with a GAL volunteer is more likely to find a safe, permanent home.
A child with a volunteer GAL is half as likely to re-enter the foster-care system
And, they are more likely to succeed in school and less likely to spend three or more years in care.
FLORIDA GAL PROGRAM VISION: SERVING EVER...
6,700
...e waiting for ...mpowered ...fe, loving, ...nt home.
25,000
abused and neglec... children he... advocate speaki... for their best int... in the las...
10,060
volunteers help change children's lives every day.
"The Florida Guardian ad Litem Program stands as a shining example of what heart-fe... among us can accomplish. Children who have been abused, abandoned and neglected... needs and can help them find a safe and permanent home." JUDGE KELLY J. MCKIBBE...
Guardian ad Litem Program is a member of The National CASA Association, ...ion of 943 programs recruiting, training and supporting court-appointed ...up for the rights of abused and neglected children, in the courtroom
GUARDIANADLITEM.ORG
GAL
Guardian ad Litem
FOR CHILDREN
FLORIDA
I AM FOR THE CHILD!
Change The Story for a
Local Abused and Neglected Child...
Become a Guardian ad Litem.
The Child's Best Interest is Our Only Interest.
Information Gather
Courtroom Advocate
Community Advocate
Mentor
A Voice for the Child.
If you have a heart for to help a child ... an. Guardian ad Litem advocates are ... a criminal background screening an... community.
The training consists of a combinatio... and fieldwork activities. Volunteers w... you to be an advocate and a voice for t...
If interested or more information, pleas...
For More Information Contact
Sara Urban, 2nd Circuit Guardian ad Litem Vo...
850-606-1213 or visit www.gal2.org.
child™
heart to be a Guardi... ccessfully completed ...ffered within their
s, classroom education
The training prepares

Storytelling

Finding your story

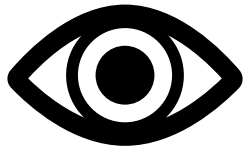
Beginning, Middle, & End

Visuals

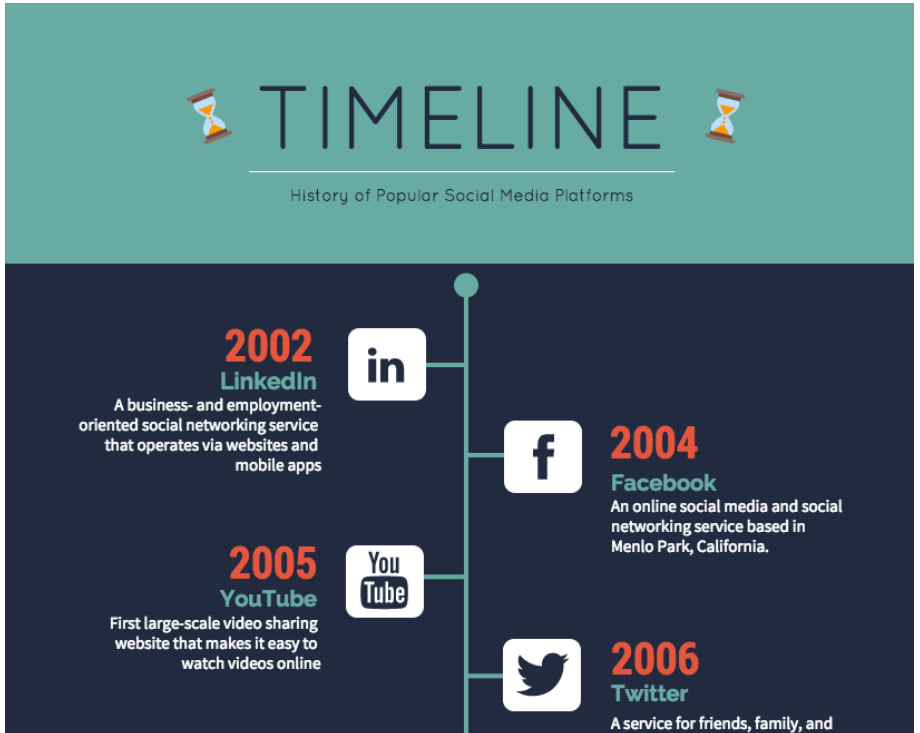
TONE

REINFORCE

EYE-CATCHING



Common Types of Visuals



Lorem ipsum dolor sit amet, consectetuer adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat [illegible] quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate [illegible], arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, [illegible] ullam dictum felis eu pede mollis pretium. Integer tincid[illegible]as dapibus. Vivamus elementum semper nisi. A[illegible]n v[illegible]tate eleifend tellus. Aenean leo ligula, porttitor eu [illegible]equat vita[illegible]end ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper

Common Charts & Graphs

BAR GRAPH

LINE GRAPH

PIE CHART

MAP

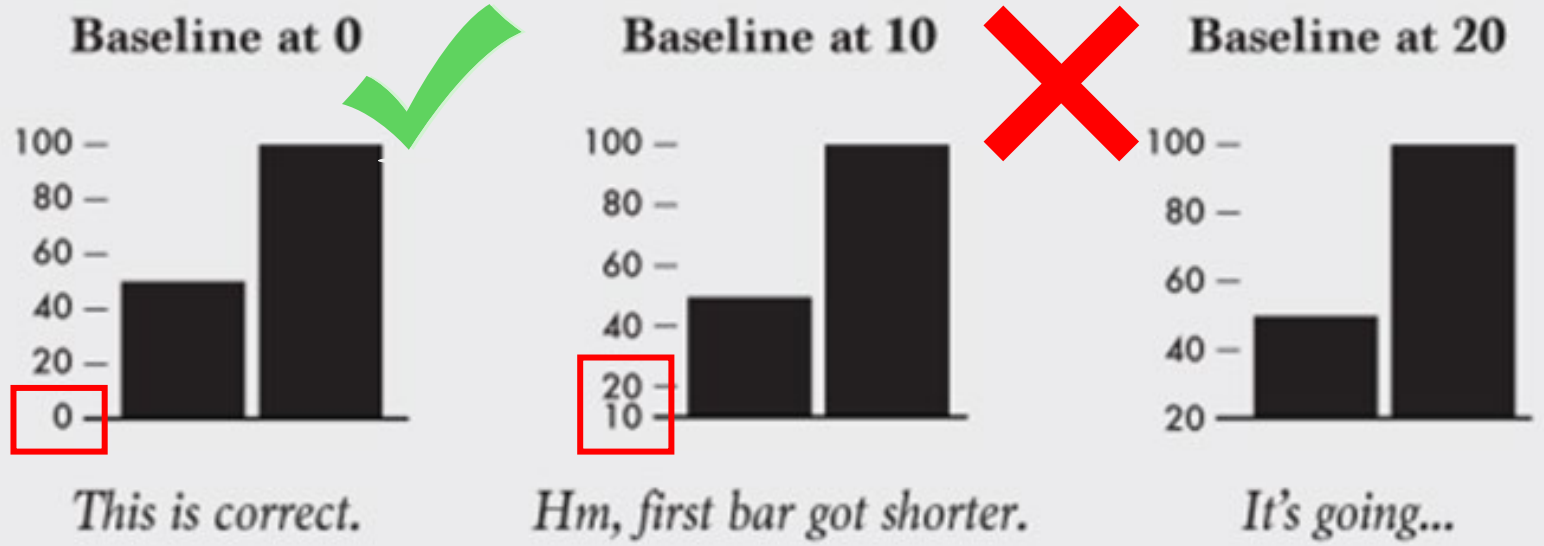


Chart & Graph Tips – Bar Graphs

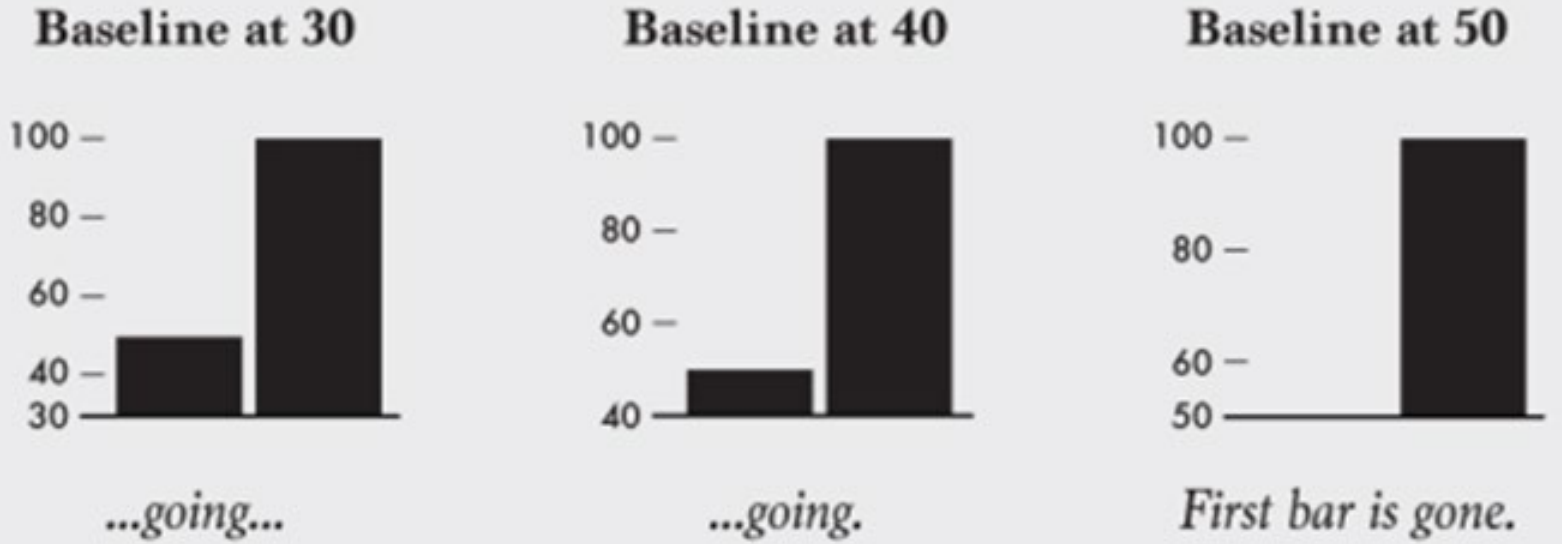
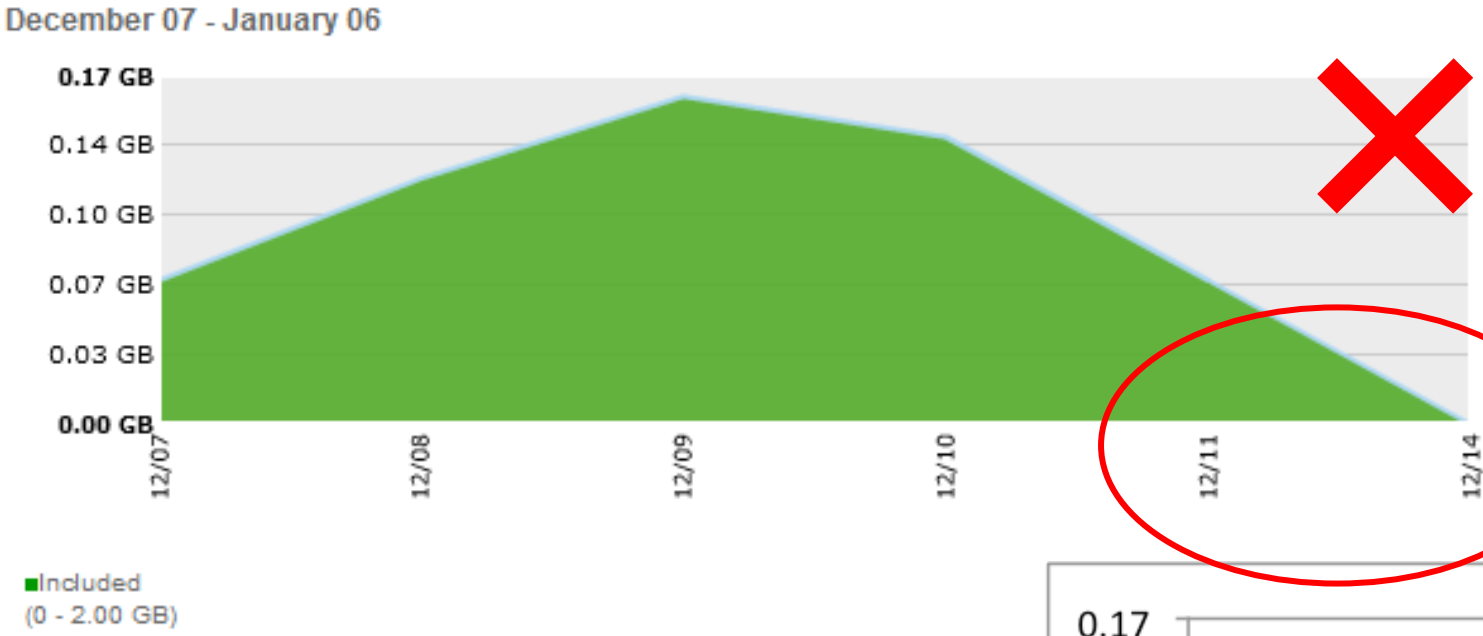


Chart & Graph Tips – Scale Intervals



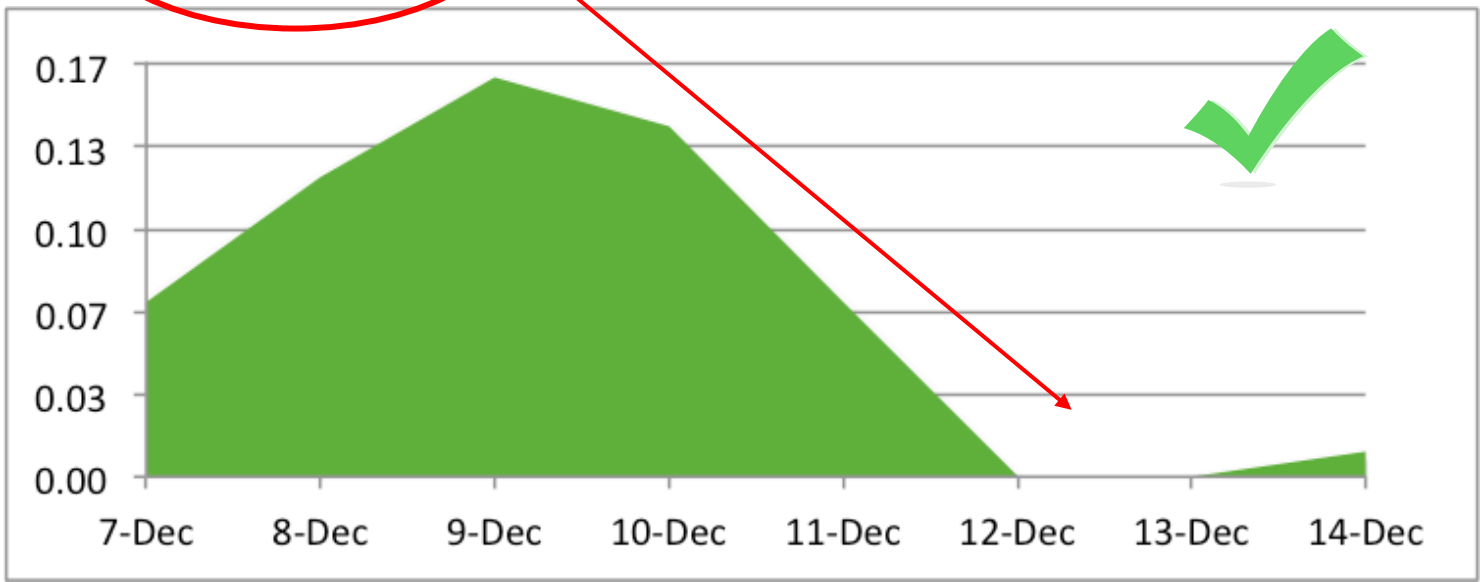
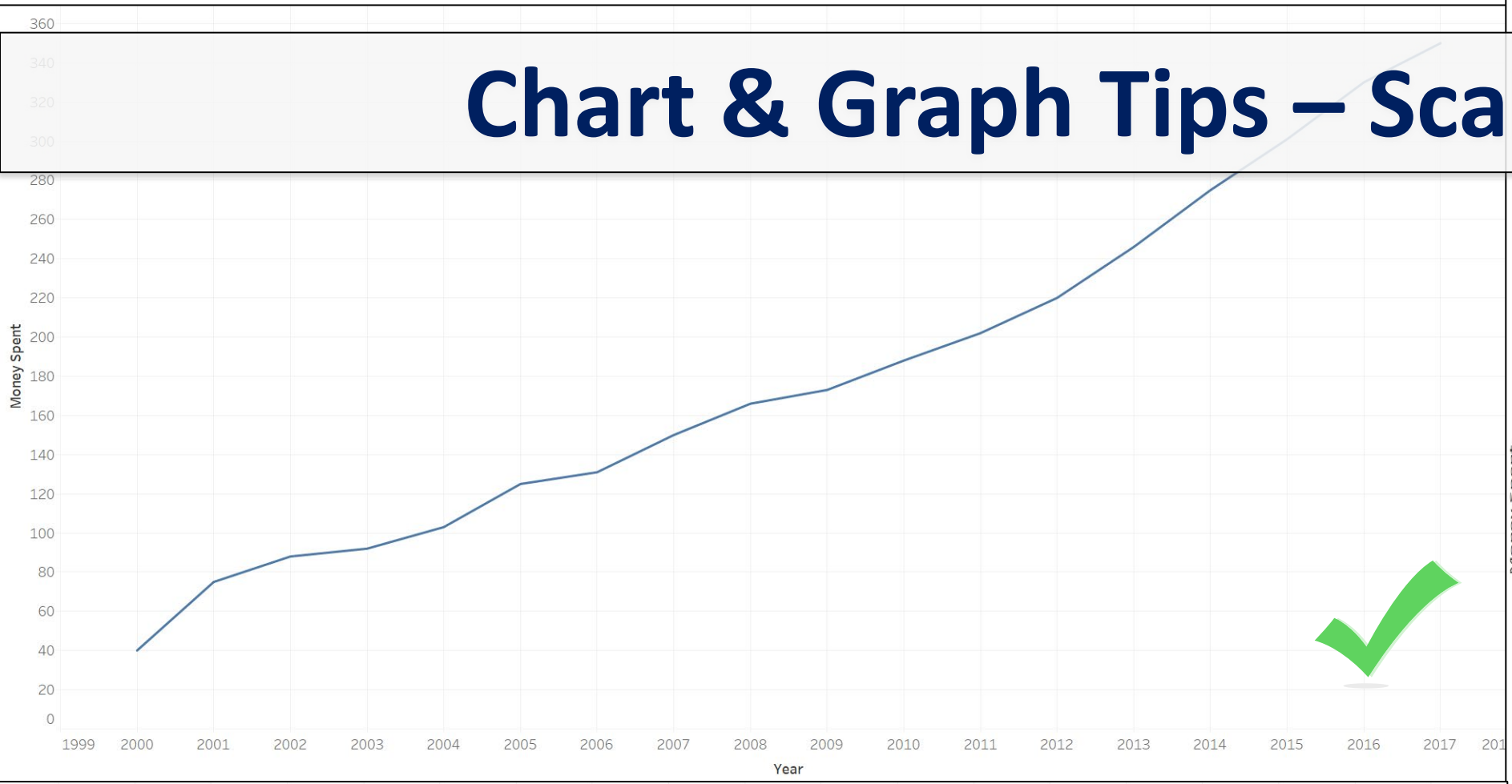
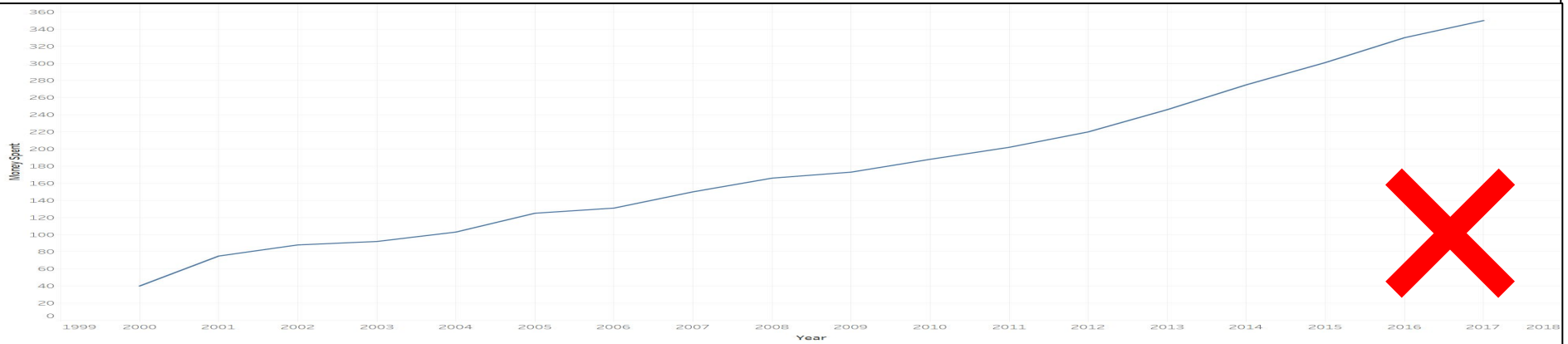
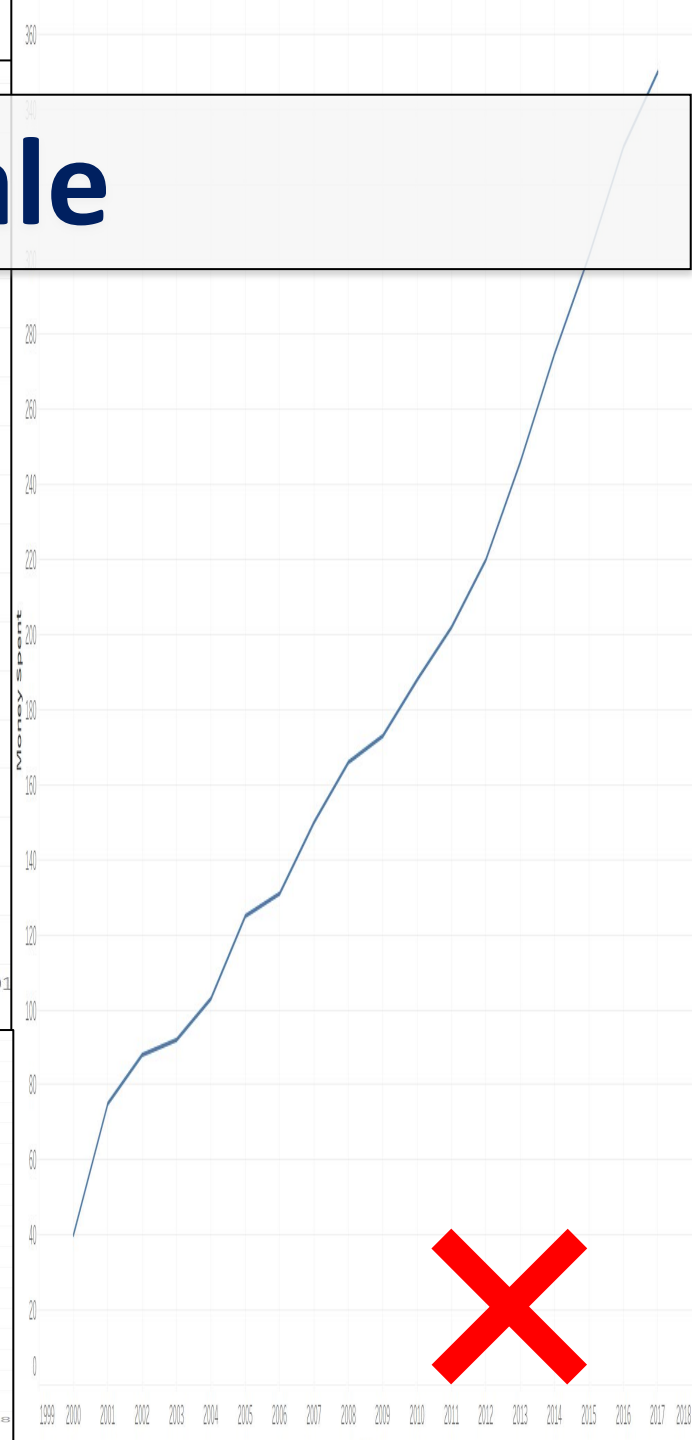


Chart & Graph Tips – Scale







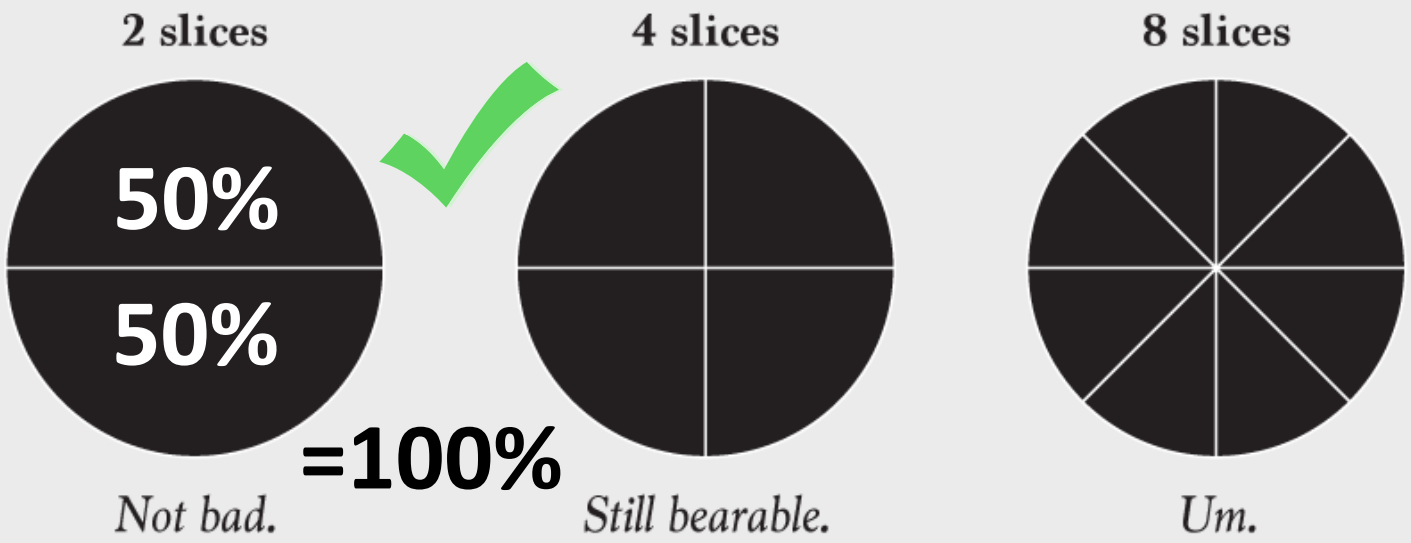


Chart & Graph Tips – Pie Charts

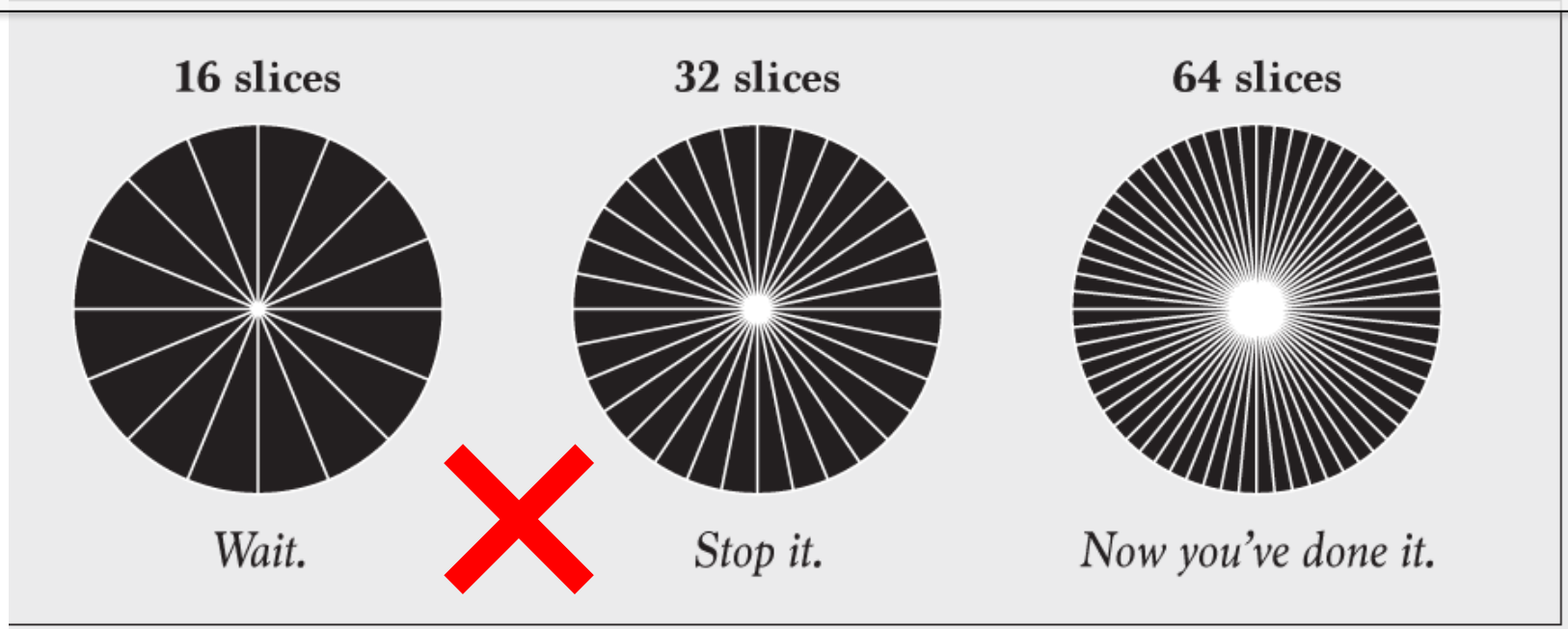


Chart & Graph Tips – 3D

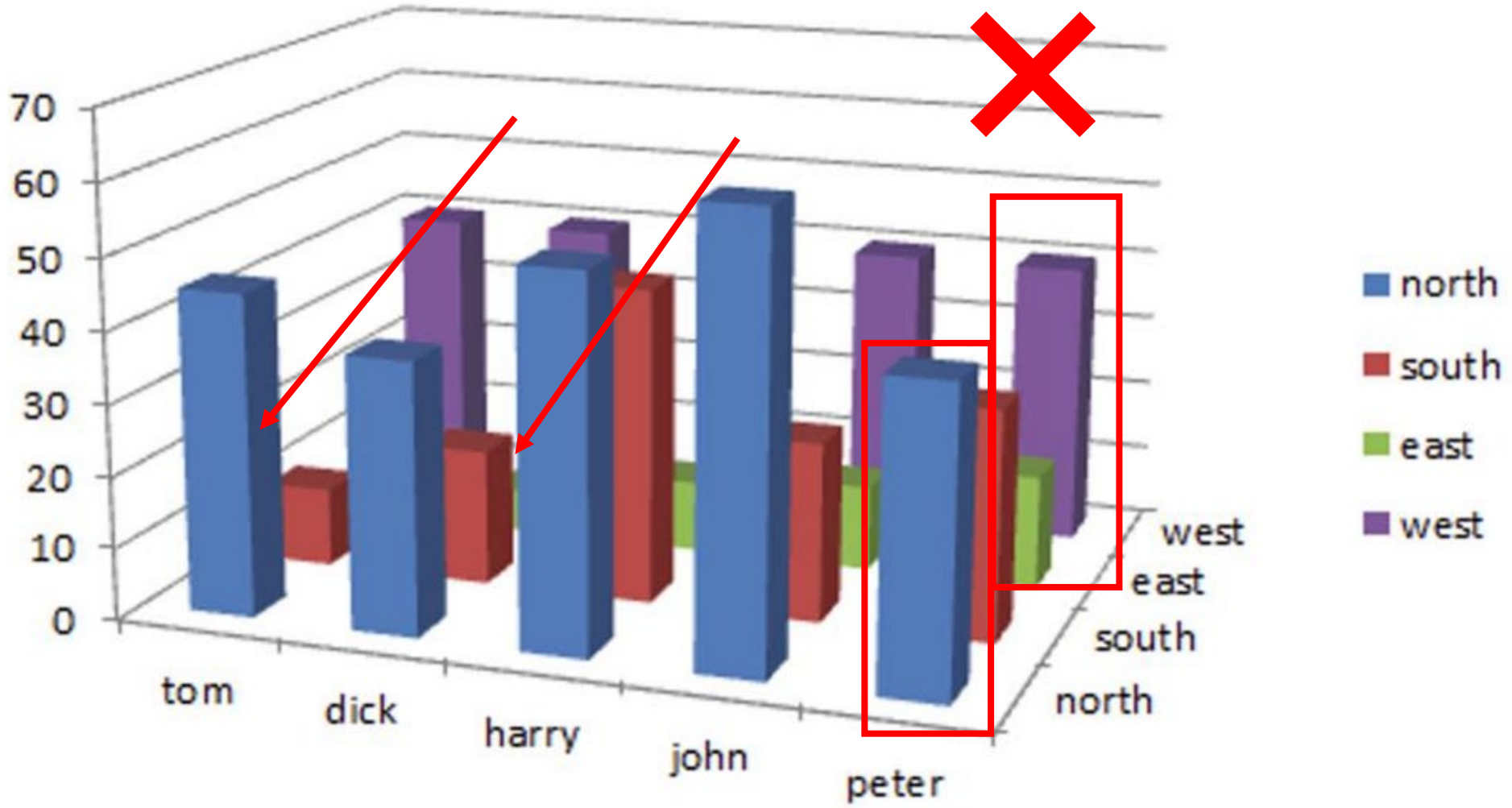
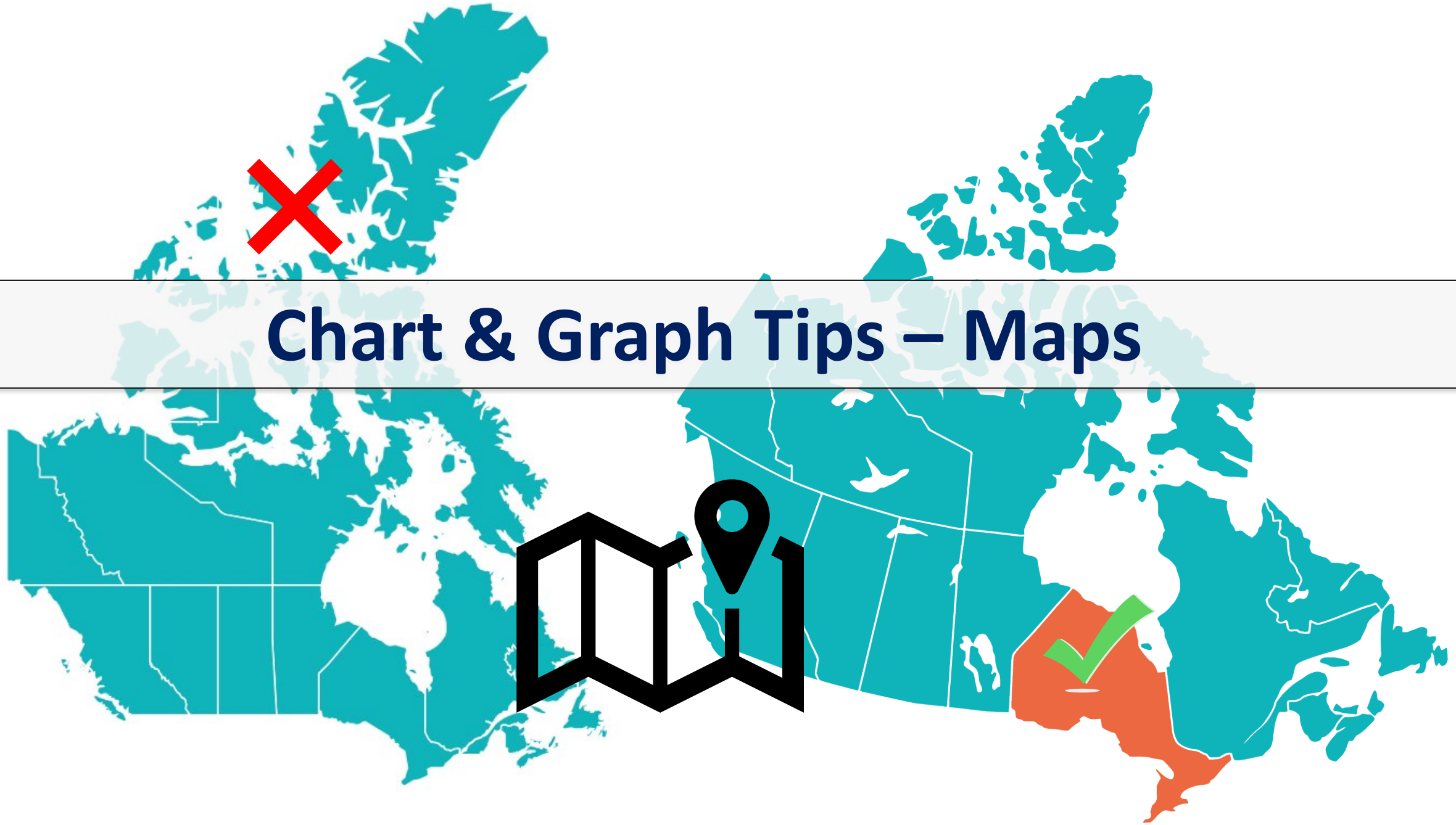
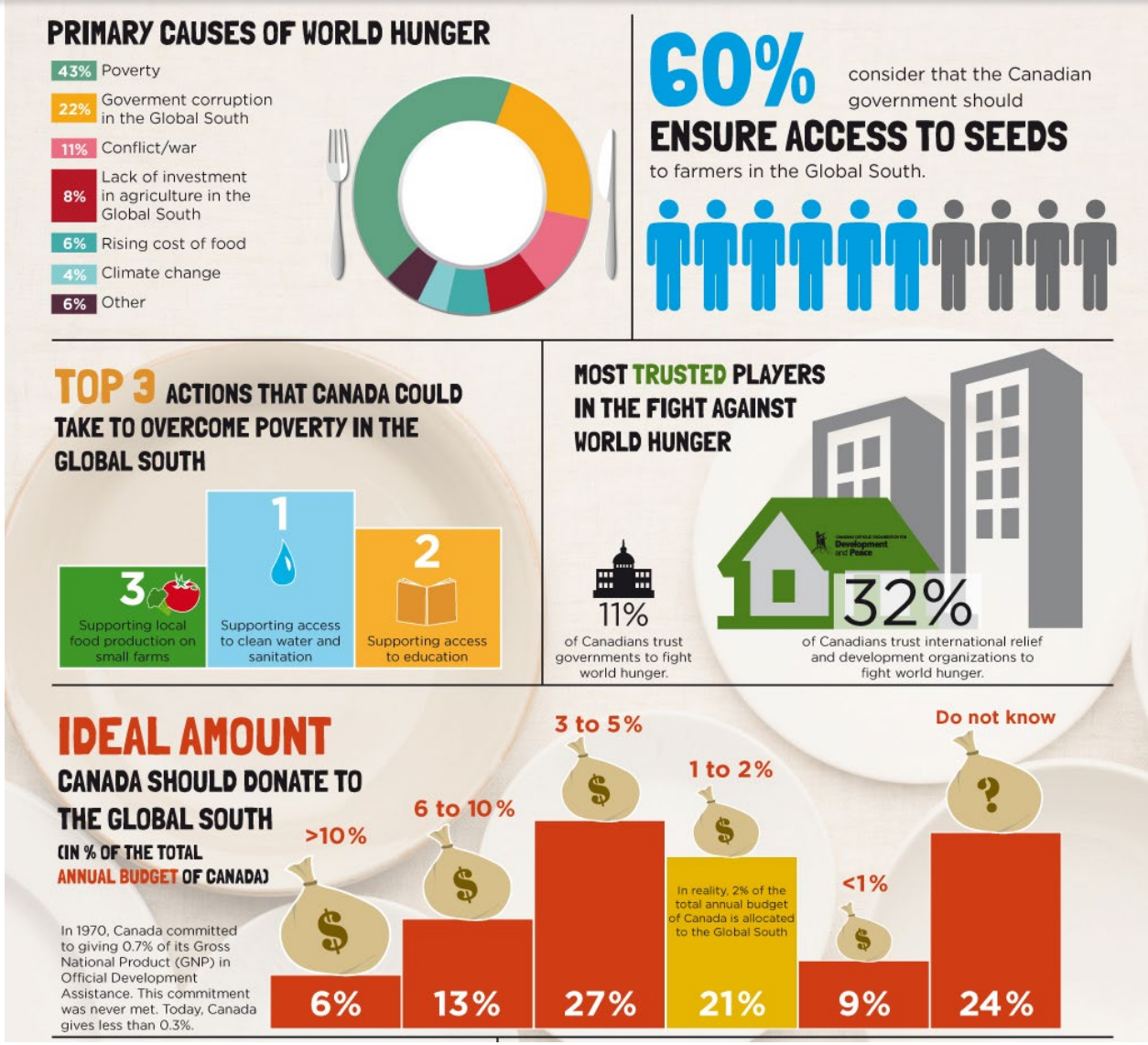
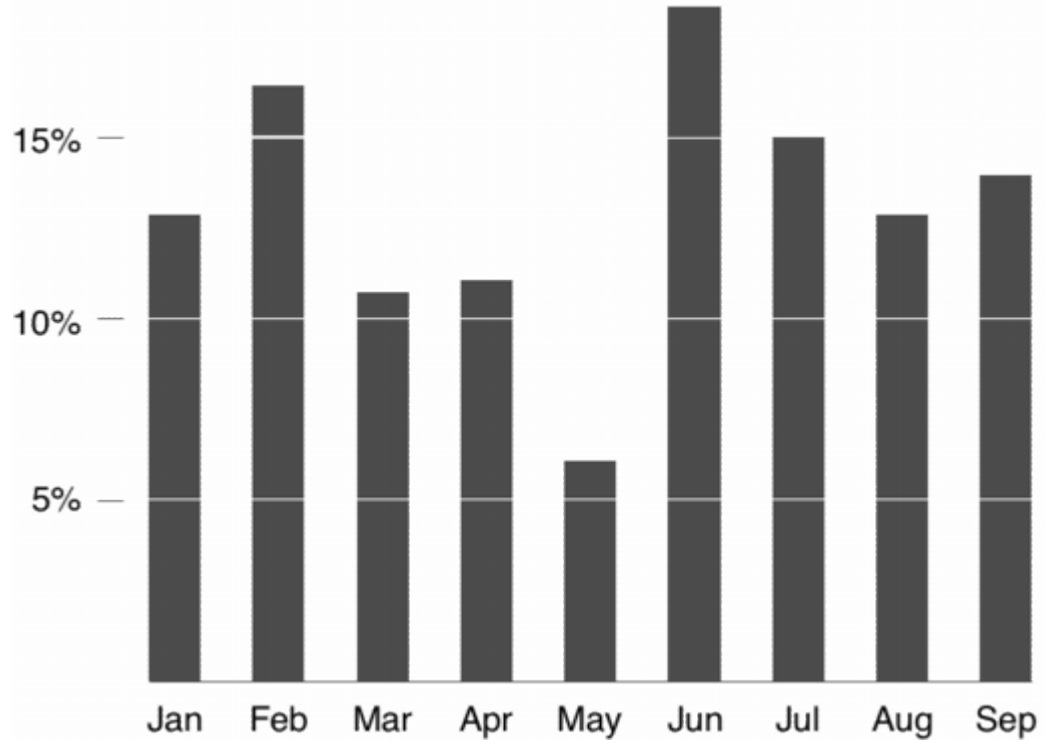


Chart & Graph Tips – Maps

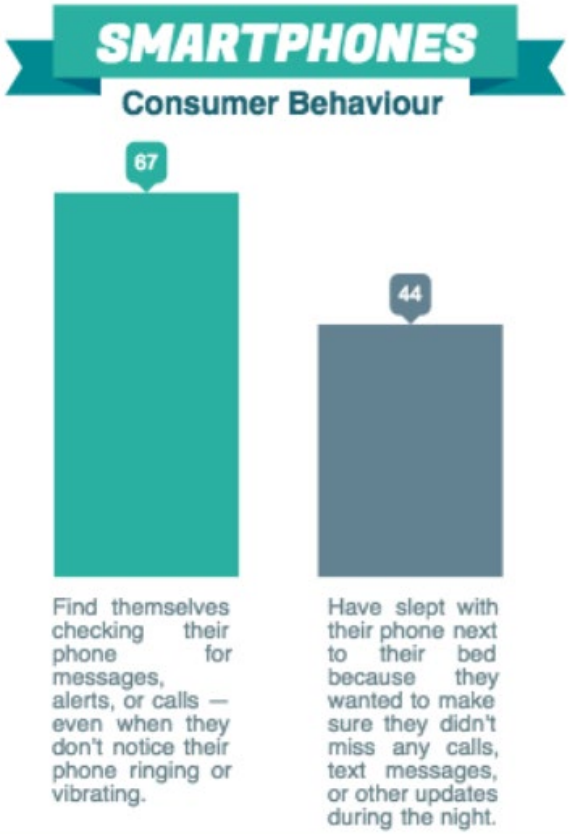


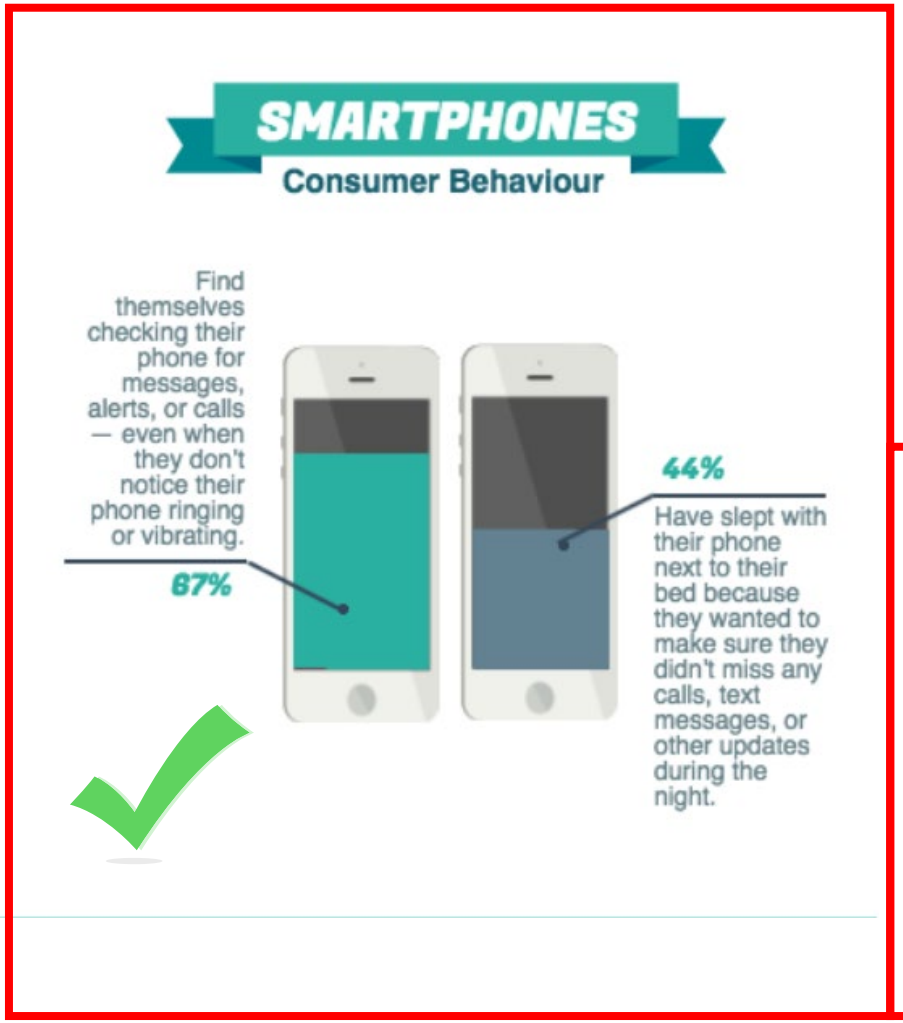
Clarity vs Creativity

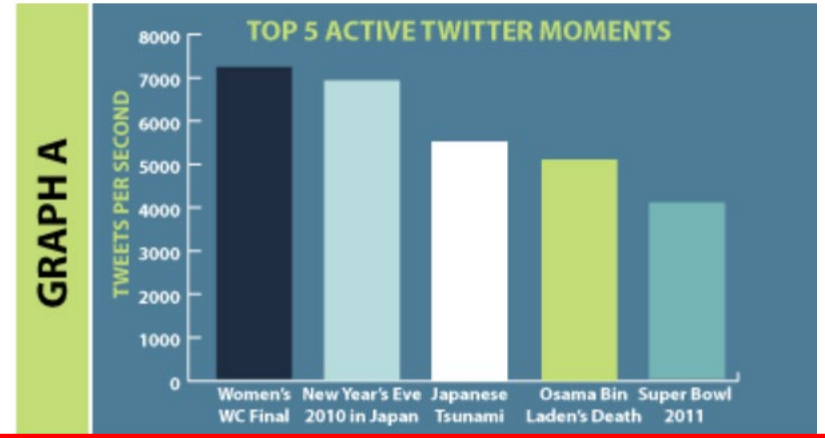


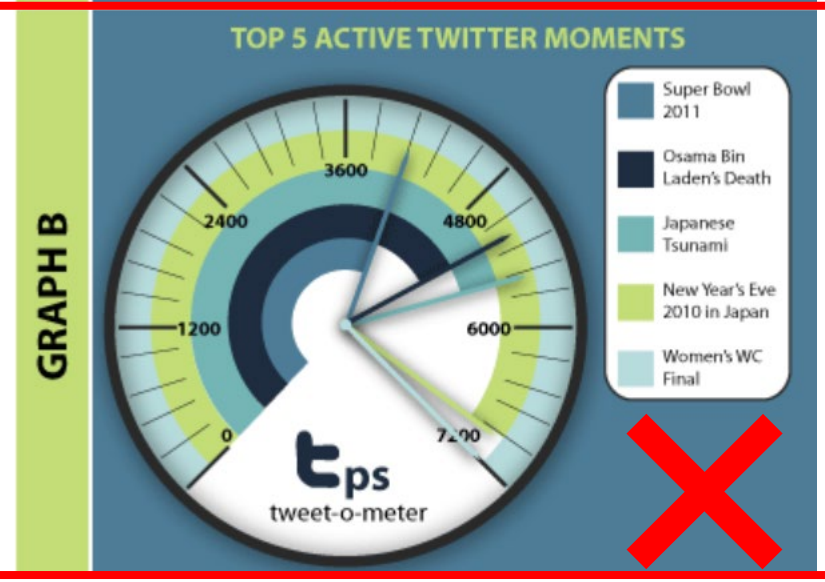


Clarity vs Creativity Example

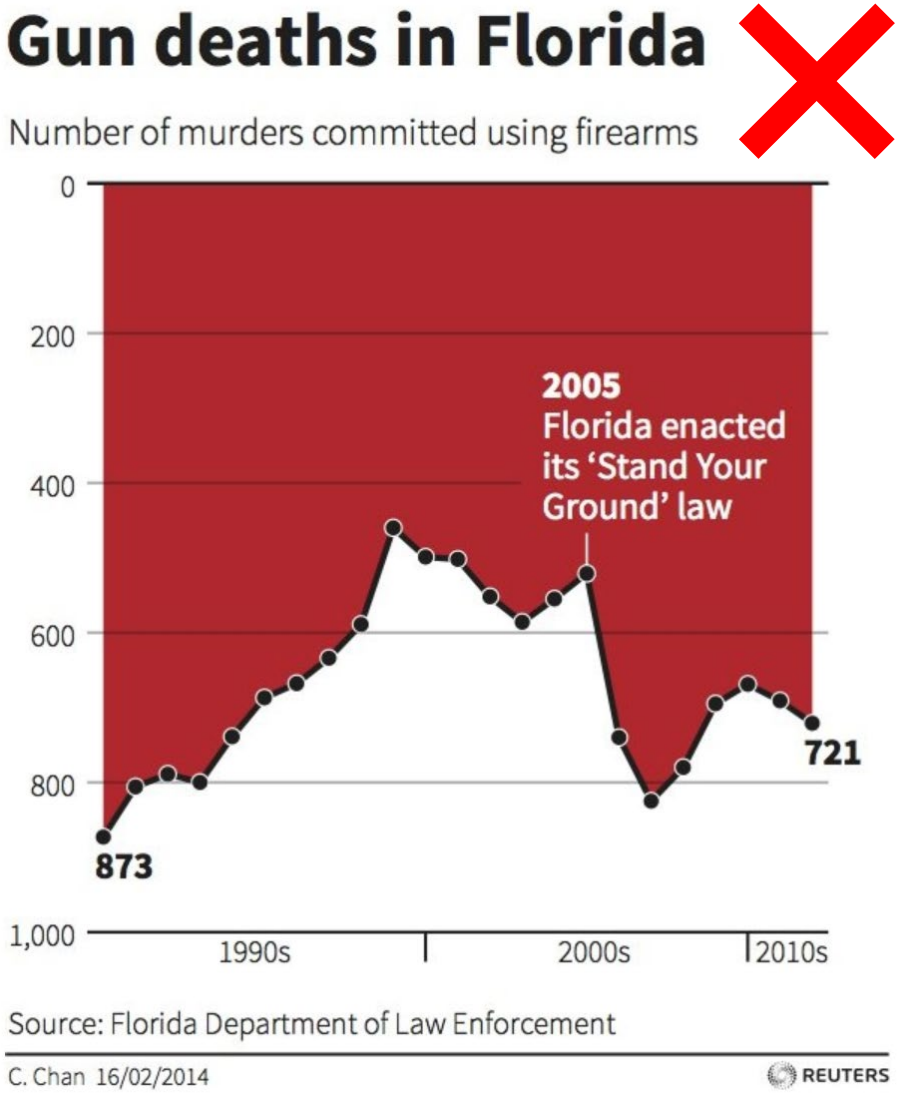






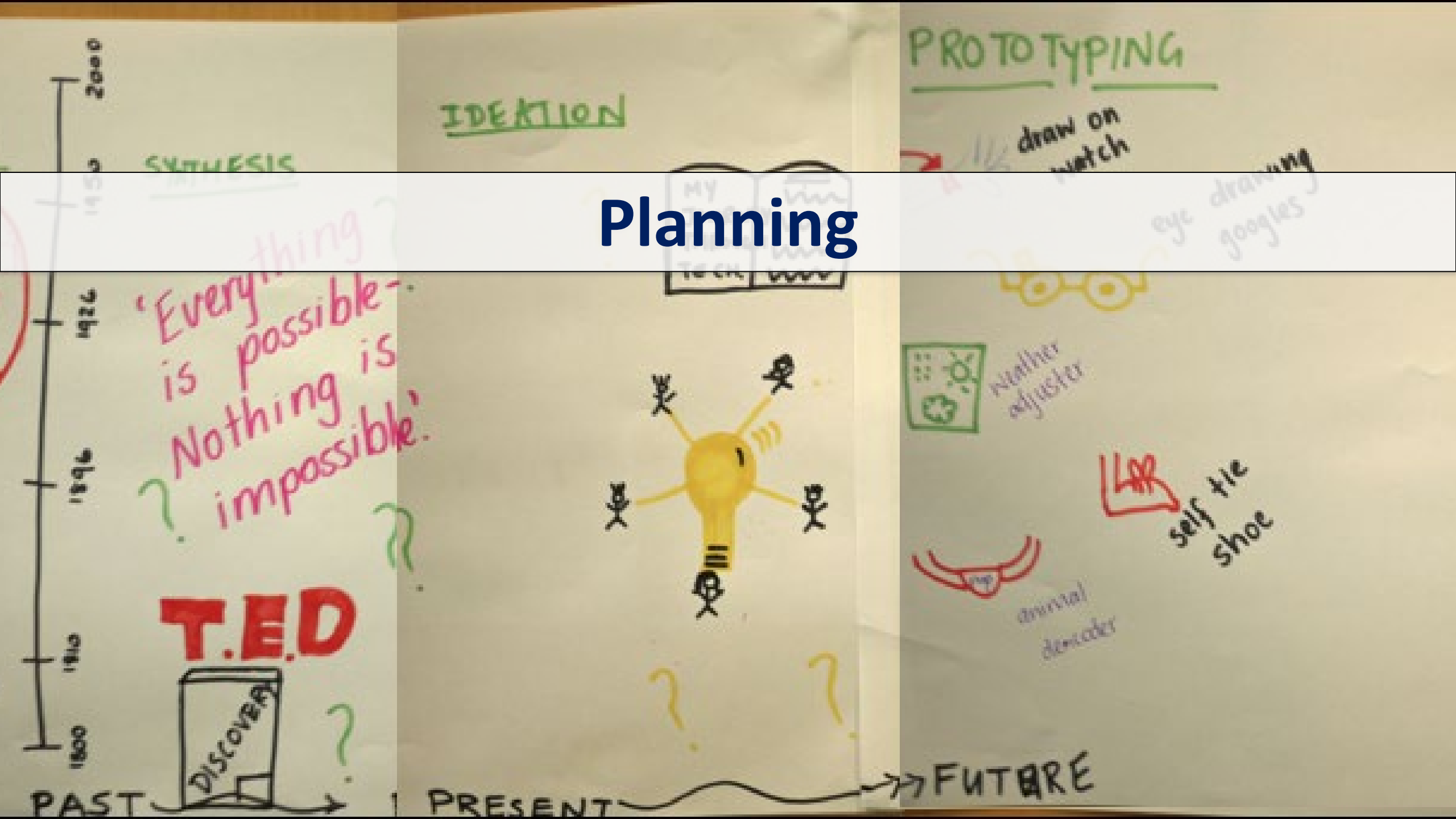


Integrity

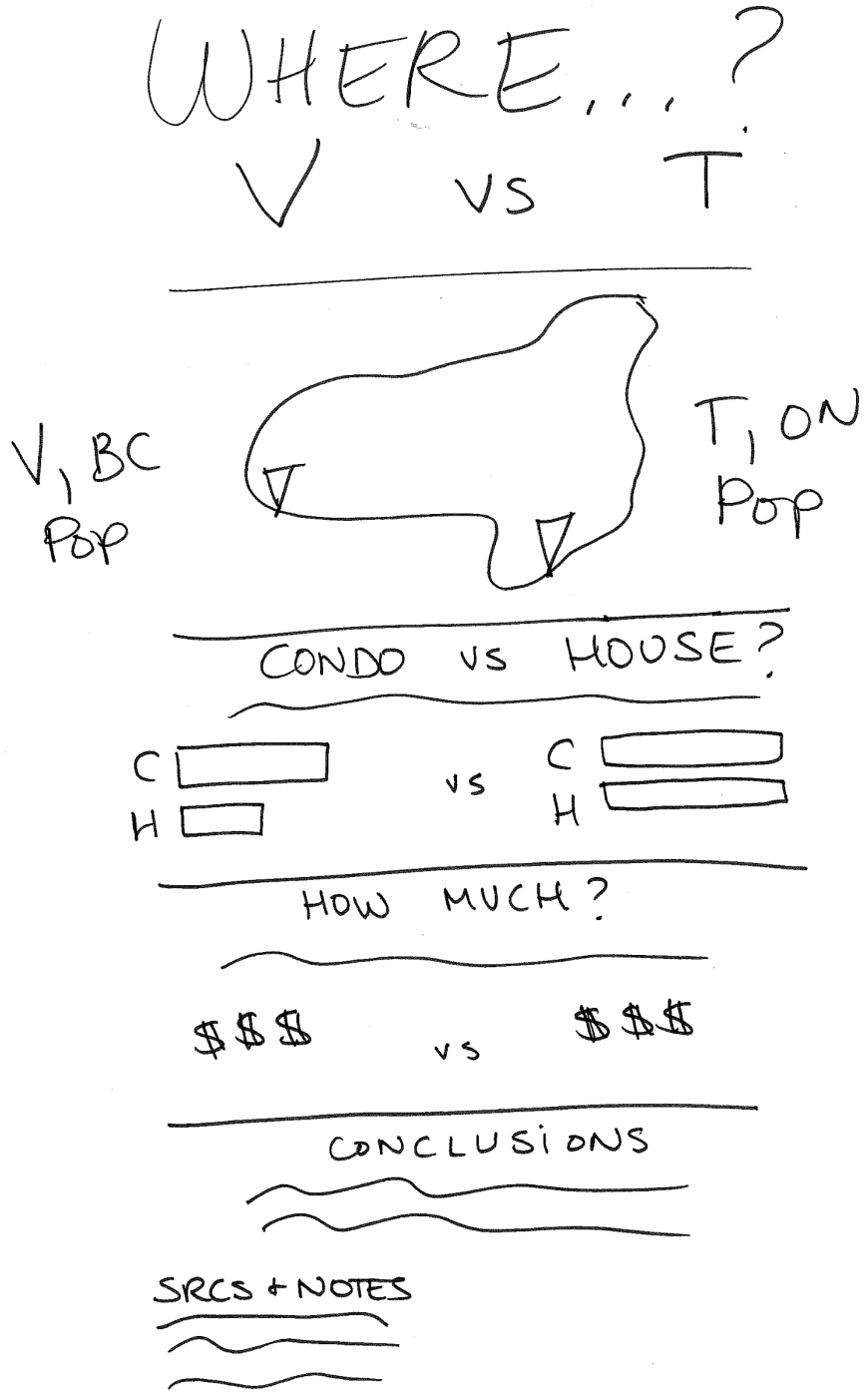


References
Map: By Lokal_Profil image cut to remove USA by Paul Robinson [CC BY-SA 2.5 (https://creativecommons.org/licenses/by-sa/2.5)], via Wikimedia Commons
Data: Statistics Canada. 2017. Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29 2017. http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E
Note: Houses = Single-detached houses

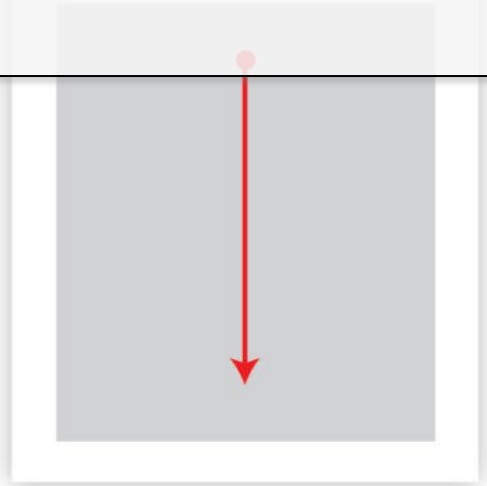
Planning


PROTOTYPING
IDEATION
SYNTHESIS
2000
1936
1896
1800
'Everything is possible. Nothing is impossible.'
T.E.D
DISCOVERY
PAST
PRESENT
FUTURE
draw on watch
eye drawing goggles
weather adjuster
self tie shoe
dental detector

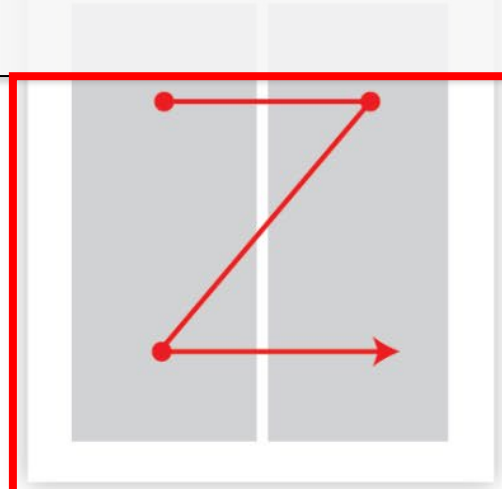
Rough Sketch



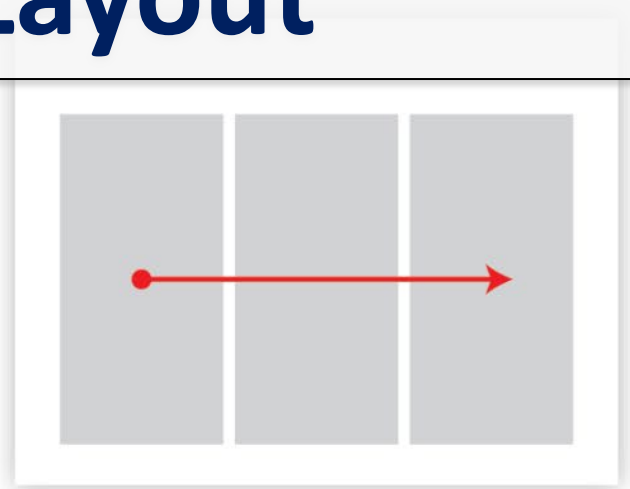
Layout



1 COLUMN



2 COLUMN



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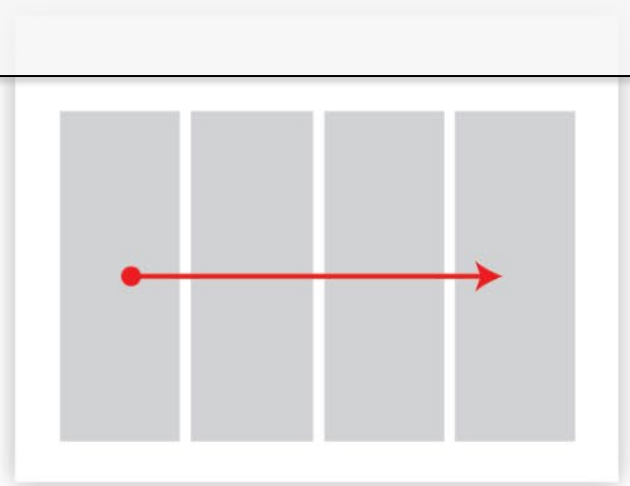
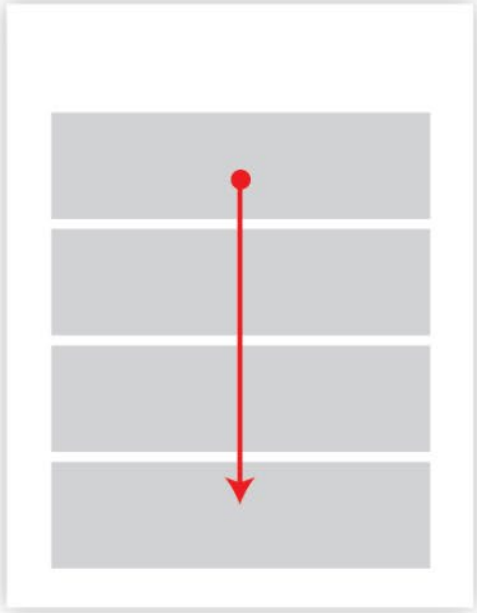
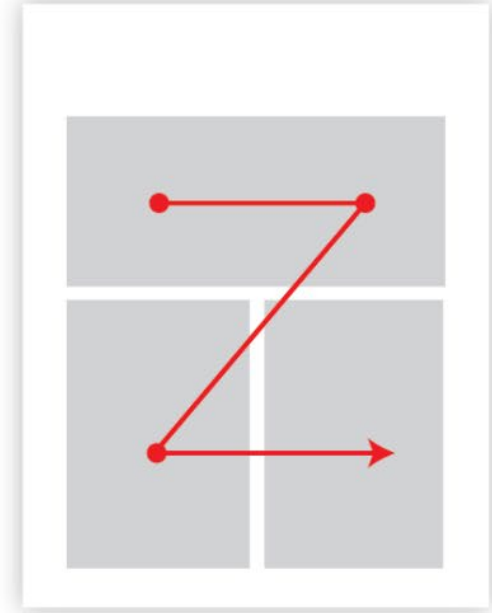


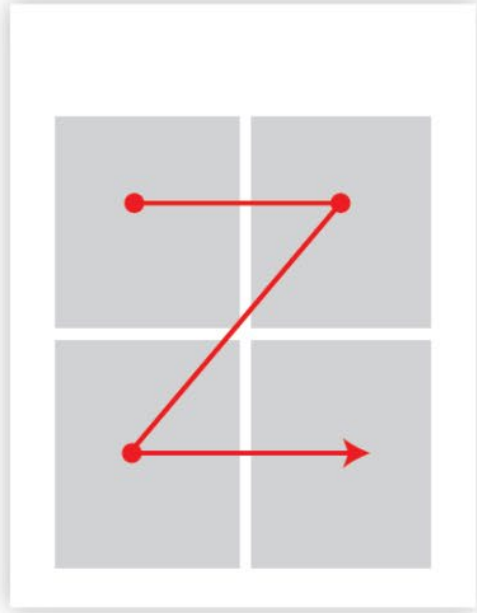
4 COLUMN



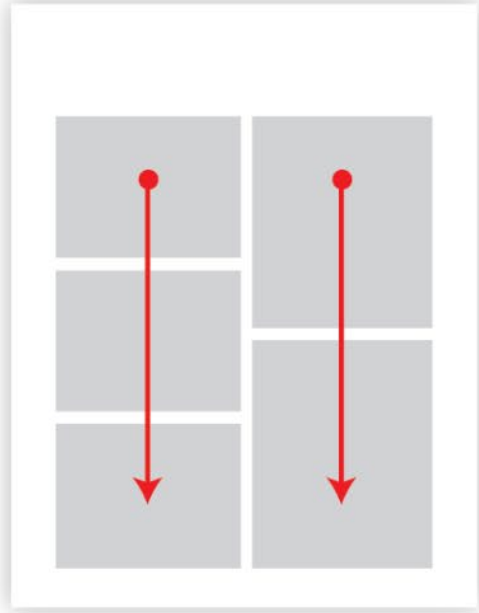
MULTI-ROW



3 SECTION

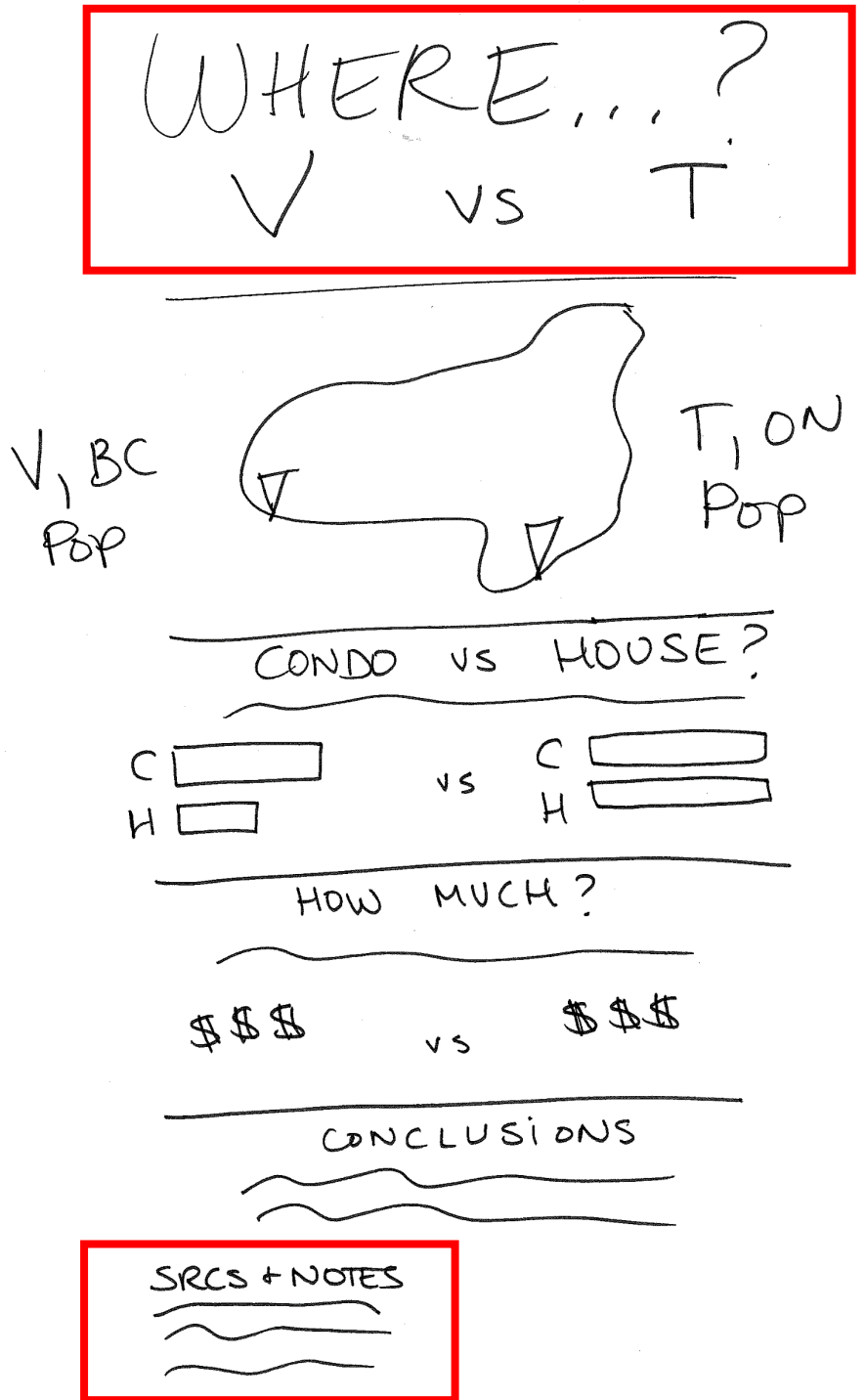


4 SECTION



5 SECTION

Spatial Hierarchies



A Brief History Of Lorem Ipsum
By: John Smith

What is Lorem Ipsum?

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Why do we use it?

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Where does it come from?

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old. Richard McClintock, a Latin professor at Hampden-Sydney College in Virginia, looked up one of the more obscure Latin words, consectetur, from a Lorem Ipsum passage, and going through the cites of the word in classical literature, discovered the undoubtable source. Lorem Ipsum comes from sections 1.10.32 and 1.10.33 of "de Finibus Bonorum et Malorum" (The Extremes of Good and Evil) by Cicero, written in 45 BC. This book is a treatise on the theory of ethics, very popular during the Renaissance. The first line of Lorem Ipsum, "Lorem ipsum dolor sit amet..", comes from a line in section 1.10.32.

Text Hierarchies

A Brief History Of Lorem Ipsum

By: John Smith

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The standard chunk of Lorem Ipsum used since the 1500s is reproduced below for those interested. Sections 1.10.32 and 1.10.33 from "de Finibus Bonorum et Malorum" by Cicero are also reproduced in their exact original form, accompanied by English versions from the 1914 translation by H. Rackham.

Strokes have even width

Sans Serif

No serif everywhere/ Plain without strokes

Thick and thin strokes

Serif

Serifs everywhere. The small strokes flourished that adorn the letterings.

Fonts

Arvo
48 pt

Source Sans Pro
14 pt

Arvo

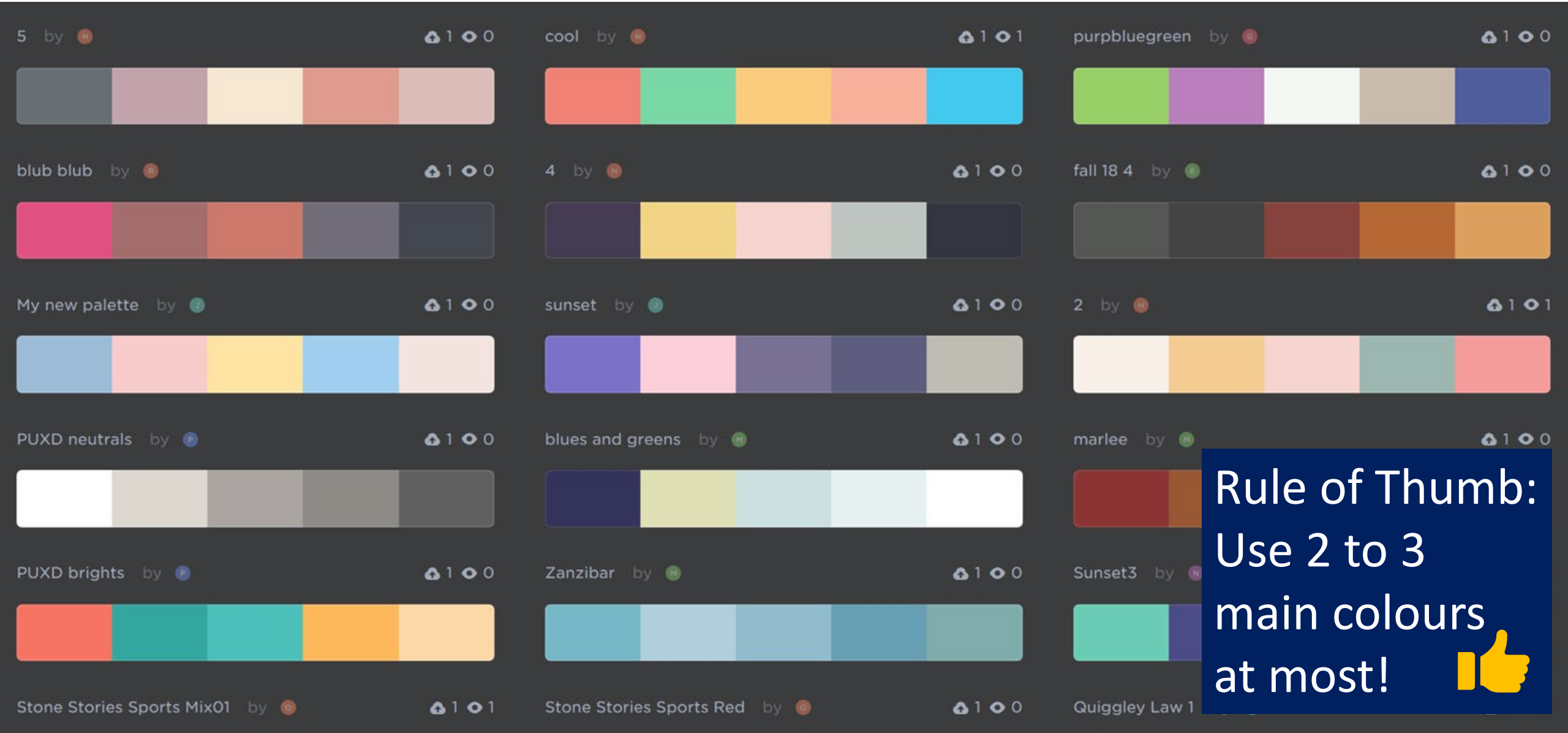
Source Sans Pro. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vivamus quis sem euismod, efficitur nibh blandit, aliquet lacus. Duis vestibulum sagittis commodo. Praesent vel sapien leo. Cras scelerisque bibendum augue, sed porttitor ligula condimentum sit amet. Cras quis malesuada ante, nec ullamcorper diam.

VENNGAGE

ARTICLE: How to Choose Fonts ✓

Rule of Thumb: Use 2 to 3 fonts at most! 👍

Colours


5 by 1 0
cool by 1 1
purpbluegreen by 1 0
blub blub by 1 0
4 by 1 0
fall 18 4 by 1 0
My new palette by 1 0
sunset by 1 0
2 by 1 1
PUXD neutrals by 1 0
blues and greens by 1 0
marlee by 1 0
PUXD brights by 1 0
Zanzibar by 1 0
Sunset3 by
Stone Stories Sports Mix01 by 1 1
Stone Stories Sports Red by 1 0
Quiggley Law 1
Rule of Thumb: Use 2 to 3 main colours at most!

Vancouver information is blue

Where Should You Buy Your Home?

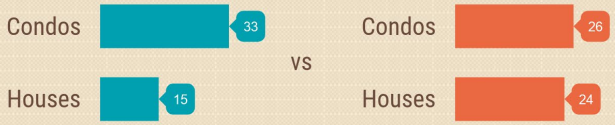
Vancouver vs Toronto

Vancouver, BC
Population: 631,486

Toronto, ON
Population: 2,731,571

Which Do You Prefer: Condos or Houses?

Vancouverites live in a higher percentage of condos vs houses, while Torontonians live in a more even mix.



How Much Do You Want to Pay?

For median estimated value of homes, Vancouver and Toronto vary considerably!

$1,102,843 vs **$601,922**

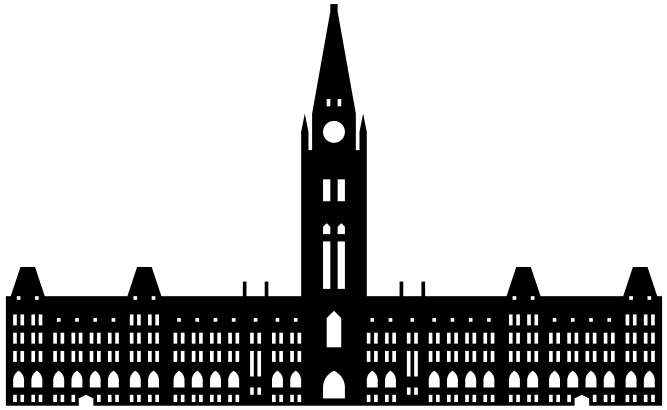
Remember, moving is a big decision and a home is more than a house or condo. Learn more about these great cities: https://vancouver.ca & https://www.toronto.ca

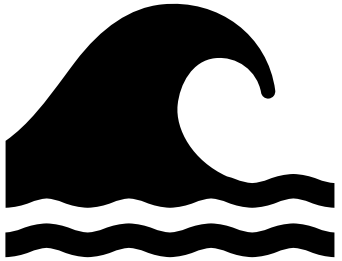
References & Notes
Map: By Lokal_Profil image cut to remove USA by Paul Robinson [CC BY-SA 2.5 (https://creativecommons.org/licenses/by-sa/2.5)], via Wikimedia Commons
Data: Statistics Canada. 2017. Census Profile. 2016 Census. Statistics Canada Catalogue no. 98-316-X2016001. Ottawa. Released November 29 2017. http://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/index.cfm?Lang=E
Data Notes: Houses = Single-Detached Houses; Assumption is that single-detached houses are not condos, so no overlap in categories being used from two different census questions

powered by PIKTOCHART

Toronto information is orange

Colour Considerations





Colour Considerations

	BLUE	TURQUOISE	GREEN	YELLOW
⊕	TRANQUILITY, SECURITY, INTEGRITY, PEACE, LOYALTY, TRUST, INTELLIGENCE	SPIRITUAL, HEALING, PROTECTION, SOPHISTICATED	FRESHNESS, ENVIRONMENT, NEW, MONEY, FERTILITY, HEALING, EARTH	BRIGHT, SUNNY, ENERGETIC, WARM, HAPPY, PERKY, JOY, INTELLECT
⊖	*COLDNESS, FEAR, MASCULINITY*	*ENVY, FEMININITY*	*ENVY, JEALOUSY, GUILT*	*IRRESPONSIBLE, UNSTABLE*

	PURPLE	PINK	RED	ORANGE
⊕	ROYALTY, NOBILITY, SPIRITUALITY, LUXURY, AMBITION, WEALTH	HEALTHY, HAPPY, FEMININE, SWEET, COMPASSION, PLAYFUL	LOVE, PASSION, ENERGY, POWER, STRENGTH, HEAT, DESIRE	COURAGE, CONFIDENCE, FRIENDLINESS, SUCCESS
⊖	*MYSTERY, MOODINESS*	*WEAK, FEMININITY, IMMATURITY*	*ANGER, DANGER, WARNING*	*IGNORANCE, SLUGGISHNESS*

Colour

Apples =

Bananas =

Blueberries =

VS

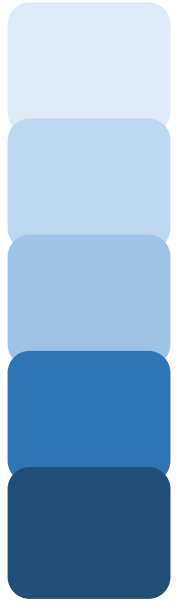
1 =

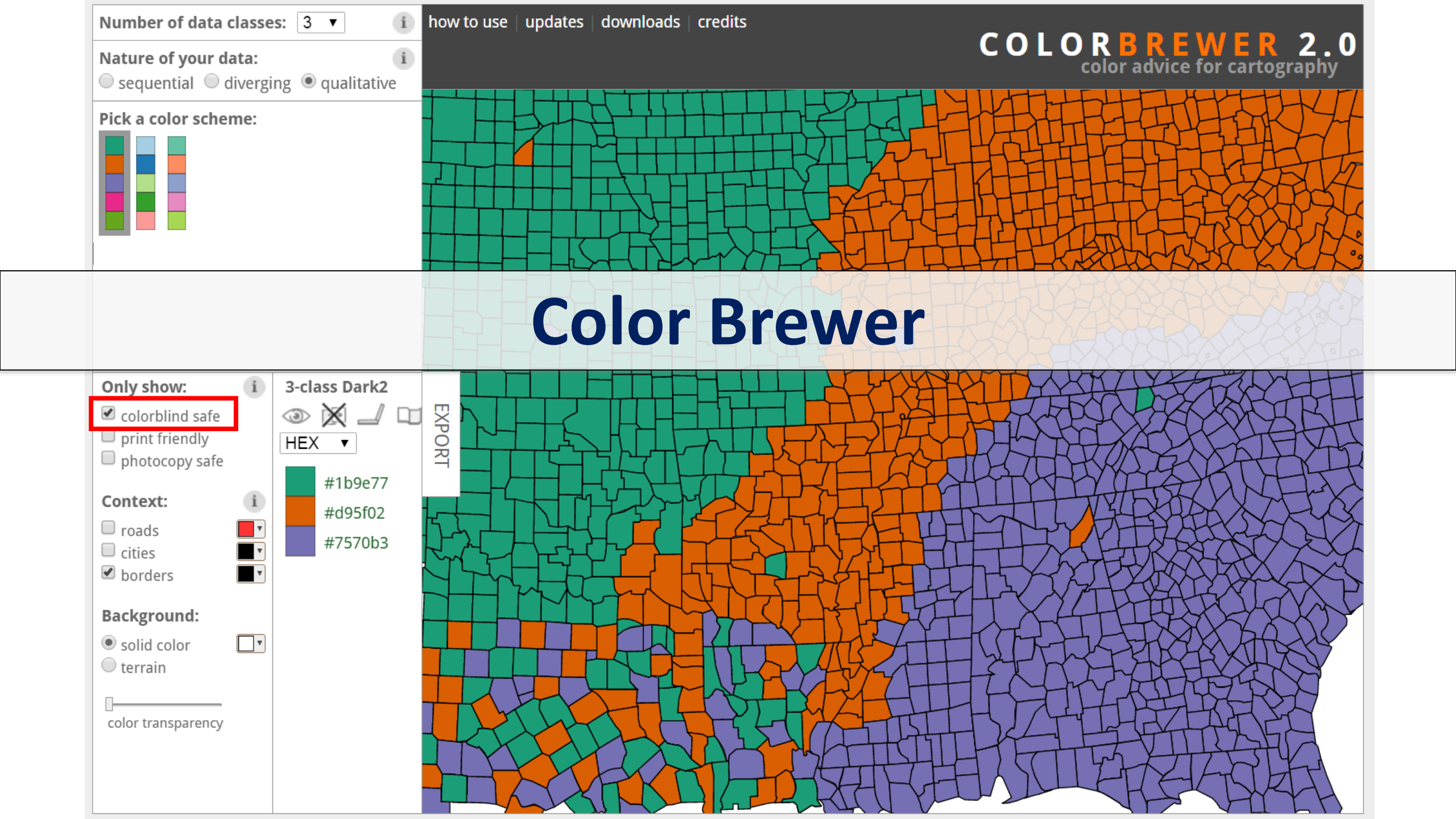
2 =

3 =

4 =

5 =




Number of data classes: 3
Nature of your data:
sequential diverging qualitative
Pick a color scheme:
how to use | updates | downloads | credits
COLORBREWER 2.0
color advice for cartography
Color Brewer
Only show:
colorblind safe
print friendly
photocopy safe
Context:
roads
cities
borders
Background:
solid color
terrain
color transparency
3-class Dark2
HEX
#1b9e77
#d95f02
#7570b3
EXPORT

Accessibility

```
<img
 alt="Web Accessibility Initiative logo"
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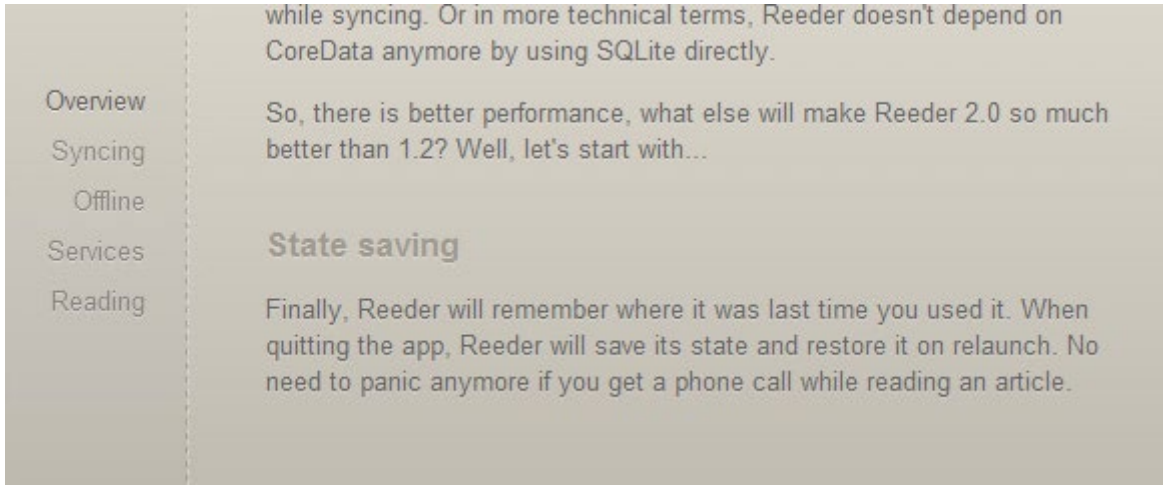
Web Accessibility initiative

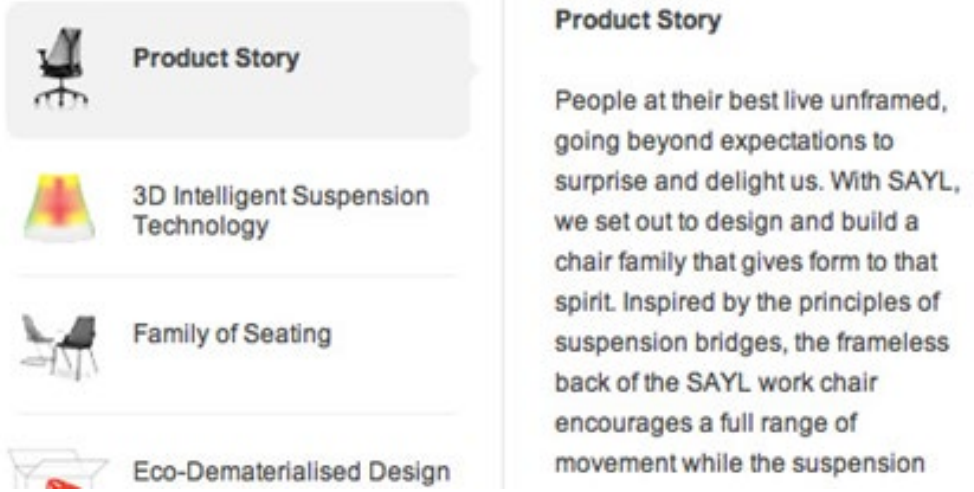
Font size: at least 12pt ✓

Script Fonts ✗

Low Contrast ✗



High Contrast ✓



Instructions

- Examine the infographic by following the link below
- What do you think is well done?
- Do you notice any issues? How could it be improved?

Critiquing an Infographic:

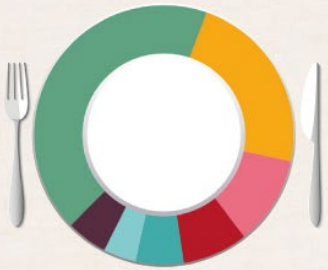
https://bit.ly/ggr308critique

CANADIAN PERCEPTIONS ON WORLD HUNGER

Survey conducted by Ipsos of 1,002 Canadians aged 18 years and over from May 22-26, 2014

PRIMARY CAUSES OF WORLD HUNGER

- 43% Poverty
- 22% Goverment corruption in the Global South
- 11% Conflict/war
- 8% Lack of investment in agriculture in the Global South
- 6% Rising cost of food
- 4% Climate change
- 6% Other



60% consider that the Canadian government should ENSURE ACCESS TO SEEDS to farmers in the Global South.

TOP 3 ACTIONS THAT CANADA COULD TAKE TO OVERCOME POVERTY IN THE GLOBAL SOUTH

1. Supporting access to clean water and sanitation
2. Supporting access to education
3. Supporting local food production on small farms

MOST TRUSTED PLAYERS IN THE FIGHT AGAINST WORLD HUNGER

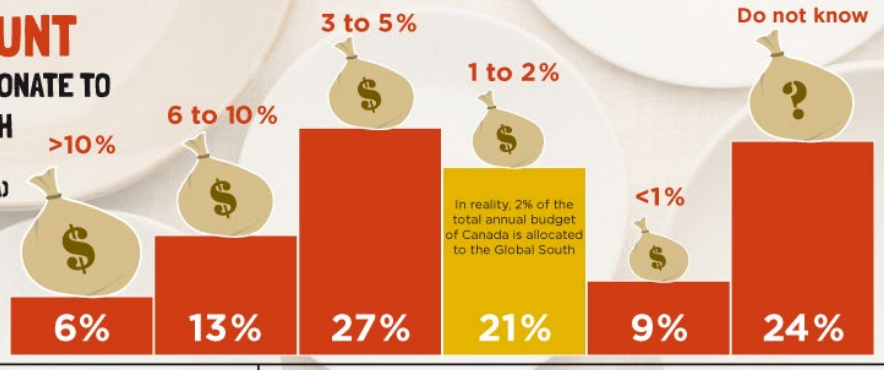
11% of Canadians trust governments to fight world hunger.

32% of Canadians trust international relief and development organizations to fight world hunger.

IDEAL AMOUNT

CANADA SHOULD DONATE TO THE GLOBAL SOUTH (IN % OF THE TOTAL ANNUAL BUDGET OF CANADA)

In 1970, Canada committed to giving 0.7% of its Gross National Product (GNP) in Official Development Assistance. This commitment was never met. Today, Canada gives less than 0.3%.



MOST EFFICIENT WAYS TO REDUCE WORLD HUNGER

63% believe that advocating to the Canadian government to **fund programs** that support small family farmers in the Global South could reduce world hunger.

65% of Canadians believe that **donating to charitable organizations** that help small family farmers in the Global South could reduce world hunger.

PERCEPTION OF THE NUMBER OF PEOPLE IN THE WORLD SUFFERING FROM HUNGER

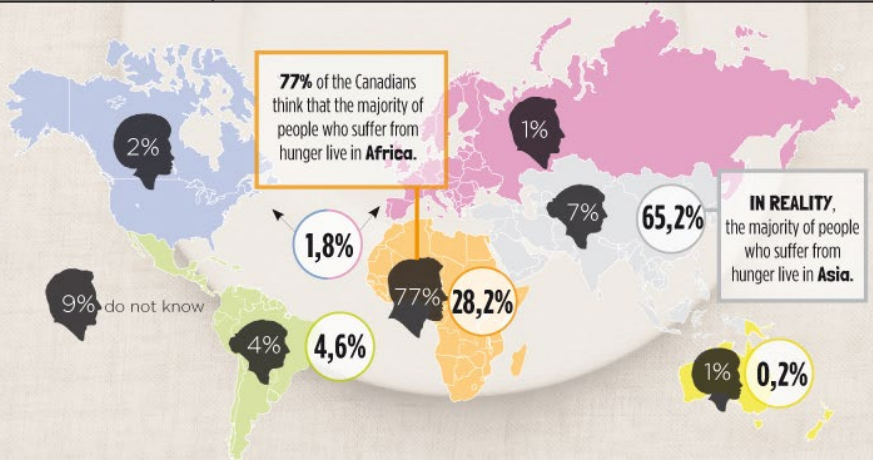
In fact,

805 MILLION

people in the world suffer from hunger, that's about

1 IN 9 PEOPLE

LOCATION OF PEOPLE SUFFERING FROM HUNGER



Break

Infographic Creation Tools

ADOBE ILLUSTRATOR CC

PIKTOCHART

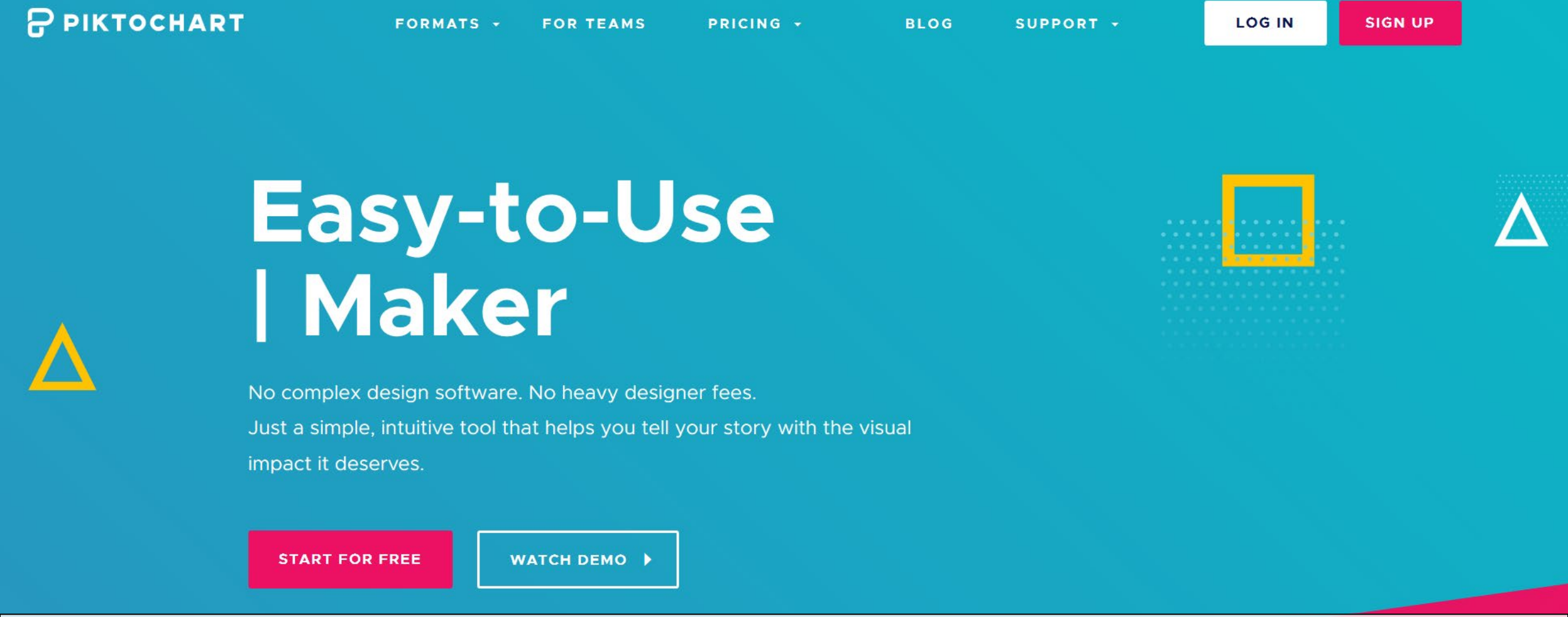
Canva Empowering the world to design

VENNGAGE

easelly

visme

infogram



Demo: Piktochart

https://uoft.me/piktocharttutorial

Resources

Designing your Infographic

- University of North Carolina Chapel Hill Infographic Planning Worksheet
- Some Useful Infographic Design Articles:
  - The Ultimate Infographic Design Guide: 13 Tricks for Better Designs (Venngage)
  - How to Make an Infographic in 5 Steps by Midori Nediger (Venngage)
  - How Designers Do It: 15 Easy Steps to Design an Infographic from Scratch (Canva)
  - Piktochart Design Series: With These 8 Articles You Can Now Design Like a Pro by See Mei Chow (Piktochart)
- Visual Abstracts

Resources Continued

Map & Data Library Data Visualization Resources

- Data Visualization Guide
  - Design Principles section (with data viz tips)
  - Specialty Visualization Areas section (with map making tips)
  - Research about visual variables and visual perception are found in this section of the data viz design workflow page
  - Data Viz Guide's Books, Blogs & More page
- Piktochart Tutorial
- Online Data Visualization Courses:
  - Theory & Critique
  - Practice with Tableau

Resources Continued

The Power of Storytelling with Visuals

- Specific resources supporting the ideas mentioned on why visualization and storytelling are so powerful:
  - Implications of dual coding for information design by Sheila Pointis
  - *The Visual Display of Quantitative Information* by Edward Tufte [PRINT BOOK]
  - *Useful Fictions: Evolution, Anxiety, and the Origins of Literature* by Michael Austin [PRINT BOOK]
  - Data Visualization: Storytelling [LinkedIn Learning Course] (*Toronto Public Library account required*)

Resources Continued

Infographic examples [PRINT BOOKS]:

- Infographic Designers' Sketchbooks
- Infographics: Designing and Visualizing Data
- Infographics: The Power of Visual Storytelling

Layout:

- Piktochart Layout Cheat Sheet

Fonts:

- How to Choose Fonts (with sample font pairings)
- Modular Scale (for selecting font sizes)

Colour palettes:

- Adobe Color CC
- Color Brewer
- COLOURlovers
- Coolors

Resources Continued

Colour Psychology:

- Handbook of color psychology [ONLINE BOOK]
- Colour hunting: How colour influences what we buy, make and feel [PRINT BOOK]

Accessibility:

- Coblis – Color Blindness Simulator
- Inclusive Design: How to Make Your Visuals Accessible to All

Infographic Creation Tools

Desktop Tools:

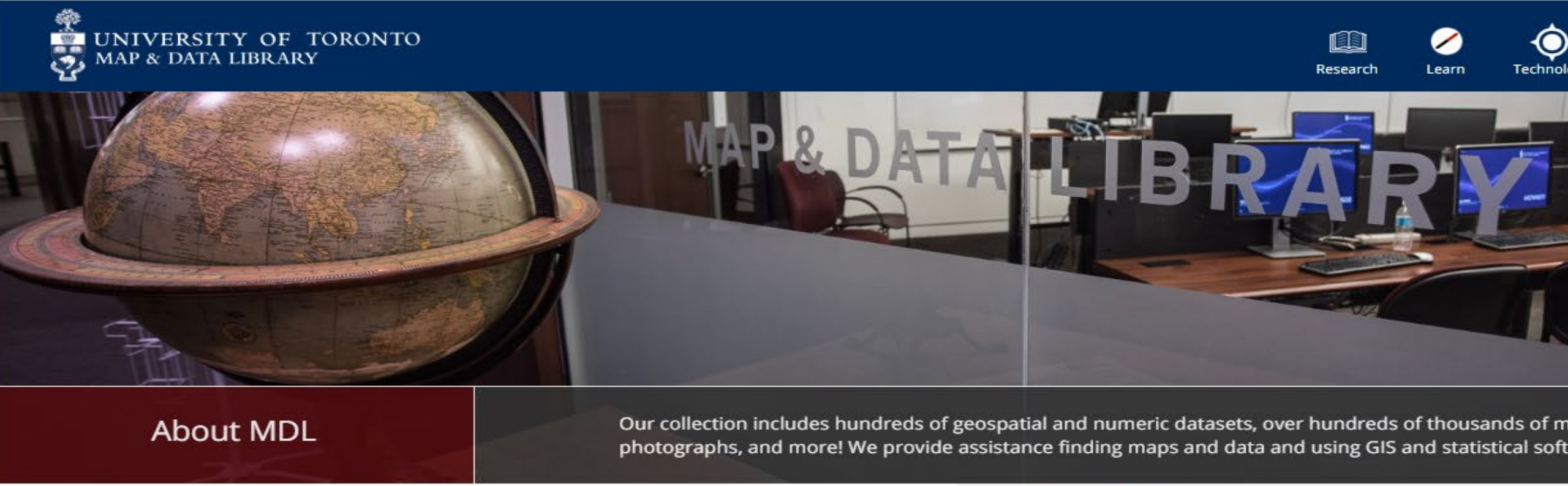
- Adobe Illustrator
- Microsoft PowerPoint

Online Tools:

- Piktochart
- Canva
- Venngage
- Visme
- Easelly
- Infogram

Useful Websites for Free Icons, Images, etc.

- Flaticon
- Flickr
- Morguefile
- The Noun Project
- Pexels
- Pixabay
- Undrew
- Unsplash
- Wikimedia Commons



-> mdl.library.utoronto.ca

-> mdl.library.utoronto.ca/support/workshops-and-training

Contact: mdl@library.utoronto.ca

Wrap-Up

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*Special thank you to **Lorin Bruckner, UNC Chapel Hill Libraries**, for sharing her slides for her “Working with Infographics” workshop – my workshop was inspired and informed by her work

Links for Workshop

- Infographic Critique
- Piktochart Tutorial
- Piktochart
- Download the 3 Excel files and the 1 Word file and save them somewhere on your computer where you can find them, such as your Desktop:
  - CensusProfile.xlsx
  - TorontoHousingMix.xlsx
  - VancouverHousingMix.xlsx
  - TextForInfographicActivity.docx
- How to Choose Fonts (with sample font pairings)
- Modular Scale (for selecting font sizes)
- COLOURlovers Palettes
- Coblis – Color Blindness Simulator
- Wikimedia Commons