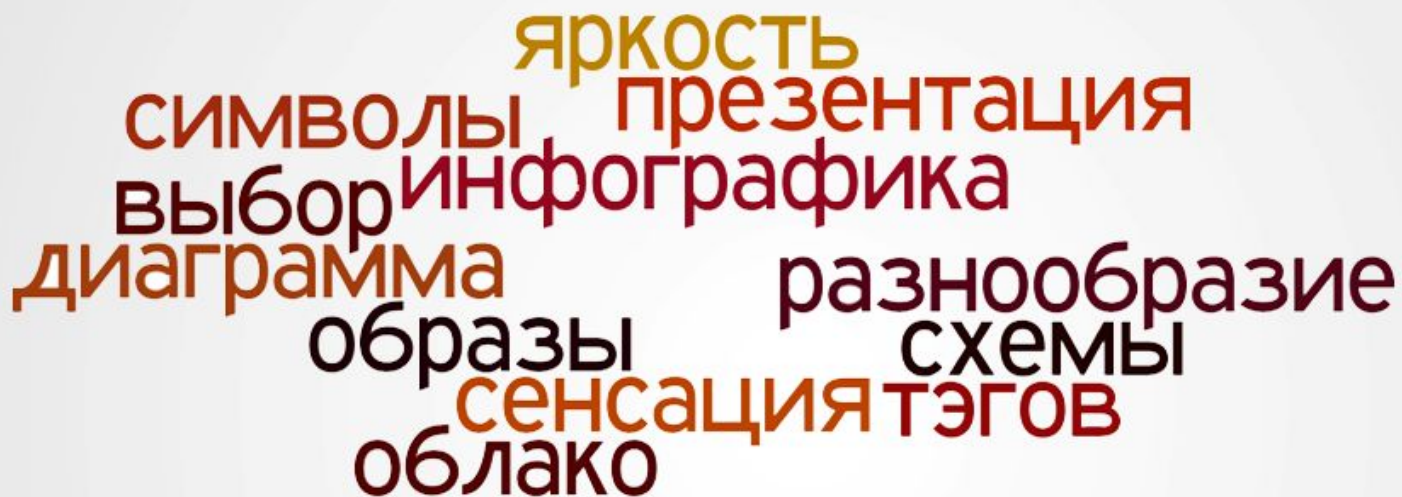


9 памяток по визуализации



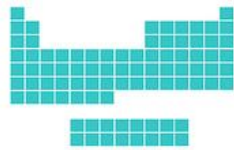
ярко**сть**
символы, презентация
выбор инфографика
диаграмма разнообразие
образы схемы
сенсация тэгов
облако

Инфографика об инфографике

самые популярные виды
визуализации и типы диаграмм

MOST POPULAR INFOGRAPHICS

YOU CAN FIND
AROUND THE WEB



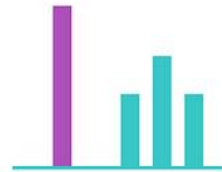
PERIODIC TABLE OF SOMETHING



CREDIT CRISIS VISUALIZED
WITH NUMBERS THAT ARE
NOT EXPLAINING ANYTHING



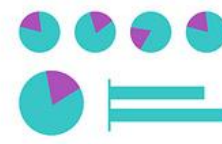
WORLD'S TALLEST BUILDINGS PLUS
SOMETHING THEY ARE BUILDING IN DUBAI



WATER, GAS, OIL OR WHATEVER
UNITED STATES CONSUMES
MORE THAN ANY OTHER COUNTRY



TUBE MAP OF SOMETHING



A CRAPLOAD OF IRRELEVANT DATA
PUT TOGETHER IN A BIG VERTICAL IMAGE



VENN DIAGRAM OF SOMETHING



TAG CLOUD WITH RANDOM WORDS
IN THE SHAPE OF SOMETHING

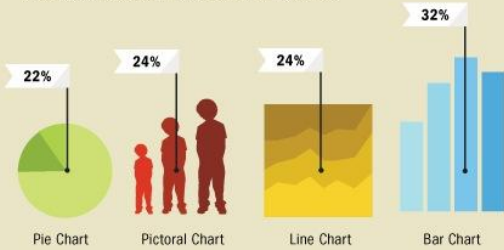
INFOGRAPHIC OF INFOGRAPHICS

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:



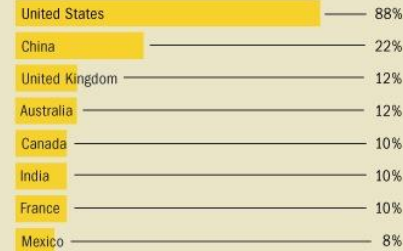
FONT

■ Sans Serif
 Condensed Sans Serif
 ■ Serif



CONTENT

COUNTRIES FEATURED



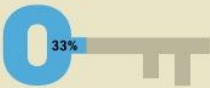
THEME

Relative popularity of different infographic themes:



KEY INFO

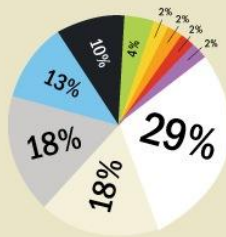
Percentage of infographics with key:



Average number of symbols per key: 5.1

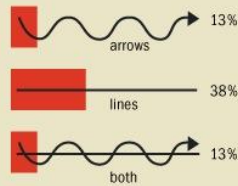


BASE COLOR

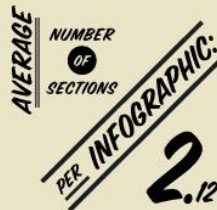


NAVIGATIONAL ICONOGRAPHY

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

WATCH THIS SPACE. INFOGRAPHICS ARE **IN**

100% OF BUSINESSES CAN BENEFIT
EVERYONE SHOULD CONSIDER THE POTENTIAL ADVANTAGES **RIGHT NOW**

INFOGRAPHIC PRODUCTION INCREASES BY **1%** EVERY DAY

THEY SHOW AN **EXPERT** UNDERSTANDING OF A SUBJECT AREA OR TOPIC



THEY CATCH THE EYE OF **JOURNALISTS** AND STAND OUT FROM DULL AND BORING TEXT-BASED PRESS RELEASES

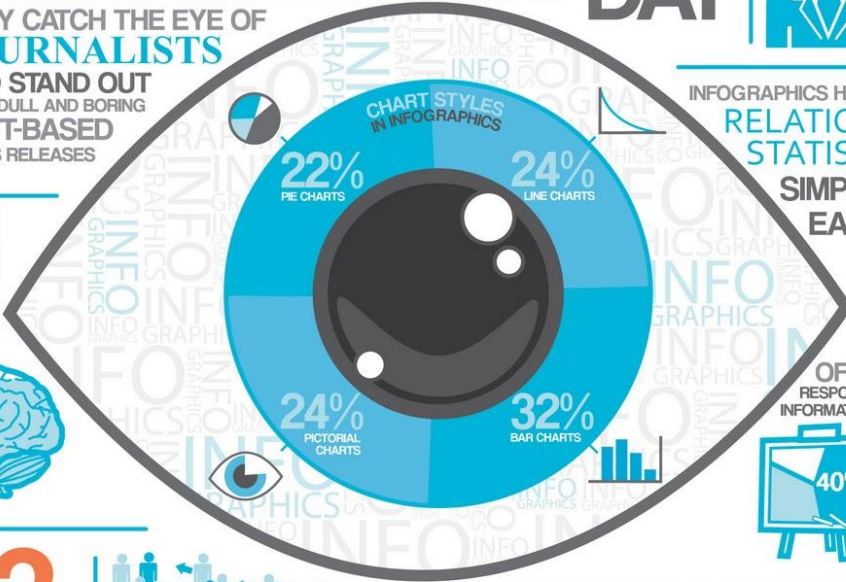
90% OF INFORMATION THAT COMES TO THE BRAIN IS



VISUAL

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

INFOGRAPHICS **GO VIRAL**



INFOGRAPHICS HELP TO VISUALISE **RELATIONSHIPS & STATISTICS** SIMPLY & EASILY



40% OF PEOPLE WILL RESPOND BETTER TO VISUAL INFORMATION THAN PLAIN TEXT



- VISUAL LEARNERS
- AUDIO LEARNERS
- TACTILE LEARNERS

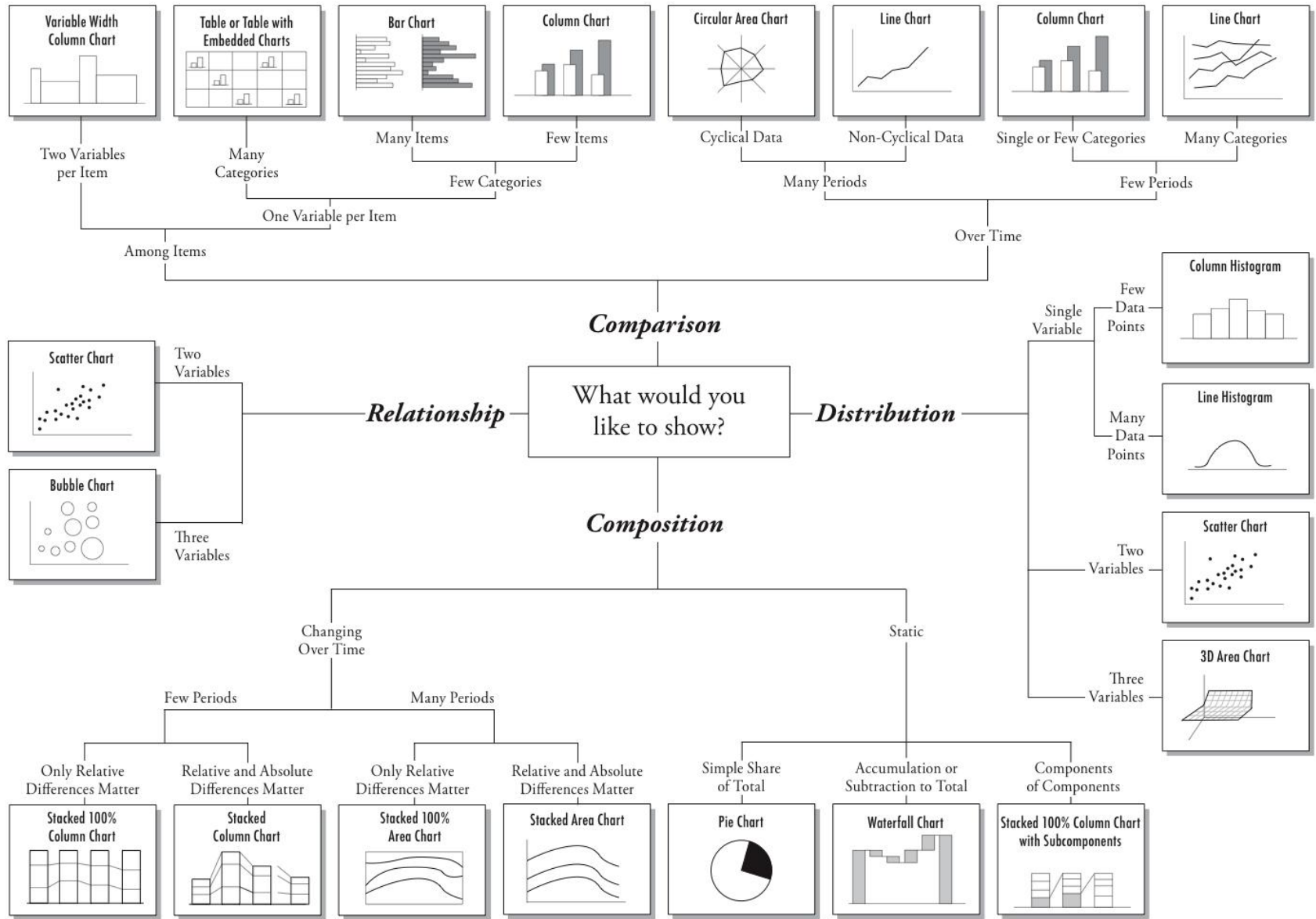
INFO INFO GRAPHIC OF **GRAPHICS**

SOURCES FOR DATA: AROUND 13 MILLION RESULTS FOR THE TERM 'INFOGRAPHIC' ON GOOGLE AS OF 28TH JULY 2011 (<http://www.google.com/trends?q=infographic&cat=0&geo=all&date=all&sort=0>); 40% OF PEOPLE WILL RESPOND BETTER TO VISUAL FORMS OF LEARNING ACCORDING TO (Teaching Students to Read Through Their Individual Learning Styles, Mark Cerio, Rita Dunn, and Kenneth Dunn, Prentice-Hall, 1986, p.31); CHART STYLES IN INFOGRAPHICS ACCORDING TO (<http://imgarc.com/2009/06/>); INFOGRAPHIC PRODUCTION INCREASES BY 1% EVERY DAY ACCORDING TO (<http://www.blenbits.com/geek/hunkididlects/about-infographics/>); 90% OF INFORMATION THAT COMES TO THE BRAIN IS VISUAL (<http://www.visualteachingalliance.com/>).

Как правильно выбрать диаграмму



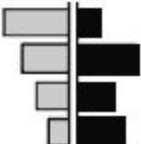


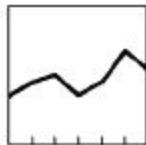


Выбор диаграммы исходит из имеющихся числовых данных и желания показать определенный тип сравнения

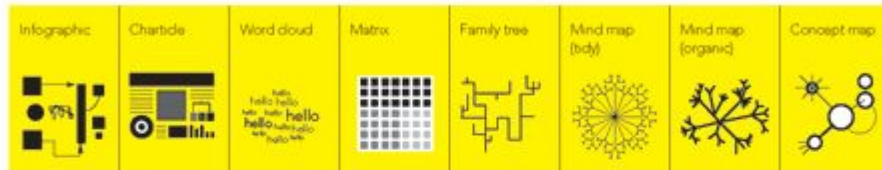
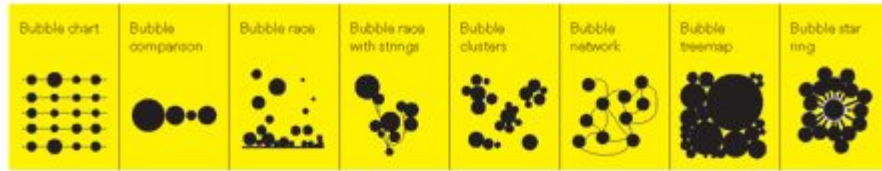
Chart Suggestions—A Thought-Starter



ОСНОВНЫЕ ТИПЫ ДИАГРАММ

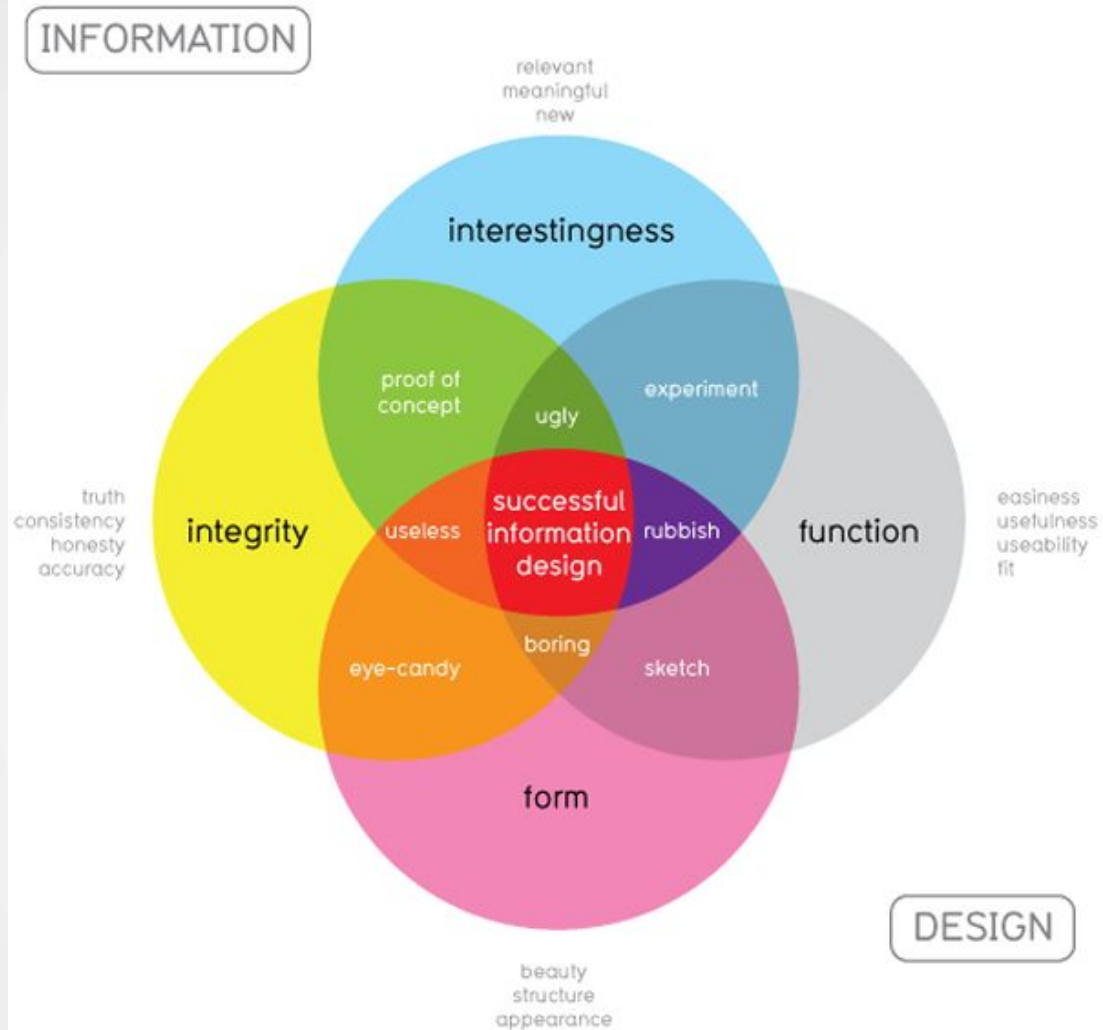
ТИПЫ СРАВНЕНИЯ

	ПОКОМПОНЕНТНОЕ	ПОЗИЦИОННОЕ	ВРЕМЕННОЕ	ЧАСТОТНОЕ	КОРРЕЛЯЦИОННОЕ
КРУГОВАЯ					
ЛИНЕЙЧАТАЯ					
ГИСТОГРАММА					
ГРАФИК					
ТОЧЕЧНАЯ					



Types of Information Visualization

What Makes Good Information Design?



Information design?

Задача
(Зачем?)

Объяснить

Убедить

Система

Задача
(Зачем?)

Функция
(Что?)

Navigation

Interface

Media

Функция
(Что?)

Область
(Где?)

Cartography

Signage & Wayfinding

Web-interface

Applications

Polygraphy

Video

Web

Newspapers
Газеты
Magazines
Журналы

Newsblocks
Новостная графика
Обучающие фильмы

Interactive animation
Интерактивная инфографика

Promdesign

Область
(Где?)

Business

Метод
(Как?)

Карты местности
- Карты городов
- Схемы зданий и помещений

Cityscapes
Городские среды
Exhibition spaces
Выставочные пространства
Social Institution
Образовательные учреждения
- образовательные учреждения
- медицинские учреждения
- городско-функциональные центры
Transportation Hubs
Транспортные узлы
- Airports Аэропорты
- Stations Вокзалы
- Subways Метро

Обучающие пособия

Technical illustration

Pictograms

Animation

SlideShow

Printouts

Presentation

Reports

Dashboard

Annual/quarterly reports
Годовые/квартальные отчеты

Метод
(Как?)

Инструмент
(Чем?)

Adobe Photoshop
Adobe Illustrator
3D Max, Maya, etc.

Adobe Photoshop
Adobe Illustrator
3D Max, Maya, etc.

Adobe Flash
Adobe AfterEffects
HTML5/CSS

PowerPoint
SlideRocket
Prezi

Adobe Photoshop
Adobe Illustrator
Adobe InDesign

Инструмент
(Чем?)

ИНФОГРАФИКА В ПРИМЕРАХ



<http://infoanalyze.blogspot.com/>

<http://vk.com/infografika>

<http://www.facebook.com/infografika>