UNIVERSITY OF
GEORGIA

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

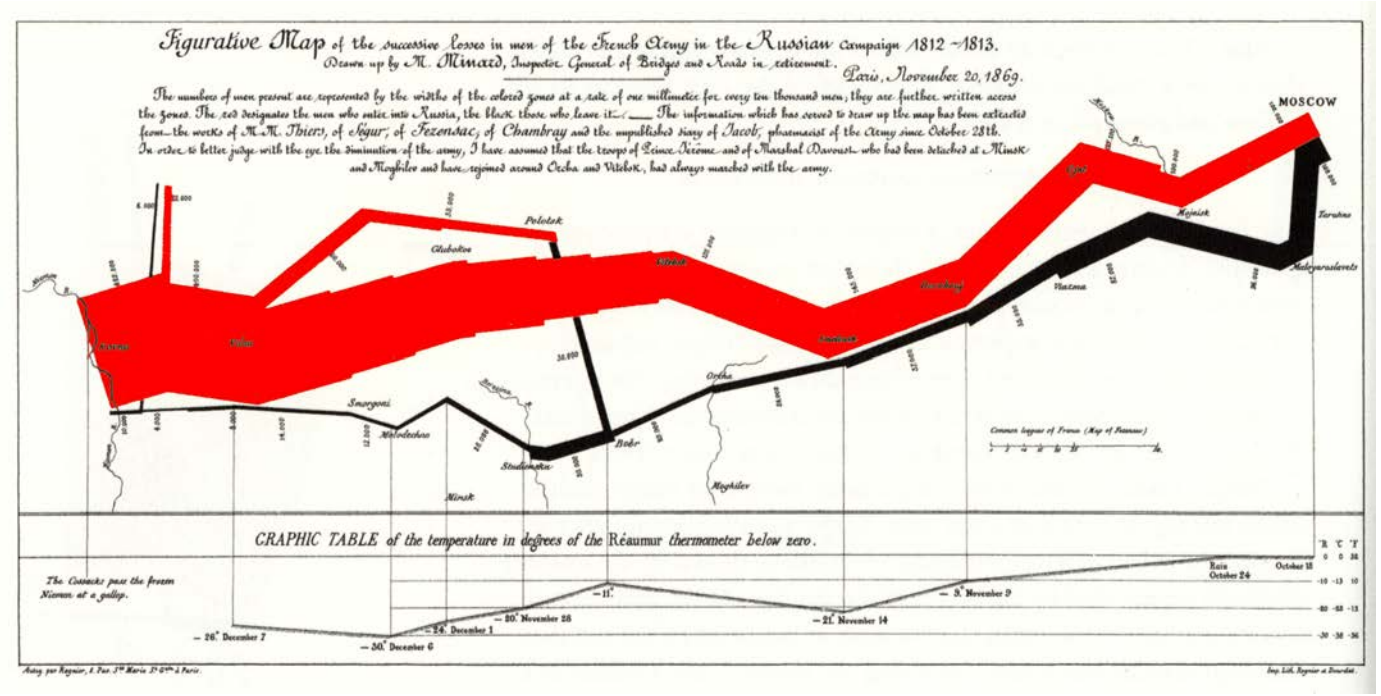
Communication should impart memorable knowledge.

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.

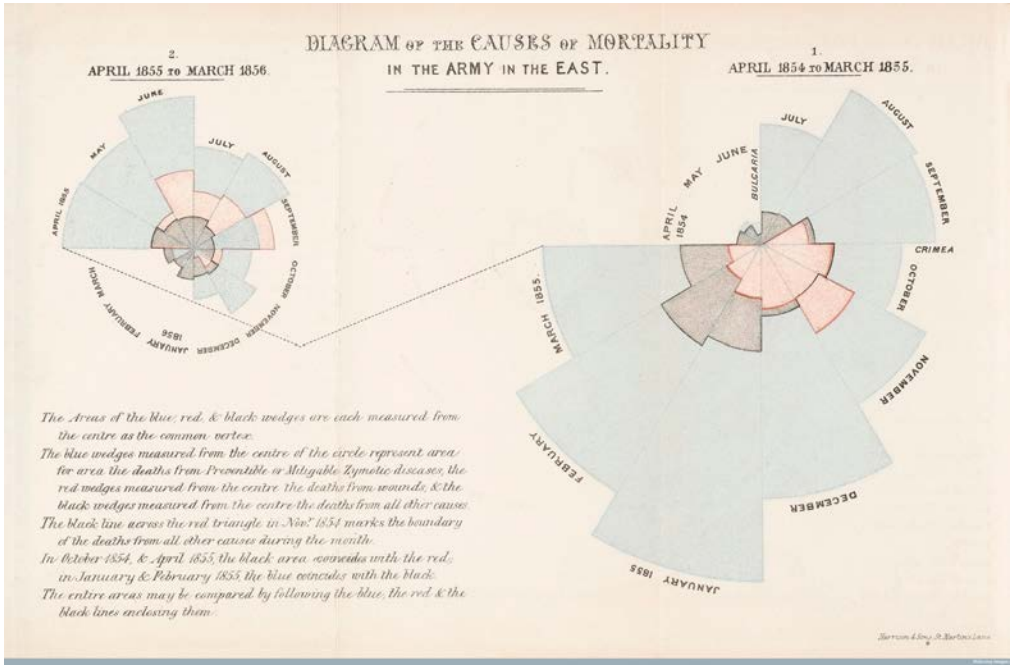


A brief look back

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.



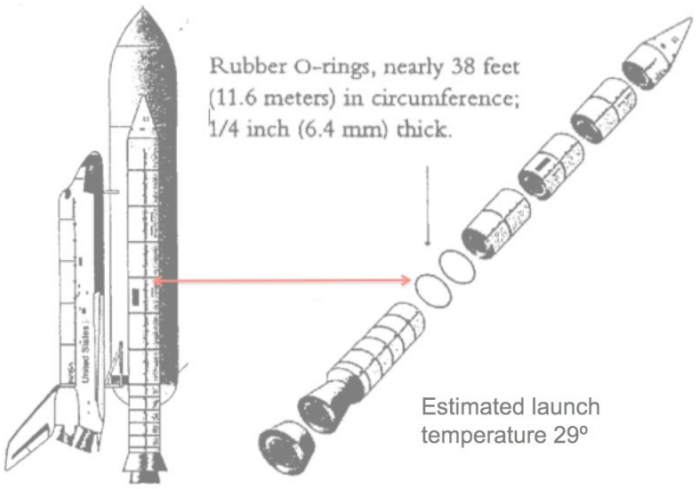
A brief look back

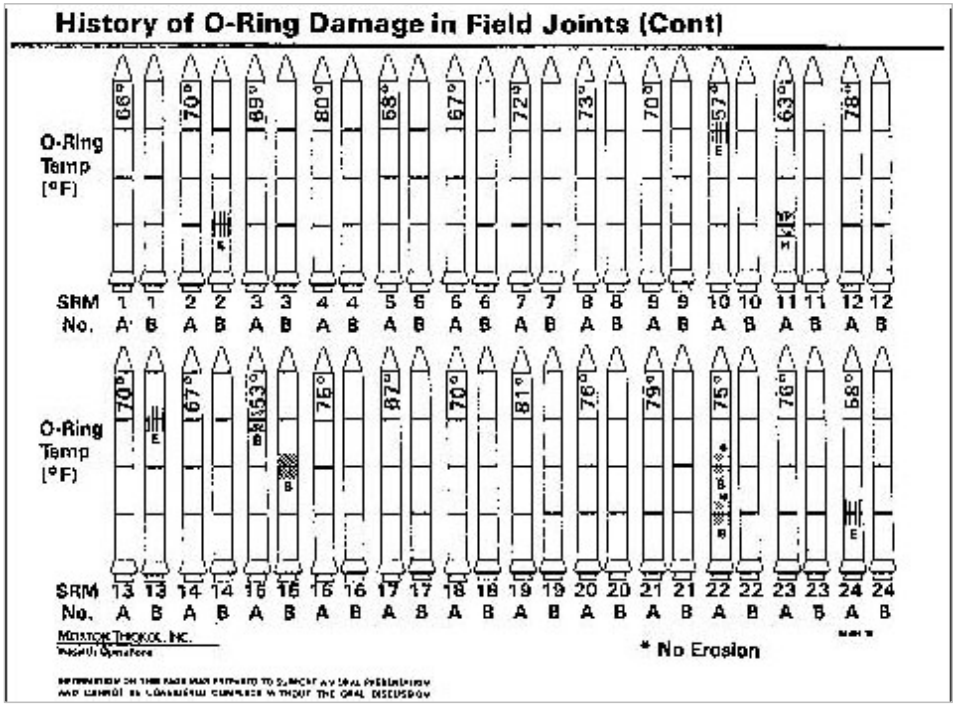
On January 28, 1986, space shuttle Challenger exploded as thousands watched the launch in person and on television. All seven astronauts on board were killed.

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.

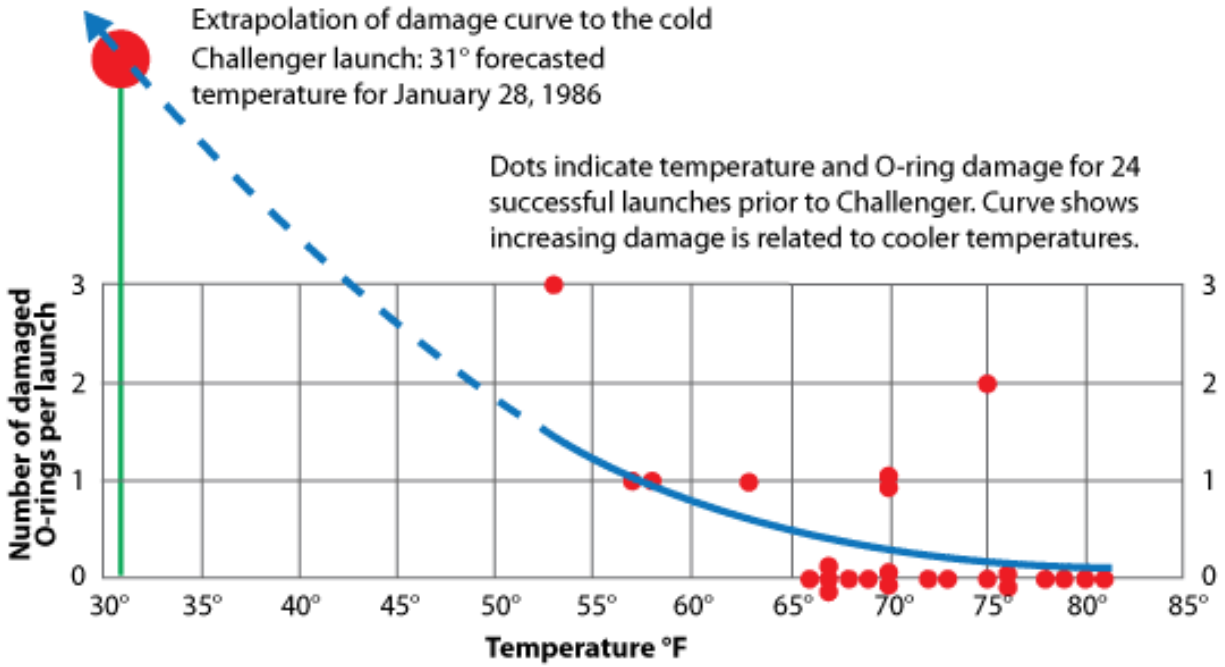




A brief look back

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

Conveying information visually

Designer: Lindsay Robinson

Jenna 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.

Source: Ocean Conservancy

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), Maicel Uibo (Estonia), Jenny Dahlgren (Argentina), Shaunae Miller (Bahamas), Leontia Kallenou (Cyprus), Charles Grethen (Luxembourg)

Conveying information visually

CLOSEUP

GOING FOR THE GOLD

Bulldogs replaced red and black with red, white and blue while garnering Olympic glory

It was one of the most electrifying moments of the Summer Olympics—former Bulldog Shaunae Miller (M '13) dived across the finish line to defeat Allyson Felix and win gold in the 400-meter dash. Competing for her native Bahamas, Miller was one of 34 athletes and coaches from the Bulldog Nation who made an impact at the 31st Olympic Games held in Rio de Janeiro, Brazil, in August.

Bulldogs representing the U.S. and 13 other countries brought home 10 medals, ranking UGA sixth among colleges for the most medals won, according to *USA Today*. If the university had competed as a sovereign nation, UGA would have ranked 27th—tied with Croatia—out of 206 countries that competed.

UGA's five gold, three silver and two bronze medals were earned in swimming, with the lone exception of Miller's win in track and field. Bulldogs also competed in golf, table tennis, gymnastics and volleyball, continuing an 80-year Olympic tradition. The first Bulldogs competed at the 1936 Olympic Games in Berlin, Germany, where Forrest "Spec" Towns (BSEd '37) won gold in the 110-meter hurdles; Bobby Packard (M '40) ran the 200-meter dash; and Henry Wagnon (BSEd '36) participated in a demonstration of baseball, then a relatively unknown sport internationally.

GOLD MEDAL WINNERS

GUNNAR BENTZ (student) | 4x200 freestyle relay
Bentz swam in the preliminaries, helping the U.S. qualify for the finals and making UGA history by becoming the first Georgia male swimmer to win an Olympic gold medal.

MELANIE MARGALIS (BSFCS '14) | 4x200 freestyle relay
Margalis earned gold by swimming the third leg of the prelims, helping the relay team post a time of 7:43.07 to make it to the final.

SHAUNAE MILLER (M '13) | 400-meter dash
Representing her native Bahamas, Miller ran a personal best of 49.44 seconds, beating defending world champion Allyson Felix by .07 seconds.

Shaunae Miller (M '13) dived across the finish line to win gold in the 400-meter dash at the Olympic Games held in Rio de Janeiro, Brazil, in August. Miller was one of 34 athletes and coaches who represented the Bulldog Nation.

ALLISON SCHMITT (BS '14) | 4x200 freestyle relay
"Schmitty," who served as one of the team's captains, swam the lead leg in the prelims and the finals. She also won gold in this event at the 2012 Games in London.

OLIVIA SMOLIGA (student) | 4x100 medley relay
In her first Olympics, Smoliga helped the team secure a spot in the finals—and win gold—by leading off the prelims with a 100-meter backstroke time of 59.57.

BULLDOG ATHLETES AT PARALYMPICS

Bulldogs also had a strong presence at the Rio Paralympics, held in September. Michelle Gerlosky Schiffler (HSA '08) won gold with the U.S. sitting volleyball team, and Amanda Dennis (M '15) won bronze with the U.S. goalball team.

Goalball, developed to help with the rehabilitation of visually impaired veterans, is played in teams of three. Players try to throw a ball—that has bells embedded into it—in the opposing team's goal. Partially sighted players wear eyeshades to equalize conditions with blind players.

Lindsay Grogan (ABJ '10, MS '12) and Jarryd Wallace (M '13) also represented the Bulldog Nation and the U.S. at the Paralympics. Grogan swam the 400-meter freestyle and 200-meter individual medley, and Wallace ran the 4x100-meter relay and the 100-meter dash, placing fifth in the latter.

AMANDA DENNIS (M '15)
goalball

LINDSAY GROGAN (ABJ '10, MS '12) *(left above)*
swimming

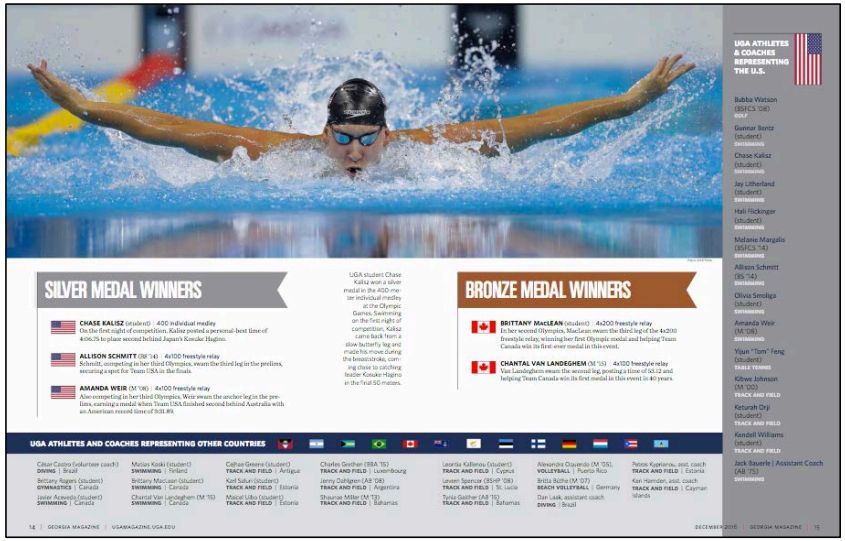
MICHELLE GERLOSKY SCHIFFLER (HSA '08)
sitting volleyball

JARRYD WALLACE (M '13) *(right above)*
track and field

12 | GEORGIA MAGAZINE | UGAMAGAZINE.UGA.EDU

DECEMBER 2016 | GEORGIA MAGAZINE | 13

Source: Georgia Magazine December 2017



SILVER MEDAL WINNERS

CHASE KALISZ (student) | 400 individual medley
On the first night of competition, Kalisz posted a personal-best time of 4:06.75 to place second behind Japan's Kosuke Hagino.

ALLISON SCHMITT (BS '14) | 4x100 freestyle relay
Schmitt, competing in her third Olympics, swam the third leg in the prelims, securing a spot for Team USA in the finals.

AMANDA WEIR (M '08) | 4x100 freestyle relay
Also competing in her third Olympics, Weir swam the anchor leg in the prelims, earning a medal when Team USA finished second behind Australia with an American record time of 3:31.89.

UGA student Chase Kalisz won a silver medal in the 400-meter individual medley at the Olympic Games. Swimming on the first night of competition, Kalisz came back from a slow butterfly leg and made his move during the breaststroke, coming close to catching leader Kosuke Hagino in the final 50 meters.

BRONZE MEDAL WINNERS

BRITTANY MACLEAN (student) | 4x200 freestyle relay
In her second Olympics, MacLean swam the third leg of the 4x200 freestyle relay, winning her first Olympic medal and helping Team Canada win its first-ever medal in this event.

CHANTAL VAN LANDEGHEM (M '15) | 4x100 freestyle relay
Van Landeghem swam the second leg, posting a time of 53.12 and helping Team Canada win its first medal in this event in 40 years.

UGA ATHLETES AND COACHES REPRESENTING OTHER COUNTRIES

UGA ATHLETES & COACHES REPRESENTING THE U.S.

Bubba Watson (BSFCS '08)
golf

Gunnar Bentz (student)
swimming

Chase Kalisz (student)
swimming

Jay Litherland (student)
swimming

Hali Flickinger (student)
swimming

Melanie Margalis (BSFCS '14)
swimming

Allison Schmitt (BS '14)
swimming

Olivia Smoliga (student)
swimming

Amanda Weir (M '08)
swimming

Yiyun "Tom" Feng (student)
track and field

Kibwe Johnson (M '00)
track and field

Keturah Orji (student)
track and field

Kendell Williams (student)
track and field

Jack Bauerle | Assistant Coach (AB '75)
swimming

14 | GEORGIA MAGAZINE | UGAMAGAZINE.UGA.EDU

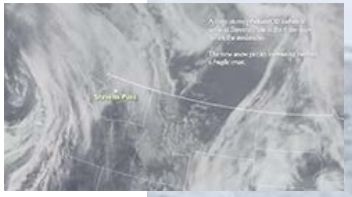
DECEMBER 2016 | GEORGIA MAGAZINE | 15

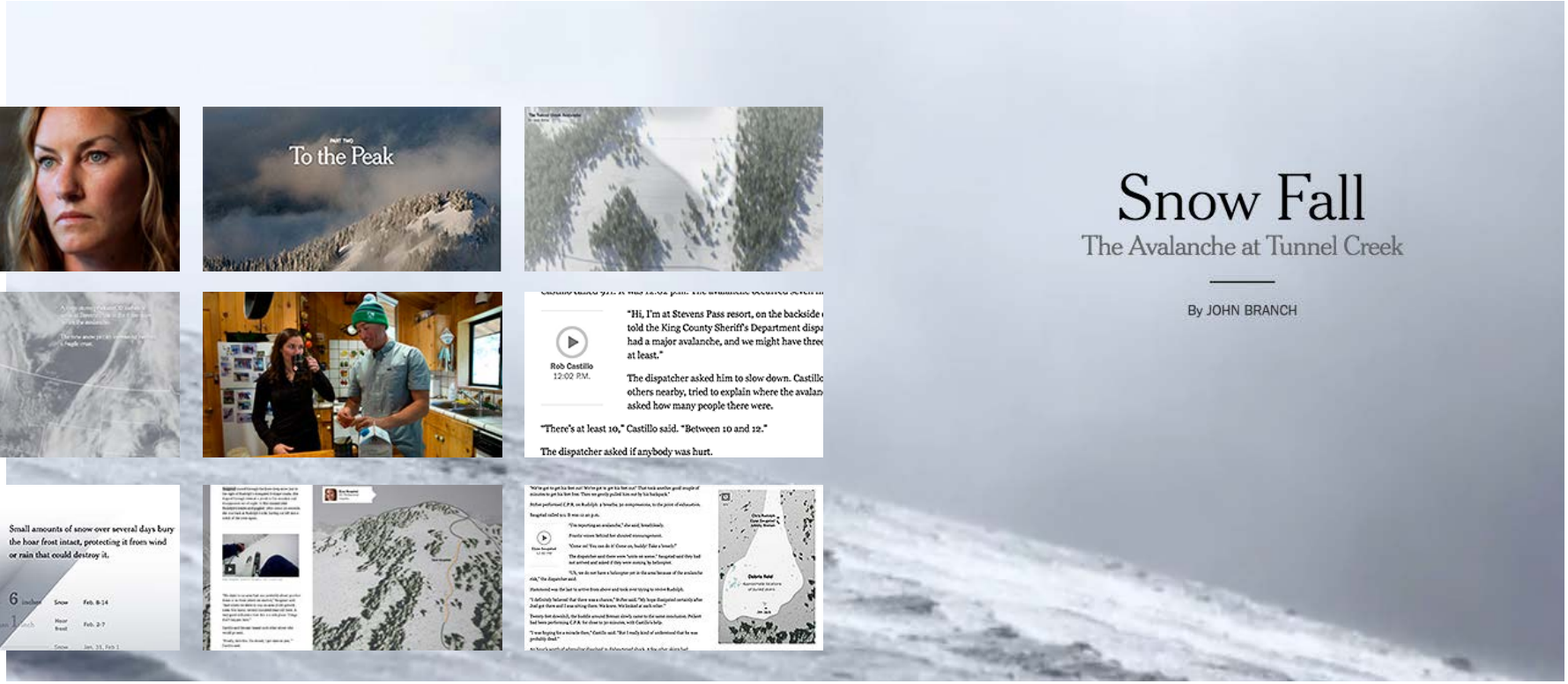
Designer: Jackie Baxter Roberts

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

Fast facts

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

Glossary

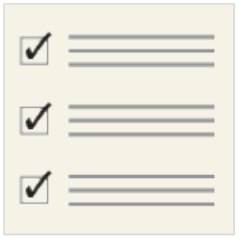
A list of specialized words with definitions (and/or pronunciations) to help clarify complex topics.

Q&A

A format that captures the verbatim dialogue between the writer and the subject of the interview.

Bio Box

Brief profiles of people, places, products or organizations, itemized by key characteristics.



Checklist

A list of questions or guidelines that itemizes key points or help readers assess their own needs.

Poll

A survey that samples opinion on a current topic, collating responses into key categories and statistics.

List

A series of names, tips, components, previous events—any categories that add context to a story.

Quiz

A short list of questions that let readers interact with a story by testing their understanding of the topic.

Quote

A series of relevant comments on a topic by newsmakers, readers or random passers-by.

Types of infographics

Line Chart

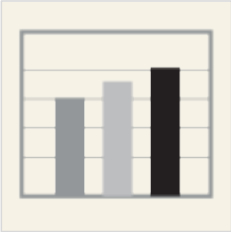
A way to measure changing quantities overtime by plotting key statistics as points on a graph.

Table

A way to arrange data into columns or rows so readers can make side-by-side comparisons.

Step-by-step

A brief how to that explains a complex process by walking readers through it one step at a time.



Bar chart

A way to compare two or more items visually representing them as columns parked side-by-side.

Ratings

A list of people or products such as sports teams, movies, etc. That lets critics make predictions or evaluations.

Diagram

A plan or drawing designed to show how something works or to explain key parts of an object or process.

Pie Chart

A way to compare the parts that make up a whole-usually measuring money or population percentages.

Timeline

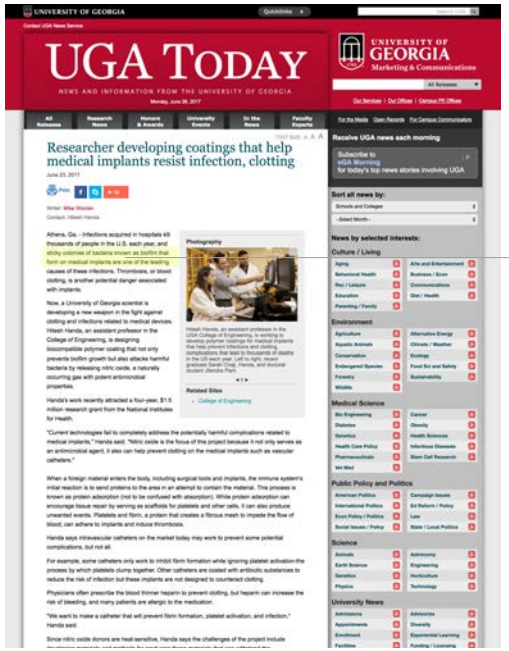
A chronological table or listed events highlighting key moments in the history of a person, place or issue.

Map

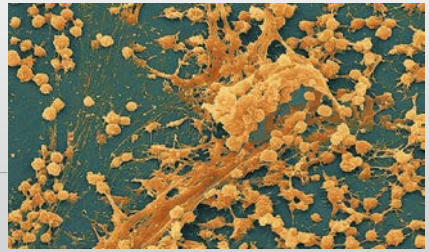
A quick way to give readers geographical information by showing the location of events relevant to a story.

Infographics: Fast facts

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



WHAT IS BIOFILM



Staphylococcus biofilm on the inner surface of a needle.

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).

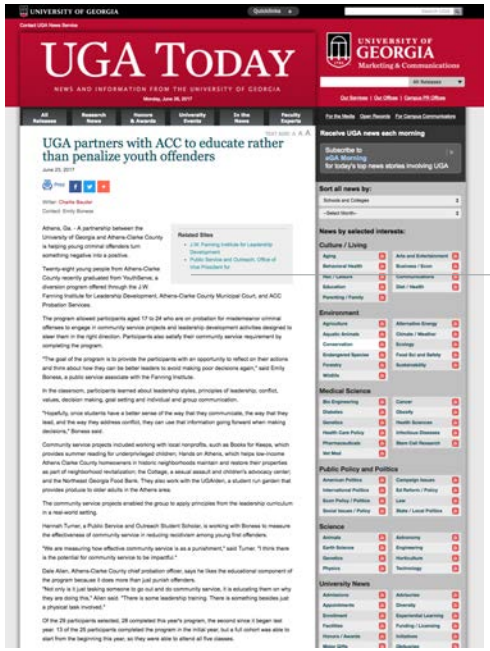
(Photo: © *Science Source / Photo Researchers, Inc.*)

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.



FOR MORE INFO

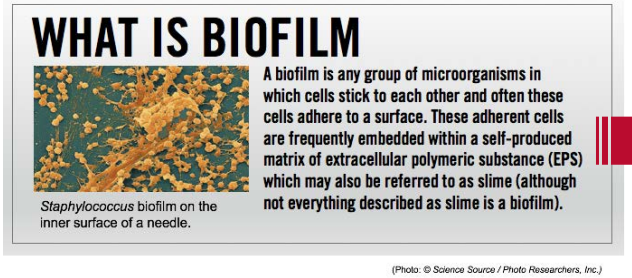
YouthServe is a collaboration between the Athens-Clarke County Municipal Court and the Fanning Institute that includes community service projects and classroom instruction.

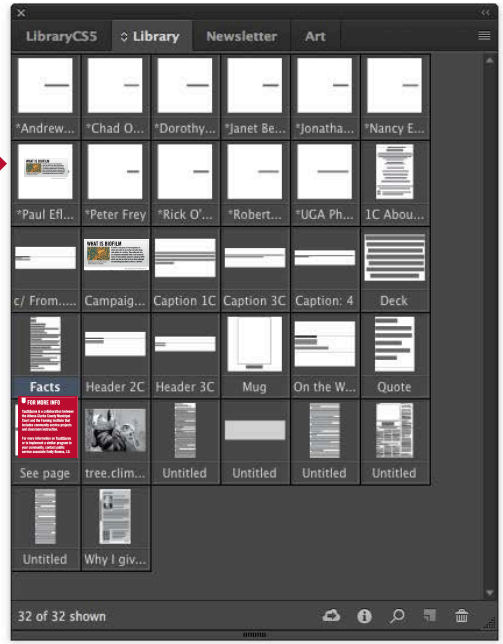
For more information on YouthServe or to implement a similar program in your community, contact public service associate Emily Boness, J.D.

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

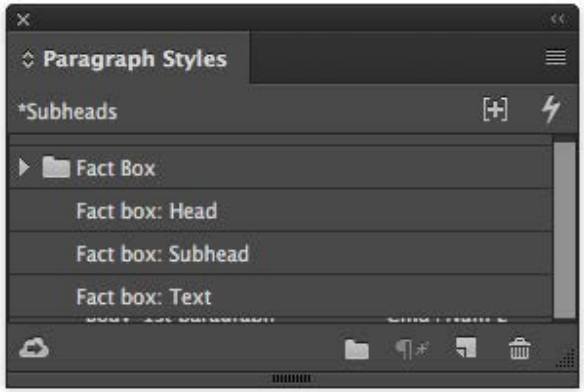
Infographics: Tips

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



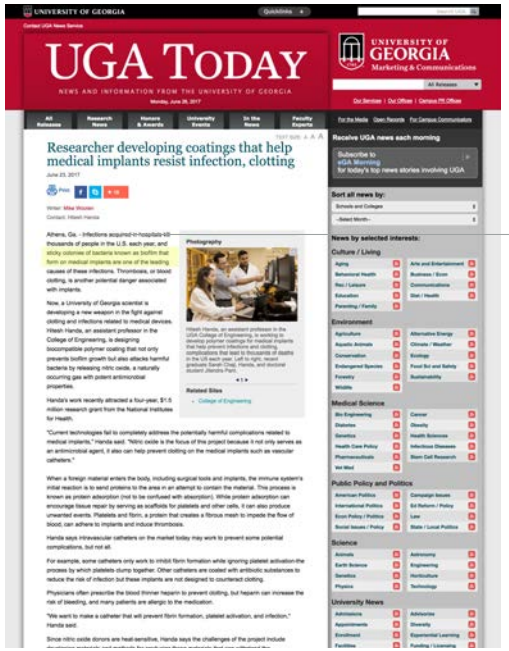


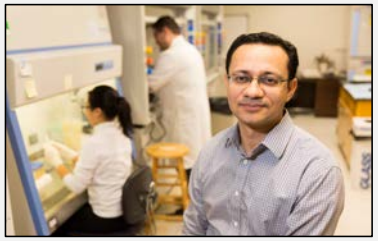
For style consistency, apply paragraph and character styles for each type of infographic.



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

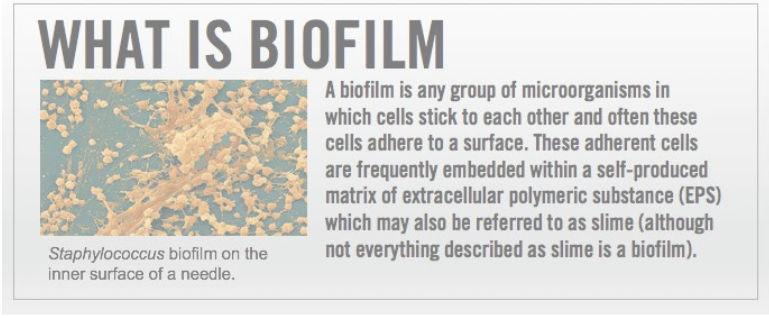
Assistant Professor

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



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

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

Infographics: Bio boxes

Bio boxes contain tightly written and meaningful information. Fast summary of who-what-when-where. Readers can gain surprising insights & background data.

Source: UGA Today / Researchers return to Gulf of Mexico to study impacts of oil spill June 1, 2017

Encyclopædia Britannica, Inc.

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

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, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Infographics: Elements

Header

Trade Gothic: Bold Condensed / 16-18pt

Explanation

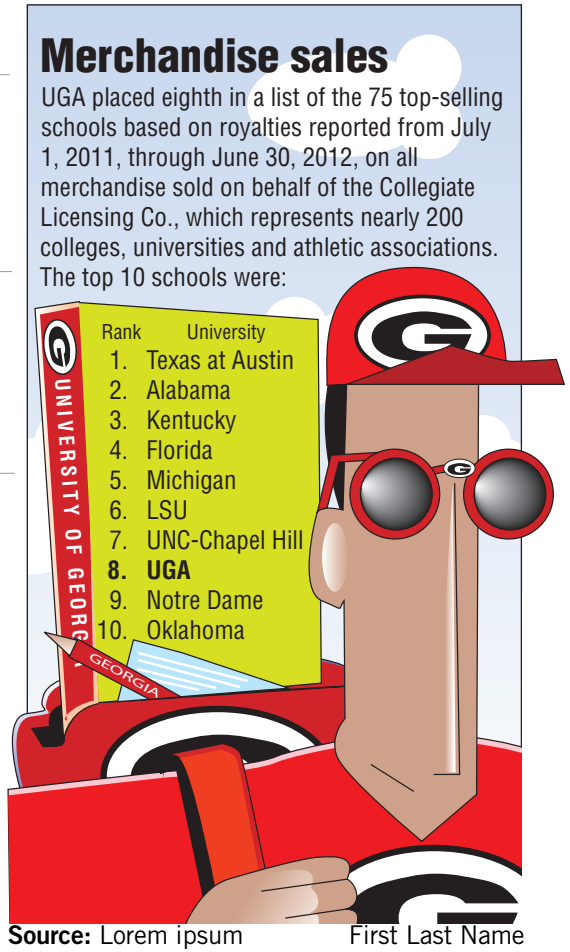
Trade Gothic: Regular Condensed / 9-11pt
Flush left

List / Factoids

Trade Gothic: Regular Condensed / 9-11pt
Table : Order (decimal), Text (flush left), Numbers (flush right)

Source & attributes

Trade Gothic: Regular Condensed / 9-11pt



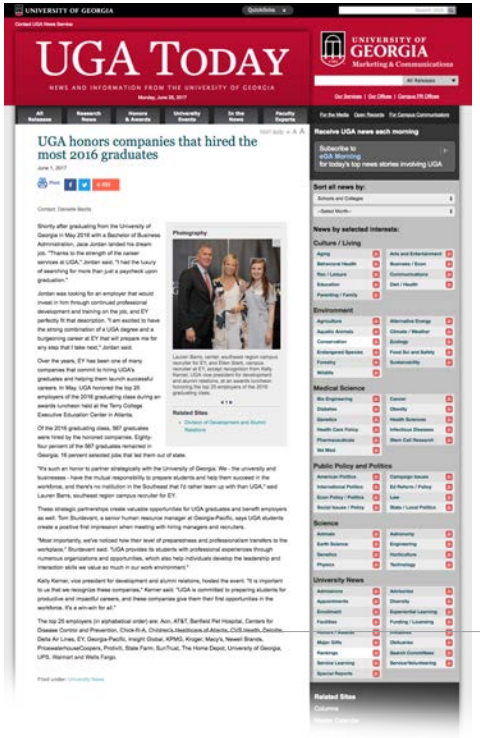
Infographics: Lists

Lists 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.



UGA HONORS TOP 25

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

Stock art is OK as long as it is used carefully and tastefully. We use Thinkstock by Getty Images.

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.

OIL SPILL SCIENCE
SEA GRANT PROGRAMS OF THE GULF OF MEXICO

THE SEA GRANT and GOMRI PARTNERSHIP

The mission of Sea Grant is to enhance the practical use and conservation of coastal, marine and Great Lakes resources in order to create a sustainable economy and environment. There are 33 university-based Sea Grant programs throughout the coastal U.S. These programs are primarily supported by the National Oceanic and Atmospheric Administration and the states in which the programs are located.

In the immediate aftermath of the Deepwater Horizon spill, BP committed $500 million over a 10-year period to create the Gulf of Mexico Research Initiative, or GoMRI. It is an independent research program that studies the effect of hydrocarbon releases on the environment and public health, as well as develops improved spill mitigation, oil detection, characterization, and remediation technologies. GoMRI is led by an independent and academic 20-member research board.

The Sea Grant oil spill science outreach team identifies the best available science from projects funded by GoMRI and others, and only shares peer-reviewed research results.

Sea Grant
gulfseagrant.org

GULF of MEXICO RESEARCH INITIATIVE
gulfresearchinitiative.org

EMERGING SURFACTANTS, SORBENTS, AND ADDITIVES FOR USE IN OIL SPILL CLEAN-UP

Emily Maung-Douglass, Larissa Graham, Christine Hale, Stephen Sempier, Tara Skelton, LaDon Swann, and Monica Wilson

Responders used the oil dispersants Corexit 9527A and 9500A to combat the 2010 Deepwater Horizon oil spill. What other products are currently available or in development to remove oil from water in future spills?

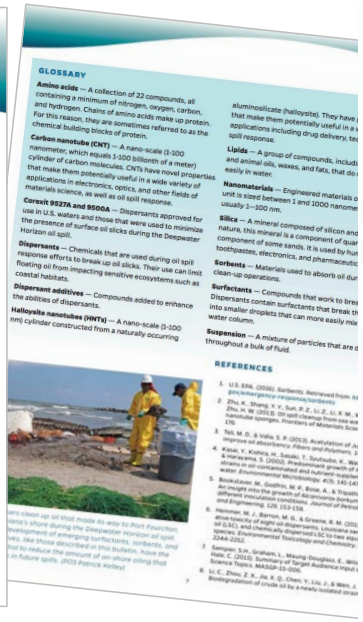
Scientists are continually developing new technologies for use in cleaning up oil spills in coastal and marine environments. Pictured above is an oil sheen from a spill in New Bedford, Massachusetts. (Massachusetts Department of Environmental Protection)

CURRENT APPROACHES

Deepwater Horizon (DWH) oil spill responders used **sorbents** and chemical **dispersants** to lessen the 172 million gallon spill's impact on ecologically sensitive and valuable marine habitats in the Gulf of Mexico.

Because oil and water do not mix, oil slicks occur on the water's surface. Booms, which often include sorbent materials to absorb oil, help keep slicks from spreading. Man-made materials like plastic, and natural materials like peat moss, straw, clay, and felted wool all work as sorbents.[1,2] When responders retrieve sorbent booms, they also remove any absorbed oil.[3]

Dispersants do not remove oil from the water. Instead, **surfactants** in dispersants like **Corexit 9527A and 9500A** help break the oil into small droplets. Microscopic sea life called microbes live throughout the marine environment. Some types of microbes ingest the easy-to-break-down portions of oil as part of their natural diet. Certain types of oil and small oil droplets are more readily consumed by microbes



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 abilities 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.

Suspension — A mixture of particles that are dispersed throughout a bulk of fluid.

REFERENCES

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 abilities 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.

Suspension — A mixture of particles that are dispersed throughout a bulk of fluid.

Source: UGA Today / Researchers return to Gulf of Mexico to study impacts of oil spill June 1, 2017

Infographics: Checklists

Checklists are instantly interactive. They get the reader involved.

Source: UGA Today / New Lyme disease forecast map targets rising tide of ticks

Sick as a dog

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°)
- ❑ 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.

Infographics: Checklists

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.

OnlineAthens
Athens Banner-Herald

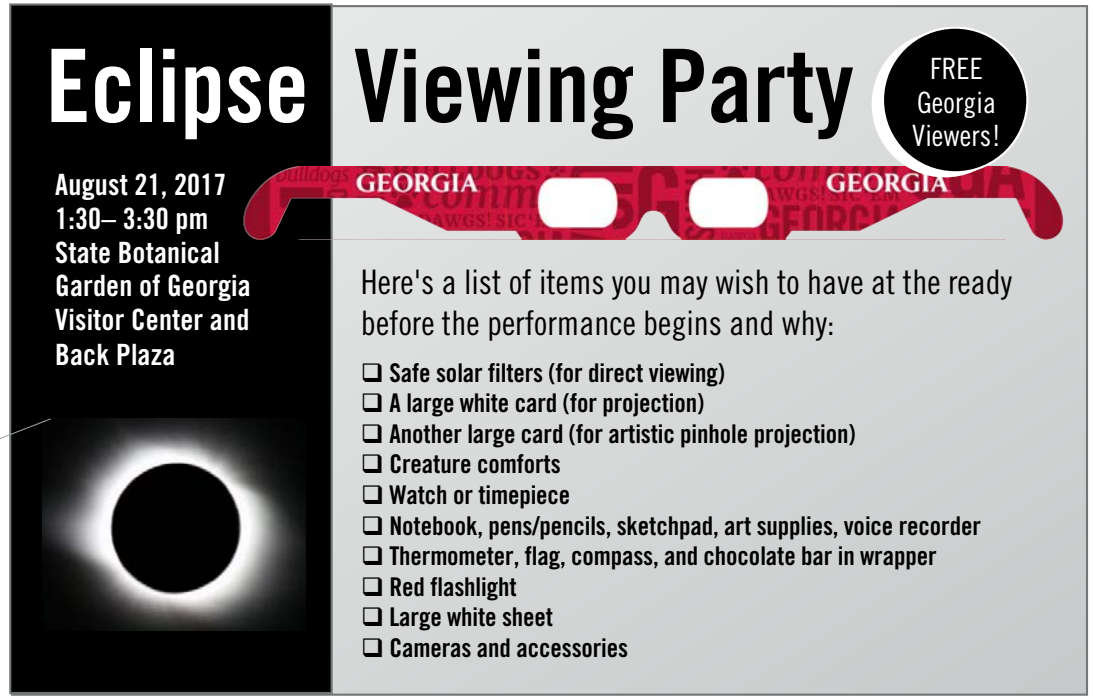
Posted March 28, 2017 05:22 pm - Updated March 28, 2017 05:23 pm
By Lee Shearer
lee.shearer@onlineathens.com

Local scientists, teachers gear up for total eclipse coming Aug. 21

Comments 68 Share

way on Aug. 21.

Planning is still early, but University of Georgia professors Julie Luft and atmospheric sciences professor John Knox have already launched a drive to provide special dark glasses to every single student in the Clarke County School District



Eclipse Viewing Party

FREE Georgia Viewers!

August 21, 2017
1:30– 3:30 pm
State Botanical Garden of Georgia Visitor Center and Back Plaza

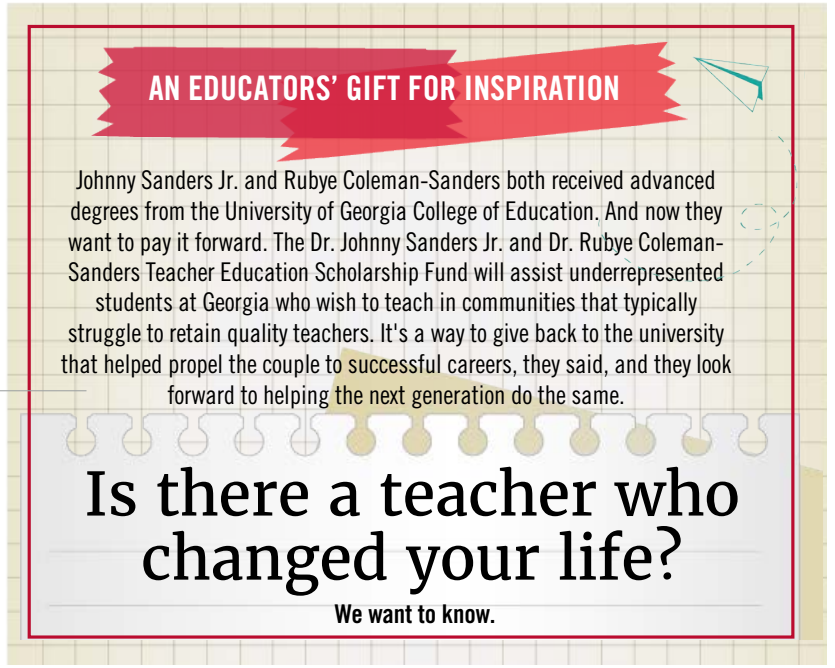
GEORGIA GEORGIA

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.

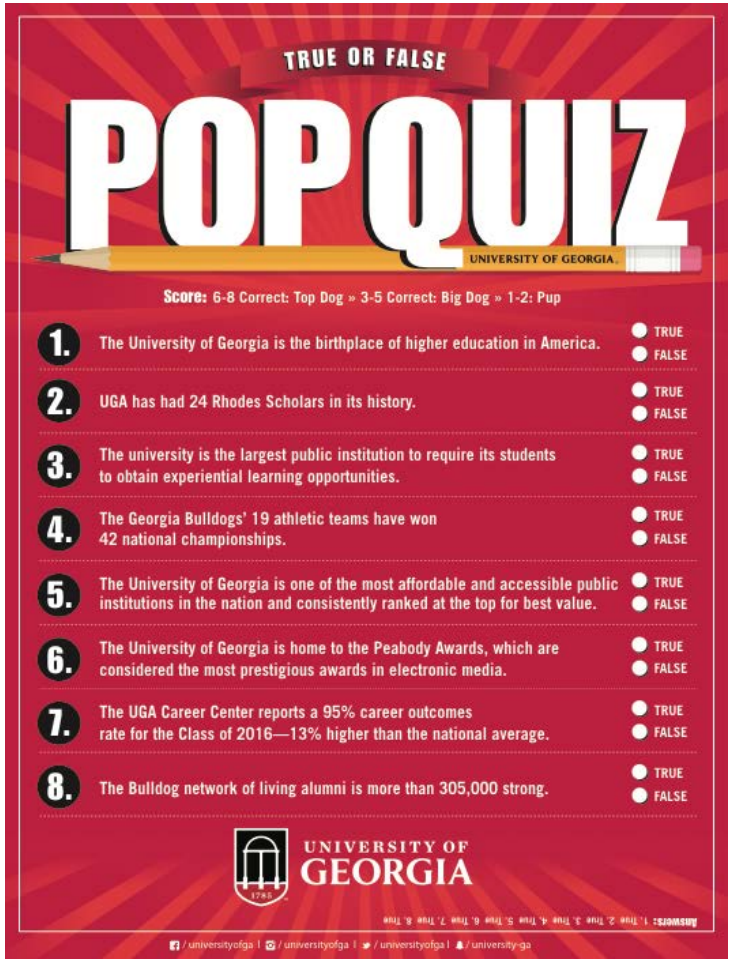


Source: UGA Today / Educators' gift inspires others to 'pay it forward'

Infographics: Quiz

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

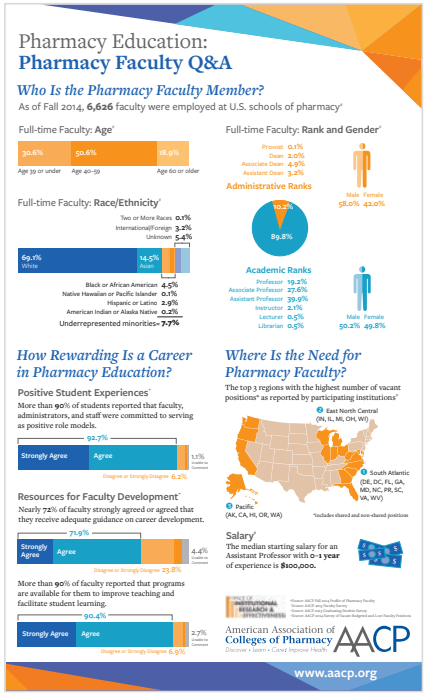
Most of the time, you'll need to provide quiz answers somewhere. Here we even include a score.

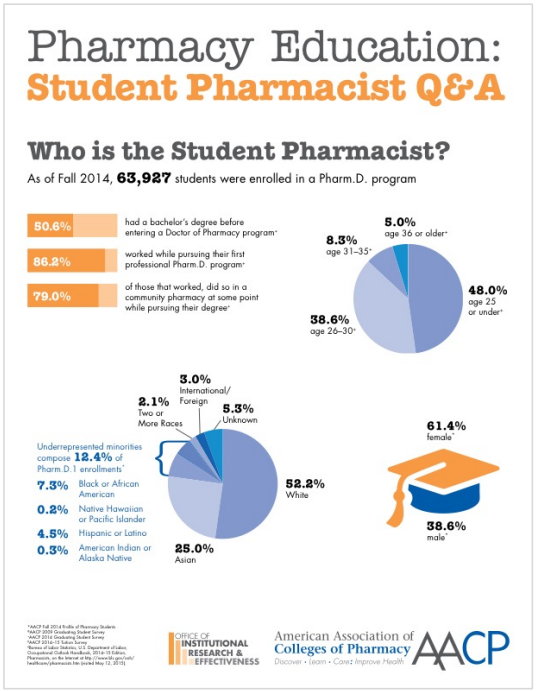


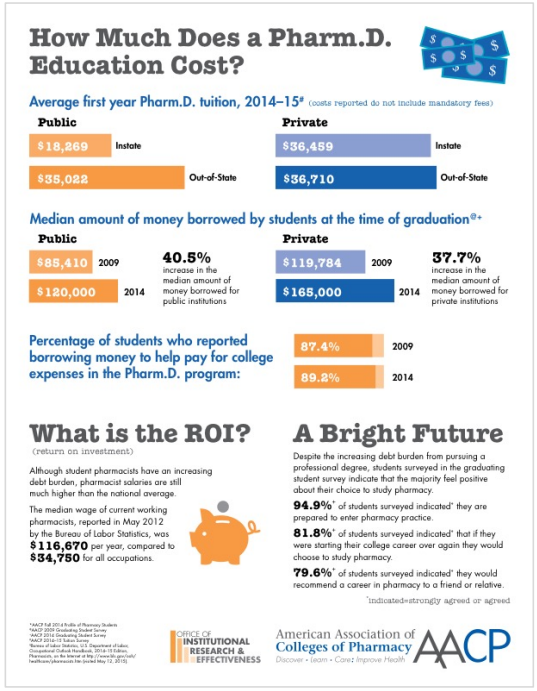
Source: Marketing & Communications

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.



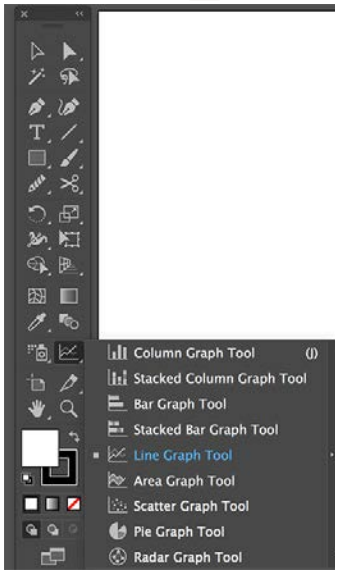




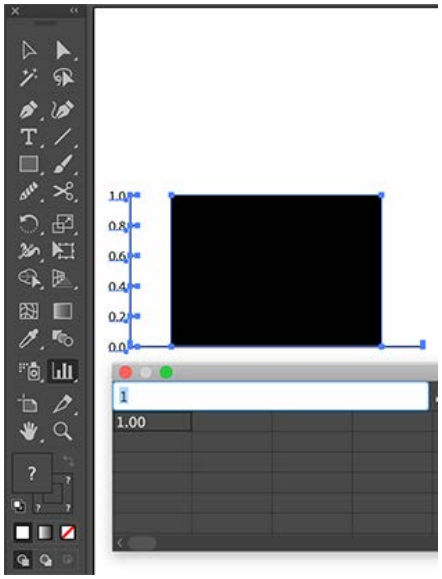
Use Illustrator's native graph tool to create simple charts.

Infographics: Tips

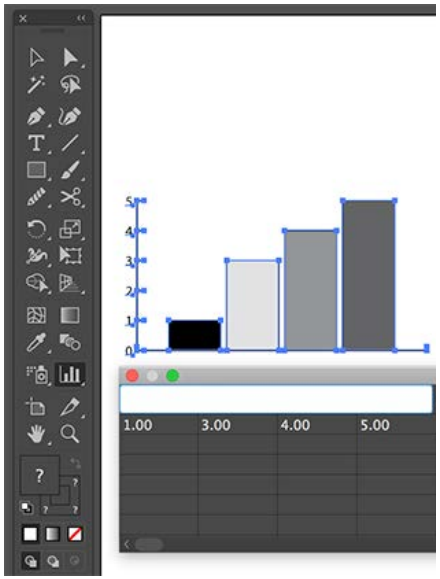
1. Open Illustrator. Select a graph tool.



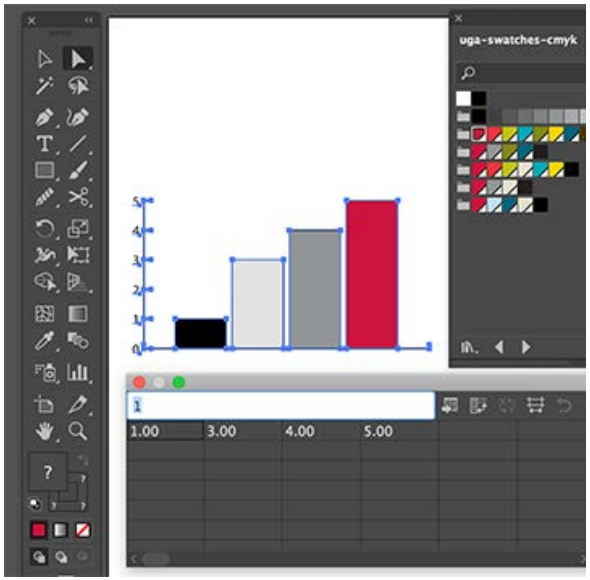
2. Define the dimensions of the graph.



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.



Infographics: Polls

Checklists, quizzes and Q&As ask readers questions. But when you want to know their answers, you conduct a poll.

UNIVERSITY OF GEORGIA

UGA TODAY

NEWS AND INFORMATION FROM THE UNIVERSITY OF GEORGIA

UNIVERSITY OF GEORGIA Marketing & Communications

Expert on Southern politics, voting behavior available to comment on the Georgia 6 election

Receive UGA news each morning

Subscribe to eGA Morning for today's top news stories involving UGA

Sort all news by:

News by selected interests:

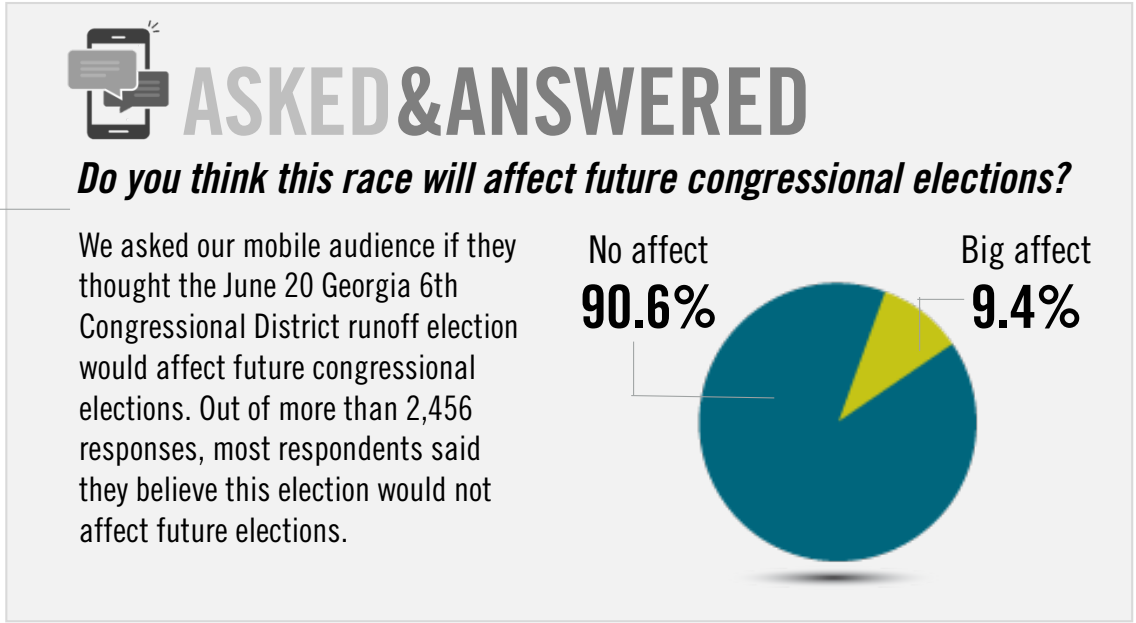
Culture / Living

Environment

Medical Science

Public Policy and Politics

Science



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:

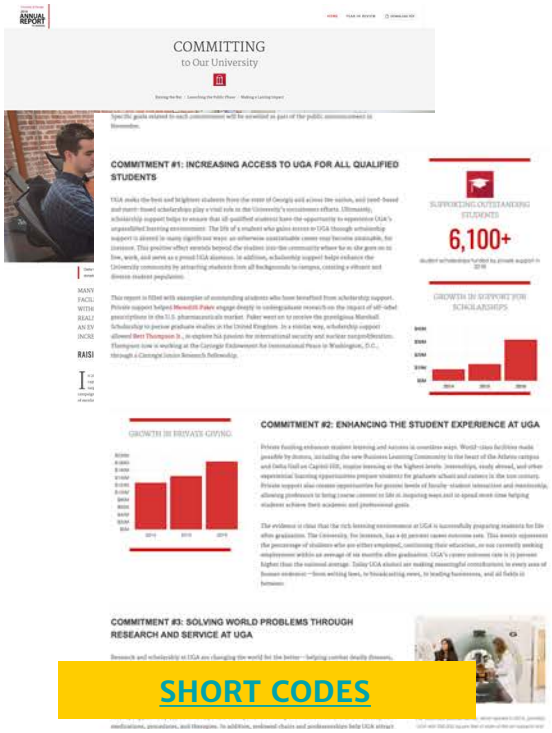
1. A scale running vertically along one edge to measure amounts;
2. A scale running horizontally to measure time;
3. A jagged line connecting a series of points, showing rising & falling trends

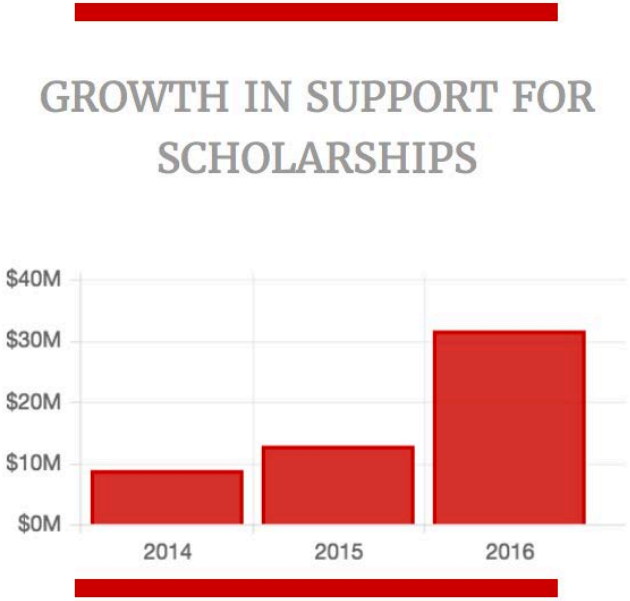
Source: UGA Today / Experiencing research: Undergraduates set to present findings at annual CURO Symposium

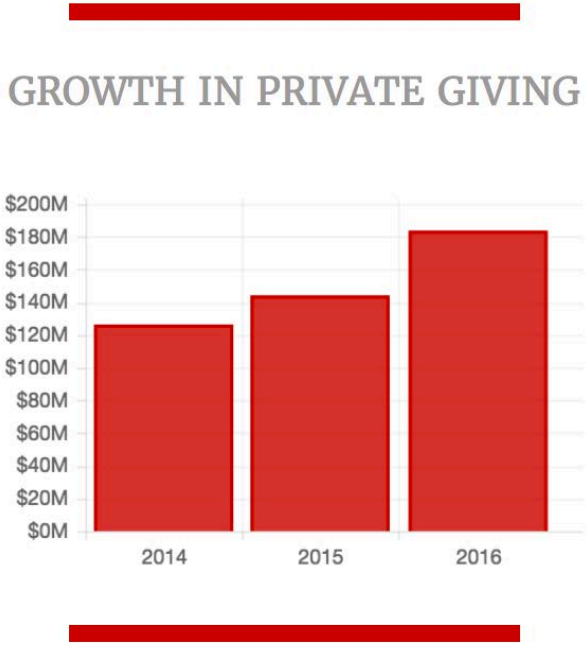
DOWNLOAD PDF GUIDE

Infographics: Bar chart

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







SHORT CODES

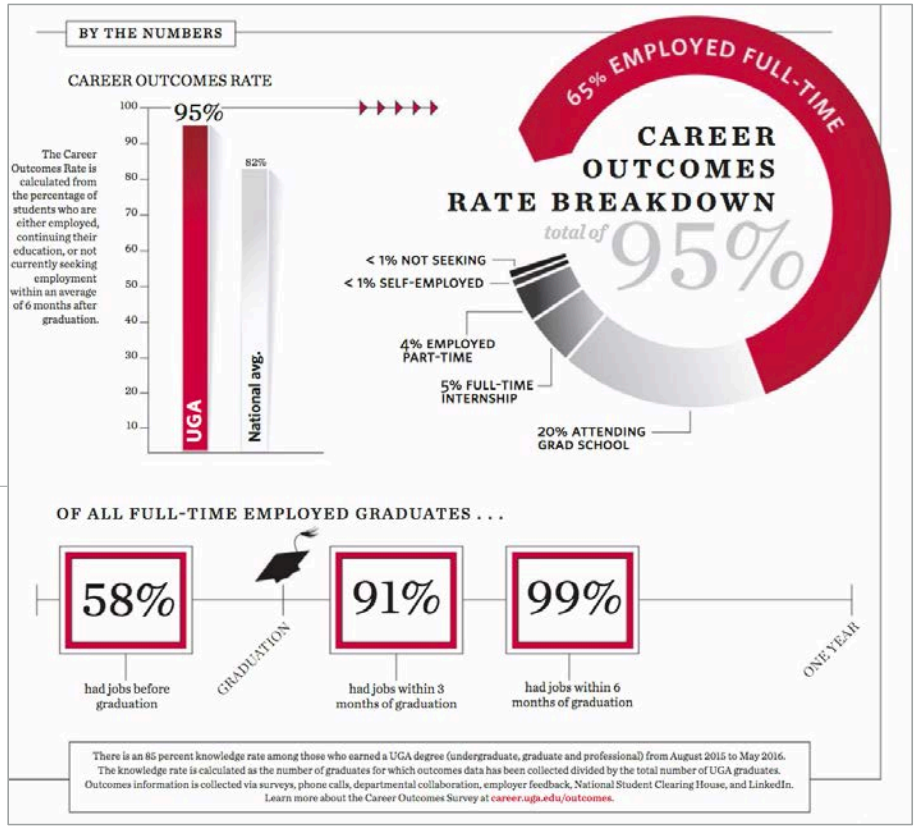
Source: 2016 President's Annual Report to Donors / Committing to our university

Infographics: Pie chart

The pie chart compares the parts that make up a whole. It usually consists of:

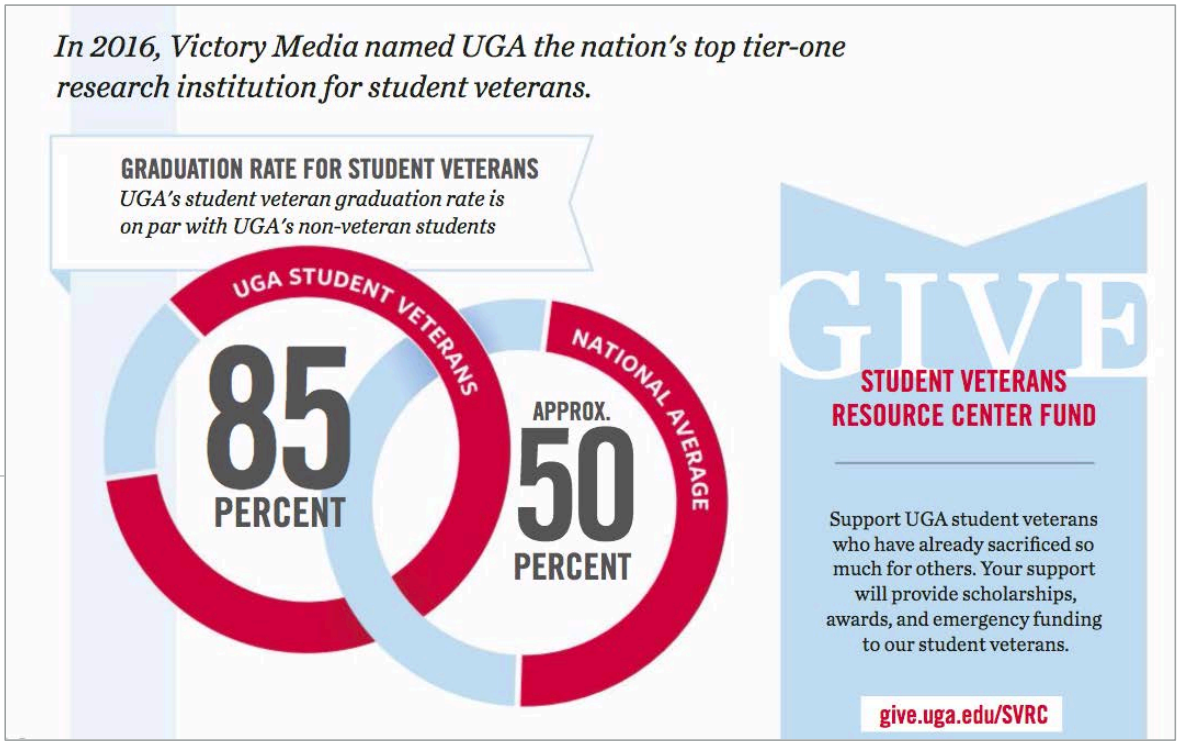
1. **A circle that represents 100% of something, and**
2. **Several wedges. Each "slice" of the pie is an accurate proportion.**

Source: Georgia Magazine Summer 2017 / Degrees of Success



Designer: Jackie Baxter Roberts

Infographics: Pie chart



Source: Georgia Magazine Summer 2017 / Degrees of Success

Designer: Jackie Baxter Roberts

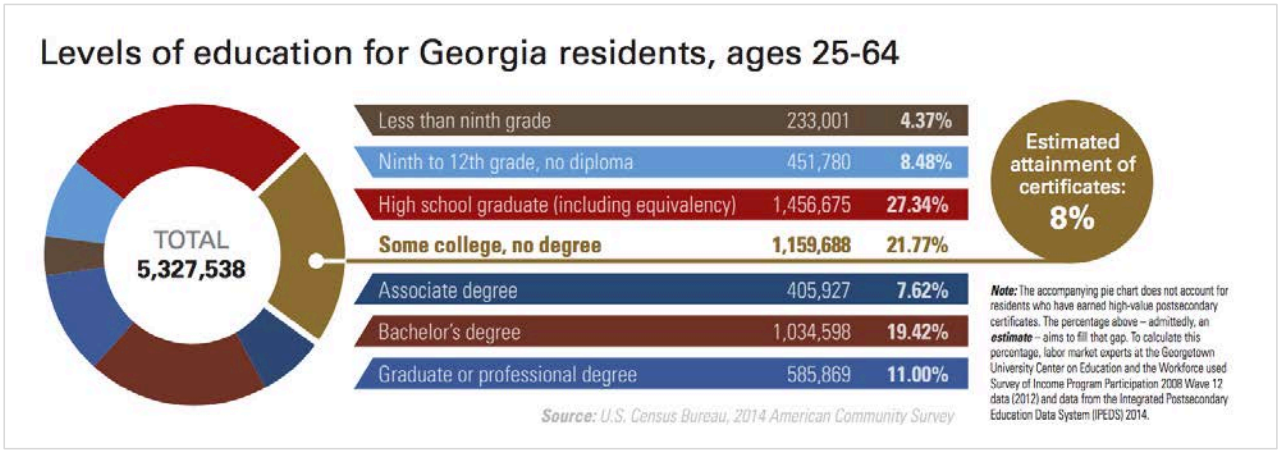
Infographics: Pie chart

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

Source: CAES NewsWire | Infographics

Infographics: Table

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



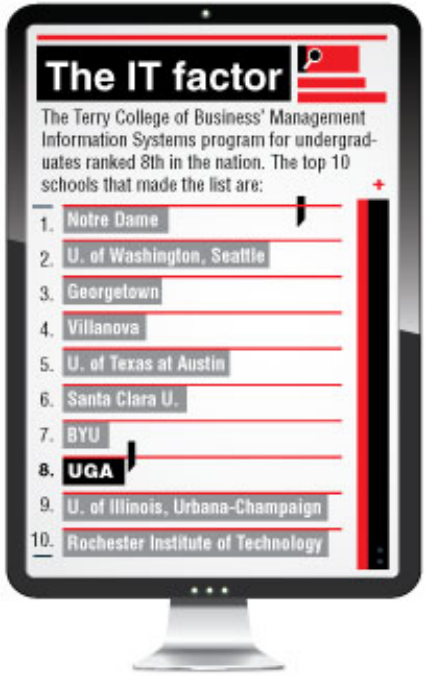
Source: Lumina Foundation

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.

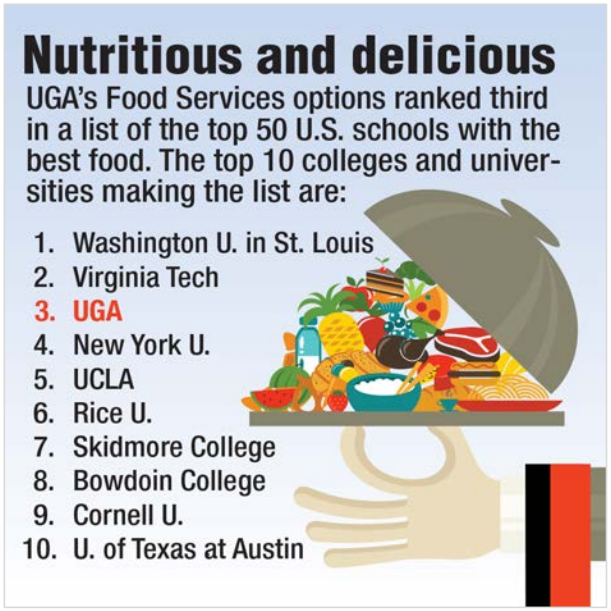
Infographics: Ratings

We love them ☺

Source: Columns **Designer:** Jackie Roberts Baxter



Source: Columns **Designer:** Jackie Roberts Baxter



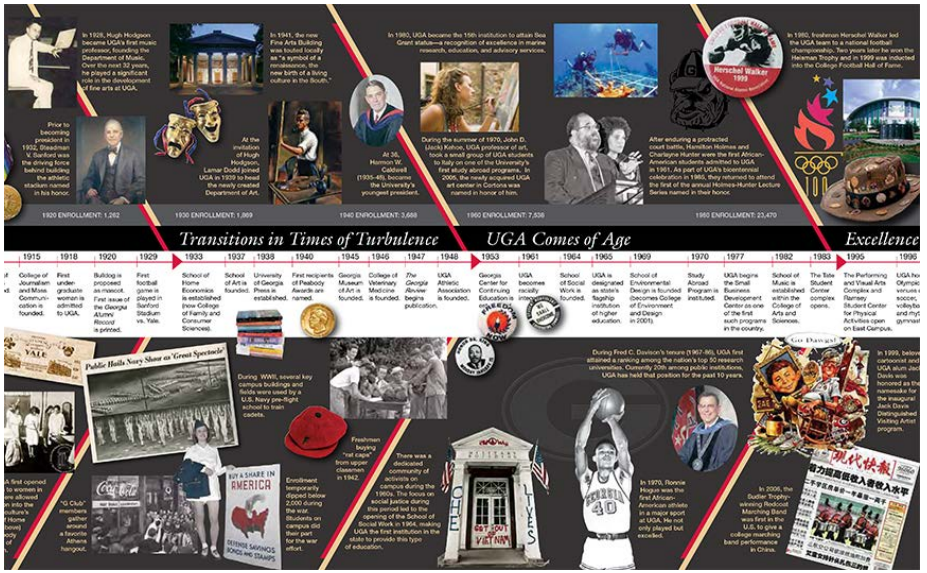
Source: Columns **Designer:** Janet Beckley

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.

Source: UGA Today | University of Georgia hosts symposium celebrating 225th anniversary of its founding

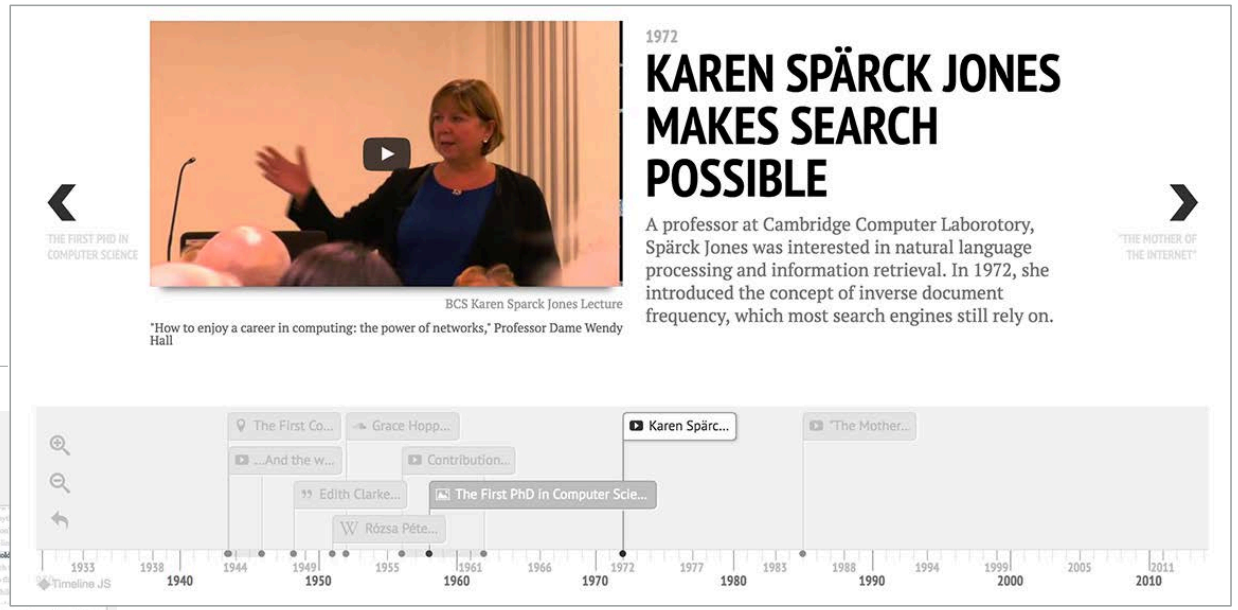
Designed by Marketing & Communications



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

Infographics: Tips

Check out Knight Labs online timeline script.



Source: Knight Labs| Timeline

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 then just tell.

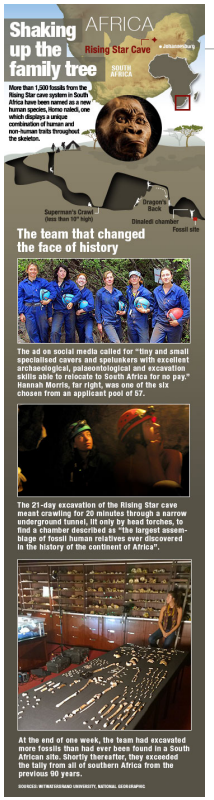
A step-by-step guide needs to be clear precise and as user-friendly as possible. Whenever possible, add drawings or photos to illustrate key steps; as the example created by UGA Extension shows.

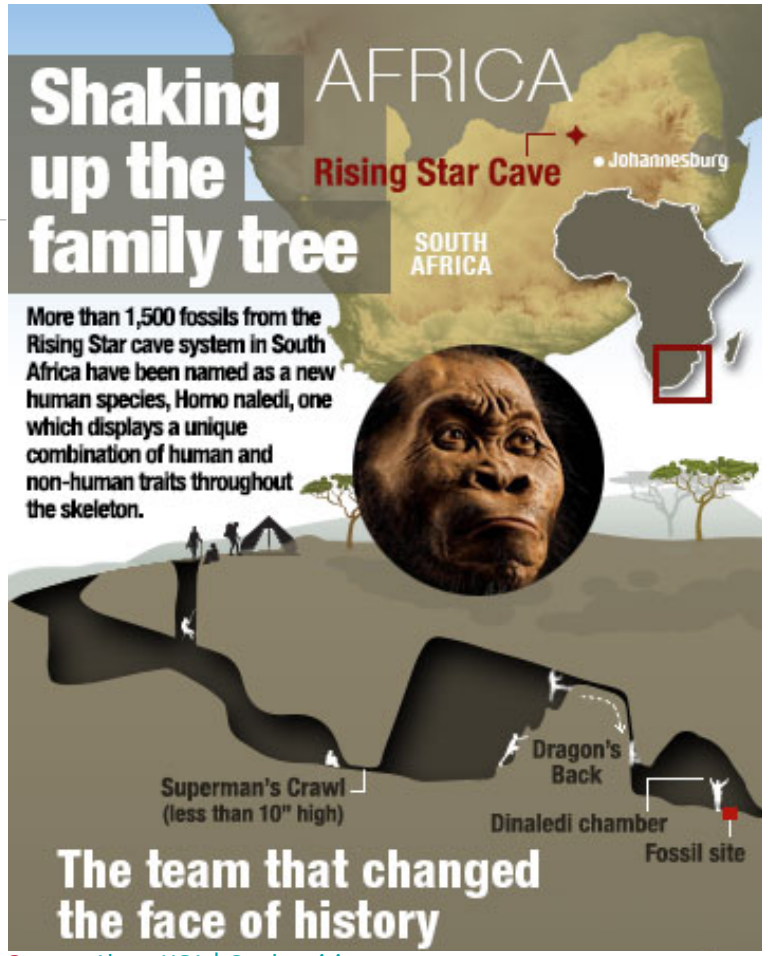
Source: CAES NewsWire | Infographics

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:

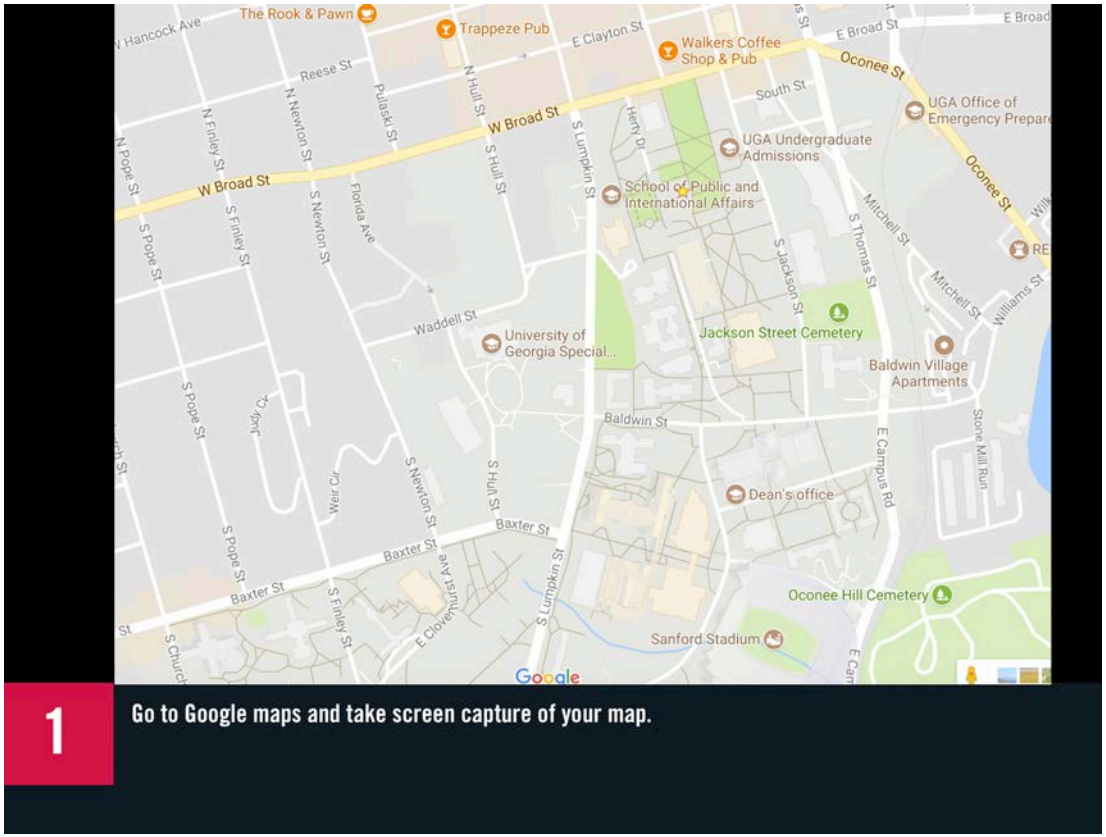
- **Locator maps** show the location of the key place or tell the reader where something occurred
- **Explanatory maps** are used for story telling to show how event progressed
- **Data maps** are used to convey statistical information.

Designer: Janet Beckley

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.



Designer: Janet Beckley

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

ReRead on:
A List of Reasons Why Our Brains Love Lis

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

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:

- The Work Of Edward Tufte And Graphics Press