UQ Library

Infographics

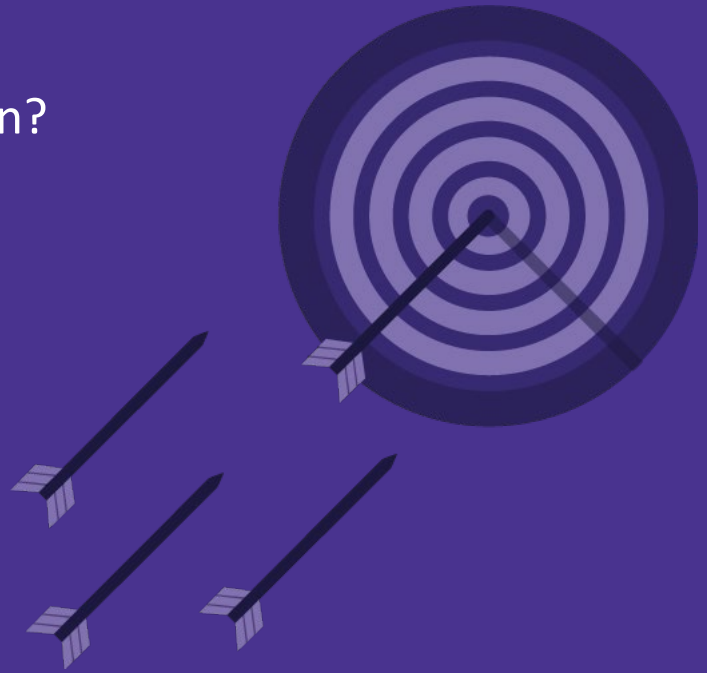
Planning & Designing Infographics

Source: https://www.freepik.com/free-photos-vectors/business

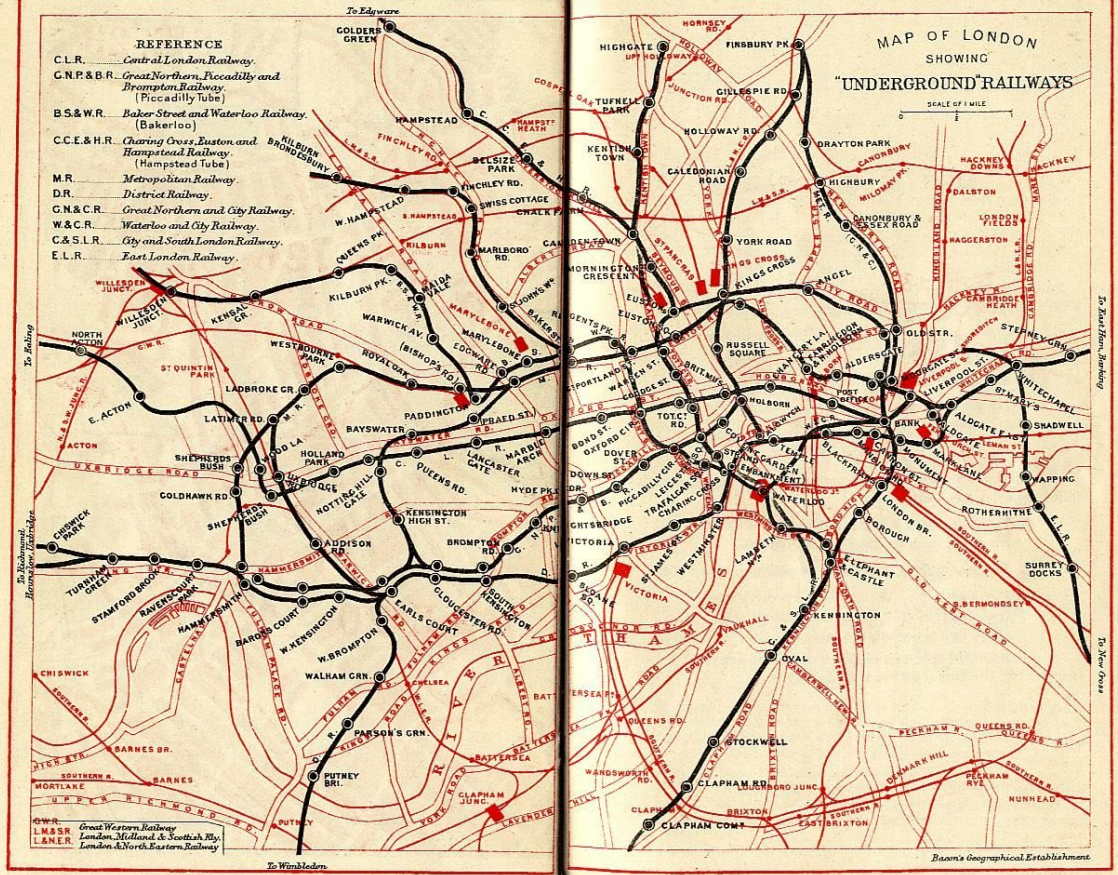
Learning Objectives

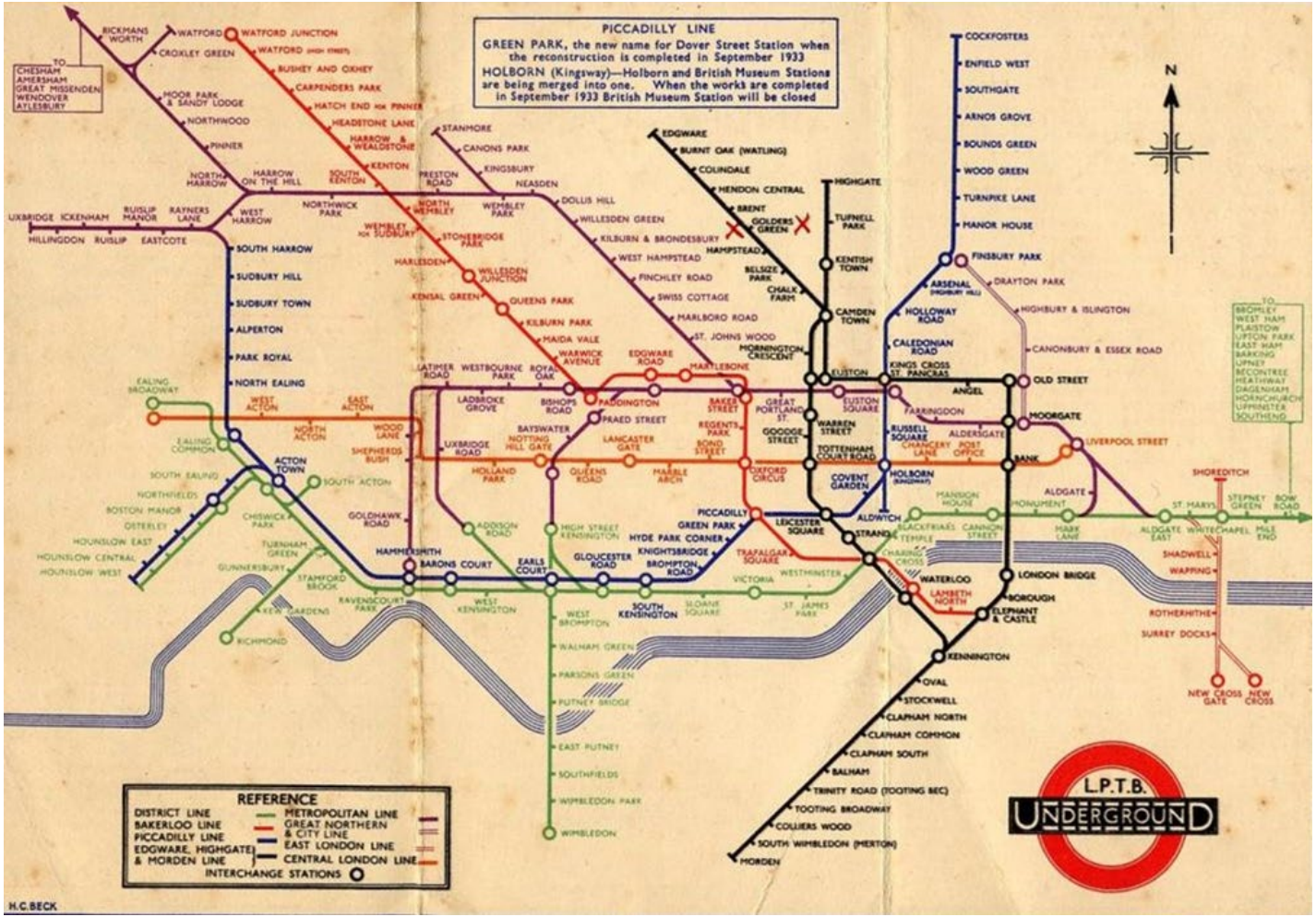
- Understanding the Purpose of the infographic?
- Understanding the Audience
- Understanding the Data
- Visual Grammar Overview
- Planning your infographic
- Visualization Tools & Software
- Online Resources
- Questions

- What is the ***purpose*** of the visualization?

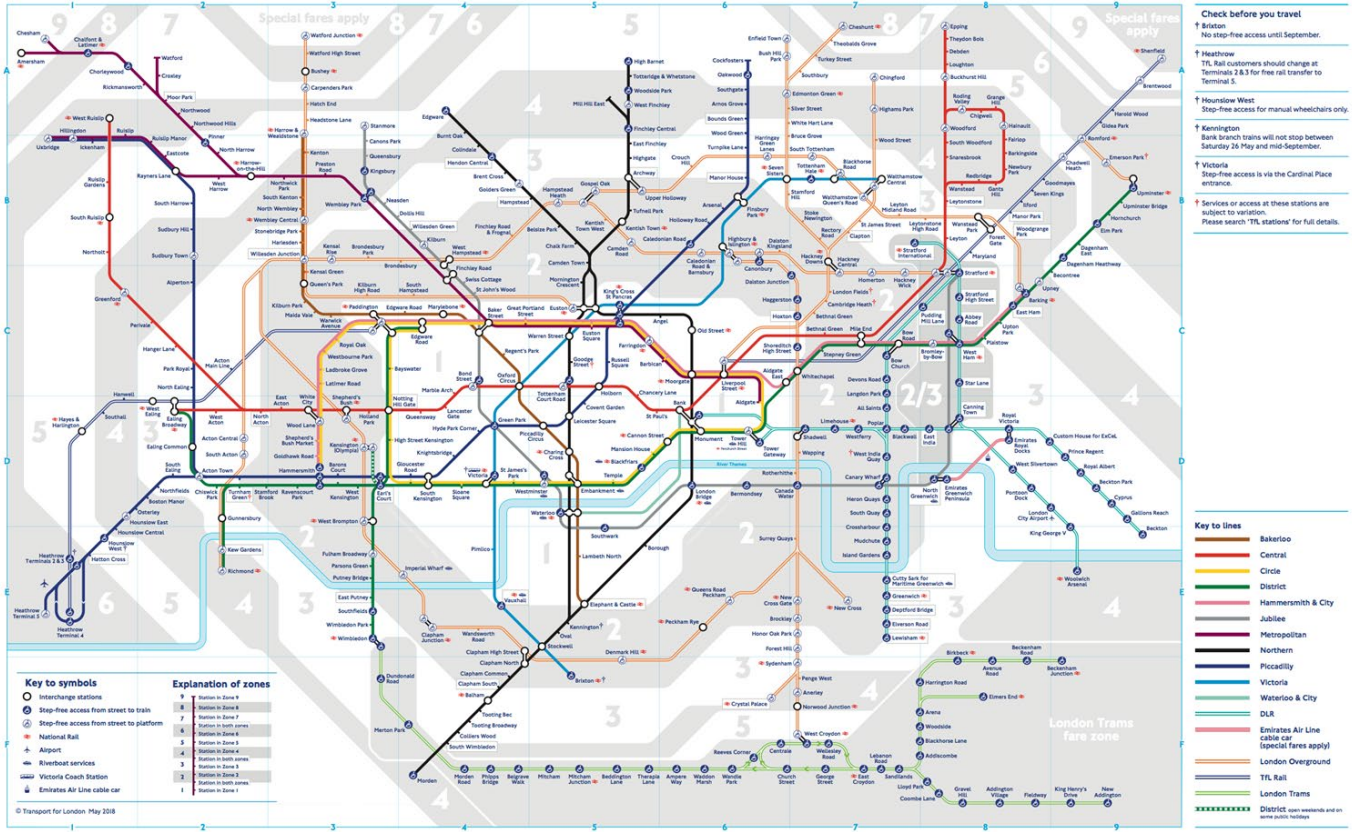


Source: https://www.freepik.com/free-photos-vectors/


MAP OF LONDON
SHOWING
"UNDERGROUND" RAILWAYS
SCALE OF 1 MILE
REFERENCE
C.L.R. ..... Central London Railway.
G.N.P.& B.R. .. Great Northern, Piccadilly and Brompton Railway. (Piccadilly Tube)
B.S.& W.R. ... Baker Street and Waterloo Railway. (Bakerloo)
C.C.E.& H.R. .. Charing Cross, Euston and Hampstead Railway. (Hampstead Tube)
M.R. ..... Metropolitan Railway.
D.R. ..... District Railway.
G.N.& C.R. ... Great Northern and City Railway.
W.& C.R. ..... Waterloo and City Railway.
C.& S.L.R. ... City and South London Railway.
E.L.R. ..... East London Railway.
G.W.R. Great Western Railway
L.M.& S.R. London, Midland & Scottish Rly.
L.& N.E.R. London & North Eastern Railway
To Edgware
To Ealing
To Richmond, Hounslow, Hampton Ct.
To Wimbledon
To East Ham, Barking
To New Cross
GOLDERS GREEN
HAMPSTEAD
BELSIZE PARK
FINCHLEY RD.
SWISS COTTAGE
MARLBORO' RD.
KILBURN PK.
QUEENS PK.
W. HAMPSTEAD
KILBURN
WILLESDEN JUNC.
KENSAL GR.
NORTH ACTON
E. ACTON
ACTON
ST QUINTIN PARK
LADBROKE GR.
LATIMER RD.
WESTBOURNE PARK
ROYAL OAK
WARWICK AV.
MARYLEBONE
PADDINGTON
BAYSWATER
SHEPHERDS BUSH
HOLLAND PARK
QUEENS RD.
LANCASTER GATE
MARBLE ARCH
HYDE PK.
COLDHAWK RD.
NOTTING HILL GATE
KENSINGTON HIGH ST.
CHISWICK PARK
ADDISON RD.
BROMPTON RD.
TURNHAM GREEN
STAMFORD BROOK
RAVENSCOURT PK.
HAMMERSMITH
EARLS COURT
GLOUCESTER RD.
SOUTH KENSINGTON
BARONS COURT
W. KENSINGTON
W. BROMPTON
CHISWICK
WALHAM GRN.
CHELSEA
BARNES BR.
PARSON'S GRN.
BATTERSEA
BARNES
PUTNEY BRI.
MORTLAKE
PUTNEY
CLAPHAM JUNC.
LAVENDER
RIVER THAMES
HIGHGATE
FINSBURY PK.
TUFNELL PARK
GILLESPIE RD.
HOLLOWAY RD.
KENTISH TOWN
CALEDONIAN ROAD
DRAYTON PARK
HIGHBURY
DALSTON
HACKNEY DOWNS
HACKNEY
CAMDEN TOWN
YORK ROAD
KINGS CROSS
ANGEL
OLD STR.
RUSSELL SQUARE
HOLBORN
TOTT'M CT. RD.
BANK
ALDGATE
ALDGATE E.
SHADWELL
WHITECHAPEL
ST. MARY'S
MANSION HOUSE
CANNON ST.
MONUMENT
BLACKFRIARS
TEMPLE
CHARING CROSS
WATERLOO
WATERLOO JT.
LONDON BR.
BOROUGH
ROTHERHITHE
SURREY DOCKS
ELEPHANT & CASTLE
S. BERMONDSEY
KENNINGTON
OVAL
VICTORIA
STOCKWELL
CLAPHAM RD.
CLAPHAM COM.
BRIXTON
EAST BRIXTON
DENMARK HILL
PECKHAM RYE
NUNHEAD
Bacon's Geographical Establishment.


PICCADILLY LINE
GREEN PARK, the new name for Dover Street Station when the reconstruction is completed in September 1933
HOLBORN (Kingsway)—Holborn and British Museum Stations are being merged into one. When the works are completed in September 1933 British Museum Station will be closed
TO CHESHAM AMERSHAM GREAT MISSENDEN WENDOVER AYLESBURY
RICKMANSWORTH
WATFORD
WATFORD JUNCTION
CROXLEY GREEN
BUSHEY AND OXHEY
CARPENDERS PARK
HATCH END for PINNER
HEADSTONE LANE
HOOP PARK & SANDY LODGE
NORTHWOOD
HARROW & WEALDSTONE
PINNER
KENTON
NORTH HARROW
HARROW ON THE HILL
SOUTH KENTON
STANMORE
CANONS PARK
KINGSBURY
PRESTON ROAD
NEASDEN
UXBRIDGE
ICKENHAM
RUISLIP MANOR
RAYNERS LANE
WEST HARROW
NORTHWICK PARK
NORTH WEMBLEY
WEMBLEY PARK
DOLLIS HILL
HILLINGDON
RUISLIP
EASTCOTE
WEMBLEY for SUDBURY
STONEBRIDGE PARK
WILLESDEN GREEN
SOUTH HARROW
HARLESDEN
WILLESDEN JUNCTION
KILBURN & BRONDESBURY
SUDBURY HILL
KENSAL GREEN
QUEENS PARK
WEST HAMPSTEAD
SUDBURY TOWN
KILBURN PARK
FINCHLEY ROAD
ALPERTON
MAIDA VALE
SWISS COTTAGE
PARK ROYAL
WARWICK AVENUE
MARLBORO ROAD
NORTH EALING
EDGWARE ROAD
ST. JOHNS WOOD
LATIMER ROAD
WESTBOURNE PARK
ROYAL OAK
MARYLEBONE
EALING BROADWAY
WEST ACTON
EAST ACTON
LADBROKE GROVE
BISHOPS ROAD
PADDINGTON
BAKER STREET
GREAT PORTLAND ST.
EUSTON
EUSTON SQUARE
NORTH ACTON
WOOD LANE
PHAED STREET
REGENTS PARK
WARREN STREET
EALING COMMON
SHEPHERDS BUSH
UXBRIDGE ROAD
BAYSWATER
NOTTING HILL GATE
LANCASTER GATE
BOND STREET
GOODGE STREET
TOTTENHAM COURT ROAD
SOUTH EALING
ACTON TOWN
HOLLAND PARK
QUEENS ROAD
MARBLE ARCH
OXFORD CIRCUS
COVENT GARDEN
HOLBORN (Kingsway)
NORTHFIELDS
SOUTH ACTON
BOSTON MANOR
CHISWICK PARK
GOLDHAWK ROAD
ADDISON ROAD
HIGH STREET KENSINGTON
PICCADILLY
GREEN PARK
LEICESTER SQUARE
ALDWYCH
OSTERLEY
HOUNSLOW EAST
TURNHAM GREEN
HYDE PARK CORNER
KNIGHTSBRIDGE
TRAFALGAR SQUARE
STRAND
HOUNSLOW CENTRAL
HOUNSLOW WEST
GUNNERSBURY
HAMMERSMITH
BARONS COURT
EARLS COURT
GLOUCESTER ROAD
BROMPTON ROAD
VICTORIA
WESTMINSTER
WATERLOO
STAMFORD BROOK
RAVENSCOURT PARK
WEST KENSINGTON
SOUTH KENSINGTON
SLOANE SQUARE
ST. JAMES' PARK
LONDON BRIDGE
KEW GARDENS
RICHMOND
WEST BROMPTON
BOROUGH
ELEPHANT & CASTLE
WALHAM GREEN
PARSONS GREEN
PUTNEY BRIDGE
KENNINGTON
OVAL
EAST PUTNEY
STOCKWELL
SOUTHFIELDS
CLAPHAM NORTH
WIMBLEDON PARK
CLAPHAM COMMON
WIMBLEDON
CLAPHAM SOUTH
BALHAM
TRINITY ROAD (TOOTING BEC)
TOOTING BROADWAY
COLLIERS WOOD
SOUTH WIMBLEDON (MERTON)
MORDEN
EDGWARE
BURNT OAK (WATLING)
COLINDALE
HENDON CENTRAL
BRENT
GOLDERS GREEN
HAMPSTEAD
BELSIZE PARK
CHALK FARM
HIGHGATE
TUFNELL PARK
KENTISH TOWN
CAMDEN TOWN
MORNINGTON CRESCENT
COCKFOSTERS
ENFIELD WEST
SOUTHGATE
ARNOS GROVE
BOUNDS GREEN
WOOD GREEN
TURNPIKE LANE
MANOR HOUSE
FINSBURY PARK
ARSENAL
DRAYTON PARK
HOLLOWAY ROAD
HIGHBURY & ISLINGTON
CALEDONIAN ROAD
CANONBURY & ESSEX ROAD
KINGS CROSS ST. PANCRAS
ANGEL
OLD STREET
FARRINGDON
MOORGATE
RUSSELL SQUARE
CHANCERY LANE
POST OFFICE
ALDERSGATE
LIVERPOOL STREET
BANK
SHOREDITCH
MANSION HOUSE
ALDGATE
MONUMENT
STEPNEY GREEN
BOW ROAD
ST. MARY'S
MARK LANE
ALDGATE EAST
WHITECHAPEL
MILE END
BLACKFRIARS
CANNON STREET
TEMPLE
CHARING CROSS
SHADWELL
WAPPING
ROTHERHITHE
SURREY DOCKS
NEW CROSS GATE
NEW CROSS
TO BROMLEY WEST HAM PLAISTOW UPTON PARK EAST HAM BARKING UPNEY BECONTREE HEATHWAY DAGENHAM HORNCHURCH UPMINSTER SOUTHEND
N
REFERENCE
DISTRICT LINE
BAKERLOO LINE
PICCADILLY LINE
EDGWARE, HIGHGATE & MORDEN LINE
METROPOLITAN LINE
GREAT NORTHERN & CITY LINE
EAST LONDON LINE
CENTRAL LONDON LINE
INTERCHANGE STATIONS
L.P.T.B.
UNDERGROUND
H.C.BECK

Tube map



MAYOR OF LONDON

tfl.gov.uk

24 hour travel information
0343 222 1234*

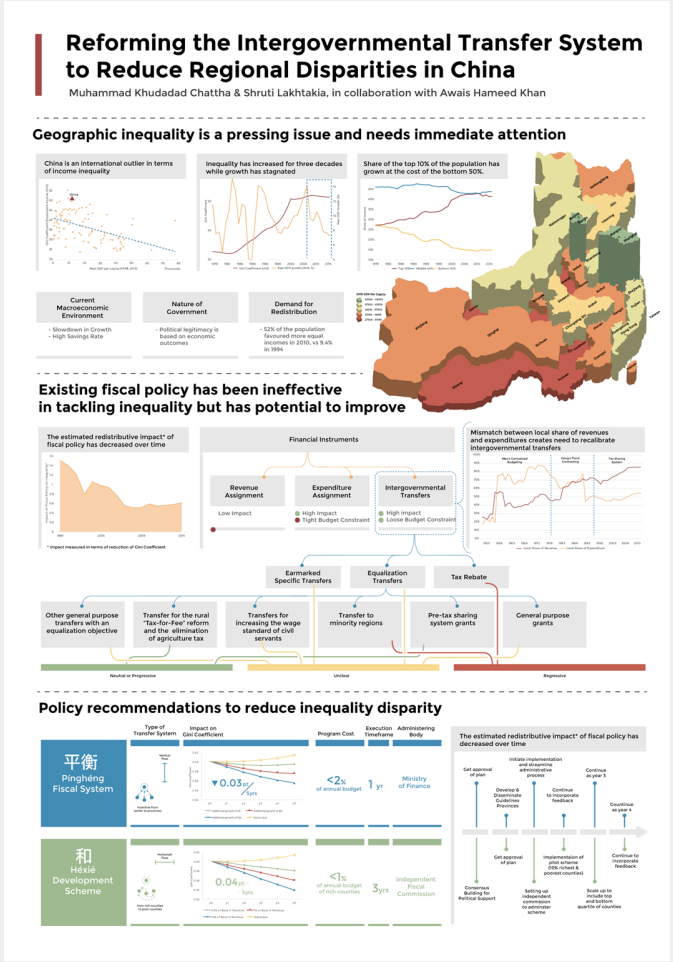
Sign up for email updates
tfl.gov.uk/emailupdates

@TfLTravelAlerts

*Service and network charges may apply. See tfl.gov.uk/terms for details.

TRANSPORT FOR LONDON
EVERY JOURNEY MATTERS

Academic Posters



Showcase

Posters

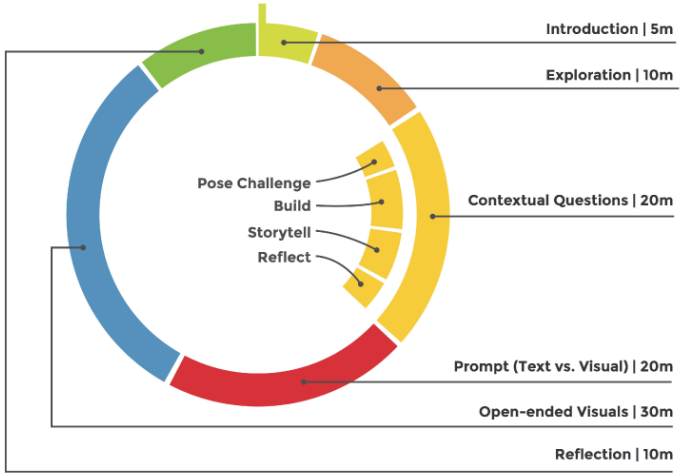
CONSTRUCTIVE ASSEMBLIES AS A PARTICIPATORY DESIGN TOOL

Awais Hameed Khan, Supervisor Dr. Ben Matthews

RESEARCH QUESTION:

How can constructive assemblies be used as a participatory design tool to drive innovation in everyday use objects?

METHODOLOGY

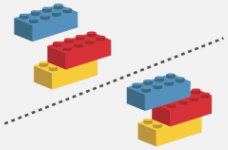


KEY FINDINGS

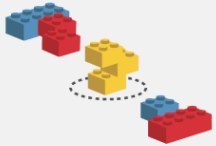
Dominance : Lego vs. Soap

Context Driven Design

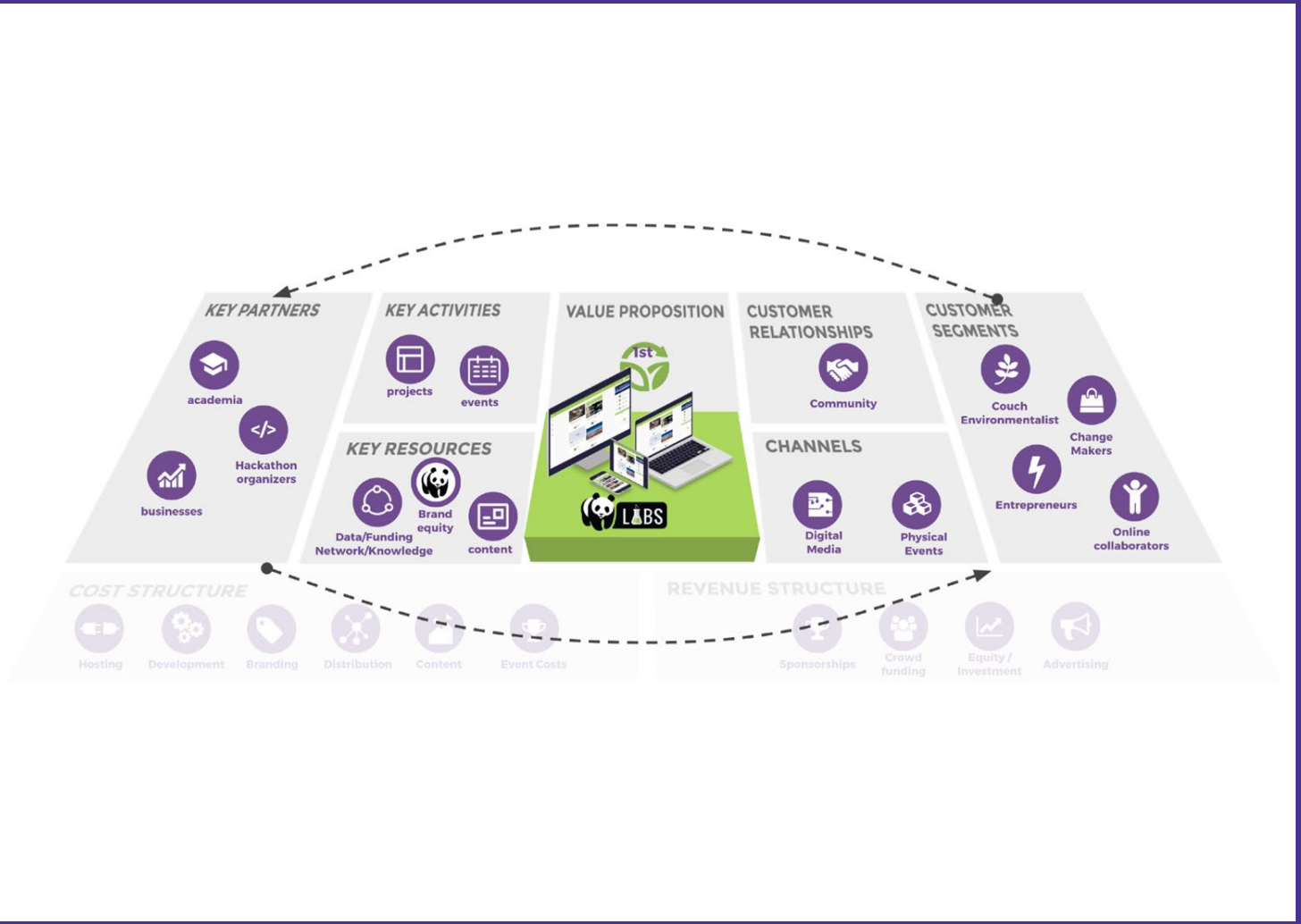
Competitiveness



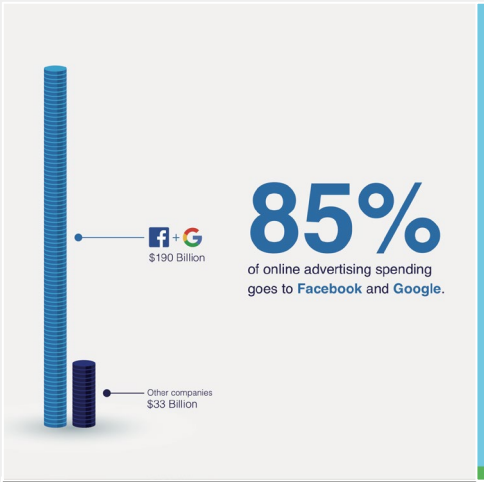
Constraints

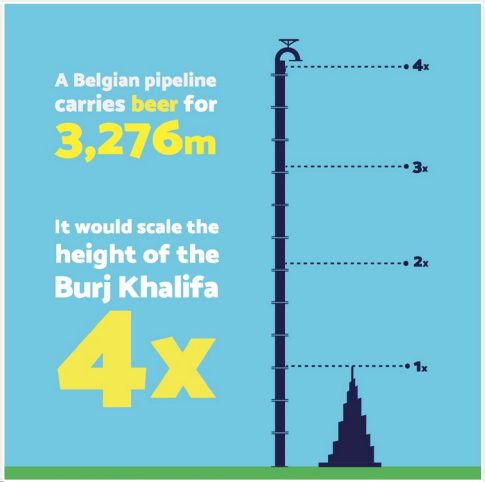


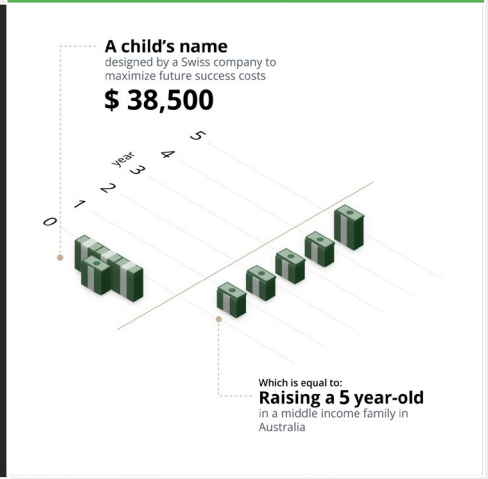
Report Diagrams



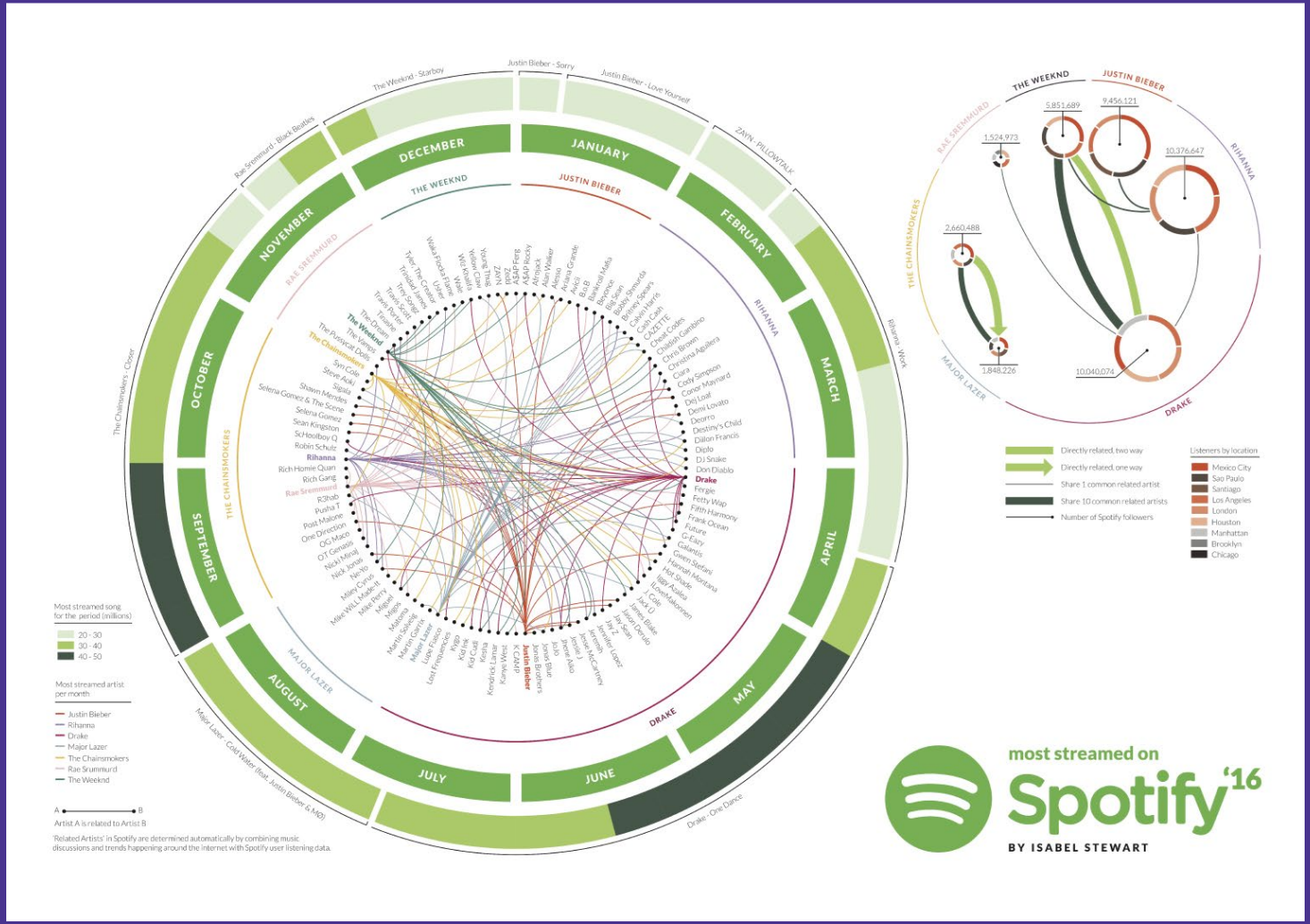
Fact Depictions



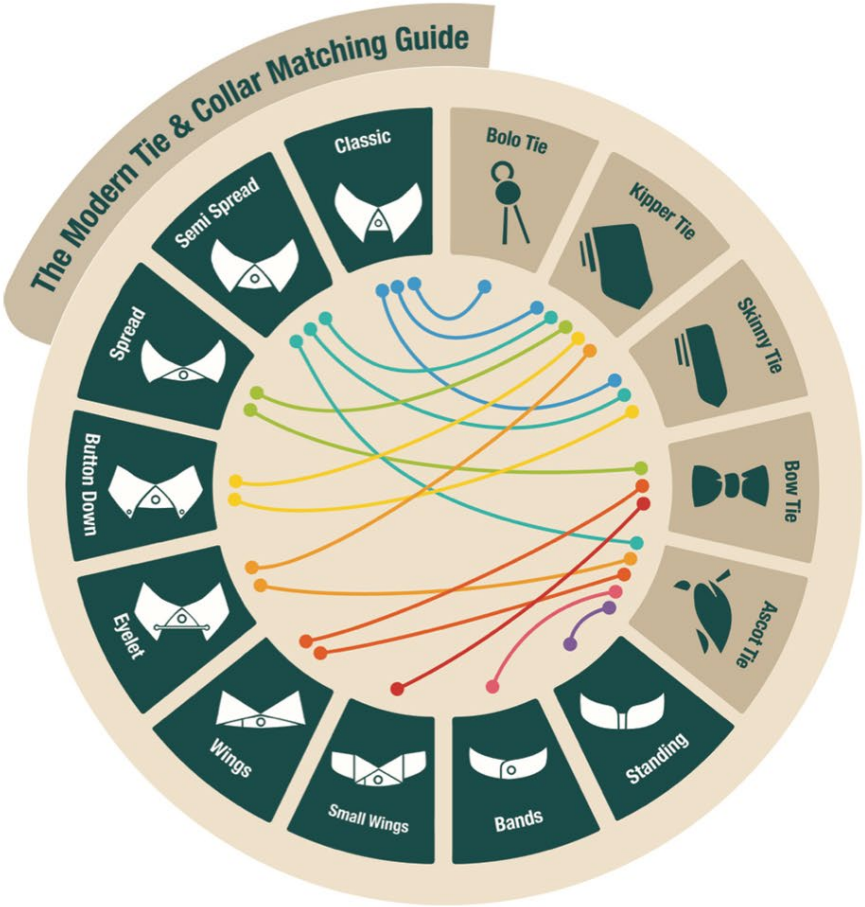




Infographics



Chord Diagrams



Source: Isabel Stewart

Bubble Charts

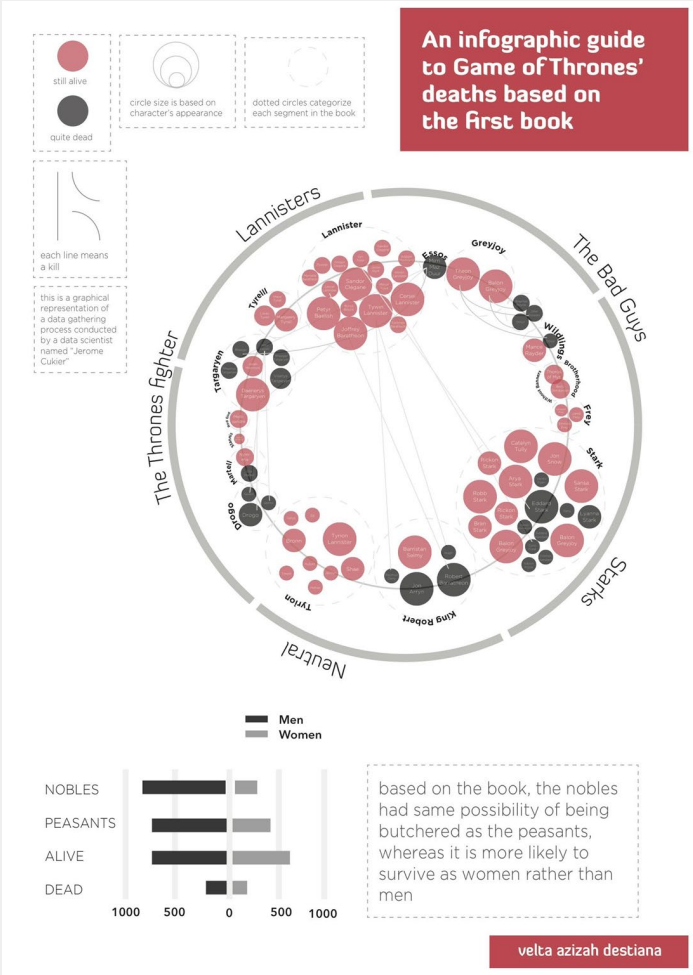


Exhibit
Display
Material

- Who is your ***audience***?

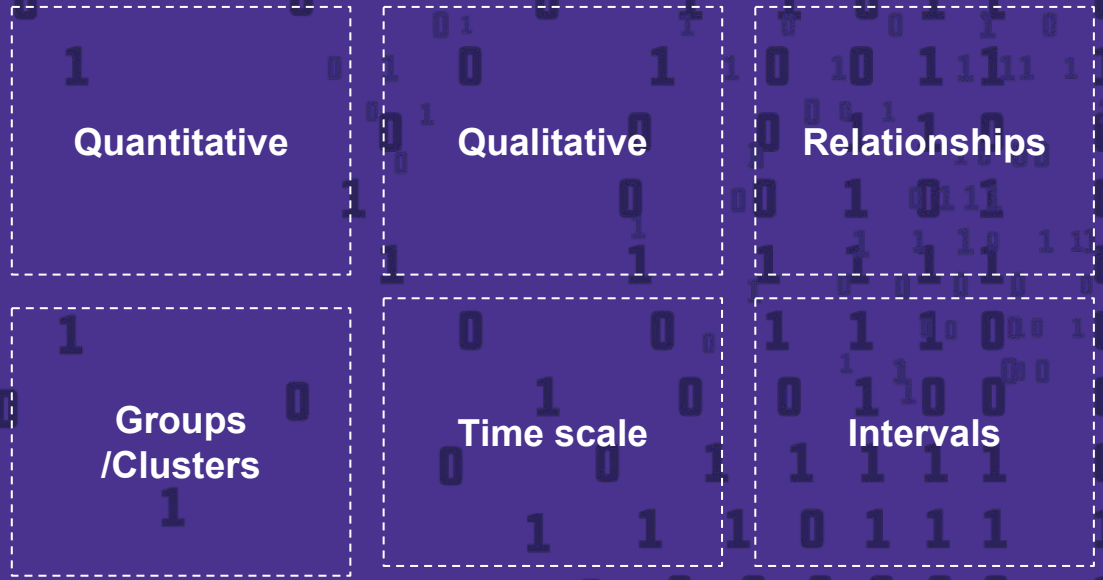
Source: https://www.freepik.com/free-photos-vectors/light

Audience Considerations

Images	Amount of text	Units (lb to kg, inches to cm etc.)	Language	References
Layout	Colour	Symbols		

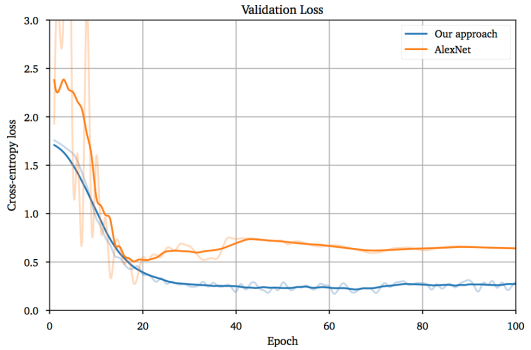
- What ***type of data*** do you have?

Source: https://www.freepik.com/free-photos-vectors/background

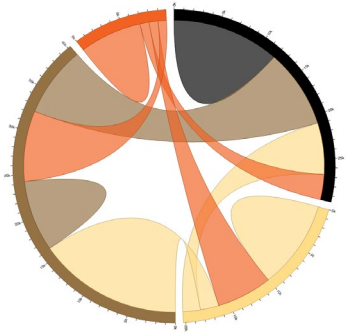


Source: https://www.freepik.com/free-vector/laptop-with-rocket_763378.htm#term=computer&page=1&position=11

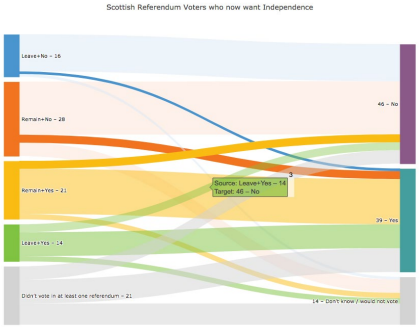
Visual Representations



Trends



Many to Many relations



Flow and direction

Data Visualization Resource Guide

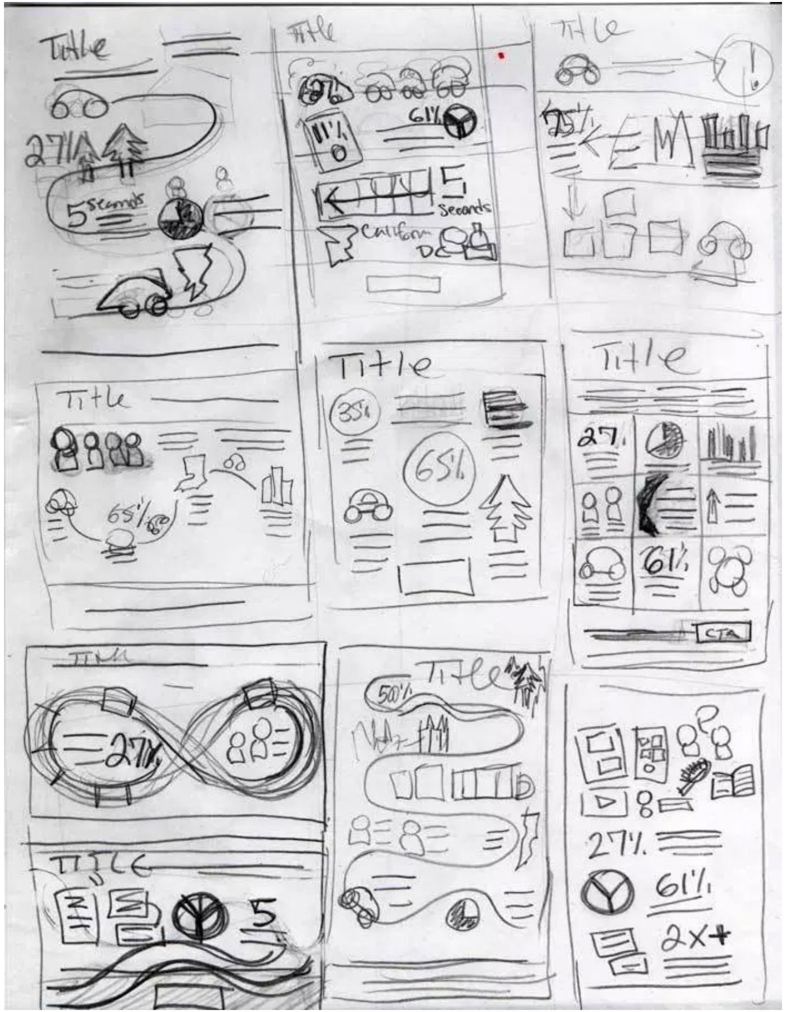
Source: https://datavizcatalogue.com

Recap | How to plan your information visualization?

Design Concept Considerations				
Purpose of visualization?	What do you want to communicate?	Who is your audience?	Type of data available	Relationships between data

Design Theory				
Layout	Colour	Typography	Consistency	Visualization Tool

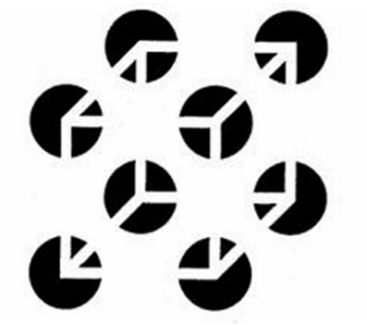
Sketchout Layouts & Ideas



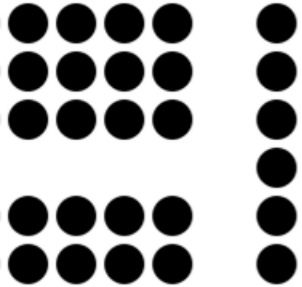
Source: http://www.leesjordanstudio.com/quick-layout-sketch-secrets/

Further Reading | Gestalt Theory

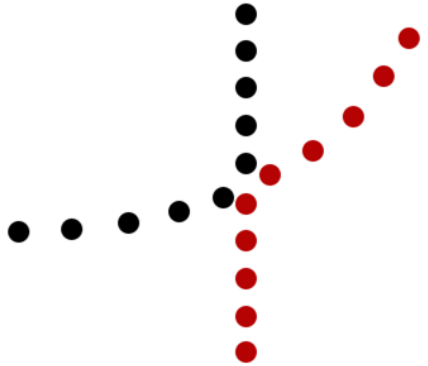
Figure & Ground



Closure



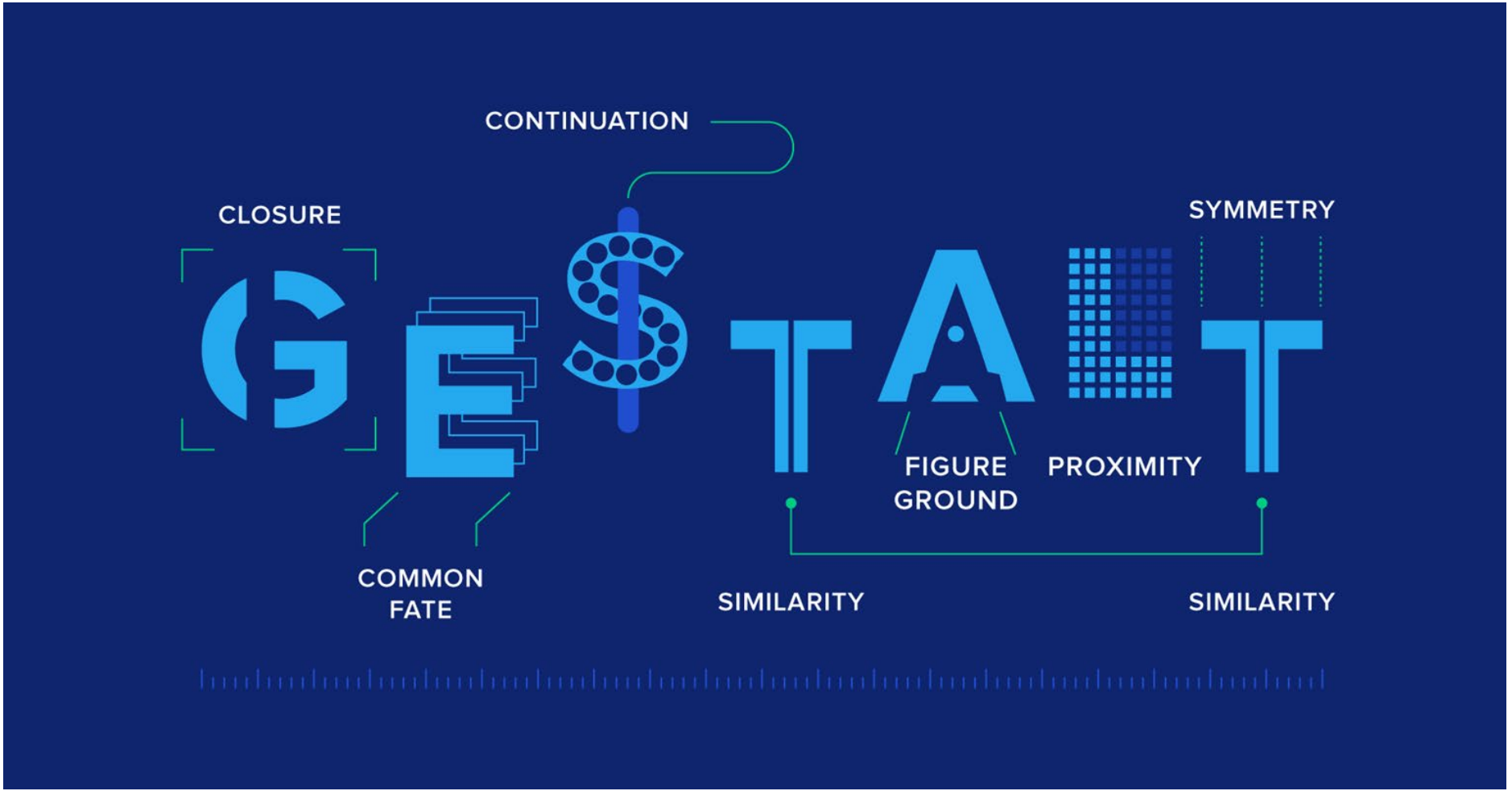
Proximity



Continuity

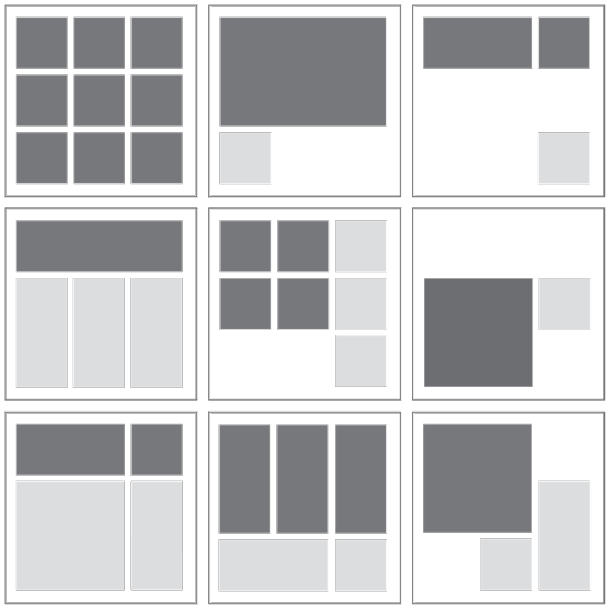
And more.

Source: google images

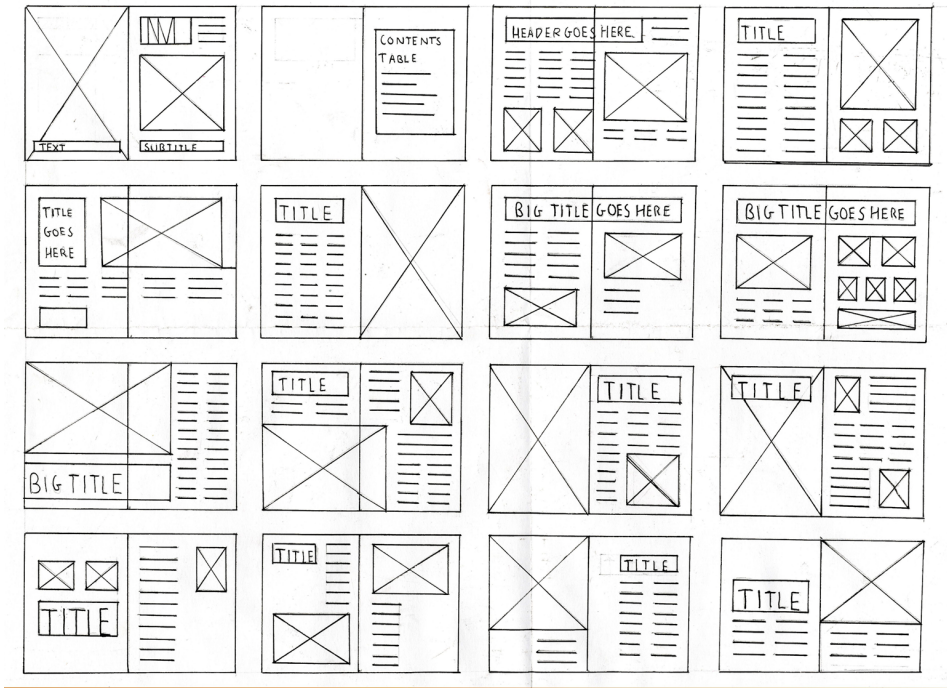


Source: google images

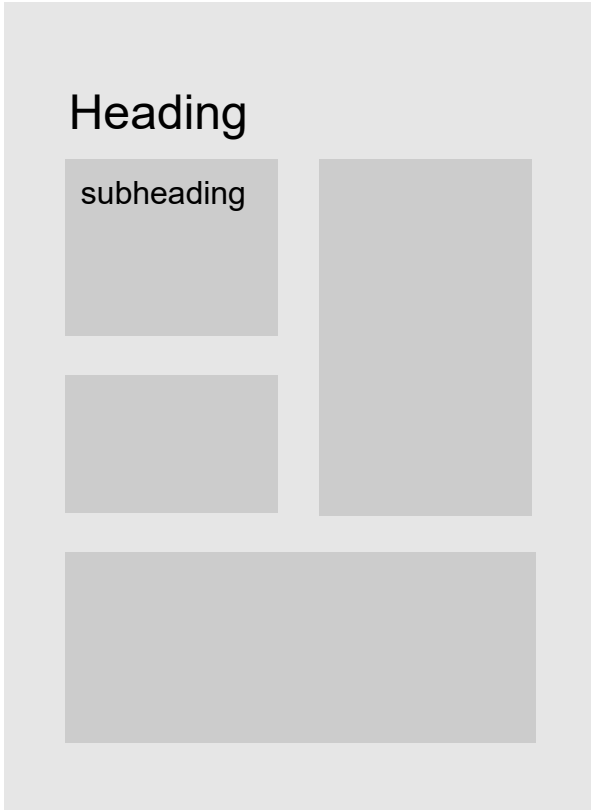
Grid Layouts



John P. Corrigan

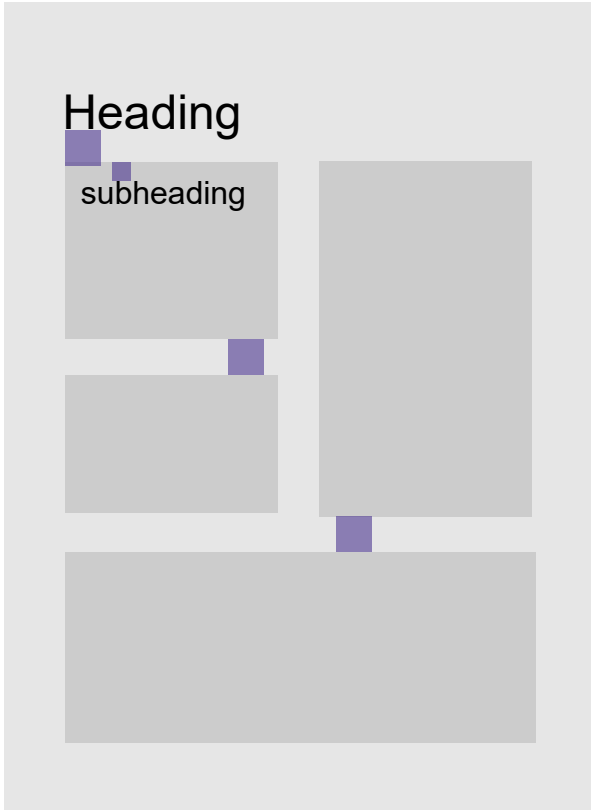


Sections & Spacing



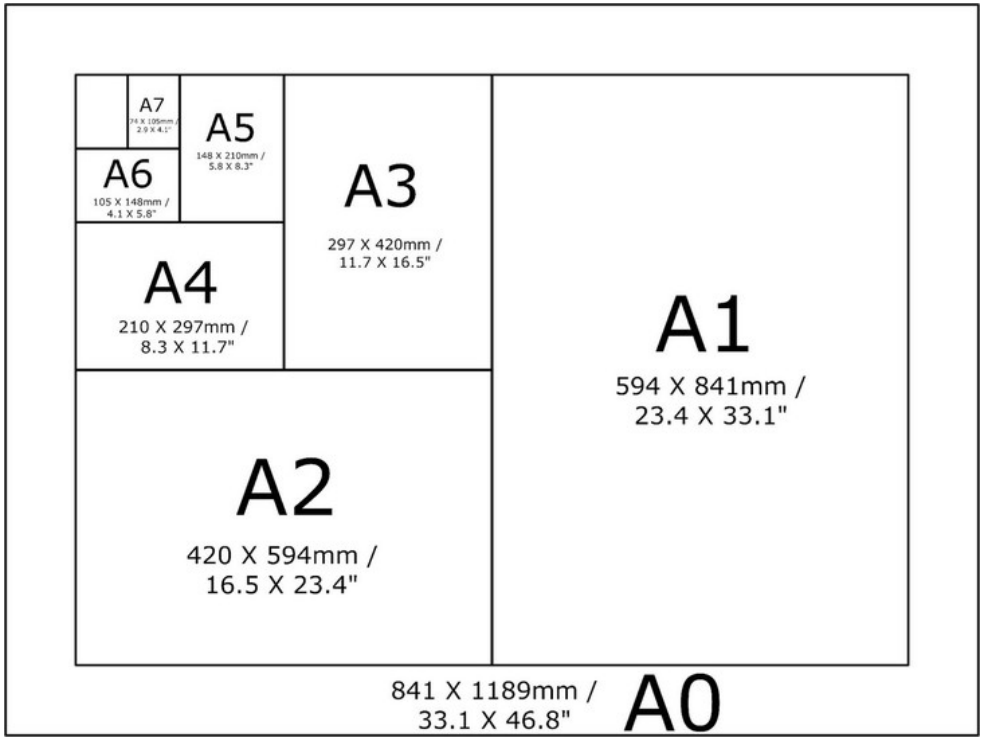
Source: http://www.leesjordanstudio.com/quick-layout-sketch-secrets/

Sections & Spacing



Source: http://www.leesjordanstudio.com/quick-layout-sketch-secrets/

Basic Visual Grammar | Canvas Sizes



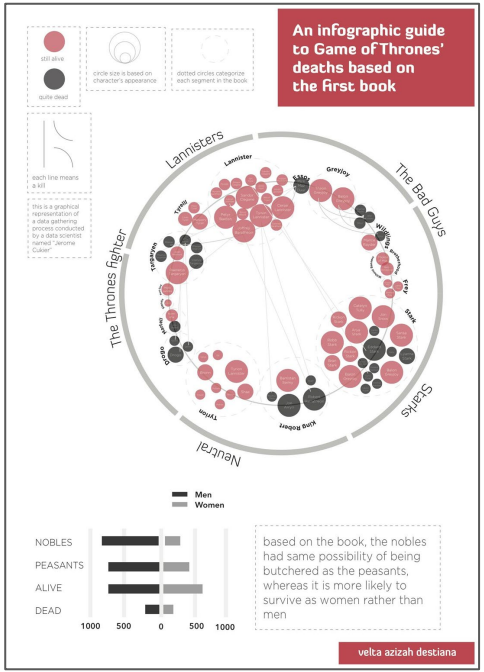
Source:http://www.printgiant.info/2013/03/rgb-vs-cmyk.html

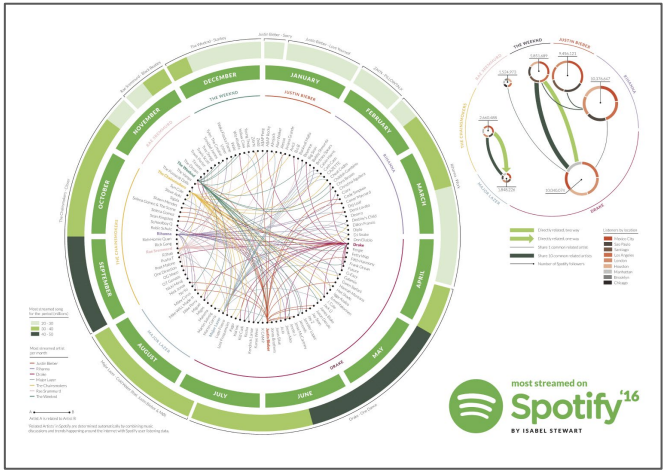
Sections, Orientation & Columns

Landscape

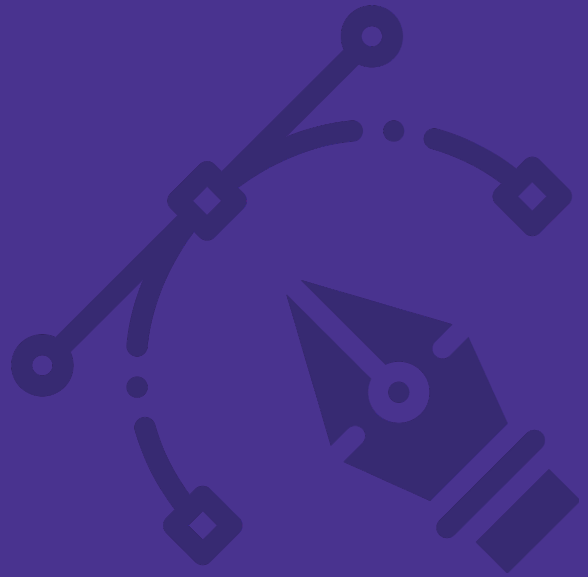
Portrait

Portrait v. Landscape





Overview of Digital Visual Grammar



Source: https://www.flaticon.com/free-icon/vector_751418#term=pen%20tool&page=1&position=8

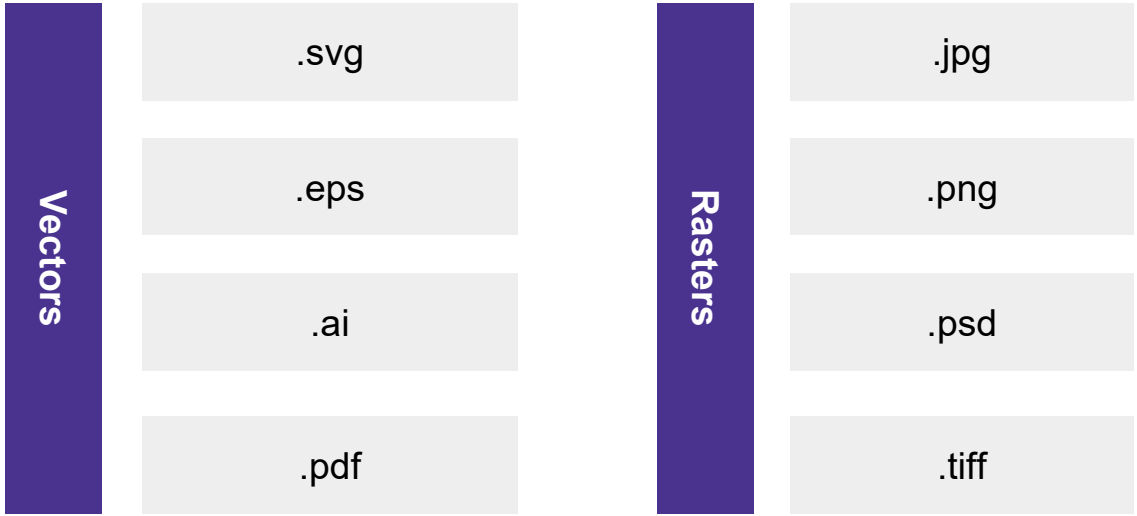
Basic Visual Grammar | Vectors vs Rasters

Raster

Vector

Source: https://iimagedesign.com/wp-content/uploads/2016/05/Orc_-_Raster_vs_Vector_comparison.png

Basic Visual Grammar | General Formats



Basic Visual Grammar | Line & Shape

Line

Open Path

Stroke

Shape

Closed Path

Stroke

Shape

Closed Path

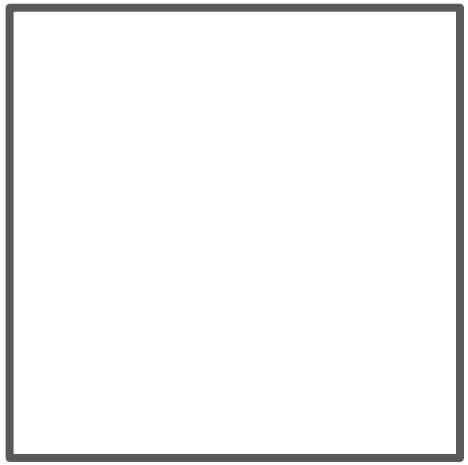
Stroke & Fill

Basic Visual Grammar | Line & Shape

Line

Open Path

Stroke



Shape

Closed Path

Stroke

Shape

Closed Path

Stroke & Fill

Basic Visual Grammar | Line & Shape

Line

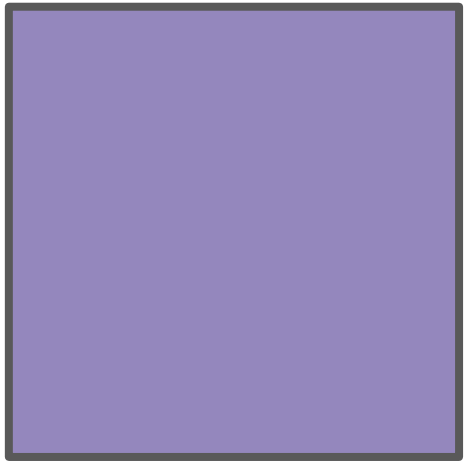
Open Path

Stroke

Shape

Closed Path

Stroke

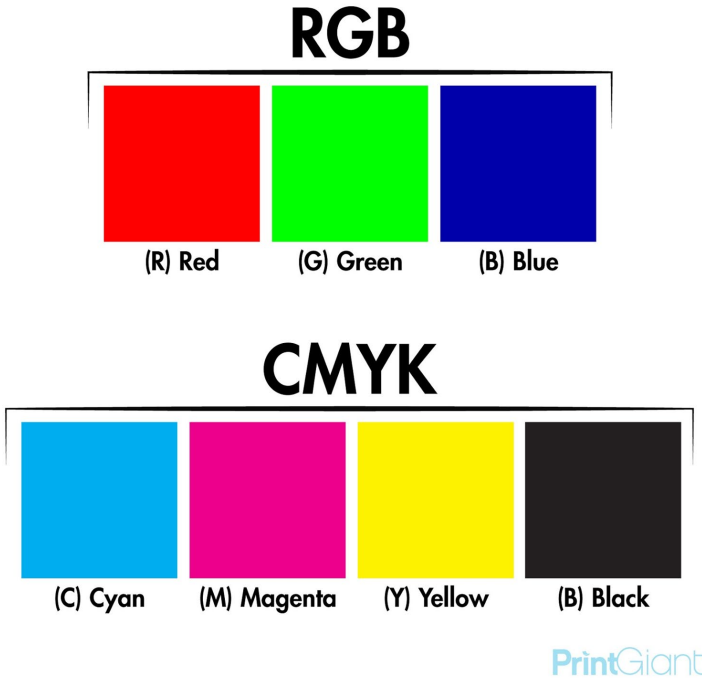


Shape

Closed Path

Stroke & Fill

Basic Visual Grammar | Colour



Source:http://www.printgiant.info/2013/03/rgb-vs-cmyk.html

Basic Visual Grammar | CMYK Printing

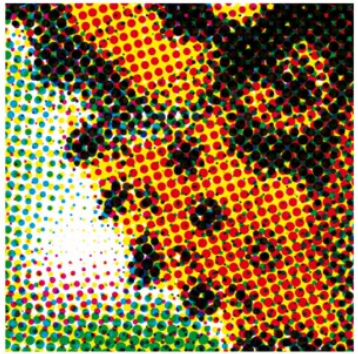
CYAN

MAGENTA

YELLOW

BLACK

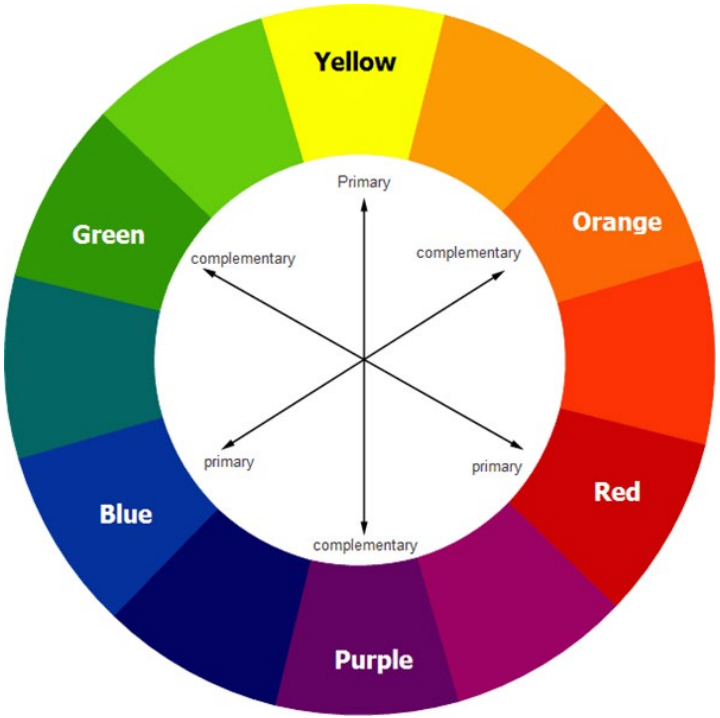
FINAL CMYK



DETAIL VIEW

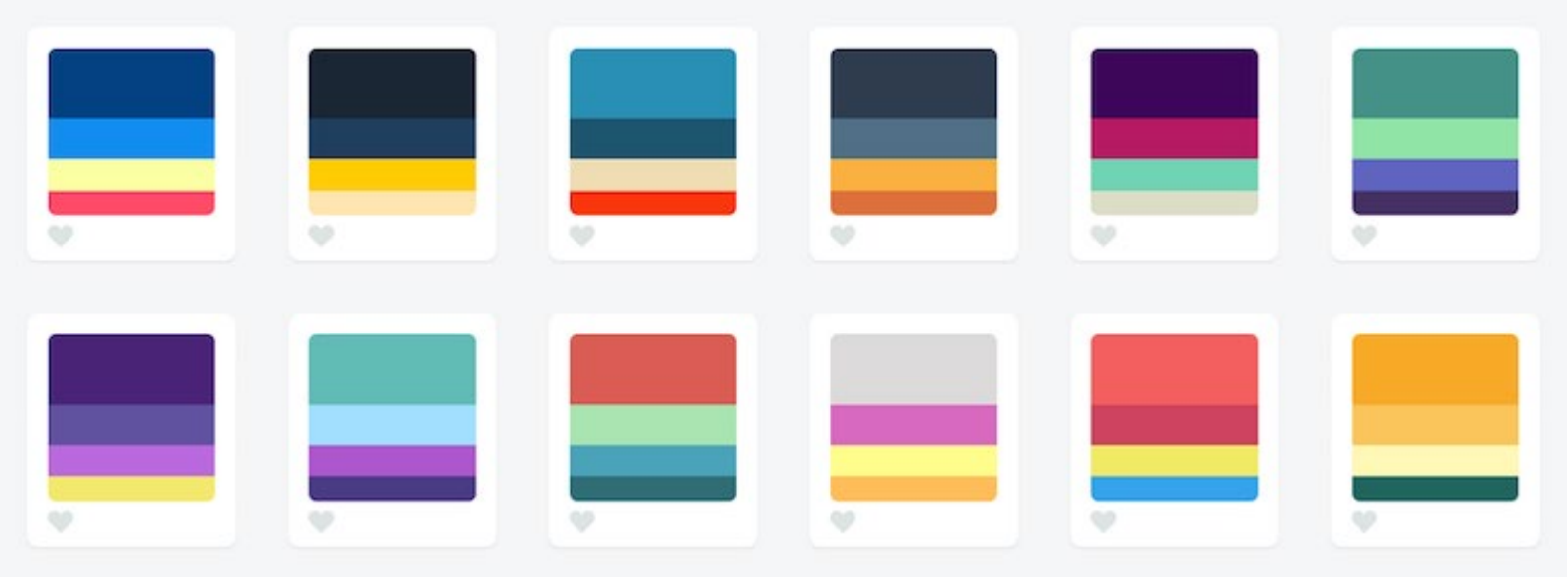
Source:http://www.printgiant.info/2013/03/rgb-vs-cmyk.html

Colour Wheel




CLEVELAND
ROCKS

Colour | Palettes



Jade

HEX #00A86B
RGB 0 168 107


Good
Bad
Good
Bad
Good
Bad
Good
Bad
Good
Bad
Good
Bad
Good
Bad
Good
Bad
Good
Bad

Basic Visual Grammar | Nodes/Anchors & Paths

Fig 7

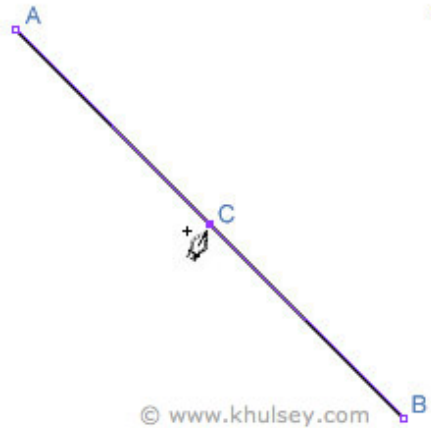


Fig 8

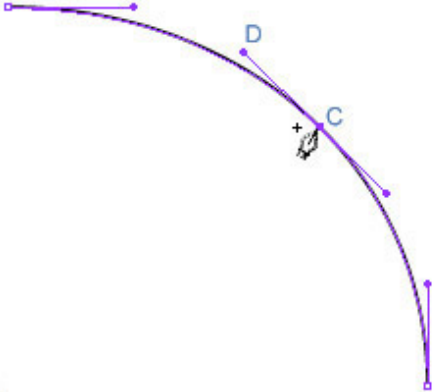
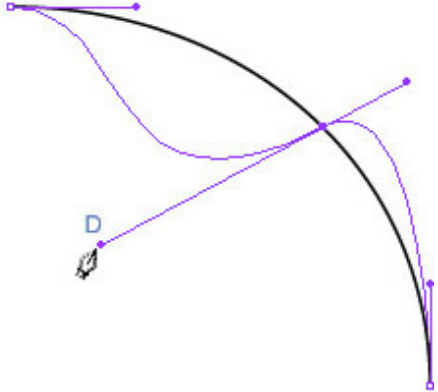
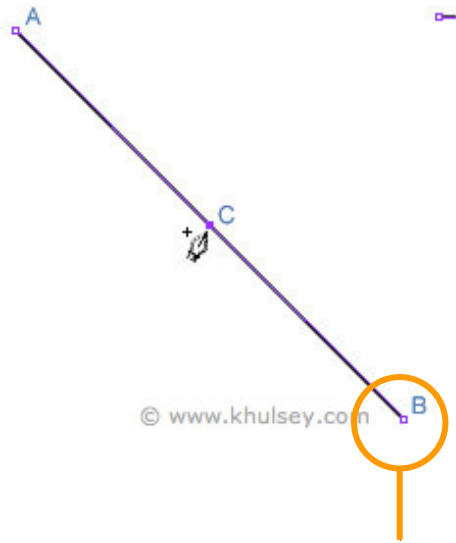


Fig 9



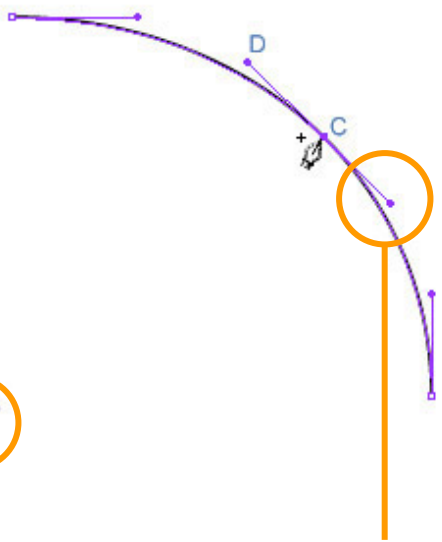
Basic Visual Grammar | Nodes/Anchors & Paths

Fig 7



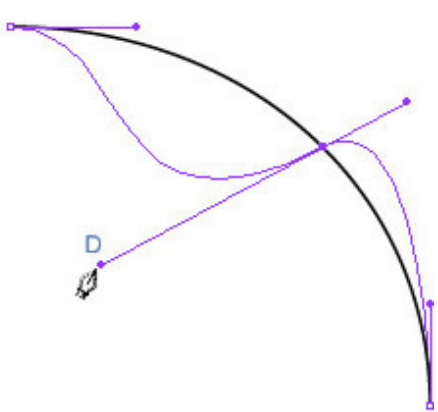
Node

Fig 8



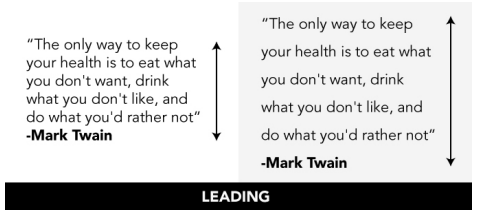
Handle

Fig 9



Typography

Distance between lines / line spacing



Distance between characters

Distance between all characters in a word

Source:https://creativemarket.com/blog/whats-the-difference-between-leading-kerning-and-tracking

Typography

Distance between lines / line spacing

Distance between characters

Distance between all characters in a word

Source:https://creativemarket.com/blog/whats-the-difference-between-leading-kerning-and-tracking

Typography

Distance between lines / line spacing

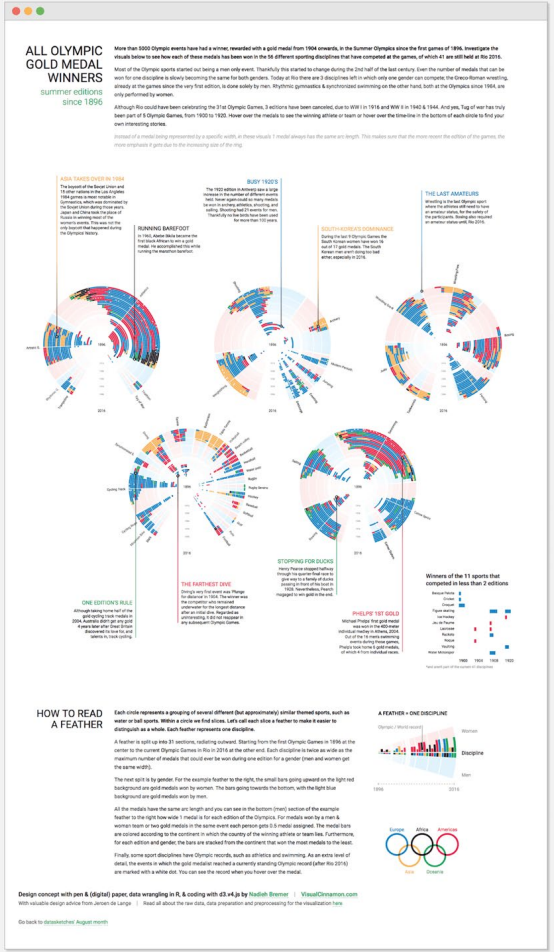
Distance between characters

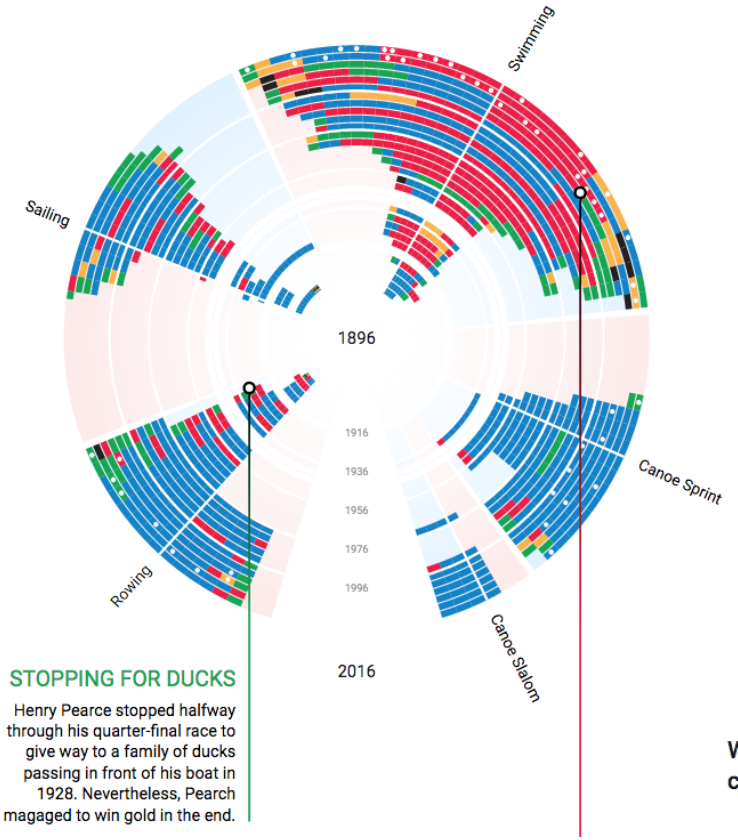
Distance between all characters in a word

Source:https://creativemarket.com/blog/whats-the-difference-between-leading-kerning-and-tracking

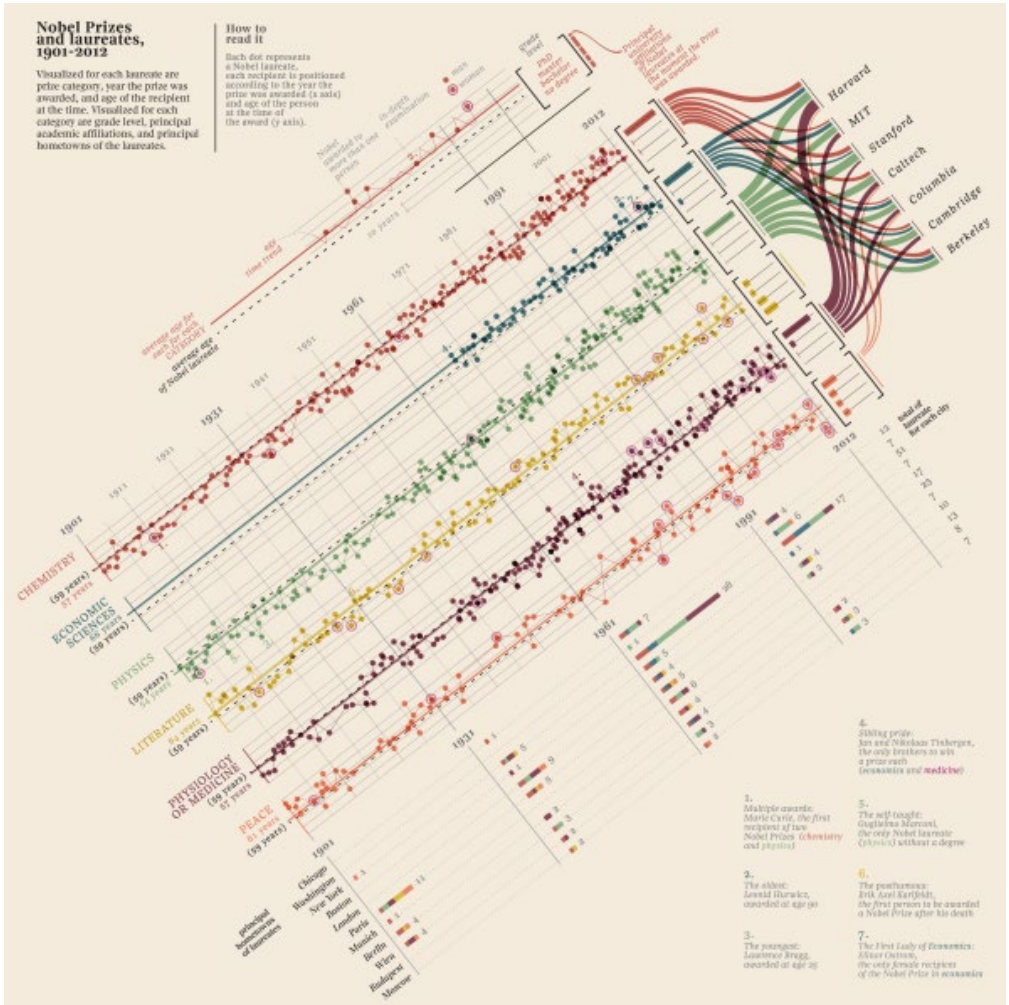
What Software to use?

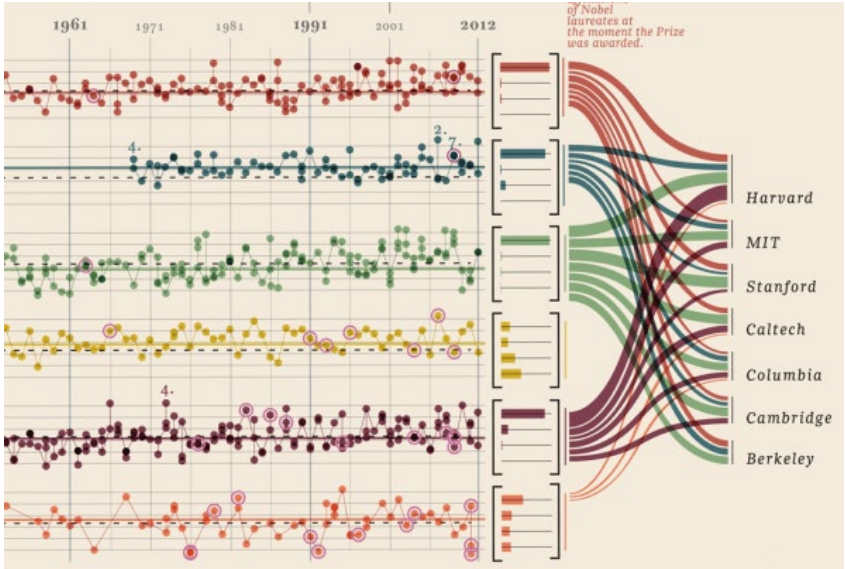
Source: http://blog.visme.co/best-free-infographic-makers/





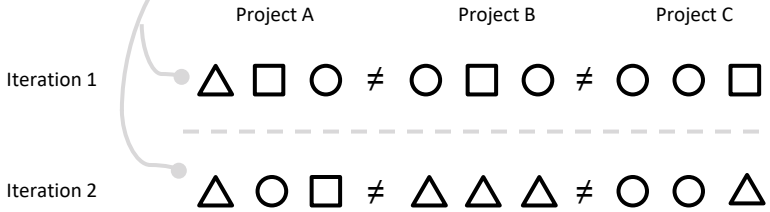
Source: Nadieh Bremer (a.k.a Visual Cinnamon)





Source: Accurat

Basic semantics	Qualifiers	Process variance	Output variance	Culture	Abject breadth
design is to design a design to produce a design	*_____ design* *Industrial design* *textile design* *graphic design* *engineering design*			*e.g. design = aesthetics*	*Ability to be both profound and banal at the same time*

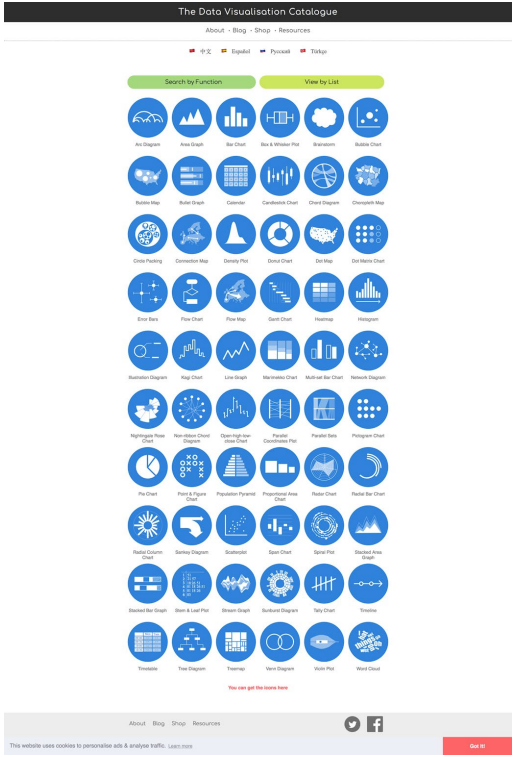


An n number of characteristics

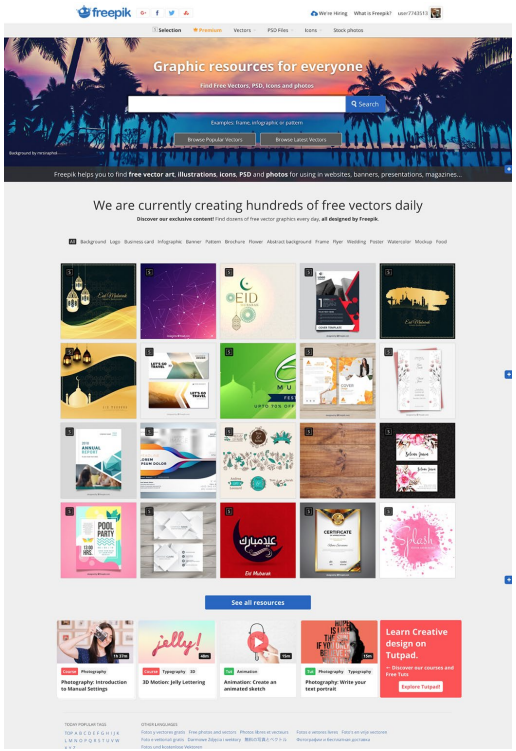
Other Useful websites

https://www.amcharts.com/svg-maps/

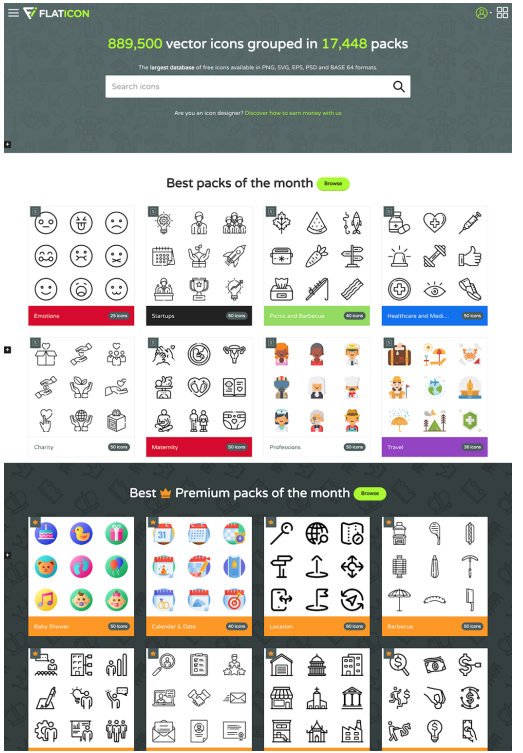
datavizcatalogue.com

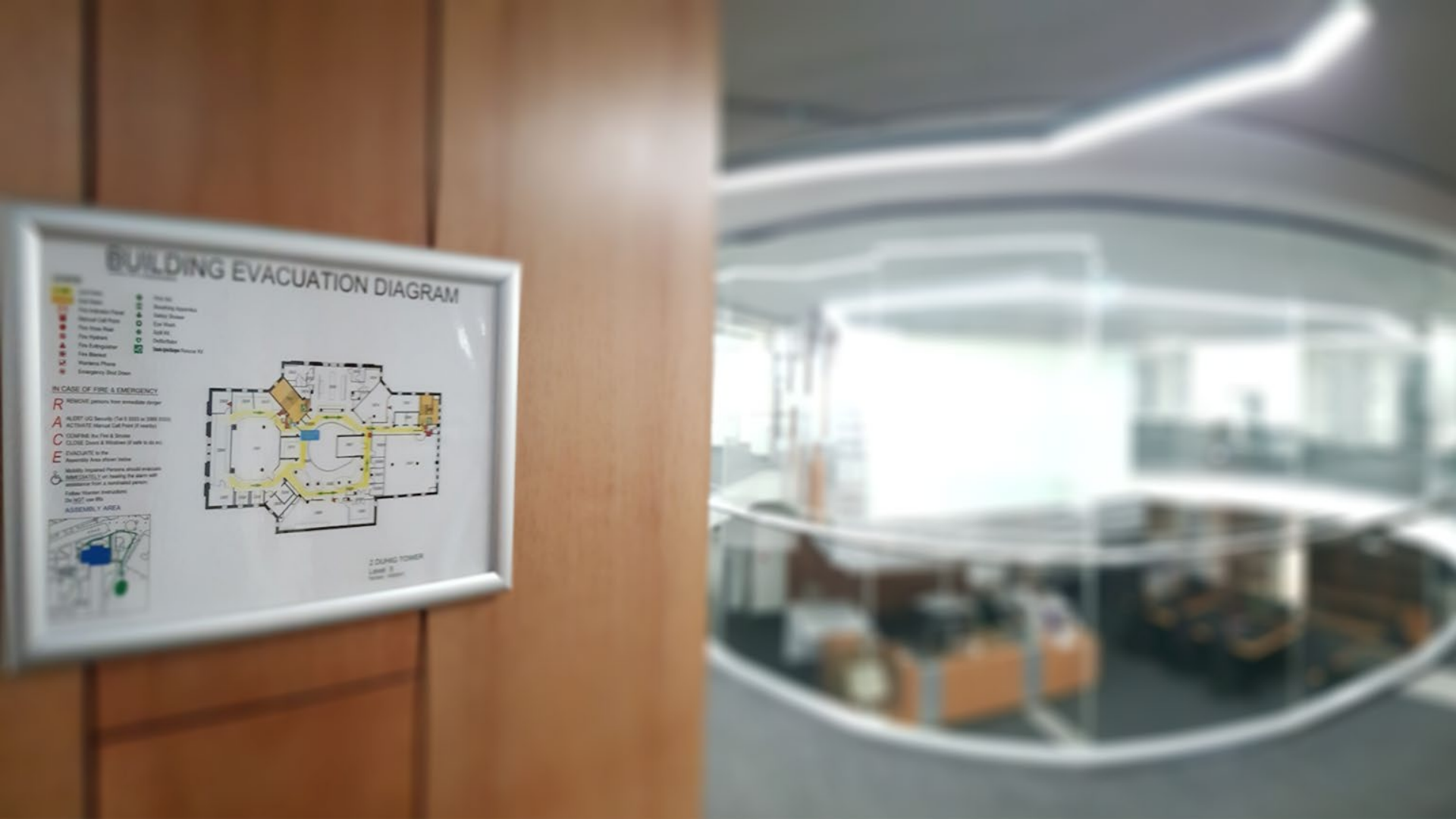


freepik.com



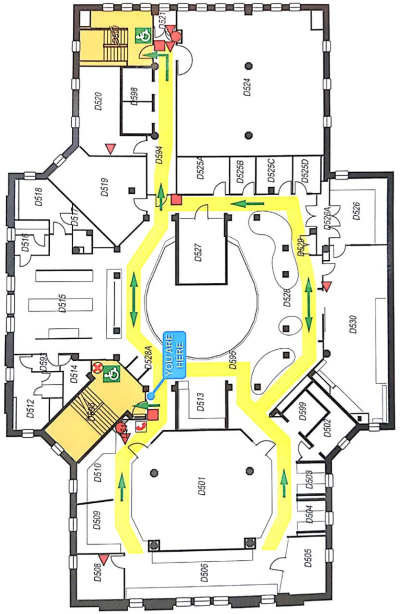
flaticon.com



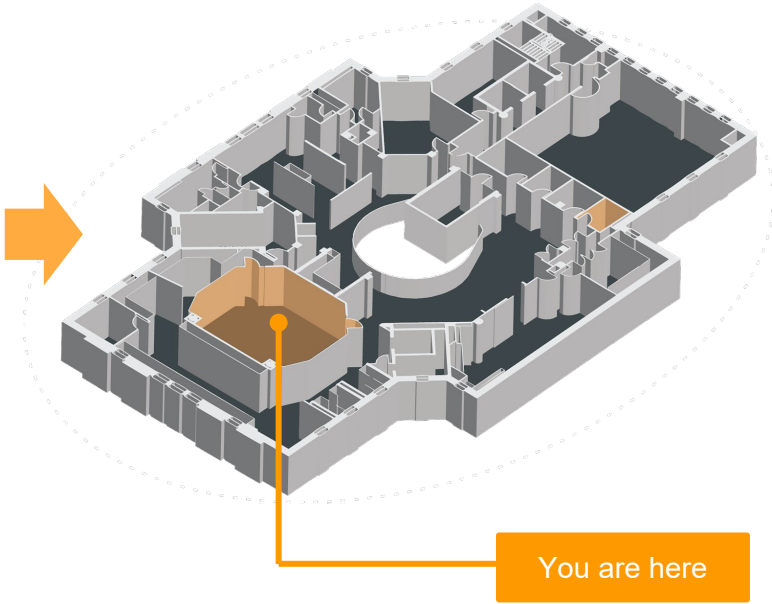

BUILDING EVACUATION DIAGRAM
IN CASE OF FIRE & EMERGENCY
R
A
C
E
ASSEMBLY AREA

3D Forms

Fire Evacuation map



3D layout



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training@library.uq.edu.au

Awais Hameed Khan

Source:flaticon.com