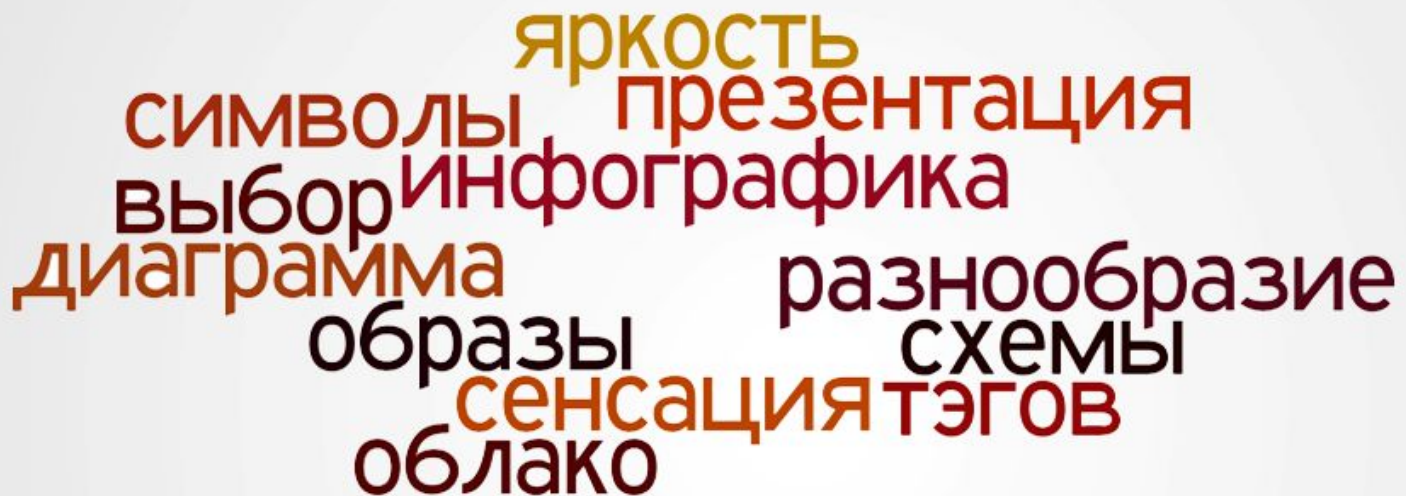


9 памяток по визуализации



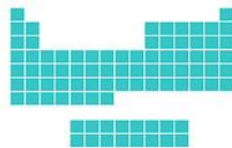
Word cloud containing the following terms: яркость, презентация, символы, инфографика, выбор, диаграмма, разнообразие, образы, схемы, сенсория, тэгов, облако.

Инфографика об инфографике

самые популярные виды
визуализации и типы диаграмм

MOST POPULAR INFOGRAPHICS

YOU CAN FIND
AROUND THE WEB



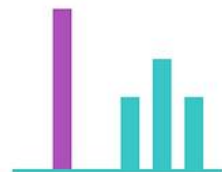
PERIODIC TABLE OF SOMETHING



CREDIT CRISIS VISUALIZED
WITH NUMBERS THAT ARE
NOT EXPLAINING ANYTHING



WORLD'S TALLEST BUILDINGS PLUS
SOMETHING THEY ARE BUILDING IN DUBAI



WATER, GAS, OIL OR WHATEVER
UNITED STATES CONSUMES
MORE THAN ANY OTHER COUNTRY



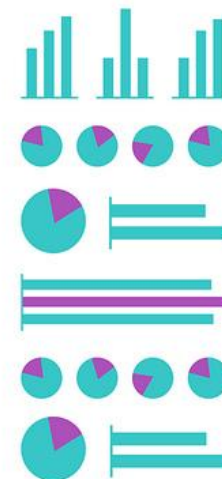
TUBE MAP OF SOMETHING



VENN DIAGRAM OF SOMETHING



TAG CLOUD WITH RANDOM WORDS
IN THE SHAPE OF SOMETHING



A CRAPLOAD OF IRRELEVANT DATA
PUT TOGETHER IN A BIG VERTICAL IMAGE

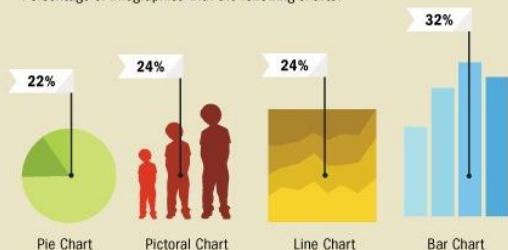
INFOGRAPHIC OF INFOGRAPHICS

Data visualization is a popular new way of sharing research. Here is a look at some of the visual devices, informational elements, and general trends found in the modern day infographic.

DESIGN

CHART STYLE

Percentage of infographics with the following charts:



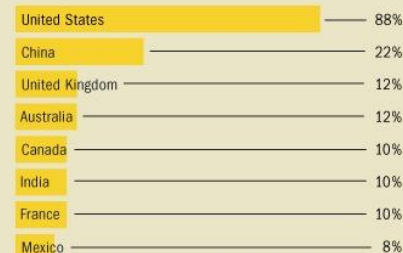
FONT

■ Sans Serif
 ▨ Condensed Sans Serif
 ■ Serif



CONTENT

COUNTRIES FEATURED



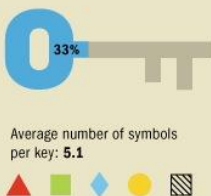
THEME

Relative popularity of different infographic themes:

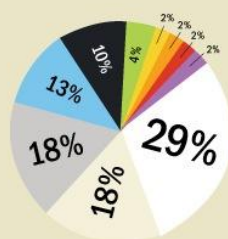


KEY INFO

Percentage of infographics with key:

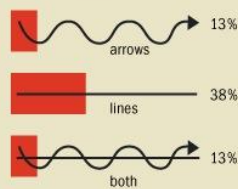


BASE COLOR

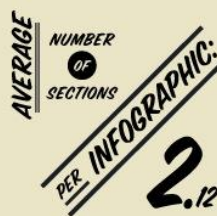


NAVIGATIONAL ICONOGRAPHY

Frequency of arrows & connecting lines in infographics:



SECTIONS



CREDITED SOURCES

Average number of sources per infographic: 2.29



TITLE

Average number of words per infographic title: 4.36

"RICHEST AND POOREST AMERICAN NEIGH"

WATCH THIS SPACE. INFOGRAPHICS ARE **IN**

100% OF BUSINESSES CAN BENEFIT
EVERYONE SHOULD CONSIDER THE POTENTIAL ADVANTAGES **RIGHT NOW**

INFOGRAPHIC PRODUCTION INCREASES BY **1%** EVERY DAY

THEY SHOW AN **EXPERT** UNDERSTANDING OF A SUBJECT AREA OR TOPIC



THEY CATCH THE EYE OF **JOURNALISTS** AND STAND OUT FROM DULL AND BORING TEXT-BASED PRESS RELEASES

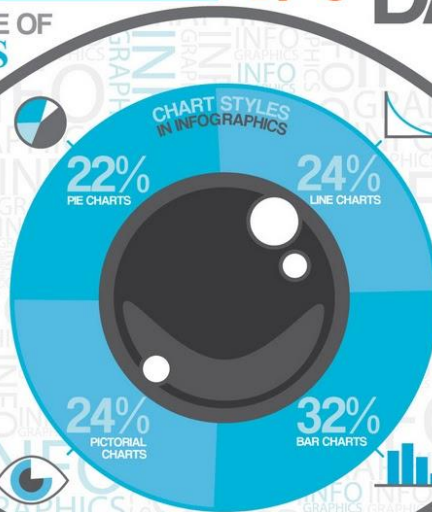
90% OF INFORMATION THAT COMES TO THE BRAIN IS



VISUAL

≈13 MILLION RESULTS FOR THE TERM 'INFOGRAPHIC' ON **GOOGLE**

INFOGRAPHICS **GO VIRAL**



INFOGRAPHICS HELP TO VISUALISE **RELATIONSHIPS & STATISTICS** SIMPLY & EASILY



40% OF PEOPLE WILL RESPOND BETTER TO VISUAL INFORMATION THAN PLAIN TEXT



VISUAL LEARNERS
AUDIO LEARNERS
TACTILE LEARNERS

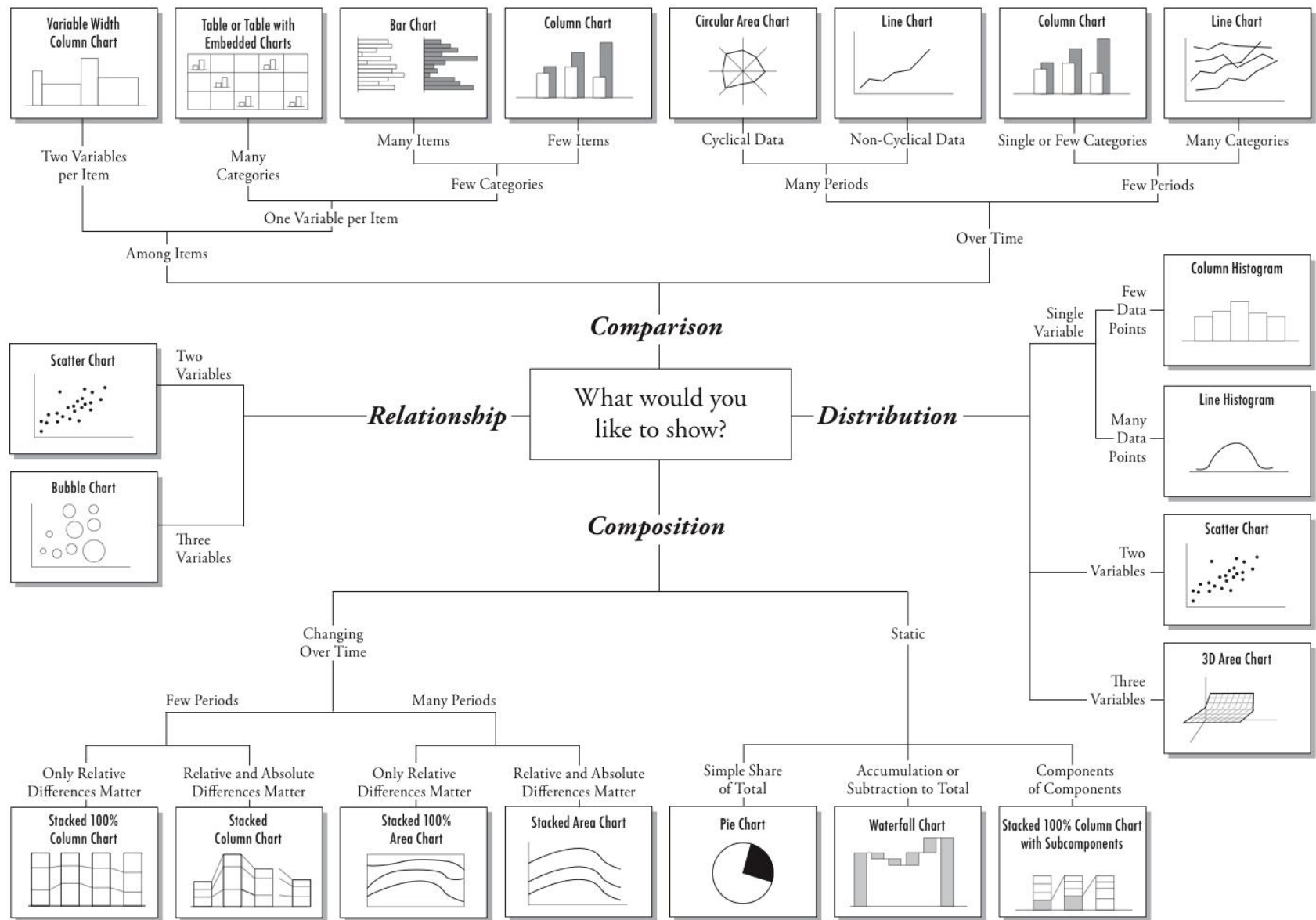
INFO INFO
GRAPHIC OF
GRAPHICS

SOURCES FOR DATA: AROUND 13 MILLION RESULTS FOR THE TERM 'INFOGRAPHIC' ON GOOGLE AS OF 28TH JULY 2011 (<http://www.google.com/trends?q=infographic&cat=0&geom=all&date=all&sort=0>); 40% OF PEOPLE WILL RESPOND BETTER TO VISUAL FORMS OF LEARNING ACCORDING TO (Teaching Students to Read Through Their Individual Learning Styles, Mark Carver, Rita Dunn, and Kenneth Dunn, Prentice Hall, 1996, p.11); CHART STYLES IN INFOGRAPHICS ACCORDING TO (<http://imgur.com/0NvJgmj>); INFOGRAPHIC PRODUCTION INCREASES BY 1% EVERY DAY ACCORDING TO (<http://www.bentons.com/geek/hunkaidelic-facts-about-infographics/>); 90% OF INFORMATION THAT COMES TO THE BRAIN IS VISUAL (<http://www.visualteachingaids.com/>).



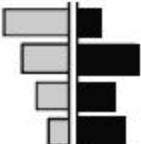





Как правильно выбрать диаграмму









































Выбор диаграммы исходит из
имеющихся числовых данных
и желания показать
определенный тип сравнения

Chart Suggestions—A Thought-Starter



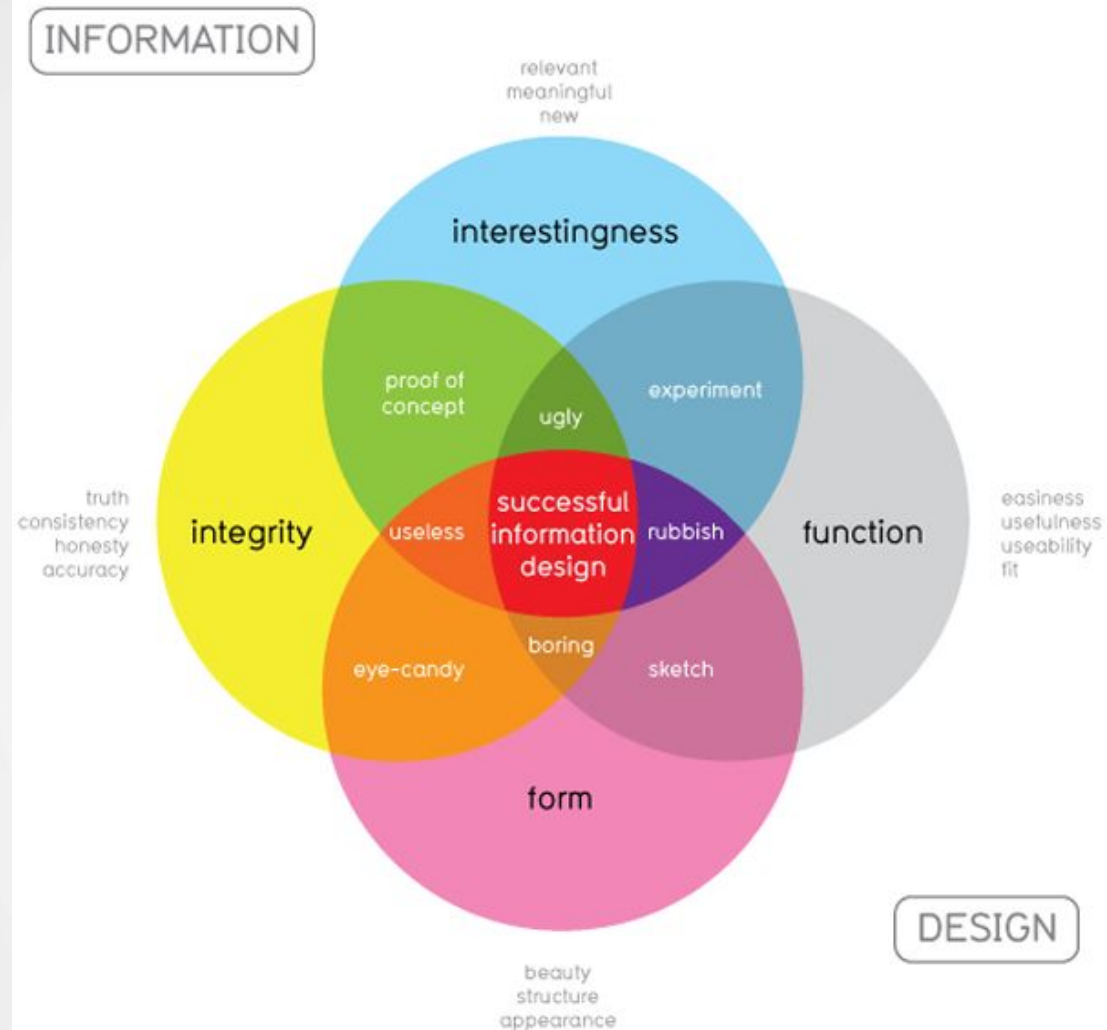
ОСНОВНЫЕ ТИПЫ ДИАГРАММ

		ТИПЫ СРАВНЕНИЯ				
		ПОКОМПОНЕНТНОЕ	ПОЗИЦИОННОЕ	ВРЕМЕННОЕ	ЧАСТОТНОЕ	КОРРЕЛЯЦИОННОЕ
ОСНОВНЫЕ ТИПЫ ДИАГРАММ	КРУГОВАЯ					
	ЛИНЕЙЧАТАЯ					
	ГИСТОГРАММА					
	ГРАФИК					
	ТОЧЕЧНАЯ					

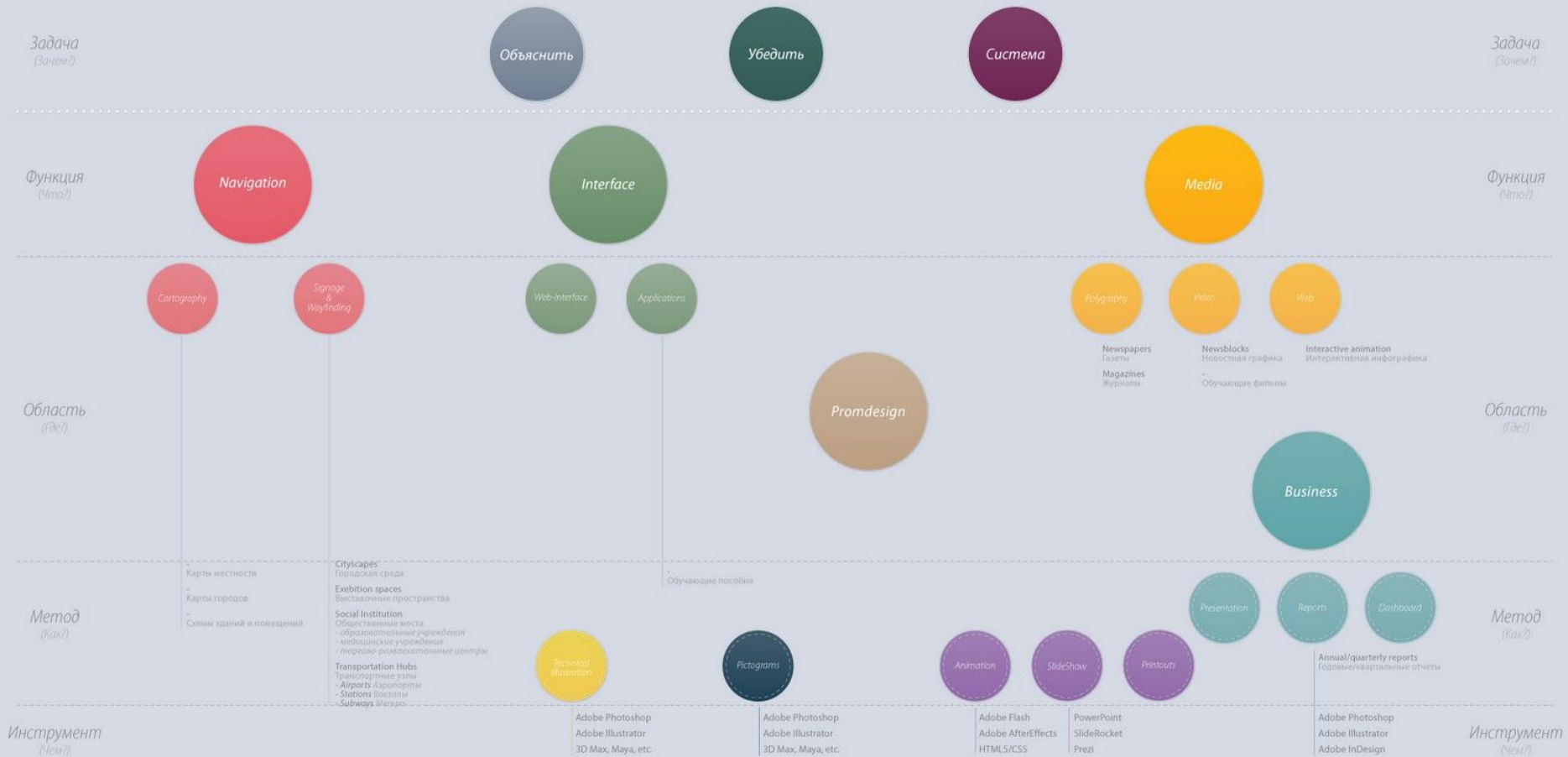
Bubble chart 	Bubble comparison 	Bubble race 	Bubble race with strings 	Bubble clusters 	Bubble network 	Bubble treemap 	Bubble star ring 
Infographic 	Charticle 	Word cloud 	Matrix 	Family tree 	Mind map (bicyclic) 	Mind map (organic) 	Concept map 
Bubbles (nested) 	Polar grid (segmented) 	Sun burst 	Coxcomb 	Polar grid 	Node pie 	Mandala (complex) 	Mandala 
Radar 	Spiral 	Concept fan 	Fan 	Synergy map 	Bubble mind map 	Venn bubbles 	Semantic polar grid 
Decision tree 	Dunno what to call it 	Conetree 	Node tree 	Treemap 	Flowchart 	Sankay 	Periodic table 

Types of Information Visualization

What Makes Good Information Design?



Information design?



ИНФОГРАФИКА В ПРИМЕРАХ



<http://infoanalyze.blogspot.com/>

<http://vk.com/infografika>

<http://www.facebook.com/infografika>