

Infographics, Making Data Talk.

Lecture 4

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

Dataviz in the Wild

Review: Simple & Structure

Motion

Interaction

Publishing

Dataviz in the Wild



Popularity



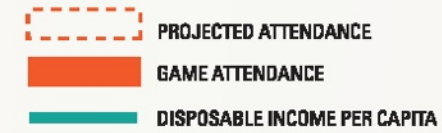
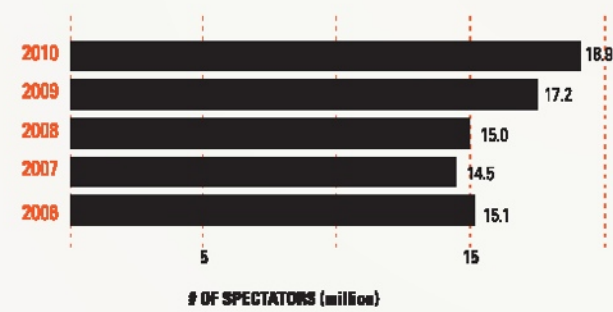
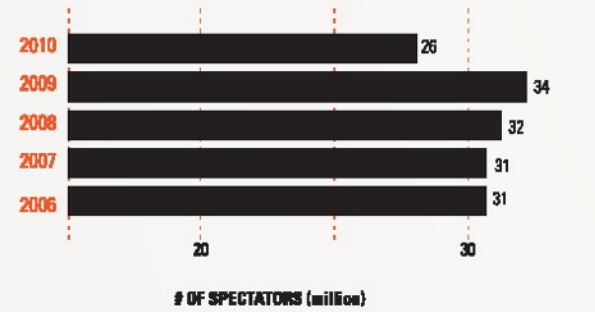
1, 2, 3?



Structure

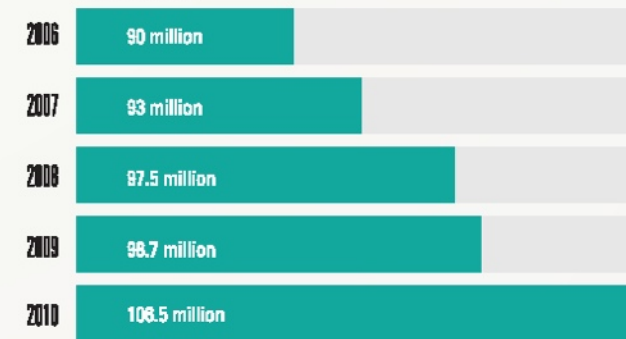
dollars. A new stadium boom has started to occur, however, with high ticket prices and low income per capita, ticket sales continue to decrease by 1% to 2% each year. Having live NFL sporting events readily available through broadcast television has also made game attendance less enticing for many fans.

has made it even easier for fans to follow their favorite teams, despite their location. The rise in demand for NFL broadcasting has caused ticket prices to rise and ticket sales to drop dramatically. With a weak economy, it is getting more difficult to get fans into the stadium but television has proved to be a feasible solution for many fans across the nation.



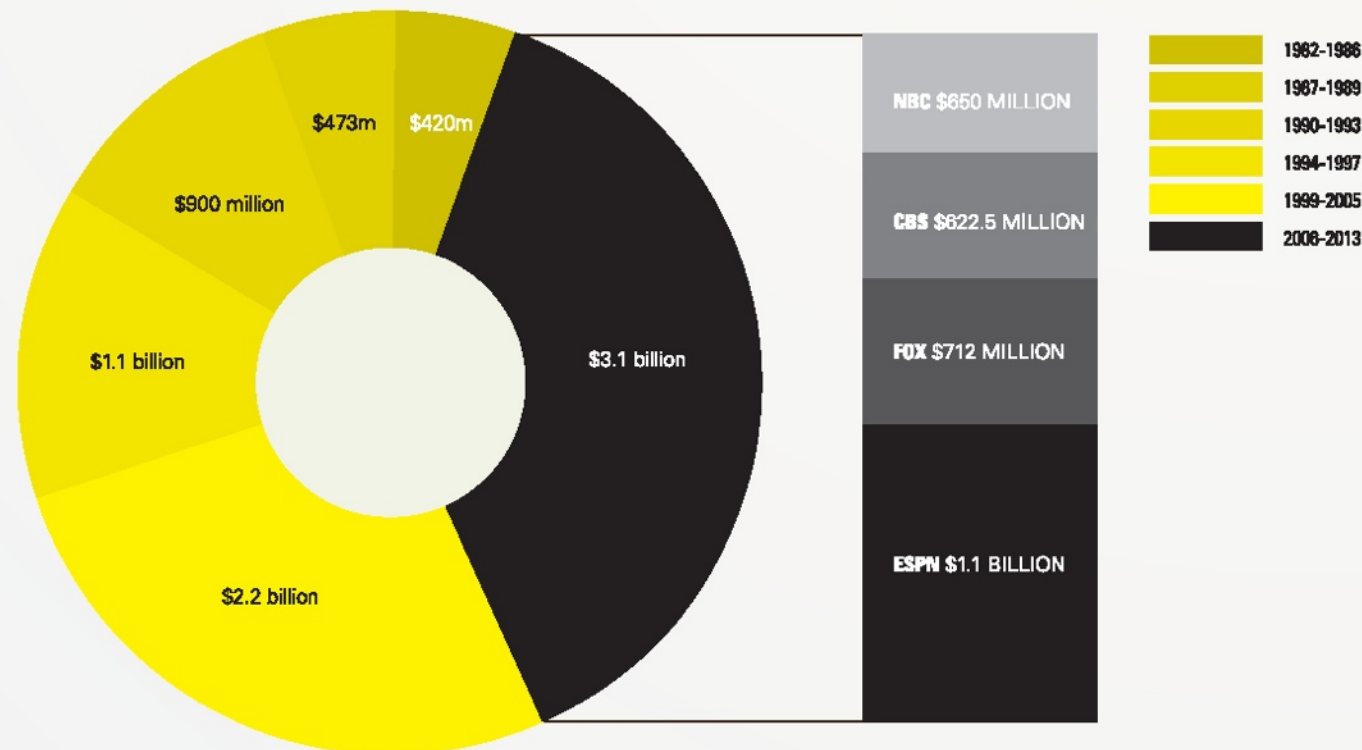
SUPERBOWL SUNDAY

VIEWERS

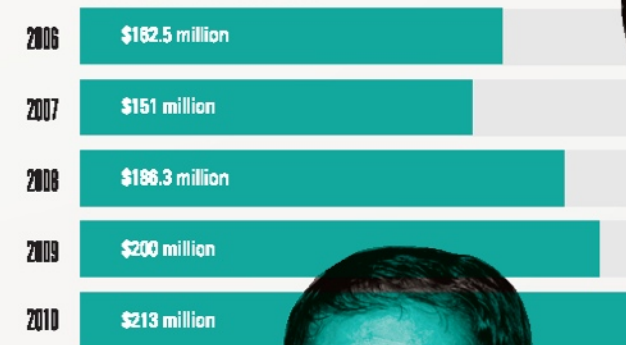


\$2.6 MILLION
IS THE AVERAGE COST SPENT ON A THIRTY SECOND AD SPOT DURING THE SUPER BOWL.

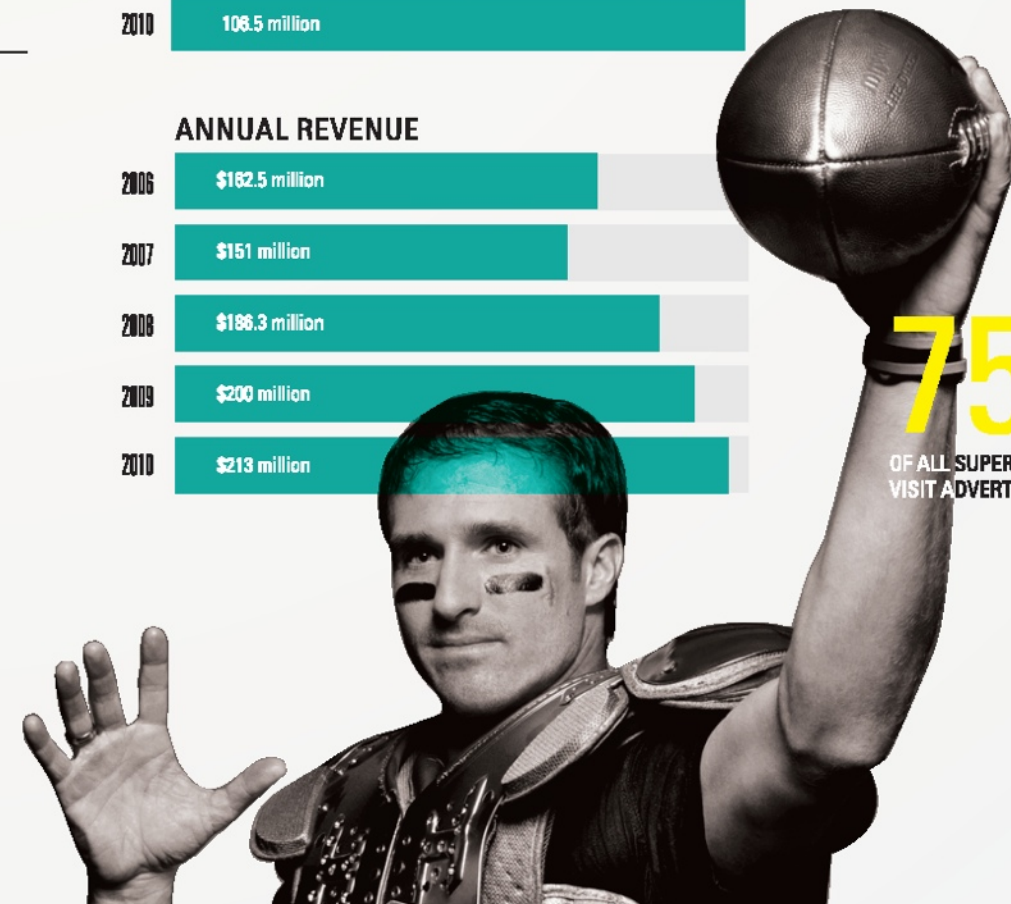
ADVERTISING & BROADCASTING RIGHTS



ANNUAL REVENUE



75%
OF ALL SUPER BOWL VIEWERS VISIT ADVERTISER WEBSITES.



Negative Space, Positive Space

QUEEN FOUR VISIONS

ANALYSIS OF SIGNIFICANT WORDS IN QUEEN'S LYRICS

Project by:
Connie Khoo, Sara Porco, Clemence Raillard, Ilciana Ricci, Daniel Sber, Giulia Spruzzola

"Four visions" is more than a simple list of songs written by the famous british band. It's a way to show the importance of words in their music.

Queen is a band, but most of the songs are a vision of only one member. Four members and four visions for one band.

We have looked for the main theme that appears in Queen's world.

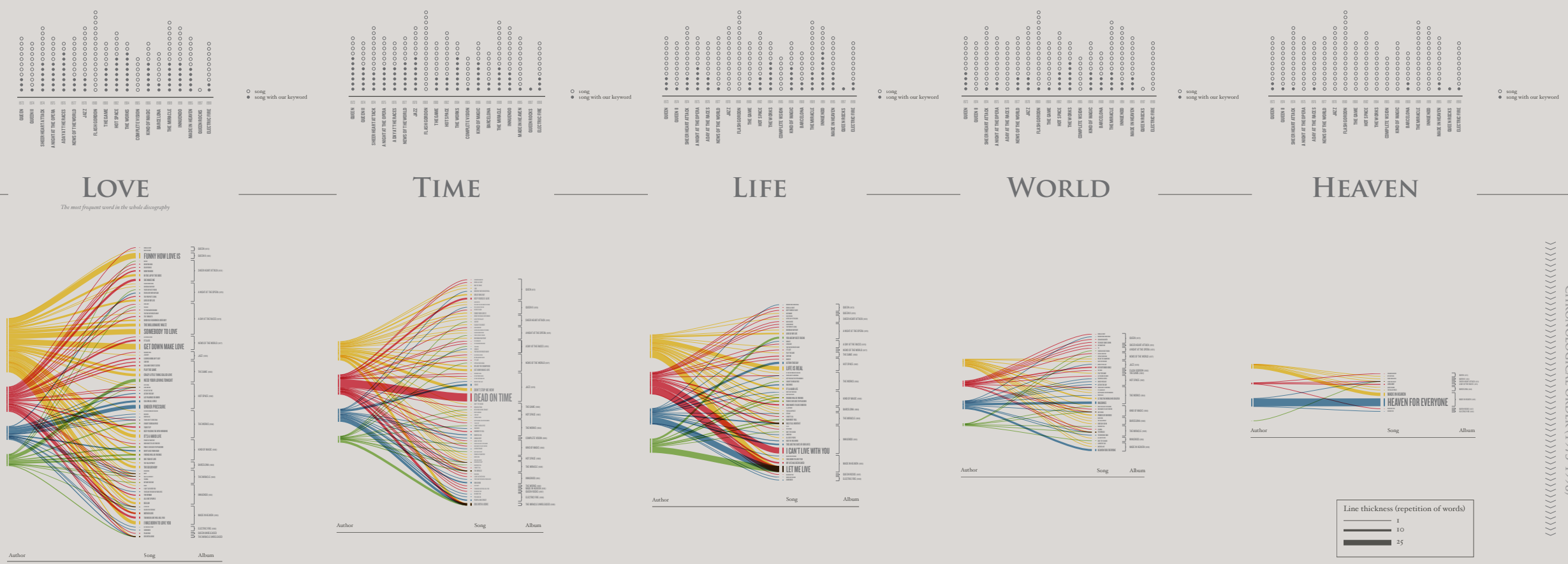
After we have analysed each song, using the resources of the web, and after we have counted with www.wordcounter.com the number of times that the main words are mentioned, we focused on five of them.

Love, time, life, world and heaven: these five words are used in their songs, but in different frequency for each author.

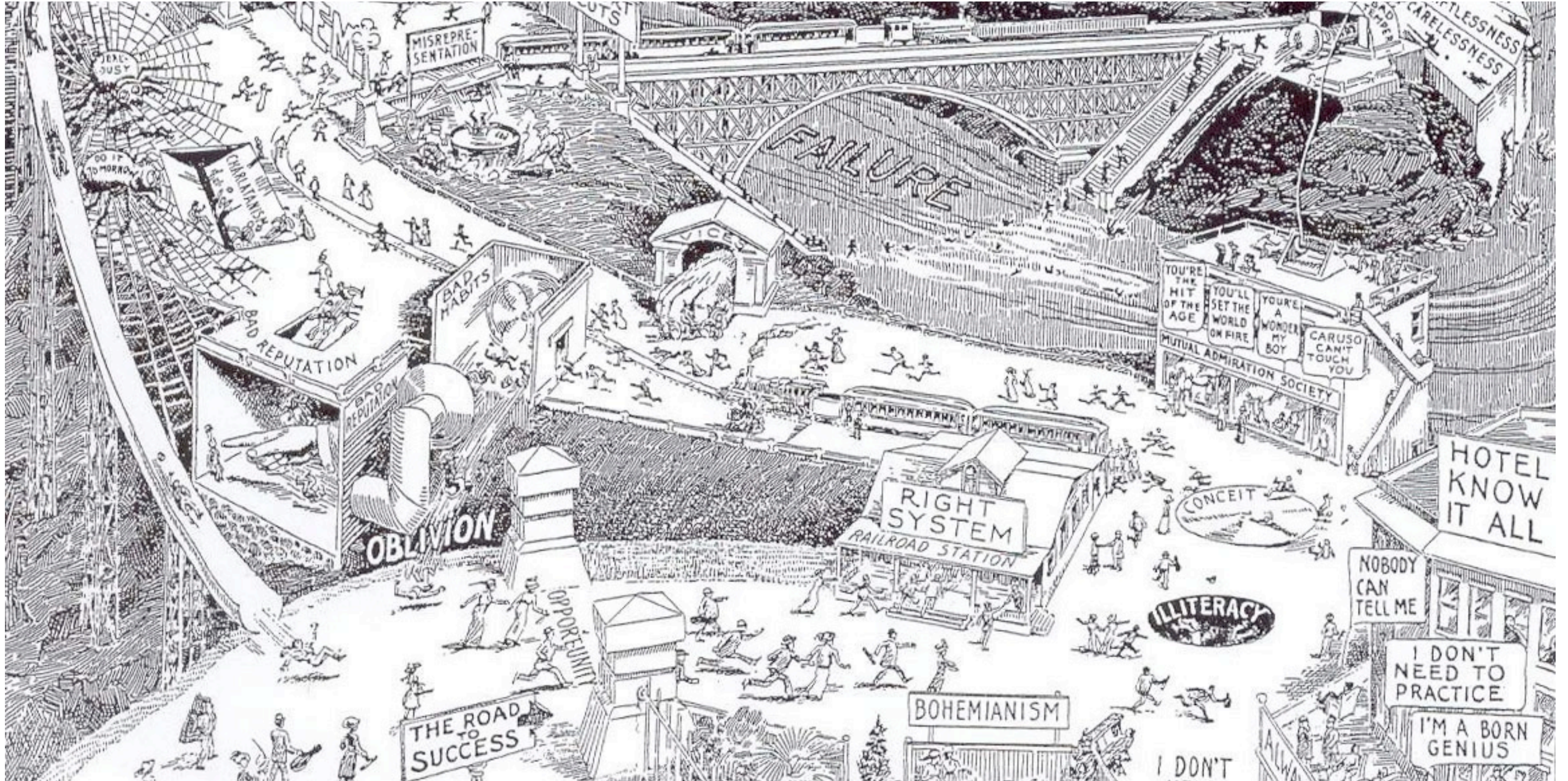
From the graphs it is possible to see if the songs are written by one author or more than one.

The thickness of the lines represents the frequency of the word in each song.

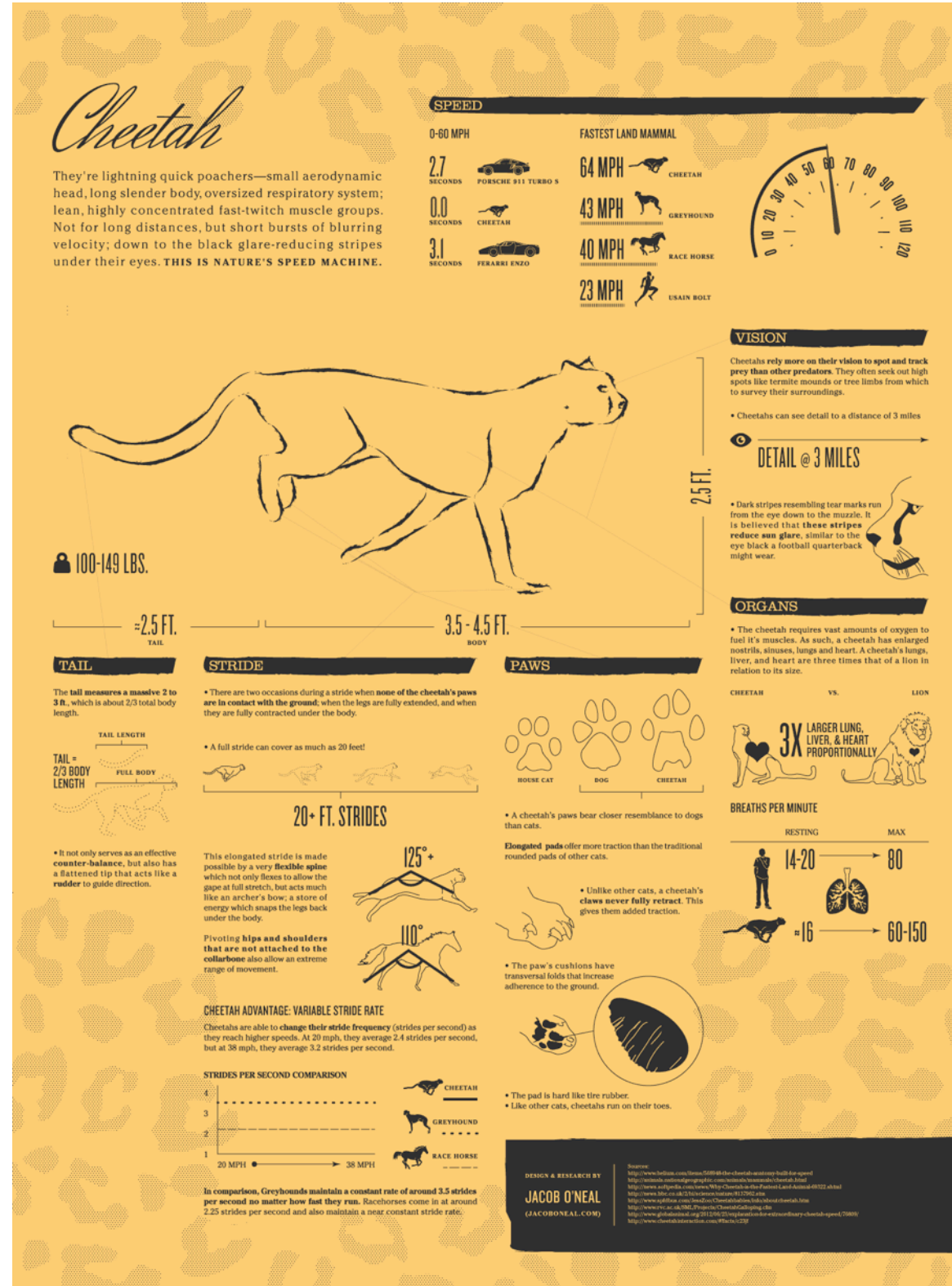
So let's enter the world of Freddie, Brian, Roger and John, and let's see what they are telling us...



Scripted



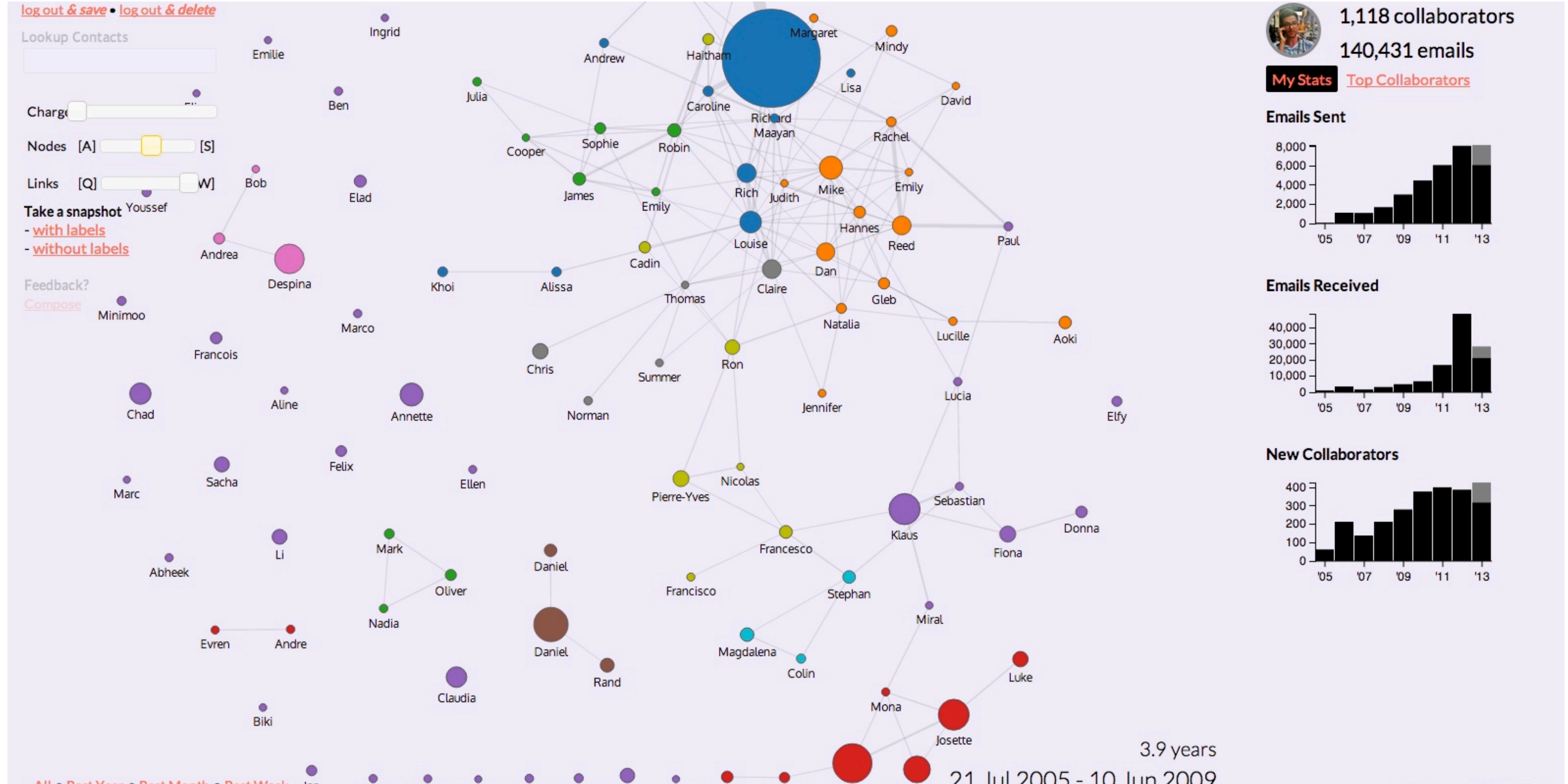
Animation



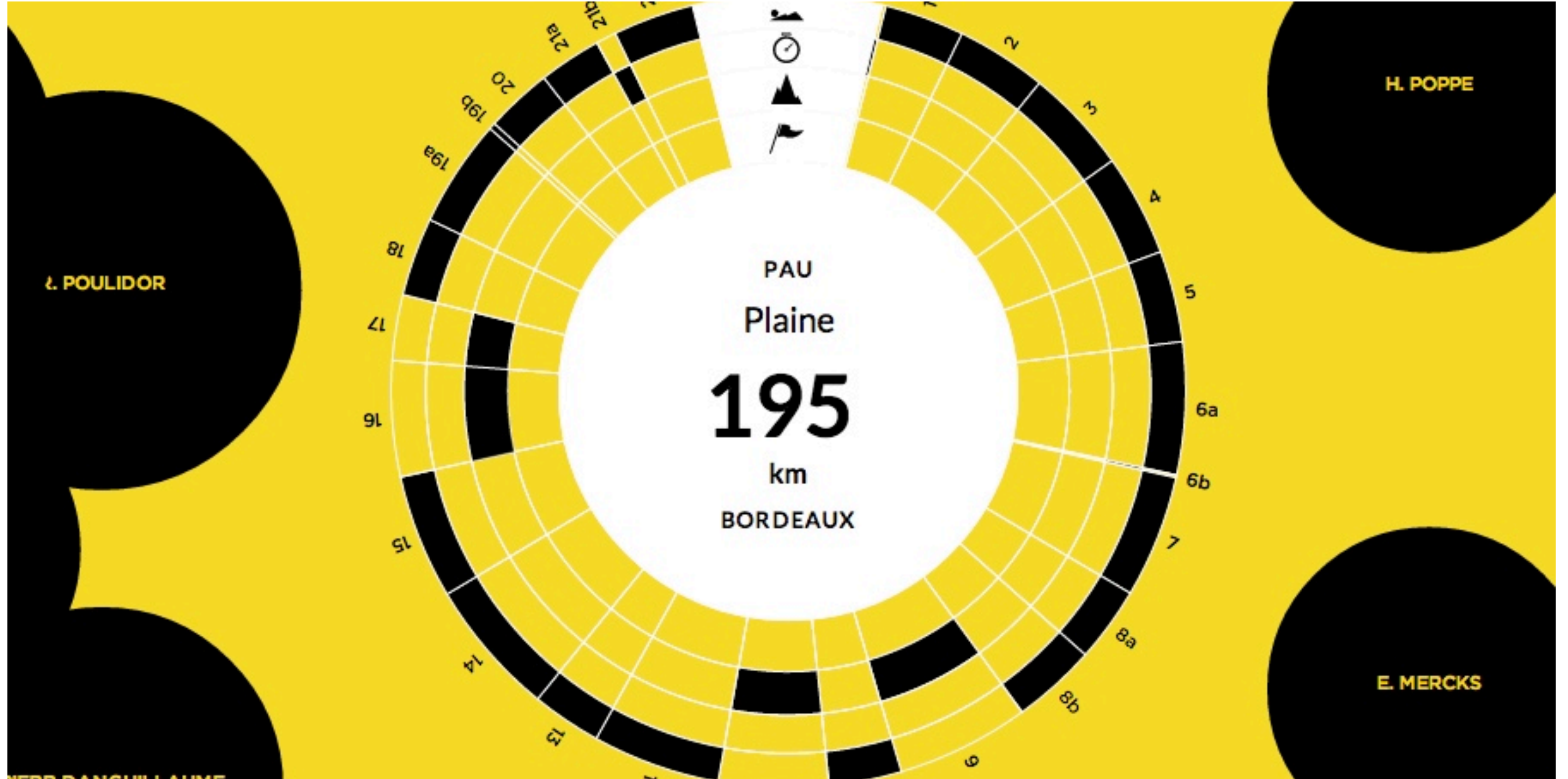
Motion



Large, Live Data

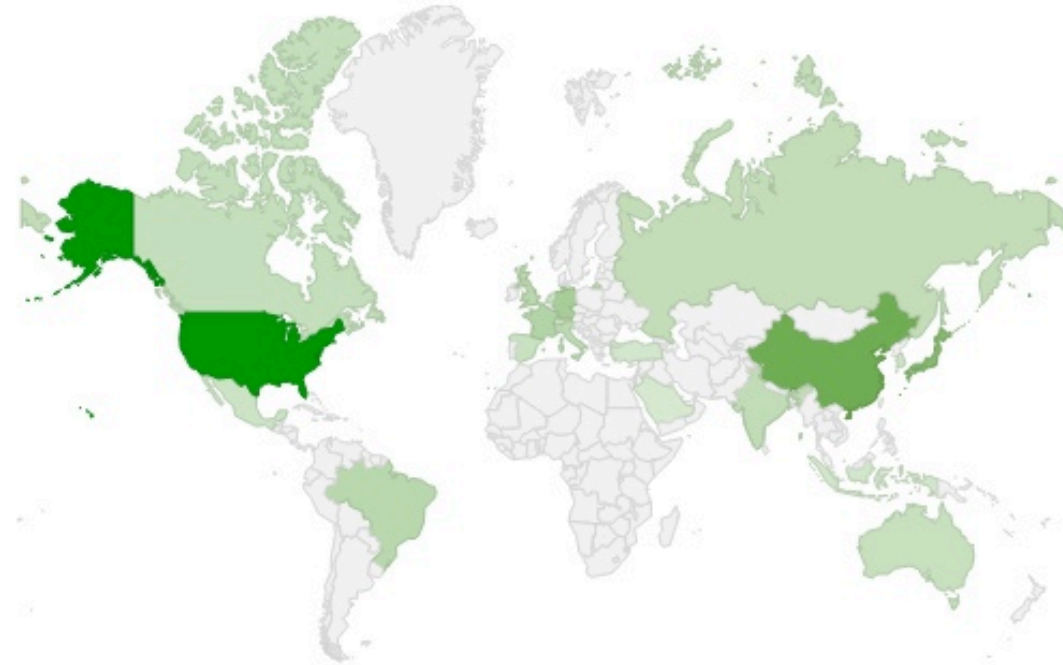


Data Digging



INFOGRAPHICS

Making Data Talk



SEPTEMBER 30, 2013

SASCHAMOMBARTZ

LEAVE A COMMENT



Next Steps

Explore

[Steven Wittens](#)

[Mike Bostock](#)

[The Office for Creative Research](#)

[Jer Thorp](#)

Reading

[Calendars as DataViz from Teehan+Lax](#)

[NYTimes Movable Type | YouTube Video](#)

[Ladder of Abstraction](#)

Homework

[Due Sunday October 6th](#)

If you're still not happy with where your Infographic is now is your last chance to get it together and nail it. If you think that interactivity is going to make your piece shine, that's what you'll have to do. Find an appropriate tool that will let you add the right interactivity.

Lecture Files? makingdatatalk.mombartz.com

Questions? Email me at s@mombartz.com