KMb'25 Mobilizing Knowledge for Impact

Creating Infographics

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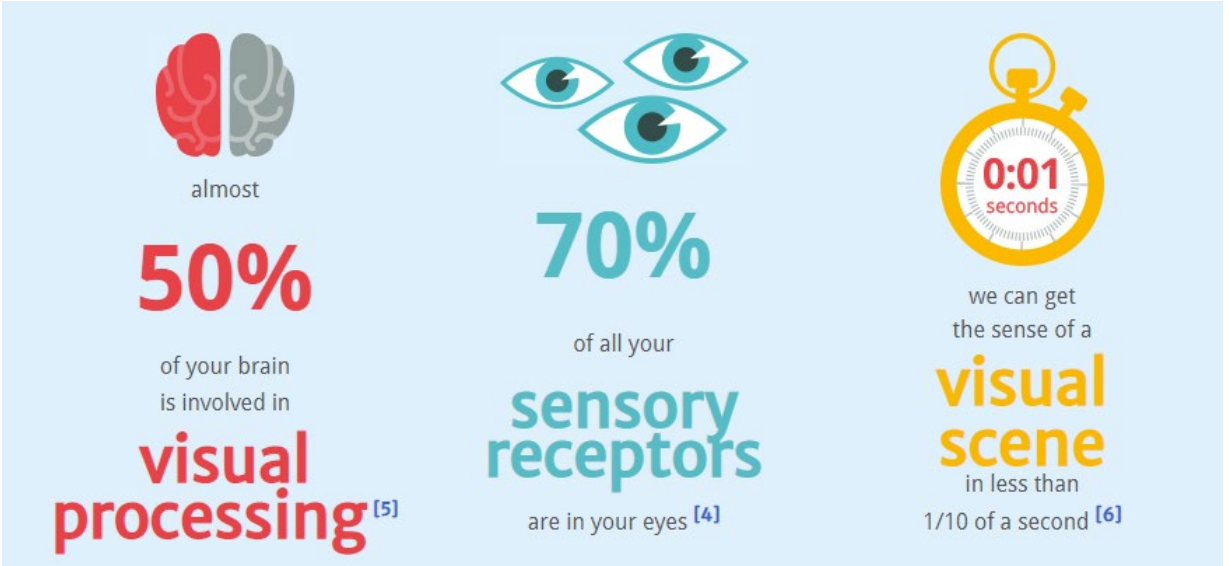
Libraries & Cultural Resources, University of Calgary
March 2025

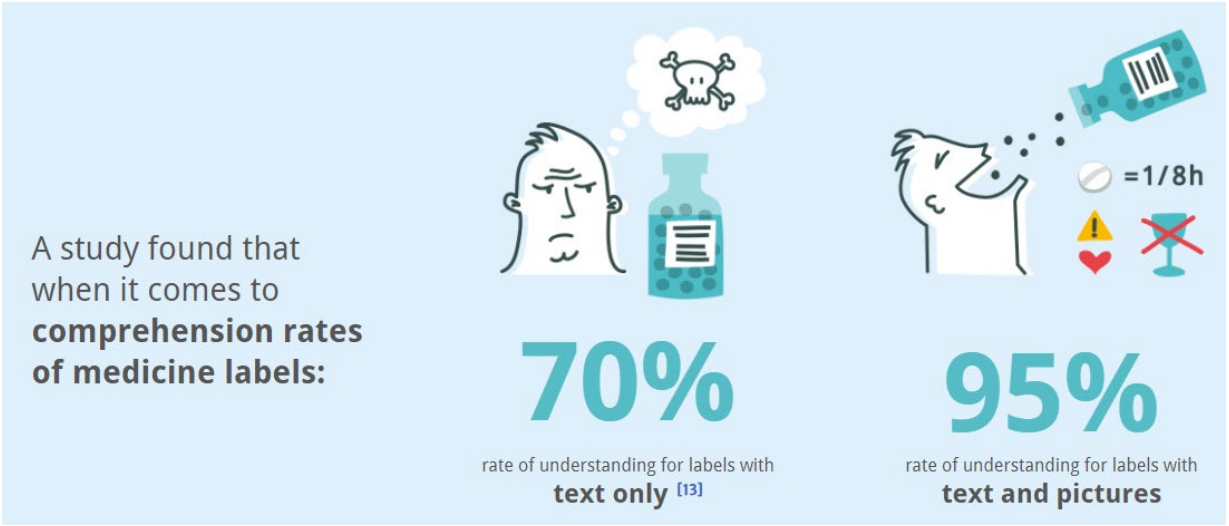
Agenda

- Welcome & Introduction
- What Are Infographics & Why Use Them?
- Key Elements of an Effective Infographic
- Practical Tips for Creating Infographics
- Q&A and Hands-On Activity
- Conclusion & Next Steps

What are infographics?

Infographics are combinations of text and graphics to engagingly present information quickly and clearly.



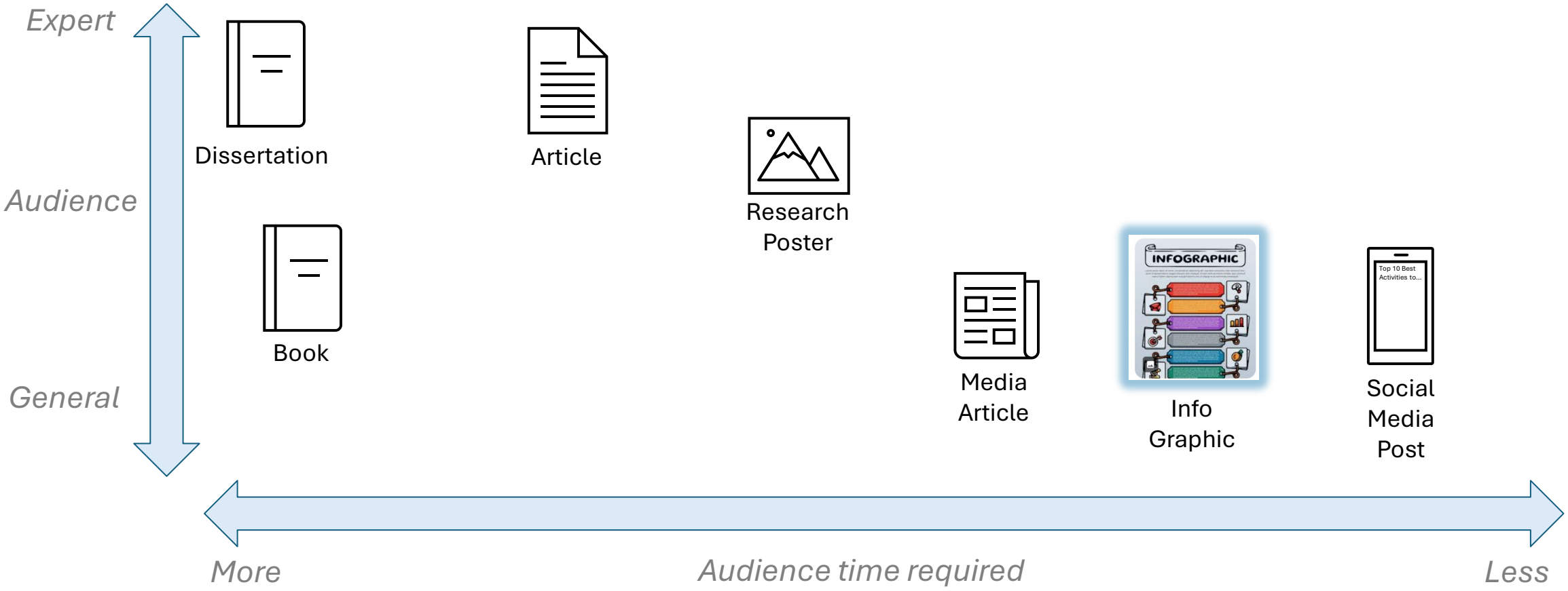


https://neomam.com/interactive/13reasons

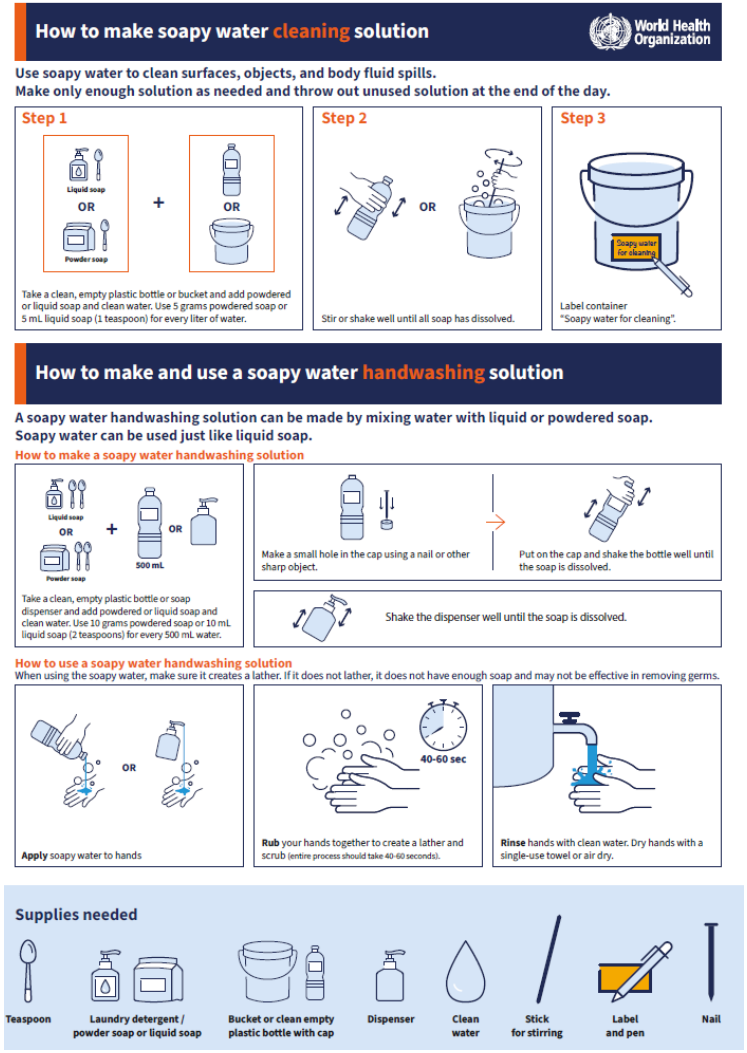
Why is this important for Mobilizing Knowledge?

- Engaging / Less Intimidating
- Memorable
- Provide a small amount of information quickly
- Generate interest
- Reshape research for different audiences

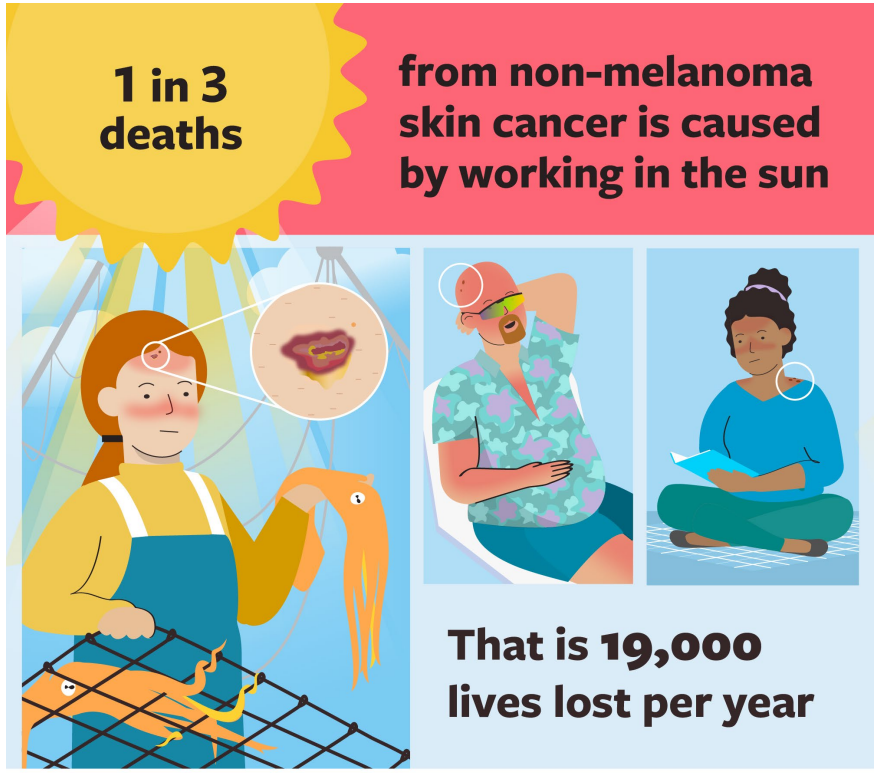
Infographic – Making Information Accessible



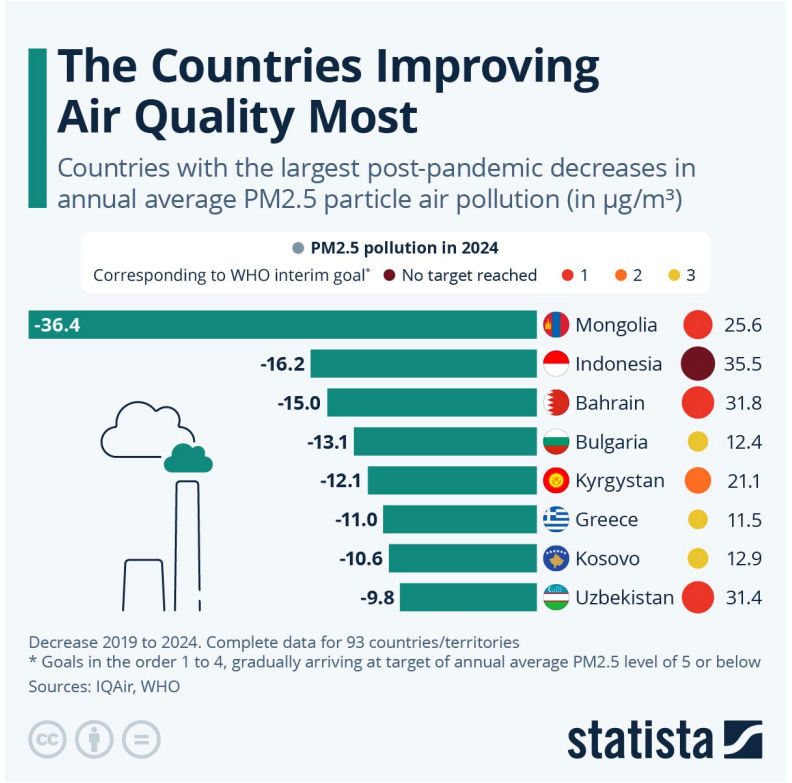
A Few Examples



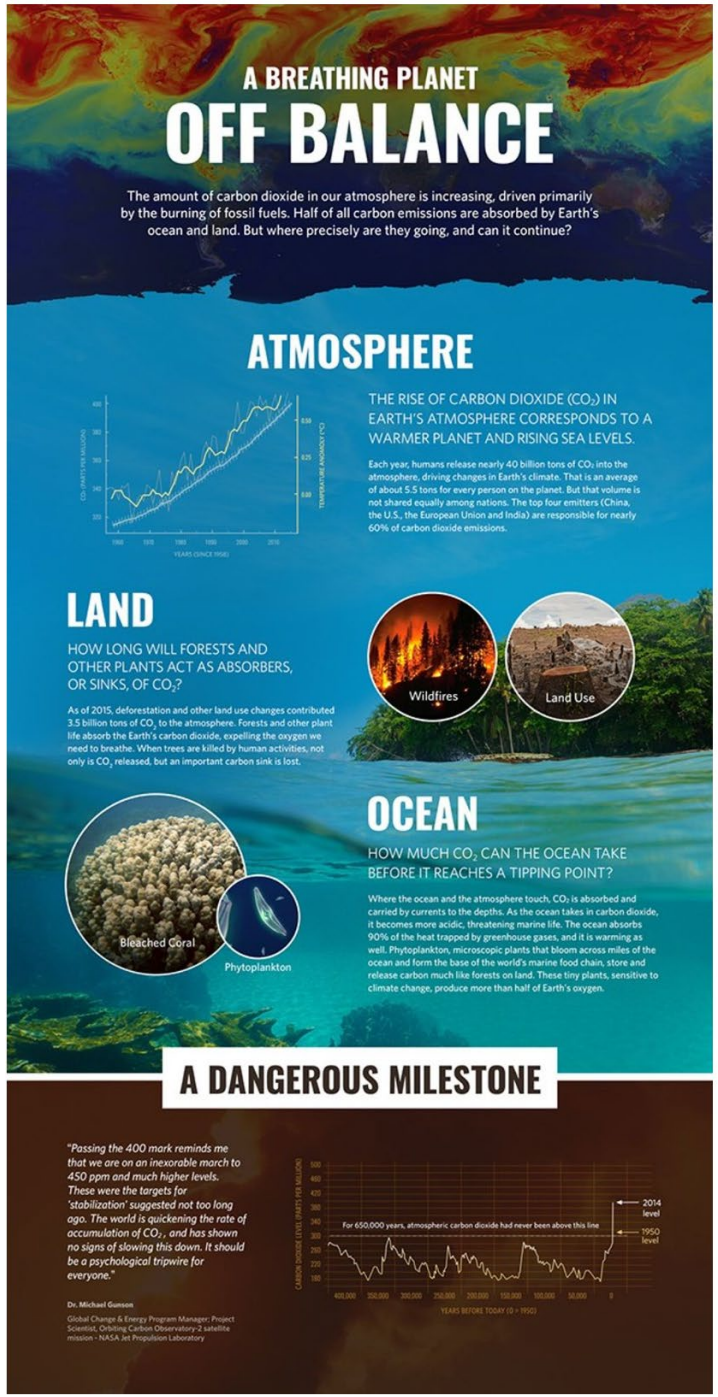
https://www.who.int/multi-media



https://www.who.int/multi-media/details/1-in-3-deaths-from-non-melanoma-skin-cancer-is-caused-by-working-in-the-sun



https://cdn.statcdn.com/Infographic/images/normal/20113.jpeg



https://science.nasa.gov/resource/infographic-earths-carbon-cycle-is-off-balance/

Mom and Baby Sleep and Mood Study

University of Victoria | Nursing

THE UNIVERSITY OF BRITISH COLUMBIA

Participants

278 women

from all provinces in Canada completed the survey with most participants being from BC, Ontario and Alberta.

Average age: **32.5 years**

Average age: **8.5 months**

First time moms: **54%**

Immigrated to Canada **15%**

98% partnered

Sleep

6.2 hours of sleep
at night (range 4-9 hours)

52% rated their sleep as fairly bad or very bad

70% reported infant sleep problems

2.4 wakes
during the night on average

Almost 1 in 5 infants
did not meet the minimum 24 hour sleep requirements

Mood

ANGER

31% had intense anger

14% had intense anger and probable depression

DEPRESSION

26% had probable depression

What We Learned

- Maternal sleep quality is linked to infant sleep quality
- Lower income, more children at home, probable depression, mom's sleep quality, and mom's anger about infant sleep contributed to postpartum anger

Conclusions

- Postpartum anger is common and linked with perceptions of poor maternal-infant sleep
- Improving maternal-infant sleep may help to re duce postpartum anger and depression symptoms
- Care providers should ask about birthing persons' sleep and mood

Funding for this infographic provided by the University of Victoria Pathway to Impact Fund

https://dspace.library.uvic.ca/items/f3a3671c-d6b2-4b04-af67-66943ca02258

SEEING RED

Women's experiences of anger in the first two years after birth

Intense Postpartum Anger

We interviewed a subset of 20 women who scored high on anger during the postpartum period from a larger survey study. They shared:

"We have this Incredible Hulk poster, and it says, The Monster Unleashed, and... then seeing myself as this monster being unleashed because **there's so much rage inside of me**."

"I was taking care of his parents and their feelings, him, and his feelings, and the 2-year old and the 2 year old's feelings, and the new baby, and nobody was taking care of me."

Anger triggers:

- **Violated expectations about motherhood**
- **Unmet needs for sleep, support, time for self**
- **Feeling on edge with stress, fatigue, anxiety, despair, or resentment**

"[Partner] and I, will apologize for our behav-iour because we know that we've crossed the line... Oftentimes we end up agreeing to disagree. There's not always a pro-ductive step forward."

Managing anger:

- **Protecting children from anger**
- **Expressing anger to communicate**
- **Hiding anger and internalizing**
- **Practicing self-compassion and care**

"My husband and I, with our son, we switch nights and he sleeps with him. We'll take turns depending on how bad he is. It allows us to have compassion and graciousness for the other one."

Support reduces anger:

- **Shared parenting with partner**
- **Help and emotional support from family and friends**
- **Community programs and resources**
- **Health care provider and mental health support**

For more information, visit:
https://journals.sagepub.com/doi/10.1177/10497323221120173

Funding for this infographic provided by the University of Victoria Pathway to Impact Fund.

THE UNIVERSITY OF BRITISH COLUMBIA

University of Victoria | Nursing

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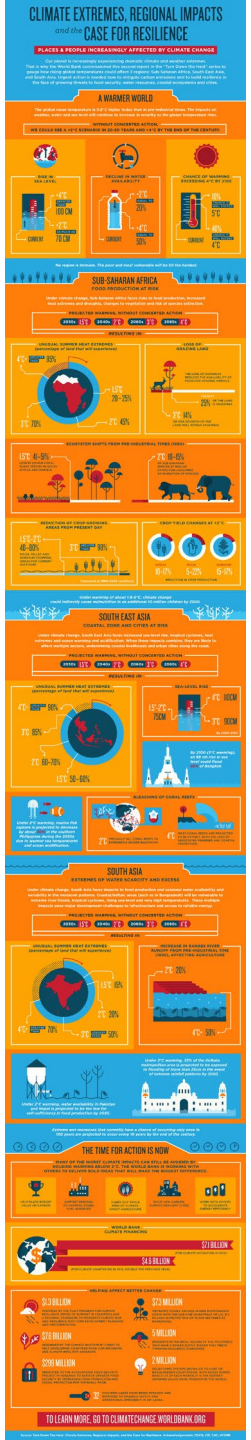
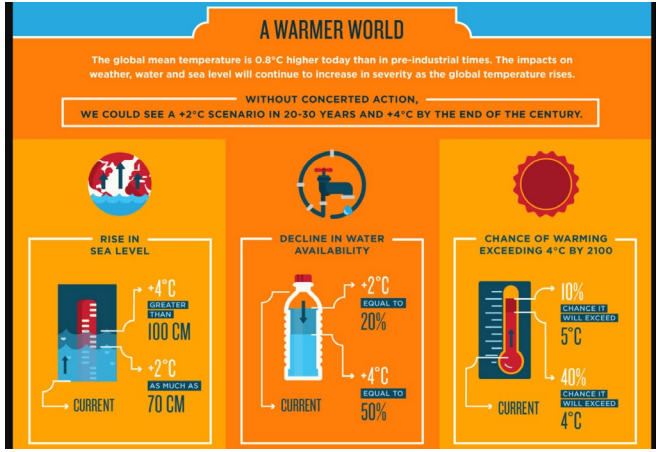
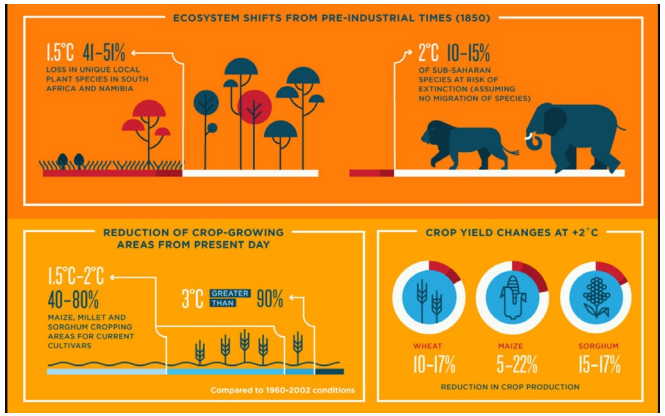
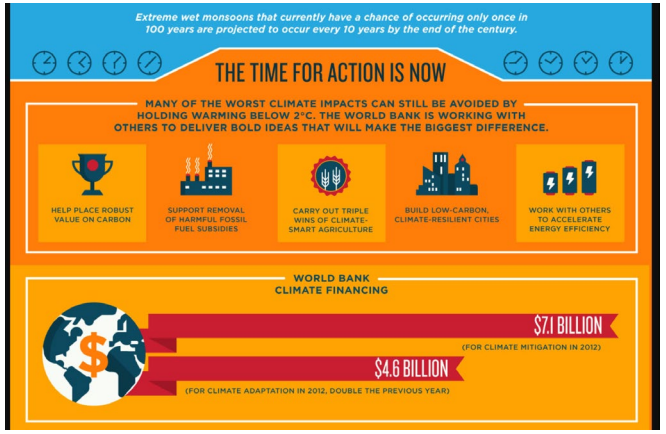
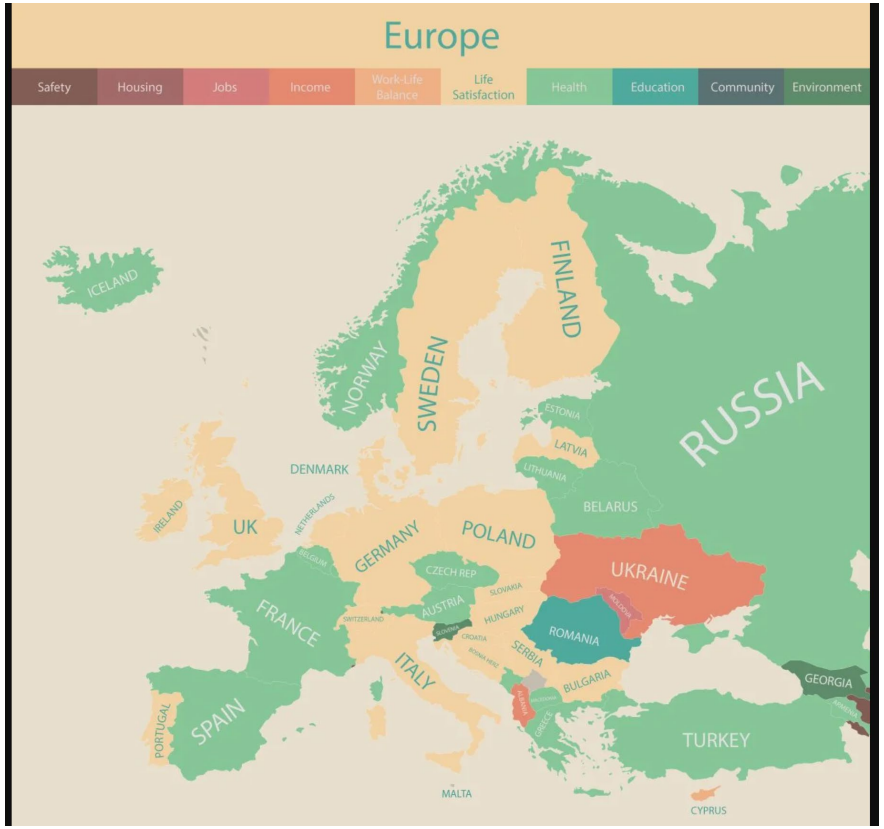






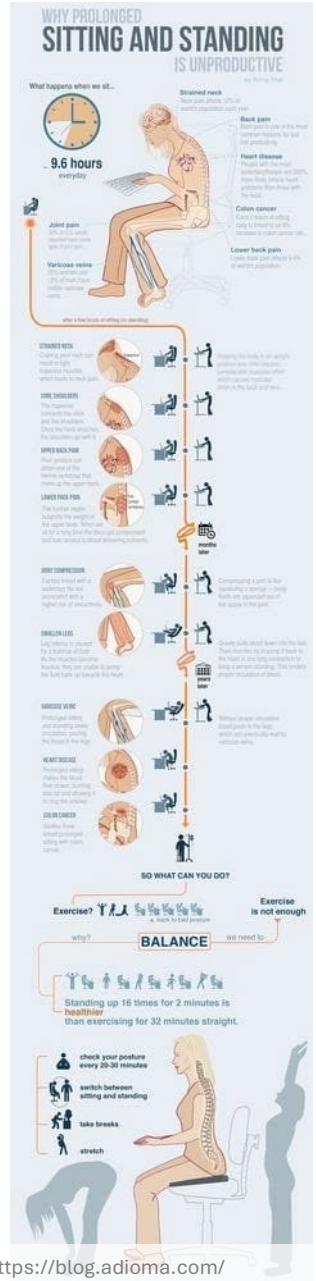


https://www.worldbank.org/en/news/feature/2013/06/19/Infographic-Climate-Change-in-Sub-Saharan-Africa-South-Asia-South-East-Asia



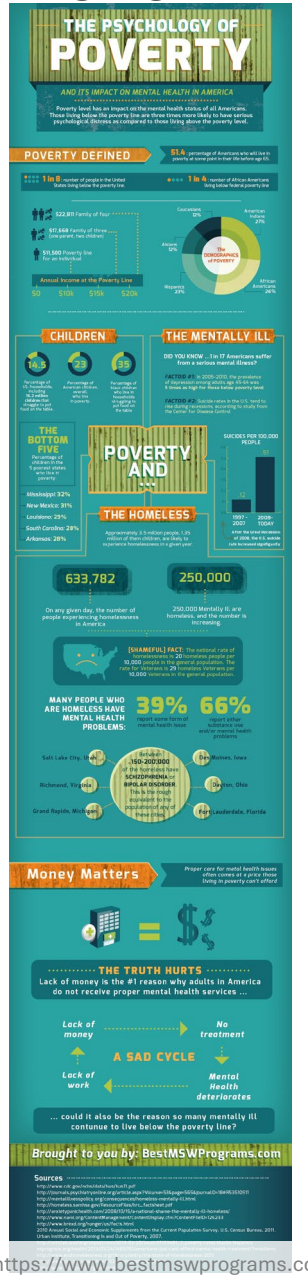
https://www.movehub.com/blog/what-matters-most-map/

Graphics Supporting Text



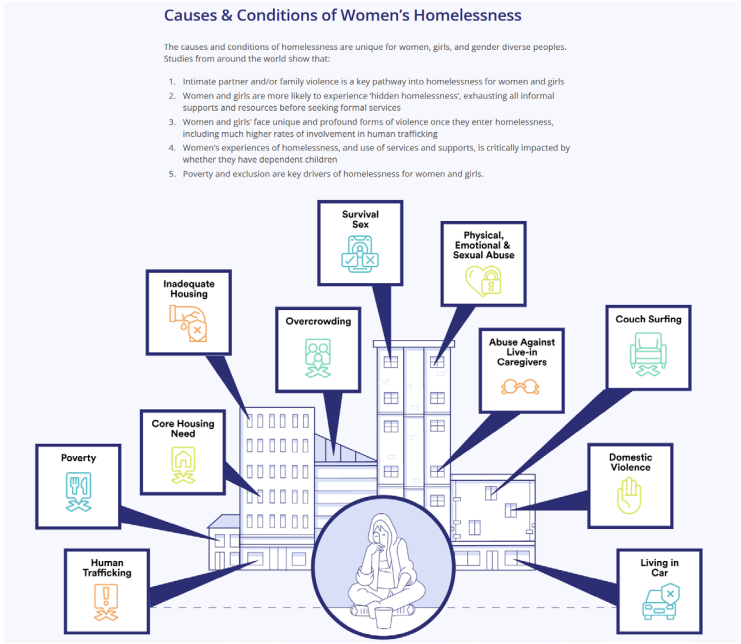
https://blog.adioma.com/prolonged-sitting-and-standing-infographic/

Colour Highlights



https://www.bestmswprograms.com/mental-health/

Colour, List Almost Unnecessary



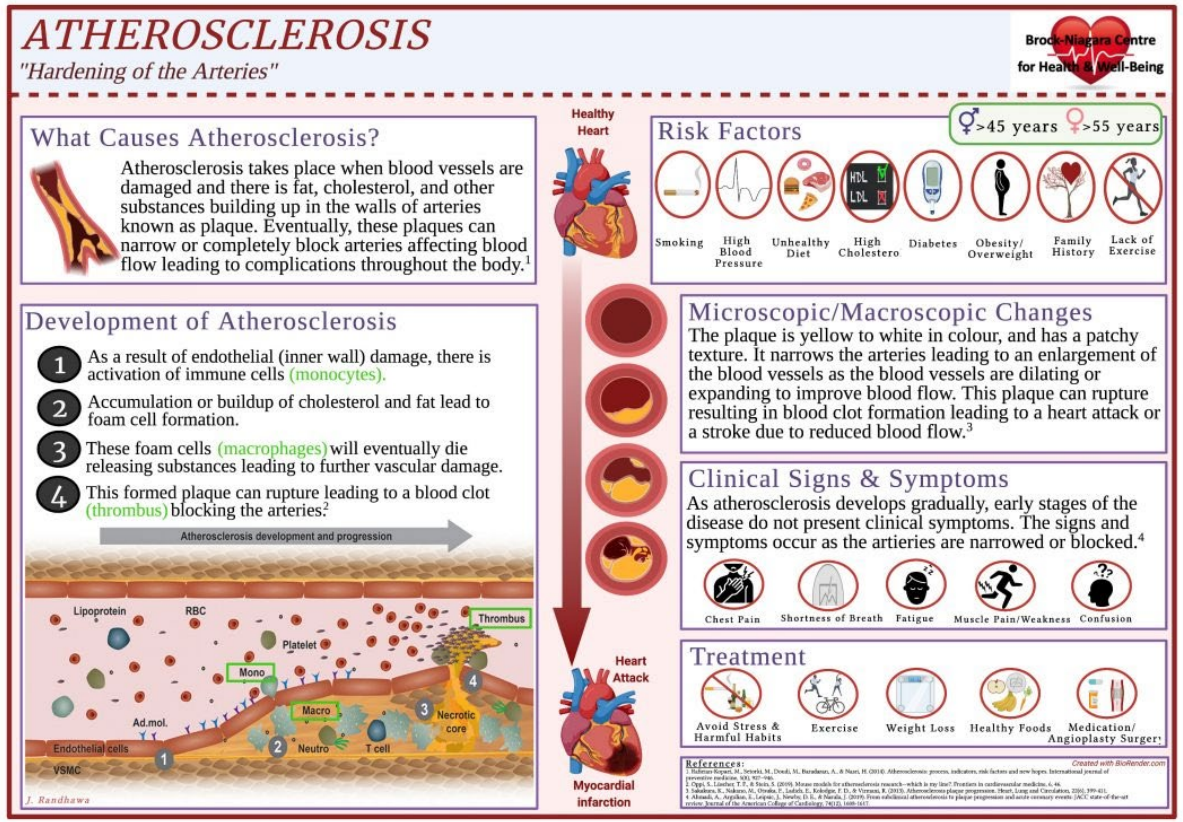
https://womenshomelessness.ca/women-girls-homelessness-in-canada/

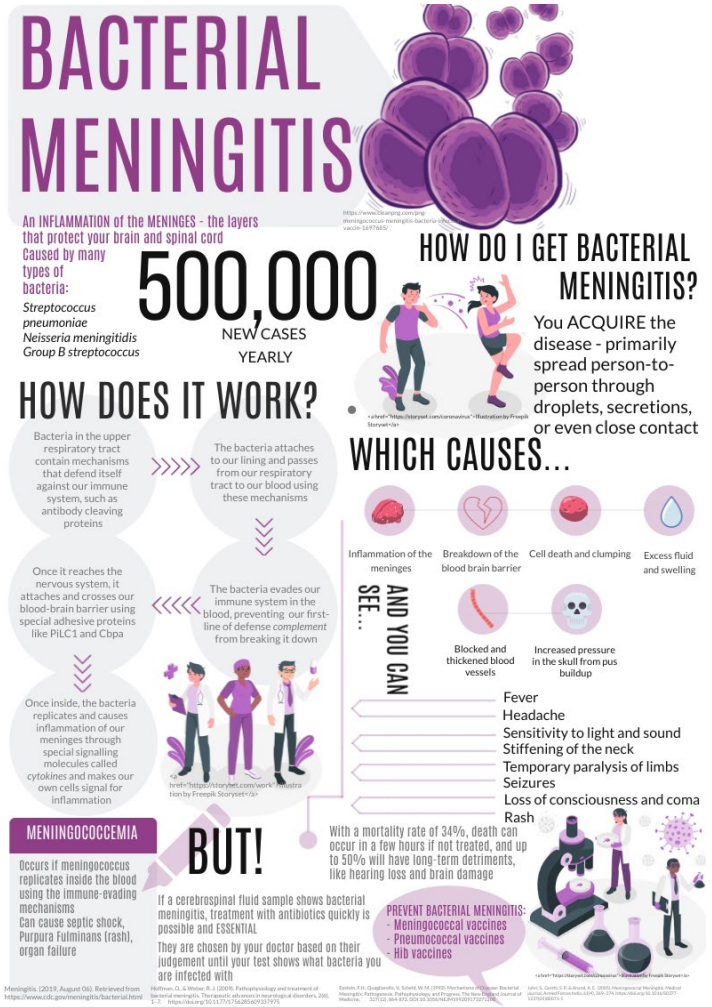
Highlights to Draw Eye, Multipage, Titles, Simple Graphics

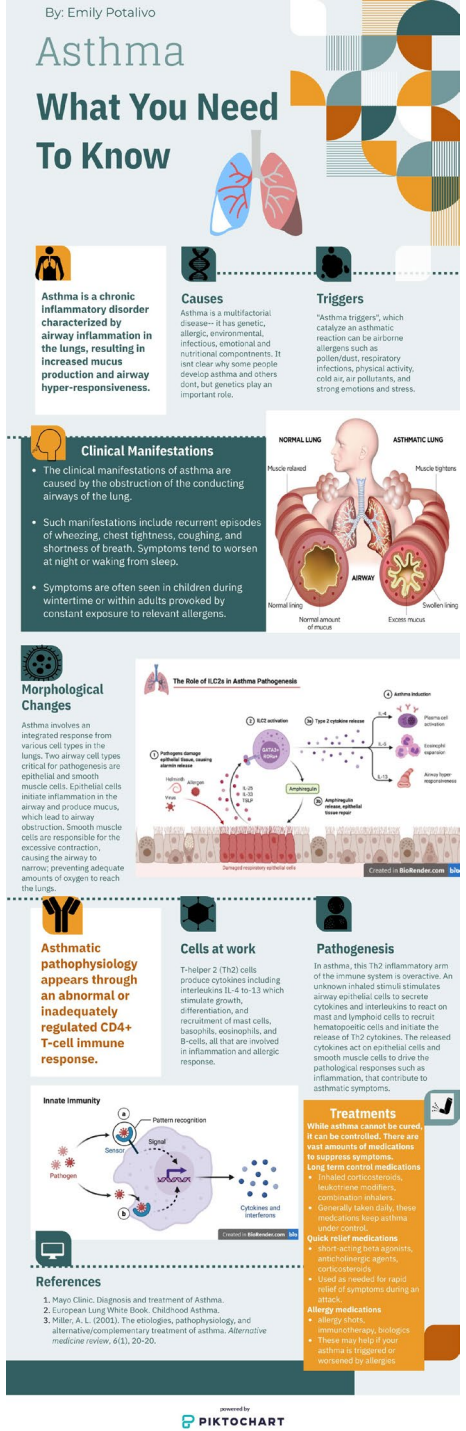
https://hubsolutions.ca/portfolios/mobilizing-research-on-low-barrier-gender-specific-drop-in-programs/

Typography

https://onlinebusiness.umd.edu/blog/emotional-iq-and-you/





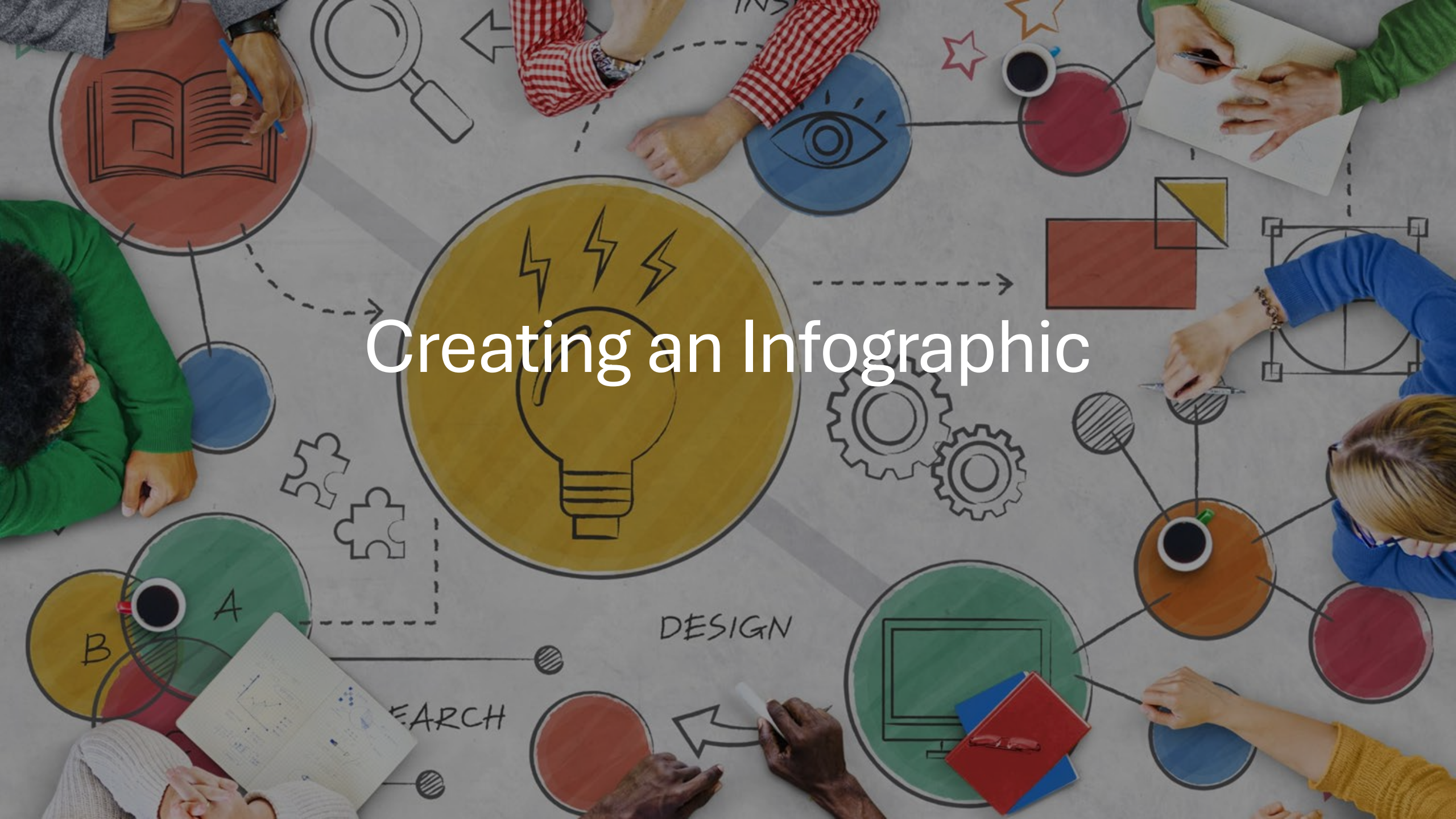


Undergraduate Infographic Course Assignments

https://brocku.ca/brock-news/2021/05/health-sciences-students-use-infographics-to-teach-public-about-disease/

Challenges

- Distilling your information
- Focusing on a specific audience; knowing what they will identify with / find interesting
- Creating visuals
- Different design considerations than a presentation or paper
- Many skills required:
  - In-depth knowledge of the research
  - Audience perspective / avoiding curse of knowledge
  - Storytelling
  - Graphics & design skills



Creating an Infographic

Get Started:
Three Strategic Elements

MESSAGE

AUDIENCE

MEDIUM

Message

What is your goal?

What do you want people viewing your infographic to do?

Take an action	Discover a new idea or other information	Trigger curiosity (to read your paper/book)

Audience

Interest

- Will they be excited about this topic?
- Have they seen messaging on this before?
- Do they have lived experience related to the message?

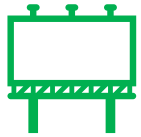
Capabilities

- Jargon and abbreviations
- Literacy and numeracy levels

Circumstances

- When/where might your audience see this message
- Expectations / Stigma

Medium



Does the media match your audience?

Given the media, will your infographic be accessible?

Font sizes, colours, level of detail

Possibilities

Social media

Printed - What size?

Online (interactive)

Within larger document?

Three Components

Infographics utilize three general components

Visual

[colour, typography, graphic]

Content

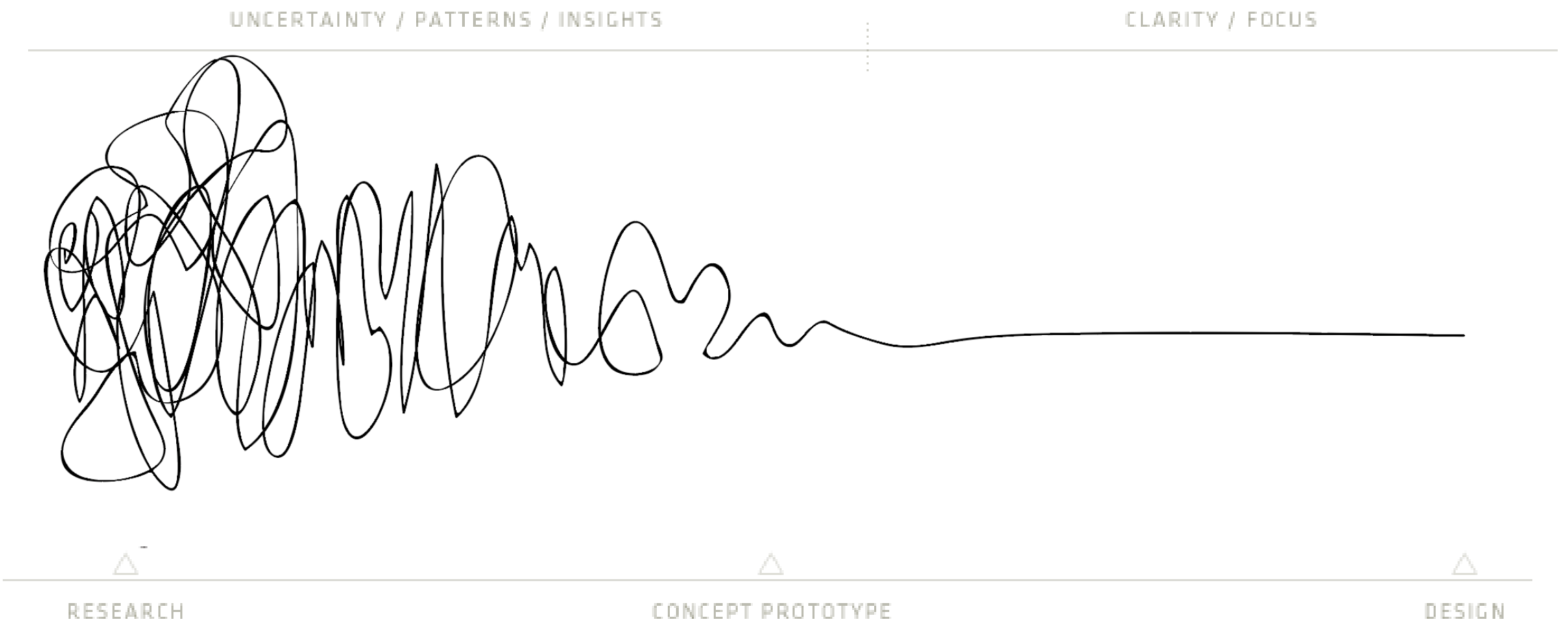
[facts, data, statistics]

Knowledge

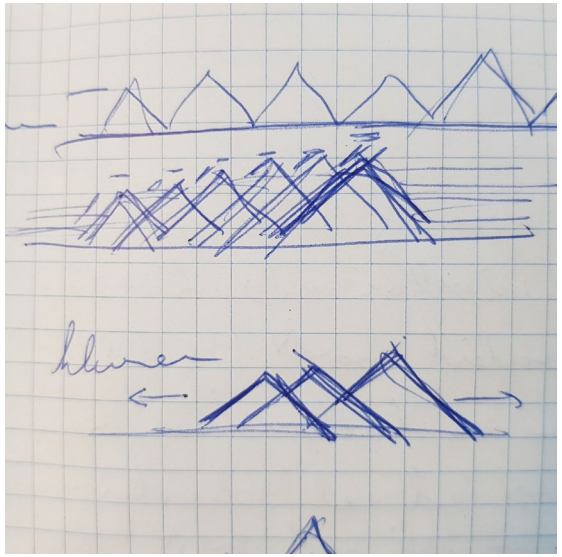
[insight/perspective]

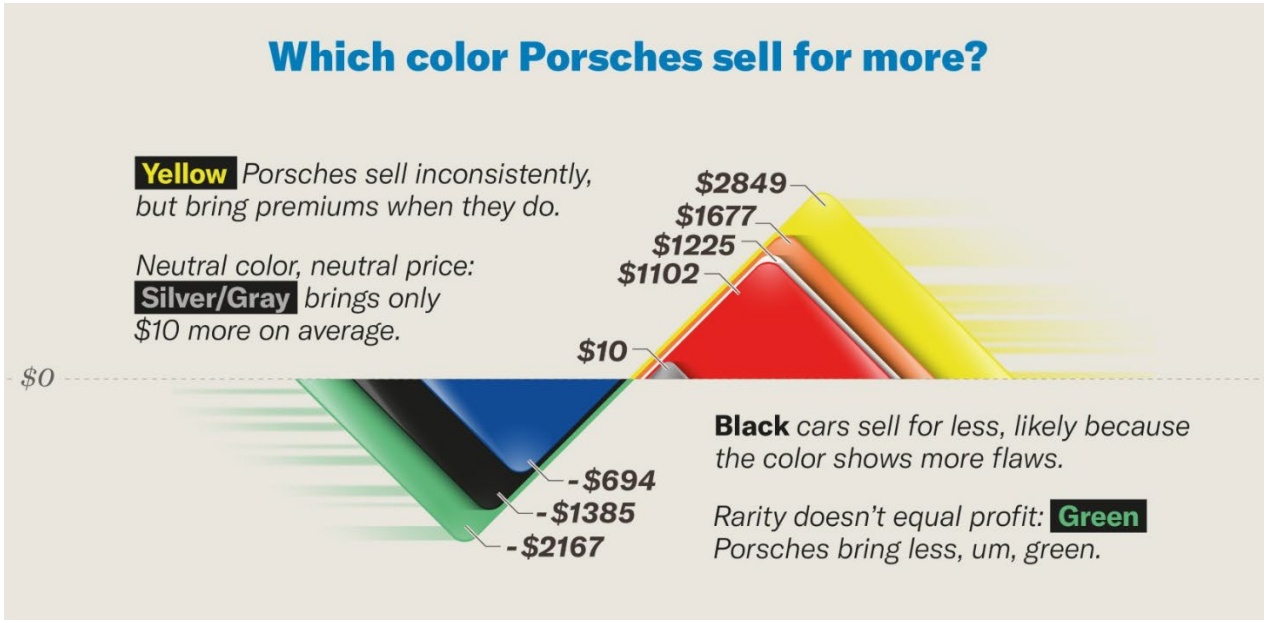
From https://sites.google.com/view/creating-infographics/deconstructing-infographics

The Process of Design

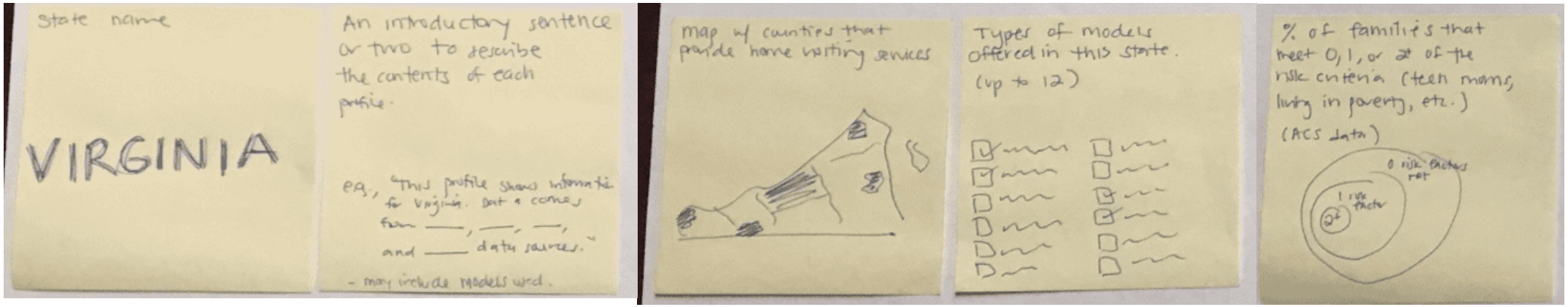


START BY SKETCHING



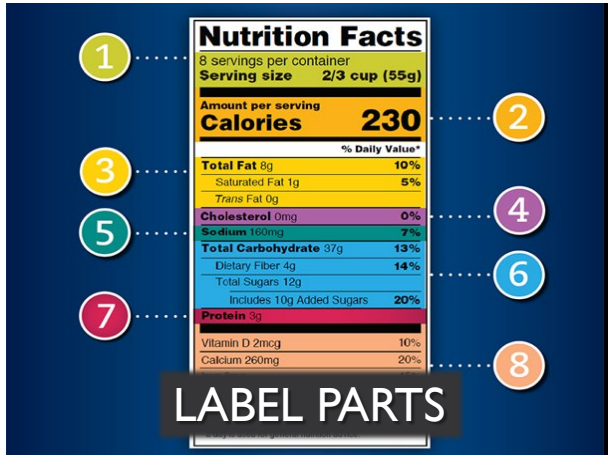


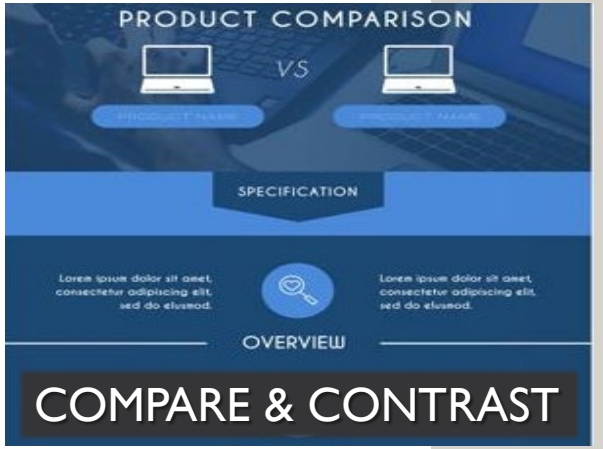
From https://twitter.com/SonjaKuijpers/status/1351116614725472260

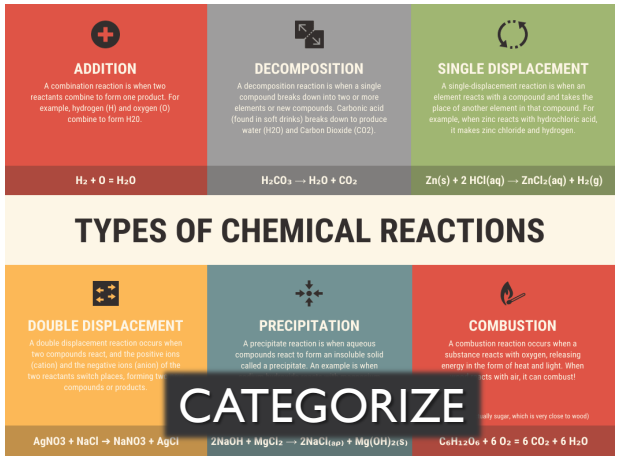


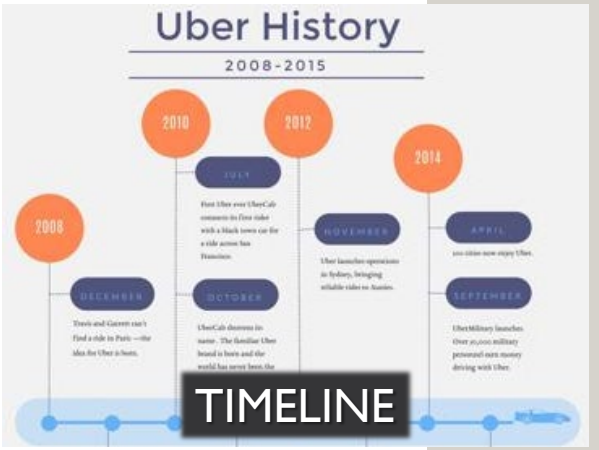
From https://depictdatastudio.com/how-drawing-makes-us-better-at-data-visualization/

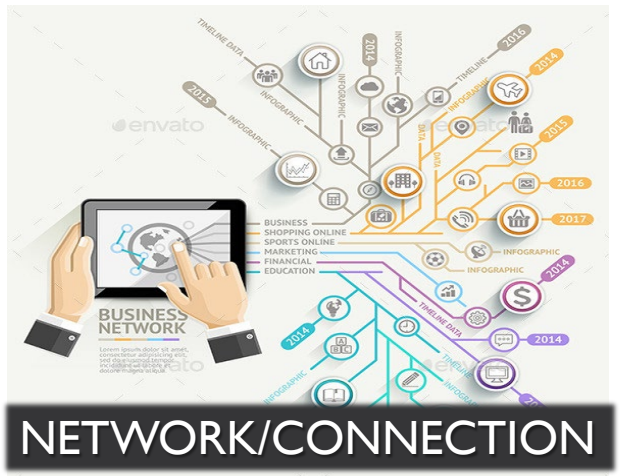
InfoGraphic Types

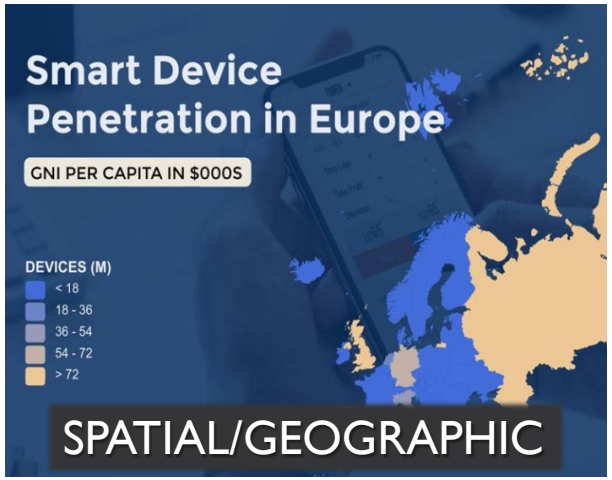


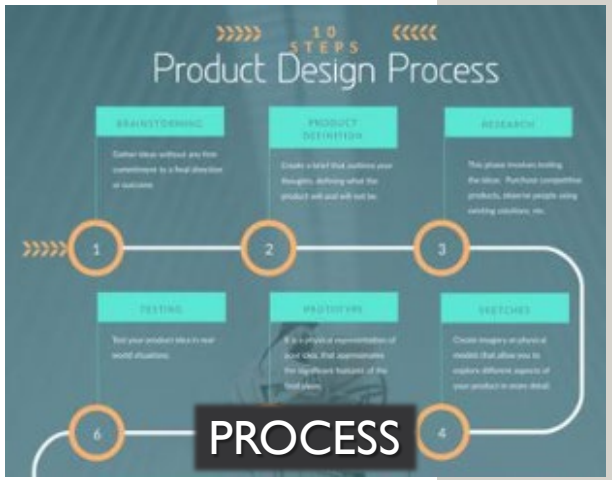










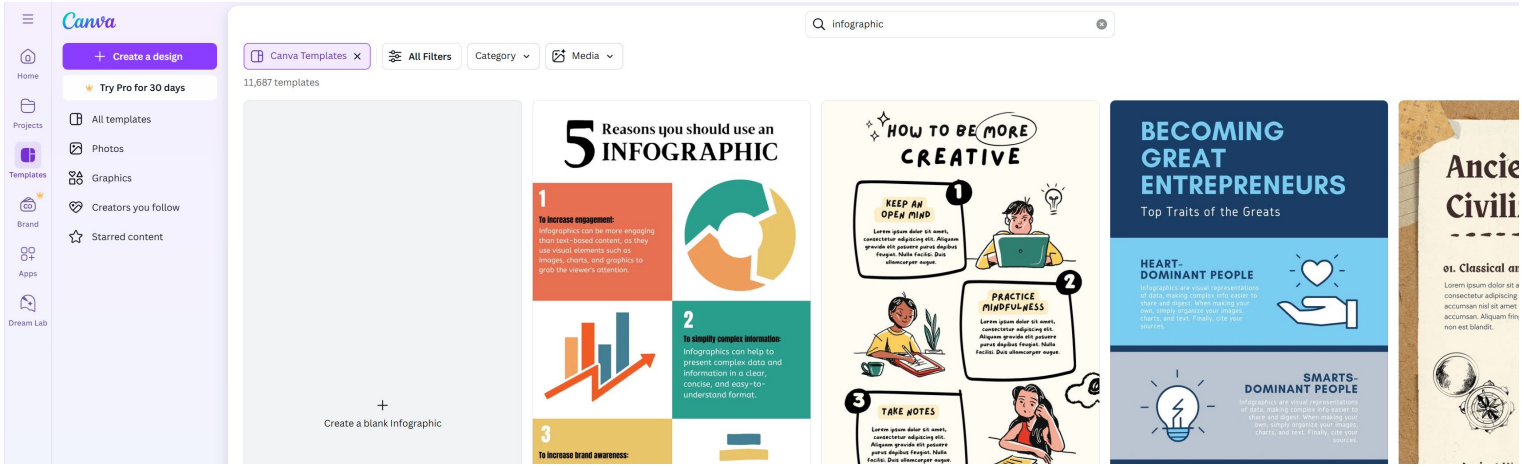


Find Examples & Templates

Canva.com

https://www.canva.com/templates/?query=infographic

11.6 thousand infographic examples



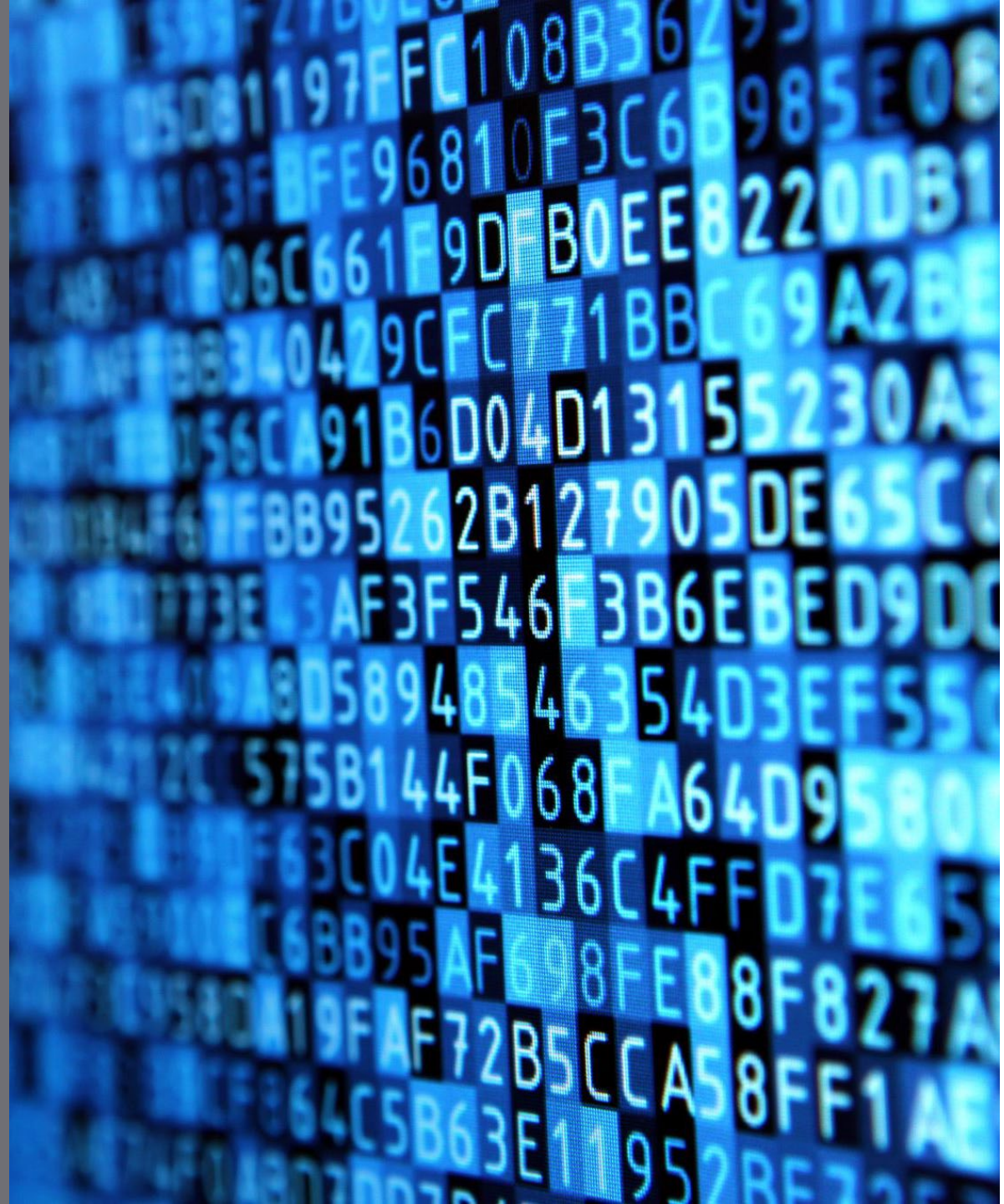
Piktochart

https://piktochart.com/templates/

Venngage

https://venngage.com/templates/infographics


Design Tips



Fonts

FONTS: THE BASICS

Serif

Sans Serif

USE **two** TYPEFACES MAXIMUM

(OFTEN **ONE** IS ENOUGH)

INSTEAD OF MORE FONTS USE:

- **WEIGHT**
- COLOR
- *Italics*
- SIZE
- case

TYPE AND CONTRAST

Be careful with small differences in luminosity.

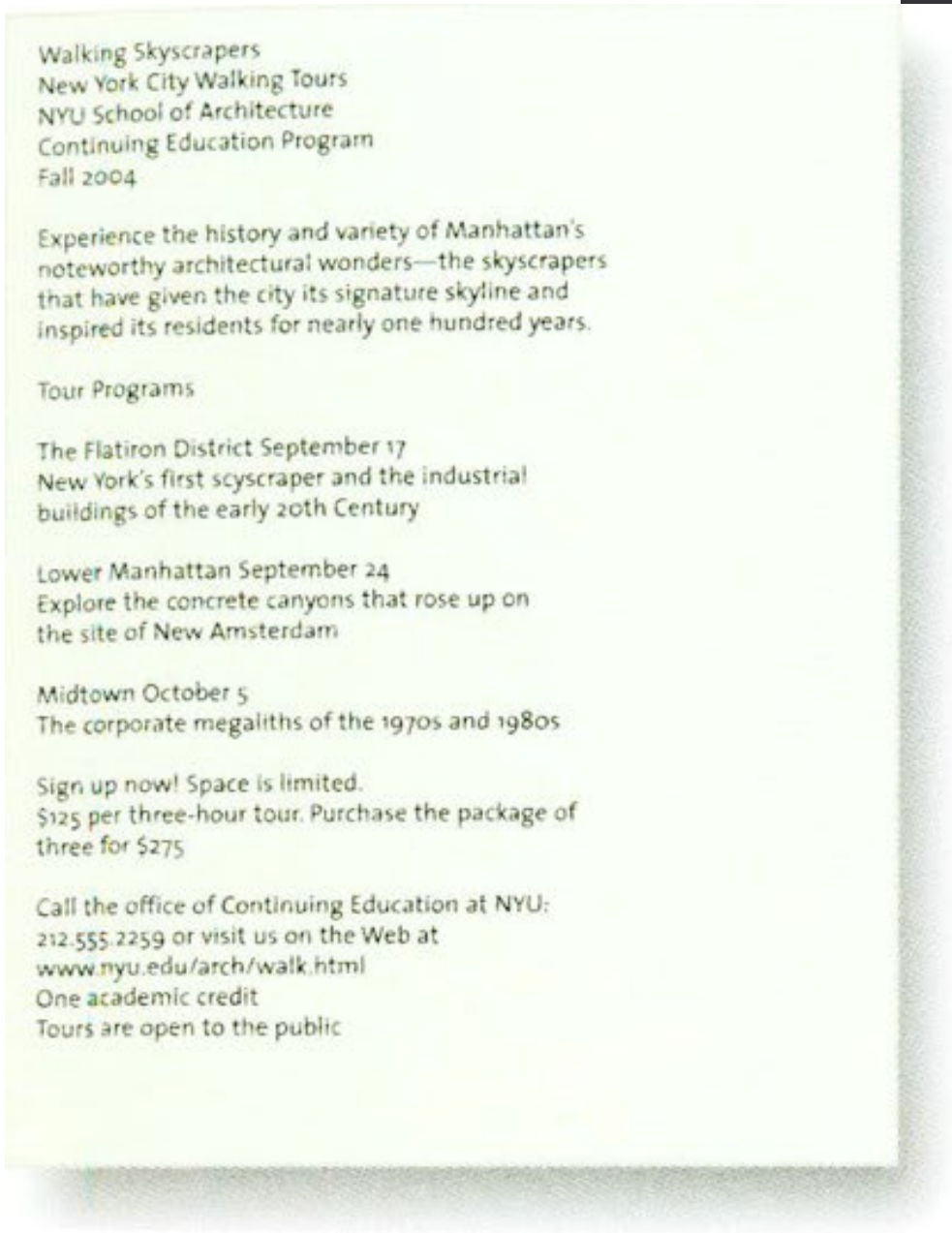
What works on your display may not work in general.

Layout

DIRECT ATTENTION

DRAW ATTENTION TO ONE THING FIRST

THEN USE COLOR, SIZE, SPACE, AND PLACEMENT TO DIRECT VIEWERS TO THE NEXT IMPORTANT POINT



Walking Skyscrapers
New York City Walking Tours
NYU School of Architecture
Continuing Education Program
Fall 2004

Experience the history and variety of Manhattan's noteworthy architectural wonders—the skyscrapers that have given the city its signature skyline and inspired its residents for nearly one hundred years.

Tour Programs

The Flatiron District September 17
New York's first scyscraper and the industrial buildings of the early 20th Century

Lower Manhattan September 24
Explore the concrete canyons that rose up on the site of New Amsterdam

Midtown October 5
The corporate megaliths of the 1970s and 1980s

Sign up now! Space is limited.
$125 per three-hour tour. Purchase the package of three for $275

Call the office of Continuing Education at NYU:
212.555.2259 or visit us on the Web at
www.nyu.edu/arch/walk.html
One academic credit
Tours are open to the public

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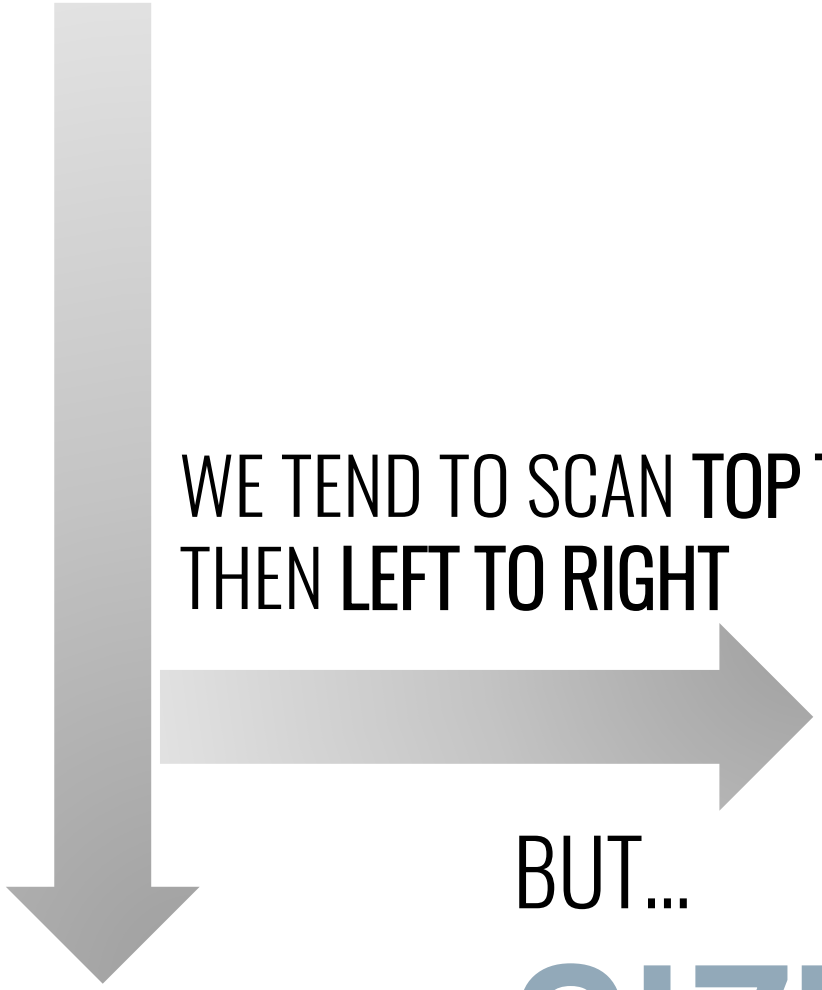


WE TEND TO SCAN **TOP TO BOTTOM**
THEN **LEFT TO RIGHT**

BUT...

SIZE & COLOR CAN

PREEMPT THAT ORDER

755

Steroids or Not, the Pursuit Is On

Barry Bonds is taking aim at the career home run record. He needs only six more to tie Babe Ruth and 47 to equal Hank Aaron.

Lines are cumulative home runs.

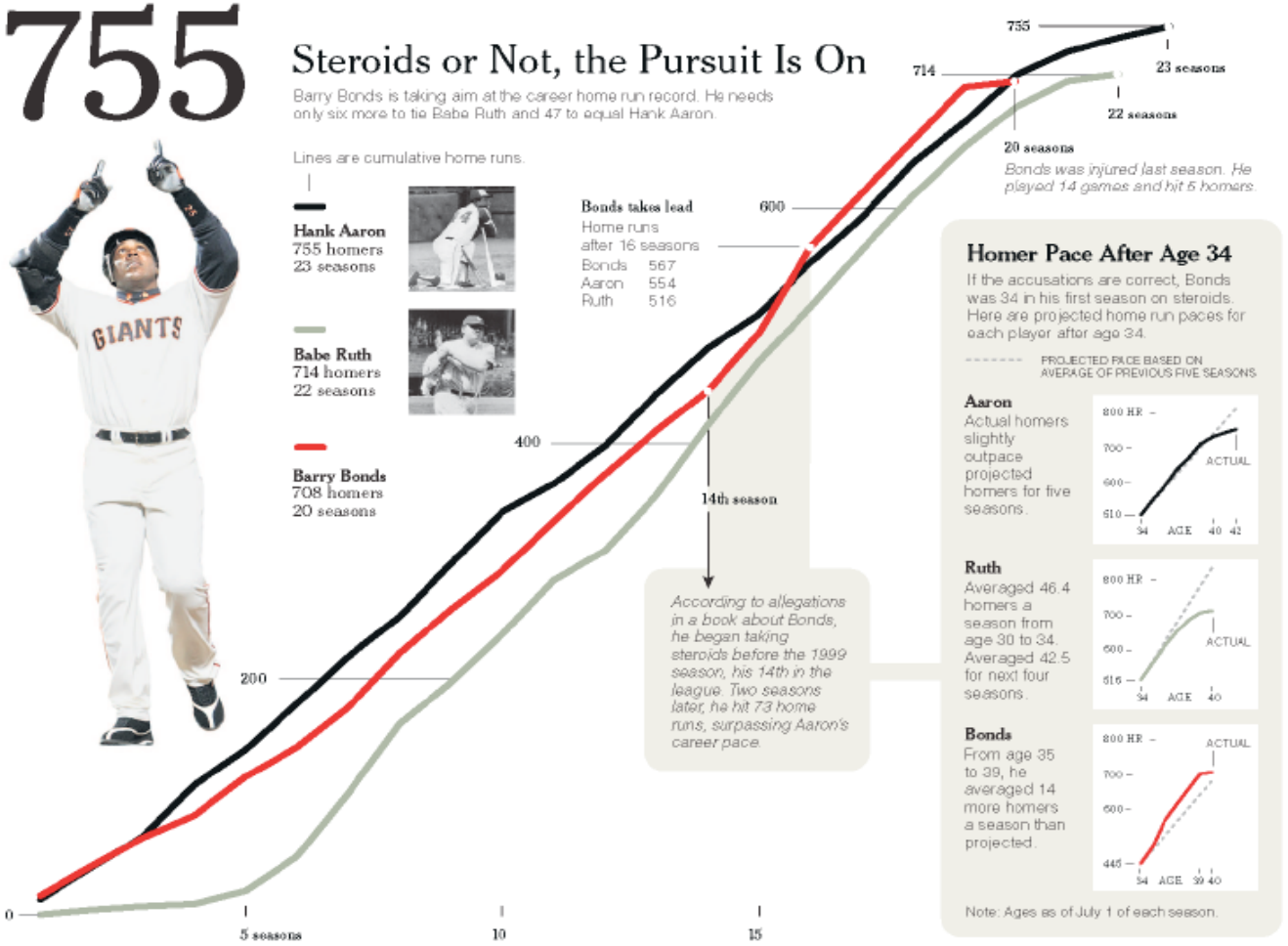
Hank Aaron
755 homers
23 seasons

Babe Ruth
714 homers
22 seasons

Barry Bonds
708 homers
20 seasons

Bonds takes lead
Home runs after 16 seasons

Bonds	567
Aaron	554
Ruth	516



Bonds was injured last season. He played 14 games and hit 5 homers.

According to allegations in a book about Bonds, he began taking steroids before the 1999 season, his 14th in the league. Two seasons later, he hit 73 home runs, surpassing Aaron's career pace.

Homer Pace After Age 34

If the accusations are correct, Bonds was 34 in his first season on steroids. Here are projected home run paces for each player after age 34.

PROJECTED PACE BASED ON AVERAGE OF PREVIOUS FIVE SEASONS

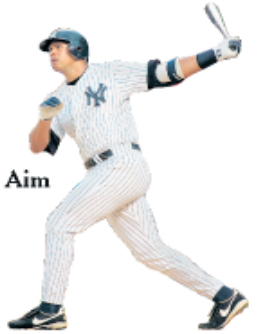
Aaron
Actual homers slightly outpace projected homers for five seasons.

Ruth
Averaged 46.4 homers a season from age 30 to 34. Averaged 42.5 for next four seasons.

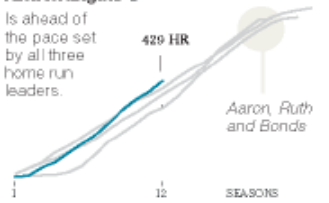
Bonds
From age 35 to 39, he averaged 14 more homers a season than projected.

Note: Ages as of July 1 of each season.

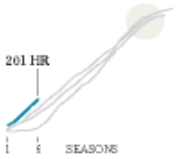
Others Taking Aim



Alex Rodriguez ▲
Is ahead of the pace set by all three home run leaders.



Albert Pujols
Averaging 40 homers a season, he has started stronger than the three leaders did.



Ken Griffey Jr.
Many thought he would be the first to catch Ruth and Aaron until injuries limited his output.

Differing Paths to the Top of the Charts

The top seven players on the career home run list, along with a look at Griffey (12th), Rodriguez (37th) and Pujols (tied 257th).

Amanda Cox and Joe Ward/The New York Times

BEGINNING

Lines are cumulat me runs.

Hank Aaron
755 homers
23 seasons

Babe Ruth
714 homers
22 seasons

Barry Bonds
708 homers
20 seasons

Bonds takes lead
Home runs after 16 seasons
onds 567
554
516

755
714
23 seasons
22 seasons
20 seasons
Bonds was injured last season. He played 14 games and hit 5 homers.

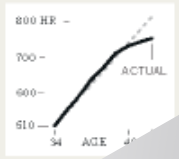
600
400
200
0
14th seas
5 seasons
10
15

Homer Pace After Age 34

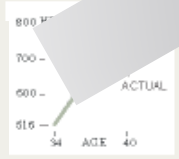
If the accusations are correct, Bonds was 34 in his first season on steroids. Here are projected home run paces for each player after age 34.

PROJECTED PACE BASED ON AVERAGE OF PREVIOUS FIVE SEASONS

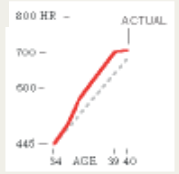
Aaron
Actual homers slightly outpace projected homers for five seasons.



Ruth



From age 35 to 39, he averaged 14 more homers a season than projected.



Note: Ages as of July 1 of each season.

MIDDLE

Others Taking Aim

Alex Rodriguez ▲

END

Albert Pujols
Averaging 40 homers a season, he has started stronger than the three leaders did.

SEASONS

SEASONS

Ken Griffey Jr.
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536 HR

SEASONS 17

Differing Paths to the Top of the Charts

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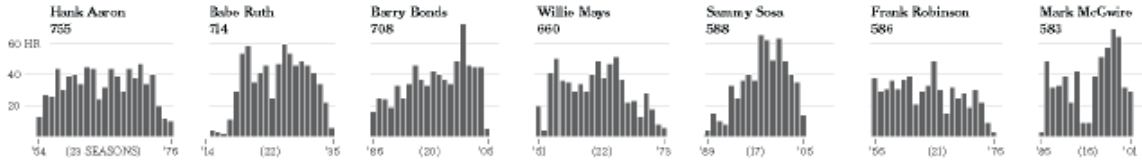


15 times hit 30 or more (M.L. most).

Hit only 20 over first five seasons.

Averaged 52 from 2000 to 2004.

No one hit more from 1950-69.

Three 60-homer seasons is record.

Triple Crown in '66 (49, 122, .316).

First to hit 70 in a season.

more in the 90's.

400 homers.

in first five seasons.

EPILOGUE

Amanda Cox and Joe Ward/The New York Times

THE GRID

A TOOL TO ORDER AND UNIFY SPACE

MODULAR GRIDS

A BIG DISCOVERY

12 April 2022

The lysine contingency - it's intended to prevent the spread of the animals is case they ever got off the island. Dr. Wu inserted a gene that makes a single faulty enzyme in protein metabolism. The animals can't manufacture the amino acid lysine. Unless they're continually supplied with lysine by us, they'll slip into a coma and die.

COMBINING & SPLITTING PROVIDES A CONSISTENT WAY OF LAYING OUT SPACE

755

Steroids or Not, the Pursuit Is On

Barry Bonds is taking aim at the career home run record. He needs only six more to tie Babe Ruth and 47 to equal Hank Aaron.

Lines are cumulative home runs.

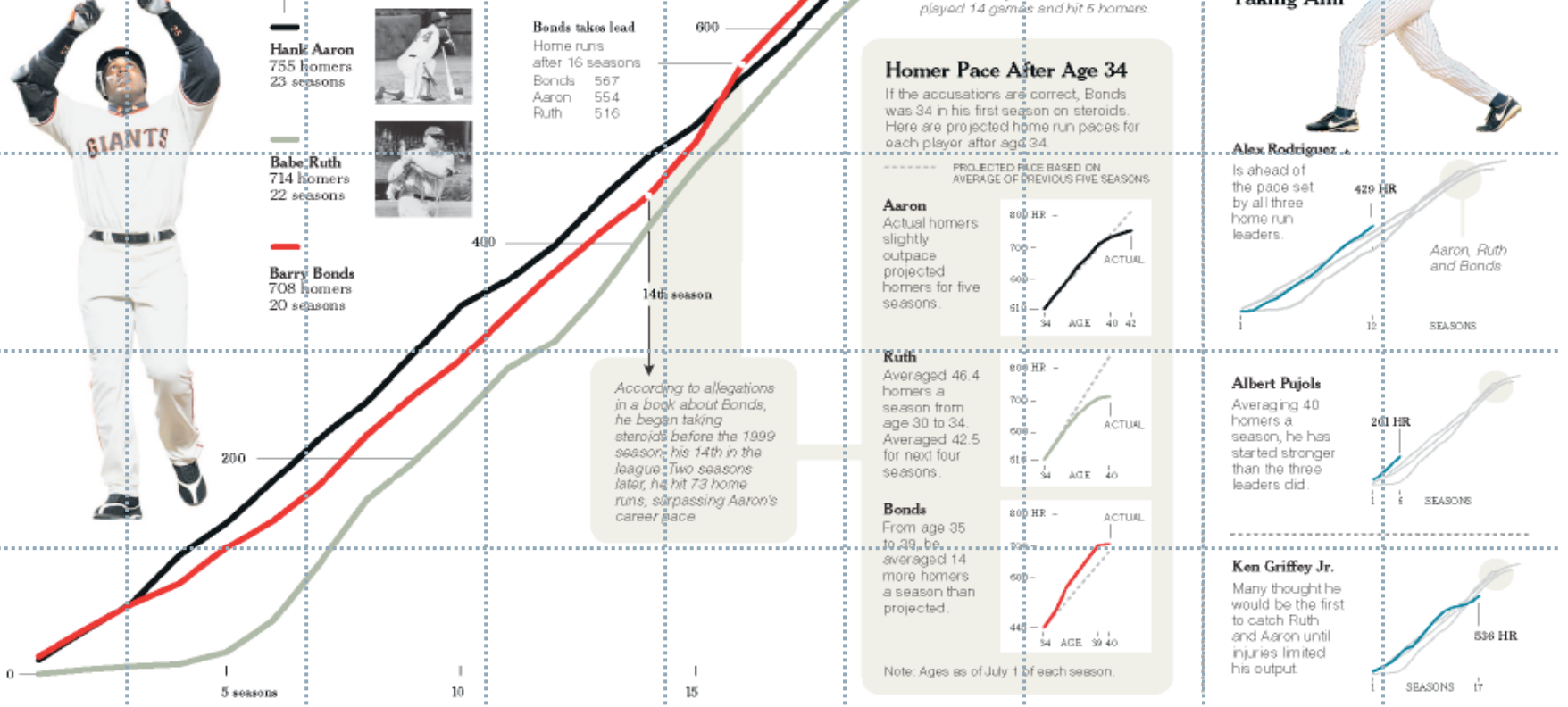
Hank Aaron
755 homers
23 seasons

Babe Ruth
714 homers
22 seasons

Barry Bonds
708 homers
20 seasons

Bonds takes lead
Home runs after 16 seasons

Bonds	567
Aaron	554
Ruth	516



Bonds was injured last season. He played 14 games and hit 5 homers.

According to allegations in a book about Bonds, he began taking steroids before the 1999 season; his 14th in the league. Two seasons later, he hit 73 home runs, surpassing Aaron's career pace.

Homer Pace After Age 34

If the accusations are correct, Bonds was 34 in his first season on steroids. Here are projected home run paces for each player after age 34.

Note: Ages as of July 1 of each season.

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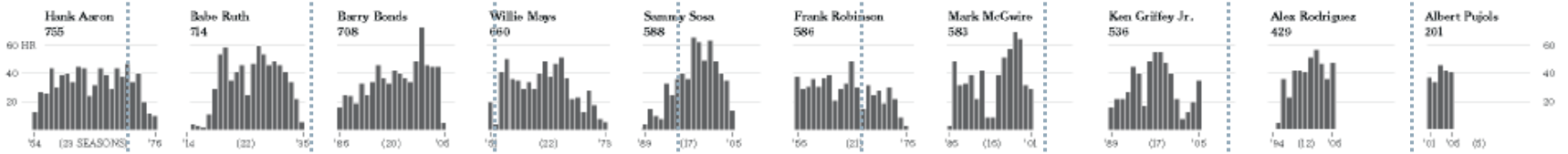


Amanda Cox and Joe Ward/The New York Times

LIAR

LIAR

Most of us like to think we can get ahead in life while keeping our noses clean. But, as ***Ian Leslie*** *explains, we only got to the top of the evolutionary tree because we had a gift for misrepresentation*

You could call it humanity's dirty little secret. What helped to make us the most intelligent species on Earth was, to be honest, our talent for deception.

The human brain, possibly evolution's most impressive achievement, is also a bit of a mystery. We have much bigger brains, relative to our bodies, than any other mammal. Our hominid ancestors had brains about a third the size of ours. At some point between 2 and 1.5 million years ago, our ancestors' brains began to expand, and at quite a rate. Scientists have never been sure why.

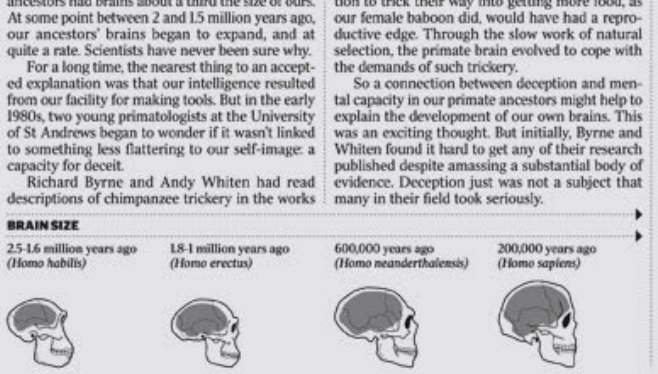
For a long time, the nearest thing to an accepted explanation was that our intelligence resulted from our facility for making tools. But in the early 1980s, two young primatologists at the University of St Andrews began to wonder if it wasn't linked to something less flattering to our self-image: a capacity for deceit.

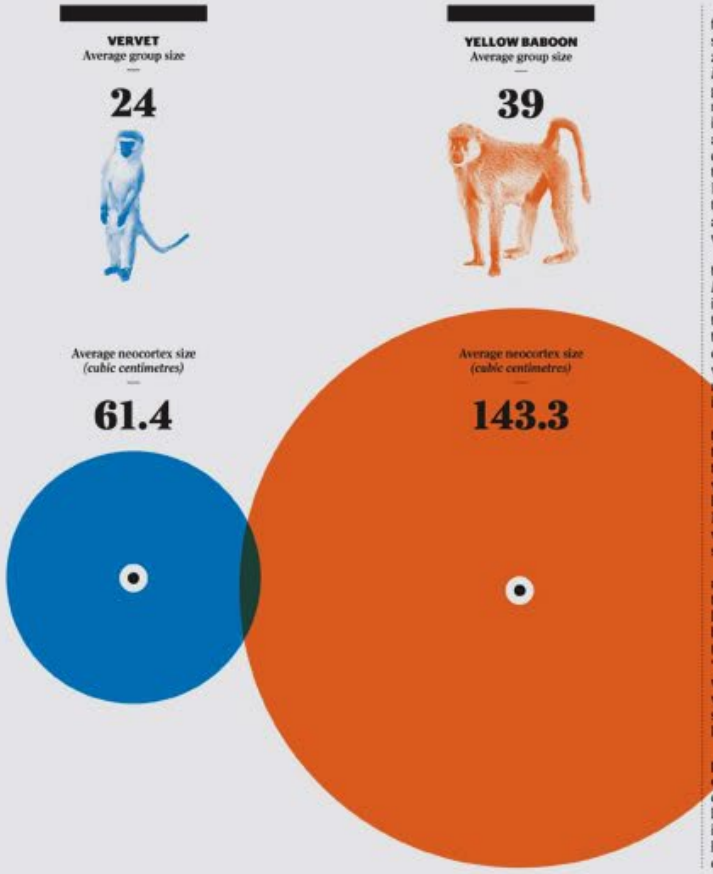
Richard Byrne and Andy Whiten had read descriptions of chimpanzee trickery in the works of Jane Goodall, and during their own fieldwork in the Drakensberg mountains of South Africa they noticed baboons engaging in deceptive behaviour. For instance: a young baboon gets in trouble with several elders, including his mother, for attacking another member of the group. When he hears them coming for him, grunting aggressively, he stands and stares into the distance. The elders, thinking that a predator or rival troop must be approaching, stop and stare too. There is no threat. But the elders are distracted enough to forget what they came running over for.

Another example: an adult male baboon shoves a female off her feeding patch. Rather than protest or retreat, she flicks her gaze in a characteristic way from him to a younger male who is happily feeding nearby. The first male charges over to the younger one and chases him away. The female, meanwhile, returns to her patch and resumes feeding.

When Byrne and Whiten asked around, their colleagues regaled them with similar anecdotes. The two developed a hunch: that these stories represented something beyond aberrant aspects of primate behaviour, and that our closest relatives — chimps, gorillas and orang-utans — are practised, habitual deceivers. Byrne and Whiten also began to suspect that such behaviour might be linked to the development of primate intelligence: those animals with the mental sophistication to trick their way into getting more food, as our female baboon did, would have had a reproductive edge. Through the slow work of natural selection, the primate brain evolved to cope with the demands of such trickery.

So a connection between deception and mental capacity in our primate ancestors might help to explain the development of our own brains. This was an exciting thought. But initially, Byrne and Whiten found it hard to get any of their research published despite amassing a substantial body of evidence. Deception just was not a subject that many in their field took seriously.





In 1982, however, they gained new impetus from a book that gave a gripping account of the shifting relationships within a colony of chimpanzees in a Dutch zoo. Franz de Waal's *Chimpanzee Politics* reads like the script of a soap opera or gangster movie. Alliances are formed, broken and re-formed, individuals are manipulated, violence is selectively employed, females are fought over and seduced. De Waal prefaced his book with quotes from Hobbes and Machiavelli, suggesting that this was a vision of human politics in the raw. Byrne and Whiten were fascinated, particularly by those episodes that showed deceptive behaviour, as when a chimp, presenting himself as a friend, would suddenly attack an unsuspecting rival.

In 1988 the two primatologists finally published their work in the form of a book, *Machiavellian Intelligence*. An unsettling read, it explored "the idea that intelligence began in social manipulation, deceit and cunning co-operation", showing that animals, far from living in a state of innocence, are as manipulative and underhand as the worst of our own species. It was persuasive too, making a big impact not only in primatology but in psychology, anthropology and medicine.

Byrne and Whiten believed that what they termed Machiavellian intelligence was linked to the size of the group an animal lived in: the bigger the group, the more complex the calculations individuals needed to make to survive. But there was little hard evidence for this until 1992, when Robin Dunbar, at the University of Liverpool, came up with a way to demonstrate a link between brain size and the complexity of an animal's social life.

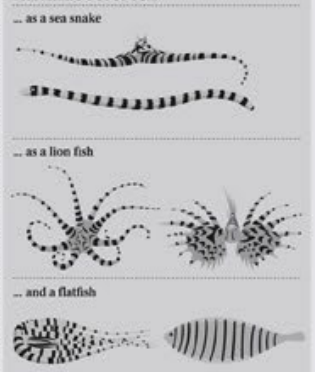
Dunbar, too, had noticed that the size of a primate's brain appeared to be related to the size of the group it lived in. Baboons have big brains and live in big groups; vervets, who have smaller brains, live in smaller groups. He decided to investigate by looking at the neocortex. This is the "thinking" part of the brain: the part that deals with abstraction, self-reflection and planning. It was also the part that showed such rapid expansion in primates — especially humans — two million years ago.

Dunbar plunged into the vast accumulation of primate data from around the world, looking for a correlation between the size of an animal's neocortex and the size of its social groups. He found a link so strong that he was able to predict, with impressive accuracy, the group size of a species he hadn't looked at, just by knowing its brain size. He even came up with a prediction for human →

SEEING IS DECEIVING

Many species, not just primates, practise deception as one of their survival strategies. The eastern hognose snake will, if threatened, fake its own death by rolling over on its back, emitting a foul stench and letting its tongue loll out of its mouth. The mimic octopus, found in the waters off Bali in Indonesia, can disguise itself as one of several other sea creatures, all the better to lure its prey.

Even plants deceive. The mirror orchid of North Africa produces small flowers to attract potential pollinators. The flowers have no nectar, but the orchids have a special ruse to seduce the wasps that pollinate them: they impersonate female wasps. The blue-violet centre of the flower resembles the wings of a female wasp at rest, while a thick set of long red hairs imitates the hairs on the insect's abdomen. It's bait — insect porn for horny male wasps.



HEADLINE

LIAR LIAR

DECK OR STANDFIRST (ARTICLE SUMMARY)
INTRODUCE CONTENT/PROVIDE INSTRUCTIONS

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BRAIN SIZE

2.5-1.6 million years ago	1.8-1 million years ago	600,000 years ago	200,000 years ago
(Homo habilis)	*(Homo erectus)*	*(Homo neanderthalensis)*	*(Homo sapiens)*

SIDEBARS
USEFUL SPACES FOR SUPPLEMENTAL VISUALIZATIONS, LEGENDS, AND OTHER IMPORTANT DETAILS

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THE MIMIC OCTOPUS...

... as a sea snake

... as a lion fish

... and a flatfish

NEGATIVE SPACE CAN ALSO GUIDE ATTENTION

MINIMALISM

IF YOU CAN DO IT WITH LESS, **DO IT!**

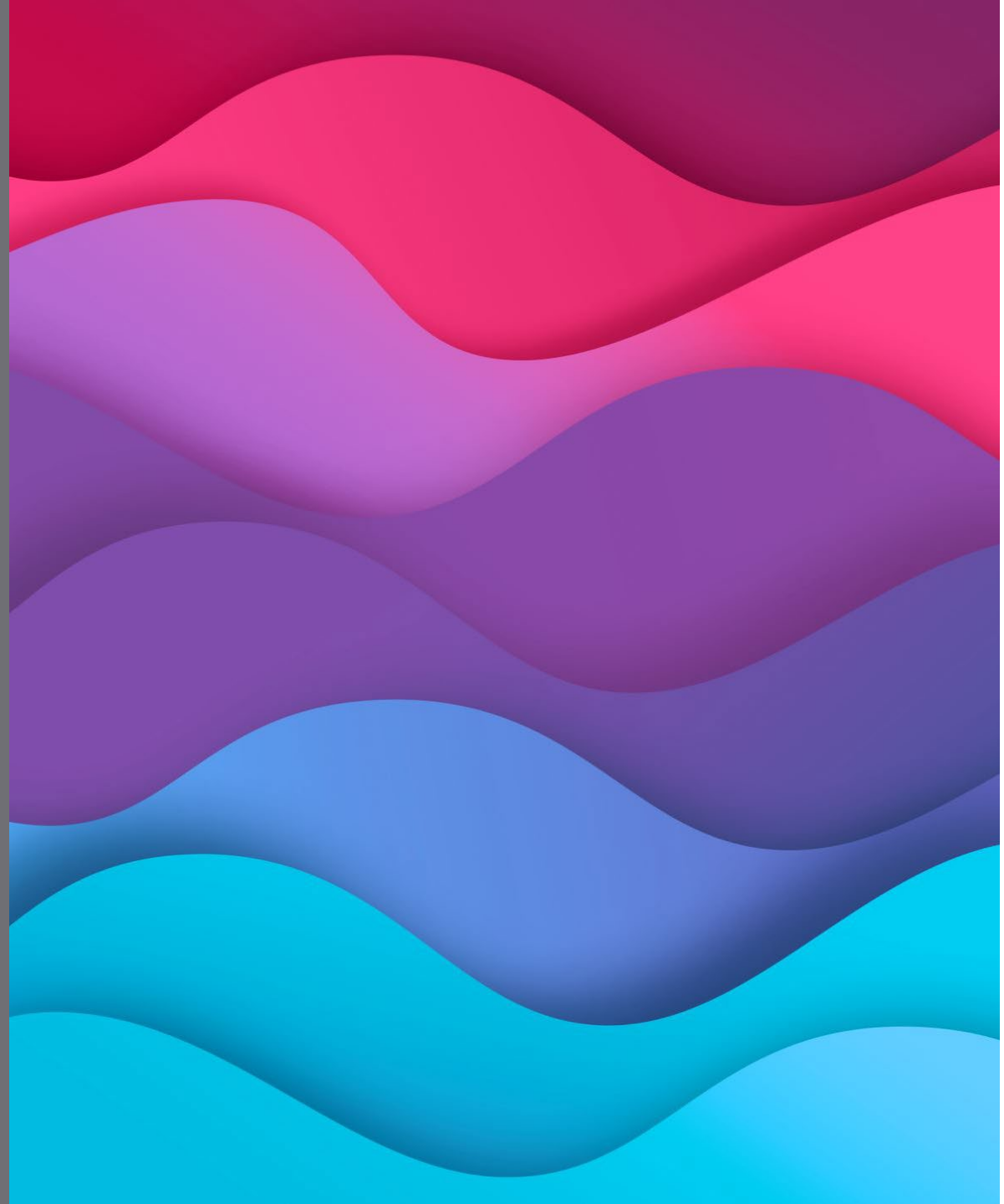
TRY TO SHOW **ONLY WHAT'S NECESSARY**.

USE DESIGN TO **COMMUNICATE**, NOT DECORATE.

From https://www.weidert.com/blog/avoid-boring-visuals-and-create-effective-usable-infographics

	Calories	Sugar (g)	Potassium (mg)	Vitamin A (%DV)	Vitamin C (%DV)
Apple	65	12	130	1	4
Strawberry	50	8	170	0	160
Banana	110	19	450	2	15
Orange	80	14	250	2	130

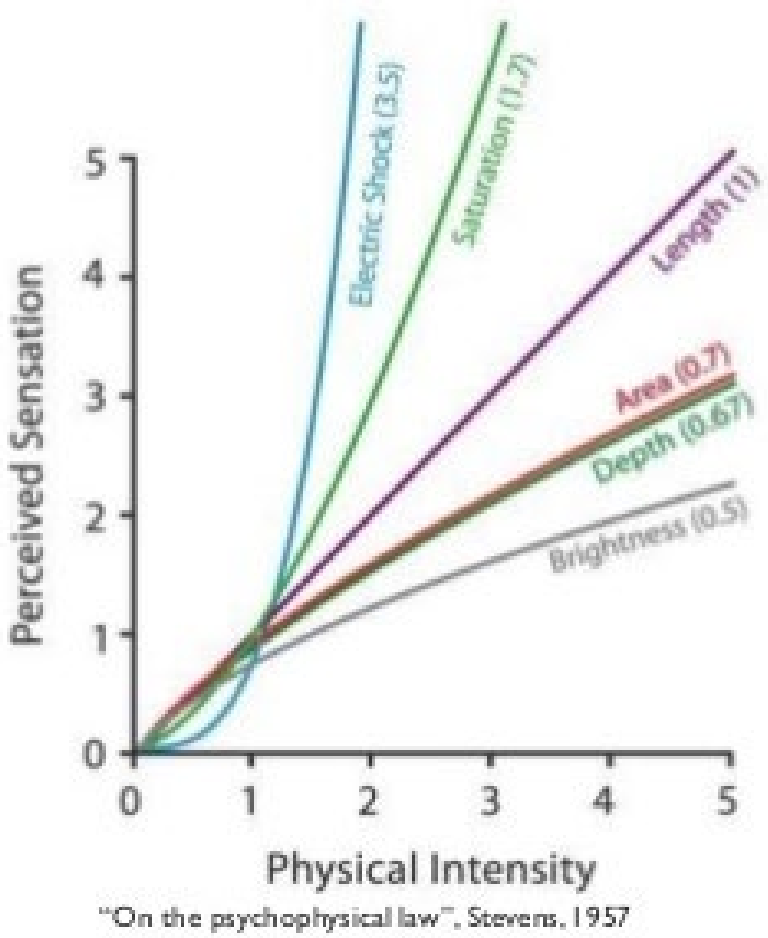
From http://t.co/ZgXS1IzLsz



Colours

Colour Draws Attention

Use colour carefully



"On the psychophysical law", Stevens, 1957

AND THIS THIRD

YOU READ THIS FIRST

THIS SECOND

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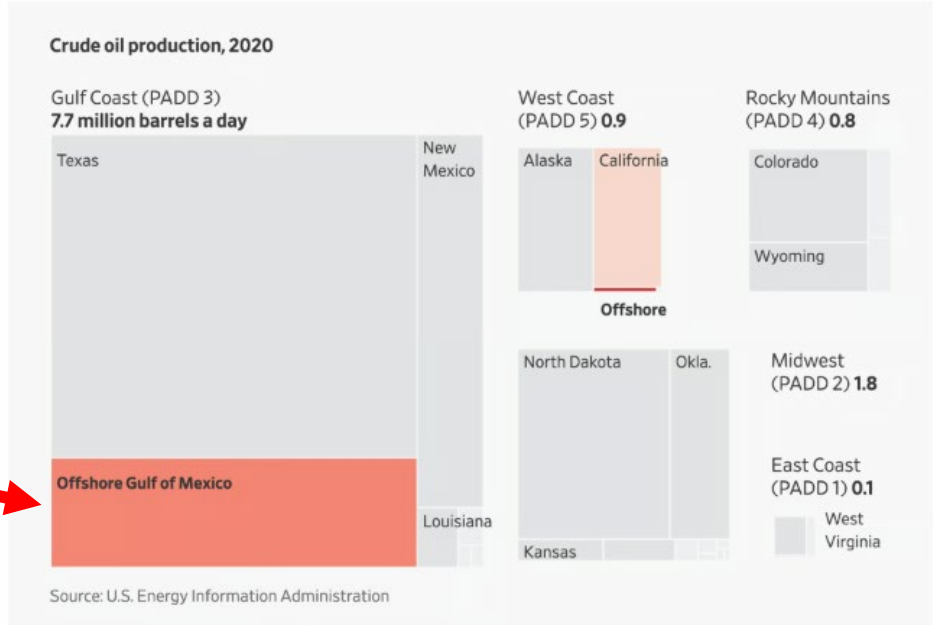
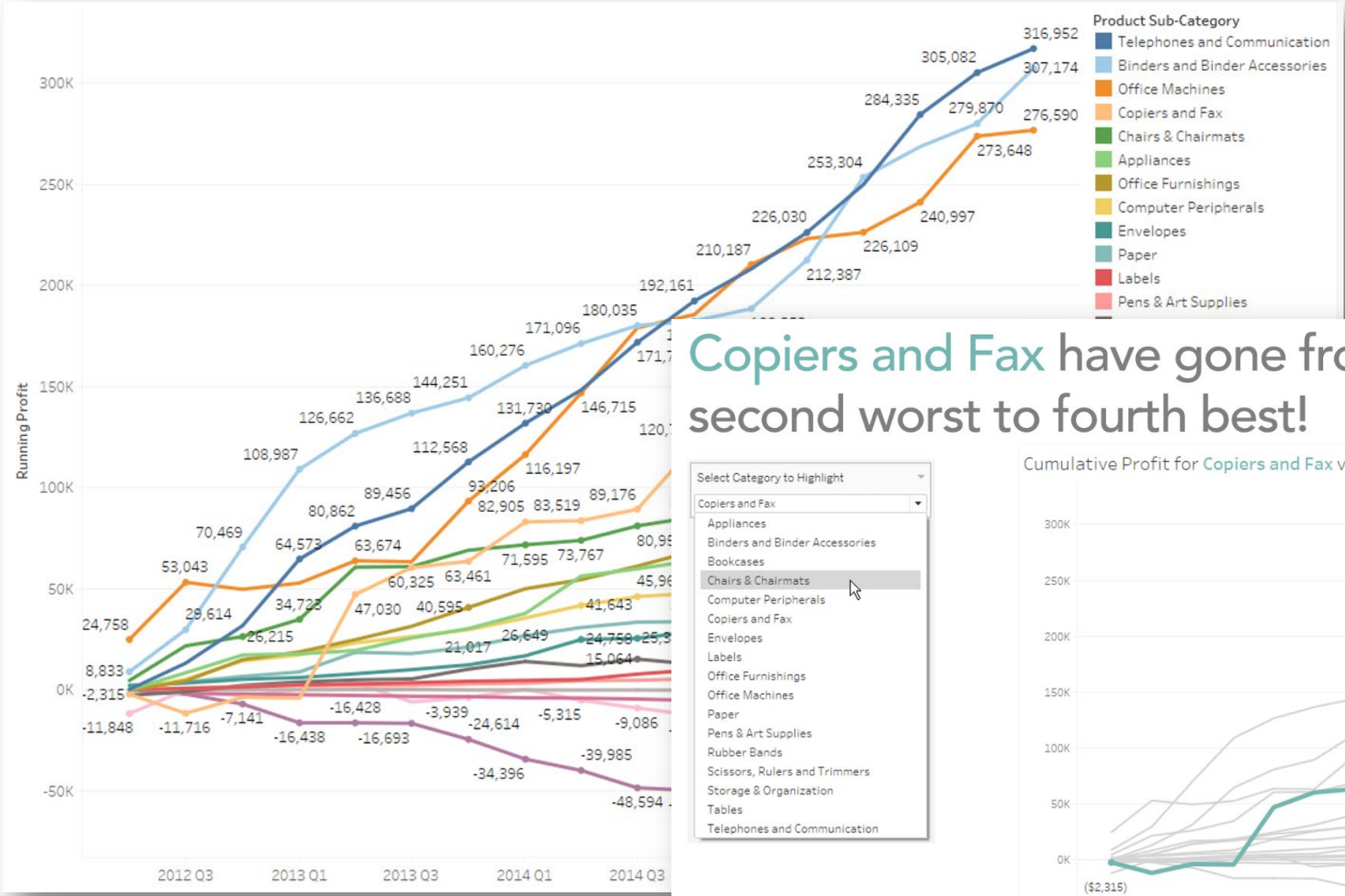
Using colour to draw eyes to the important pieces



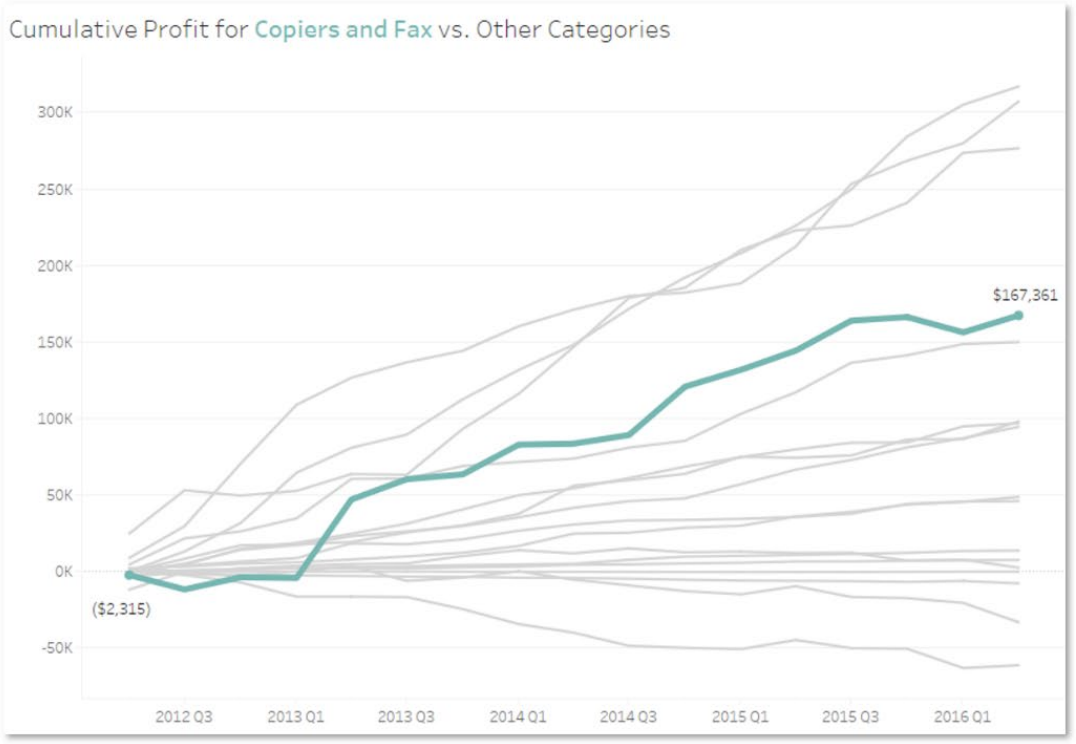
The Wall Street Journal, 2021. The reader's eyes are first drawn to the "Offshore Gulf of Mexico" category, even though it's at the bottom of the treemap.

From https://www.datawrapper.de/blog/emphasize-with-color-in-data-visualizations

TOO MUCH COLOUR



Copiers and Fax have gone from second worst to fourth best!



Colour

- ALWAYS HAVE **HIGH LUMINANCE CONTRAST** BETWEEN FOREGROUND AND BACKGROUND
- USE **ONLY A FEW DISTINCT COLORS**
- **> 12** COLORS WILL LIKELY NOT WORK

  ~5 COLORS RECOMMENDED

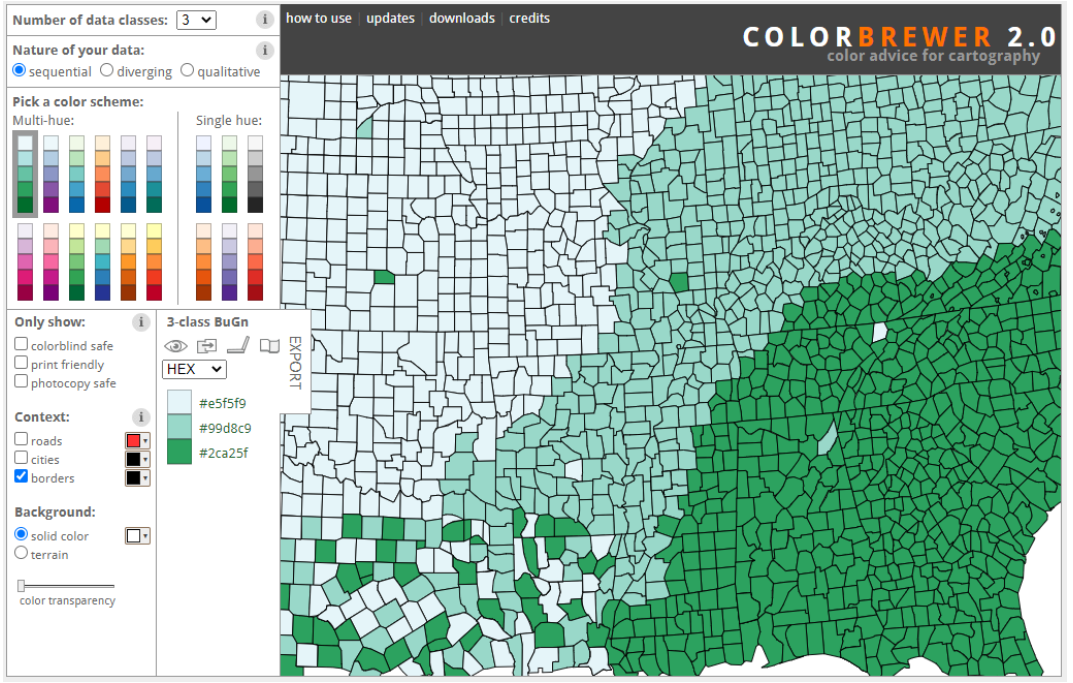
Colour

Adobe Color - https://color.adobe.com/

- Pick great colour palettes
- Given this colour, pick complementary colours

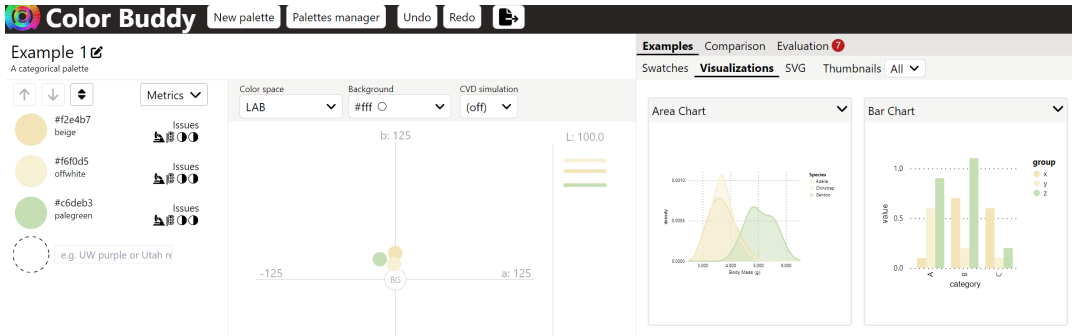
ColorBrewer - http://colorbrewer2.org/

- Help in choosing colours for maps
- Colourblind, printing, etc.



Color-Buddy - https://color-buddy.netlify.app/

- More options, shows several different types of visualization



Magic Color Picker - https://text2color.com/picker.html

- AI that changes text to RGB colour codes

WebAIM Contrast Checker - https://webaim.org/resources/contrastchecker/

- Tests contrast between text & background colours so you can be sure text is legible

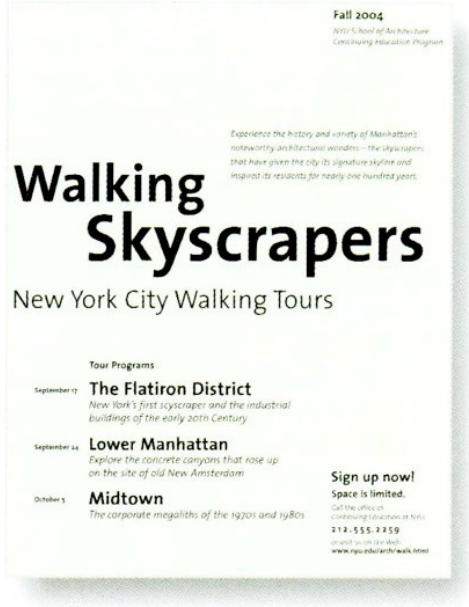
TEXT

MAKE ONE BIG POINT
Focus on delivering a single, coherent message. Keep the large, headline text focused on that message. Don't obfuscate the message with clutter/repetition.

HAVE A HOOK
Can your infographic illuminates some fact or leads the viewer to a conclusion they wouldn't otherwise have reached.

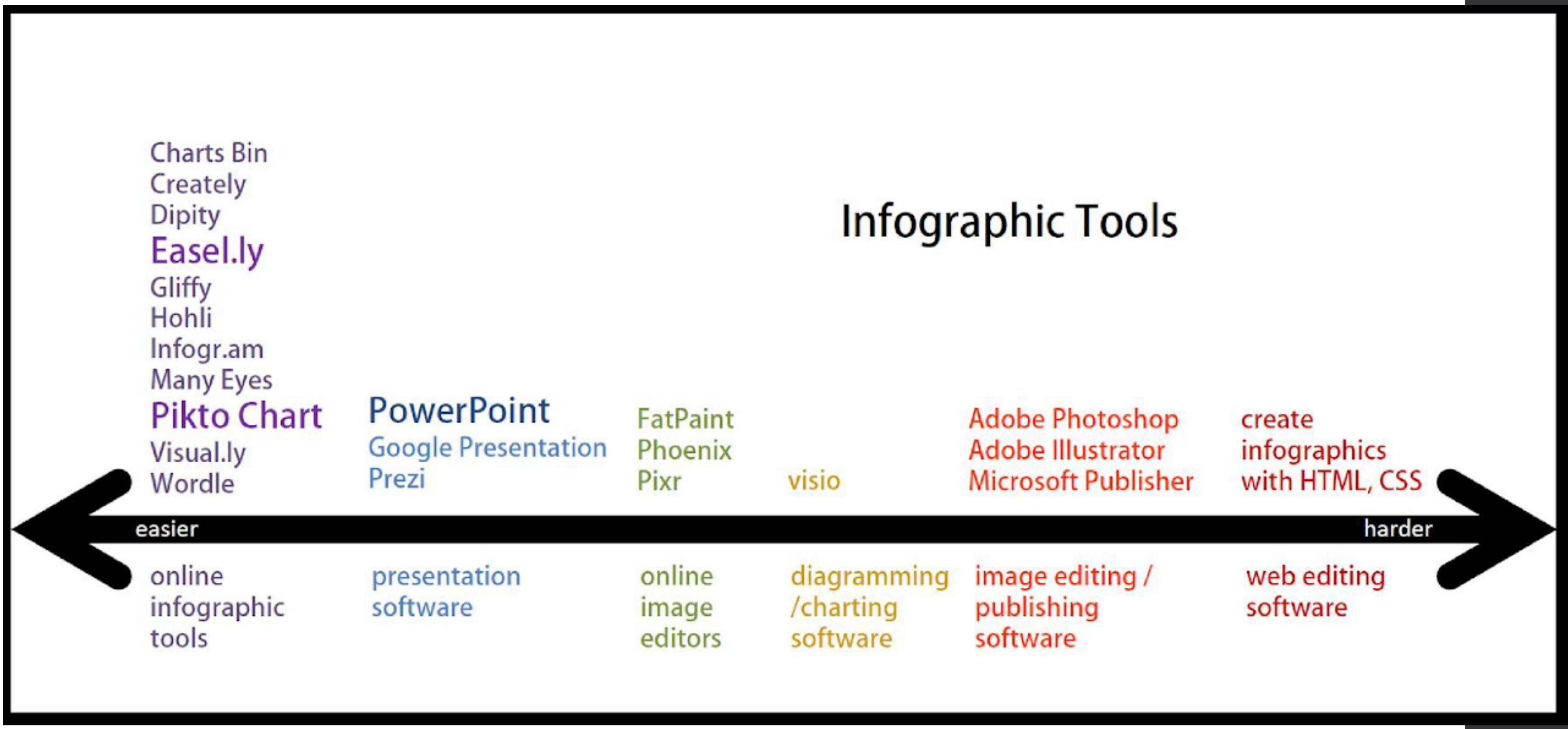
MAKE EVERY WORD COUNT
Space is at a premium and clutter will make your infographic look unattractive.

SIDEBARS & EXPLANATORY TEXT
Use smaller, less contrasty text to provide detail and explanation.



Tools to Help

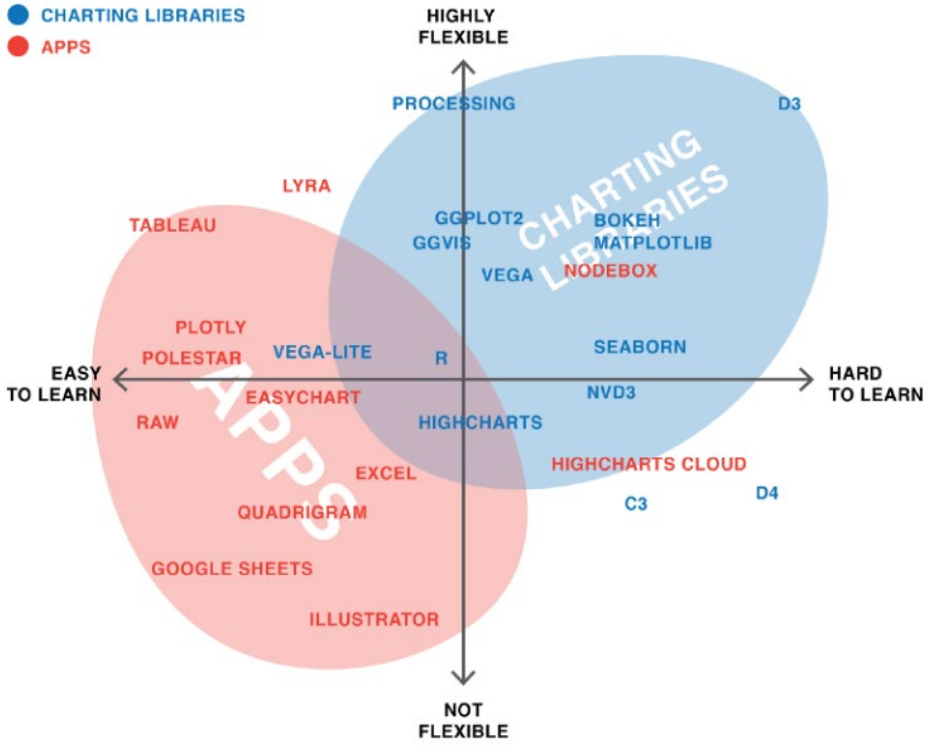
Software

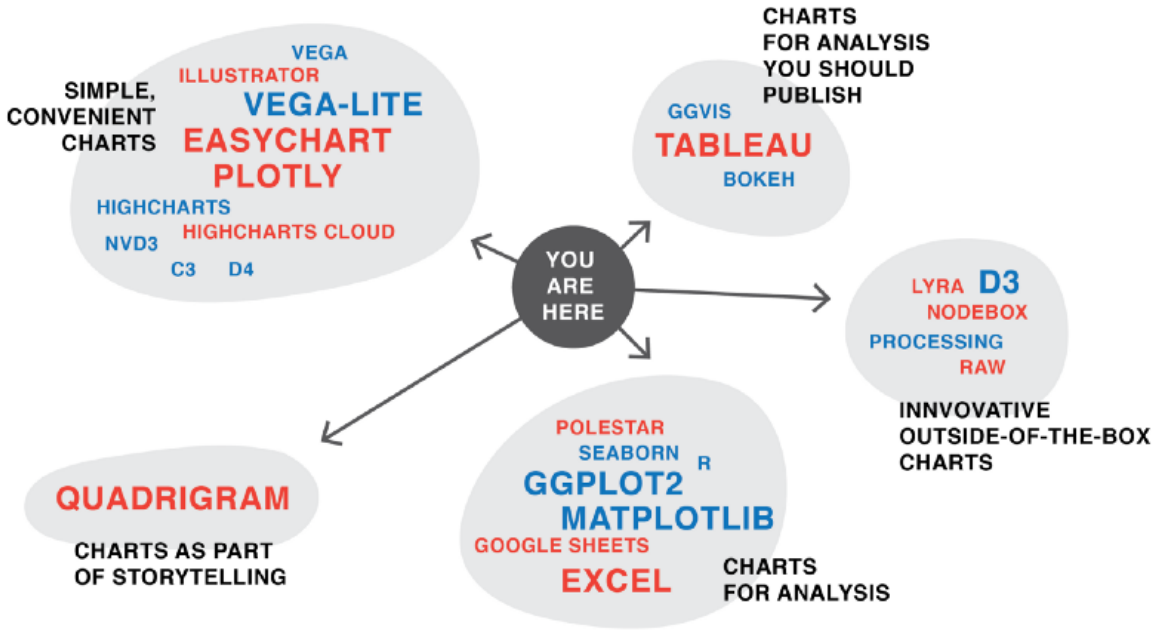


https://sites.google.com/view/creating-infographics/free-tools-and-resources

Picking a Visualization Tool

https://source.opennews.org/articles/what-i-learned-recreating-one-chart-using-24-tools/
https://lisacharlottemuth.com/datavistools-revisited (update with new data vis tools)





What Software Do You Already Know?

- PowerPoint (Smart Art!) / Keynote
- Adobe Illustrator / Photoshop
- Inkscape / GIMP

Web-based Graphic Design

- Miro
- Figma
- Lucidspark
- Jamboard

Infographic Web Tools

All of these are useful for general-purpose infographic design. Will easily allow you to place images and text.
Most provide a variety of templates to start from (rather than a blank canvas).
All are free with paid features and are rapidly adding AI features.

Canva - https://www.canva.com/
- Broad graphic design tool, but has several elements aimed specifically at infographics

Venngage - https://venngage.com/
- Many new AI integrations

Piktochart - https://piktochart.com/
- Variety of graphic design tools, including infographics.

Infogram - https://infogram.com/
- Infographics focus but includes image editing and charting tools

Easel.ly - https://www.easel.ly/create?width=8.5&height=11&unit=in
- General graphics design focus

Visme - https://www.visme.co/make-infographics/
- General graphics design focus

Walk throughs:
- Create a Digital Design with Piktochart. University of Guelph. Updated 2022. LINK
- Create a Digital Design with Canva. University of Guelph. Updated Feb 2025. LINK

Data Visualization / Charts

Tableau & PowerBI

- Desktop apps, many chart types, free license via academic program/university
- Handles big datasets, interactive web output
- https://www.tableau.com/, https://app.powerbi.com/

Flourish, Datawrapper, RAWGraphs

- Web-based tools for "smaller" data
- Free/freemium
- Unique chart types
- https://flourish.studio/, https://www.datawrapper.de/, https://www.rawgraphs.io/

Cytoscape & Gephi

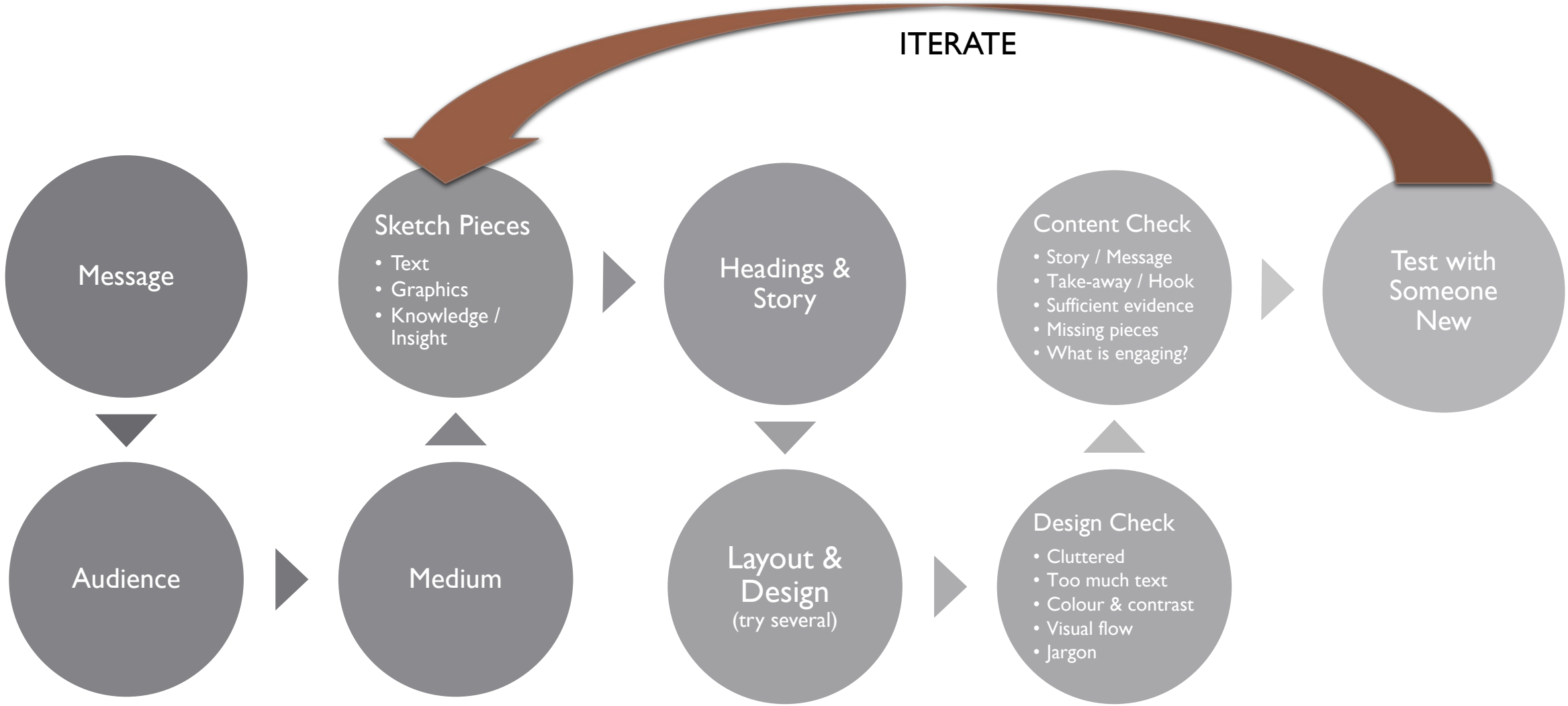
- Networks aka node-link diagrams.
- https://cytoscape.org/, https://gephi.org/

Excel, Google Charts

- Simple charts, fast
- https://developers.google.com/chart, https://excel.cloud.microsoft/

Wrap Up

Walkthrough



Activity: Identify Important Points

Pick one of your recent projects.

What do you think are 2-3 useful things to know about your project for:

- General public
- Practitioners
- Peer Academics

For each of these audiences, what minimum amount of information is needed to:

- Engage interest
- Trust this message
- Have sufficient background

Refences & Resources

Infographic Design for Knowledge Mobilization. Julia Levin & Francisco Ibáñez-Carrasco. [Online course] LINK

Creating Infographics. [Website] LINK

Creating an Infographic. University of North Carolina Libraries. [Library Guide] LINK

Creating Infographics. Seneca Polytechnic Library. [Library Guide] LINK

Introduction to Infographics. University of Toronto Library. [Library Guide] LINK

Cool Infographics: Effective Communication with Data Visualization and Design. Randy Krum, 2014. [Book] LINK

The Functional Art: An Introduction to Information Graphics and Visualization. Alberto Cairo, 2011 [Book] LINK

Information is Beautiful Interactive Infographics. [Website] LINK

Daily Data. Statista. [Website] LINK

UCalgary Library Resources

Visualization Studio	• https://library.ucalgary.ca/services/visualization
Spatial & Numeric Data Services	• Help with Maps, GIS, & Census Data • https://sands.ucalgary.ca/
PRISM Repository	• https://prism.ucalgary.ca/

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http://brosz.ca/slides