

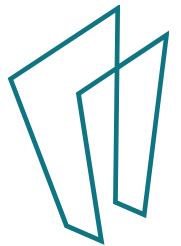


# Infographics

By Annie Tillmann  
Digital Learning Specialist  
Adult Services

# What will we be covering?

- Data visualization
- What **is** an infographic?
- Graphic Storytelling
- Elements of designing a good infographic
- Resources – places to create and explore
- Questions?



A PICTURE IS  
WORTH A  
THOUSAND  
WORDS...



# History: Cave Drawings 30,000 BC



# History: Hieroglyphics 3,000 BC



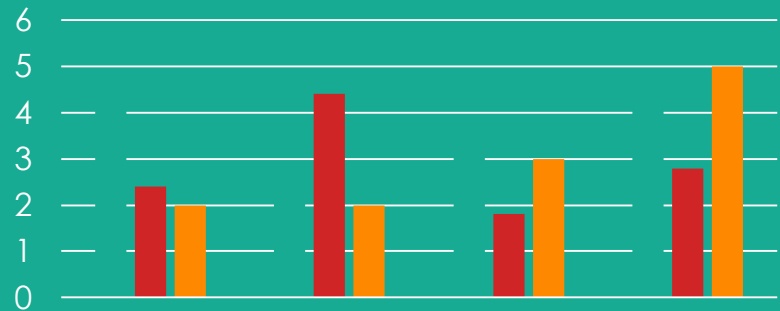
# History: Charts 1790

Sales



□ 1st Qtr ■ 2nd Qtr ■ 3rd Qtr ■ 4th Qtr

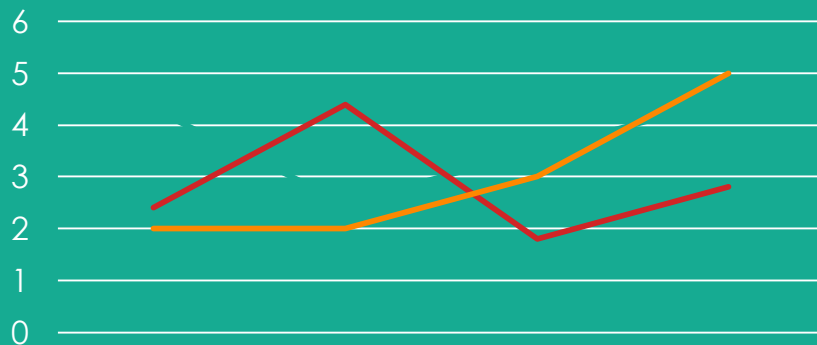
Chart Title



Category 1 Category 2 Category 3 Category 4

Series 1 ■ Series 2 ■ Series 3

Chart Title



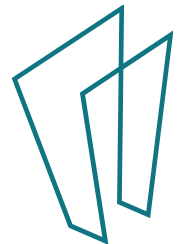
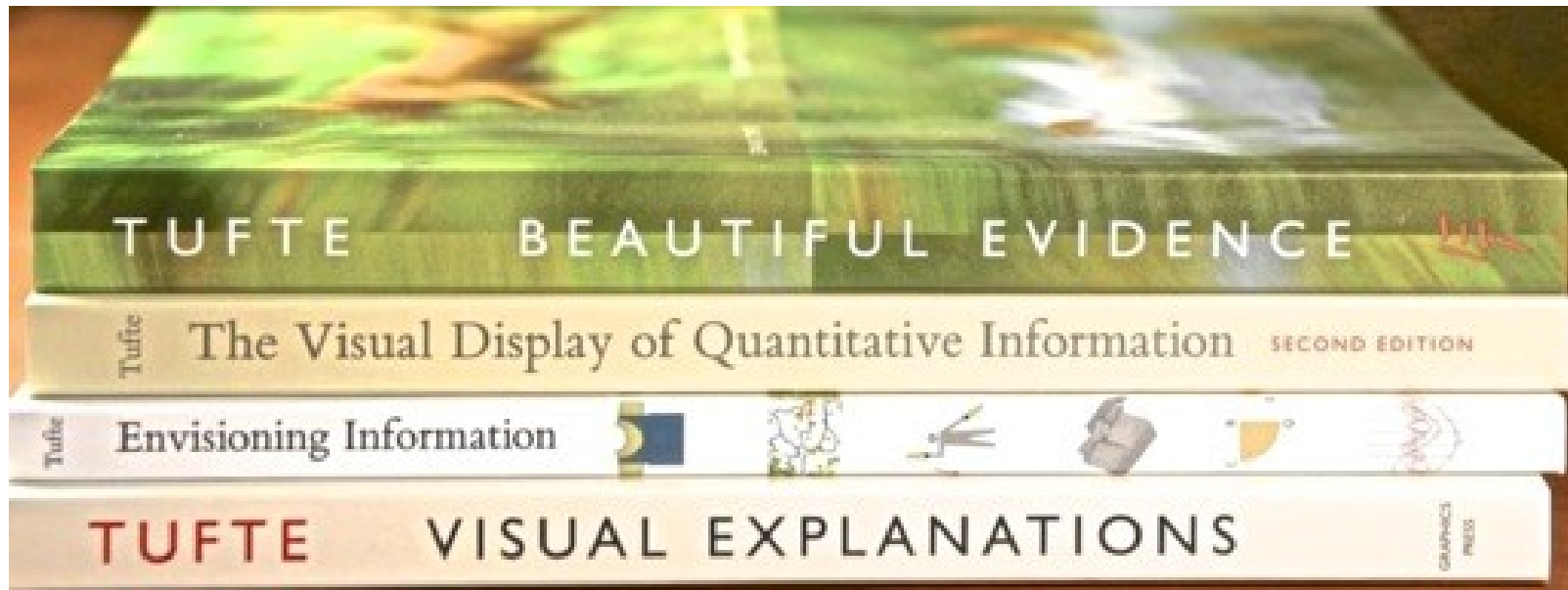
Category 1 Category 2 Category 3 Category 4

Series 1 ■ Series 2 ■ Series 3



# Data Visualization

- Edward Tufte





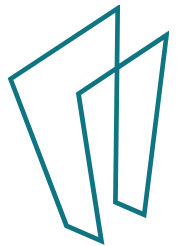
Using visual elements helps to create a story, which helps consumers to connect.





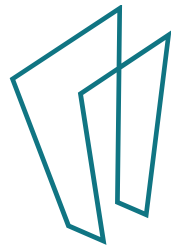
# Steps for visualizing data

1. Define the problem
2. Define the data to be represented
3. Define the dimensions required to represent the data
4. Define the structures of the data
5. Define the interaction required from the visualization



- Our brain processes visuals 60,000x faster than text
- 90% of information transmitted to the brain is visual
- 50% of the brain is active in visual processing
- 40% of people respond better to visual info than text
- 70% of all sensory receptors are in your eyes

<https://www.business2community.com/infographics/images-vs-text-data-winning-visuals-infographic-0887861>



OUR BRAIN PROCESSES VISUALS **60,000x** FASTER THAN TEXT



**90%**  
OF INFO TRANSMITTED  
TO THE BRAIN IS VISUAL



**50%**  
OF YOUR BRAIN IS ACTIVE  
IN VISUAL PROCESSING



**70%**  
OF YOUR SENSORY RECEPTORS  
ARE IN YOUR EYES



**40%**  
OF PEOPLE RESPOND  
BETTER TO VISUALS

# WHAT IS AN INFOGRAPHIC?

You are looking at one! Infographics are a fun and quick way to learn about a topic without a ton of heavy reading. There are many different styles of infographics and data visualizations, but the ultimate goal for all infographics is to be shared. Learn what makes a great infographic, why they are useful for everyone, some tips to create a viral infographic and the numbers to back it all up.

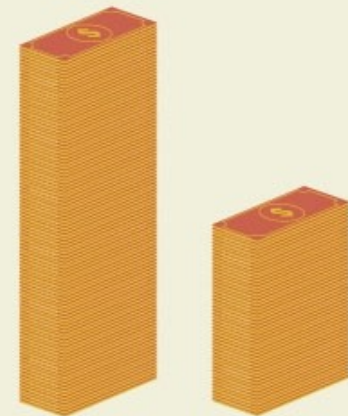
## AN INFOGRAPHIC IS:



A data-rich visualization of a story or thesis



A tool to educate and inform



A way to build brand awareness and inbound links at half the cost of standard online marketing campaigns

in·fo·graph·ic

ˌɪnfōˈɡræfɪk/

*noun*

a visual image such as a chart or diagram used to represent information or data.

"a good infographic is worth a thousand words"



# Using that definition...



RIGHT  
TURN



LEFT  
TURN



RIGHT  
CURVE



CROSS  
ROAD



SIDE  
ROAD  
(LEFT)



SIDE  
ROAD  
(RIGHT)



FIRE  
STATION



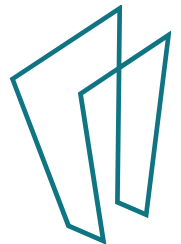
ROAD  
NARROWS  
(FROM RIGHT)



HILL

Any visual information would be considered an infographic

- Road signs
- Icons
- Symbols etc.





By Low Ching Ling  
lowc@sp.com.sg

THE stock market is heading down. So too the mood among investors. Although there was some relief following the US Federal interest rate cut last night.

But at least one thing is up, although it is hardly cause for celebration.

The cost of living is rising (see graphics at right), and there seems to be no relief in sight.

Should the Government further extend its helping hand to the needy in tandem with rising costs?

At least three MPs asked Dr Vivian Balakrishnan, the Minister for Community Development, Youth and Sports (MCYS): Can the Government be more charitable towards the poor at this time?

The MPs were concerned about those on public assistance (PA).

The scheme provides aid to those unable to work due to old age, illness or disability, have no means of subsistence and no one to depend on.

MP Seah Kian Peng wanted to know if the scheme takes into account the rising Consumer Price Index (CPI) and if the current \$200 monthly payout should be increased to at least \$313, considering the expected escalation this year.

The PA allowance was increased by between \$30 and \$115 a month, depending on family size, for the first time in five years last July to help the destitute cope with the GST hike.

But is it enough to fight inflation, partly caused by the GST increase?

Last November, inflation hit 4.2 per cent, the fastest rise in 25 years.

Some economists have said it could even leap past 6 per cent in this current quarter on the back of record oil prices and higher food costs.

**INSIGHT AND A PROMISE**

But Dr Balakrishnan said he would not peg the PA allowance strictly to the CPI. Instead, he offered an insight into how he arrived at the amount – and promised a review.

First, he told his staff to consult the the Ministry of Health's (MOHE) nutrition department on what food items goes into a "healthy meal".

Next, his staff went to the NTUC Fairprice supermarket to buy them.

He said: "They literally filled their basket and I made them put it in front of me on my desk so I could see that this was the real thing."

"That is what I'm really pegging at." He added: "At the end of the day, there are four things we want to deliver – food on the table, a roof over your head, healthcare when you need it and education for your children – four essential pillars."

As of mid-December, that basket of food cost \$95 a month, he revealed.

"So, any sum of money, cash which you give in excess of \$95, is enough to buy the raw ingredients."

As for housing, PA recipients typically live in subsidised HDB rental flats, Dr Balakrishnan pointed out.

"That sum which we currently provide in terms of cash... is

# Rational response to rising costs CHARITY?

- ◆ Public Assistance to be reviewed
- ◆ Subsidies the way to go

enough for food (and) a roof over your head?"

Yes, the PA allowance, he admitted, is "not a generous amount".

But most PA recipients are "living on more than what the Government gives in cash", he said, referring to hong baos and additional food, hampers and help from the local community.

Healthcare costs are also covered by the Government. The Education Ministry gives generous subsidies too.

So, no Singaporean will be deprived, Dr Balakrishnan added that MCYS is reviewing the PA allowance, and will be done by the end of the year.

**SPEEDIER REVIEW?**

Can he speed up the review, asked Mr Seah.

He noted: "Eleven months from now is rather long given that some estimates of the CPI for this year could be as high as 6 per cent."

And what about those who don't meet the PA criteria but are nevertheless in dire financial straits?

They need help to cope with rising costs too, MPs Halimah Yacob and Liang Eng Hwa pointed out.

They wanted help to be extended to those who need medium-term financial aid and wanted to know if MCYS would

consider raising the \$1,500 monthly household income ceiling for most financial schemes.

The minister clarified that not all schemes are pegged to the \$1,500 threshold, though that sum is also being reviewed.

He noted that the impact of rising prices on the low-income have been cushioned by healthcare, housing and education subsidies, utilities and service and conservancy rebates.

There are also subsidised services for the elderly and disabled with household incomes exceeding \$1,500, the Workfare Income Supplement, and the ComCare Fund. CDCs and other grassroots organisations have the leeway to give aid to "borderline", deserving cases too.

But at the end of the day, the work ethic must not be eroded, Dr Balakrishnan warned.

Yes, the Government will help, but "there's no free lunch" in Singapore.

"If, through bad luck or bad decisions, we hit hard times, the rest of the community will help us out, but without losing the commitment to self-responsibility and the necessity for hard work," he said.



Graphics: SIMON ONG, KELVIN CHIA



**UTILITIES**

**JULY**  
Electricity tariffs up by almost 9 per cent for Jul to Sep

**SEPTEMBER**  
Electricity tariffs up by average of 0.86 cents per kilowatt-hour for Oct to Dec

**DECEMBER**  
Electricity tariffs to go up by nearly 6 per cent per kilowatt-hour in January this year, the highest increase since 2001

**EDUCATION**

**JUNE**  
Some NUS course fees up by average of 14 per cent



**HOUSING**

**JULY**  
Resale price index for HDB flats up 2.9 per cent from three months before

HDB rents at 10-year high

**SEPTEMBER**  
As at end-September, HDB resale price index up by about 11 per cent since start of year

**OCTOBER**  
Private home prices up 8.3 per cent between Jul and Sep to highest level in 10 years

**NOVEMBER**  
Annual values of HDB flats to be raised in Jan 2009, meaning property taxes (4 per cent of annual values of owner-occupied homes) will rise

Annual values to increase by average of 10 per cent for four-room and executive flats, 20 per cent for one-, two- and five-room flats, 25 per cent for three-room flats



**OTHERS**

**JULY**  
GST hike from 5 per cent to 7 per cent  
Hike of 1.5 to 1.8 per cent for Nets transactions



**TRANSPORT**

**JULY**  
Vehicle owners who park in CBD pay 20 per cent more than last year's monthly season parking charges

**FEBRUARY**  
ERP rates at CTE, PIE & ECP up by 30 cents

**APRIL**  
Petrol and diesel prices up by 10 cents a litre

**JULY**  
Pump prices up by 2 cents a litre days after a 2 per cent point GST hike and petrol and diesel prices up by 0.25 to 0.33 cents a litre

**AUGUST**  
ERP rates for cars passing Orchard Road, YIMCA and Fort Canning Tunnel gantries up 50 cents

**OCTOBER**  
Adult EZ-Link bus fares up by 1 to 2 cents

Petrol and diesel price up 3 to 5 cents a litre

**NOVEMBER**  
ERP rates up. New gantries built

Petrol and diesel price up to five cents, pushing all but one grade of petrol above \$2 mark

**DECEMBER**  
Taxi fare hike



**HEALTH**

**JANUARY**  
NUH's A&E fees up from \$70 to \$80

**FEBRUARY**  
Private fees for specialist outpatient clinics at SGH up by \$5

KKH raises private fees for specialist outpatient clinics and ward treatment fees for all patients. Estimated impact on bill size is 0.2 per cent to 4.3 per cent

**APRIL**  
SGH's C-class patients pay \$1 more. Those in B2 wards pay \$3 more

**MAY**  
Subsidised patients at four public hospitals pay \$24 or \$25 for visit to specialist clinic, up from about \$21

NUH's ward charges for B2 & C-class wards up by \$2

Polyclinic consultation fees for adults, which used to be standard \$0, now \$8 to \$9.80, \$4 to \$4.50 for elderly and young children, up from \$4

**JULY**  
CGH's A&E fee up by \$10, daily treatment fee for B2 and C-class wards up by \$1, daily ward charge for B2 wards up by \$1



**FOOD**

**JUNE**  
Prices of milk up, according to Case survey. Price of condensed milk up by 10 to 50 cents, 15 to 47 cents for evaporated milk, 10 to 55 cents for four brands of fresh milk

Two price hikes for Malaysian eggs in one week, bringing total increase to 1 cent per egg

**OCTOBER**  
Fresh chicken prices up by 30 to 90 cents per kg

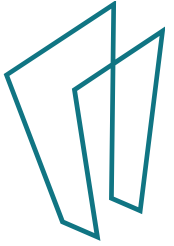
Flour prices up 30 per cent

**NOVEMBER**  
Over 100 bakeries to raise bread prices by up to 20 per cent after jump in flour prices

Noodle prices up 20 to 30 per cent

**GOVT RELIEF AND SUBSIDIES**

- ◆ **Workfare Income Supplement**  
Scheme to reward older low-wage Singaporean workers for staying employed.  
To qualify, they must be above 35, earn \$1,500 or less monthly and live in property worth not more than \$10,000 in annual value.  
They must also work for at least three months in any six-month period in calendar year, or at least six months in calendar year.
- ◆ **GST credits**  
Given to Singaporeans to help offset GST hike last July.
- ◆ **ComCare Fund**  
To help those left behind – namely elderly, poor and jobless – as Singapore gets on with economic restructuring.
- ◆ **Utilities and service & conservancy rebates**



P R E L I M I N A R Y



<https://www.youtube.com/watch?v=xV4hnb2XKqc>



# 9 types of infographics

- Statistical infographics
- Informational infographics
- Timeline infographics
- Process infographics
- Geographic infographics
- Comparison infographics
- Hierarchical infographics
- List infographics
- Resume infographics

<https://venngage.com/blog/9-types-of-infographic-template/>



# Uses of infographics

- Quickly communicate messages
- Simplify large amounts of data
- Identify trends and patterns in data
- Communicate insights quickly
- Present complex data
- Explain how things work

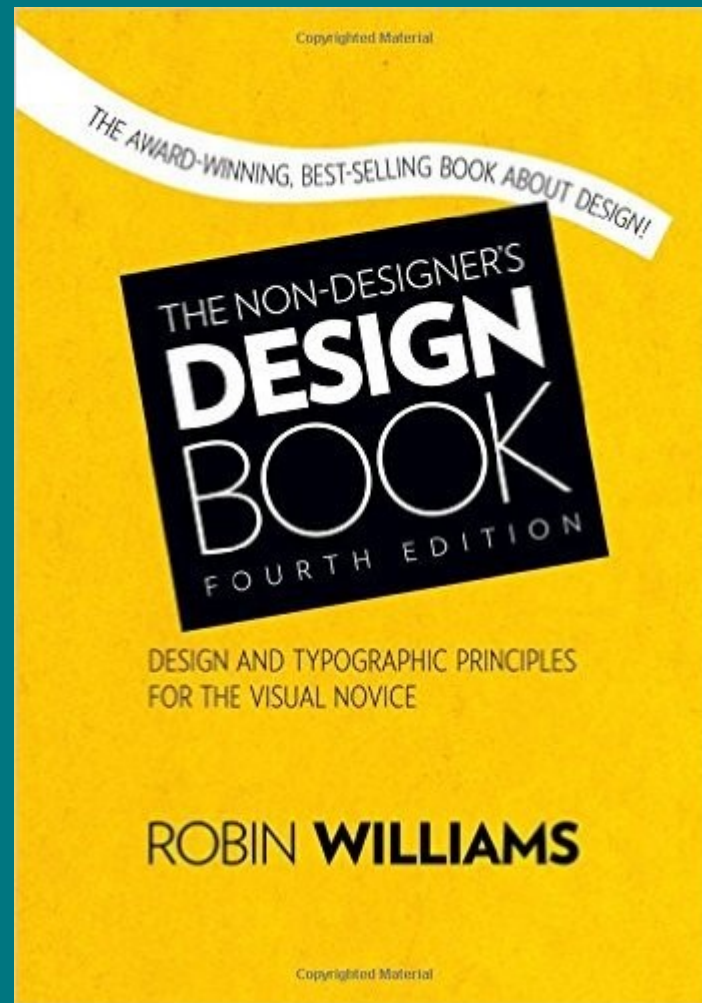


# SMART ART, CANVA, AND EXCEL DEMO



# CRAP

- Contrast
- Repitition
- Alignment
- Proximity



(Available at Skokie Public Library)



# CRAP

- Why focus on these elements?
  - Consistency
  - Readability
  - Focus

(Available at Skokie Public Library)



# CONTRAST





# Contrast

- Color
- Weight
- Shape
- Size
- Classification

## Good Contrast

**Saturday,  
November 29th**  
Moda Nightclub  
**Josh Wink**  
With Special Guests...

DJ Sammy-O  
Miami  
DJ Rob Sherwood  
NYC/Cleveland

**Special  
19+ Event!**

FREE DRINKS From 9pm-11pm  
Doors of 9pm :: Proper ID Required  
21+ \$10 Cover :: 19+ \$15 Cover  
Special V.I.P. for guests of  
Jessica George & Grand Pool-Box

moda nightclub  
1871 west 25th st.  
market square dist.  
cleveland, ohio

## Bad Contrast

**Saturday,  
November 29th**  
Moda Nightclub  
**Josh Wink**  
With Special Guests...

DJ Sammy-O  
Miami  
DJ Rob Sherwood  
NYC/Cleveland

**Special  
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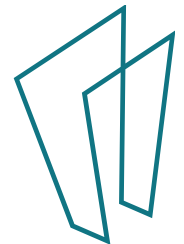
**Saturday,  
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# Good Contrast

**Saturday,  
November 29th**  
*Moda Nightclub*  
**Josh Wink**  
*With Special Guests...*

**DJ Sammy-O**  
*Miami*

**DJ Rob Sherwood**  
*NYC/Cleveland*

**Special  
19+ Event!**

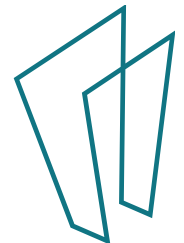
FREE DRINKS from 9pm-11pm  
Doors at 9pm - Proper ID Required  
21+ \$10 Cover / 19+ \$15 Cover  
*Special VIP for guests of  
Jessica George & Grand Pool-Bo*

moda nightclub  
1871 west 25th st.  
market square dist.  
cleveland, ohio

Design: www.clevelandart.com 2008

Star 100

OHM



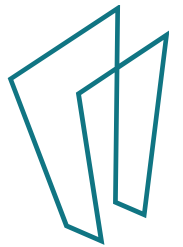


**CONTRAST**

**CONTRAST**

**CONTRAST**

**CONTRAST**



# REPETITION

The principle of **Repetition** states that you **repeat some aspect of the design throughout the entire artwork**. Repeating elements can vary from using the same color or the same font, a particular bullet point or a certain design element.



# THE FUTURE OF BUSINESS STARTS HERE.

UNIVERSAL PITCHBOOK 2012

## ABOUT US

A 200 WORD DESCRIPTION



A paragraph of placeholder text describing the company's mission and vision.

## MEET THE TEAM



### JOHN DOE

CEO & CO-FOUNDER

A short bio for John Doe, CEO & Co-founder.

## MEET THE TEAM



### PETER SMITH

VP

A short bio for Peter Smith, VP.



### JERRY JONES

CO-FOUNDER

A short bio for Jerry Jones, Co-founder.



### JOHN CITIZEN

VP OF SALES

A short bio for John Citizen, VP of Sales.

## OUR SERVICES

A 200 WORD DESCRIPTION



## OUR SERVICES

### CREATIVE

A paragraph of placeholder text for Creative services.

### DESIGN

A paragraph of placeholder text for Design services.

### STRATEGY

A paragraph of placeholder text for Strategy services.

### USER RESEARCH

A paragraph of placeholder text for User Research services.

### UI/UX DESIGN

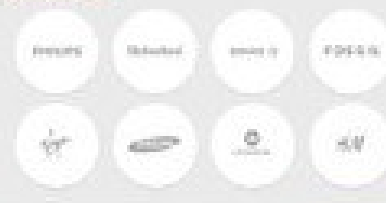
A paragraph of placeholder text for UI/UX Design services.

### IMPLEMENTATION

A paragraph of placeholder text for Implementation services.

## OUR CLIENTS

A 200 WORD DESCRIPTION



## TABLE EXAMPLE

A 200 WORD DESCRIPTION

ITEM	PRICE	STATUS
Item 1	\$10	Completed
Item 2	\$20	In Progress
Item 3	\$30	On Hold
Item 4	\$40	Cancelled
Item 5	\$50	Completed
Item 6	\$60	On Hold
Item 7	\$70	Completed
Item 8	\$80	On Hold

# THE BIG IDEA.



## A CASE STUDY

- STEP 1**  
Description of the first step in the case study.
- STEP 2**  
Description of the second step in the case study.
- STEP 3**  
Description of the third step in the case study.



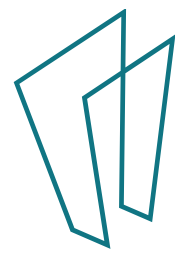
## GRAPH EXAMPLE

A 200 WORD DESCRIPTION



Sales of our product

- 10%
- 20%
- 30%
- 40%



# THE FUTURE OF BUSINESS STARTS HERE

Universal Pitch Deck Slide

Placeholder for text

## ABOUT US



Placeholder for text

Placeholder for text

## MEET THE TEAM



**Johny Jones**  
Head of Marketing

Placeholder for text

Placeholder for text

## MEET THE TEAM



**Peter Smith**  
CEO

Placeholder for text



**Jenny Jones**

Placeholder for text

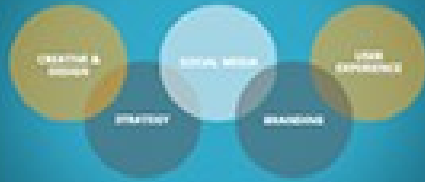


**Johny Jones**

Placeholder for text

Placeholder for text

## OUR SERVICES



Placeholder for text

## OUR SERVICES

### Creative

Placeholder for text

### Design

Placeholder for text

### Strategy

Placeholder for text

### Social media

Placeholder for text

### User experience

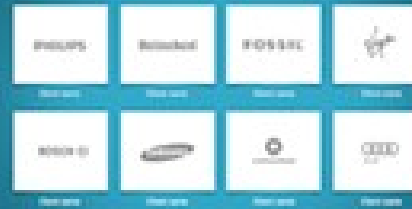
Placeholder for text

### Branding

Placeholder for text

Placeholder for text

## OUR CLIENTS



Placeholder for text

## TABLE EXAMPLE

Title one	Title two	Title three
Item one	90%	Percentage value
Item two	70%	A very long description
Item three	80%	Percentage value
Item four	20%	Percentage value
Item five	10%	Percentage value
Item six	20%	Percentage value
Item seven	90%	Percentage value

Placeholder for text

# THE BIG IDEA



## A CASE STUDY

### Client

Placeholder for text

### Project

Placeholder for text

### Details

Placeholder for text

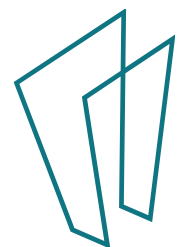


Placeholder for text

## A GRAPH EXAMPLE



Placeholder for text

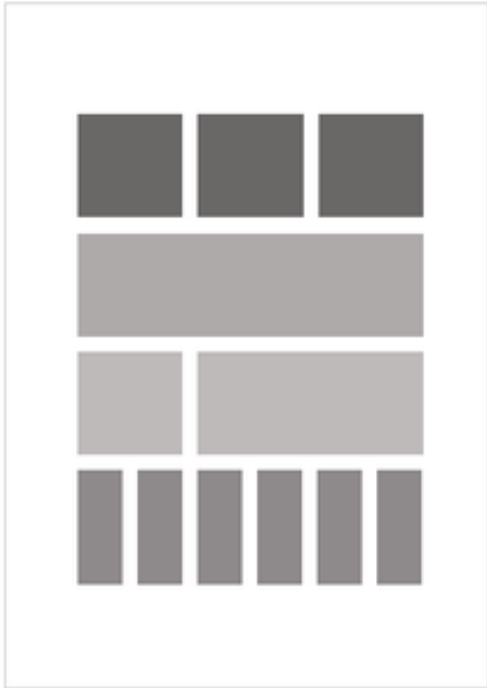




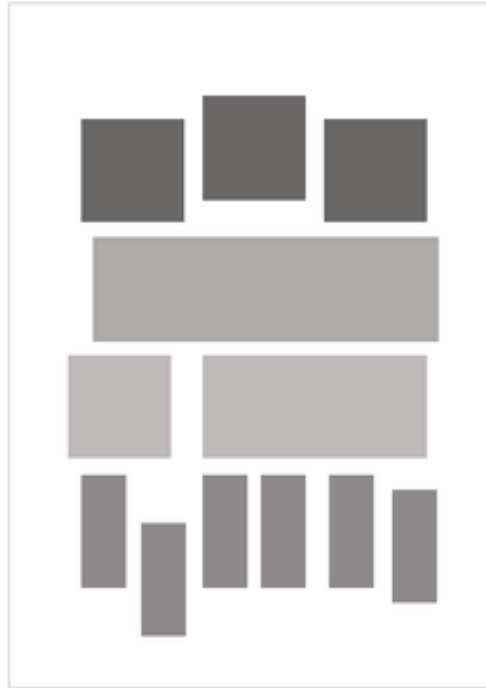
# ALIGNMENT

According to the principle of **Alignment**, nothing should be placed arbitrarily on the page. **Everything should have a connection with some other items.** When elements are aligned carefully on the page, they make up a “stronger cohesive unit”, even if they are physically separated from each other.





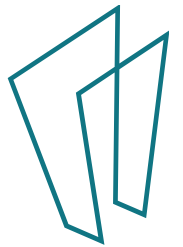
Good alignment



Poor alignment



Mixed alignment



# PROXIMITY

According to the principle of **Alignment**, nothing should be placed arbitrarily on the page. **Everything should have a connection with some other items.** When elements are aligned carefully on the page, they make up a “stronger cohesive unit”, even if they are physically separated from each other.



# Editor's Letter

## EXTENDING THE FAMILY

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Your name here. *Editor in Chief*

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# Editor's Letter

## EXTENDING THE FAMILY

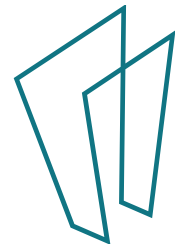
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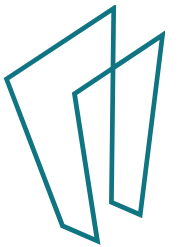
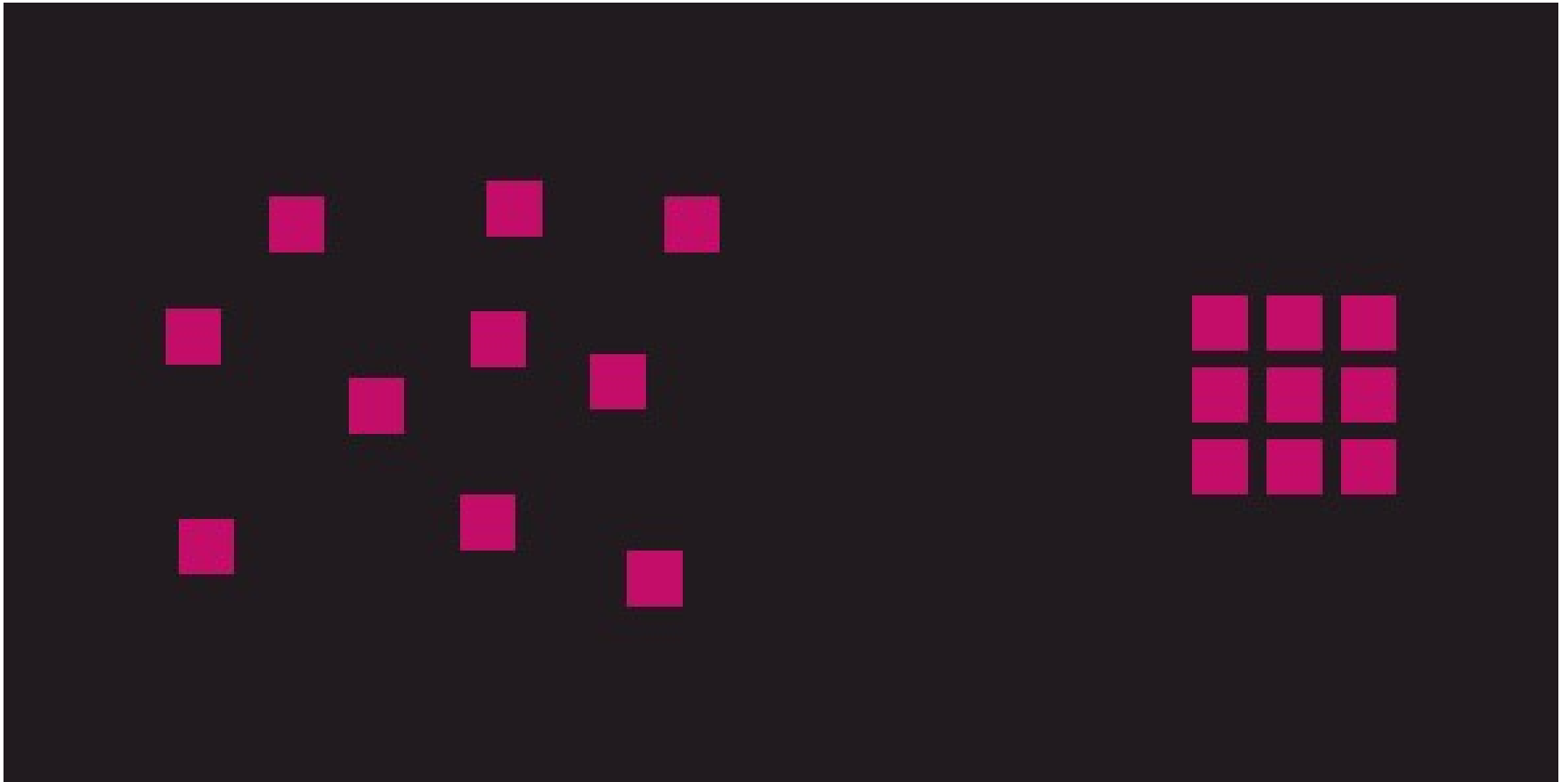


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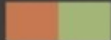
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*Editor in Chief*





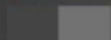
# CONTRAST

COLOR



Unique elements in a design should stand apart from one another. One way to do this is to use contrast. Good contrast in a design – which can be achieved using elements like color, tone, size, and more – allows the viewer's eye to flow naturally.

TONE/VALUE



SIZE/SHAPE



DIRECTION



To the left, you can see 4 ways to create contrast in your design.

# ALIGNMENT

Proper alignment in a design means that every element in it is visually connected to another element. Alignment allows for cohesiveness; nothing feels out of place or disconnected when alignment has been handled well.



# REPETITION

Repetition breeds cohesiveness in a design. Once a design pattern has been established – for example, a dotted border or a specific typographic styling – repeat this pattern to establish consistency.



The short version?

Establish a style for each element in a design and use it on similar elements.

# PROXIMITY

Proximity allows for visual unity in a design. If two elements are related to each other, they should be placed in close proximity to one another. Doing so minimizes visual clutter, emphasizes organization, and increases viewer comprehension.



Imagine how ridiculous it would be if the proximity icons on this graphic were located on the other side of this document.



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G2 Page 10



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# School's out: children take to the streets

- Student protests across UK
- Isolated breakouts of violence
- Clegg's 'regret' over fees pledge

Peter Walker  
Paul Lewis  
Matthew Taylor  
Patrick Wintour

Tens of thousands of students and school pupils walked out of class, marched, and occupied buildings around the country yesterday in the second day of mass action within a fortnight to protest at education cuts and higher tuition fees.

Amid more than a dozen protests, estimated by some to involve up to 130,000 students, the only significant violence came in central London. Late in the evening a crowd rampaged near Trafalgar Square, smashing windows on buses, shops and offices, including the Treasury.



An effigy van comes under attack in Westminster yesterday

Earlier a small group of young protesters, many of school age, tried to break through police lines. Others seized on an unattended police van, smashing windows and scrawling graffiti along its side.

The coalition government condemned the protests, saying they were being hijacked by extremist groups. The education secretary, Michael Gove, has the phrase

associated closely with Margaret Thatcher's effort in the 1980s to deny the IRA television coverage.

Gove said the government would not waver, adding: "I respond to arguments, I do not respond to violence."

In contrast Nick Clegg, the deputy prime minister, whose pre-election pledge to oppose increased tuition fees has made him the focus of student anger, spoke of his "massive regret" in having to rescind the promise.

"I regret of course that I can't keep the promise that I made because - just as in life - sometimes you are not fully in control of all the things you need to deliver those pledges," he told one of several angry callers to BBC Radio 2's Jeremy Vine show. "Of course I massively regret kind myself in this situation."

But said that the fact the Liberal Democrats had been forced into a coalition, and that the country's finances were worse than they had anticipated, meant they had to accept "a compromise".

Asked about his reaction to footage, earlier in the week of students hanging him in effigy, Clegg said: "I'm developing a thick skin."

In a further sign of the developing pressure on the government's cuts programme, Len McCluskey, the new leader of Unite, Britain's biggest trade union, put himself and his union at the forefront of "an alliance of resistance". In an interview in today's Guardian, McCluskey says: "There is an anger building up the likes of which we have not seen in our country since the poll tax."

The biggest single protest yesterday was in London, where an estimated 5,000 people - many of them noticeably younger than those who took part in the previous mass protest on 10 November - spent hours "kettled" in Whitehall as officers sought to prevent a repeat of the chaos that broke out there last month.

## Special report The Taliban unit with an east London cab driver in its ranks



Fighters in Dhoni-Ghorri. At least two of their fellow Taliban live in the UK outside the 'fighting season' Ghazi Abdul-Ahad



In northern Afghanistan, Guardian reporter Ghazi Abdul-Ahad was given extraordinary access to a group of Taliban. Then the Americans attacked

The landscape of Dhoni-Ghorri in northern Afghanistan is a quilt of fields outlined by earthen berms, poplar trees and irrigation canals. Driving into the district to meet the area's Taliban commander late last month, we passed men and boys who cooked rice in mud kilns, and lived in huts that had

Pash-tun - from Baghlan and its neighbouring provinces. Most surprising, though, were the two who said they lived in Britain.

We were asked to wait for the district chief in the house of a burly, bearded man who spoke passable English with a hint of a London accent. For most of the time he lived in east London, he said, but he came to Afghanistan for three months of the year to fight. He was a millah and had the rank of a mid-level Taliban commander.

"I work as a minicab driver there," he said. "I make good money, you know. But these people are my friends and my family and it's my duty to come to fight the jihad with them."

"There are many people like me in London," he added. "We collect money for the jihad all year and come and fight if we can."

He shared the compound-style house in Dhoni-Ghorri with his brothers and sisters and their families. The oldest brother, a senior cleric or maulvi, also lived in London. Of his two younger brothers, one lived in the UK and the

The fighting season was coming to a close, they said, and the four of them were getting ready to return to their civilian lives abroad.

Our host explained the delay in the district chief's arrival: he was resolving a dispute between two villages and would arrive soon.

A succession of bearded farmers who had just finished their work in the fields arrived at the house while we waited, bringing with them a smell of sweat and mud. They chatted about the operation of the day before, when one of their comrades attacked a Nato convoy wearing a suicide vest. He had successfully gained martyrdom by killing himself in the operation, they said.

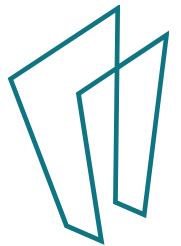
When Lal Muhammad, the district chief, entered the room, all the men jumped to attention.

Lal Muhammad is a short and stern 32-year-old madrassa teacher. In his crisp blue shalwar qameez and dark brown glasses it was easier to imagine him giving a class than leading men in battle.



# Standard Design Tips

- No more than three or four of anything (colors, fonts)
- Keep it SIMPLE
- Rule of Thirds
- Infographics and templates





# Futura

Elegant & Understated  
**Great Readability**  
*It has Personality*

# Garamond

Mature & Professional  
Clean & Sharp  
*Rich in History*

# Helvetica

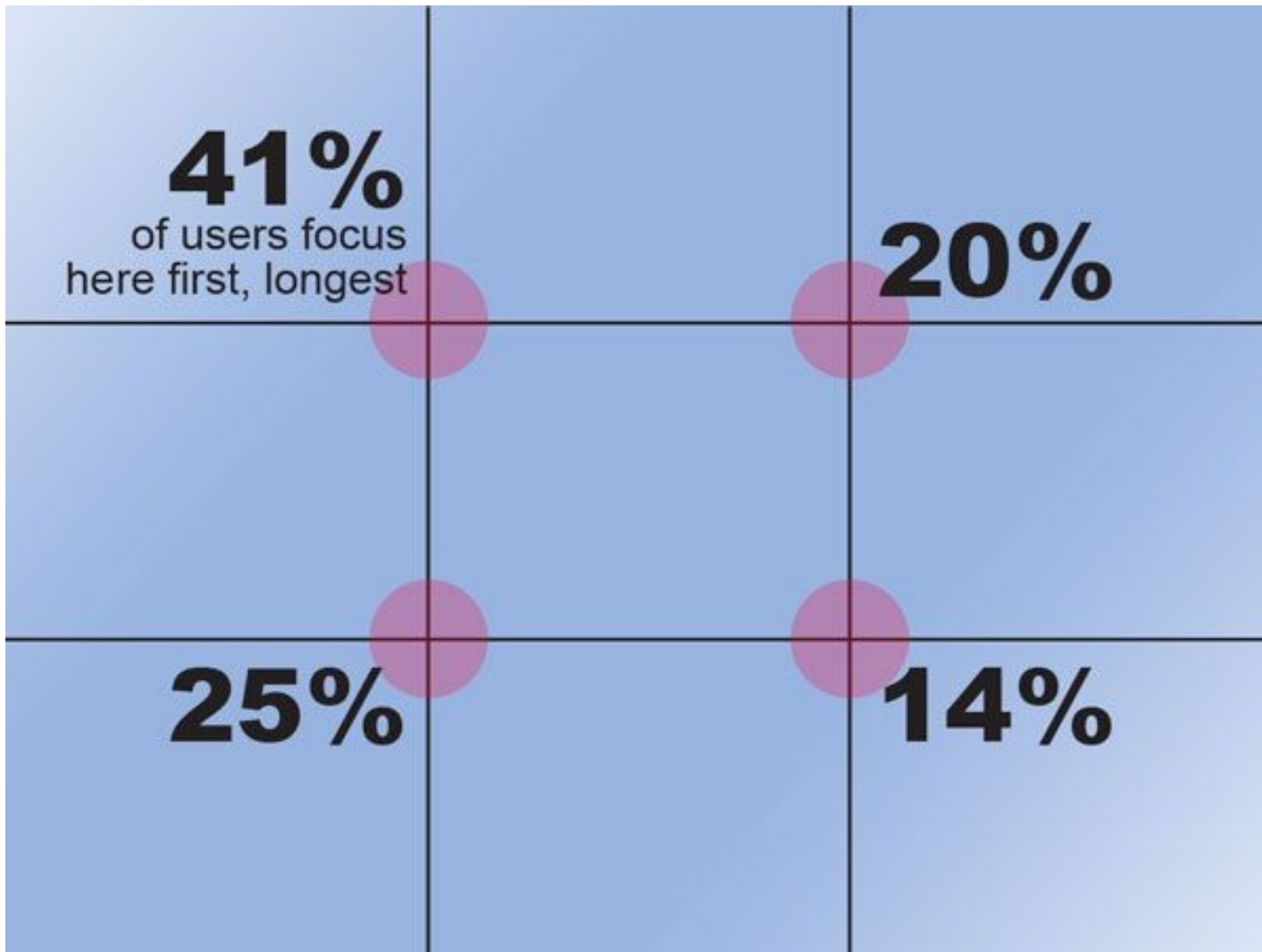
**Neutral & Simple**  
Easy to Read  
Even in smaller weights

# Gill Sans

**Warm & Friendly**  
IT'S BETTER WITH GILL SANS  
Clean and Understated

# Font Choices





# Rule of Thirds



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Questions?  
Time to play.



# Thank You!

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