Make a ‘Persona’ – a list of your audience requirements and constraints

- How motivated are they to read it?
- How will they access this type of information?
- How much time do they have?
- What other things are priorities for them?
- Do they already know it?
- What is ‘need to know’ and what is ‘nice’ to know’ for them?
What Makes a Good Visualization?

- story (concept)
  - research doc
  - script
  - article
  - outline

- goal (function)
  - proof of concept
  - prototype
  - template

- visual form (metaphor)
  - scamp / storyboard
  - detailed sketch
  - schematic
  - wireframe

- successful visualization
  - bland
  - useless
  - boring
  - eye candy
  - data art
  - pure data viz

David McCandless
InformationIsBeautiful.net

Wednesday 1st November

EPH PreConference
Information
(what data do you want to visualise?)
Story
(How do you want to position it?)
Goal
(What action do you want as a result?)
Visual Form
(How noticeable is it?)
Developing Infographics

TOBACCO
HARM FROM SMOKING

600,000 NONSMOKERS DIED IN 2011 DUE TO SECONDHAND SMOKE

PROJECTED TOBACCO RELATED DEATHS FOR 2015

33% 29% 30%

1% 2% 3%

100 MILLION DEATHS IN THE 21ST CENTURY ARE DUE TO TOBACCO USE AND EXPOSURE.

IF CURRENT TRENDS CONTINUE, APPROXIMATELY 1.2 MILLION WILL DIE BY THE END OF THE 21ST CENTURY.

80% MEN 50% WOMEN

50% OF SMOKERS WILL DIE FROM SMOKING RELATED DISEASE.

1.2 MIL. CAUSE BY ANNUALLY FROM TOBACCO USE. IT HAS BECOME THE #1 KILLER IN CHINA.

INFORMATION

STORY

GOAL

VISUAL FORM
Keep it simple

One clear message represented graphically and also as a headline.

Remove complexities such as confidence intervals unless absolutely necessary.

Small ‘saved’ graphics can be reused in powerpoint presentations so chunking up a story is useful.
Use an appropriate tool that allows you to develop clean infographics quickly but check your organisation’s data policy.
15 minutes
In groups of 3, critique the supplied infographic.
Who is it for?
Comment (good and bad) on it against each category:
INFORMATION
STORY
GOAL
VISUAL FORM
Can you make 3-5 recommendations to change.
5 minutes
What are the key problems for you in your organisations regarding infographic development? Write down 3-5 problems on the sheet provided.
Take Away

Generate a **Persona** for your infographic audience to guide initial decisions.

Apply McCandless’ 4 tiered **framework** for evaluating infographics.

Always **consider opportunities for novelty and collaborations with designers** where goals and budgets are appropriate.