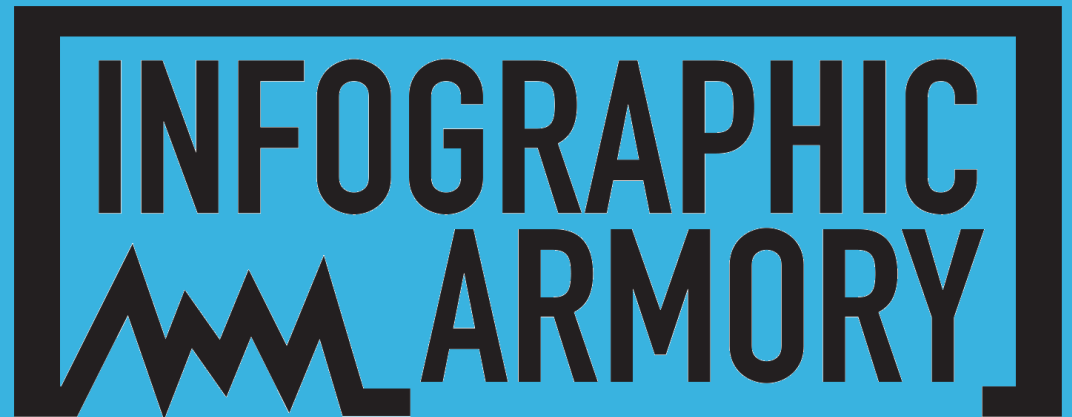


HOW TO MAKE INFOGRAPHICS THAT CHANGE THE WORLD

PEOPLESFUND INNOVATION WEEK 2016

IVY LE, 9TERRAINS AND INFOGRAPHIC ARMORY



IVY LE ON SOCIAL MEDIA

T W I T T E R

Twitter:
@UrbanHaiku
@9Terrains
#IW16 and
@PeopleFund

F A C E B O O K

facebook.com/9terrains/
s/

L I N K E D I N

linkedin.com/in/ivylemba

WHY INFOGRAPHICS?



Goldfish = 9 Seconds



Human = 8 Seconds

WHAT ARE INFOGRAPHICS?

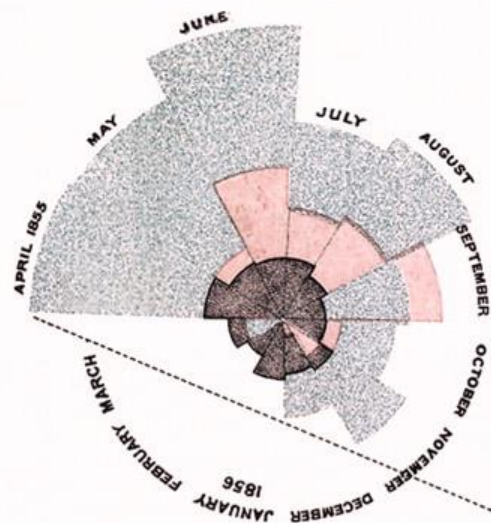
A visual mode of storytelling that borrows from art, journalism, and technology to make the abstract concrete and show multiple facets of data in flat space.

Words can accompany images in an infographic, but they support rather than carry the meaning.

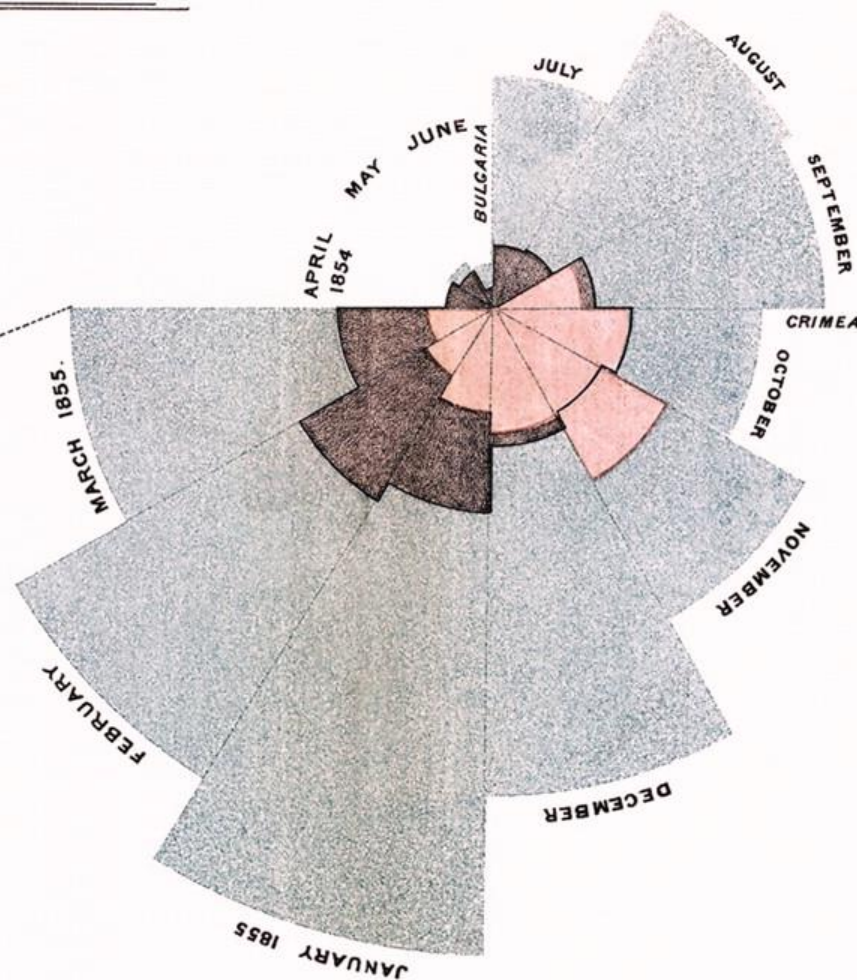


DIAGRAM OF THE CAUSES OF MORTALITY IN THE ARMY IN THE EAST.

2.
APRIL 1855 TO MARCH 1856.



1.
APRIL 1854 TO MARCH 1855.



The Areas of the blue, red, & black wedges are each measured from the centre as the common vertex.
The blue wedges measured from the centre of the circle represent area for area the deaths from Preventible or Mitigable Zymotic diseases, the red wedges measured from the centre the deaths from wounds, & the black wedges measured from the centre the deaths from all other causes.
The black line across the red triangle in Nov: 1854 marks the boundary of the deaths from all other causes during the month.
In October 1854, & April 1855, the black area coincides with the red;
in January & February 1855, the blue coincides with the black.
The entire areas may be compared by following the blue, the red & the black lines enclosing them.

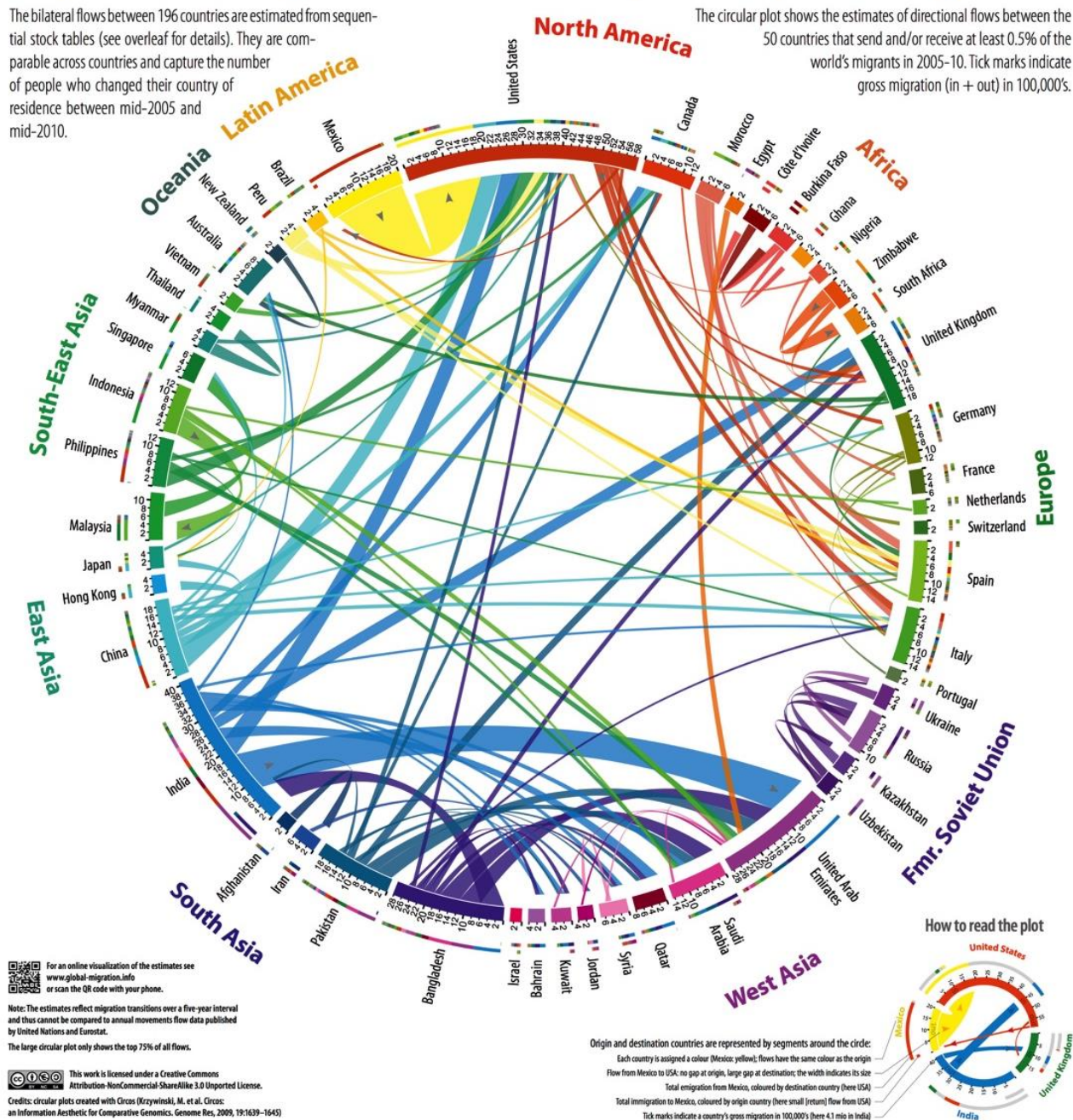
New York City Subway Diagram



Unique estimates of migration flows between the top 50 sending and receiving countries

The bilateral flows between 196 countries are estimated from sequential stock tables (see overleaf for details). They are comparable across countries and capture the number of people who changed their country of residence between mid-2005 and mid-2010.

The circular plot shows the estimates of directional flows between the 50 countries that send and/or receive at least 0.5% of the world's migrants in 2005-10. Tick marks indicate gross migration (in + out) in 100,000's.



For an online visualization of the estimates see www.global-migration.info or scan the QR code with your phone.

Note: The estimates reflect migration transitions over a five-year interval and thus cannot be compared to annual movements flow data published by United Nations and Eurostat.

The large circular plot only shows the top 75% of all flows.

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Credits: circular plots created with Circo (Krzysztof, M. et al. Circo: an Information Aesthetic for Comparative Genomics. Genome Res. 2009, 19:1639-1645)

CALIFORNIA'S AGRICULTURE INDUSTRY NEEDS IMMIGRANTS



California produces
NEARLY HALF
of US-grown fruits,
nuts and vegetables.

98 PERCENT
of crop workers on
California farms were
born abroad.



71 percent of tree fruit
growers and almost **80**
percent of raisin and berry
growers were unable to
find adequate labor.

A Washington Post investigation found that 60 children have died in Virginia day cares since 2004.

ALL CHILDREN

UNREGULATED DAY CARES

INFANT VICTIMS

SLEEP-RELATED DEATHS

ABUSE IN UNREGULATED HOMES

Circumstances of death: ■ Sleep-related ■ Abuse-related ■ Accident ■ Illness or natural causes ■ Unknown circumstances*



6 STEPS

1. Name the change

2. Know your audience

3. Brainstorm and research

4. Find the story and write

5. Design for clarity

6. Earn those eyeballs!

1) NAME THE CHANGE YOU WANT TO SEE.

NONPROFIT COMMUNICATION GOALS

INFORMATIONAL

- Awareness
- Program content
- Annual report

PROMOTIONAL

- Advocacy
- Program publicity
- Donor engagement

WHAT IS YOUR CALL TO ACTION?



2) WHAT IS YOUR AUDIENCE'S POV



Familiarity

- Experts?
- Newbies?

Stance

- Opposed?
- Support?

Media
Preferences

- Print?
- Digital?
- T-shirts?

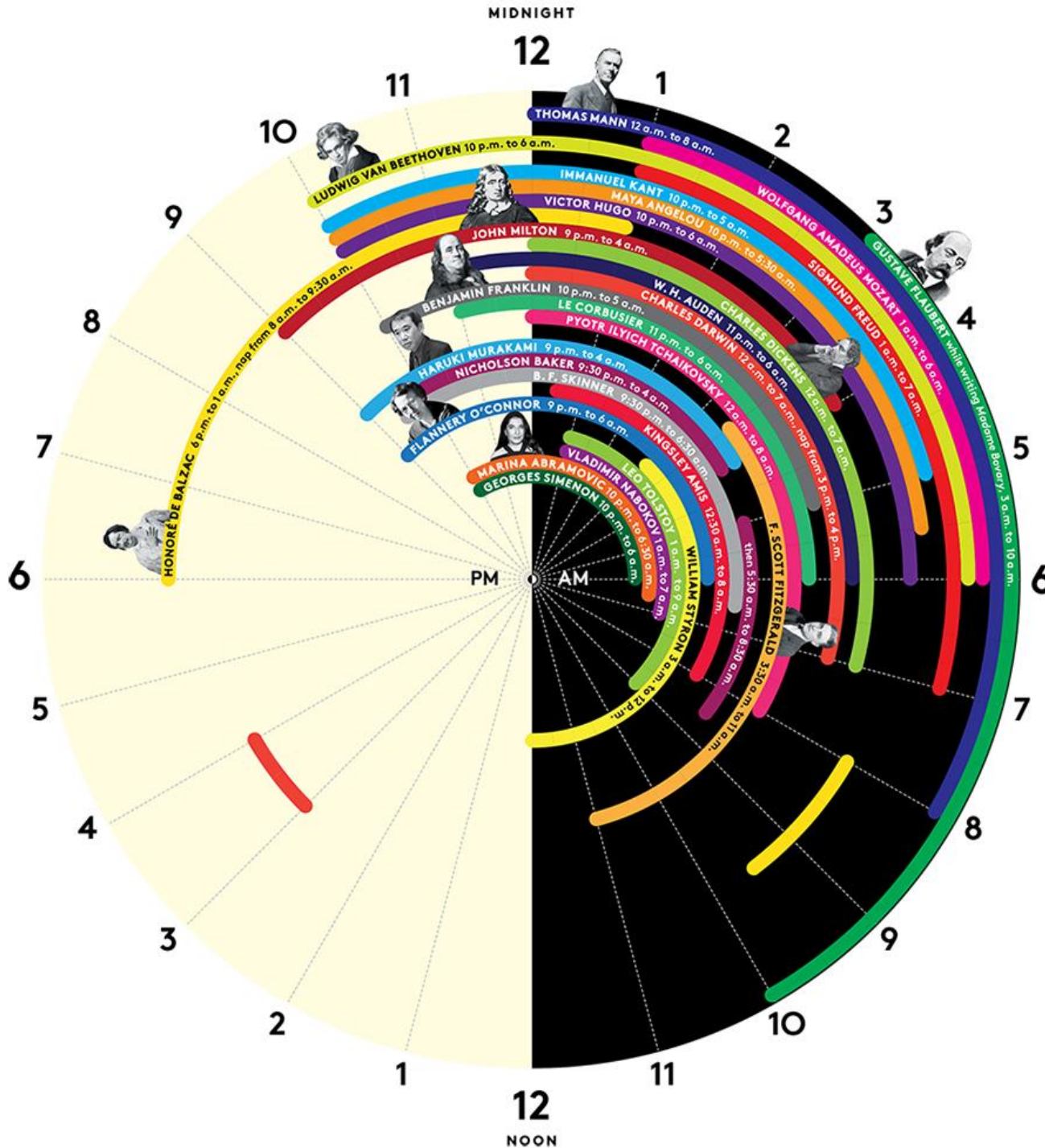
3) BRAINSTORM. THEN, RESEARCH RUTHLESSLY.

BRAINSTORM RESOURCES

- Pinterest
- Dailyinfographic.com
- Fast Company's Infographic of the Day

DATA SOURCES

- Google and Google Books
- US Census
- Data.gov
- Universities, think tanks
- Kaggle.com



OR JUST USE
A BOOK.

Example
source: Mason Currey's *Daily Rituals: How Artists Work.*


<http://www.fastcodesign.com/3031754/infographic-of-the-day/the-sleep-schedules-of-27-of-historys-greatest-minds>

***“IF YOUR MOTHER SAYS
SHE LOVES YOU, FACT
CHECK HER.”***



4) WHAT IS THE MUST-SHARE STORY IN THE DATA?

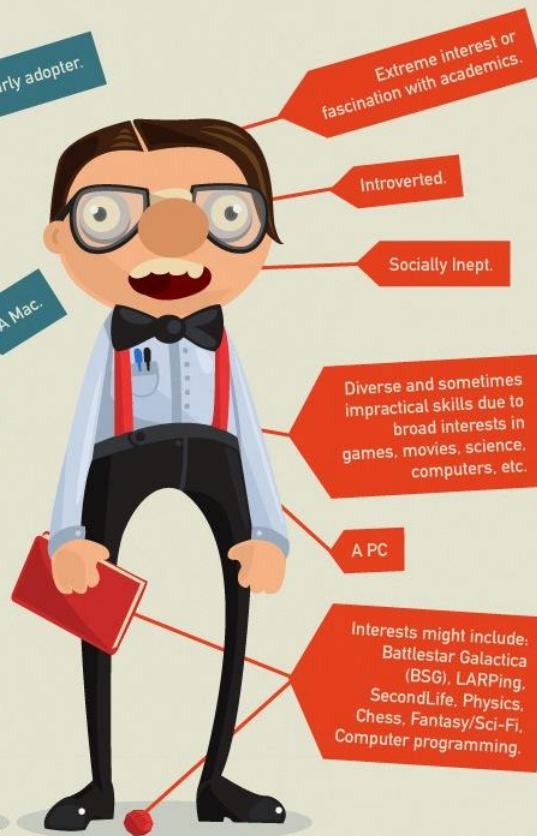
Ask yourself:

- What would your audience find counterintuitive or surprising?
 - What is hilarious or enraging?
 - If a news outlet ran the infographic, what would the headline be? What would the tweet say?
 - Are there characters in this story?
- 

Geek Traits

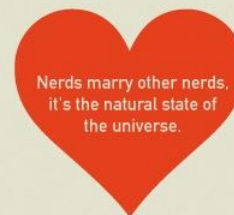


Nerd Traits



Likely geek jobs:

Web design/development
IT professional
Marketer
Graphic designer
Game designer/developer
Barista at an indie coffee shop
Entrepreneur
Record store
Bartender



Likely nerd jobs:

Rocket scientist
Reclusive professor
Computer programmer
Engineer
IT professional
Inventor
Or work at a video store

ONCE YOU FIND THE STORY, WRITE IT.

SOCHI
OLYMPICS
PREVIEW

The XXII Winter Games (Feb. 6-23) in Sochi, Russia, will be a blur of power, speed, grace and agility. To help you better understand what you'll be seeing, we've broken down the techniques of six medal hopefuls representing Team USA. Look closely enough and you might even spot their golden edge.

WHO Marissa Castelli and Simon Shnapir

WHAT Pairs figure skating

WHEN Competition starts Feb. 6

HOW Their considerable height difference—Castelli is five feet, Shnapir is 6'4"—helps the reigning U.S. champions execute spectacular lifts and throws. While the audience and judges focus on Castelli, Shnapir's job is to project his partner up to four feet into the air, then meet her when she lands more than 24 feet away. "It's about sticking with what feels comfortable for Marissa," Shnapir says. "I'm not the one being thrown across the ice." The duo, who first competed together in 2007, showed us their unique twist on a move they added to their free-skate repertoire in 2012: a throw quadruple salchow, one of pairs skating's most difficult jumps. —NOAH DAVIS



1 CASTELLI: "I like to have both my hands out on take-off. There's tension in my left arm to create momentum, and Simon puts his right hand on my stomach to guide me into the throw."

2 SHNAPIR: "My job is to assist her jump. She's like a continuation of my arms, which should be straight, and extending forward. They should point to where Marissa is going."

3 CASTELLI: "I take off from the back inside edge of my left foot, and I have to relax as I do. If I'm tight, I won't go up in the air correctly. When we do it right, I just hang out and spin."

4 CASTELLI: "I can always get plenty of height, so the trick is staying steady. If there's too much up and down, I bring my right leg out a bit to catch myself."

5 CASTELLI: "My arms help me manage the rotation while I'm in the air. I put my right arm back and out to the side to help me control the speed of the spin."

6 CASTELLI: "On my last half-rotation, I open up and try to spot Simon. I can't really see or tell where I am when I'm spinning, so I look for him to get my bearings."

CASTELLI: "The hardest part is the landing. I have to land on the back outside edge of my right skate and then immediately move into our next element."

photograph by JOHN HUET

02/03/2014 ESPN The Magazine 15



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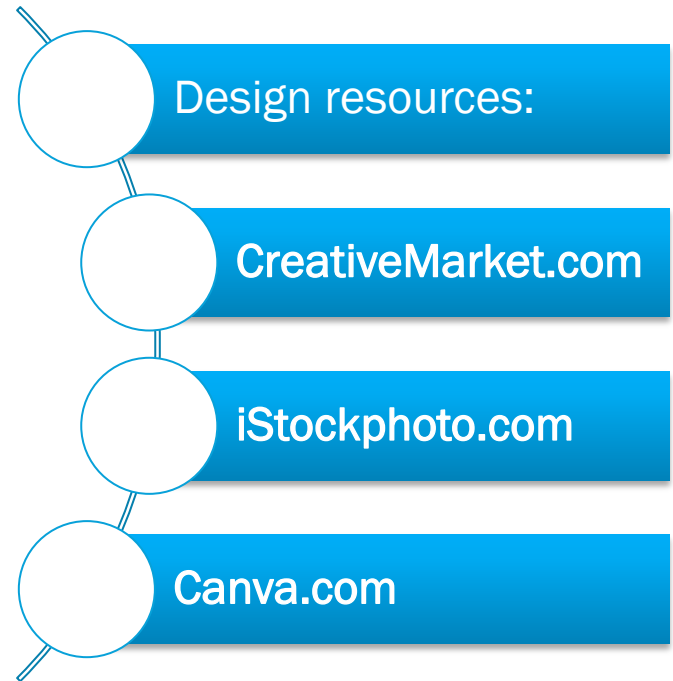
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photograph by JOHN HUET

5) DESIGN FOR BEAUTY, CLARITY, CONTEXT

SOME FORMATS TO
CONSIDER WHEN
WIREFRAMING

- illustrated article
- Data visualization
- Mixed charts and graphs
- Timelines, flowcharts,
- Compare and contrast
- Maps





WHY DOES IT WORK?

- Themes, not gimmicks
- Clarity, not a novel
- Instant understanding
- Hierarchy of information

26%

Thinks it is unethical if nurses and doctors go to work wearing a cross

24%

Thinks it is unethical if schoolteachers and educators go to work wearing a cross

22%

Thinks it is unethical if home carers go to work wearing a cross

44%


Thinks it is unethical if judges go to work wearing a cross



TECHNOLOGY RESOURCES

- **TECHSOUP.ORG**
 - Tableau
 - Adobe Creative Suite
- **Apps like Vizable on iPad**
- **Silk.co for easy interactive sites**

6) EARN THOSE EYEBALLS

- Promote for at least 3 weeks!
 - Go in advance to ideal media outlet and pitch
 - Social media sized images for all outlets.
Google “social media size cheat sheet” for latest dimensions
 - Post on your site and link in email signature
 - Hashtags!
- 

SIGN UP FOR LAUNCH
INFO:9TERRAINS.CO

