

# Infographics, Making Data Talk.

## Lecture 3

LECTURE 1

**Theory & Thinking**

Lecture Tue Sept 10  
Discussion Tue Sept 17

LECTURE 2

**Tools & Technique**

Lecture Tue Sept 17  
Discussion Tue Sept 24

LECTURE 3

**Practice & Production**

Lecture Tue Sept 24  
Discussion Tue Oct 1

LECTURE 4

**Interaction & In-sanity**

Lecture Tue Oct 1  
Discussion Tue Oct 8

# Overview

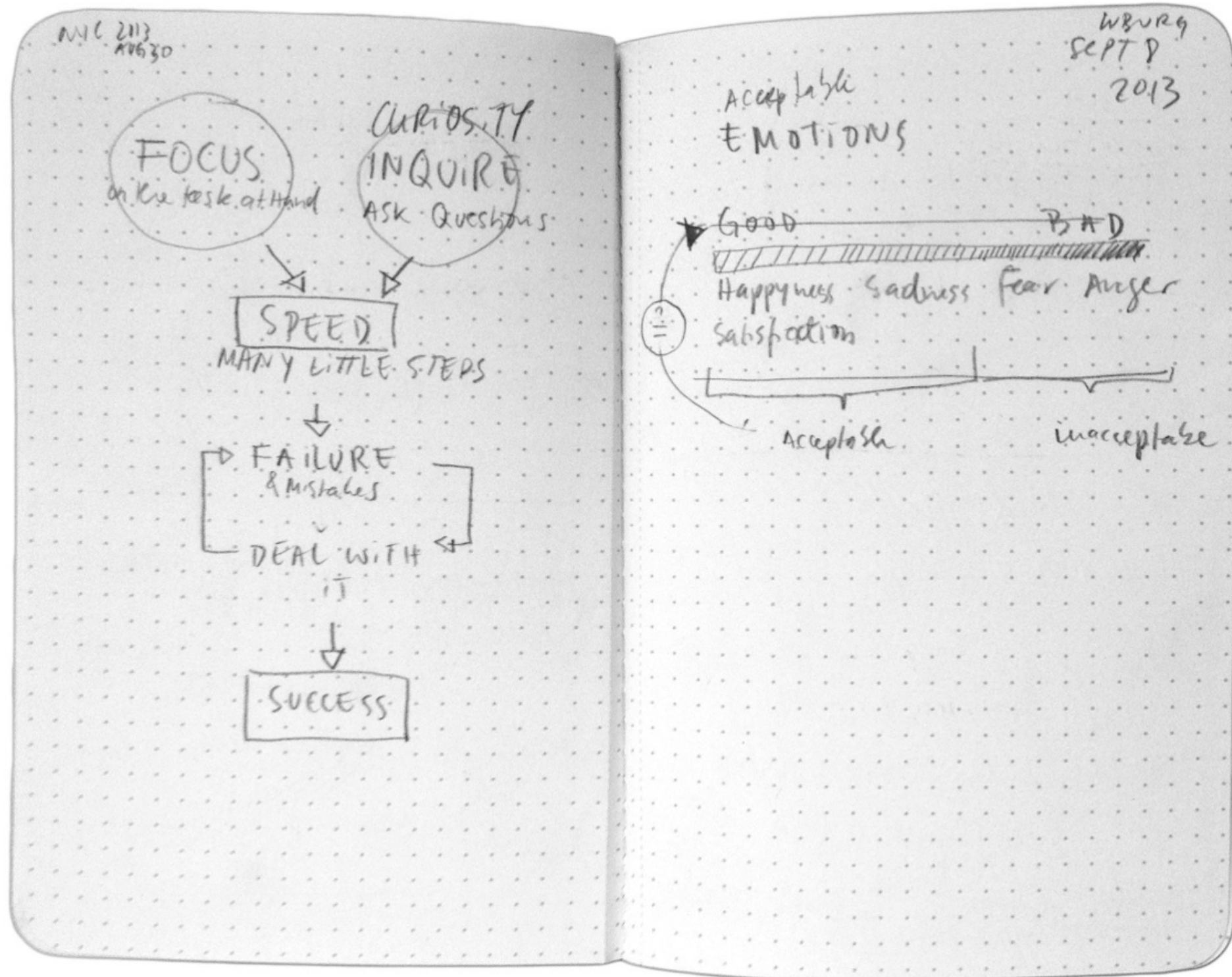
**Sketches**

**Data**

**Simplification**

**Getting it Done**

# Sketches



# Data

## Summary:

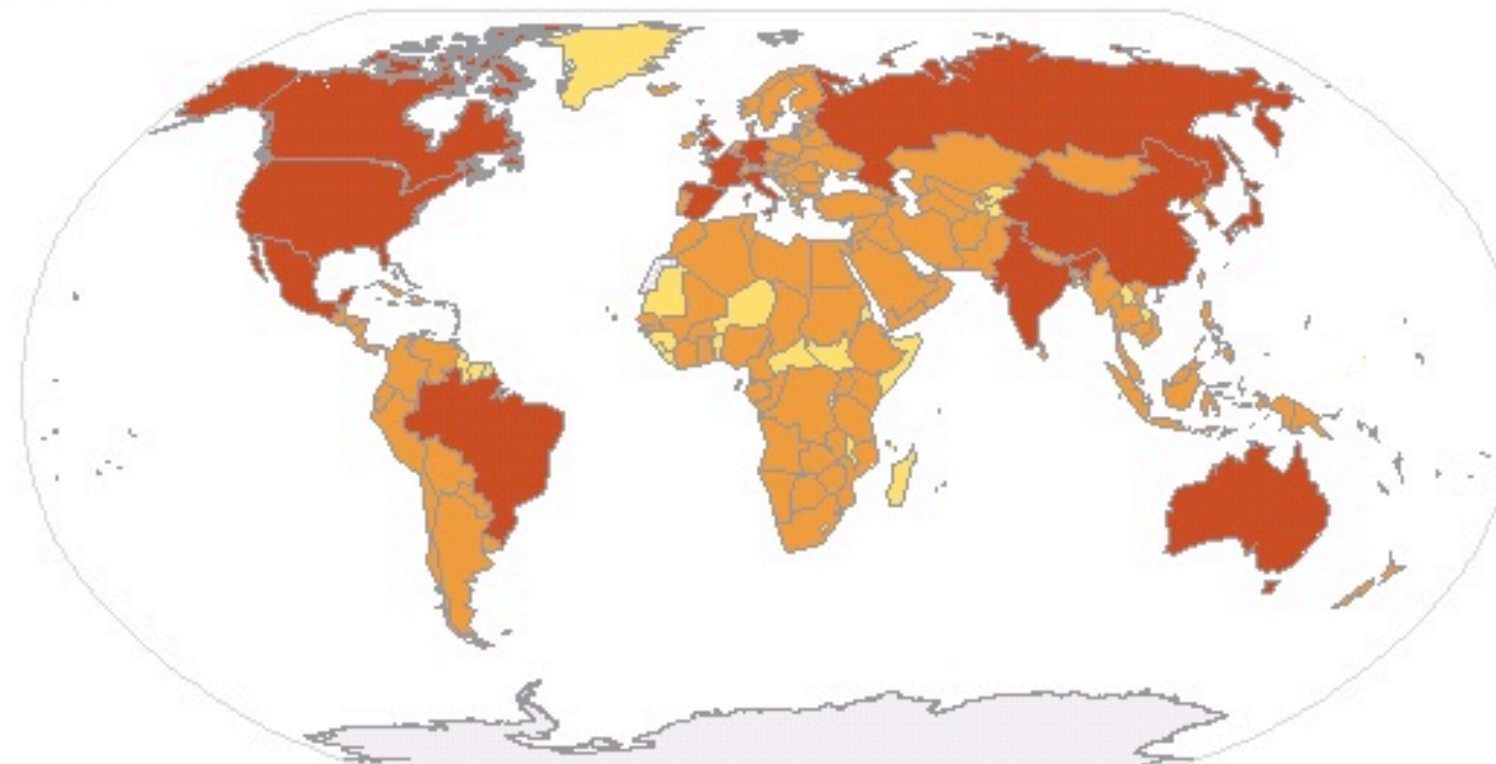
[Show details](#)

total	\$71.56 trillion per year
median	\$15.83 billion per year
highest	\$15.68 trillion per year (United States)
lowest	\$1.5 million per year (Tokelau)

(1990 to 2012)

(based on 233 values; 7 unavailable)

## GDP map:



(no data available)

10 billion to 1 trillion

1 million to 100 million

1 trillion to 100 trillion

100 million to 10 billion

# Data

Average Revenue grouped by Zip code

More specific looking at Location and Revenue, and location of firm rather than studio head

Zip	Average Rev
10014	3.66
11211	3.5
10009	2.0
11225	0
10279	0

Education of Design Heads & AVG Revenue

Highschool makes the most, undergrad less and grad the least

avg \$	Education
1.8	dropout_college
1.9	grad
2.2	undergrad
3.0	highschool
3.0	dropout_highschool (one person)
3.0	No response

Average age of studio heads grouped by revenue bracket

On avg older in top brackets

Revenue	Average Age
5	46
4	49
3	39
2	37
1	37
0	50
Null	41.0833

# Simplification

**Remove**  
to improve  
(the **data-ink** ratio)

Created by **Darkhorse Analytics**

[www.darkhorseanalytics.com](http://www.darkhorseanalytics.com)

# Getting it Done



# Next Steps

## Explore

Wolfram Alpha

Information is Beautiful

visual.ly

Infographics on Pinterest

## Reading

Data Visualization for Human Perception

The 8 hats of data visualisation design

Thinking with Type

## Homework

Due Sunday September 29th

Its time to make it real! You'll now take your idea and sketches to a more polished and refined version. Think about the overall frame that will hold together your visuals and typography, find appropriate colors and make sure to cite your sources. Deliverable is an exported PDF.

**Lecture Files?** [makingdatatalk.mombartz.com](http://makingdatatalk.mombartz.com)

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