

Articulate Infographics

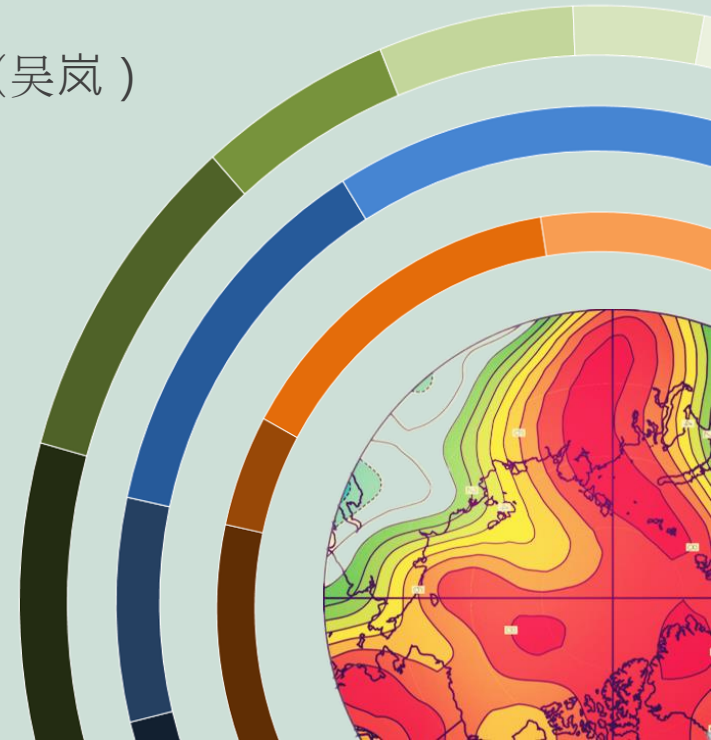


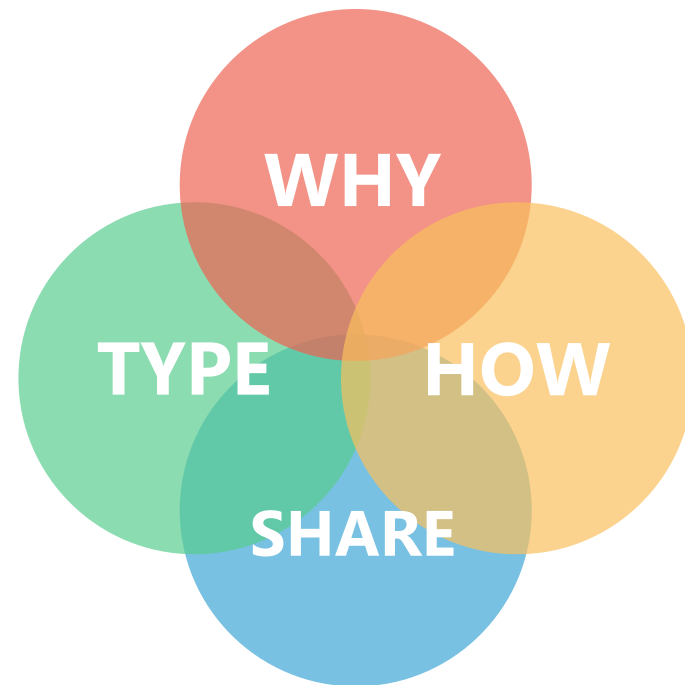
CHINESE ENVIRONMENTAL NGOS' STORY TELLING TRAINING

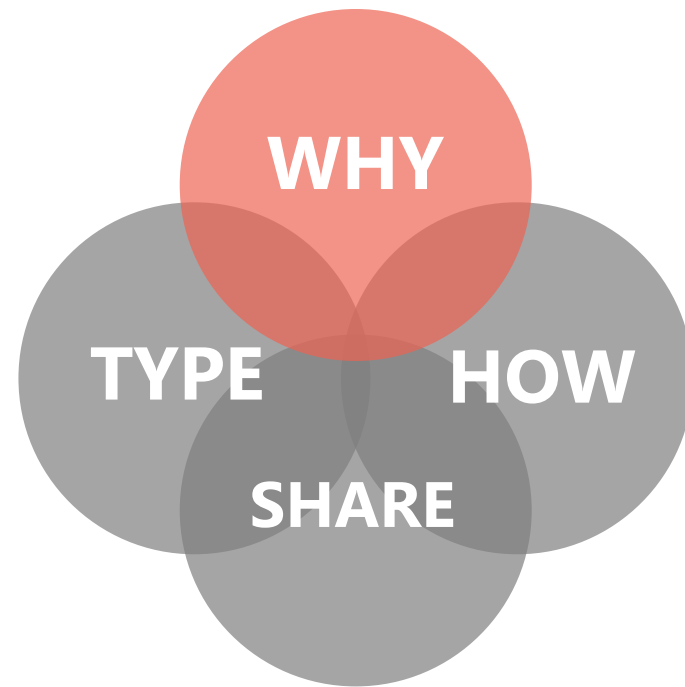
Trainer: **Jennifer Turner** (吴岚)



FORD FOUNDATION







Why is an infographic important?



People only read **1/4** of text information
when reading a website

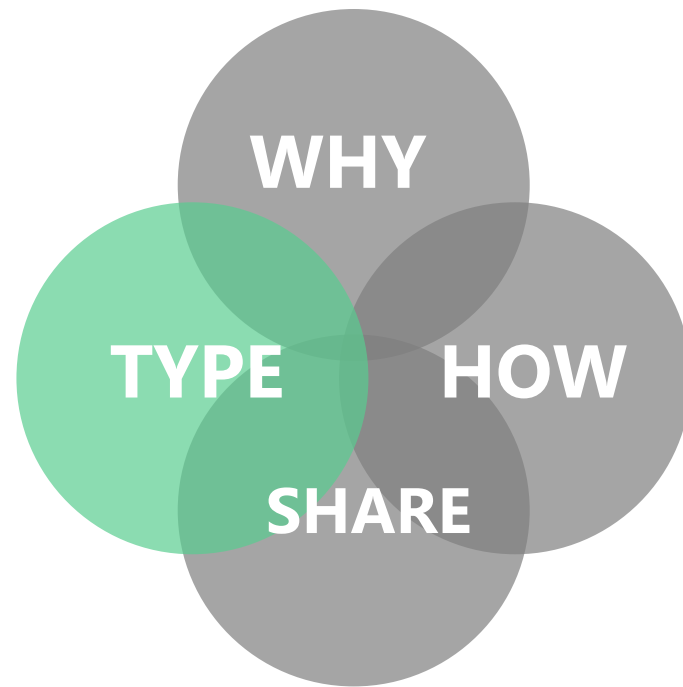


90% of all the information received in a
person's brain is visual information



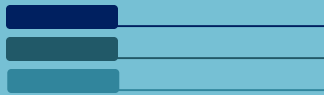
People take on more than **30x** more
interest on visual information than text information

30X



The General Types of Infographics

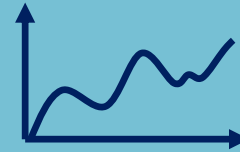
Tabulation



Atlas



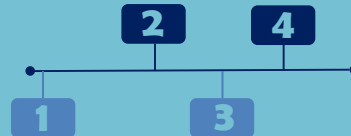
Data
visualization



Comparison



Timeline



Flow chart



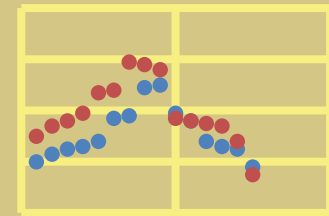
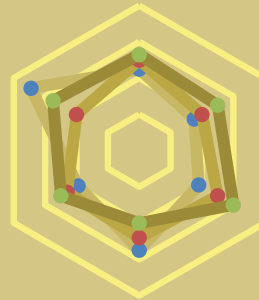
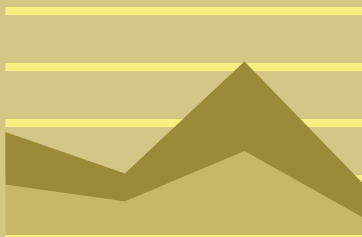
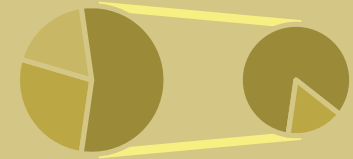
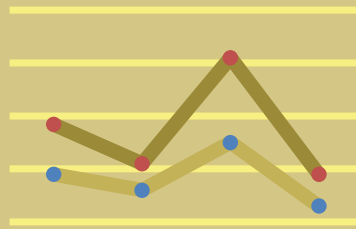
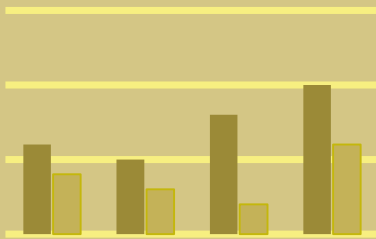
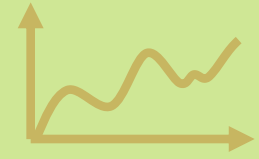
Interaction



Text
visualization



General type - Data visualization



Data visualization — a case study



US-China Food Trading

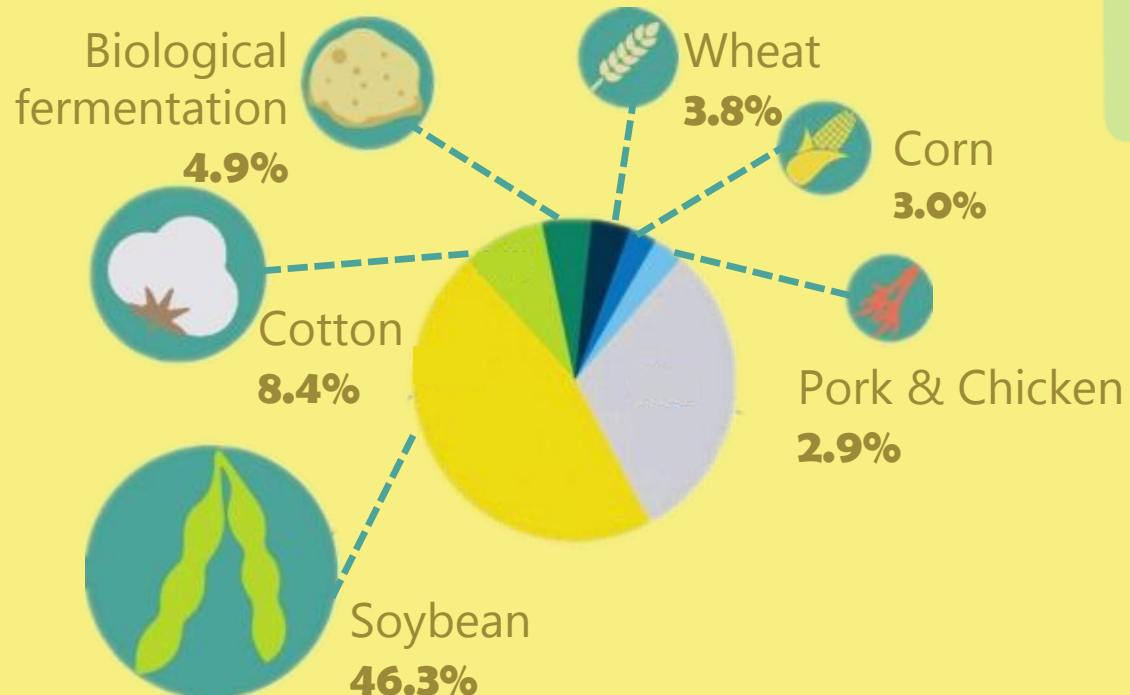


Data visualization — a case study



US-China Food Trading

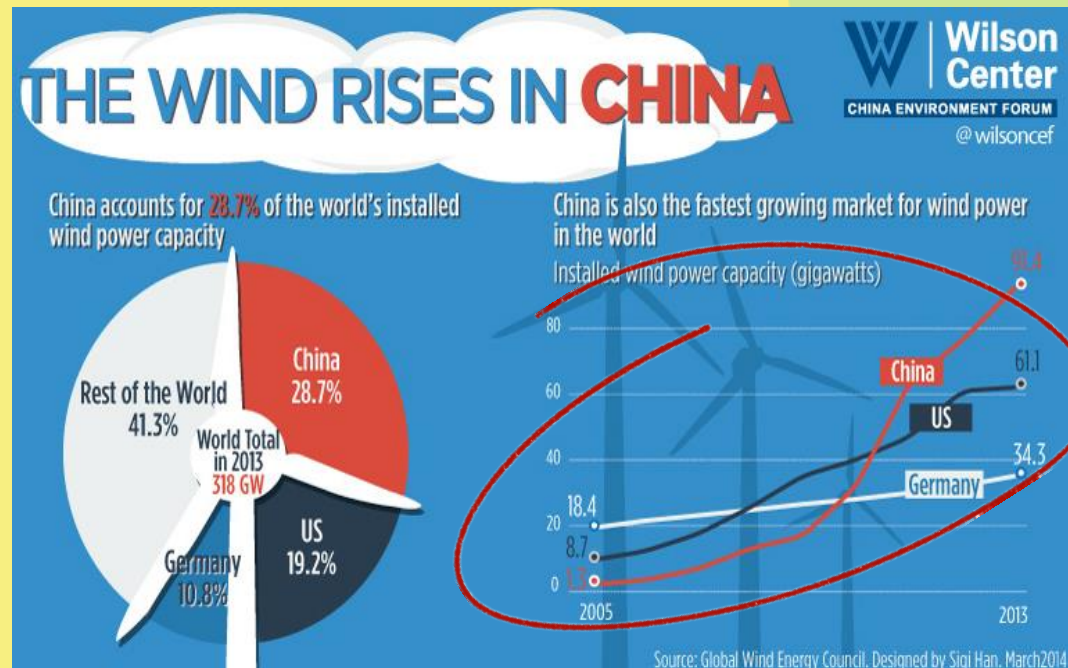
China's import crops from the US



Data visualization — a case study



Wind power in China

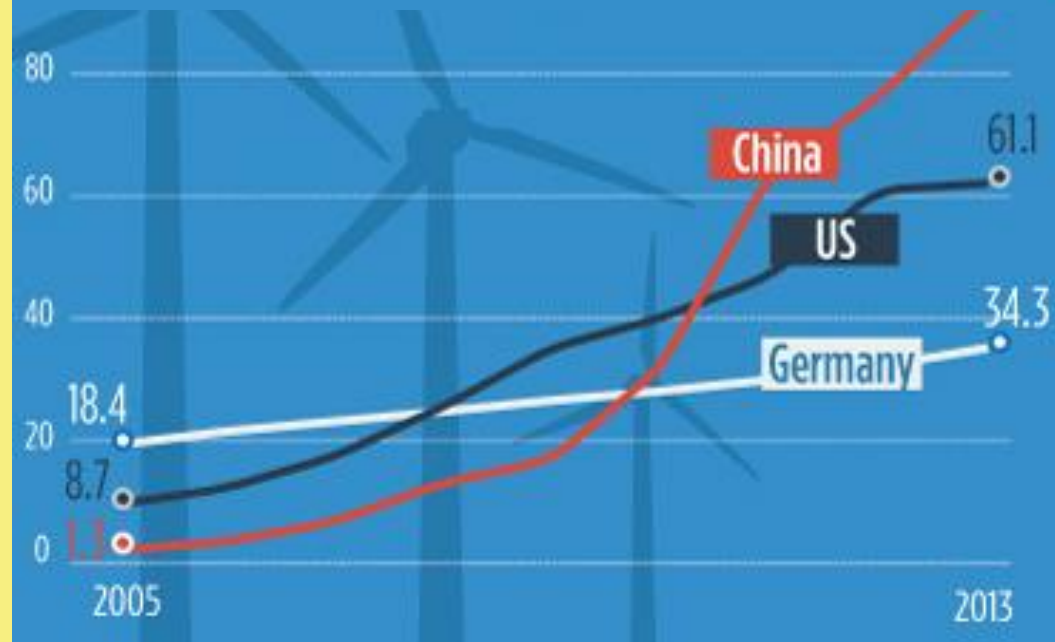


Data visualization — a case study



Wind power in China

China wind power capacity 2005-2013



General type - Atlas

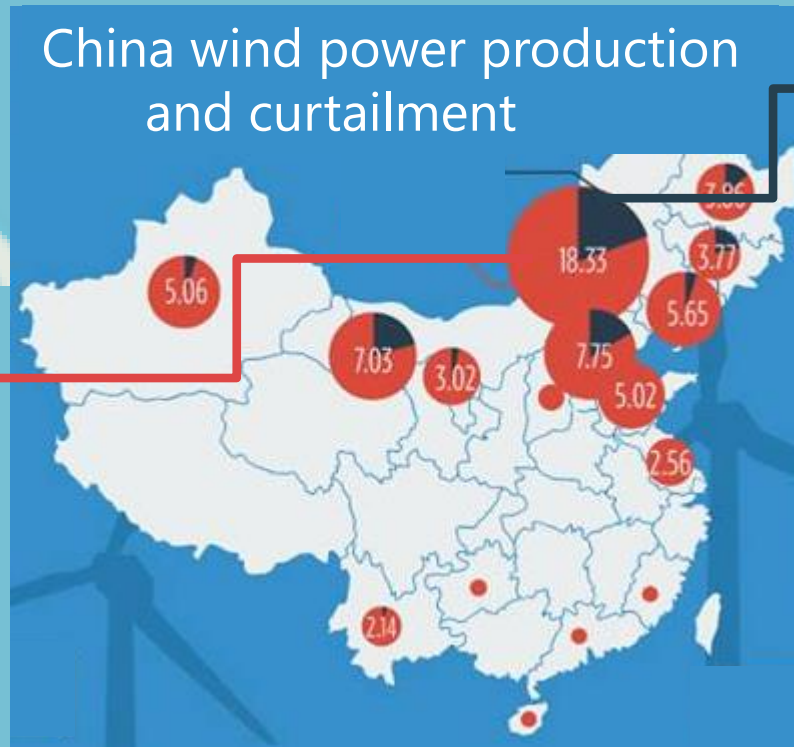


Vivid expression of geographic information

**Curtailment
of wind
power**

China wind power production
and curtailment

**Wind power
production**



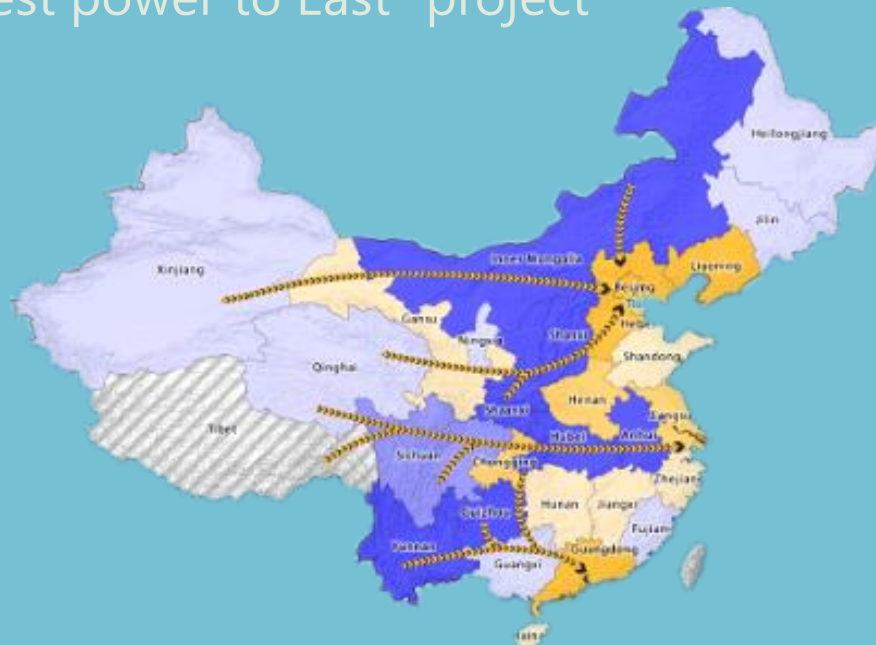
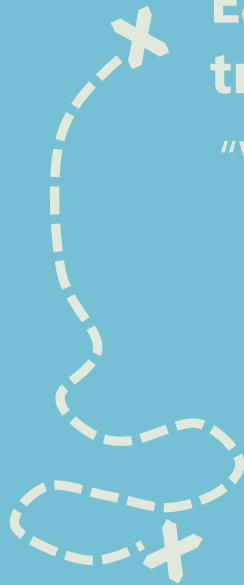
General type

- Atlas

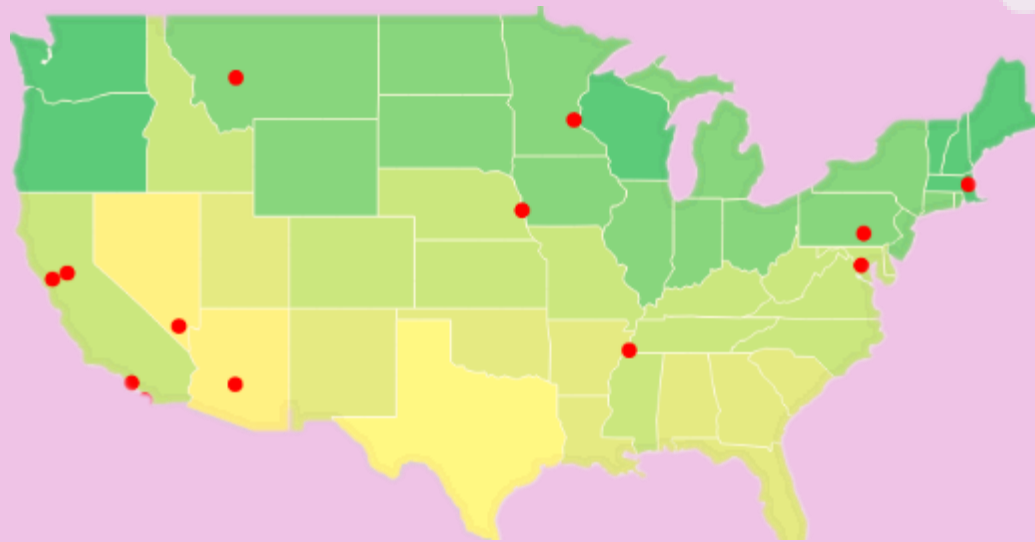


Easy to express transportation and trading information

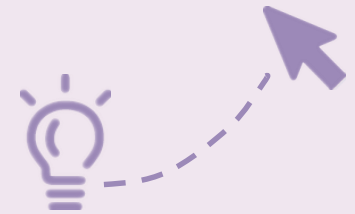
"West power to East" project



Case 1 : climate change impact on some areas

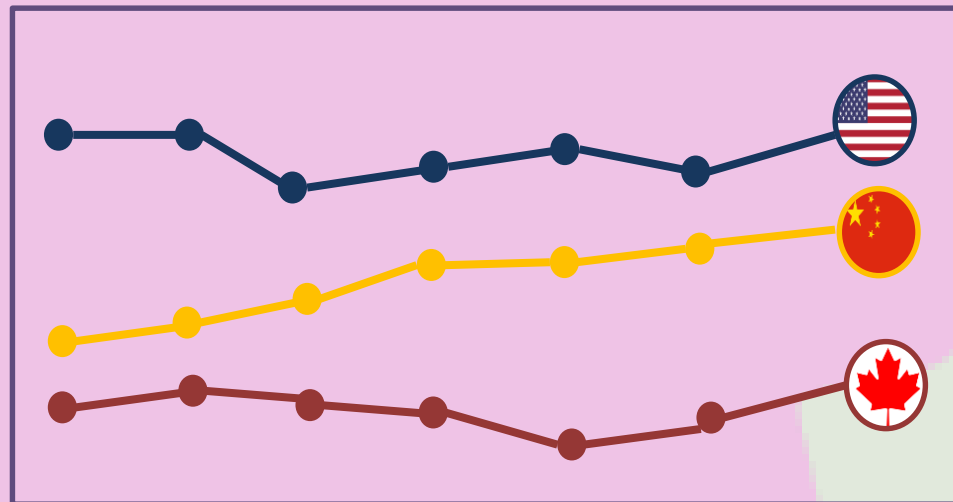


General type - interaction



Customized data usage

Case 2 : China, US, Canada's energy
development

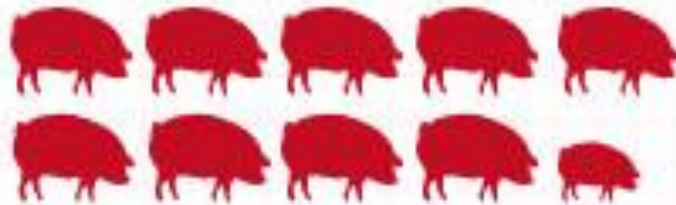


Mix and match different types



China's pork industry :
Comparison X Data visualization

饲养密度 (每百亩土地)



中国 : 94头

VS

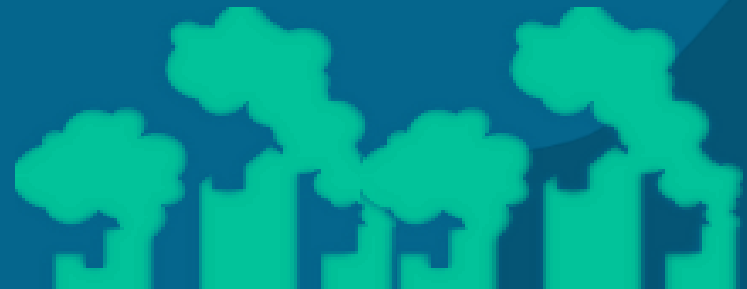


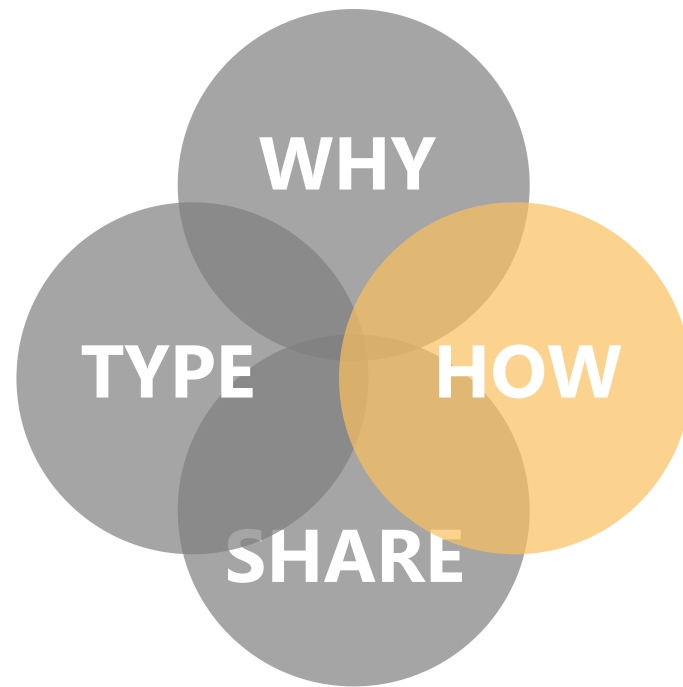
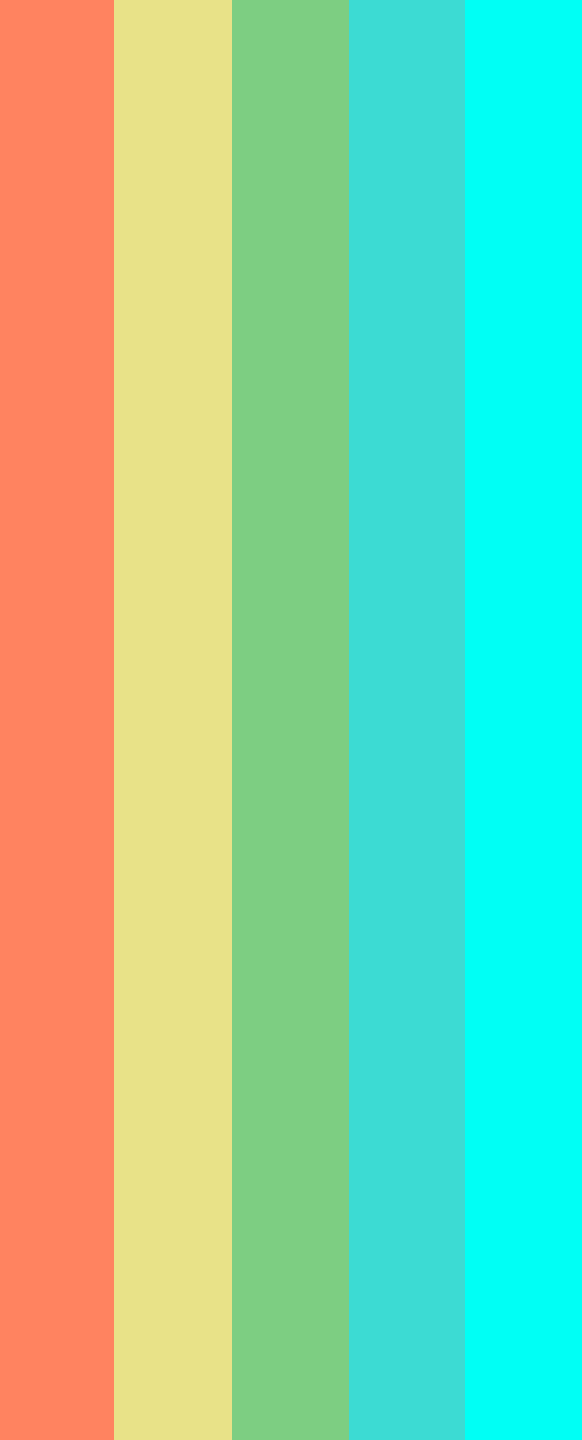
美国 : 20头

Mix and match different types



Guang Dong VS. California's carbon market:
Text visualization X Tabulation





How to make an infographic ?

1

Draft outline

- Audience
- Theme
- Logic thread



How to make an infographic?

Data collection

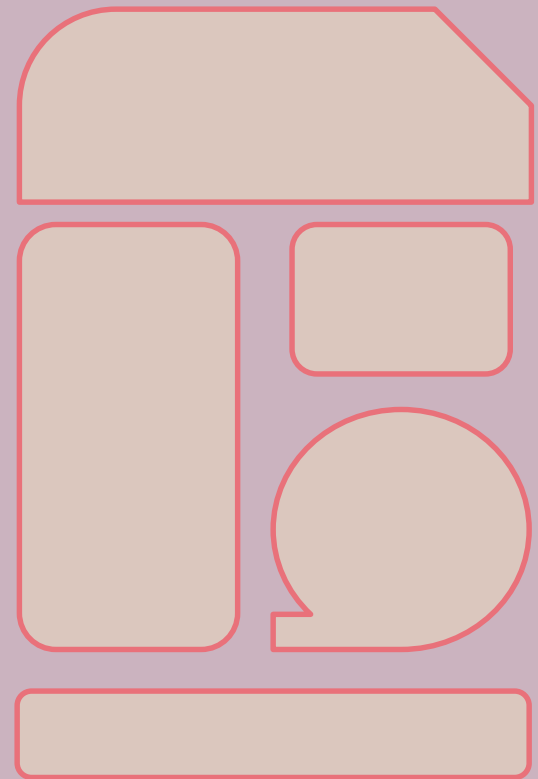
- Reliable resources
- Filter data
- Keep to the point



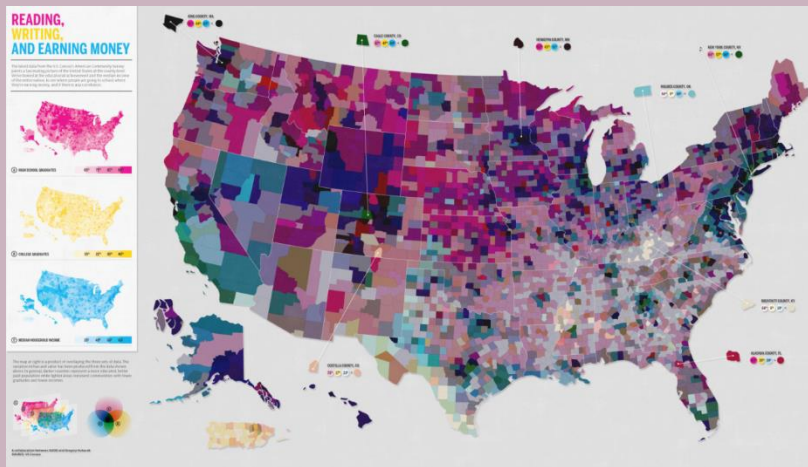
How to make an infographic ?

Design infographic

- Less is more
- A picture is better than thousands of words
- Use visuals



How to make an infographic ?

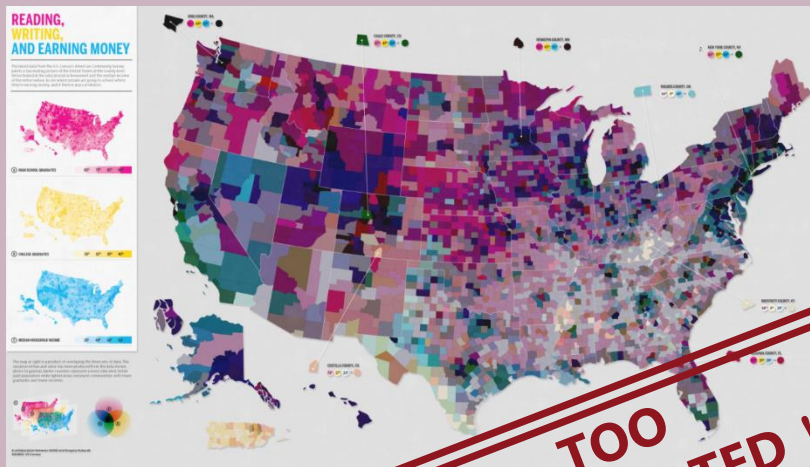


Source: Guardian



Source: laughingsquid

How to make an infographic ?



Source: Guardian

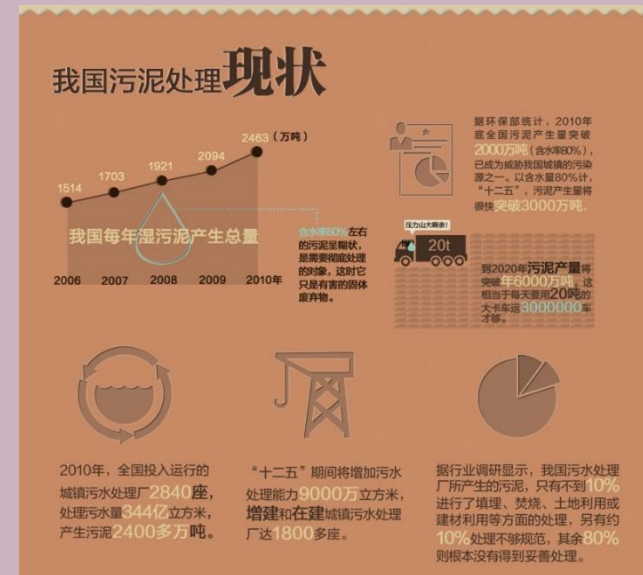
**TOO
COMPLICATED !**



How to make an infographic?



Source: Nanfang Daily

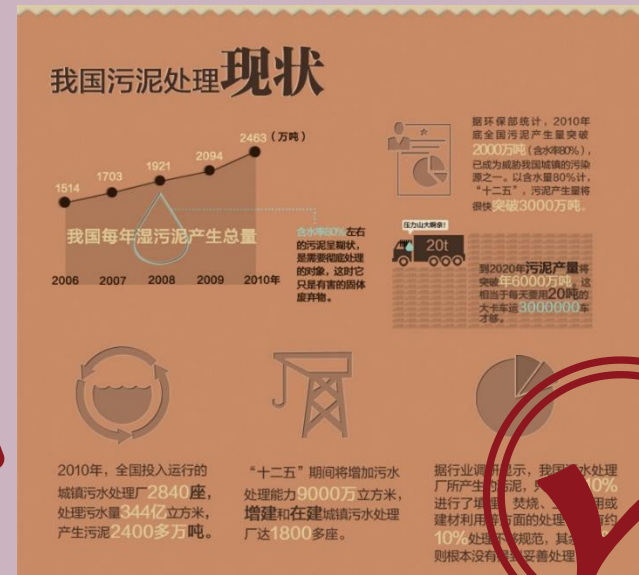


Source: CNPolitics

How to make an infographic?

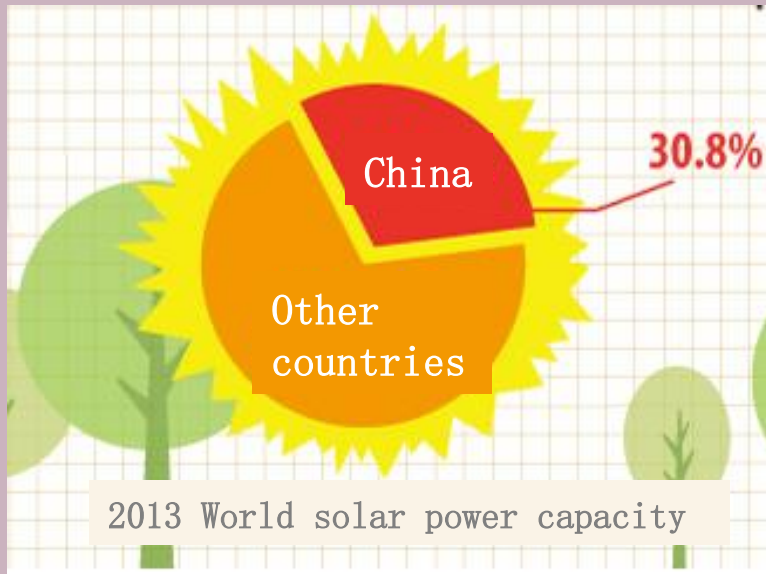


Source: Nanfang Daily



Source: CNPolitics

How to make an infographic ?

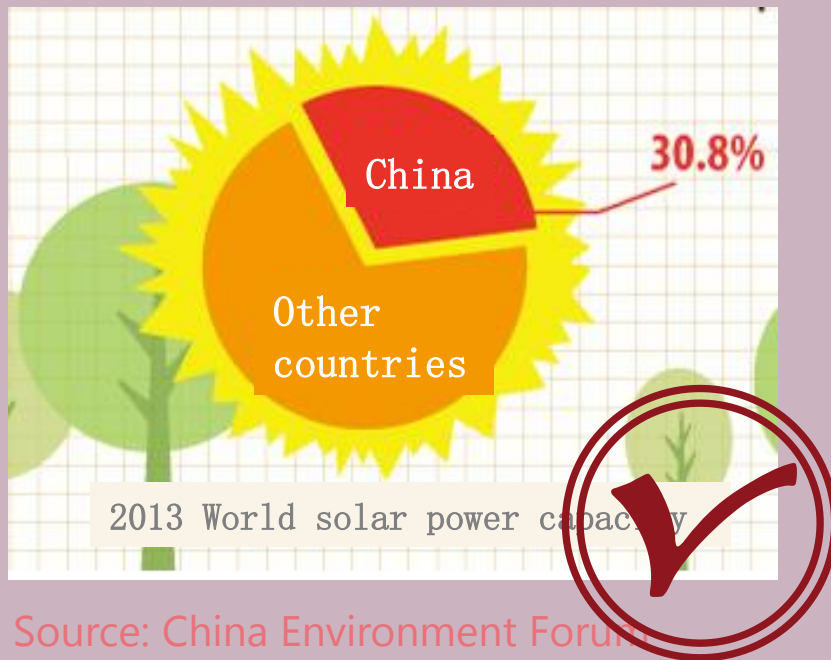


Source: China Environment Forum



Source: iNewsweek

How to make an infographic ?

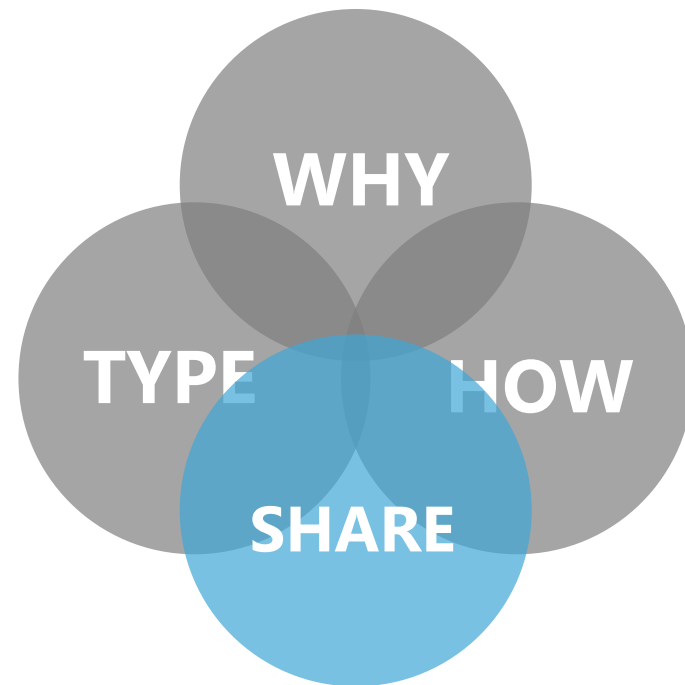


How to make an infographic ?

4 Improve quality

- White space
- Easy to download
- Site with source





Marketing your infographic



UPLOAD

- ☐ Upload to your website
- ☐ Share widely in your field of expertise
- ☐ Utilize infographic marketing platforms

Marketing your infographic



SHARE ON SOCIAL MEDIA

- **Twitter**
- **Facebook**
- **LinkedIn**
- **Pinterest**
- **Weibo**
- **Wechat**



DOWNLOAD LINK CREATOR

- **Siegemedi**



Online tools

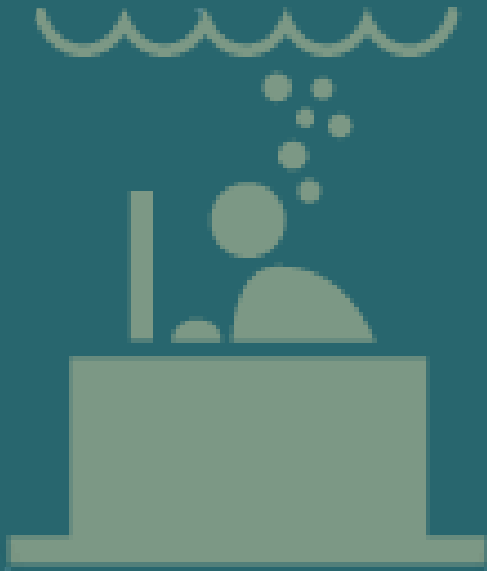


Try these infographic tools!

- **Daily Infographic**
- **Cool Infographics**
- **Infographics Archive**
- **Infographic Journal**
- **Infographics Showcase**
- **Flickr (Infographics Group)**

Online tools

Can't draw ?



Try these online tools!

- **Iconsflow**
Online icon builder
- **Coolor**
Online color schemes
- **Dipity**
Online timeline builder
- **Google Developers**
Online data visualization

Online infographic tool



Easel



Infogr.am



Free



Part free



Abundant
resource



Limited
resource



Piktochart



Various
themes



Limited
themes



Visme



Canva

Next...

Your turn !



**Production: China Environment
Forum**

Supervisor: Jennifer Turner

**Producer: Zhou Yang
Joyce Tang**

