

Masterclass: An Infographic 101

SRA Annual Conference, London, 15 June 2023

lupi

@lulupinney

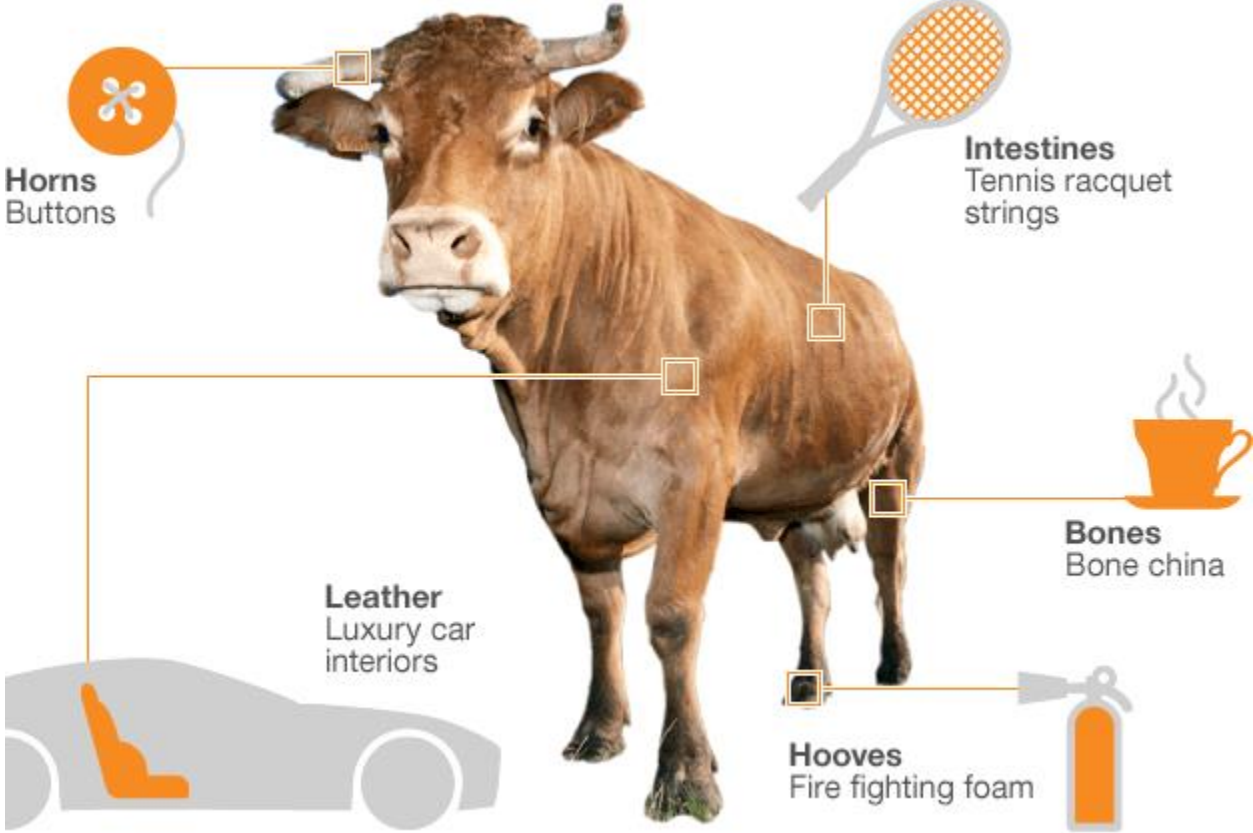


- 1. What is an infographic?**
- 2. The steps to go through**
- 3. Tools**
- 4. Tips and pitfalls**

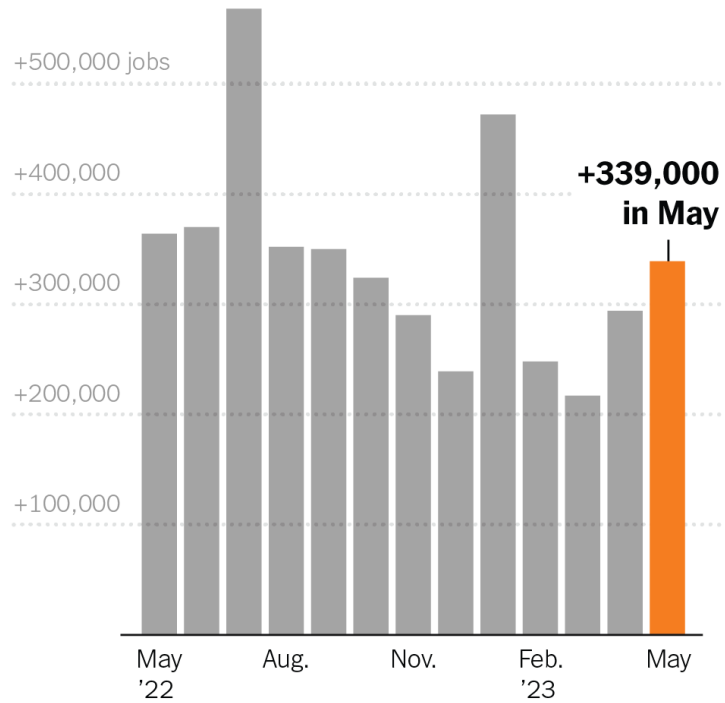
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Dull ←————→ Engaging

The unusual uses for animal body parts



U.S. Added 339,000 Jobs in May, Defying Expectations of Slowdown



Source: Bureau of Labor Statistics | Data is seasonally adjusted.



Ambitions

Enabling safe active travel to schools and colleges



Deliver **one** → school street per ward



Enable **70%** **40%** walking or cycling to school
primary aged children secondary aged children

Improving health wellbeing and quality of life through transport investment



Invest a minimum of **£10** per capita per year



Double the number of people who live within a **10** minute walk or cycle to local green spaces

Reflect the diversity of Manchester and address transport inequalities

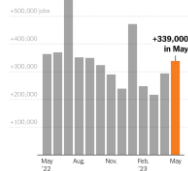


Removing all access barriers to off-carriageway walking and cycling paths which prevent access to non-standard cycles

Set up a consultative panel to access scheme options at an early stage, representing a broad spectrum of

interest and experiences

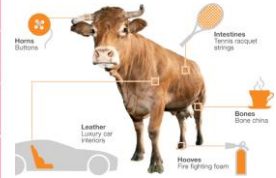
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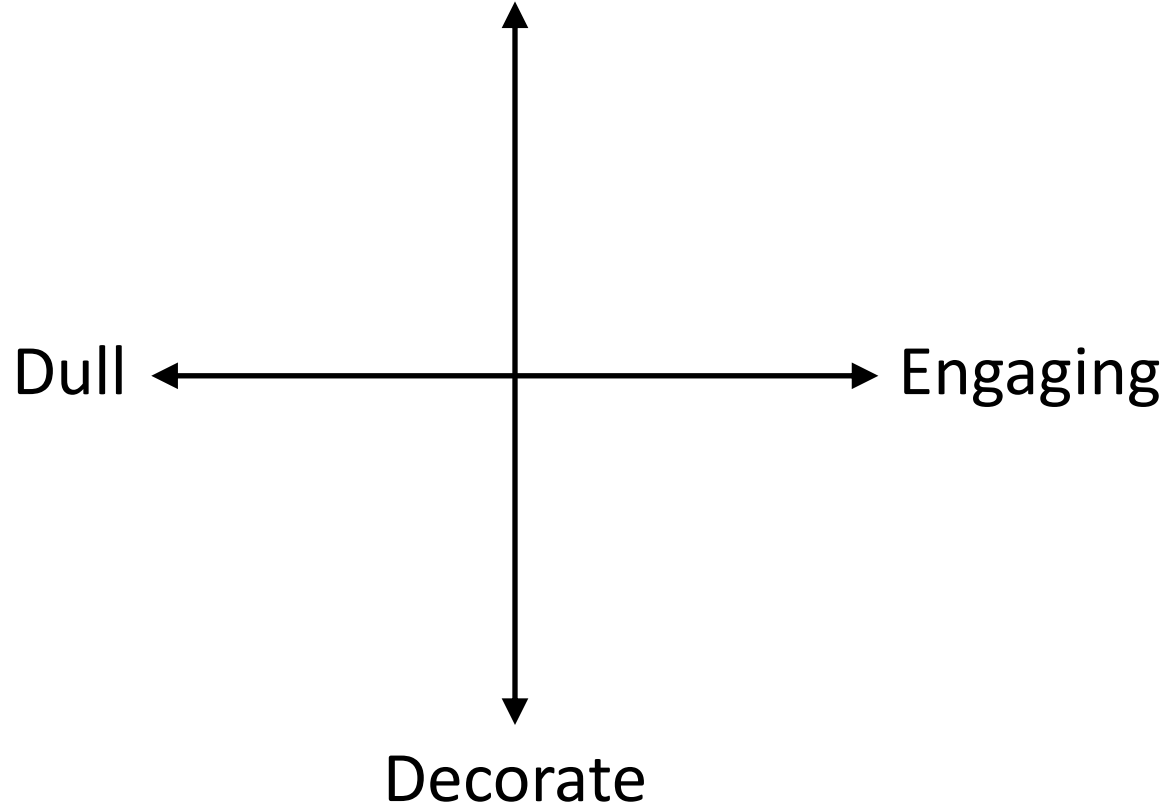
Ambitions

- Enabling safe active travel to schools and colleges
 - Reduce road deaths **one** per ward
 - 70% 40% safety of roads to school
- Improving health, wellbeing and quality of life through transport investment
 - Invest a minimum of **£10** per capita per year
 - Double the number of people who say walking is **10** minutes or less to school
- Reduce the obesity of Manchester and address transport inequalities
 - Removing** barriers to active travel
 - Interest and experiences** for all

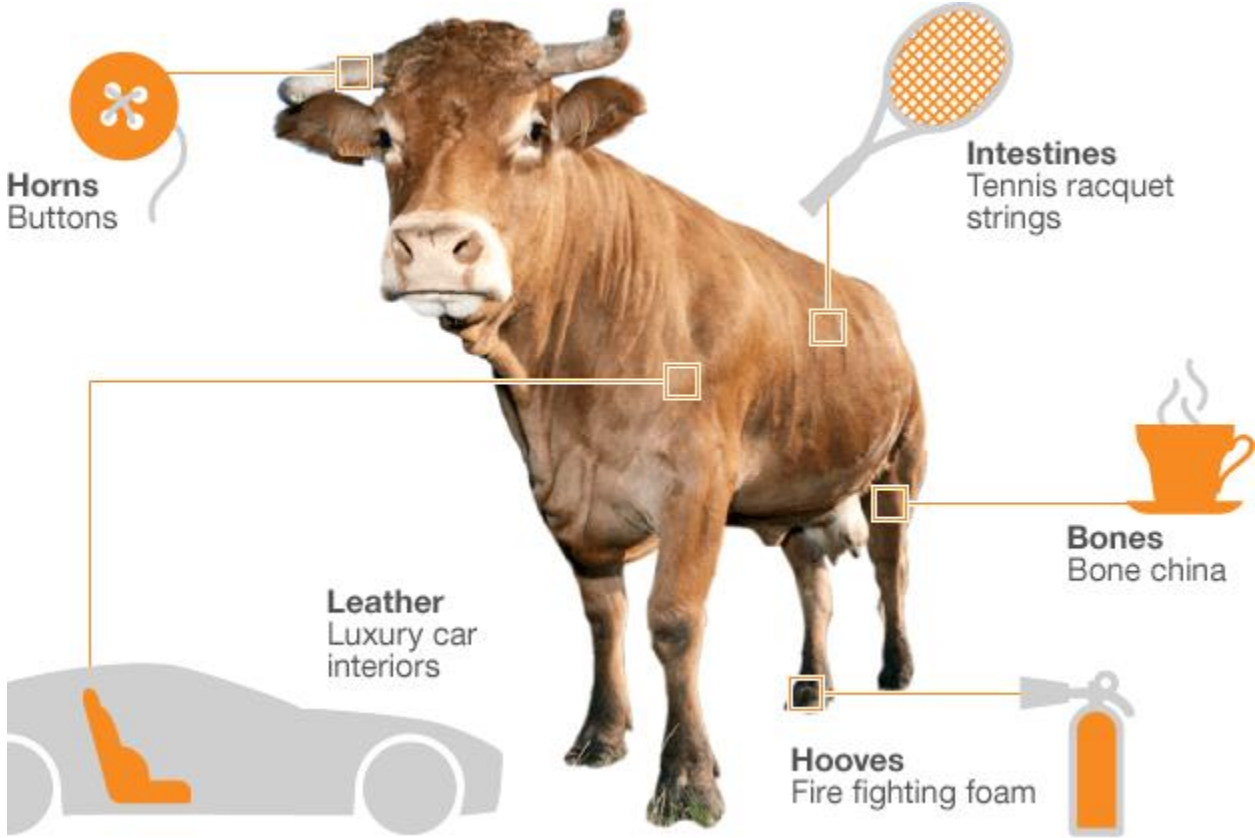


Dull ←————→ Engaging

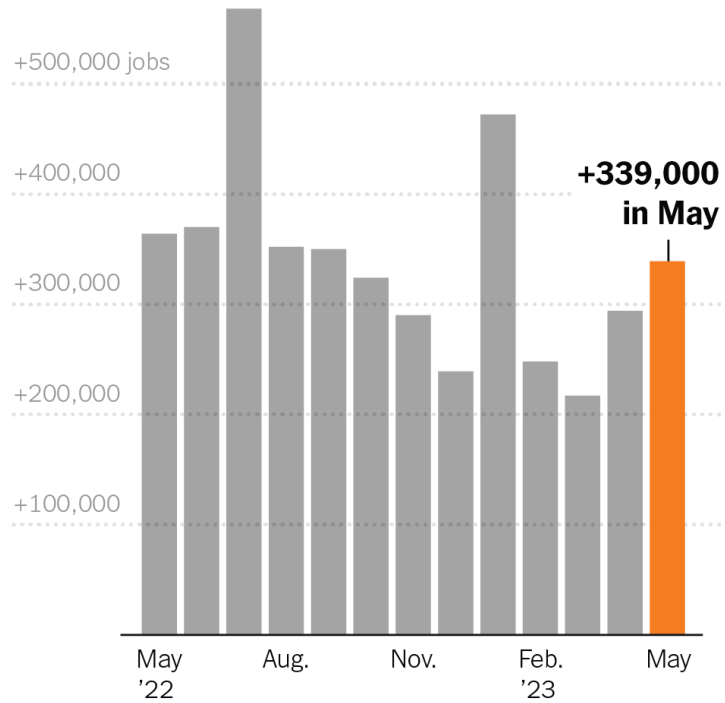
Aid understanding



The unusual uses for animal body parts



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primary aged children secondary aged children

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Invest a minimum of **£10** per capita per year



Double the number of people who live within a **10** minute walk or cycle to local green spaces

Reflect the diversity of Manchester and address transport inequalities



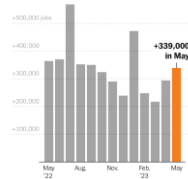
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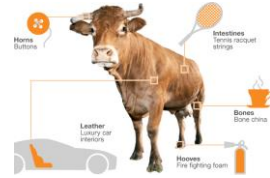
interest and experiences

Aid understanding

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Dull

Engaging

Ambitions

Building safe cities based on streets and colleges

- one more school street per ward
- 70% more walking
- 40% more cycling

Improving health, wellbeing and quality of life through transport investment

- Invest a minimum of £10 per minute per year
- Double the number of people who live within a 10-minute walk to a school

Reduce the diversity of Manchester and address transport inequalities

- Removing barriers to transport for people with disabilities
- Interest and experiences

Decorate

- 1. What is an infographic?**
- 2. The steps to go through**
- 3. Tools**
- 4. Tips and pitfalls**

Steps for sketching an infographic:

1. Visualise your **data** (sketch as many variations as you can)
2. Ensure the visual tells the **story**
3. Sketch options for visualising the **subject matter**
4. Decide whether adding any elements of (3) to (2) is helpful
5. Add **colour** meaningfully
6. Add **supporting text**
7. Test and revise

1. Visualise your data

Sketch as many variations as you can

Km

Days

£

%

30

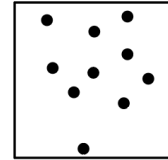
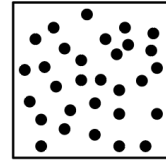
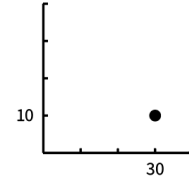
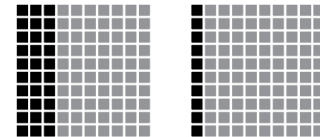
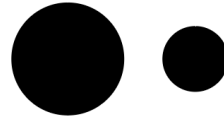
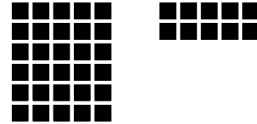
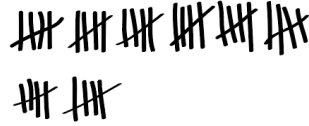
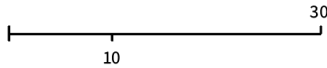
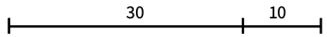
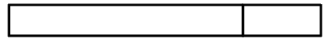
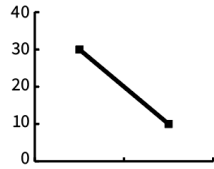
10

Parts per million

Hectares

Mph

30, 10



30% black

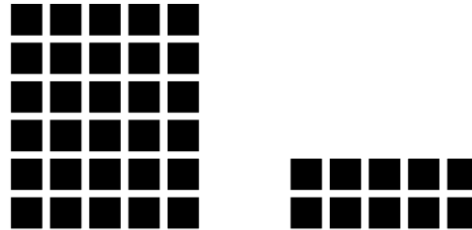
10% black

2. Ensure the visual tells your story

- A. Weekly drinking guidelines for men have been lowered from 30 to 10 units
- B. The cost of Aspirin has tripled in the past year
- C. Within the city boundary, 30% of Bristol is green-space. For Liverpool the figure is 10%
- D. In the new class of 30 pupils, 10 already knew each other from their previous school

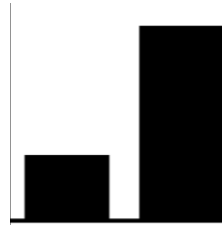
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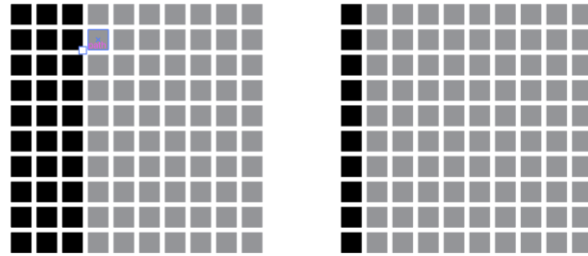
2. Ensure the visual tells your story

B. The cost of Aspirin has tripled in the past year



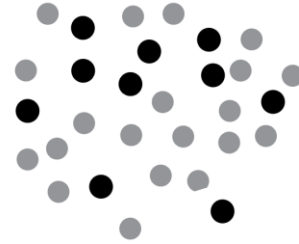
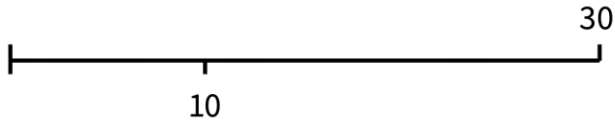
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- C. Within the city boundary, 30% of Bristol is green-space. For Liverpool the figure is 10%



2. Ensure the visual tells your story

D. In the new class of 30 pupils, 10 already knew each other from their previous school



3. Sketch options for visualising the subject matter

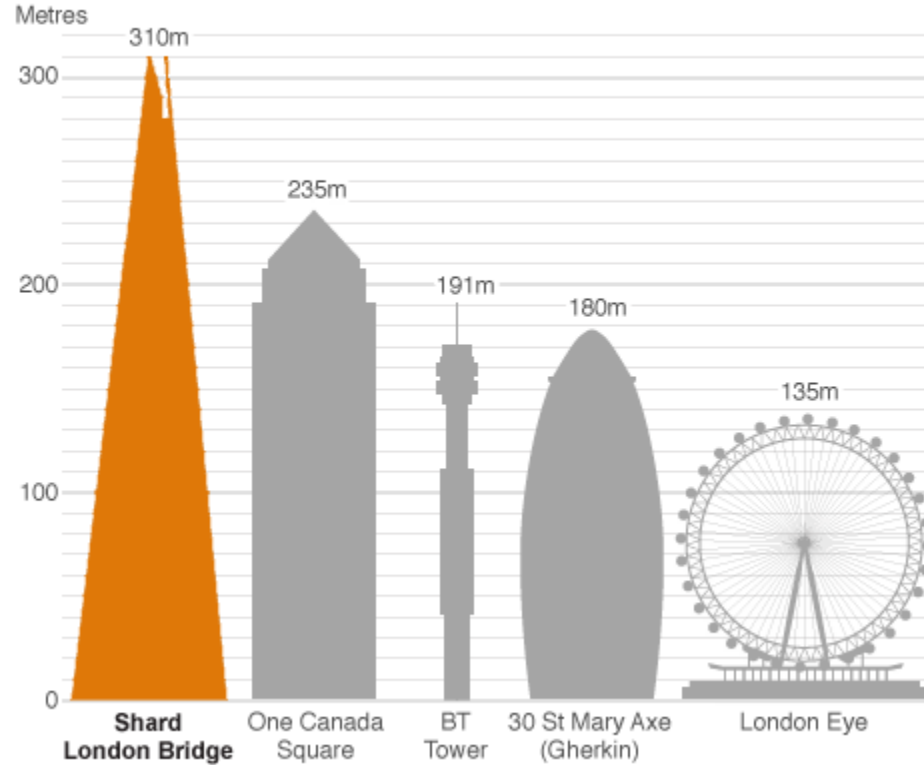
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4. Can you helpfully combine subject matter elements with the data sketch?

NB This is optional

5. Add colour meaningfully

London's iconic tall buildings

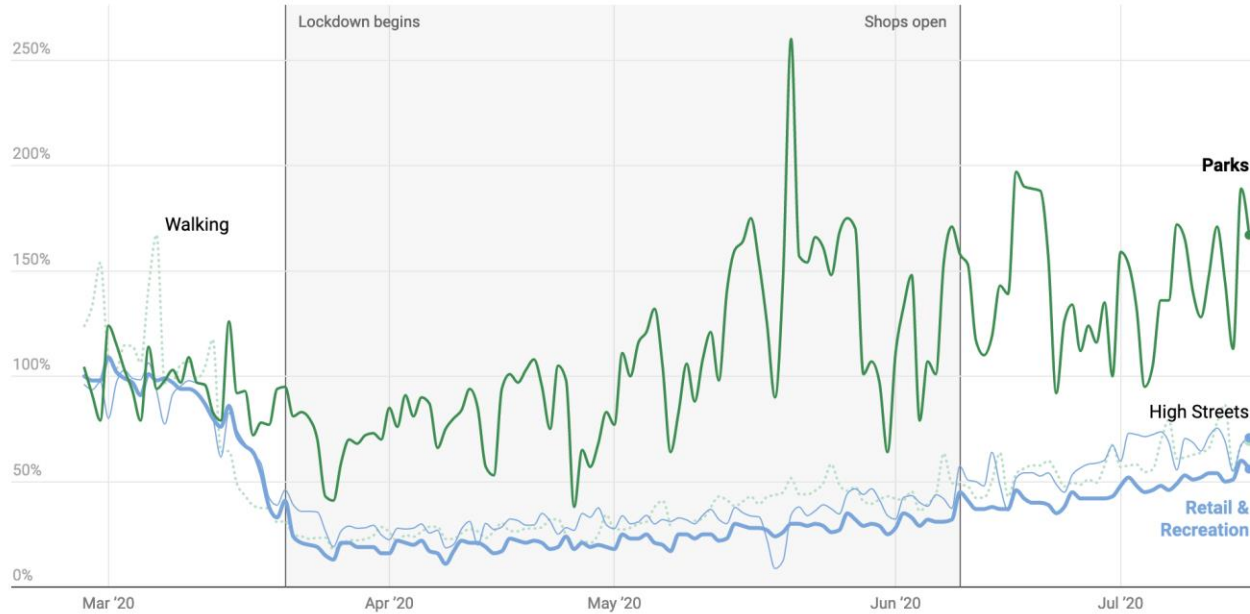


5. Add colour meaningfully

London **parks** are busy during lockdown, but **other** pedestrian activity remains low

Indicators of Pedestrian Activity based on data from Google, Apple and Purple Public Wifi

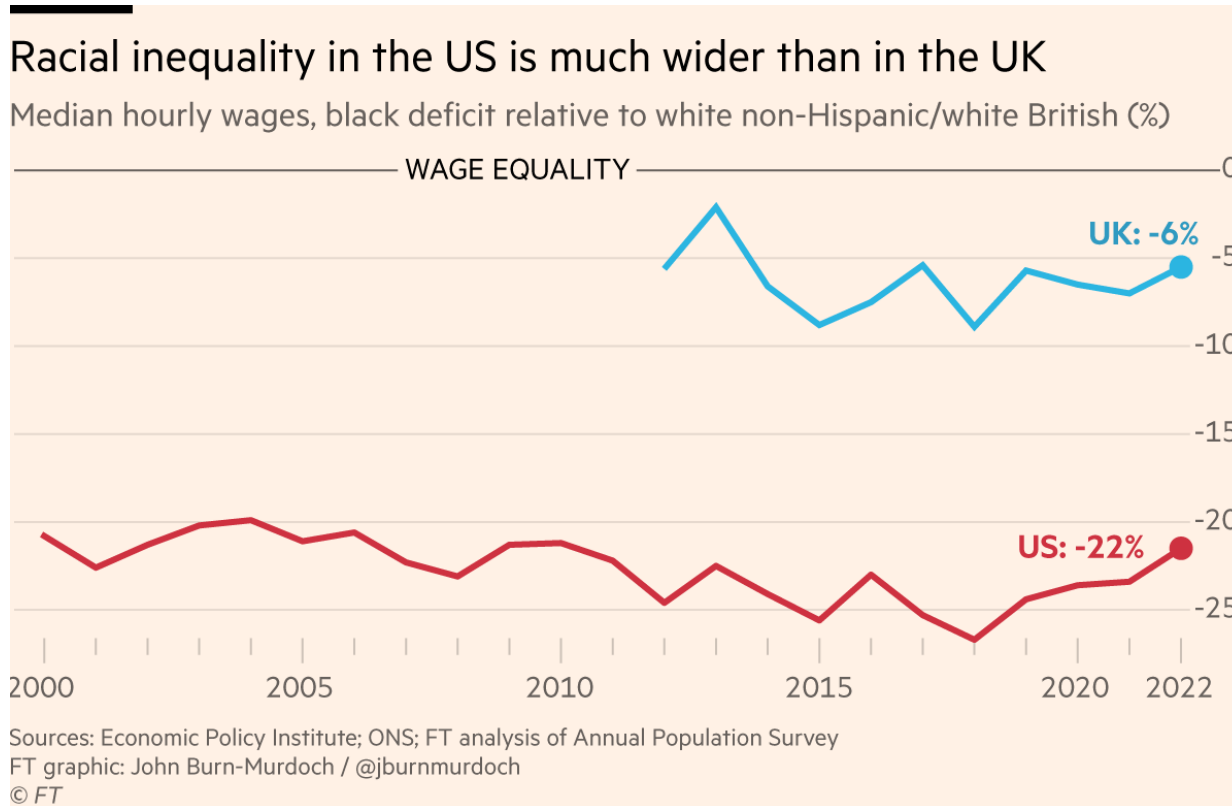
Walking Retail & Recreation Parks High Streets



Data: Retail & Recreation from Google Mobility, Walking trips from Apple Mobility and High Street Data from Purple Public Wifi.

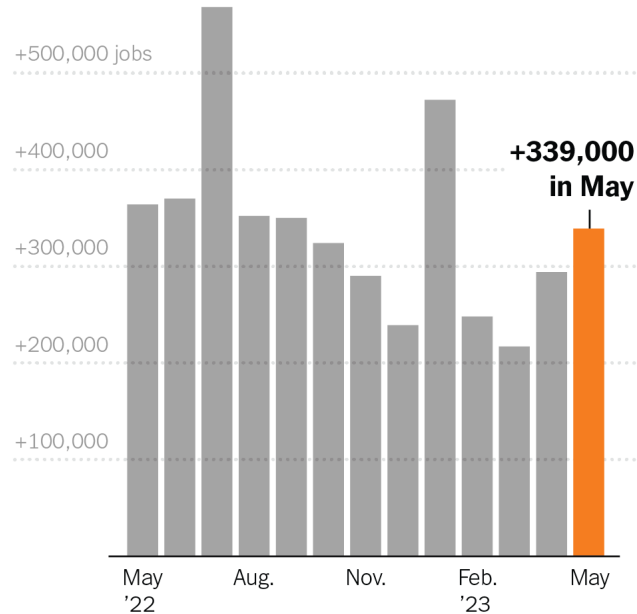
Chart: GLA City Intelligence • Source: [London Datastore](#) • [Get the data](#) • [Download Image](#) • Created with [Datawrapper](#)

6. Add supporting text



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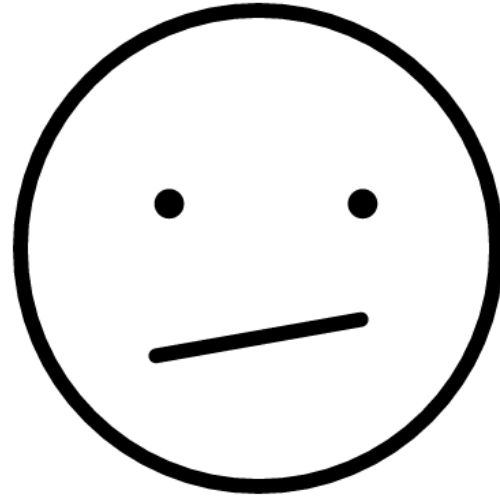
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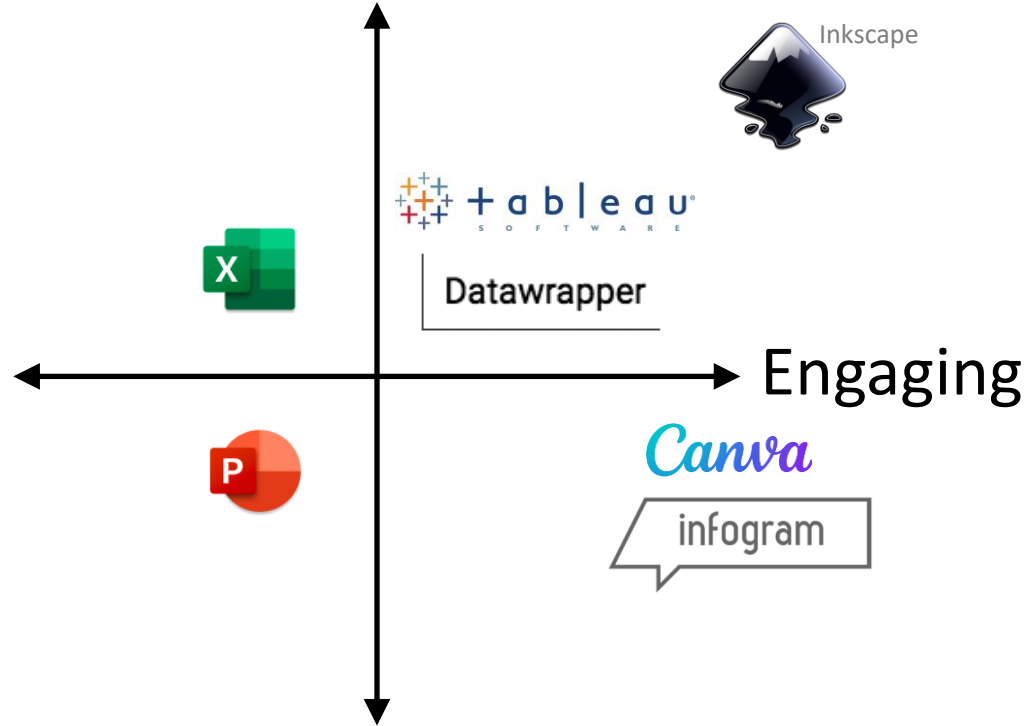
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Aid understanding

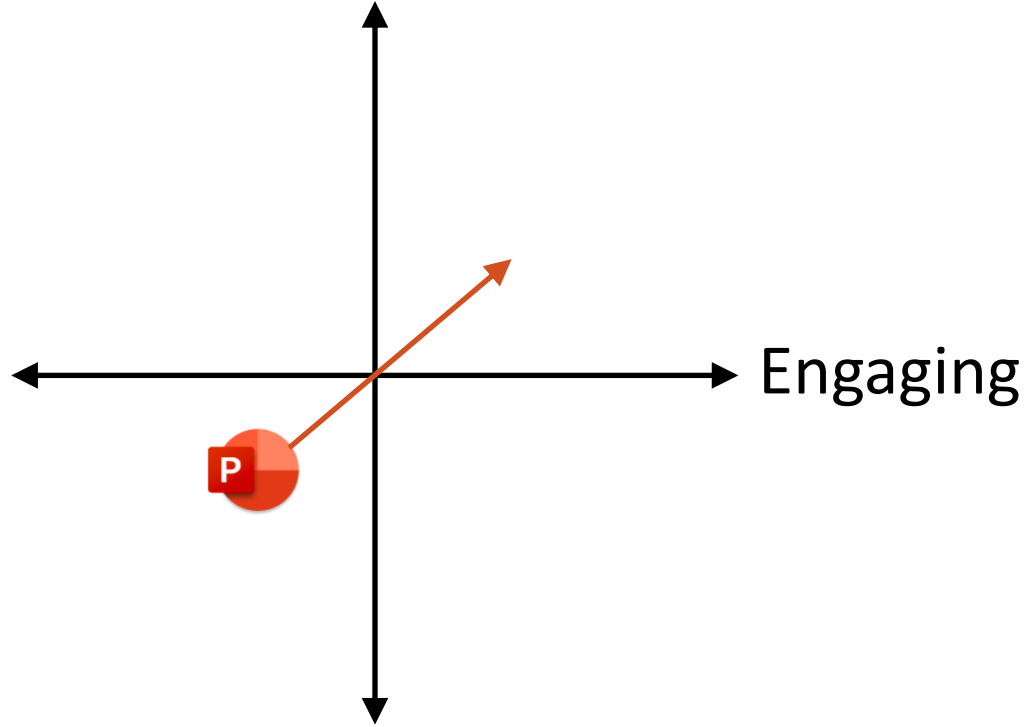


<https://thenounproject.com/>

<http://flaticon.com/>

<https://openmoji.org/>

Aid understanding





Joseph Rowntree Foundation

@jrf_uk



NEW Our annual report [#UKPoverty2023](#) reveals 1 in 5 people are living in poverty, including a heart-breaking 3.9 million children.

The report lays bare the inadequacies of our social security system, with many unable to afford the essentials. 📌

jrf.org.uk/report/uk-pove...

1 in 5 people are **living in poverty**



#UKPoverty2023

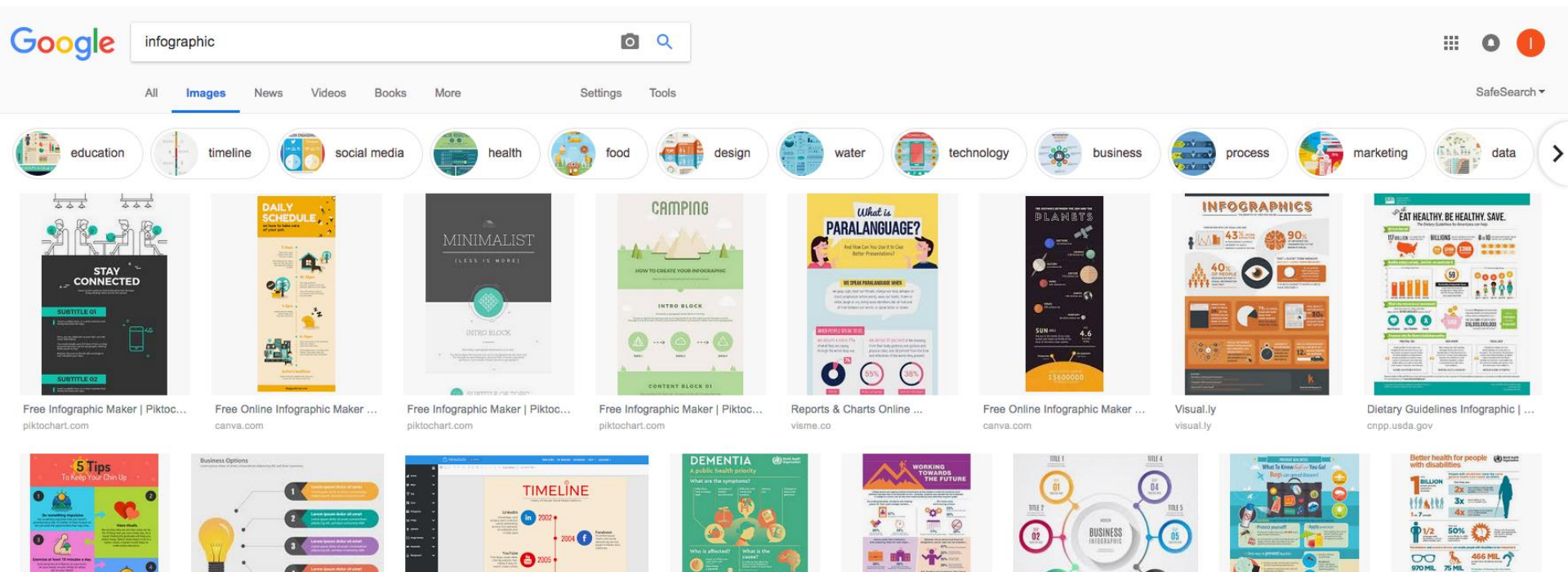
8:00 AM · Jan 26, 2023 · 197.5K Views

640 Retweets 154 Quote Tweets 571 Likes

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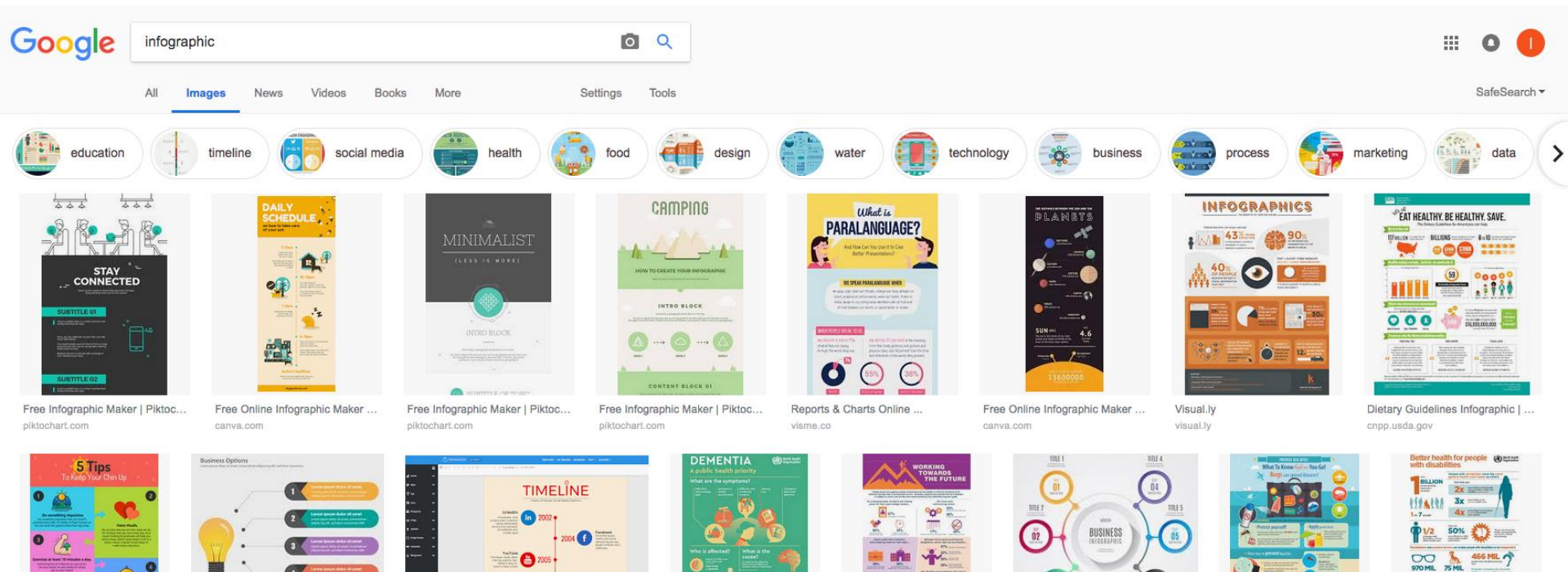
Be wary of over-enthusiasm

It is more important to visualise the data than the subject matter



Finalise your sketch *before* going onto your computer

That way you end up with what you want, not what the software is capable of



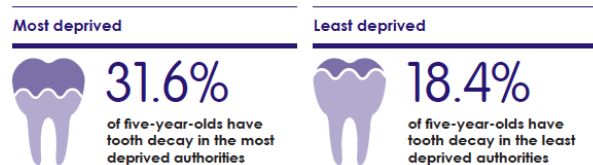
Repeat icons for a more meaningful comparison

Avoid scaling or filling icons

✓



X



X

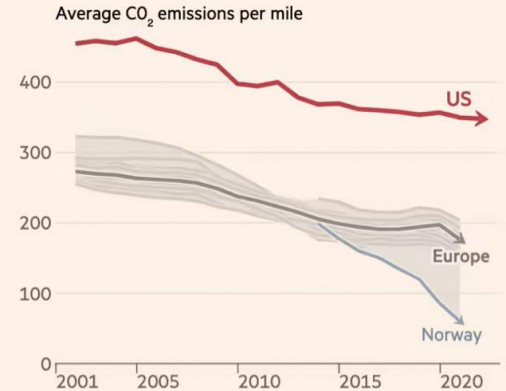
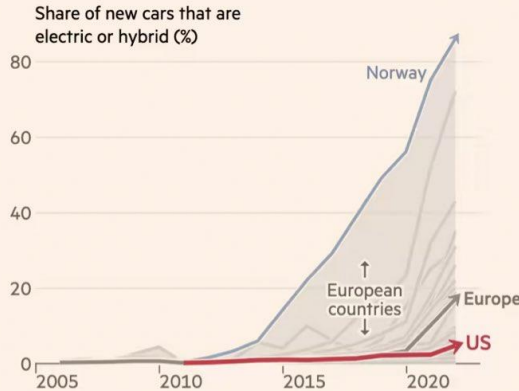
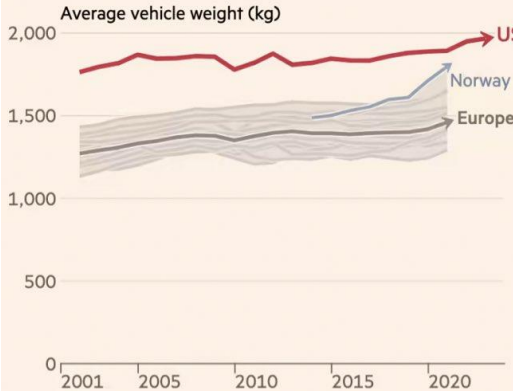


Link multiple graphics using their titles

- Summarise the whole thing in one sentence
- Key elements become section titles

American cars are much larger than European ones, and coupled with slow adoption of EVs this means they emit twice as much CO₂ per mile

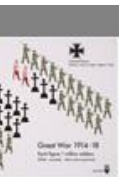
Evolution of vehicle size, electrical vehicle adoption and vehicle emissions, US vs Europe



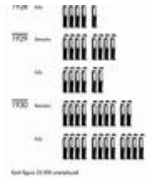
Sources: FT analysis of US EPA, European Vehicle Market Statistics, IEA
FT graphic: John Burn-Murdoch / @burnmurdoch
© FT

Start a library

Inspiration for both style and substance



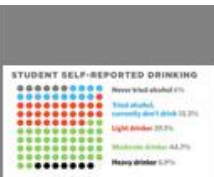
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icon_use_3.png



icon_use_2.png



icon_use_1.png



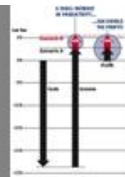
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HMPicture-138.png



HMPicture 425.png



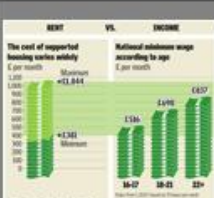
re 412.png



HMPicture 410.png



HMPicture 405.png



HMPicture 387.png



HMPicture 386.png



HMPicture 381.png



HMPicture 375.png



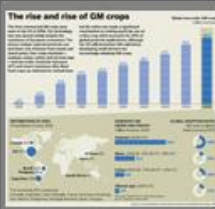
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HMPicture 372.png



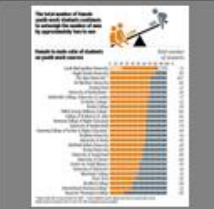
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HMPicture 365.png



HMPicture 355.png



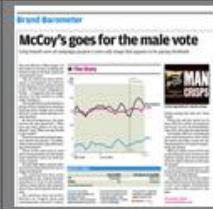
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HMPicture 353.png



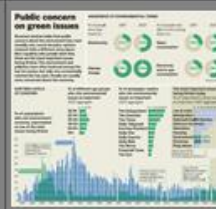
HMPicture 352.png



HMPicture 349



HMPicture 347.png



HMPicture 346.png

Have a go!

lupi

lulupinney.co.uk/reference-material/