# 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

WEEK 3

Practice & Production

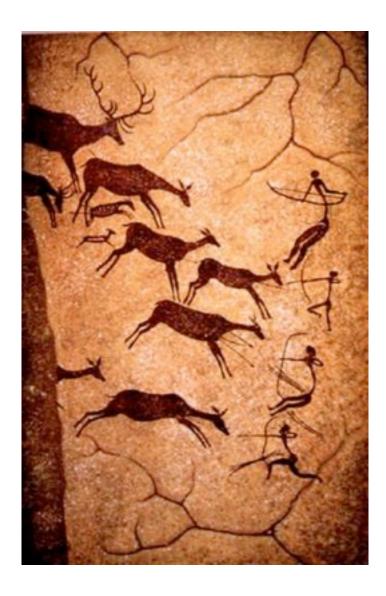
WEEK 4 **Interaction & In-sanity** 

#### mediabistro

#### 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

# Abstract



# Infographics, Making Data Talk | Sascha Mombartz

#### 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

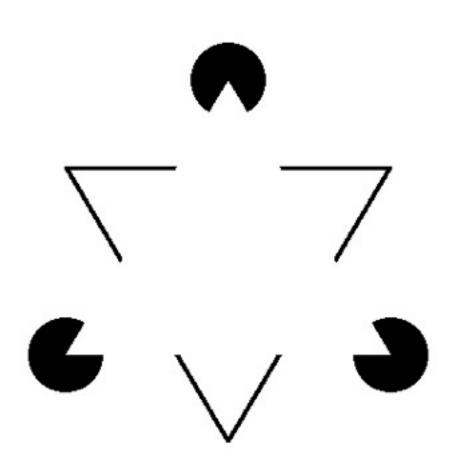
#### Lesson 3

Lecture September 24 Discussion October 1

#### Lesson 4

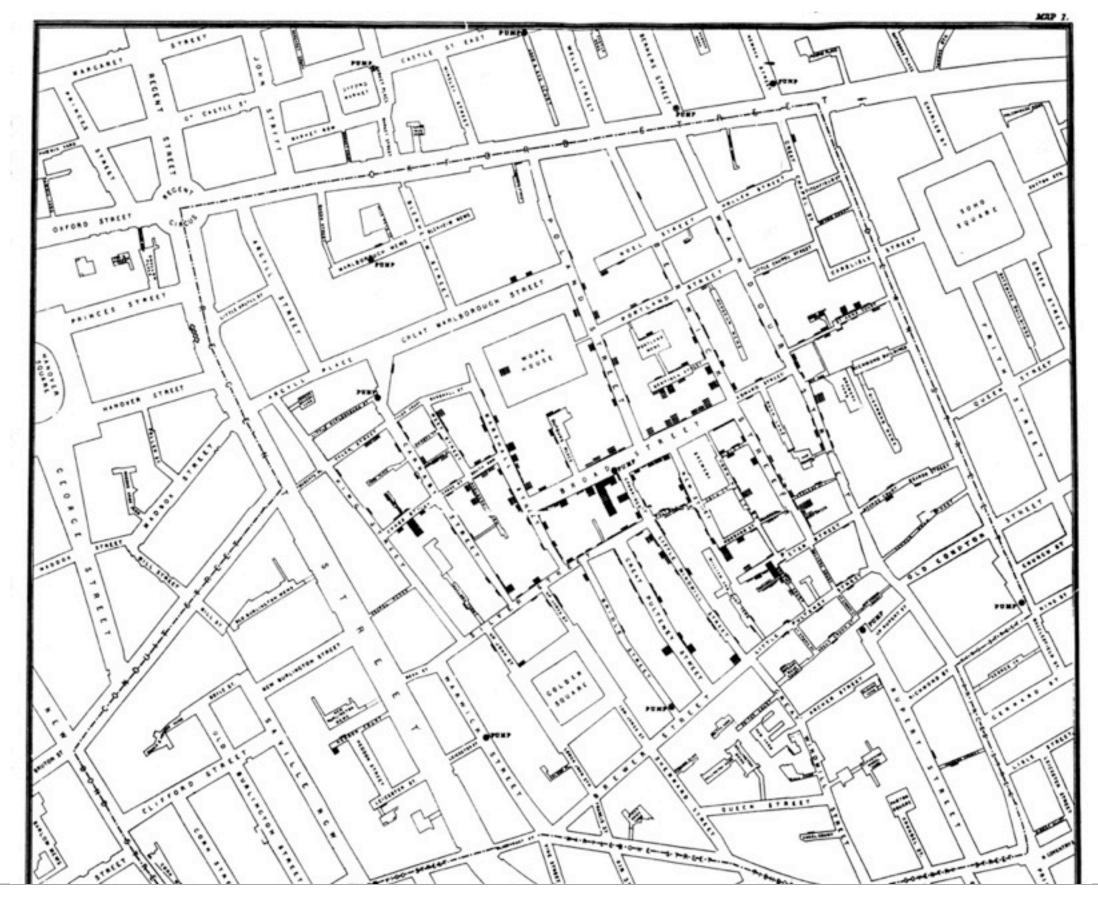
Lesson October 1 Discussion October 8 Hierarchy Relationships Compression Story Delight & Attract

# Hidden Processing





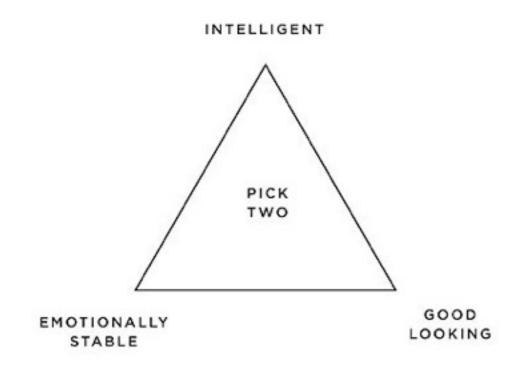
## Its Relevant



#### 1854 Broad Street cholera outbreak

Original map by John Snow showing the <u>clusters</u> 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

#### At least 5 shot in overnight violence

#### **Chicago** Tribune

A an-year-old woman was shot of the neck as she rode in a car early Sunday marging on the Far North Side, one of at least five people shor Sunday morning, police said. Several people

arm, when a

male shooter ap-

CHICAGO VIOLENC

INE CITY INDER THE COM INC. Onicago Police Department News Affairs Officer Hector Atlano said

After the shoot sg, which happened near the intersection of West Rosemont and North Claremont avenues in West Rogers Park, the car's driver uped into as alley just each of North Western Avenue.

At the car was moving northbound through the allest in crashed into another vehicle, and its openpasts — including the woman who had been shot — took off ranming, according to police.

First responders found the woman half a block northwest of the cauh, at the northwest corner of Western and West Devon svenues.

The woman was brought to St. Francis Hospital in Evanston, where her condition was stabilized, Alfaro said.

After the shooting, police blocked off the alley as they searched for evidence at the scene of the crash. Two red sedans remained in the alley, with debris lying berween them and two dooes still open on one of the cars.

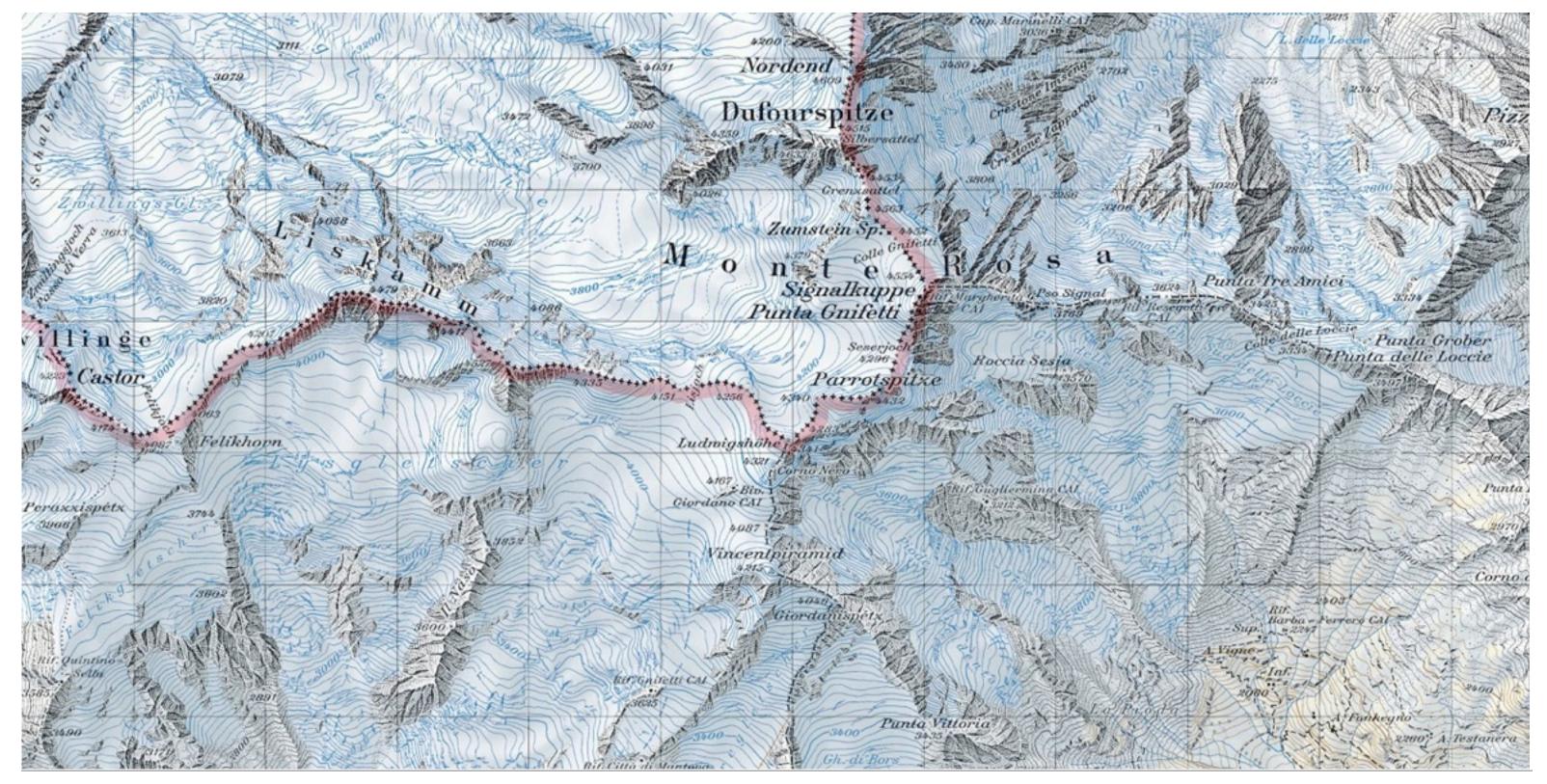
Further south in the alley, police officers searched with flashlights for shell cavings It was not immediately clear exactly where the shoking rook place, Alfaro said.

No maperts were in custody as Area North detectives investigated. Police del net unmediately comment on a motive for

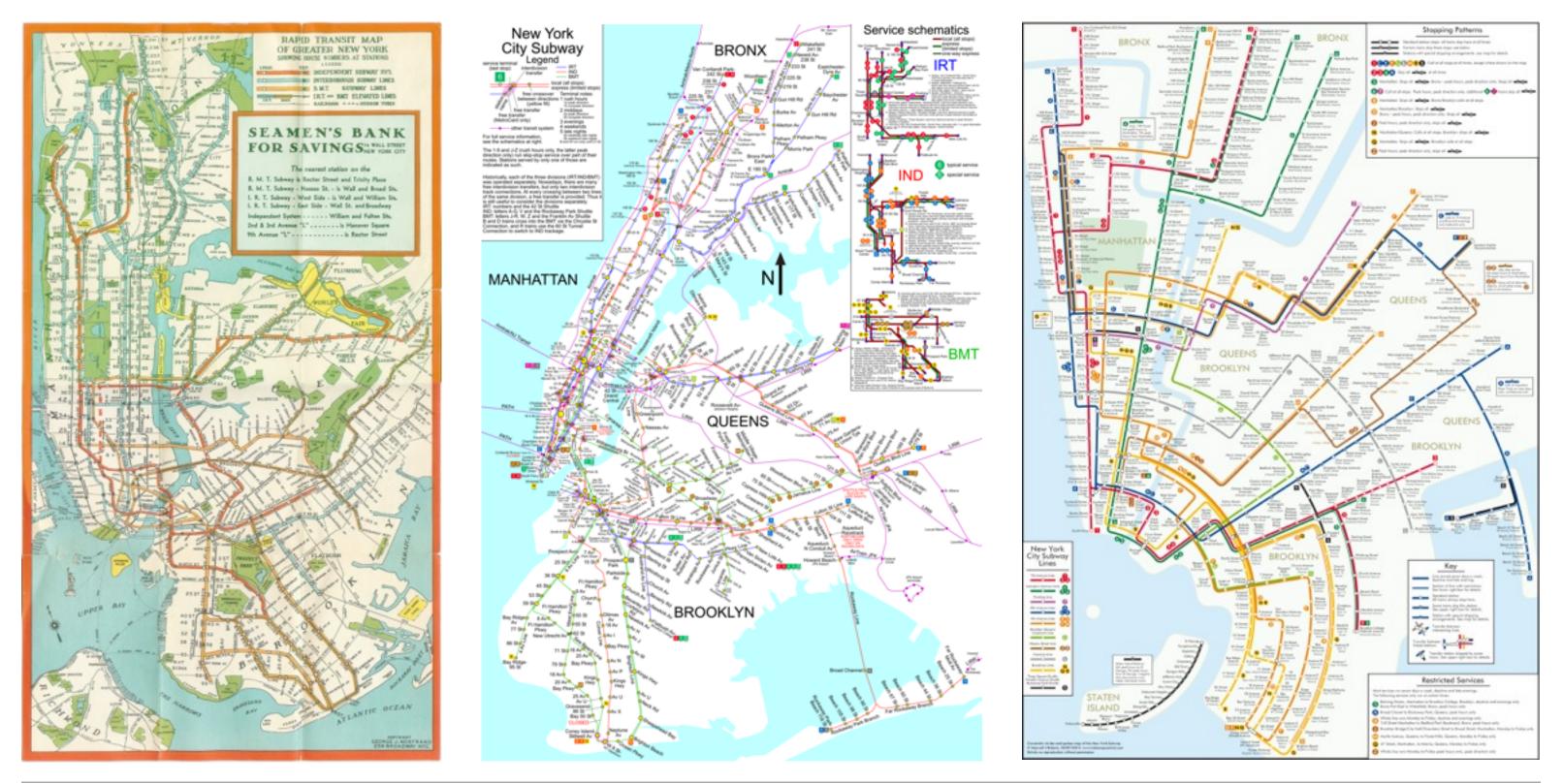
Shooting also were recorded in Back of the Yards, Englewood, Gage Pack and New City Philice were investigating. No supports serve in custody

Chicago Tribune's RedEye, Mar 4 2013 p8 One person shot in white neighborhood 370 words Four people shot in black neighbor houds 23 words (6 words por porson)

# Subtle yet Detailed

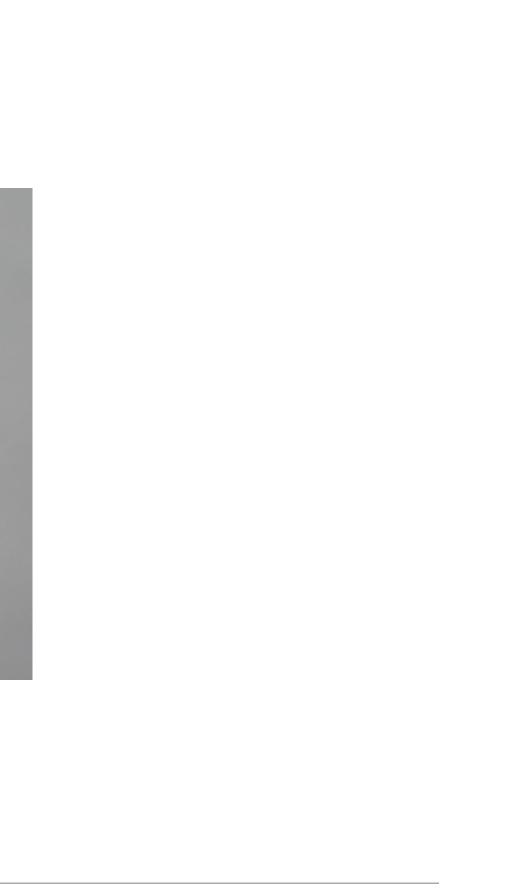


# Data & Appearance

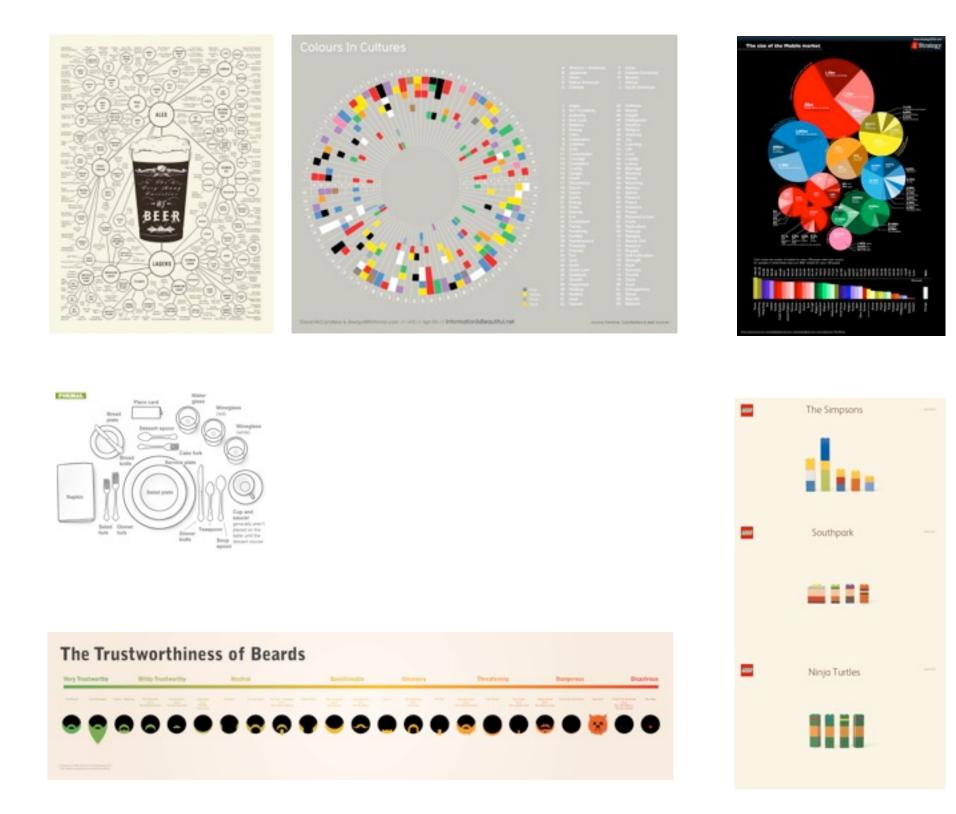


## Attraction





#### Examples





#### Next Steps

# Explore

Edward Tufte

Nicholas Felton

DataViz Challange: 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 isnít an infographic

# Homework

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

Also start thinking about your infographic: Whatis 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 <u>s@mombartz.com</u>

