CSE 332
Introduction to Visualization

Infographics Design

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WHAT ARE INFOGRAPHICS?

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 people visit YouTube every single day with an average viewing time of 40 minutes.*

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.
- The average commute time is 47 minutes round trip.
- Professionals and business leaders use mobile devices like smartphones more than to work.
MATTHEW MCNEW
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Education
Colorado School of Mines
Major: Computer Science
GPA: 3.7

Skills
- Ruby
- Java
- C++
- HTML & CSS
- Javascript
- C
- PHP
- SQL
- Perl

Internships:
- Pivotal Labs
  - Ruby on Rails
  - Agile Development
  - Pair Programming

Projects:
- MAVRique
- Eagle Ridge Academy After School Scheduling
- PHP and MYSQL

Cable Labs
- Designed and implemented single sign on solution with ASP.NET and IIS

Volunteer:
- Led a WWOOF trip to Rural Brazil

School:
- Graduated High School

Interests:
- Organic Farming
- Soccer
- Travel
- Entrepreneurship
- Comedy

Activities:
- Math Counts Coach
- Two Varsity Teams
- Bus Driver
- Student Government

Campaign Logo

Student Body President
Colorado School of Mines
2012-2013
EDUCATION AROUND THE WORLD

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

Only **65.2 Million** educators globally.

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

Children out of primary school

In the Sub-Saharan, 11.07 million children leave school before completing their primary education.

In South and West Asia, that number reaches 13.54 million.

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**

**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.

**Most Common Types of Bullying:**
- Physical
- Verbal
- Social
- Cyber

**Playground School Bullying Statistics**
- Every 7 minutes a child is bullied
- 43% fear harassment in the bathroom at school

**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/insubordinate behavior (e.g., vandalism, shoplifting, truancy, and drug use) into 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.

**Sources:**
- http://www.cops.usdoj.gov
- www.keepkidsafe.org
- www.bullying.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

Venngage.com
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?

Venngage.com
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

25% were children
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.

LINE CHART

AREA CHART

Use a timeline to show discrete events in time.

TIMELINE

Use a choropleth map to show spatial data.

CHOROPLETH MAP

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

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

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

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.
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
- Change: 24

Republican

- God: 25
- Character: 14
- Energy: 18
- Economy: 18
- Terror: 12
- Jobs: 8
- Iraq: 15
- Tax(es): 22

The Words They Used - Graphic - NYTimes.com
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

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
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.

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.

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
Repeat basic shapes to reinforce the underlying grid
Emphasize Using Shapes

Use basic shapes to emphasize headers and list elements.

Venngage.com
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 SPACE

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
Neutral Colors

Use neutrals to offset bright colors

- helps put together a composition
- can group in a more subtle way
There are Templates on the Web