THE ART OF INFOGRAPHICS
WHAT IS THE DIFFERENCE?
Simply put, data visualization is a visual representation of data. This data is quantifiable and is often in the form of pie charts, bar charts, line charts etc. Often a data visualization is used to help make sense of data and to make the data more accessible. The design of a specific data visualization is usually secondary to the data, and is often computer generated.

An information graphic, otherwise known as an infographic is created to tell a story. The design of the infographic is very important. The designer uses composition, color, typography and illustration to help tell the story to a particular audience. The design that is used for one infographic cannot usually be used for another.

An Infographic can contain data visualizations, but a data visualization cannot contain an infographic. Both data visualizations and infographics can be static, interactive or animated.
DATA VISUALIZATION vs INFOGRAPHIC?

DATA VISUALIZATIONS

- Pie chart showing 181 Countries and 4 Countries B.R.I.C.

INFOGRAPHIC

WHO'S CALLING?
WHERE TO INVEST IN MOBILE TECHNOLOGY

- Nearly 40% of the world’s total number of mobile phone subscriptions in 2010 were in the B.R.I.C. (Brazil, Russia, India and China) countries.

WORLDWIDE SUBSCRIPTIONS


B.R.I.C. DOMINATION

- Table showing reported cell phone subscriptions for each year from 2000 to 2010.

THE ART OF INFOGRAPHICS
MAKE IMPRESSIVE INFOGRAPHICS
Create beautiful infographics in less than 10 minutes

FREE Account
START FOR FREE

Over 400 Templates, Icons, and Graphics  Unlimited customization  6,571,261 Piktocharts Created

We've been featured in

TC MIT Technology Review Forbes theguardian

Over 400 fully customizable templates for beautiful infographic every time!
WYSIWYG APP

Piktochart for Education

We want to make Piktochart accessible to all, especially those who are still in school or going through university or college. Here you will find our very special rates for teachers and students when they sign up for Piktochart PRO.

**INDIVIDUAL LICENSE**
- **$39.99**
  - 1 individual for 12 months

**CLASS SUBSCRIPTION**
- **$120**
  - 30 individuals for 4 months

If you would like to get in touch for larger classes/schools or a different duration, please contact support@piktochart.com for a customized quote.

**Why Use Pro?**

- **PRO ACCOUNT**
  - Huge selection of 400+ templates saves you time
  - No watermark means you get all the credit
- **FREE ACCOUNT**
  - Limited Templates

Create Your Own Infographic

It's a blank
3 BASIC DESIGN ELEMENTS OF AN INFOGRAPHIC

COLOR

COMPOSITION

TYPOGRAPHY
COLOR THEORY
Primary Colors: Red, yellow and blue
In traditional color theory (used in paint and pigments), primary colors are the 3 pigment colors that can not be mixed or formed by any combination of other colors. All other colors are derived from these 3 hues.

Secondary Colors: Green, orange and purple
These are the colors formed by mixing the primary colors.

Tertiary Colors: Yellow-orange, red-orange, red-purple, blue-purple, blue-green & yellow-green
These are the colors formed by mixing a primary and a secondary color. That’s why the hue is a two word name, such as blue-green, red-violet, and yellow-orange.
RGB (RED, GREEN, BLUE)

RGB is an ‘additive color’ process where color is produced by the light emitting from your monitor. In this process, the three primary colors of light are combined in various proportions to produce any color in the visible spectrum. You cannot print RGB colors, these can only be seen on screen and will be converted when printed.

CMYK (CYAN, MAGENTA, YELLOW AND BLACK)

CMYK are the colors used in printing inks. These four colors are used in printing because virtually any visible color can be created simply by mixing them in various amounts. CMYK is a ‘subtractive color’ process, which works by subtracting the colors of light reflected on a piece of white paper. In other words, each color of ink on the paper reduces the light that would otherwise be reflected and seen by our eyes. For example, when light falls on red ink printed on white paper, it absorbs (subtracts) all the colors from light except red. Hence this process is called a ‘subtractive color’ process.
COLOR: PROPERTIES

**WARM COLORS** are vivid and energetic, and tend to advance in space.

**COOL COLORS** give an impression of calm, & create a soothing impression.

**WHITE, BLACK AND GRAY** are considered to be neutral.
COLOR: PROPERTIES

COLOR AND EMOTIONS

RED is the color of fire and blood, so it is associated with energy, war, danger, strength, power, determination as well as passion, desire, and love.

ORANGE combines the energy of red and the happiness of yellow. It is associated with joy, sunshine, and the tropics. Orange represents enthusiasm, fascination, happiness, creativity, determination, attraction, success, encouragement, and stimulation.

YELLOW is the color of sunshine. It's associated with joy, happiness, intellect, and energy.

GREEN is the color of nature. It symbolizes growth, harmony, freshness, and fertility. Green has strong emotional correspondence with safety. Dark green is also commonly associated with money.

BLUE Blue is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven.

PURPLE combines the stability of blue and the energy of red. Purple is associated with royalty. It symbolizes power, nobility, luxury, and ambition. It conveys wealth and extravagance. Purple is associated with wisdom, dignity, independence, creativity, mystery, and magic.

WHITE is associated with light, goodness, innocence, purity, and virginity. It is considered to be the color of perfection.

BLACK is associated with power, elegance, formality, death, evil, and mystery.

(http://www.color-wheel-pro.com/color-meaning.html)
**COLOR: SCHEMES**

**ANALOGOUS**
Uses any three or more colors on the color wheel that have a color in common and are adjacent on the color wheel. Analogous color schemes are often found in nature and are harmonious and pleasing to the eye. Make sure you have enough contrast when choosing an analogous color scheme. Choose one color to dominate, a second to support. The third color is used (along with black, white or gray) as an accent.

**COMPLEMENTARY**
Uses colors that are across from each other on the color wheel. The high contrast of complementary colors creates a vibrant look especially when used at full saturation. This color scheme must be managed well so it is not jarring. Complementary colors are tricky to use in large doses, but work well when you want something to stand out.

**SPLIT-COMPLEMENTARY**
A variation of the complementary color scheme. In addition to the base color, it uses the two colors adjacent to its complement. This color scheme has the same strong visual contrast as the complementary color scheme, but has less tension. The split-complimentary color scheme is often a good choice for beginners, because it is difficult to mess up.
TRIAD

Uses colors that are evenly spaced around the color wheel. Triadic color harmonies tend to be quite vibrant, even if you use pale or unsaturated versions of your hues. To use a triadic harmony successfully, the colors should be carefully balanced - let one color dominate and use the two others for accent.

MONOCHROMATIC

Uses one color and all of the tints, tones, and shades of that color.
COLOR: ANALOGOUS

THE ART OF INFOGRAPHICS

GENERATION Z
MARKETING'S NEXT BIG AUDIENCE

Millennials born 1976-1994 have enjoyed their recent time in the spotlight, as marketers advisor to reach the most researched generation in history. But it’s time to get to know the next generation of buyers: Generation Z. They might not be buying your products yet, but their consumption patterns and behaviors will soon inspire big changes in your marketing. Get ahead of the curve, and meet Generation Z.

MORE THAN A QUARTER
OF THE U.S. POPULATION BELONGS TO GEN Z

ENTERING “Z” TERRITORY

DEEP RESEARCH

1. 62% USE YOUTUBE OR SOCIAL MEDIA FOR TYPICAL RESEARCH ASSIGNMENTS.
2. 32% WATCH LESSONS ONLINE.
3. 20% READ TEXTBOOKS ON TABLETS.
4. 32% WORK WITH CLASSMATES ONLINE.

DRIVEN WORKERS

76% WOULD TRADE HOBBIES AND FULL-TIME JOBS (COMPARED TO 50% OF MILLENNIALS).
80% OF HIGH SCHOOL STUDENTS BELIEVE THEY ARE MORE DRIVEN THAN THEIR PEERS.
72% OF HIGH SCHOOL STUDENTS WANT TO START THEIR OWN BUSINESSES SOMEDAY.

+50% INCREASE SINCE 2000 IN YOUTH POPULATION WHO IDENTIFY AS MULTIRACIAL

ACCEPTING?

A DIFFERENT WORLD AND A DIFFERENT ATTITUDE TOWARDS CAREERS, LEADERSHIP, AND FOR MENTAL HEALTH. GENERATION Z IS DIFFERENT FROM ITS PREDECESSORS—AS IT SHOULD BE—AND WILL REQUIRE MARKETERS TO REINVENT THE WAY THEY THINK ABOUT REACHING THE YOUNGEST GENERATION.
COLOR: TRIAD

THE ART OF INFOGRAPHICS
THE GLOBAL WATER CRISIS
The Invisible Threat to Humanity’s Future

Despite the critical role that water has in our everyday lives, few people realize that the world’s freshwater supply is facing a major crisis in the near future. With a billion more people to feed by 2025 and increasing industrialization and standards of living, freshwater demand will continue to grow.

The Global Supply of Water is Limited

- 2.5% of the world’s water is freshwater
- 1% of the world’s freshwater is easily accessible for human use

Yet Demand for Water Keeps Growing

- In just 25 years, the world’s population has doubled under our use of freshwater has quadrupled

The world’s population is expected to reach 8 billion by 2025.

Breakdown of Freshwater Use

- 70% irrigation
- 22% industry
- 8% domestic

By 2025, there will also be

- 1 billion more mouths to feed, requiring an additional
- 2 trillion cubic meters of water for agriculture alone.

This will lead to

- 1.8 Billion People living with absolute water scarcity

2/3 of the world’s population in stress conditions from water shortage

Water Touches Everything
COLOR: USING COLOR IN PIKTOCHART

BACKGROUND COLOR

TEXT COLOR

COLOR TIP: USE A COLOR PICKER

http://www.w3schools.com/tags/ref_colorpicker.asp

COLOR TIP: USE ADOBE COLOR APP

https://color.adobe.com
COMPOSITION
COMPOSITION: SYMMETRIC + ASYMMETRIC

**SYMMETRIC**

A composition that is balanced and uses the elements in equal amounts. It is divisible into equal parts. A symmetrical composition is more passive and expected.

**ASYMMETRIC**

A composition that is not balanced and does not use the elements in equal amounts. It is not divisible into equal parts. An asymmetrical composition is active and dynamic and sparks emotions.
When any image or element on a page touches the edge of the page, extending beyond the trim edge, leaving no margin it is said to bleed. When you bleed an image you are cropping it. Bleeding images also helps make a composition more dynamic. Be careful not to place a graphic element too close to an edge but with no bleed. This often looks like a mistake.
Scale refers to overall size and proportion refers to relative size. Scale and proportion principles help the viewer organize an image and they can be used to create or minimize points of emphasis. If an object is out-of-scale or oddly proportioned, then it will create a point of emphasis. Also, large scale objects create obvious visual weight. We automatically perceive larger objects as closer and more important than smaller objects.
When shapes are in front of other shapes. If one shape overlaps another it communicates an illusion of depth.

Using layout principles you can create the focal point of your composition.
Positive space is best described as the areas in a work of art that are the subjects, or areas of interest. Negative space is area around the subjects, or areas of interest. Positive space does not have to be black, and negative space does not have to be white.
The grid serves as an armature on which a designer can organize graphic elements (images, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, in relation to other graphic elements on the page, or relation to other parts of the same graphic element or shape. All layouts should start with a grid. Do you want a uniformed grid or non-uniformed?
A Well-Balanced Blog
The Blogging Food Groups

- Monday
- Tuesday
- Wednesday
- Thursday
- Friday
- Saturday
- Sunday

A Big Payoff
Breaking Down Your Meal

Octopus
COMMON

Octopus

15°/16°
12°-24°

DEFINITION
The octopus is a cephalopod mollusk known for its remarkable intelligence and ability to change color to blend into its environment.

1. Anatomy
2. Behavior
3. Habitat
4. Evolution
5. Conservation

Octopus

Squid

Nautilus

Californian octopus

Octopus vulgaris

Thermosynechulus maximus

Octopus cyanea

Octopus tetricus

Octopus rubescens

Octopus atromarginatus

Octopus forskalii

Octopus mgloryi

Octopus gigantea

Octopus australis

Octopus goodei

Octopus rubescens

Octopus cyanea

Octopus mgloryi

Octopus forskalii

Octopus gigantea

Octopus australis

Octopus goodei

Octopus rubescens
Serif typefaces have little feet or wings at each end. Serif fonts are seen as TRADITIONAL, STABLE, PRACTICAL, SERIOUS, MATURE, FORMAL, SCHOLARLY, CORPORATE, and BUSINESS-LIKE.

Sans Serif fonts are typefaces without feet, which makes them look clean and understated. Their personality is CONTEMPORARY, and sometimes SLEEK and ELEGANT.

Slab Serif is a certain kind of serif typeface that has thick, squared-off serifs. Slab Serif fonts are more MODERN, but can also be perceived as BOLD, HARSH, RUDE, ASSERTIVE, COARSE, or MASCULINE.

Script typefaces look like handwriting or calligraphy. They can range from casual to formal. They have SOFT ORGANIC and HUMANISTIC qualities that give them a WARM PERSONALITY.

http://louisem.com/4089/font-personality-type
Kerning is an adjustment of space between two specific letters.

Tracking is the uniform spacing between all of the letters in a group of text.

Leading is the space between lines of text.

This is tight leading. This is tight leading. This is tight leading. This is tight leading. This is tight leading. This is tight leading. This is tight leading. This is tight leading. This is tight leading. This is tight leading.

This is loose leading. This is loose leading. This is loose leading. This is loose leading. This is loose leading. This is loose leading. This is loose leading. This is loose leading. This is loose leading. This is loose leading.
1 TYPE FAMILY: AVENIR

HEADING TO APPEAR HERE

Subhead to Appear Here.


2 TYPE FAMILIES: AVENIR AND ROCKWELL

HEADING TO APPEAR HERE

Subhead to Appear Here.


VERTICAL

VERTICAL

HORIZONTAL

HORIZONTAL

Don’t scale type vertically or horizontally, instead select a typeface that is condensed or extended.

Minimal differences in scale can look tentative and appear to be a mistake. Strong contrast in scale gives a dynamic feel.

Never stack lowercase letters. They are not designed to stack. If you are stacking letters please be sure they are the same width.
TYPOGRAPHY: BASIC RULES TO FOLLOW

Try to only 4 points sizes on your entire infographic, this does not have to include headlines. Be sure these vary enough in scale.

Stick to two type families. These should not be too similar. Try to vary the type classifications, so a serif and sans serif, or a script and sans serif.

Your hierarchy should have at least 2 changes. For example, all caps and different tracking, or bold and different color. If they are too similar it will look like a mistake.
DIFFERENT TEXT BOXES

WHERE TO INVEST IN MOBILE TECHNOLOGY

WORLDWIDE SUBSCRIPTIONS

Nearly 40% of the world’s total number of mobile phone subscriptions in 2010 were in the B.R.I.C. (Brazil, Russia, India and China) countries.

ALIGNMENT

Click to select block

Nearly 40% of the world’s total number of mobile phone subscriptions in 2010 were in the B.R.I.C. (Brazil, Russia, India and China) countries.
STORYTELLING USING NUMBERS
You are 33,000 X more likely to die from a hospital error than a plane crash.

Chances of dying due to a hospital error: 1 in 300.

Chance of dying in a plane crash: 1 in 10 Million.

1 in 5 of all hospitalized patients suffer harm from medical errors.

200,000 deaths per year from medical errors and infections.

$17 billion, what mistakes in hospitals cost the US every year.
WEDNESDAY'S IN OCTOBER

1PM–2PM