

# Contents

## *Introduction*

*xiii*

## **1 THE SCIENCE OF INFOGRAPHICS**

**1**

Information Overload	9
The Rise of the Informavore	9
The Rise of Big Data	11
Why Infographics Work	14
Pattern Recognition	15
The Language of Context	16
The Picture Superiority Effect	20
The Art of Storytelling	27
Introduction/Foundation	28
Ah-Ha! The Main Event	28
Conclusion/Call-to-action	29
Media Formats of Infographics	31
Static Infographics	31
Zooming Infographics	34
Clickable Infographics	37
Animated Infographics	42
Video Infographics	45
Interactive Infographics	48
Final Thoughts	52

## **2 ONLINE INFOGRAPHICS**

**57**

Vertical Versus Horizontal Layouts	58
Types of Online Infographics	67
Informative Infographics	69
Persuasive Infographics	71
Visual Explanations	78

Infographic Advertisements	83
PR Infographics	88
Infographic Posters	90
Intellectual Property Issues	98
Copyright	98
Creative Commons	100
Trademarks and the Fair Use Doctrine	103
Images and Illustrations	105
AIGA, the Professional Association for Design	107
Should You Copyright Your Infographic?	107
Final Thoughts	108

### **3 INFOGRAPHICS AND SEO 113**

The Search Engine Challenge	115
The Objective of SEO	118
The Link Bait Challenge	119
It's All About Relevance	123
Online Lifespan	126
Infographic Release Strategy	135
Landing Pages	135
Self-promotion	148
Promotion, Publicity, and Outreach	155
Final Thoughts	169

### **4 INFOGRAPHIC RESUMES 173**

Key Benefits	180
What's the Risk?	180
Designing an Infographic Resume	181
Timeline Designs	183
Relative Experience Designs	187
Geographic Designs	190



Company Logos and Icons	192
Software Application Logos	201
Using an Infographic Resume	204
Job Application Systems	204
Standalone Infographic Resume	205
Combined Infographic Resume Design	208
Publishing Infographic Resumes Online	210
Designing Infographic Resumes for Print	211
Infographic Resumes on the iPad (or Tablet)	215
Infographic Resume Design Tools	217
All About You	228

## **5 INTERNAL CONFIDENTIAL INFOGRAPHICS 233**

Improving Internal Communications	234
The Fear of Confidential Information	236
Ideas for Visualizing Internal Data	238
Budgets	238
Sales and Profit Data	244
Business Processes	246
Strategies	251
Better Presentations Using Infographics	259
Final Thoughts	268

## **6 DESIGNING INFOGRAPHICS 271**

Be Accurate	272
Visualizing Area	274
Pick a Good Topic	281
Trending Topics	281
Controversial Topics	282
Search for Prior Art	282



Focus on the Key Message	283
The 5-second Rule	284
Tell One Story Really Well	285
Visualize When Possible	288
Big Fonts Are NOT Data Visualizations	288
Visuals Are Perceived as More Important	290
Minimize Text	291
Eliminate Chart Legends	293
Be Data Transparent	295
No Data Sources List	296
Vague Data Sources	297
Questionable Data Sources	298
Best Practices	298
The Fine Print	299
Company Logo	299
Copyright License	300
Original Landing Page URL	300
Designer Credit	301
Putting It Together	302
Final Thoughts	302

## 7 DESIGN RESOURCES 305

Desktop Software Tools	306
Vector Graphics	306
Image Editing	314
Online Data Visualization Tools	317
Finding Data Online	328
Online Infographics Design Sites	330
Reading List	337
<i>Index</i>	339