Chartered by the state of Georgia in 1785, the University of Georgia is the birthplace of public higher education in America — launching our nation’s great tradition of world-class education for all. What began as a commitment to inspire the next generation grows stronger today through global research, hands-on experiential learning and extensive outreach. One of America’s “Public Ivies” and a top 10 best value in public higher education, the University of Georgia tackles some of the world’s grand challenges — from combating infectious disease and securing the world’s food supply to advancing economic growth and analyzing the environment.

Located in Classic City of Athens, approximately an hour northeast of Atlanta, Georgia’s flagship university thrives in a community that promotes the benefits of a culture-rich college town with a strong economic center.
Designing and Animating INFOGRAPHICS

JANET BECKLEY
Agenda

1. What is an infographic?
2. Why do our brains love them?
3. A brief look back
4. A brief look forward
5. Conveying information visually
6. Types of infographics: 18 ways to tell a story
7. Connect and engage readers

8. And along the way, learn a few tips and tricks.
9. Oh yes, we’ll be animating, too.

10. Of course, we’ll toss in some resources and references.
What is an infographic?

Infographics are images that represent facts and data.
Why do our brains love them?

**APPEAL**
Communication should engage a voluntary audience.

**COMPREHENSION**
Communication should effectively provide knowledge that enables a clear understanding of the information.

**RETENTION**
Communication should impart memorable knowledge.
A brief look back
Charles Minard's map of Napoleon's disastrous Russian campaign of 1812

The graphic is notable for its representation in two dimensions of six types of data: the number of Napoleon's troops; distance; temperature; the latitude and longitude; direction of travel; and location relative to specific dates.

Modern information scientists say the illustration may be the best statistical graphic ever drawn.
A brief look back

Florence Nightingale's rose diagram highlighting the death toll from diseases above the death toll from wounds in the Crimean War.

The queen and Parliament could see at a glance the importance of hygiene; they quickly set up a sanitary commission to improve conditions, and death rates fell.

Nightingale became one of the first people to successfully use data visualization for persuasion—to influence public policy.
A brief look back

On January 28, 1986, space shuttle Challenger exploded as thousands watched the launch in person and on television. All seven astronauts on board were killed.
A brief look back

O-Ring data organized chronologically

Though the infographics that engineers used were not meant to obscure the facts, poor quality, a needless rocket motif and arrangement by date, instead of temperature, obscured the fact that every launch at under 66 degrees involved o-ring failure.
A brief look back

This is the same information, O-Ring data organized by temperature

Edward Tufte, author of *The Visual Design of Quantitative Information*, demonstrates how carefully design information is essential.
A brief look back

My infographics ... when newspapers came in paper

Designer: Janet Beckley
A brief look forward
Conveying information visually
Conveying information visually

New Science paper calculates magnitude of plastic waste going into the ocean

8 MILLION METRIC TONS OF PLASTIC ENTER THE OCEANS PER YEAR

A plastic grocery bag cartwheels down the beach until a gust of wind spins it into the ocean. In 192 coastal countries, this scenario plays out over and over again as discarded beverage bottles, food wrappers, toys and other bits of plastic make their way from estuaries, seashores and uncontrolled landfills to settle in the world’s seas.

How much mismanaged plastic waste is making its way from land to ocean has been a decades-long guessing game. Now, the University of Georgia’s Jenna Jambeck and her colleagues in the National Center for Ecological Analysis and Synthesis working group have put a number on the global problem.

Their study, reported in the Feb. 13 edition of the journal Science, found between 4.8 and 12.7 million metric tons of plastic entered the ocean in 2010 from people living within 50 kilometers of the coastline. That year, a total of 275 million metric tons of plastic waste was generated in those 192 coastal countries.

Jambeck, an assistant professor of environmental engineering in the UGA College of Engineering and the study’s lead author, explains the amount of plastic moving from land to ocean each year using 8 million metric tons as the midpoint: "Eight million metric tons is the equivalent to finding five grocery bags full of plastic on every foot of coastline in the 192 countries we examined."

To determine the amount of plastic going into the ocean, Jambeck "started it off beautifully with a very grand model of all sources of marine debris," said study co-author Roland Geyer, an associate professor with the University of California, Santa Barbara, Environmental Science & Management, who teamed with Jambeck.
Jenna Jambeck, associate professor in the University of Georgia College of Engineering, is internationally recognized for her research on plastic waste in the ocean and for the Marine Debris Tracker app she co-created. She notes that being active in research helps bring current environmental engineering issues into the classroom for students.
Conveying information visually

Going for the gold

Athletes and coaches representing UGA's red and black are competing for gold in the 2016 Olympic and Paralympic games in Rio de Janeiro. Other students have found once-in-a-lifetime experiential learning opportunities through the international competitions.

Twenty-nine current, former and incoming student-athletes as well as four coaches are representing the U.S. and nine other nations in the Olympic and Paralympic games, adding to the rich history of Bulldog Olympic athletes.

"We are excited that so many of our current and former student-athletes, as well as our coaches, are participating in the 2016 Games," said UGA President Jere W. Morehead. "The Bulldog Nation will be watching and cheering with pride as these outstanding individuals compete in Rio."

Among those representing the U.S. track team is Keturah Orji, a junior financial planning major, who is already a three-time NCAA champion in the triple jump as a Bulldog.

Orji said she is excited about the challenges that she and her teammates will face.

"It's going to be great competition, and I'm going to be pushed to my limits," she said.

She is thrilled to be in Rio with plenty of fellow Bulldogs, including her roommate Kendell Williams, a senior advertising major who is competing in the heptathlon for Team USA.

"It's good to have familiar faces overseas," said Williams, a five-time NCAA pentathlon and heptathlon champion. "We're going to support each other and cheer each other on. It's nice to see so many Bulldogs."

In addition to Williams and Orji, Kibwe Johnson also qualified in track and field for the U.S. They will be joined by Bulldog track-and-field student-athletes Cejhae Greene (Antigua), Karl Saluri (Estonia), Maikel Uibo (Estonia), Jenny Dahlgren (Argentina), Shauna Miller (Bahamas), Leontia Kallanou (Cyprus), and Galthy Hakim.
Conveying information visually

Source: Georgia Magazine December 2017
Conveying information visually

Source: New York Times
Conveying information visually

Source: New York Times
18 ways to tell your story

Infographics: Part 2
## Types of infographics

<table>
<thead>
<tr>
<th>Fast facts</th>
<th>Glossary</th>
<th>Q&amp;A</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nuggets pulled from the story to give readers a quick grasp of who, what, when, where or why.</td>
<td>A list of specialized words with definitions (and/or pronunciations) to help clarify complex topics.</td>
<td>A format that captures the verbatim dialogue between the writer and the subject of the interview.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bio Box</th>
<th>Checklist</th>
<th>Poll</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brief profiles of people, places, products or organizations, itemized by key characteristics.</td>
<td>A list of questions or guidelines that itemizes key points or help readers assess their own needs.</td>
<td>A survey that samples opinion on a current topic, collating responses into key categories and statistics.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>List</th>
<th>Quiz</th>
<th>Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td>A series of names, tips, components, previous events—any categories that add context to a story.</td>
<td>A short list of questions that let readers interact with a story by testing their understanding of the topic.</td>
<td>A series of relevant comments on a topic by newsmakers, readers or random passers-by.</td>
</tr>
</tbody>
</table>
# Types of infographics

<table>
<thead>
<tr>
<th><strong>Line Chart</strong></th>
<th><strong>Table</strong></th>
<th><strong>Step-by-step</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>A way to measure changing quantities overtime by plotting key statistics as points on a graph.</td>
<td>A way to arrange data into columns or rows so readers can make side-by-side comparisons.</td>
<td>A brief how to that explains a complex process by walking readers through it one step at a time.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Bar chart</strong></th>
<th><strong>Ratings</strong></th>
<th><strong>Diagram</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>A way to compare two or more items visually representing them as columns parked side-by-side.</td>
<td>A list of people or products such as sports teams, movies, etc. That lets critics make predictions or evaluations.</td>
<td>A plan or drawing designed to show how something works or to explain key parts of an object or process.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Pie Chart</strong></th>
<th><strong>Timeline</strong></th>
<th><strong>Map</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>A way to compare the parts that make up a whole—usually measuring money or population percentages.</td>
<td>A chronological table or listed events highlighting key moments in the history of a person, place or issue.</td>
<td>A quick way to give readers geographical information by showing the location of events relevant to a story.</td>
</tr>
</tbody>
</table>
Infographics: Fast facts

Nuggets pulled from the story to give readers a quick grasp of who, what, when, where or why.

WHAT IS BIOFILM

A biofilm is any group of microorganisms in which cells stick to each other and often these cells adhere to a surface. These adherent cells are frequently embedded within a self-produced matrix of extracellular polymeric substance (EPS) which may also be referred to as slime (although not everything described as slime is a biofilm).

Staphylococcus biofilm on the inner surface of a needle.

(Photo: © Science Source / Photo Researchers, Inc.)

Most organizations will be happy to let you use their graphics but it is always good to ask. Media is encouraged to use our graphics which is why we include attributes and captions.

Source: UGA Today / Researcher developing coatings that help medical implants resist infection, clotting
Infographics: Fast facts

By creating fast-fact boxes you add graphic variety to story designs. Fast-facts can deliver statistics, history, definitions, schedules, or in this case, a call to action.

Source: UGA Today / UGA partners with ACC to educate rather than penalize youth offenders

FOR MORE INFO

YouthServe is a collaboration between the Athens-Clarke County Municipal Court and the Fanning Institute that includes community service projects and classroom instruction.

For more information on YouthServe or to implement a similar program in your community, contact public service associate Emily Boness, J.D.
Infographics: Tips

Use previously created infographics as templates. Store them in Creative Suites library or folder. Swap content / images for other stories.

For style consistency, apply paragraph and character styles for each type of infographic.

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Infographics: Bio boxes

Bio boxes are brief profiles of people, places or organizations. By listing facts in a box, readers can quickly profile almost any person, place or thing.

Hitesh Handa
Assistant Professor
School of Chemical, Materials, and Biomedical Engineering
Education
• Ph.D., Material Science and Engineering, Wayne State University, 2008
• M.S., Material Science and Engineering, Wayne State University, 2007

Source: UGA Today

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Keep the same style if you are creating multiple graphics for the same story.

Source: UGA Today
Infographics: Bio boxes


Leaking Oil

Congue nihil imperdiet doming id quod.

- AREA: Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum.

- HISTORY: Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Map depicting the effects of the Deepwater Horizon oil spill, caused by the explosion of an oil rig.
Merchandise sales

UGA placed eighth in a list of the 75 top-selling schools based on royalties reported from July 1, 2011, through June 30, 2012, on all merchandise sold on behalf of the Collegiate Licensing Co., which represents nearly 200 colleges, universities and athletic associations.

The top 10 schools were:

1. Texas at Austin
2. Alabama
3. Kentucky
4. Florida
5. Michigan
6. LSU
7. UNC-Chapel Hill
8. UGA
9. Notre Dame
10. Oklahoma

Source: Lorem ipsum
Infographics: Lists

List are everywhere.

1. Lists bring order to chaos.
2. Lists help us remember things.
3. Most lists are finite. They don't usually go on and on.
4. Lists can be meaningful.
5. Lists can be as long or as short as necessary.
   Check out Jamie Frater's The List Universe.
6. Making lists can help make you famous.
   Notable list makers include Thomas Jefferson, Peter Mark Roget, Martha Stewart and Benjamin Franklin.
7. The word "list" can be tracked back to William Shakespeare, according to the Oxford English Dictionary.
   In Hamlet, the Bard refers to "a list of landlesse resolutes."
8. Lists relieve stress and focus the mind. ."
9. Lists can force people to say revealing things.
10. Lists can keep us from procrastinating.
Infographics: Lists
They are born from a desire to make infinity comprehensible and to create order.

In May, UGA honored the top 25 employers of the 2016 graduating class during an awards luncheon held at the Terry College Executive Education Center in Atlanta. The top 25 employers are:

1. Aon
2. AT&T
3. Banfield Pet Hospital
4. Centers for Disease Control and Prevention
5. Chick-fil-A
6. Children’s Healthcare of Atlanta
7. CVS Health
8. Deloitte
9. Delta Air Lines
10. EY
11. Georgia-Pacific
12. Insight Global
13. KPMG
14. Kroger
15. Macy’s
16. Newell Brands
17. PricewaterhouseCoopers
18. Protiviti
19. State Farm
20. SunTrust
21. The Home Depot
22. University of Georgia
23. UPS
24. Walmart
25. Wells Fargo

Source: UGA Today / UGA honors companies that hired the most 2016 graduates
Infographics: Glossary

Every topic has its own lingo, by compiling lists of new or unusual words you can help readers expand their vocabularies while deciphering complex topics.

**GLOSSARY**

- **Amino acids** — A collection of 22 compounds, all containing a minimum of nitrogen, oxygen, carbon, and hydrogen. Chains of amino acids make up protein. For this reason, they are sometimes referred to as the chemical building blocks of protein.
- **Carbon nanotube (CNT)** — A nano-scale (1-100 nanometer, which equals 1-100 billionth of a meter) cylinder of carbon molecules. CNTs have novel properties that make them potentially useful in a wide variety of applications in electronics, optics, and other fields of materials science, as well as oil spill response.
- **Corexit 9527A and 9500A** — Dispersants approved for use in U.S. waters and those that were used to minimize the presence of surface oil slicks during the Deepwater Horizon oil spill.
- **Dispersants** — Chemicals that are used during oil spill response efforts to break up oil slicks. Their use can limit floating oil from impacting sensitive ecosystems such as coastal habitats.
- **Dispersant additives** — Compounds added to enhance the ability of dispersants.
- **Halloysite nanotubes (HNTs)** — A nano-scale (1-100 nm) cylinder constructed from a naturally occurring aluminosilicate (halloysite). They have properties that make them potentially useful in a wide variety of applications including drug delivery, technology, and oil spill response.
- **Lipids** — A group of compounds, including natural plant and animal oils, waxes, and fats, that do not dissolve easily in water.
- **Nanomaterials** — Engineered materials of which a single unit is sized between 1 and 1000 nanometers (nm), but is usually 1-100 nm.
- **Silica** — A mineral composed of silicon and oxygen. In nature, this mineral is a component of quartz and a major component of some sands. It is used by humans in some toothpastes, electronics, and pharmaceuticals.
- **Sorbents** — Materials used to absorb oil during oil spill clean-up operations.
- **Surfactants** — Compounds that work to break up oil. Dispersants contain surfactants that break the oil slick into smaller droplets that can more easily mix into the water column.

Source: UGA Today / Researchers return to Gulf of Mexico to study impacts of oil spill June 1, 2017
Symptoms of Lyme disease in dogs can vary. What’s interesting is that symptoms don’t start to appear until 2-5 months after the initial infectious bite:

- Fever (103-105°F)
- Lameness (especially shifting leg lameness)
- Lethargy, loss of appetite
- Swelling in the joints
- Swollen lymph nodes.

Lyme disease can cause long-term complications of the heart, nervous system and muscles.
The important thing is to get the reader involved — to make information as accessible and relevant as possible... and in the process, get the word out.

Here's a list of items you may wish to have at the ready before the performance begins and why:

- Safe solar filters (for direct viewing)
- A large white card (for projection)
- Another large card (for artistic pinhole projection)
- Creature comforts
- Watch or timepiece
- Notebook, pens/pencils, sketchpad, art supplies, voice recorder
- Thermometer, flag, compass, and chocolate bar in wrapper
- Red flashlight
- Large white sheet
- Cameras and accessories
Infographics: Quiz

Most stories are written in third-person past tense. As a result, readers feel disconnected. Quizzes are a quick way to let readers participate in a story.

Source: UGA Today / Educators' gift inspires others to 'pay it forward'

AN EDUCATORS' GIFT FOR INSPIRATION

Johnny Sanders Jr. and Rubye Coleman-Sanders both received advanced degrees from the University of Georgia College of Education. And now they want to pay it forward. The Dr. Johnny Sanders Jr. and Dr. Rubye Coleman-Sanders Teacher Education Scholarship Fund will assist underrepresented students at Georgia who wish to teach in communities that typically struggle to retain quality teachers. It's a way to give back to the university that helped propel the couple to successful careers, they said, and they look forward to helping the next generation do the same.

Is there a teacher who changed your life?

We want to know.
Infographics: Quiz

Quizzes are a kind of game, and readers love games.

Most of the time, you’ll need to provide quiz answers somewhere. Here we even include a score.

Source: Marketing & Communications
Infographics: Q&A

Q&A formats capture the flavor of actual conversations. Like checklists, they encourage readers to get involved by making information accessible and relevant.

Pharmacy Education: Pharmacy Faculty Q&A

Who Is the Pharmacy Faculty Member?

As of Fall 2014, 6,626 faculty were employed at U.S. schools of pharmacy.

Full-time Faculty: Race/Ethnicity

- White: 75.0%
- Asian: 4.2%
- Black or African American: 9.5%
- Hispanic or Latino: 6.0%
- Native Hawaiian or Pacific Islander: 0.0%
- American Indian or Alaska Native: 2.0%
- Two or More Races: 0.0%
- International/Foreign: 0.8%
- Unknown: 2.6%

Full-time Faculty: Rank and Gender

- Male: 80.2%
- Female: 19.8%

How Rewarding Is a Career in Pharmacy Education?

- Nearly 72% of faculty strongly agreed or agreed that they receive adequate guidance on career development.
- More than 90% of students reported that programs are available for them to improve teaching and facilitate student learning.

Where Is the Need for Pharmacy Faculty?

- Top 3 regions with the highest number of vacant positions:
  - South Atlantic (DE, DC, FL, GA, MD, NC, PR, SC, VA, WV)
  - East North Central (IN, IL, MI, OH, WI)
  - Pacific (AK, CA, HI, OR, WA)

How Much Does a Pharm.D. Education Cost?

- Average first year Pharm.D. tuition, 2014-15:
  - Public: $11,859
  - Private: $105,469

- Median amount of money borrowed by students at the time of graduation:
  - Public: $18,410
  - Private: $119,704

Percentage of students who reported borrowing money to help pay for college expenses in the Pharm.D. program:

- Strongly Agree: 92.7%
- Agree: 4.4%
- Unable to Comment: 1.1%
- Disagree or Strongly Disagree: 2.7%

What is the ROI?

- Although student pharmacists face an increasing job market, pharmacist salaries are 8% higher than the national average.

A Bright Future

- 89.8% of students surveyed indicated that if they were starting their college career again they would choose to study pharmacy.
- 90.4% of students surveyed indicated that they would recommend a career in pharmacy to a friend or relative.

Use Illustrator’s native graph tool to create simple charts.
Infographics: Tips

1. Open Illustrator. Select a graph tool.
2. Define the dimensions of the graph.
3. Enter data for the graph in the Graph Data window.
4. Click the Apply button or press Enter to create the graph. Customize using indirect select.
Checklists, quizzes and Q&As ask readers questions. But when you want to know their answers, you conduct a poll.

**ASKED & ANSWERED**

**Do you think this race will affect future congressional elections?**

We asked our mobile audience if they thought the June 20 Georgia 6th Congressional District runoff election would affect future congressional elections. Out of more than 2,456 responses, most respondents said they believe this election would not affect future elections.

- **No affect**: 90.6%
- **Big affect**: 9.4%

Source: UGA Today / Expert on Southern politics, voting behavior available to comment on the Georgia 6 election
Infographics: Quotes

Quotes are both visually appealing and user-friendly. Even without accompanying mug shots, quotes are informative. A few well-chosen remarks can give any story extra quotability.

“Given the media and campaign saturation and the latest poll numbers, this race looks to be a nail-biter.”

Trey Hood, professor of political science at UGA, is an expert on Southern politics, election sciences and legislative politics. Hood has been quoted in The Washington Post, ABC News, Frontline, PolitiFact, McClatchy and The Mercury News.

Given the media and campaign saturation and the latest poll numbers, this race looks to be a nail-biter.

TREY HOOD
University of Georgia professor of political science and expert on Southern politics, election sciences and legislative politics

...quote taken out of context...

Source: UGA Today / Expert on Southern politics, voting behavior available to comment on the Georgia 6 election
Infographics: Line chart

The line chart measures changing quantities over time.

It uses three basic components:

1. A scale running vertically along one edge to measure amounts;
2. A scale running horizontally to measure time;
3. A jagged line connecting a series of points, showing rising & falling trends.

Source: UGA Today / Experiencing research: Undergraduates set to present findings at annual CURO Symposium
Infographics: Bar chart

The bar chart compares two or more items by sizing them as columns parked side-by-side.

Source: 2016 President's Annual Report to Donors / Committing to our university
Infographics: Pie chart

The pie chart compares the parts that make up a whole. It usually consists of:
1. A circle that represents 100% of something, and
2. Several wedges. Each “slice” of the pie is an accurate proportion.

Source: Georgia Magazine Summer 2017 / Degrees of Success

Designer: Jackie Baxter Roberts
In 2016, Victory Media named UGA the nation’s top tier-one research institution for student veterans.

Graduation rate for student veterans
UGA’s student veteran graduation rate is on par with UGA’s non-veteran students

85 PERCENT
APPROX. 50 PERCENT

Support UGA student veterans who have already sacrificed so much for others. Your support will provide scholarships, awards, and emergency funding to our student veterans.

give.uga.edu/SVRC

Source: Georgia Magazine Summer 2017 / Degrees of Success

Designer: Jackie Baxter Roberts
Infographics: Pie chart

To add impact, you can sometimes create pie charts from drawings or photos of the items being measured.
Infographics: Table

Tables are smartly stacked lists. They can compare two aspects of a topic or analyze a variety of categories.

Levels of education for Georgia residents, ages 25-64

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than ninth grade</td>
<td>233,001</td>
<td>4.37%</td>
</tr>
<tr>
<td>Ninth to 12th grade, no diploma</td>
<td>461,780</td>
<td>8.48%</td>
</tr>
<tr>
<td>High school graduate (including equivalency)</td>
<td>1,456,875</td>
<td>27.34%</td>
</tr>
<tr>
<td>Some college, no degree</td>
<td>1,158,688</td>
<td>21.77%</td>
</tr>
<tr>
<td>Associate degree</td>
<td>405,927</td>
<td>7.62%</td>
</tr>
<tr>
<td>Bachelor’s degree</td>
<td>1,034,599</td>
<td>19.42%</td>
</tr>
<tr>
<td>Graduate or professional degree</td>
<td>585,869</td>
<td>11.01%</td>
</tr>
</tbody>
</table>

TOTAL: 5,327,538

Note: The accompanying graphic does not account for residents who have some high school or postsecondary education but no diploma. The percentage above = 100% - Estimated attainment of certificates: 8%

Source: Lumina Foundation

Though text usually works best flush left, numbers off an online better flash right. In small tables hairline rules between rows may help alignment. In bigger tables too many lines can look dizzy so screen effects or occasional rules every five lines for example may work better. Keep all wording crisp and tight.
Infographics: Ratings

We love them 😊

Best botanical gardens
The State Botanical Garden of Georgia at UGA, a public service and outreach unit, is among the top 10 gardens in the U.S. in the most recent USA Today poll. The top 10 botanical gardens on the list are:

1. Minnesota Landscape Arboretum
2. New York Botanical Garden
3. Missouri Botanical Garden (St. Louis)
4. Desert Botanical Garden (Phoenix)
5. Mendocino Coast Botanical Gardens (Fort Bragg, California)
6. The Dawes Arboretum (Newark, Ohio)
7. State Botanical Garden of Georgia at UGA
8. Frederik Meijer Gardens & Sculpture Park (Grand Rapids, Michigan)
9. Atlanta Botanical Garden
10. Chicago Botanic Garden

Source: Columns  Designer: Jackie Roberts Baxter

Nutritious and delicious
UGA’s Food Services options ranked third in a list of the top 50 U.S. schools with the best food. The top 10 colleges and universities making the list are:

1. Washington U. in St. Louis
2. Virginia Tech
3. UGA
4. New York U.
5. UCLA
6. Rice U.
7. Skidmore College
8. Bowdoin College
9. Cornell U.
10. U. of Texas at Austin

Source: Columns  Designer: Janet Beckley
Infographics: Timelines

When we write stories we often bounce back-and-forth through time. That's why timelines are so effective. They put topics in perspective by illustrating step-by-step how events fold. The most graphically ambitious timelines combine images and text to create a pictorial recap of past events.

Faces in photos should always be at least the size of a dime.
Infographics: Tips

Check out Knight Labs online timeline script.

**Storytelling**
We build easy-to-use tools that can help you tell better stories.

---

KAREN SPÄRCK JONES MAKES SEARCH POSSIBLE

A professor at Cambridge Computer Laboratory, Spärck Jones was interested in natural language processing and information retrieval. In 1972, she introduced the concept of inverse document frequency, which most search engines still rely on.

Source: Knight Labs | Timeline

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#elevateuga17
Infographics: Step-by-step

The clearest way to walk readers through a series of instructions is to arrange them in logical numerical form. As CAES knows, it’s better to show than just tell.

A step-by-step guide needs to be clear, precise and as user-friendly as possible. Whenever possible, add drawings or photos to illustrate key steps; as the example created by UGA Extension shows.

Source: CAES NewsWire | Infographics

#elevateuga17

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Infographics: Diagrams

Maps focus on the *where* of a story; diagrams focus on the *what* and the *how*. They freeze an image so we can examine it in closer detail, using cutaway views, step-by-step analysis, or itemized description of key components.

With the right topic, a diagram can become more than just a supplementary graphic: it can become the lead art that's informational.

Source: About UGA | Catch a rising star
Infographics: Diagrams

Whenever your topic, diagrams work best if you ...

Focus tightly. Pinpoint precisely what you need to explain before you begin.

Design logically. Let your central image determine the diagram shape.

Labeled clearly. Avoid the clutter by using consistent treatment for all call outs sometimes called factoids.

Research carefully. You are becoming an instant experts readers will rely on your accuracy. Crosscheck crosscheck crosscheck.

Source: About UGA | Catch a rising star
Infographics: Maps

Maps can enhance almost any story and are especially important for any story where a knowledge of geography is essential to the story or any story where readers may participate like an event.

There are three types of maps:
- **Locator maps** show the location of the key place or tell the reader where something occurred
- **Explanatory maps** are used for story telling to show how event progressed
- **Data maps** are used to convey statistical information.
Infographics: Maps

How are maps created? They’re copied! If you know how to trace, you can create a map.

We’ll use Photoshop’s frame animation to demonstrate how to make a map in ten steps.
The take away

1. You don’t have to be a designer in order to create great infographics.
2. Inside every great story, there are more great stories to tell.
Resources

Online drag-drop infographic creators:
Most offer a free version but otherwise a monthly subscription

- Venngage
- Piktochart
- Canva
- Easel.ly
- Visme

Stock art:
There are online services that offer infographic bundles ($6+) and/or stock art for infographics

- Graphic River
- Thinkstock *see me

ReRead on:
A List of Reasons Why Our Brains Love Lists
Learn more ...

If you have some time:

- A List of Reasons Why Our Brains Love Lists
- Why your Brain Craves Infographics
- People are tired of bad infographics, so make good ones

If you love digital storytelling:

- Research / Boston University
- Boston University Annual Reports
- University of Washington: Boundless
- Square UP

If you love books: