Communicating with Infographics

Introduction

By the end of this tutorial you will be able to:

- Define the term infographic.
- Understand different types of infographics.
- Create an effective infographic using a digital tool.

What is an Infographic?

Information + Graphics = Infographics.

“A visual representation of information or data, for example as a chart or diagram. ‘a good infographic is worth a thousand words’”. (Oxford Dictionaries, n.d.)

The human brain is very well adapted to processing visual information.

This makes data visualizations and infographics very powerful tools for communicating lots of information in an easily digestible format.

You don’t need to be a graphic designer or an artist to make effective infographics - there are lots of free online tools available to help you.

Infographic Best Practice

The mark of a good infographic is its effectiveness in communicating a message concisely and quickly.

David McCandless (2010) – data journalist and information designer - describes this as “knowledge compression”.

1. See his website: Information is beautiful.
2. Watch his TED talk: The beauty of data visualization.
The Anatomy of an Infographic

Top 10 countries importing UK manufactured goods by Office for National Statistics used under CC BY 2.0

- Focused title with a key message that narrates a story worth telling.
- Simple but visually appealing design; brightly-coloured circles help convey the key message.
- Accurate and well-researched data.
- Produced by a reputable source.
Types of Infographics

Chart: to present statistics, facts and figures

Household Taxes, 2012/13 by Office for National Statistics used under CC BY 2.0
Each year 1.7 million deaths of children under 5 are linked to the environment.

- **570,000** deaths: Respiratory infections, including pneumonia
- **360,000** deaths: Diarrhoea
- **270,000** deaths: Neonatal conditions, including prematurity
- **200,000** deaths: Unintentional injuries, such as burns, drowning
- **200,000** deaths: Malaria

Reducing environmental risks could prevent a quarter of these deaths.

Children’s Deaths linked to the Environment by DES Daughter used under CC BY-NC-SA 2.0

Cloud computing by Office for National Statistics used under CC BY-NC-ND 2.0
List: with a focus on text

Girls Education Infographic by UKaid used under CC BY 2.0
The Importance of Self-Care: Why You Should Pamper Yourself

Benefits of relaxing:
- Reduce stress
- Promote the production of your body’s “feel-good” hormones
- Improve cellular function

Low-Cost Self-Care Ideas:
- Search YouTube for a relaxing yoga or meditation routine.
- Write a list of things that make you happy.
- Write down what’s stressing you and, if you want, rip up the paper.
- Find a relaxing hobby.
- Listen to relaxing music with your eyes closed.
- Get a massage from a friend or partner.
- Go for a walk.
- Make a homemade edible facemask.
- Play with a pet for 15 minutes.
- Take a bubble bath.
- Spend some extra time getting ready in the morning.
- Take a treat, alone or with friends.
- Pick up or make your favorite treat and cover it.
- Find free local events at places like museums, botanical gardens, and zoos.

Self-care can prevent, delay or reduce physical and mental health problems

Connect with us:

Self-Care by Pain Pix used under CC BY 2.0
Advantages and Disadvantages of Wind Power by GDS Infographics used under CC BY 2.0
Timeline: to present development over a period

Stress vs Productivity by GDS Infographics used under CC BY 2.0

SURVIVAL OF LUNG CANCER IS AMONGST THE LOWEST OF ALL CANCERS

Fire year survival estimates among adults (aged 15-99 years) diagnosed with lung cancer between 2007 and 2011 and followed up to 2012

LUNG CANCER INCIDENCE AND MORTALITY RATES

SMOKING IS STRONGLY ASSOCIATED WITH AN INCREASED RISK OF DEVELOPING LUNG CANCER

Percentage of males smoking cigarettes

Percentage of females smoking cigarettes

The narrowing gap in lung cancer incidence rates between males and females may be due to increasingly similar smoking habits between the two sexes.

Source: General Lifestyle Survey
Flowchart: to explain stages of a process

Can I upload by Giulia Forsythe used under CC BY-NC-SA 2.0
The journey of tweet by GDS Infographics used under CC BY 2.0

Ten steps to building an IES system by GRID Arendal used under CC BY-NC-SA 2.0
Comparison: to contrast and compare data

Top 100 baby names in England and Wales 2012

<table>
<thead>
<tr>
<th>BOY'S NAME</th>
<th>RANK 2012</th>
<th>RANK 2011</th>
</tr>
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<td>HARRY</td>
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<tr>
<td>JACK</td>
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<td>3</td>
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<tr>
<td>CHARLIE</td>
<td>▲ 4</td>
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<tr>
<td>JACOB</td>
<td>▲ 5</td>
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</table>

<table>
<thead>
<tr>
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<td>▼ 5</td>
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</tr>
</tbody>
</table>

Top Baby Names by Office for national Statistics used under CC BY 2.0
Q1 2014

89%
OF MEN HAVE USED THE INTERNET
MEN ARE MORE LIKELY TO HAVE USED THE INTERNET THAN WOMEN

85%
OF WOMEN HAVE USED THE INTERNET

Source: Internet Access Quarterly Update, Q1 2014

Internet Usage by Office for National Statistics used under CC BY-NC-ND 2.0

From Kennedy to Obama
The dream of manned space exploration

Kennedy’s mission to the Moon

Obama’s mission to Mars

Mars Mission by GDS Infographics used under CC BY 2.0
ENvironmental Impacts on Health

WHAT IS THE BIG PICTURE?

FACT:
23%
of all global deaths are linked
to the environment.
That's roughly 12.6 million deaths a year.

WHERE IS IT HAPPENING?

3.8 million
in South-East Asia Region

3.5 million
in Western Pacific Region

2.2 million
in Africa Region

1.4 million
in European Region

854,000
in Eastern Mediterranean Region

847,000
in the Region of the Americas

World Health Organization
EnviromentalHealth

What is the big picture? by DES Daughter used under CC BY-NC-SA 2.0
The most polluted places by GDS Infographics used under CC BY 2.0

Top 10 countries importing UK manufactured goods

Source: HMRC, Overseas Trade Statistics, 2013

Top 10 countries by Office for National Statistics used under CC BY 2.0
Hierarchical: to present data according to levels

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**Waste management hierarchy** by GRID Arendal used under CC BY-NC-SA 2.0

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**Hierarchy of Interface for Tabletop Games** by Daniel Solis used under CC BY 2.0
Maslow's Hierarchy of Needs by BetterWorks Breakroom used under CC BY 2.0

Treasury Enterprise Architecture Framework Concept from Wikimedia Commons – Public Domain
Visualised numbers: to add visual interest to numbers
An infographic about infographics - Reproduced with permission
Creating Infographics: The Process

1. Choose your topic and ensure it is relevant and engaging.
2. Define your audience. This will dictate your content depending on their prior knowledge of the topic.
3. Define your aims and objectives to give the infographic purpose and structure.
4. Research your topic and find images to effectively illustrate your key points.
5. Organise your information, references and data in a clear and visually appealing design.
6. Choose a digital tool and get creating.

Digital Tools for Creating Infographics

**Visme**
- Standard version is free
- Create interactive and animated infographics
- Embed data widgets, voice, music and video
- Download the infographic for offline use
- Add others as collaborators
- Create up to five projects at a time

*[Getting Started with Visme Infographics (YouTube Video)](Visme website)*

**Piktochart**
- Standard version is free
- Create interactive and animated infographics
- Embed data widgets, voice, music and video
- Download the infographic for offline use
- Add others as collaborators
- Create up to five projects at a time

*[Introduction to Piktochart (YouTube video)](Piktochart website)*
Summary
You have reached the end of this resource.

Why not look at some of our other Information and Digital Literacy resources?

Book onto a workshop: Information and Digital Literacy Workshops.

Take an online tutorial:
- Discovering Images.
- How to attribute images.

References


Last reviewed: Summer 2019
Review due: Summer 2019

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