

Infographics

Due: October 9, 2014
100 points

SITES FOR IDEAS

[Avalaunch Media](#)

[Daily Infographic](#)

[Cool Infographics](#)

[Mashable - Infographics](#)

[10 Steps to Designing An Amazing Infographic](#)

MAIN THEME: DIGITAL CITIZENSHIP

What does your data say about digital citizenship? What underlying theme comes to mind?

Use Your Data to Demand Attention: Be Compelling, Competent, and Controversial

[What is digital citizenship?](#)

PURPOSE AND AUDIENCE: YOUR PEERS

Engage and appeal to your peers!

WHAT IS YOUR STORY?

The data collected on your social media says something about your use of technology. What spin can you put on your personal data to depict the main theme of digital citizenship?

VISUALIZE YOUR DATA

Present the data visually and make it easy to understand. Aim to free the data from a table! Highlight key points and trends that your data reveals.

STRUCTURE FIRST

Make it strong and clear! Think about the following:
The amount of data you have (too much or too little)
Think about the categories of data that you have and how to organize them. (By location, alphabetically, chronologically, categorically and hierarchically). Also think about the medium in which this infographic will live. For this project you will be designing to print on a **legal size** piece of paper which has the dimensions of:

12" x 16"

You can arrange this either vertically or horizontally.
Use a **resolution of 300ppi** when creating your file in Photoshop.
Also, please use **CMYK** as the color mode!

WIREFRAME

Focus on the structure of the data without the visual distractions of fonts, colors and objects. Use limited color and simple shapes to think about the data and allow your brain to explore ideas.

SELECT THE RIGHT TOOL

Using Photoshop, how would you go about visually depicting the information? What kind of chart does it belong, a pie, bar, line or area chart? Does it belong in a chart at all?

CHOOSE THE RIGHT VISUAL APPROACH

Data driven vs. Visual Metaphors

Data driven design = creating artworks from the data itself using a combination of color, shape and clean typography. The presentation of the data tells the story. See the examples of two artists below:

<http://www.feltron.com/>
<http://www.informationisbeautiful.net/>

Visual Metaphors = using illustrations and clever metaphors to help drive the narrative and guide the viewer through the data.

The method you choose depends on: the audience, intended tone, branding, purpose, and medium.

TREAT INFOGRAPHICS AS MORAL ACTS

From Beautiful Evidence by the godfather of infographics, Edward Tufte:

"Making an evidence presentation is a moral act as well as an intellectual activity. To maintain standards of quality, relevance, and integrity for evidence, consumers of presentations should insist that presenters be held intellectually and ethically responsible for what they show and tell. Thus consuming a presentation is also an intellectual and moral activity."

Taken from: <http://www.creativebloq.com/design/10-steps-creating-perfect-infographic-3145672>

<http://www.edwardtufte.com/tufte/index>