**Oireachtas Library & Research Service**

Seirbhís Leabharlainne & Taighde an Oireachtais

**Houses of the Oireachtas**
**Tithe an Oireachtais**

# INFOGRAPHICS

## How-To Guide

Version 1.1 (October 2015)

# The purpose of this guide
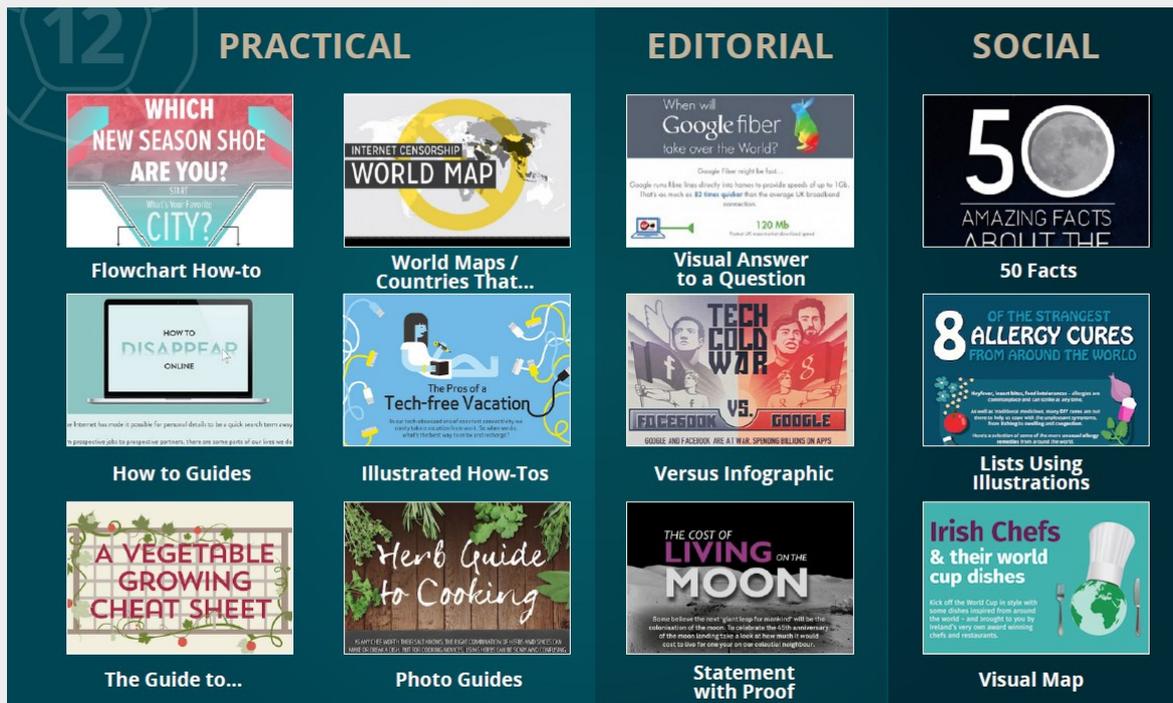
## Contents

# First things first

## What is an...



A self-contained graphic visual story, presenting information, data or knowledge clearly, <u>with</u> meaning and context, and <u>without</u> bias.

# Types of Infographics

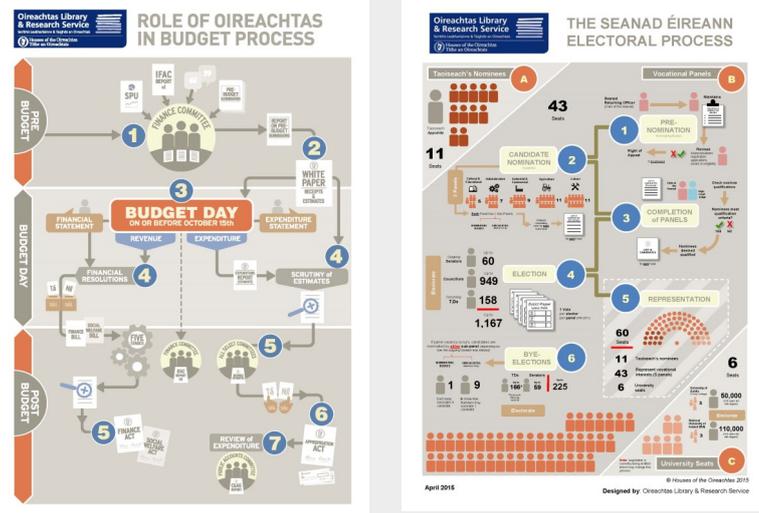**Many. But broadly speaking, there are approximately 12.**



For a detailed explanation of each type, see <u>here</u> (PDF).

# L&RS experience to date (Oct 2015)

## Not bad progress since Oct 2014...

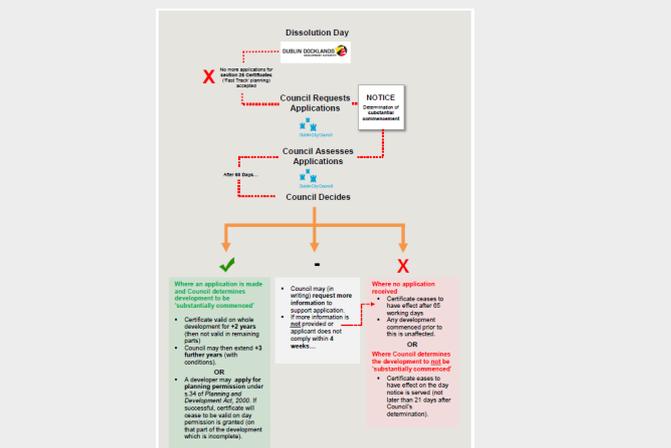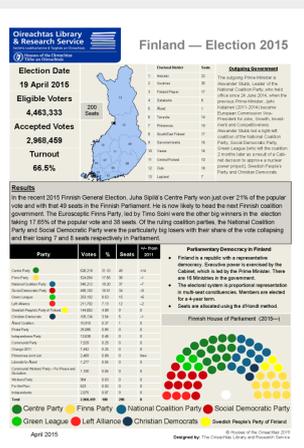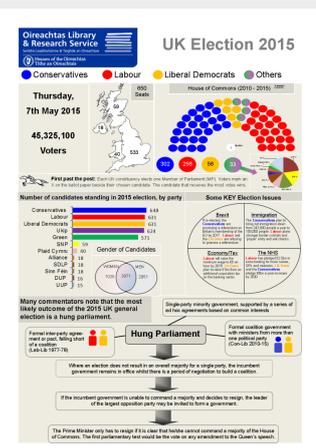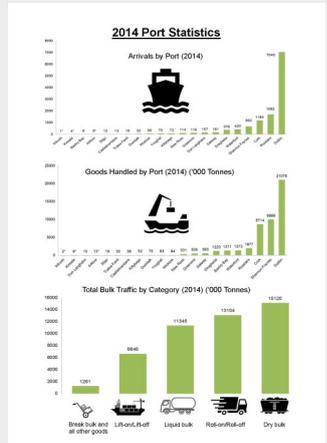**Two** published Internally and externally (standalones)







**Four** published Internally (as part of our 'Election Series')

**Three** published in L&RS publications (so far…)
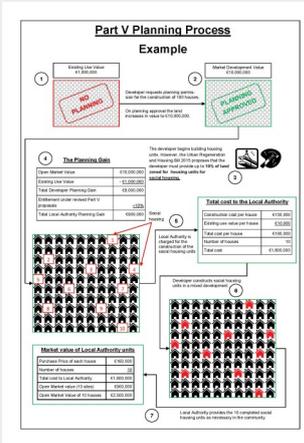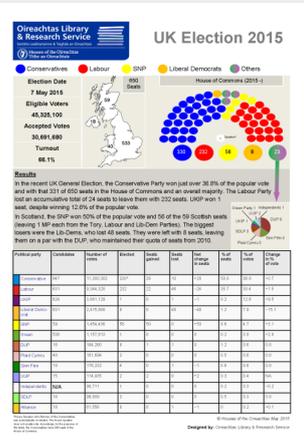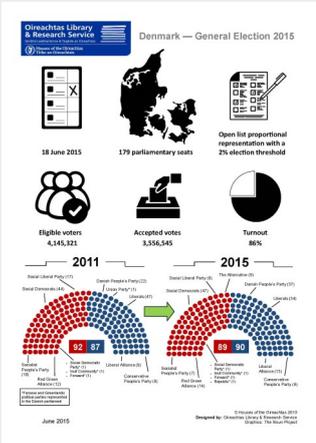
# Some Stats

## Why your brain craves infographics? (see interactive graphic here)

**(1)** The use of visualised information has increased, as we are 'visually wired'



**400%** in literature [1] (since 1990)

**9900%** on the internet [2] (since 2007)

**142%** in newspapers [3] (between 1985 & 1994)

almost **50%** of your brain is involved in **visual processing** [5]

**70%** of all your **sensory receptors** are in your eyes [4]

**0:01 seconds** we can get the sense of a **visual scene** in less than 1/10 of a second [6]

**(2)** We suffer from information overload



We receive **5x** as much information today as we did in 1986. [9]

**34 gigabytes or 100,500 words** – the amount of information we consume outside of work on an average day. [10]
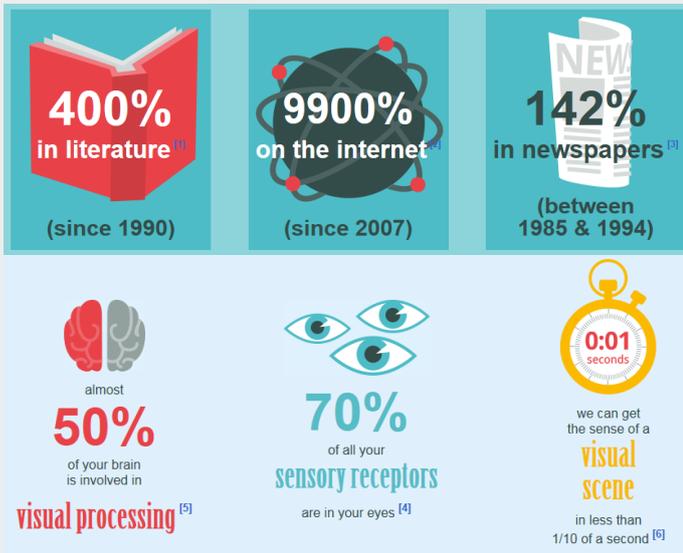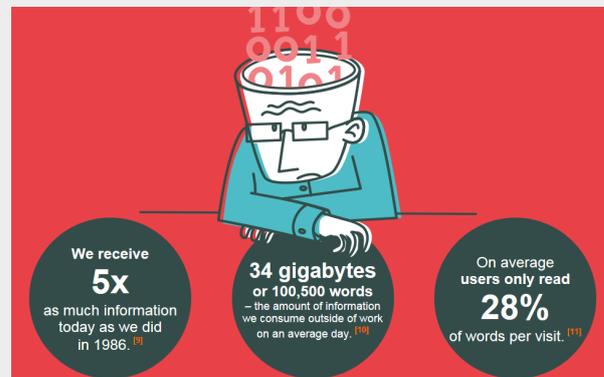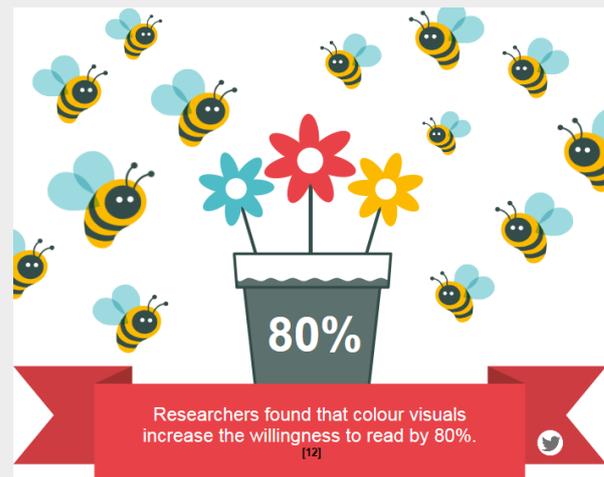
On average users only read **28%** of words per visit. [11]

**(3)** Infographics are more engaging



**80%**

Researchers found that colour visuals increase the willingness to read by 80%. [12]

**(4)** Infographics are more persuasive



A study conducted at the Wharton School of Business found that:

**50%**

**67%**

50% of the audience were persuaded by a **purely verbal presentation**

67% of the audience were persuaded by the **verbal presentation that had accompanying visuals** [15]

**Adding pictures of brain scans and mentioning cognitive neuroscience make people more inclined to believe what they are reading** [16]

**(5)** Infographics are more accessible



A study found that when it comes to **comprehension rates of medicine labels:**

**70%** rate of understanding for labels with **text only** [15]

**95%** rate of understanding for labels with **text and pictures**

People following directions with text and illustrations do **323% better** than people following directions without illustrations. [14]
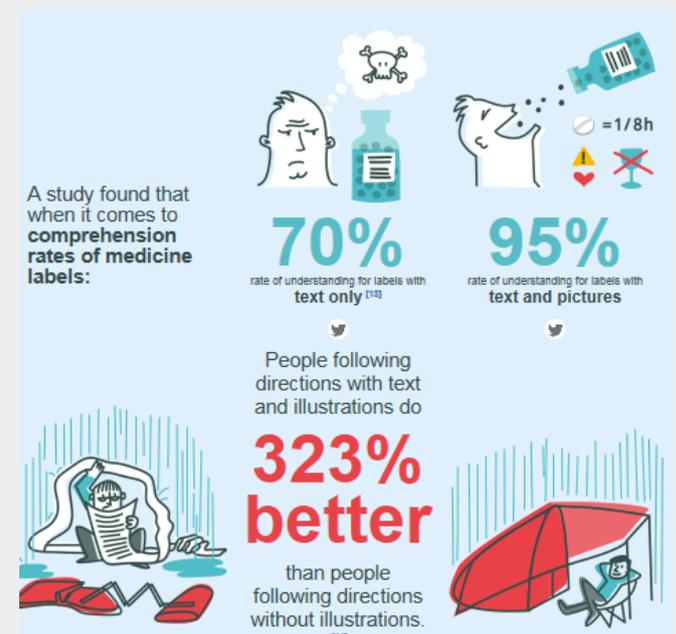
**Source**: Neomam.com (and various)

# Some (More) Stats

## Why your brain craves infographics? (see here)

**(6)** Infographics are easier to recall



**(7)** Easy to digest



**(8)** Fun to share
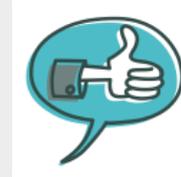


**(9)** Very engaging



**(10)** ….and more...

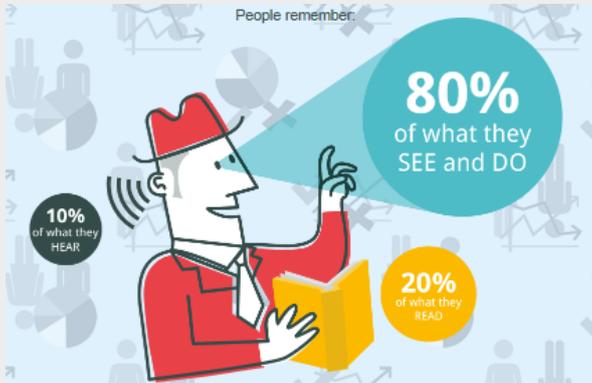An infographic is **30 times** more likely to be read than a purely textual article

Google recorded more than **67,000 searches** per month for the terms 'infographic' or 'infographics' in 2013

The brain processes images **60,000 times** faster than words alone

# Trends

Interest in searching for the word 'Infographic' (Google Trends)



**Huge**

Increase in the last 5 years

**Note**: the above values are relative, not absolute.

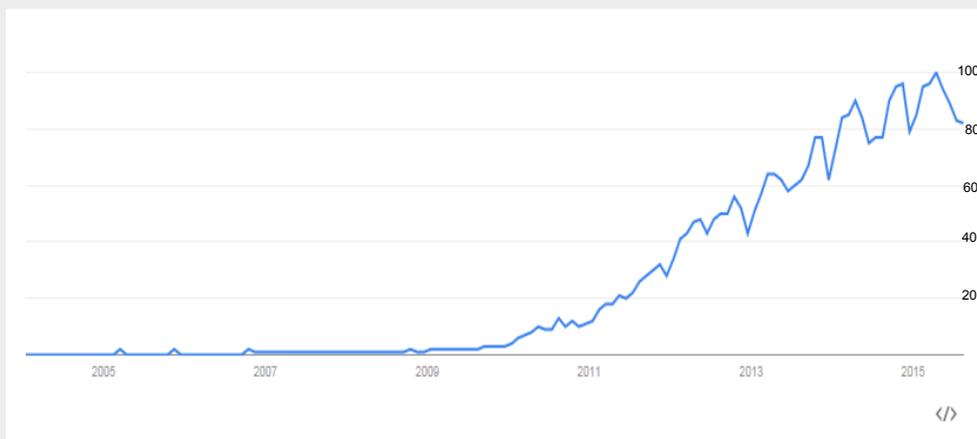# Concept creation

I've decided on the information I wish to present. How to I present it?
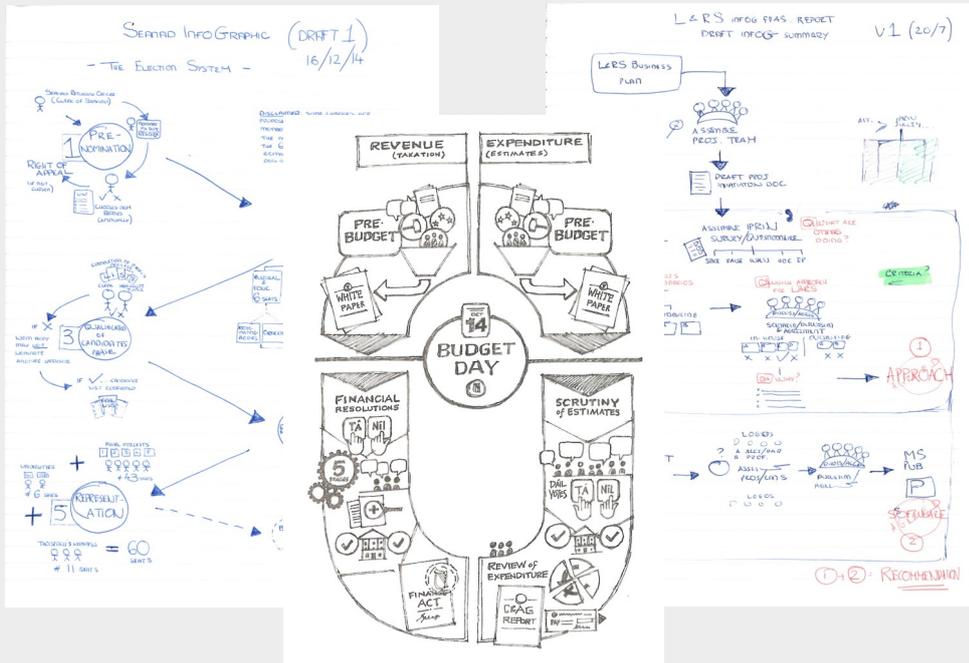
## Take a look at existing infographics for ideas

**Cool Infographics®**
Charts and graphs can communicate data; infographics turn data into information

Pinterest  Google Images  Daily Infographic  IIEA

**Information is Beautiful**
ideas, issues, knowledge, data — visualized!

Online images / blogs

EPRS   Northern Ireland Assembly   HOUSE OF COMMONS LIBRARY

The Scottish Parliament Pàrlamaid na h-Alba   Cynulliad Cenedlaethol Cymru / National Assembly for Wales

existing / similar infographics from other legislatures

## Define the story and sketch it….

**Be flexible**
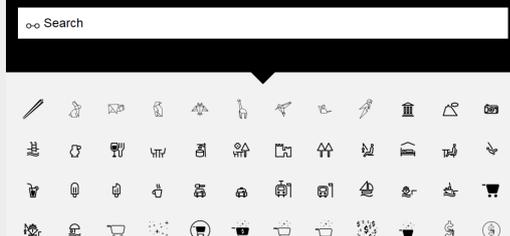There is more than one way to visualise the same data so use trial and error

## Search for simple icons

**The Noun Project**
Free Icon and Symbols

**Icons for Everything**
Over 150,000 icons designed by creators from around the world

Search

**Many different sites**…but...

For uniformity, the Team recommends the
thenounproject.com

**Log-in Information:**
**Email:** darren.lawlor@oir.ie
**Password:** Oireachtas2015

# Design (MS Publisher)

You're ready to go. Time to start crafting your draft graphic.

**Microsoft Publisher** is a desktop publishing application that allows the user to create good quality. personalised graphic design.
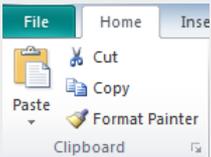
## Key Tools

**Draw Text Box**
Insert a text box into the document, or add text to the selected shape.

**Format Painter**
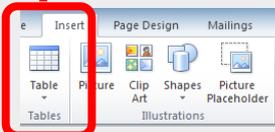Use the format painter button to match styles

**Shapes**
Insert ready-made shapes, such as rectangles and circles, arrows, lines, flowchart symbols, and callouts

**Guides**
Insert a set of layout guides that create a grid pattern.
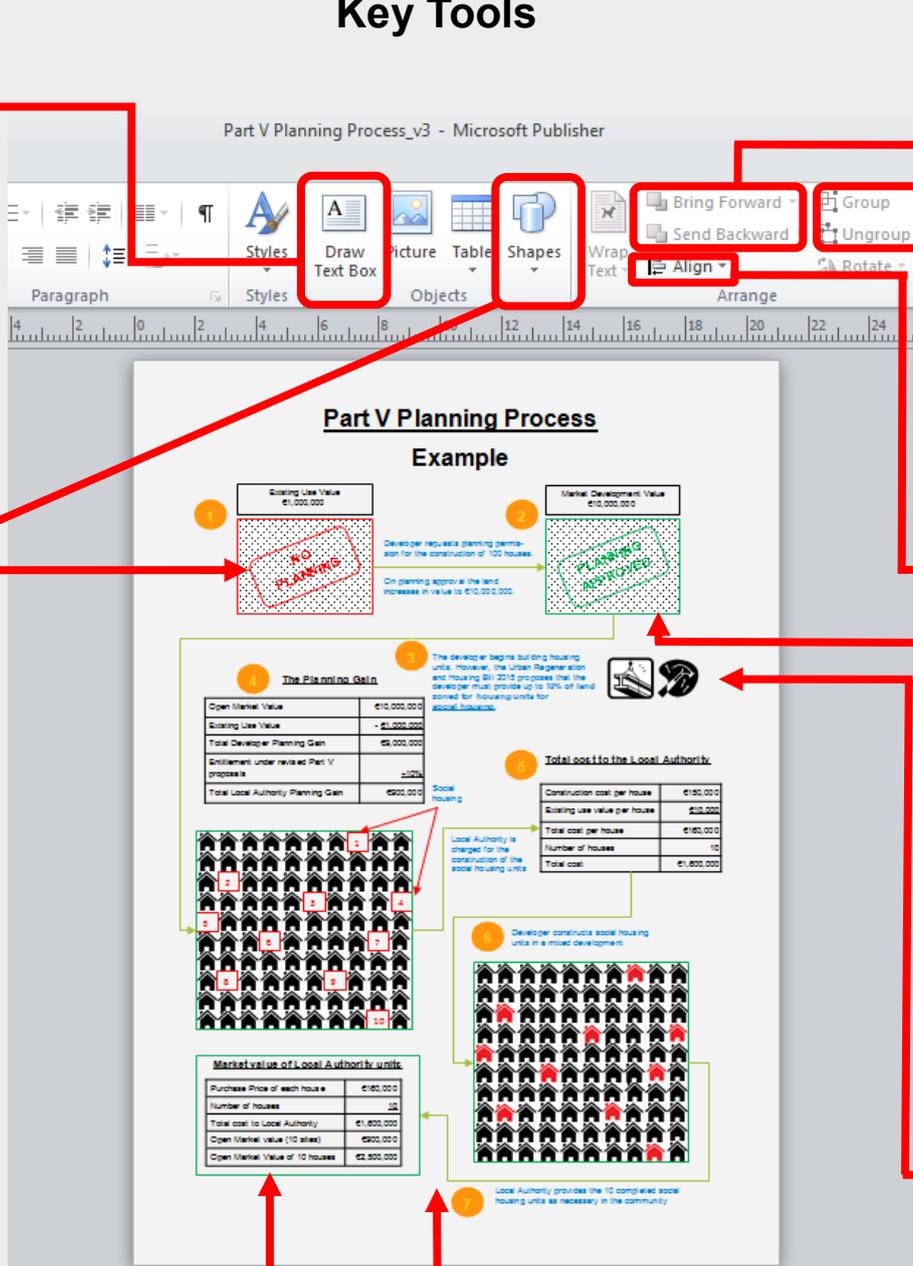Layout guides help you align objects in your publication.

**Send Backward**
Send the selected object backward so that it is hidden by the objects that are in front of it.

**Bring Forward**
Bring the selected object forward one level or to the front of all objects.

**Group**
Joint two or more selected objects together so they will be treated as one object.

**Align**
Align the edges of multiple selected objects (select using *shift* key). You can also centre them or distribute them evenly across the page.

**Shape Fill**
Fill the selected shape with a solid colour, gradient, picture, or texture.
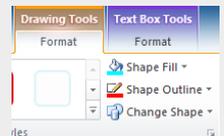
**Icons**
Add icons (as JPEGs, PNG or SVG files) and position / size as you wish.

**Insert Table**
Copy and 'paste special' from MS Excel / Word or use Table Tool

**Arrows**
Insert block or line arrows to help the reader visualise the flow of your story.

# Design (MS Publisher and Excel)

Using MS Publisher and MS Excel together.

**Microsoft Publisher** is a desktop publishing application that allows the user to create good quality. personalised graphic designs.
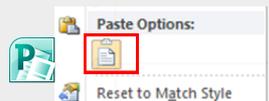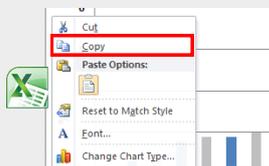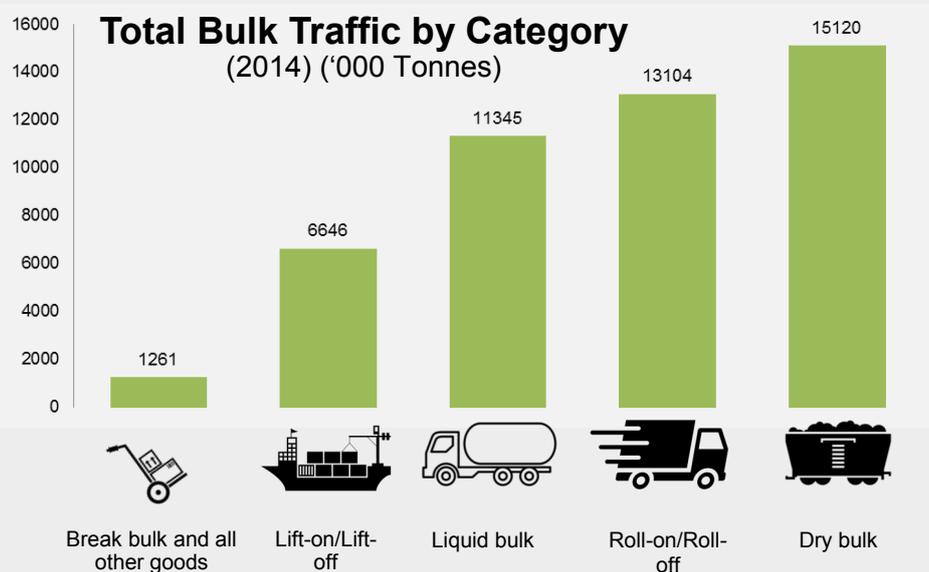
&

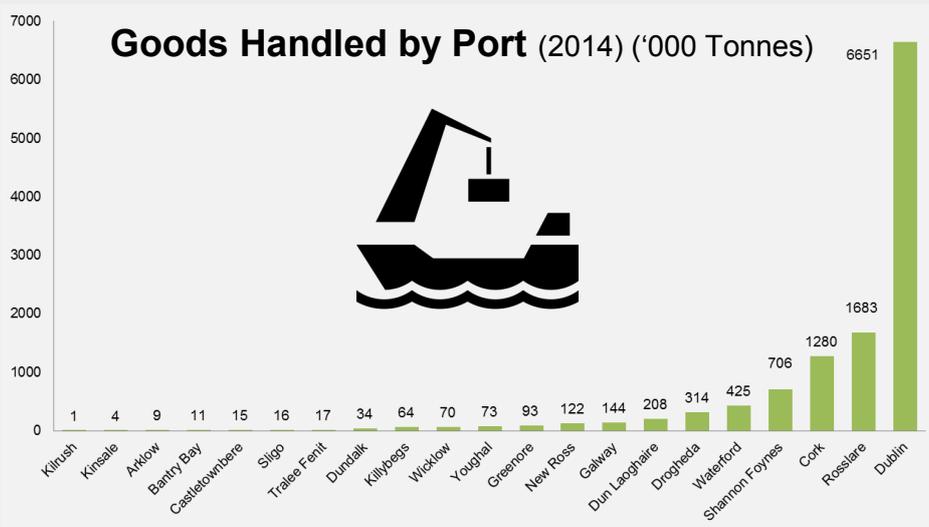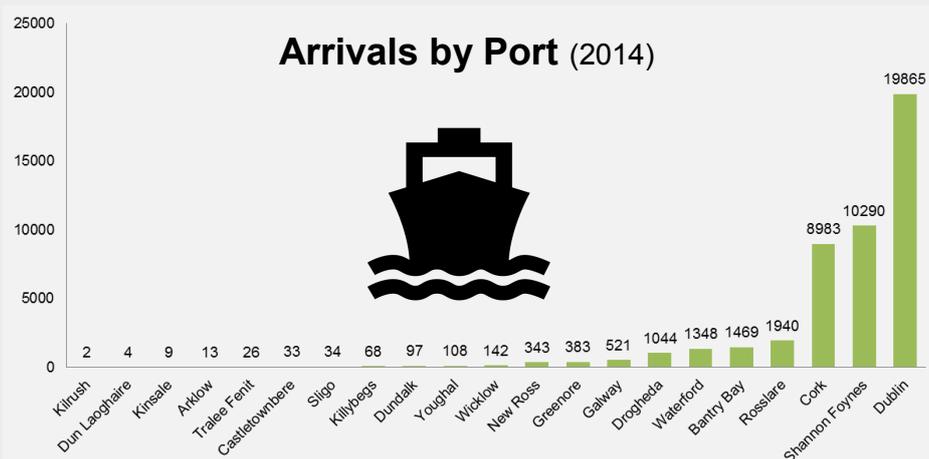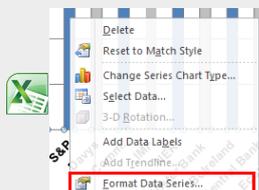**Microsoft Excel** is a desktop spreadsheet application.

## Paste Special

After copying a graph in Excel (right click > copy), paste the graph into Publisher as a PNG file



## Format data series

Use format data series (select the bar graphics and right click) in Excel to format the chart to your ideal specification



## The Noun Project

Use specific icons to grab the viewer's attention.

### Arrivals by Port (2014)



Values: Kilrush 2, Dun Laoghaire 4, Kinsale 9, Arklow 13, Tralee Fenit 26, Castletownbere 33, Sligo 34, Killybegs 68, Dundalk 97, Youghal 108, Wicklow 142, New Ross 343, Greenore 383, Galway 521, Drogheda 1044, Waterford 1348, Bantry Bay 1469, Rosslare 1940, Cork 8983, Shannon Foynes 10290, Dublin 19865

### Goods Handled by Port (2014) ('000 Tonnes)



Values: Kilrush 1, Kinsale 4, Arklow 9, Bantry Bay 11, Castletownbere 15, Sligo 16, Tralee Fenit 17, Dundalk 34, Killybegs 64, Wicklow 70, Youghal 73, Greenore 93, New Ross 122, Galway 144, Dun Laoghaire 208, Drogheda 314, Waterford 425, Shannon Foynes 706, Cork 1280, Rosslare 1683, Dublin 6651

### Total Bulk Traffic by Category (2014) ('000 Tonnes)



Values: Break bulk and all other goods 1261, Lift-on/Lift-off 6646, Liquid bulk 11345, Roll-on/Roll-off 13104, Dry bulk 15120
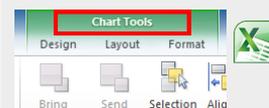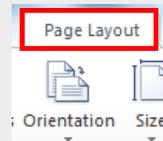
## Uniformity

Ensure that the same font is used in Excel as is used in Publisher

**Always**: Arial

## Data Labels

In Excel, use Layout > Chart Tools > Data Labels...to provide the viewer with the exact information on each graph.
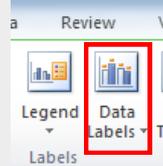


## Crop Image

Crop Images using Picture Tools to resize a picture to your taste (left click > Format)
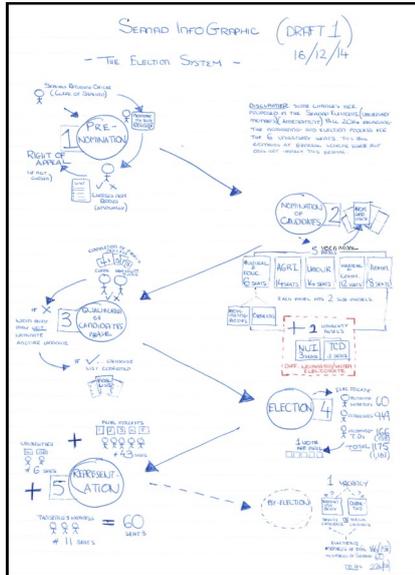
# Design (Telling a story)

From sketch to finished product
*(a worked example)*

## Sketch it

**Add as much detail** as you wish. See what works / what doesn't work and ask someone else does the flow of information 'make sense'

## Select a standard template

In this example, we used the **Standalone, L&RS Notes and Briefing Papers Template**

### Flow
Organise the information from left to right, top to bottom. This is how the infographic will be read.

### Date and Copyright
Mark the date at the bottom of the page along with Oireachtas signature.

## Skeleton structure
Add some detail (following the sketch) to frame your graphic

### Spacing
Use grey (or negative) space to balance the composition of the graphic and aid accessibility.

**Add shapes:**
Using the 'Shapes' tool e.g. one circle + one round rectangle = a 'person shape' <u>or</u> one circle, white outline, with blue fill colour and *Arial Black* Number...
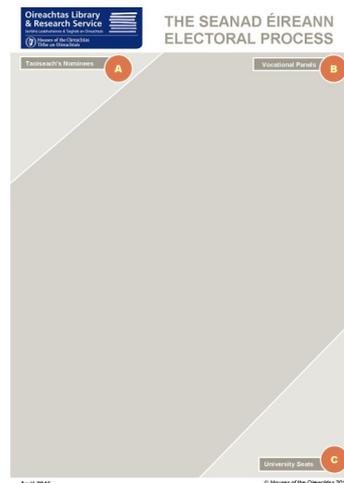
**Add images**: Using the www.nounproject.com

## Add some sections
(based on your sketch) that will break the information down

**Adjust** the brightness/darkness of the template colours as need be.

**Add headings** to each of the sections

### Sequencing
Use sequential letters and numbers so the story is easy to follow.

### Boxes
Use stand-out boxes to give context and identify key information.

**To move / copy shapes:**
To move multiple shapes, textboxes and images, select one, click and hold TAB and select more—you can now move / copy them together all together

**Match colours**: Use shades of the same colour to tell your story in each section

## Finished Product
Ready to publish

## Get building
Add more detail (keeping the same style throughout)

# Colour palette

**L&RS Notes, Standalone Infographics and other Papers**

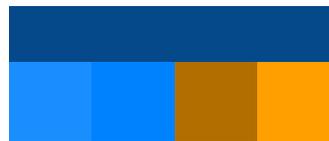Oireachtas Library & Research Service
Seirbhís Leabharlainne & Taighde an Oireachtais
Houses of the Oireachtas
Tithe an Oireachtais

R222 G119 B76 **B**

**3** R79 G129 B189

R178 G111 B0

Lettering / Numbering
R255 G255 B185

**Base Colour**

R5 G73 B138

| R25 G143 B255 | R0 G130 B255 | R178 G111 B0 | R255 G159 B0 | **Complementary Colours** |
| --- | --- | --- | --- | --- |
| R86 G172 B255 | R9 G135 B255 | R43 G86 B127 | R7 G108 B204 | **Analogous** (Dominant/ Secondary) **Colours** |

**Base Colour**

R150 G186 B88

| R150 G186 B88 | R165 G255 B9 | R55 G88 B95 | R73 G117 B134 | **Complementary Colours** |
| --- | --- | --- | --- | --- |
| R234 G255 B197 | R206 G255 B121 | R117 G127 B99 | R165 G204 B97 | **Analogous** (Dominant/ Secondary) **Colours** |

Bills Digest

**Base Colour**

R214 G139 B90

| R255 G122 B35 | R255 G106 B9 | R0 G170 B178 | R9 G244 B255 | **Complementary Colours** |
| --- | --- | --- | --- | --- |
| R255 G212 B184 | R255 G166 B107 | R127 G106 B92 | R204 G133 B86 | **Analogous** (Dominant/ Secondary) **Colours** |

Spotlight

Colour schemes chosen via **Adobe Kuler** at color.adobe.com. User can also select  different colour rules including analogous (dominant/secondary colours), monochromatic (single / same hue),  triad (three colours evenly spaced on the colour wheel),  complementary, compound (earth colours, opposite ends to colour spectrum), shades (various lightened and darkened versions of the chosen colour) and custom.