

# Graphics

Infographics, charts, diagrams and maps

# Why use graphics?

- Tables of numbers can be very informative, they can lack visual impact
- User see the message instantly
- A diagram, chart or graph can help by summarizing the key features of the data

# Infographics

- “Data sorted, arranged and presented visually.” ([Visyal.ly](http://visyal.ly))
- Cognitive tool
- Storytelling device
- Has content, visuals and knowledge
- Infographics are made up of charts, maps, and graphics (photos, illustration or other design elements)
- The terms is evolving, right now also called editorial infographics
- Used to create interest visually and summarize ideas



**Espresso**

[ess-press-oh]



**Espresso Macchiato**

[ess-press-oh mock-e-ah-toe]



**Espresso con Panna**

[ess-press-oh kon pawn-nah]



**Caffé Latte**

[caf-ay lah-tee]



**Flat White**



**Cafe Breve**

[caf-ay brev-ay]



**Cappuccino**

[kapp-oo-chee-noh]



**Caffé Mocha**

[caf-ay moh-kuh]



**Americano**

[uh-mer-i-kan-oh]

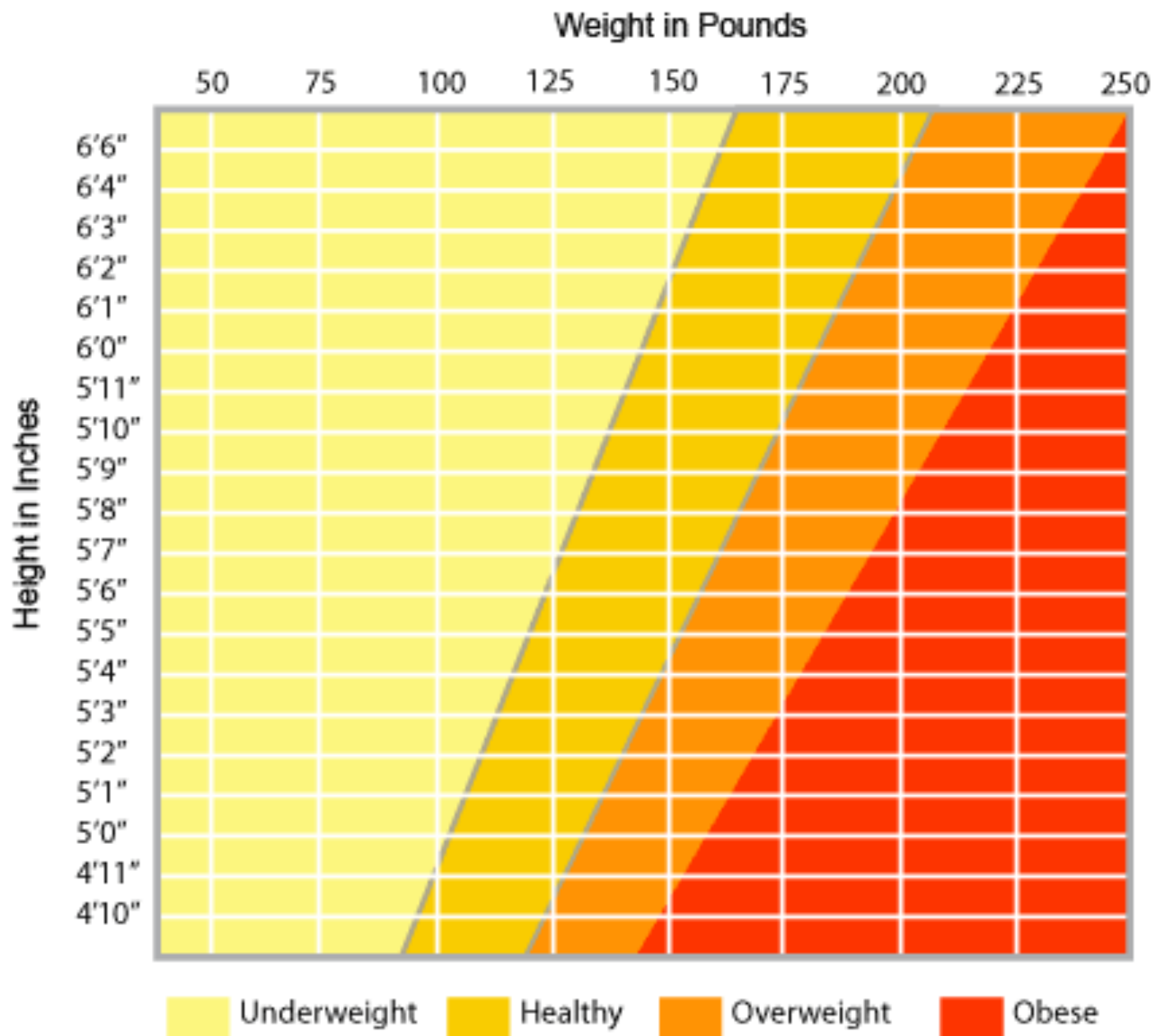


# Where can I make an infographic?

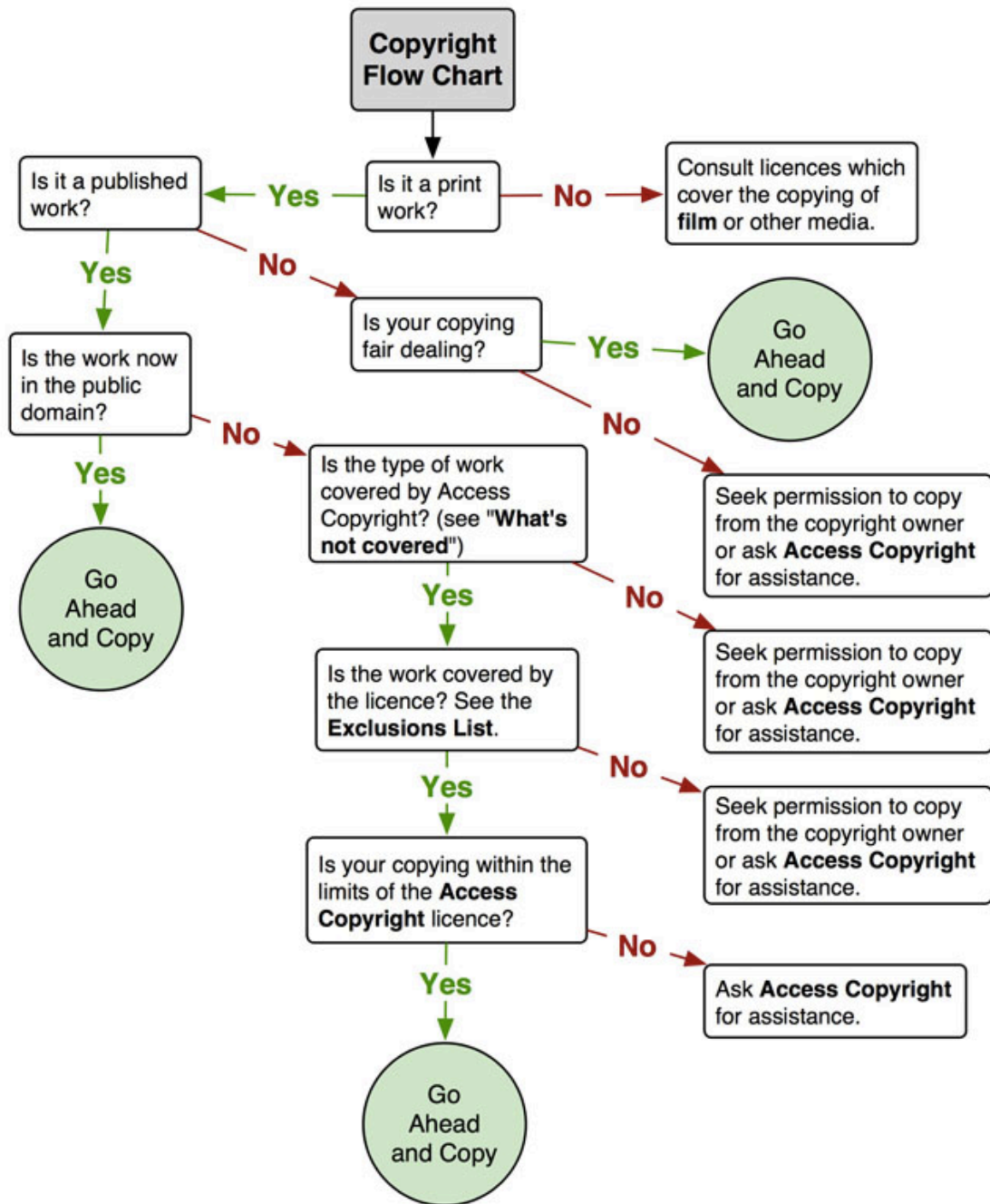
- [Piktochart](#)
- [Easel.ly](#)
- [Infogr.am](#)
- [Dipity.com](#)
- Please check our “Intro to software and hardware overview” on the EMP website

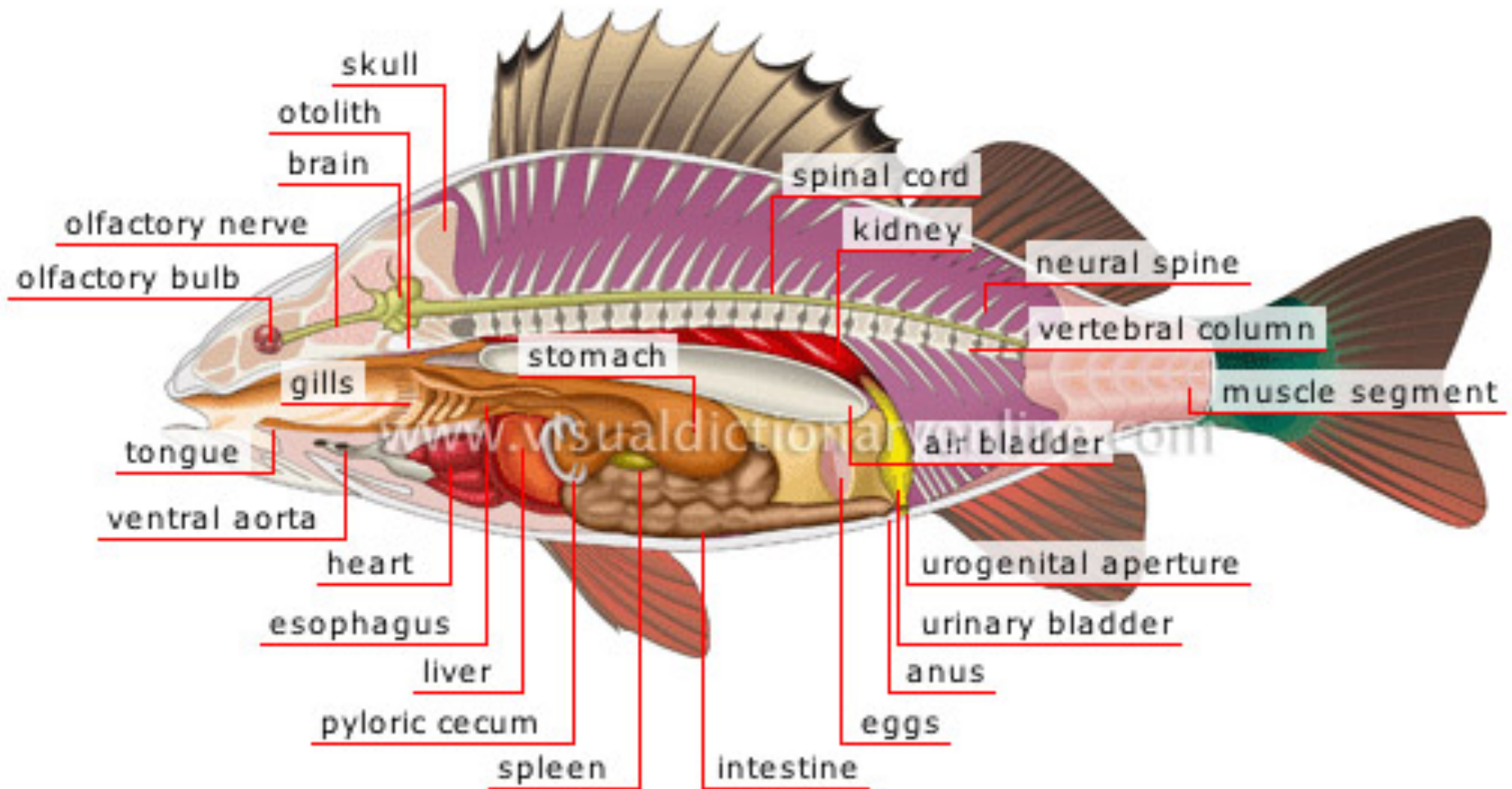
# Charts, Graphs and Diagrams

- Things to think about:
  - Quick to understand
  - Clear titles and labels
  - Uncluttered
  - Appropriate for the job
  - Interesting to look at
  - Appropriate for context
    - ie. finely detailed=individual study





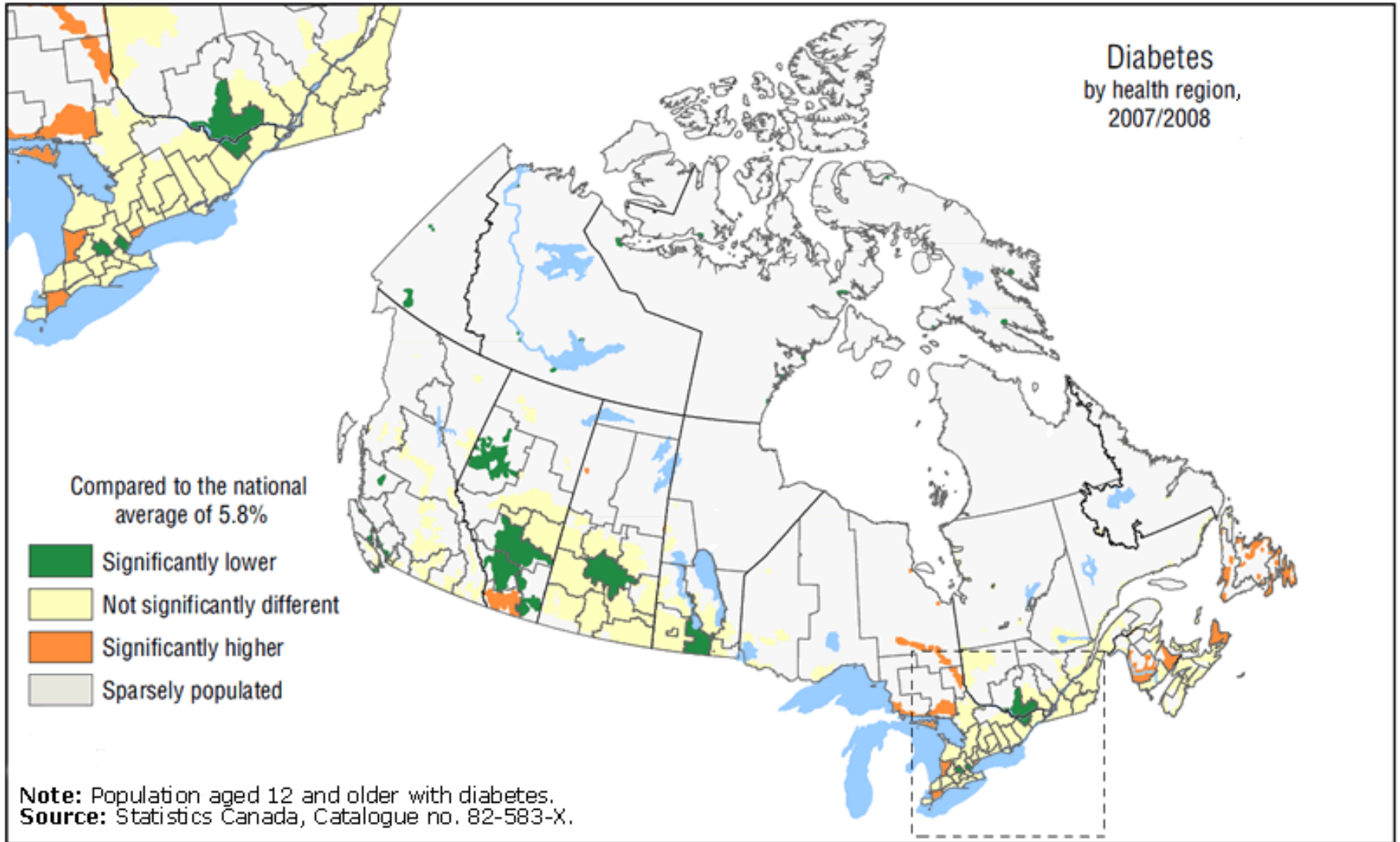


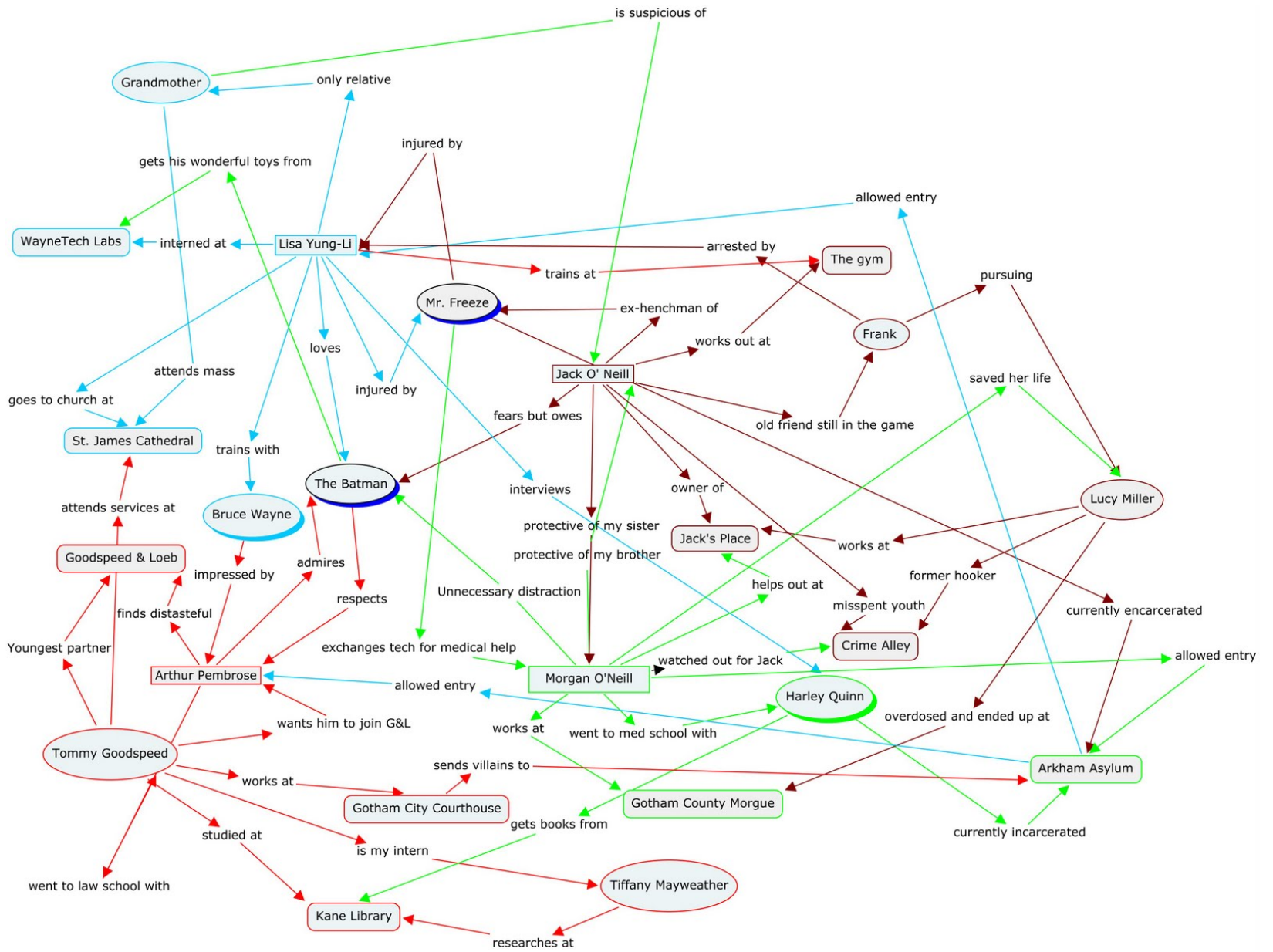


# Maps

- A visual representation of an area-  
symbolically depicting relationships between  
elements of that space like objects, regions, or  
themes.
- Don't have to represent geographical space
- Navigation aids

## Diabetes by health region, 2007/2008





# Where can I make maps, diagrams, charts and graphs?

- Use a drawing tool like Sketchbook Express or Paint
- Use an online diagram-making tool like [Cacoo.com](http://Cacoo.com)
- Please check our “Intro to software and hardware [overview](#)” on the EMP website

# Photos and Illustrations)

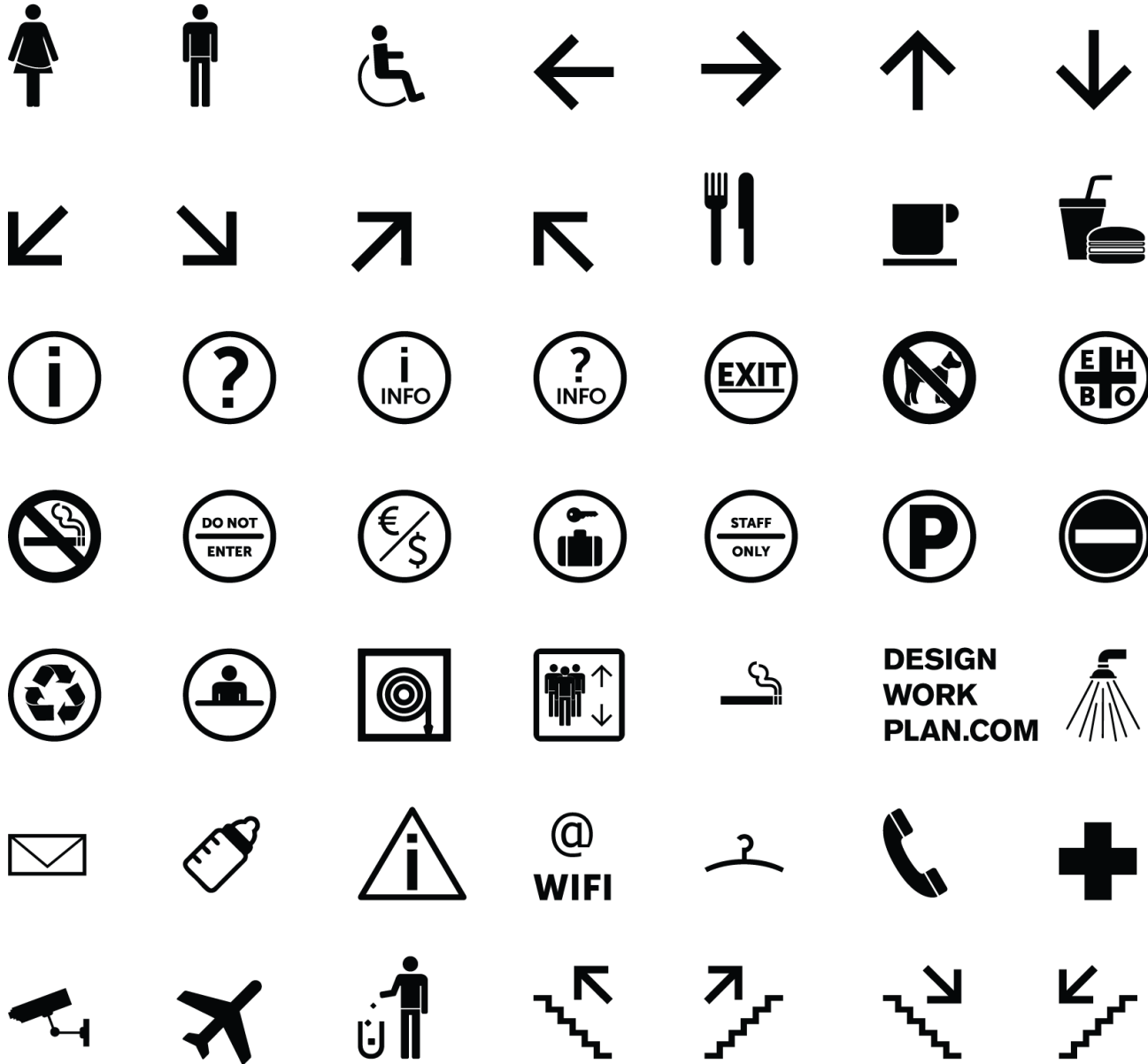
- Appropriate type of graphic chosen:
  - Illustration vs. drawing
- Images are clear and not pixelated
- Good use of icons and symbols (consistent, universal)
- Relevant, not just decoration



DPI= dots per inch

Please check our website links for a more detailed [guide](#).





# How do I edit graphics?

- There are many graphics editing tools, like iPhoto or Picasa
- Please check [overview](#)

# Graphic Types

- JPEG- most popular, manages to compress files without loss in quality
  - Used on internet
- GIF- better for graphics and illustrations
  - Can have a transparent background
  - Used on internet
- PNG- supposed successor to GIF
- TIFF- used only for printing
- Please check our website links for a more detailed [guide](#)

# When making a graphic:

- What is the intent of the graphic?
- Who will read the graphic? Do they have prior knowledge?
- Does the graphic add visual interest?
- How will the graphic be used? (In what context is it? Alone, in report, briefing, lecture, speech? How will it be displayed?)
- What data is available? There may be a large quantity of data- how is it selected to make a point?
- How much time and what equipment do you have?

# Making a Wordle

- Select text you would like to use to create a word map. This can be any text, but it's best if it's more than a paragraph long.
- Visit [wordle.net](https://wordle.net)
- Cut and paste your chosen text into the text box.
- You may then print the wordle or save it to a public gallery that you can link to (Caution: this gallery is public and can be viewed by any one).