CSE 564
Visualization & Visual Analytics

Infographics Design

Klaus Mueller

Computer Science Department
Stony Brook University
A clipped compound of "information" and "graphics"

A graphic visual representations of information, data or knowledge intended to present information

- quickly
- clearly

Can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends
Graphical displays should

- show the data
- induce the viewer to think about the substance rather than about methodology, graphic design, the technology of graphic production, or something else
- avoid distorting what the data has to say
- present many numbers in a small space
- make large data sets coherent
- encourage the eye to compare different pieces of data
- reveal the data at several levels of detail, from a broad overview to the fine structure
- serve a reasonably clear purpose: description, exploration, tabulation, or decoration
- be closely integrated with the statistical and verbal descriptions of a data set.
Minard’s 1869 map of Napoleon’s campaign to Russia shows 6 variables in one 2D visualization:

- number of Napoleon's troops, temperature
- distance traveled, direction of travel
- latitude and longitude, location relative to specific dates
Some More Random Examples ...
The Time We Spend on the Internet

ALMOST 6 BILLION
views and interactions
on YouTube every single day
with an average viewing
time of 40 minutes.

The average adult
spends more than
20 HOURS
ONLINE A WEEK...

We send over
200 MILLION
emails per minute.

...which includes
time spent on the
Internet at work.

Stress in the Workplace

70% of American workers
experience stress-related illnesses.

34% think they’ll burn out on
the job in the next two years.

33% more heart attacks are
occurring on Monday mornings.

45% of entrepreneurs said
they were stressed.

The Average Work Week

The average work week
is closer to
50 HOURS
than 40.

You get
168 HOURS
a week.

Professionals
and business leaders
who own mobile devices like
smartphones tend to work
more than they need to.

The average
commute time
is 47 MINUTES
round trip.
EDUCATION AROUND THE WORLD

There are **1.4 Billion** students on Earth.

**THE CHALLENGE:** Too many children remain out of school, and those who are in school aren’t learning the skills they need for life and work.

Children leaving school before completing their Primary Education

- **11.07 Million** children in Sub-Saharan Africa leave school before completing their primary education.
- **13.54 Million** children in South and West Asia leave school before completing their primary education.

Children out of primary school

- **61 Million** children are still out of primary school, **32 Million** of these children are girls.
- **1 in 5** 15 to 24 years old has not completed primary school and lacks skills for work.

An estimated **250 million** children are not able to read or write.

The poorest and most marginalized are the most affected.

In some emerging economies, **3 in 10** youths cannot do basic arithmetic.

Fragile and conflict-affected countries account for more than **30%** of all children not completing primary school.

In some developing countries, one quarter to one-half of youth who have graduated from primary school cannot read a single sentence.

**OF THE 775 MILLION ILLITERATE ADULTS**

**TWO-THIRDS ARE WOMEN**

Connect. Inspire. Empower.

www.ubuntuemail.com
**STUDENT BULLYING**

**Bullying**
Physical, verbal, or psychological attacks or intimidation against a person who cannot properly defend himself or herself. It includes two key components: 1. Repeated harmful acts 2. Imbalance of power

**Effects of Bullying**
Bullying can have a significant impact on both child and teenage students. Students who are bullied often suffer from anxiety, fear, withdrawal, low self-esteem, and poor concentration. A bullied student will often avoid school, have lower grades, and become socially isolated. There have been numerous reports of suicide due to bullying.

280,000 students are physically attacked in secondary schools each month
160,000 students miss school each day for fear of being bullied
77% of students are bullied mentally, verbally, & physically. Cyber bullying statistics are rapidly approaching similar numbers

**Most Common Types of Bullying**

**Playground School Bullying Statistics**
Every 7 minutes a child is bullied

**Effects on Bullies**
Bullying is often a warning sign that children and teens are heading for trouble and are at risk for serious violence. Teens (particularly boys) who bully are more likely to engage in other antisocial/inappropriate behavior (e.g., vandalism, shoplifting, truancy, and drug use) in adulthood. They are four times more likely than nonbullies to be convicted of crimes by age 24, with 60 percent of bullies having at least one criminal conviction.

1 out of 4 students will be abused by another youth
1 out of 5 admit to being a bully, or doing some “bullying”

**Sources:**
http://www.cops.usdoj.gov
www.KEEPSchoolsafe.org
www.bullypolice.org

Produced by: Buckfire & Buckfire PC
www.buckfirelaw.com
How To Make Effective Infographic

Five steps (from Venngage.com)

1. Outline the goals of your infographic
2. Collect data for your infographic
3. Visualize the data for your infographic
4. Layout your infographic using an infographic template
5. Add style to your infographic design
Step 1: Outline Your Goals

Use the question pyramid

1. **Burning Problem**
   - The main question the infographic will answer.

2-3 **Supporting Questions**
   - Questions to provide information (what, which).

1-2 **Probing Questions**
   - Questions to provide insight (why).
EXAMPLE: FOOD – WINE PAIRING

Burning Problem
How to pair food and wine

Supporting Questions
Which food components matter?
What are the types/categories of wine?
Which category works with each component?

Probing Questions
Why do certain pairings work better?
INFOGRAPHIC

Venngage.com
Step 2: Collect the Data

We discussed this
STEP 3: VISUALIZE THE DATA

Decide what are your primary goals
  - what data aspect do you want to convey

The ICORE method
  - Inform,
  - Compare,
  - Change,
  - Organize,
  - Reveal relationships, or
  - Explore.

Venngage.com
Convey an important message or data point that doesn’t require much context to understand.

Make a numerical stat stand out with large, bold, colorful text:

The brain makes 700 neural connections per second before the age of 5.

Demand extra attention by pairing icons with text:

4200 vaccines administered

Highlight a percentage or rate with a donut chart or a pictograph:

25% were children

Venngage.com
Show similarities or differences among values or parts of a whole.

Use a pie chart, donut chart, pictograph, or tree map to compare parts of a whole.

Use a stacked bar chart or stacked column chart to compare categories and parts of a whole.

Use a stacked area chart to compare trends over time.
Show trends over time or space

Use a line chart or an area chart to show changes that are continuous over time.

Use a timeline to show discrete events in time.

Use a choropleth map to show spatial data.

Use a map series to show data that changes over both space and time.
Organize

Show groups, patterns, rank or order

Use a list to show rank or order when you want to provide extra information about each element.

```
LIST
1
2
3
```

Use a table to show rank or order when you want readers to be able to look up specific values.

```
<table>
<thead>
<tr>
<th>Cars</th>
<th>Motorcycles</th>
<th>Phones</th>
</tr>
</thead>
<tbody>
<tr>
<td>BMW</td>
<td>Suzuki</td>
<td>Lenovo</td>
</tr>
<tr>
<td>Aston Martin</td>
<td>Yamaha</td>
<td>Samsung</td>
</tr>
<tr>
<td>Bentley</td>
<td>Bentley Continental</td>
<td>Huawei</td>
</tr>
</tbody>
</table>
```

Use a flowchart to show order in a process.

Otherwise, show rank or order with a bar chart, column chart, bubble chart, or pyramid chart.

Bar Chart  Column Chart  Bubble Chart  Pyramid

Venngage.com
Reveal more complex relationships among things

Use a scatter plot when you want to display two variables for a set of data.

Use a multi-series plot when you want to compare multiple sets of related data.
Add interaction
- filtering, sorting, and drilling down
- can’t do with a static chart
- but useful for online infographics displays
- will discuss later
Create a natural flow
- could use the question pyramid to guide the layout
- burning question into header
- follow with charts to address the supporting questions
- finish with the probing questions

Use a grid layout
- guides the reader’s eye
- symmetrical grid
- consider that people read
  - top to bottom
  - left to right

Venngage.com
One Column for Linear Flow
Two Columns for Comparisons
Who Said What?

Democrats

- Character: 11
- Jobs: 14
- War: 9
- Hurricane: 8
- McCain: 18
- God: 6
- Bush: 18
- Economy: 16
- Iraq: 12
- Change: 24

Republican

- God: 25
- Energy: 18
- Bush: 6
- Economy: 18
- War: 18
- Terror: 12
- Jobs: 8
- Iraq: 15
- Tax(es): 22

Number of times words were used

The Words They Used - Graphic - NYTimes.com
CLean water systems

2.64 Billion people around the world do not have access to adequate sanitation

780 Million people do not have access to improved water sources

Every $1 spent on water and sanitation generates at least $4 in increased productivity

Source
Multi-Section Layout For Random Visual Access

Easiest Indoor Plants To Keep Alive

- aloe vera
- english ivy
- jade plant
- pothos plant
- rubber tree
- dienffenbachia
- spider plant
- fiddle leaf fig tree
- snake plant

Tips for Working Remotely

- Work from anywhere in the world.
- Work at any time of day.
- Work with anyone.
- No commute to a company office.
- No geographical limitations for who can join the team.

Benefits of working remotely:

- Ability to focus.
- Work close to family.
- More efficient.
- Reduced waste.

Venngage.com
Overall goal
- make your infographics aesthetically pleasing
- make it easy to consume and understand

Minimize text
- should supplement the visuals
- short paragraphs (at most) at about a grade six reading level

Use font to point out importance
- readable font for the bulk of the text,
- amp up size and style of your main header, section headers, and data highlights
- make sure that the gist of your infographic is immediately apparent
EXAMPLE

Reducing Poverty

We’re active in over 100 communities in Georgia alone. And we serve over 4 million Georgians each year. In 2017, the total investment amount was $152.7 million.

Find out how you can make an impact today

Find out how you can make an impact today

FIND OUT HOW YOU CAN MAKE AN IMPACT TODAY
Repeat basic shapes to reinforce the underlying grid.
Emphasize Using Shapes

Use basic shapes to emphasize headers and list elements.
Add icons to reinforce important concepts in the text

- keep icon color, style, and size consistent
- pull everything together with extra background shapes
BE Diligent

Make sure the repeated elements you add are aligned!
Negative (white) space is often used in advertising

- the space around and between the subject of an image
- helps to define a subject
- helps emphasizing a message
Just as important as any other element of a design
- simplest negative space are margins around the graphics
Use gaps between unrelated elements

- makes it easier to immediately understand which elements are grouped together
Much easier to make colors play nicely with each other by adding a little whitespace.
Use color to highlight important information

Venngage.com
COLOR FOR GROUPING

Use color to group related elements together

Venngage.com
Use neutrals to offset bright colors
- helps put together a composition
- can group in a more subtle way
There are Templates on the Web
Color Harmony

Non-harmonic colors

Harmonic colors

Hue wheel:
Harmonic Color Schemes

- i type
- V type
- L type
- I type
- T type
- Y type
- X type
- N type
Given arbitrary hue histogram $H(p)$ for image $X$, find the closest harmonic template $T_m$

- minimize the distance of the histogram to template coverage (delineated by template edges $E$)
- use an optimization procedure for this
- also find the orientation angle $\alpha$

$$F(X(m, \alpha)) = \sum_{p \in X} \| H(p) - E_{T_m(\alpha)}(p) \| \cdot S(p)$$

from Cohen ‘08
Given closest template and $\alpha$ has been found (user may specify other template)

- shift all hues $H(p)$ to the closest harmonic template position $H'(p)$ with width $w$
- a Gaussian $G$ controls the clustering of the hues around the sector mean $C$ of the template (greater $\sigma$ clusters more, we use $w/2$)

$$H'(p) = G(p) + \frac{w}{2} (1 - G_\sigma(||H(p) - C(p)||))$$

This may break up coherent regions into disjointly colored regions

- to avoid this, may embed a graph-cut labeling into the shifting procedure

from Cohen ‘08
Color Harmonization: Example

Collage harmonization (from Cohen ’06):

non-harmonic

harmonized (T type)
Collage harmonization (from Wang ‘08):