PRESENT THIS!
GIVE INFOGRAPHICS A TRY
with Erin Colonna
WHAT IS INFOGRAPHIC DESIGN?

An infographic is data sorted, arranged, and presented visually interpreted information.
stock or built-in THEMES & TEMPLATES are not for you!
Infographics are different because they are designed to have a specific flow to them. They're data visualizations that present complex information quickly and clearly. Subway Maps, traffic signs, and weather charts are some everyday infographics. Wherever you have deep data presented in visual shorthand, you've got an infographic. With a little design, illustration, and information you too can create infographics. Did you read this first? or second? People naturally read images first.
Let the data tell its story.
Determine Purpose & Audience
FIRST SEMESTER: AN INFOGRAPHIC

SEPTEMBER:
Posture: “Ready to Learn”

OCTOBER:
Posture: “What’s that?”

NOVEMBER:
Posture: “Ummmm...”

DECEMBER:
Posture: “I Am Going To Die”

Create a narrative

Food Consumption:
GPA:
Amount of Sleep:
Stress:
Information Retained:

Food Consumption:
GPA:
Amount of Sleep:
Stress:
Information Retained:

Food Consumption:
GPA:
Amount of Sleep:
Stress:
Information Retained:

Food Consumption:
GPA:
Amount of Sleep:
Stress:
Information Retained:
Simplify the Complex
Find the Best Visual Approach
The micropumping mechanism of Hummingbirds tongues

Recent studies have revealed that the hummingbird uses a mechanism known as micropumping to draw in nectar. This has disproved the long-standing belief that a different mechanism known as capillary action is used. The mechanism of micropumping involves the compression and reshaping of the grooves of the tongue, which simulates an elastic micropump and causes the nectar to fill the tongue completely. This allows the hummingbird to extract nectar at a rate of five to ten droplets of nectar per 15 milliseconds, four times faster than the previously believed capillary action mechanism.

When the hummingbird inclines its tongue into the nectar tube, the tip of the bill compresses the tongue grooves against the beak and it is opened. The grooves form a closed loop of the tongue surface to create a small cavity, which is a part of the mechanism of the tongue-grooves. The tongue-grooves that have been formed by the tongue surfaces, act as valves to control the flow of nectar into the tongue cavity.

When the tongue-grooves are closed, the pressure of the nectar in the tongue cavity is increased, which forces the nectar to be drawn into the tongue cavity. As the tongue-grooves are opened, the nectar is expelled from the tongue cavity into the mouth, where it is sucked up by the pharyngeal muscles and swallowed.

The process is repeated rapidly, allowing the hummingbird to extract nectar at a high rate. The rapidity of the micropumping mechanism is essential for the hummingbird to obtain enough nectar to sustain its energy demands.
WOMEN IN THE BOARDROOM

As Grant Thornton revealed in its International Business Report 2009, women still hold less than a quarter of senior management positions in privately held businesses globally. Here, we give a snapshot of the top 22 countries (plus the US & UK which, surprisingly, don’t even make the first 20) with women in senior management positions. The Philippines comes out on top with an impressive 47% while Grant Thornton International is proud to announce that globally women make up 44% of its global workforce.

*The number of women in Grant Thornton global workforce.
Learn the Elements of Design

**LINE**

A line is a mark between two points. There are various types of lines, from straight to squiggly to curved and more. Lines can be used for a wide range of purposes: stressing a word or phrase, connecting content to one another, creating patterns and much more.

---

**COLOR**

Color is used to generate emotions, define importance, create visual interest and more. CMYK (cyan/magenta/yellow/black) is subtractive. RGB (red/green/blue) is additive.

Some colors are warm and active (orange, red); some are cool and passive (blue, purple).

There are various color types (primary, analogous, and relationships (monochromatic to triad) worth learning more about as well.

---

**SHAPE**

Height + width = shape. We all learned basic shapes in grade school - triangles, squares, circles and rectangles. Odd or less seen shapes can be used to attract attention.

There are three basic types of shape, geometric (triangles, squares, circles etc.), natural (flowers, animals, trees, people), and abstract/ed (icons, stylizations, graphic representations etc.).

---

**TEXTURE**

Texture relate's to surface of an object; the look or feel of it. Concrete has a rough texture; cotton has a smooth and subtle texture. Using texture in design is a great way to add depth and visual interest. Printed materials has actual, textile texture while screen material has implied texture.

---

**VALUE**

Value is how light or how dark an area looks. A gradient, shown above, is a great way to simulate value - everything from dark to white, all the shades in-between, has a value. Use value to create depth and light; to create a pattern, to lead the eye, or to emphasize.

---

**SPACE**

Space is the area around or between elements in a design. It can be used to separate or group information. Use it effectively to: give the eye a rest, define importance; lead the eyes through a design and more.

---

**SIZE**

Size is how small or large something is - a small shirt vs. an extra-large shirt, for example. Use size to define importance, create visual interest in a design (via contrasting sizes), attract attention and more.
Learn the Principles of Design

CONTRAST
Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer’s eye to flow naturally.

To the left, you can see 4 ways to create contrast in your design:

COLOR

TONE/VALUE

SIZE/SHAPE

DIRECTION

REPEITION
Repetition breeds cohesiveness in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic style – repeat this pattern to establish consistency.

The short version:
Establish a style for each element in a design and use it on similar elements.

ALIGNMENT
Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.

PROXIMITY
Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Clutter emphasizes organization, positioning viewer comprehension.

Imagine how ridiculous it would feel if the proximity icons on this graphic were located on the other side of this document.
Hierarchy organizes & directs a reader by grouping together related elements to create a focal point of interest.
CREATE VECTOR FILES

.indd  .ai

.eps or .pdf are also OK

HOW SHOULD I CREATE THE FILES?

When exporting files for your project, what is the intended use?

10

300 dpi/ppi  72 dpi/ppi

ALWAYS KEEP THE ORIGINAL FILES!
Which infographic was the best? Why?

What made them interesting, content or design? Or both?

How did the use of fonts, color, graphics, and imagery contribute?

Did the design contribute to how you felt about the information?
What is next in Infographics? INTERACTIVES!
QUESTIONS?
Erin Colonna
Graphic Designer
UNL Libraries
ecolonna2@unl.edu