

mediabistro

# Infographics, Making Data Talk.

Sept 10–Oct 8, 2013  
Tuesdays 8–9pm EST  
Thoughts by Sascha Mombartz

WEEK 1

## Theory & Thinking

Lecture Tue Sept 10  
Discussion Tue Sept 17

WEEK 2

## Tools & Technique

Lecture Tue Sept 17  
Discussion Tue Sept 24

WEEK 3

## Practice & Production

Lecture Tue Sept 24  
Discussion Tue Oct 1

WEEK 4

## Interaction & In-sanity

Lecture Tue Oct 1  
Discussion Tue Oct 8

# Overview

**Organize & Communicate**

**Information in the Abstract**

**Building Blocks**

**Perception**

**Why it Matters**

**Examples**

# Human Impulse



# Raw Data & Our Brain

Lesson 1 Lecture September 10 Discussion  
September 17 Lesson 2 Lecture September 17  
Discussion September 24 Lesson 3 Lecture  
September 24 Discussion October 1 Lesson 4  
Lesson October 1 Discussion October 8

Discussions on Tuesdays from 8-9 pm ET  
Lesson 1: September 10  
Discussion 1: September 17  
Lesson 2: September 17  
Discussion 2: September 24  
Lesson 3: September 24  
Discussion 3: October 1  
Lesson 4: October 1  
Discussion 4: October 8

**Lesson 1**  
Lecture September 10  
Discussion September 17

**Lesson 2**  
Lecture September 17  
Discussion September 24

**Lesson 3**  
Lecture September 24  
Discussion October 1

**Lesson 4**  
Lesson October 1  
Discussion October 8



**Bedroom in Arles**  
Vincent van Gogh  
1888, Oil on canvas  
72 cm × 90 cm (28.3 in × 35.4 in)

# Building Blocks

## Lesson 1

Lecture September 10

Discussion September 17

## Lesson 2

Lecture September 17

Discussion September 24

## Lesson 3

Lecture September 24

Discussion October 1

## Lesson 4

Lesson October 1

Discussion October 8

**Hierarchy**

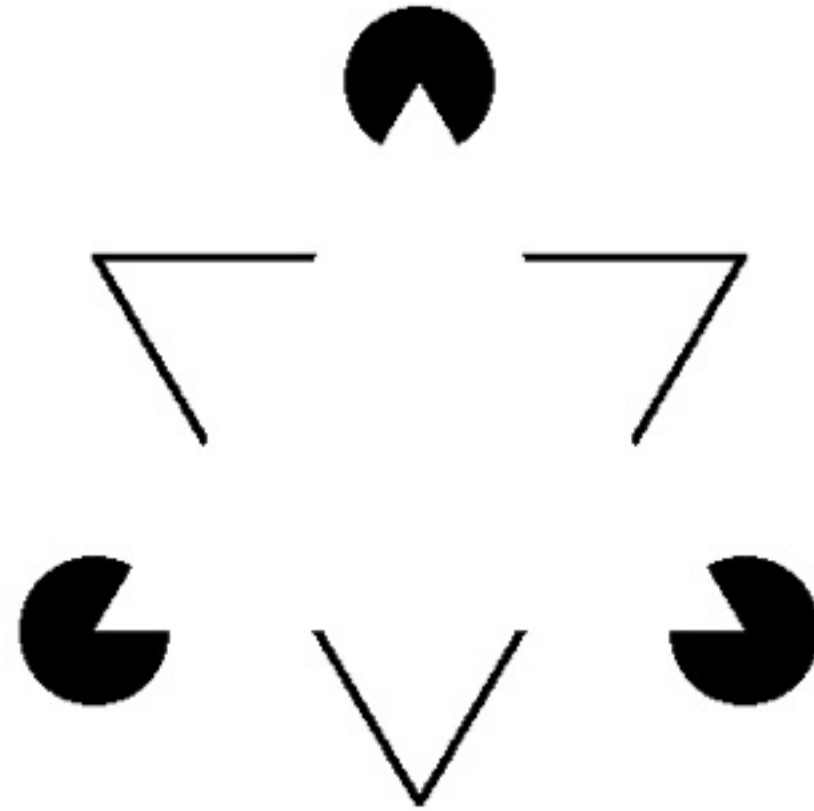
**Relationships**

**Compression**

**Story**

**Delight & Attract**

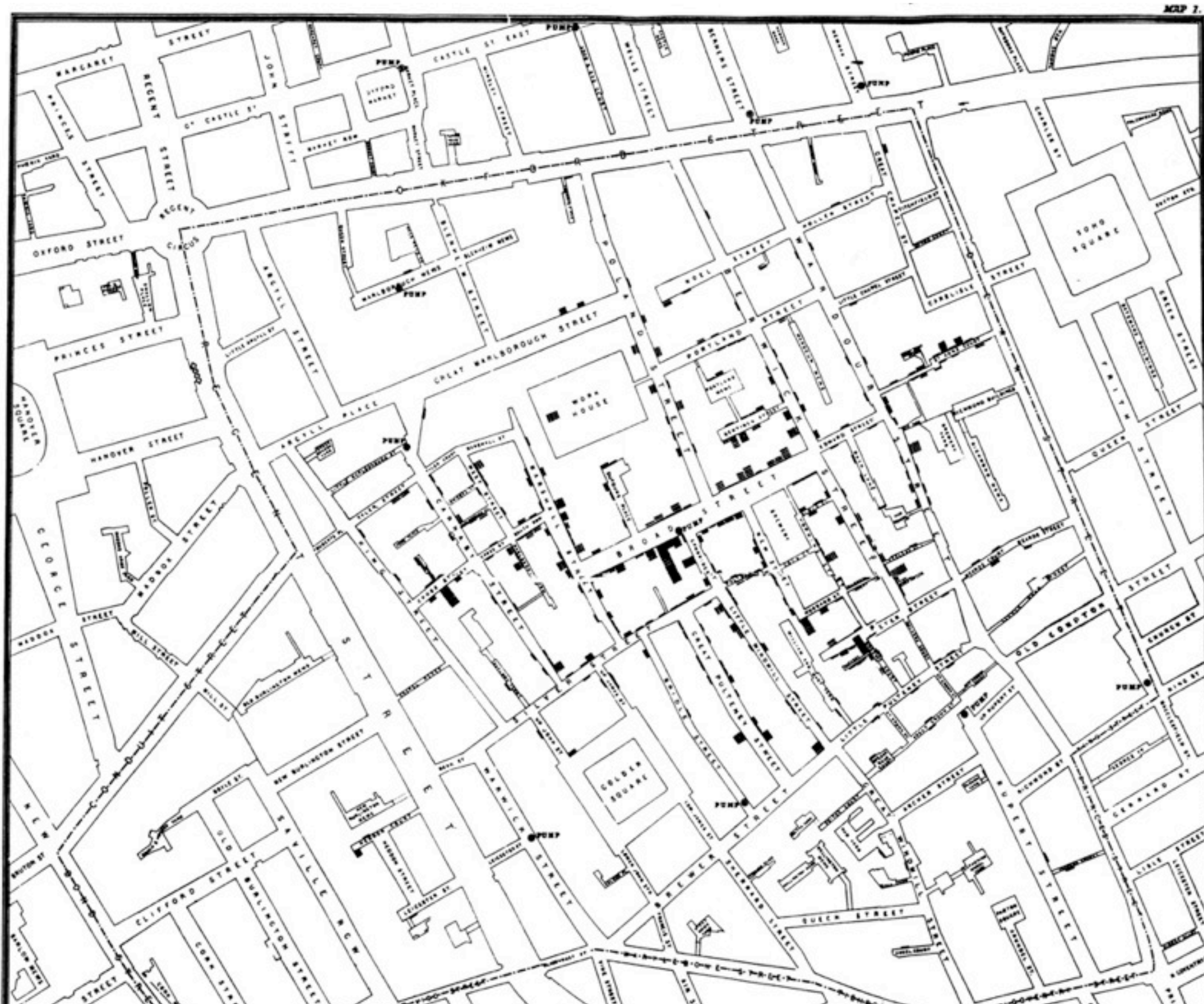
# Hidden Processing





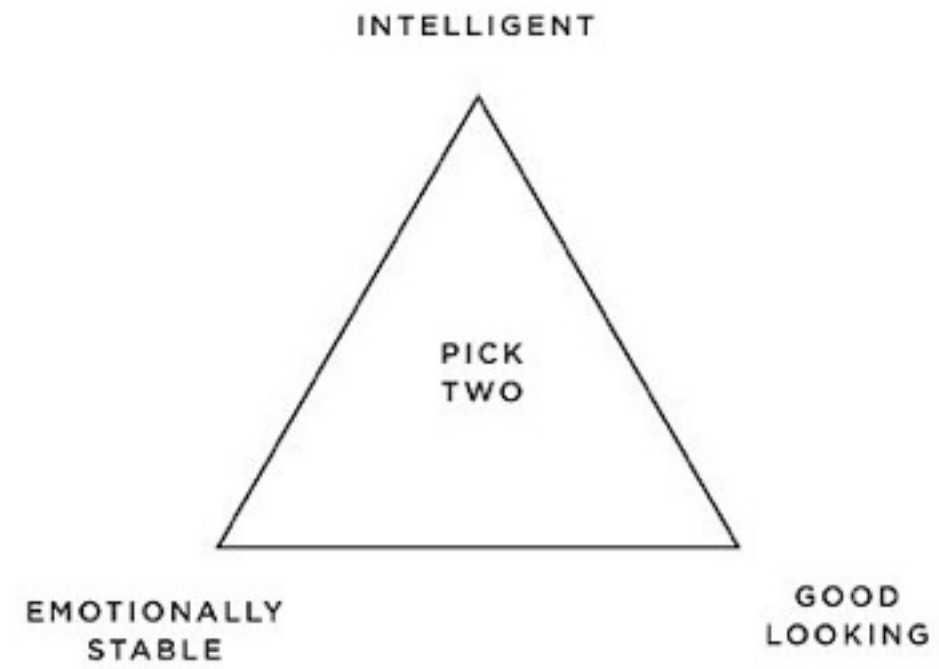


# Its Relevant

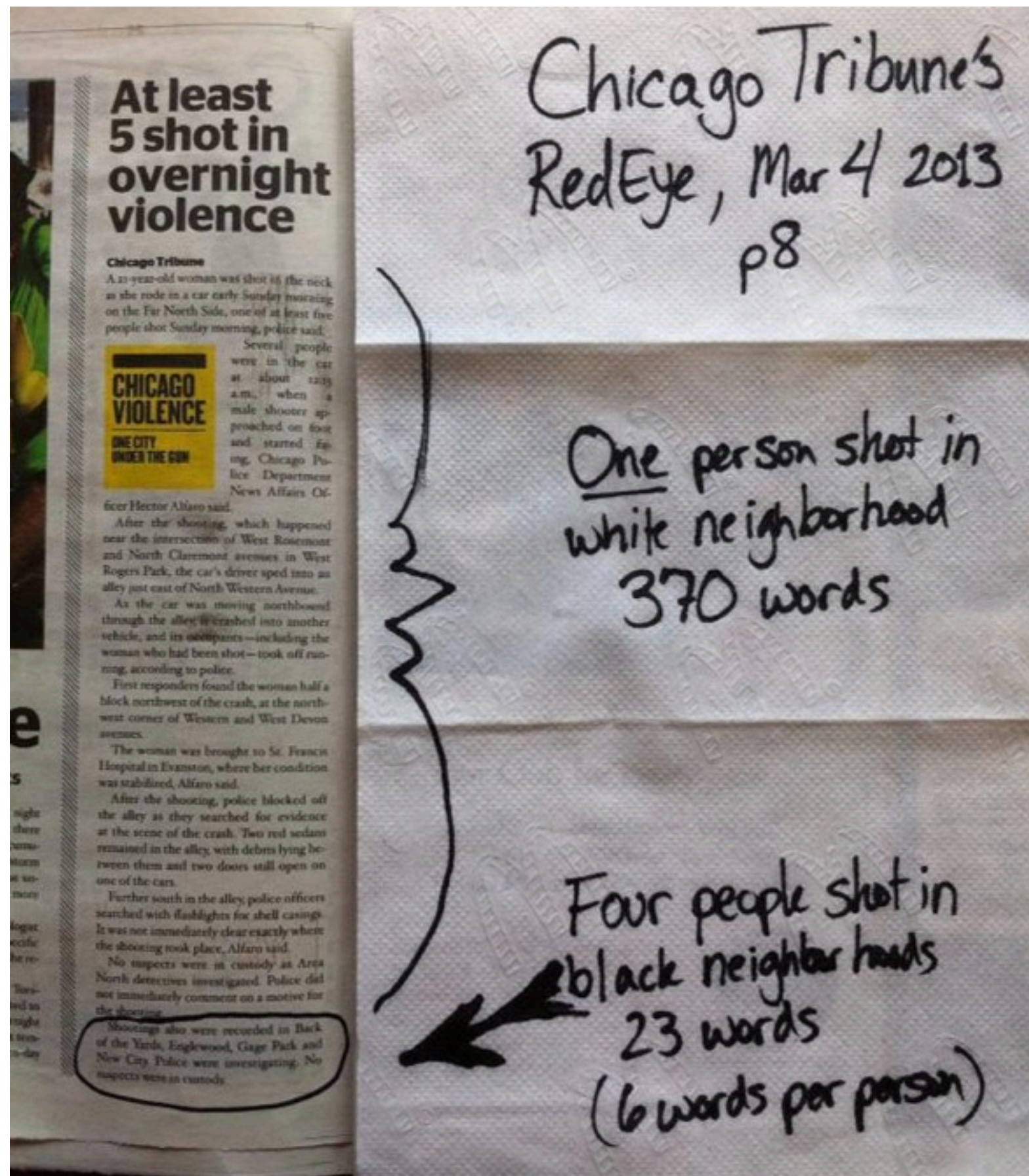


**1854 Broad Street cholera outbreak**  
Original map by John Snow showing the [clusters](#) of cholera cases in the London epidemic of 1854. The pump is located at the intersection of Broad Street and Cambridge Street.

# Speed & Simplicity



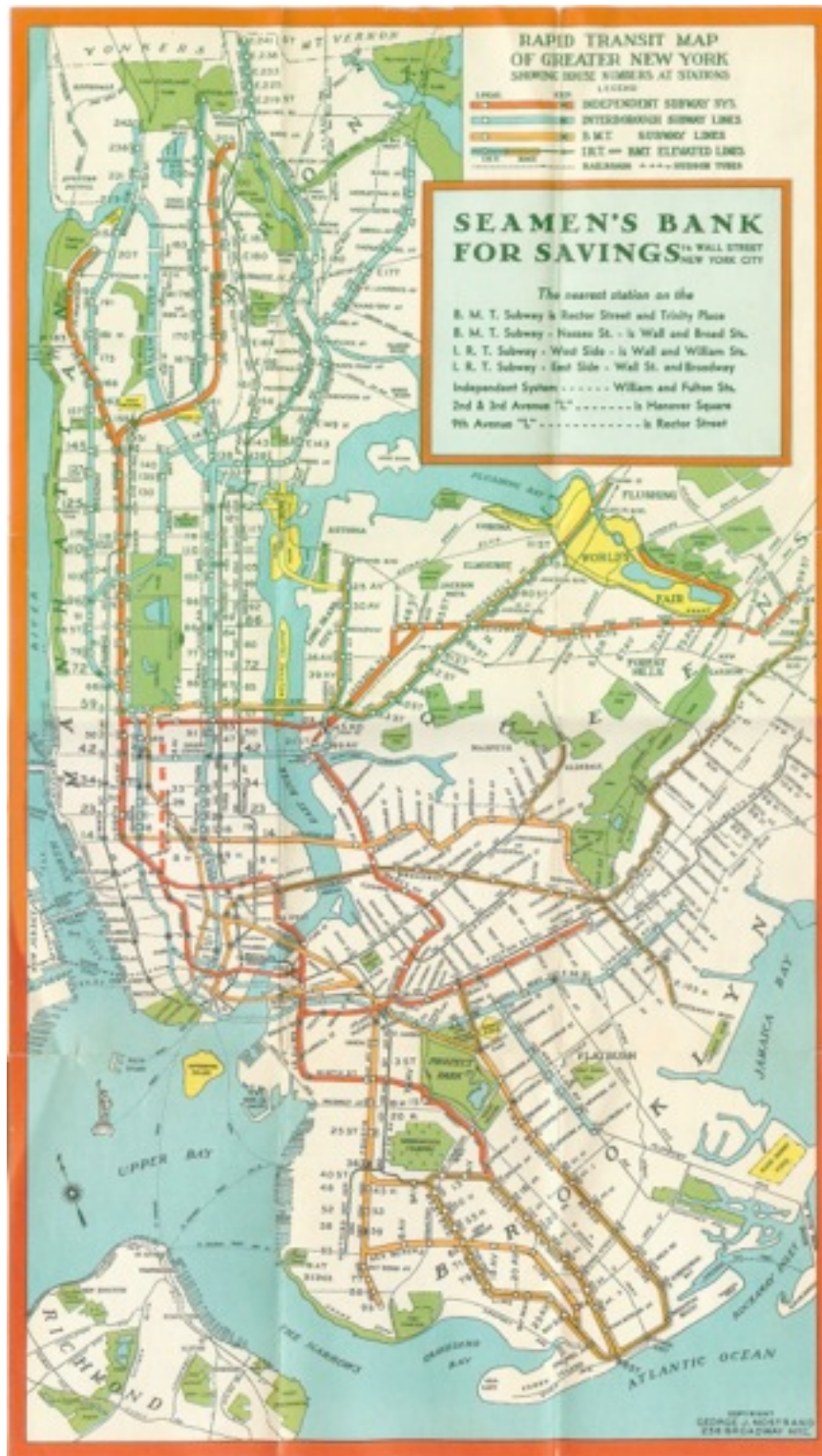
# DataViz Everywhere



# Subtle yet Detailed



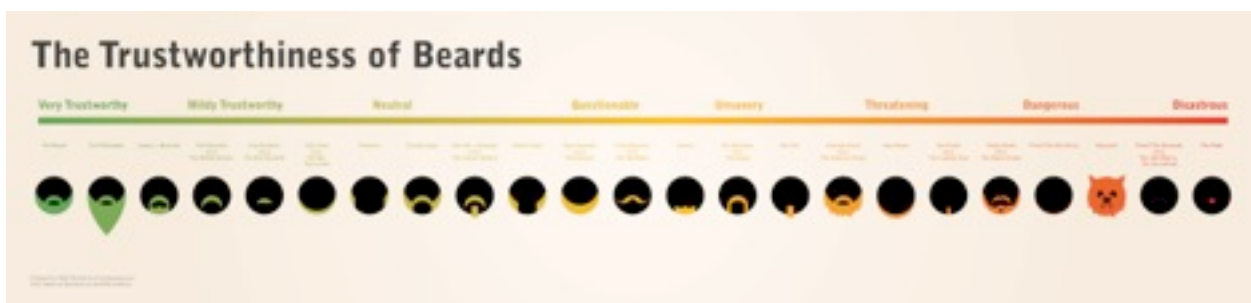
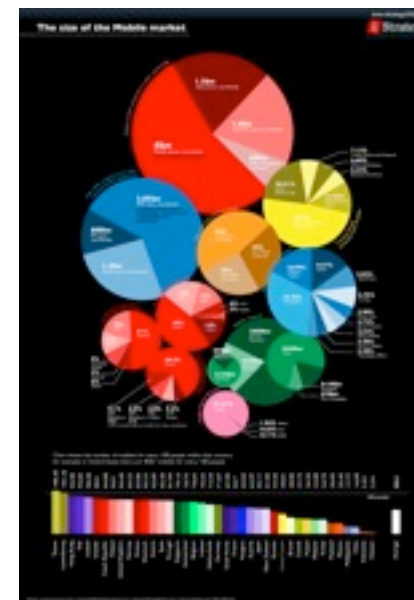
# Data & Appearance



# Attraction



# Examples



# Next Steps

## Explore

Edward Tufte

Nicholas Felton

DataViz Challenge: Taxes

## Reading

About the Word Design

The Cognitive Style of PowerPoint

Inge Druckrey: Teaching to See Video

The Power of Visualization's "Aha!" Moments

11 reasons your infographic isn't an infographic

## Homework

Due Monday September 16

Find and analyze two infographics, they can be good or bad.

Also start thinking about your infographic: What's the story? Who is the audience? What are some core concepts?

Assemble some info on yourself, your background, experience, what tools you know how to use and most importantly what you'd like to get out of this class. You can post this info on the message board, email me or if you feel adventurous, make a small infographic about yourself.

**Questions?** Email me at [s@mombartz.com](mailto:s@mombartz.com)