



# Infographics & Data Visualizations

*Effective Storytelling through Data*

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# Why Infographics?

“The visualization of information is enabling us to gain insight and understanding quickly and efficiently, utilizing the incredible processing power of the human virtual system.”

*Jason Lankow, Josh Ritchie & Ross Crooks*  
*Infographics: The Power of Visual Storytelling*



Vision is our  
most dominant  
sense



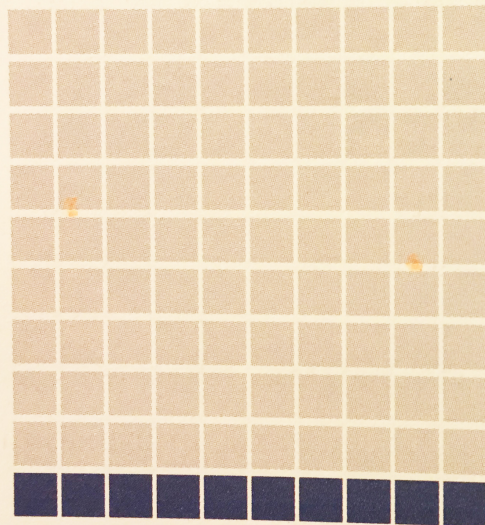
Humans are  
pattern-recognition machines

A close-up photograph of a stack of newspapers, showing the edges of the pages and the texture of the paper. The text is overlaid on the left side of the image.

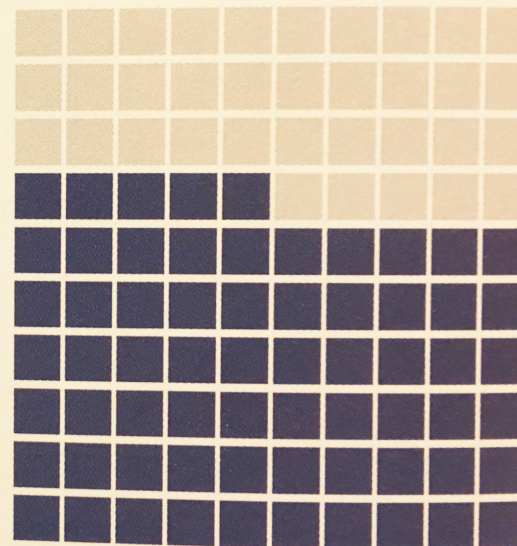
On average, we are  
exposed to the  
information  
equivalent of 174  
newspapers every day  
*(assuming an 85-page issue)*

# Picture Superiority Effect

Memory retention after 3 days



10%  
Text or Audio Only



65%  
Text + Picture

**73.4 %**  
**of speechwriters**  
fantasize about killing their  
speakers during the writing &  
rehearsing process

**Not Good**

**73.4 %**  
**of speechwriters**  
fantasize about  
killing their speakers  
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*Better*





**73.4 %**  
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during the writing &  
rehearsing process

*Even Better*

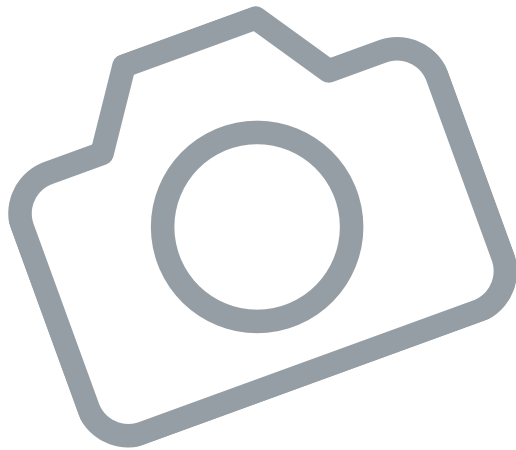
# Three Main Types of Memory

*related to viewing images*

- Iconic Memory
- Visual Working Memory
- Long-Term Memory



# Iconic Memory



- Snapshot of scene you retain for a brief instant after looking at something
- Stored less than a second unless analyzed & connected to something stored in brain

# Long-Term Memory



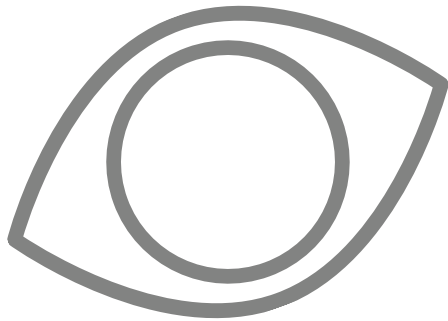
- Stores information from our experiences that we will retain for a long time
- Draw upon this type of memory to process new information

# Long-Term Memory *(cont.)*



- Divided into three areas:
  - » **Episodic Memory:** Recall of scenes experienced and feelings associated with them
  - » **Semantic Memory:** Recall of knowledge that has no specific context or experience associated (“common knowledge”)
  - » **Procedural Memory:** Recall of processes of doing that are accessed involuntarily without conscious thought (for example, typing)

# Visual Working Memory



- Lies between iconic and long-term memory
- When we see object requiring further attention, we move it from iconic to visual working memory which then calls upon semantic memory to understand meaning (approximately 100 milliseconds)

## 3 Provisions of Effective Communications

- **Appeal:** Should engage a voluntary audience
- **Comprehension:** Should effectively provide knowledge that enables clear understanding of the information
- **Retention:** Should impart memorable knowledge

## EXPLORATIVE

vs.

## NARRATIVE

Minimalist ●

Only includes elements that represent data ●

Seeks to communicate information in the most clear, concise manner ●

● Illustrative

● Design-focused

● Seeks to appeal to viewer with engaging visuals

● Informs and entertains

### APPLICATIONS

Academic research ●

Science ●

Business intelligence ●

Data analysis ●

● Publications

● Blogs

● Content marketing

● Sales & marketing materials

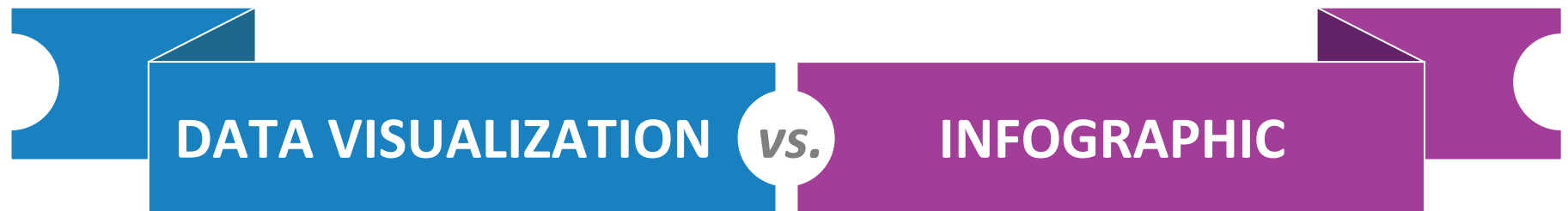


Typically part of a larger whole (speech, publication, web page) •

Stripped down/spare so that no extraneous visual element is included •

• Often a whole in and of itself

• Uses decorative/illustrative elements to attract and hold viewer attention



# Edward Tufte (*Explorative*)



Image:  
[https://thatsthespir.it/uploads/greyscale\\_edward-tufte.png](https://thatsthespir.it/uploads/greyscale_edward-tufte.png)

- **Data-Ink Ratio:** A measurement of the amount of information communicated in a graphic as it relates to the total number of visual elements in it
- **Chart Junk:** Unnecessary graphic elements that do not communicate information

*Infographics: The Power of Visual Storytelling, p. 35*

# Nigel Holmes (*Narrative*)

- Supports notion that using illustration and visual metaphor to support and reinforce the topic makes the graphic appealing to viewers
- Studies show these decorative elements can aid in retention of information

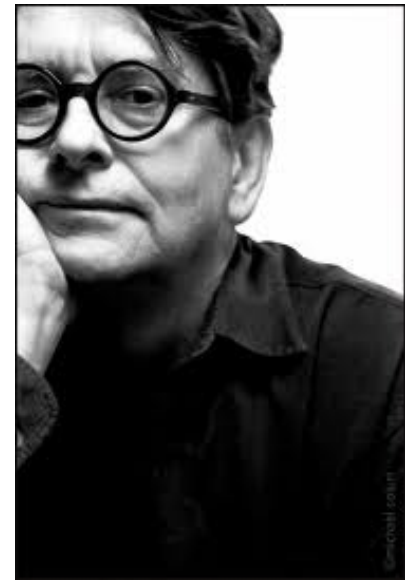
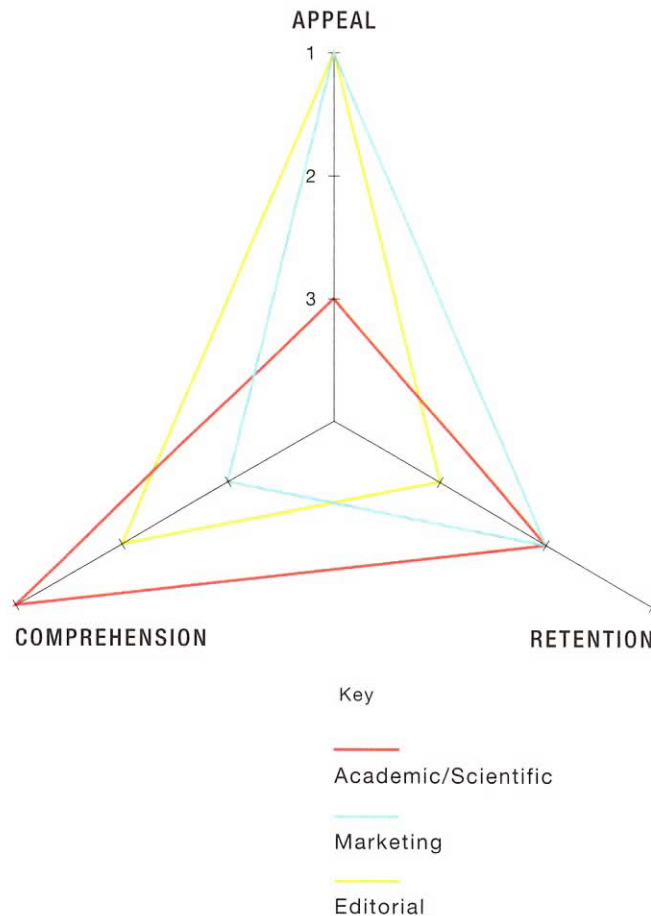


Image:  
<http://moabpaper.com/moab-masters/michael-soluri/7635518>

# Understanding the Objectives of Your Visualization

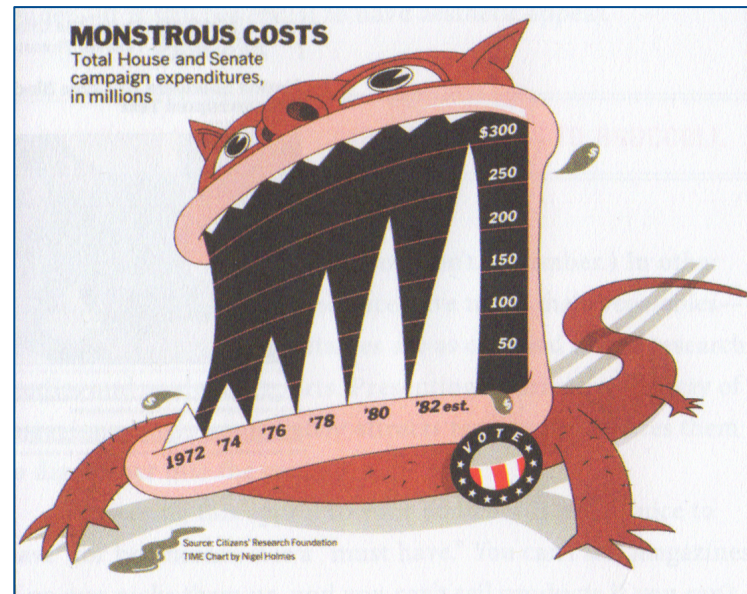
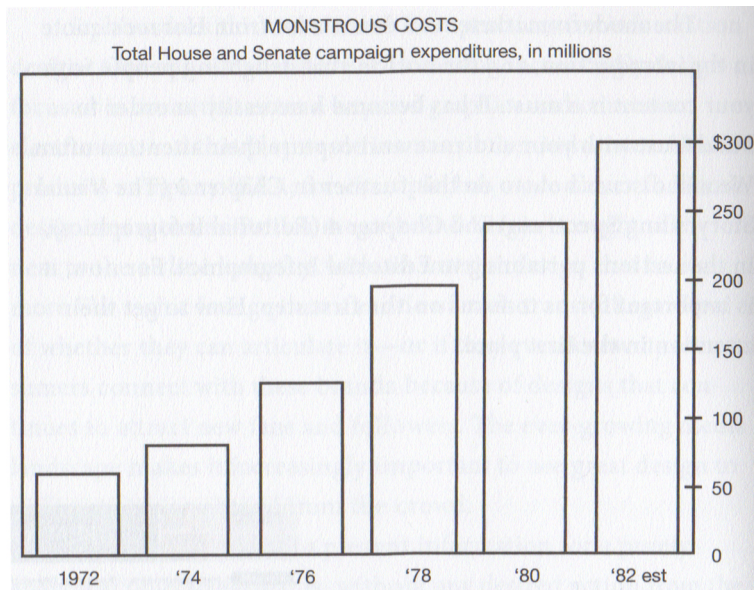


Rank purpose in order (1, 2, 3):

- **Appeal:** Attracting/keeping the viewer's attention
- **Comprehension:** Communicating info in most clear & unbiased manner possible
- **Retention:** Enabling viewers to retain the information

*Infographics: The Power of Visual Storytelling, p. 38*

# Are Decorative & Illustrative Elements Appropriate?

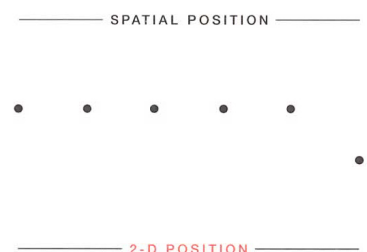
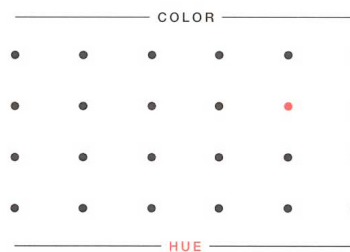
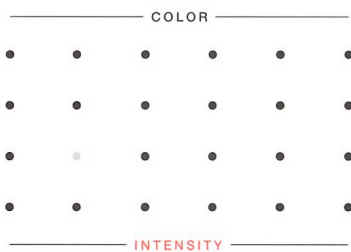
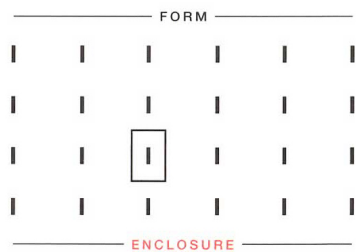
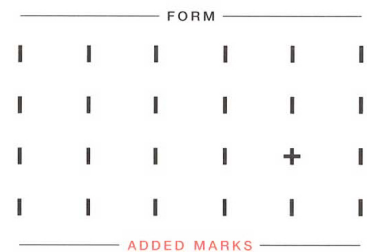
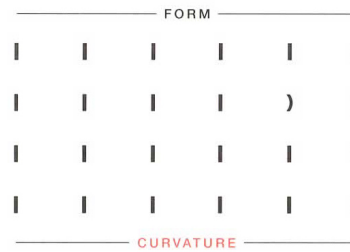
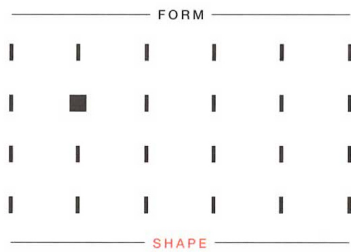
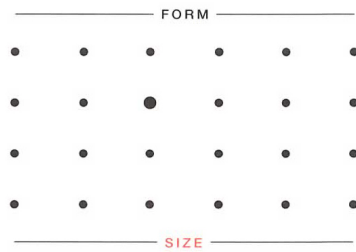
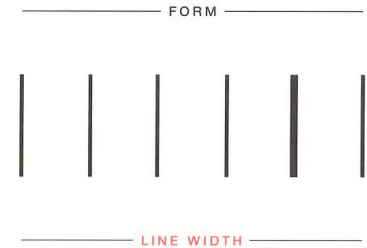
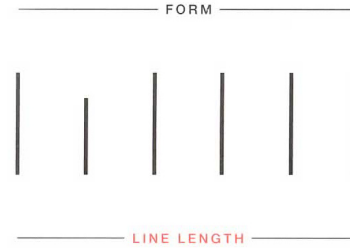
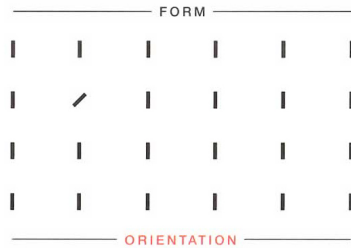


*Infographics: The Power of Visual Storytelling, p. 42*

2 1 4 3 9 5 6 7 8 2 3 6 5 9 4 0 1  
6 7 9 3 4 9 0 5 6 2 5 8 4 0 5 2 6  
9 8 2 6 3 5 9 3 2 9 3 7 2 6 3 4 8  
8 1 6 2 3 8 7 9 5 0 2 3 9 2 8 4 3  
0 9 1 8 5 4 2 9 4 7 4 6 8 4 0 2 9  
3 9 2 7 3 6 6 5 2 9 4 0 4 9 4 8 6  
5 2 4 3 6 4 8 1 0 3 9 4 8 4 7 3 2  
8 6 2 3 0 8 7 3 6 2 5 4 4 8 3 5 0

2	1	4	3	9	5	6	7	8	2	3	6	5	9	4	0	1
6	7	9	3	4	9	0	5	6	2	5	8	4	0	5	2	6
9	8	2	6	3	5	9	3	2	9	3	7	2	6	3	4	8
8	1	6	2	3	8	7	9	5	0	2	3	9	2	8	4	3
0	9	1	8	5	4	2	9	4	7	4	6	8	4	0	2	9
3	9	2	7	3	6	6	5	2	9	4	0	4	9	4	8	6
5	2	4	3	6	4	8	1	0	3	9	4	8	4	7	3	2
8	6	2	3	0	8	7	3	6	2	5	4	4	8	3	5	0

# Preattentive Attributes





# Illustrative Design Devices

- **Visual metaphor**
- **Symbols & Iconography**
  - » Success depends on cultural context
- **Decorative framing**
  - » Use of design elements that appeal to target audience
- **Warning:**
  - » *Illustrative design can have a negative effect*
    - *Accidental or intentional distortion of data display*
  - » *Illustration should complement visualization but not mislead viewer*

# Infographic Formats

- **Static**
  - » Typically fixed information.
  - » User interaction consists of viewing and reading.
  - » Display output is still image.
  - » Best as narrative, but can be explorative
- **Motion**
  - » Typically fixed information.
  - » User interaction consists of viewing, listening & reading.
  - » Display output is still image.
  - » Best as narrative
- **Interactive**
  - » Fixed or dynamic info
  - » User interaction consists of clicking, searching, actively shaping data display
  - » Narrative, explorative or both

# Storytelling with Infographics



Introduction /  
Foundation

Ah-Ha!  
The Main  
Event

Conclusion /  
Call-to-Action



# **CAUTION:**

**IDENTIFY MOST IMPORTANT INFO AT EARLY STAGE**

**STAKEHOLDERS MUST AGREE ON POINTS TO HIGHLIGHT**





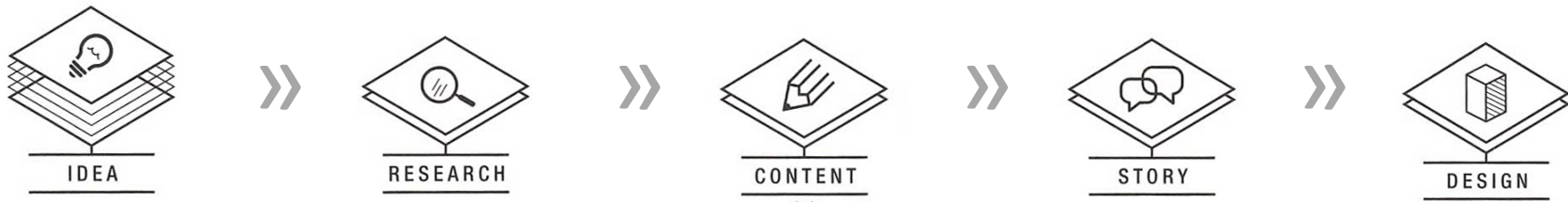
**CONTENT  
MARKETING**

Finding a place for  
**INFOGRAPHICS**

# Qualities of Good Editorial Infographics

- Entice readers to engage with content
- Get message across quickly
- Easily shared via various social channels online
- Extremely easy to reuse, recycle, repost or republish

# Editorial Infographic Production Process



# Keep Your Goal In Mind

- Choose information to include in infographic based on your intended goal
- Key questions
  - » Who is the intended audience?
  - » What do we want to say?

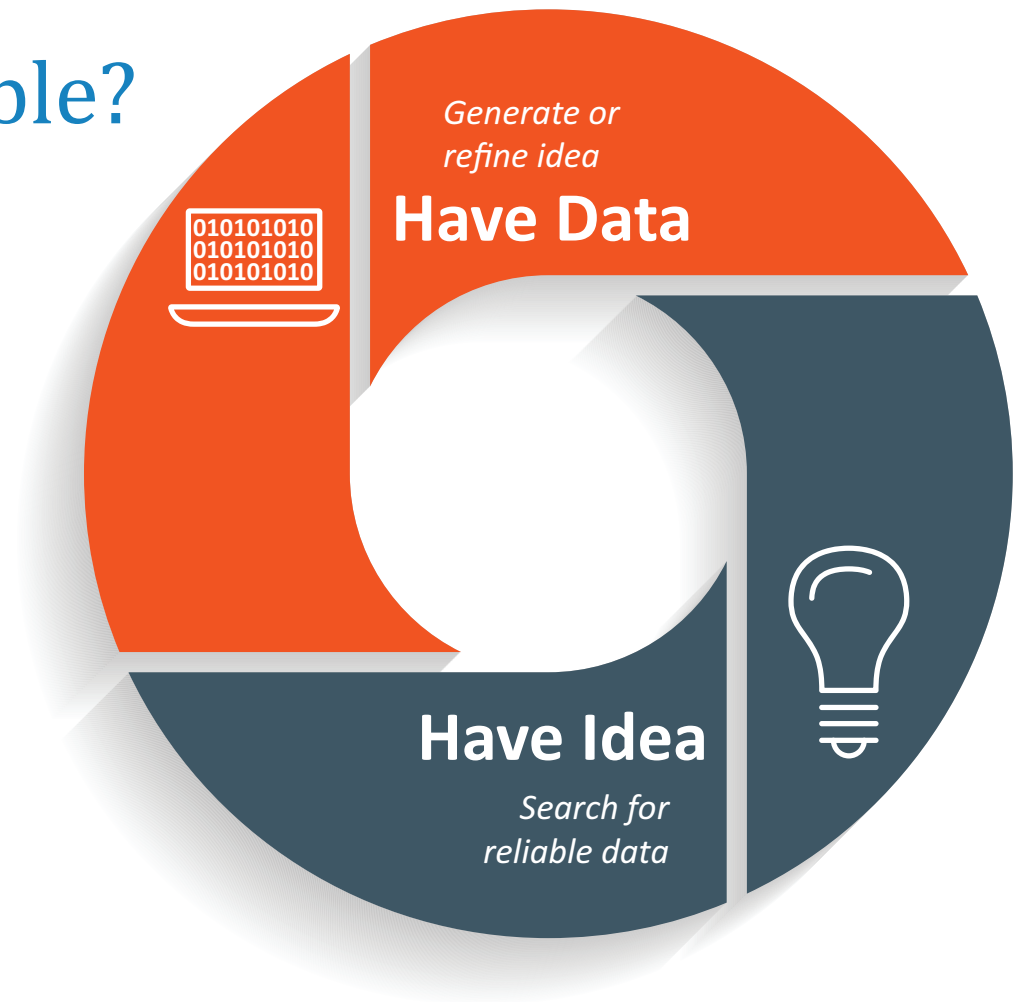


# What makes a good idea?

1. Is it relevant to your audience?
2. How does it help you achieve your communication objectives?
3. Is it meaningful?
4. Will other people find it interesting?
5. How is it original?

## Is Your Idea Actionable?

- Do you have good, reputable sources?
- Is this topic interesting/relevant?
- Is this a new take on the data or infographic?



# Rules for Research

1. Make sure the sources tell a story
2. Make sure your sources are reliable
3. Make sure your sources are relevant
4. Limit your sources for consistency



**CAUTION:**

**ALL DATA VISUALIZATION IS BIASED!**



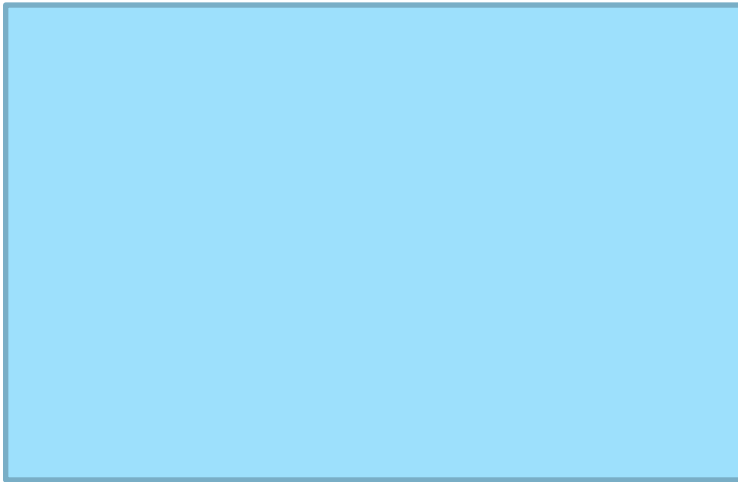
# Planning Your Infographic

- Collaborate to concept a design based on objectives and the content
- Establish the hierarchy importance to ensure most significant information receives the most space
- Some design element (subtle or obvious) should allow reader to comprehend subject matter without having to read all the text

# Design Considerations

- Layout + Hierarchy
  - » Example, top to bottom, right to left
- Illustration + Design Aesthetic
  - » Ensure appropriateness for content & audience
- Branding Opportunities
  - » Ensure people know infographic belongs to your brand when they see it

# Vertical vs. Horizontal Layout





# LEVEL

30 YEARS OF **LEVEL 1** TRAUMA CARE  
BY EVMS TRAUMA SURGEONS

# UP

2015



SENTARA NORFOLK GENERAL  
HOSPITAL RECEIVES PATIENTS  
WITHIN 125-MILE RADIUS



GOLDEN HOUR  
GREATEST CHANCES  
OF SURVIVAL IF PATIENT  
RECEIVES SPECIALIZED  
CARE WITHIN THE  
FIRST HOUR



TRAUMA CARE  
DEVELOPED  
FROM TREATING  
BATTLEFIELD  
INJURIES IN  
VIETNAM





## WHAT MAKES A **LEVEL 1** TRAUMA CENTER?



**24-HOUR CARE**  
IN-HOSPITAL CARE COVERAGE  
BY GENERAL SURGEONS  
AND SPECIALISTS



**TEACHING & RESEARCH**  
HELP DIRECT  
INNOVATIONS IN  
TRAUMA CARE



**ANNUAL VOLUME**  
MEETS MINIMUM REQUIREMENT FOR  
ANNUAL VOLUME OF SEVERELY  
INJURED PATIENTS



**REFERRAL RESOURCE**  
FOR COMMUNITIES IN  
NEARBY REGIONS



**SUBSTANCE ABUSE PROGRAM**  
PROVIDES SCREENING AND  
PATIENT INTERVENTION



**CONTINUING EDUCATION**  
FOR TRAUMA TEAM  
MEMBERS

## THE REGION'S ONLY LEVEL 1 TRAUMA CENTER IS A PARTNERSHIP BETWEEN **EVMS & SENTARA**



**SENTARA NORFOLK GENERAL HOSPITAL**  
HOUSES THE AREA'S ONLY LEVEL 1  
TRAUMA CENTER



**EASTERN VIRGINIA MEDICAL SCHOOL**  
SURGEONS PROVIDE 24-HOUR ON-CALL CARE  
AT THE LEVEL 1 TRAUMA CENTER

EVMS/SENTARA  
30 YEARS OF TRAUMA PATIENTS



61,552

TOTAL PATIENTS



5,798

CHILDREN



5,715

GUNSHOT WOUNDS



21,868

MOTOR VEHICLE ACCIDENTS



6,621

FALLS



3,589

BURNS



6

SHARK BITES

# LEVEL UP

30 YEARS OF LEVEL 1 TRAUMA CARE BY EVMS TRAUMA SURGEONS

2015

SENTARA NORFOLK GENERAL HOSPITAL RECEIVES PATIENTS WITHIN 10-MILE RADIUS

500 PER HOUR OF SURGICAL PATIENTS RECEIVED BY ON-CALL OR PERI-OPERATIVE HOUR

EMERGENCY

TRAUMA CORE IS THE ONLY ONE OF ITS KIND IN THE EASTERN VIRGINIA REGION

SENTARA NORFOLK GENERAL HOSPITAL PROVIDES THE REGION'S ONLY LEVEL 1 TRAUMA CENTER

EASTERN VIRGINIA MEDICAL SCHOOL, SURGERY PROVIDES TRAUMA SURGERY CARE AT THE LEVEL 1 TRAUMA CENTER

www.sentara.com SENTARA EVMS www.evms.edu

Section 1

### WHAT MAKES A LEVEL 1 TRAUMA CENTER?

- 24 HOUR CARE** IN EMERGENCY CARE CENTER BY SPECIALIZED SURGEONS AND SPECIALISTS
- TRAINED PERSONNEL** AND A WELL-EQUIPPED TRAUMA SUITE
- ANNUAL VOLUME** MEETS MINIMUM REQUIREMENTS FOR ANNUAL VOLUME OF SEVERELY INJURED PATIENTS
- REFERRAL RESOURCE** FOR COMPLEX CASES IN NEAREST REGIONAL
- EMERGENCY MEDICINE PROGRAM** IMPROVED SURVIVAL AND REDUCED MORTALITY
- CONTINUOUS EDUCATION** FOR TRAUMA CARE PROVIDERS

www.sentara.com SENTARA EVMS www.evms.edu

Section 2

### THE REGION'S ONLY LEVEL 1 TRAUMA CENTER IS A PARTNERSHIP BETWEEN EVMS & SENTARA

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www.sentara.com SENTARA EVMS www.evms.edu

Section 3

### EVMS/SENTARA 30 YEARS OF TRAUMA PATIENTS

61,552 TOTAL PATIENTS

- 5,798 CHILDREN
- 5,715 GUNSHOT WOUNDS
- 21,868 MOTOR VEHICLE ACCIDENTS
- 6,621 FALLS
- 3,589 OTHER
- 6 DEATHS

www.sentara.com SENTARA EVMS www.evms.edu

Section 4

# LEVEL UP

30 YEARS OF **LEVEL 1** TRAUMA CARE BY EVMS TRAUMA SURGEONS

2015



**GOLDEN HOUR**  
GREATEST CHANCES OF SURVIVAL IF PATIENT RECEIVES SPECIALIZED CARE WITHIN THE FIRST HOUR



TRAUMA CARE DEVELOPED FROM TREATING BATTLEFIELD INJURIES IN VIETNAM

## WHAT MAKES A **LEVEL 1** TRAUMA CENTER?

- 24-HOUR CARE**  
IN-HOSPITAL CARE COVERAGE BY GENERAL SURGEONS AND SPECIALISTS
- TEACHING & RESEARCH**  
HELP DIRECT INNOVATIONS IN TRAUMA CARE
- ANNUAL VOLUME**  
MEETS MINIMUM REQUIREMENT FOR ANNUAL VOLUME OF SEVERELY INJURED PATIENTS
- REFERRAL RESOURCE**  
FOR COMMUNITIES IN NEARBY REGIONS
- SUBSTANCE ABUSE PROGRAM**  
PROVIDES SCREENING AND PATIENT INTERVENTION
- CONTINUING EDUCATION**  
FOR TRAUMA TEAM MEMBERS

## THE REGION'S ONLY LEVEL 1 TRAUMA CENTER IS A PARTNERSHIP BETWEEN **EVMS & SENTARA**



SENTARA NORFOLK GENERAL HOSPITAL HOUSES THE AREA'S ONLY LEVEL 1 TRAUMA CENTER



EASTERN VIRGINIA MEDICAL SCHOOL SURGEONS PROVIDE 24-HOUR ON-CALL CARE AT THE LEVEL 1 TRAUMA CENTER

## EVMS/SENTARA **30 YEARS OF TRAUMA PATIENTS**



**61,552**  
TOTAL PATIENTS

**5,798**  
CHILDREN

**5,715**  
GUNSHOT WOUNDS

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MOTOR VEHICLE ACCIDENTS

**6,621**  
FALLS

**3,589**  
BURNS

**6**  
SHARK BITES

# Cognitive Load

- The mental effort required to learn new information
- **Perceived cognitive** load matters most to audience. How hard do they *think* they will have to work to learn
- Strip away unnecessary elements to avoid extra cognitive load

# Stripping Out the “Chart Junk”

*See example in  
Storytelling with data:  
A data visualization guide for business professionals*

*Pages 91-97*

# DL943 SEA ▸ ANC

Operated by Delta Air Lines

67° 

Data from The Weather Channel

## DEPARTED

11:15 am

## ESTIMATED ARRIVAL

1:49 pm



## IN FLIGHT

1h 21m

## REMAINING

1h 43m

 [BOOK A HOTEL](#)

 [RENT A CAR](#)

 [MANAGE YOUR TRIP](#)

# Content Distribution

- **Web Site**
  - » Include intro paragraph
  - » Size for blogs (550-600 pixels)
  - » Social media quick-share
  - » Embed code
- **Social Media**
  - » Post frequently to your accounts
  - » Repeat throughout day
  - » Encourage interaction
- **Others**
  - » Connect with bloggers
  - » Connect with other organizations



# Online Lifespan

***Online Lifespan** is the amount of time that an infographic remains relevant to audiences. Topic and data selection here are crucial.*

# The Image Problem (SEO)

*Search engine spiders can't "read" your image*

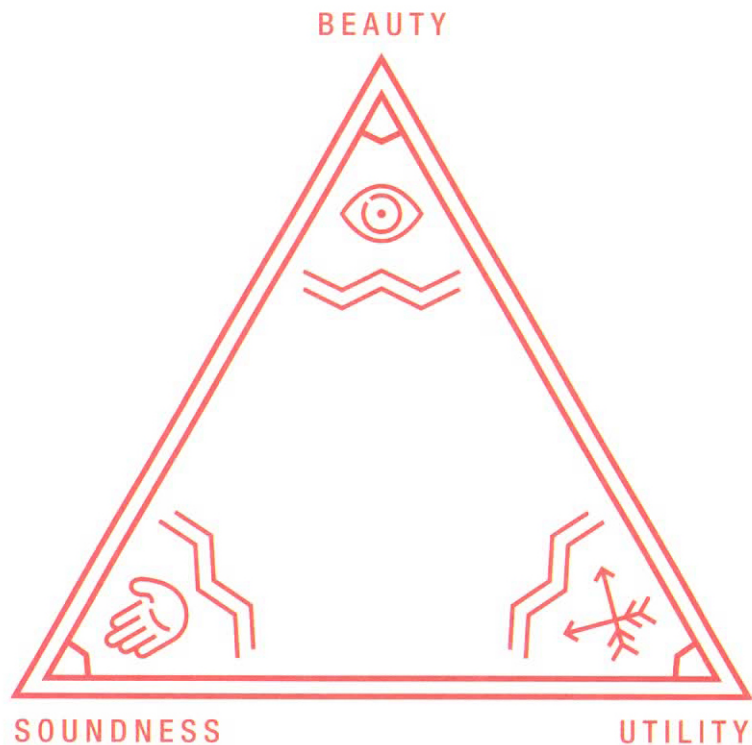
- Keywords
- Landing page URL
- Title tag
- Page title
- Description text
- Infographic image filename
- Alt text description

# Brand-Centric Infographics

*Where else can you use your infographics?*

- “About Us” web page
  - » Make purpose & value proposition stand out
- Product instructions
- Visual press release
- Proprietary data with value to outsiders
- Presentations
- Annual reports

# Vitruvius' Principles of Good Design



- Utility
  - » Employ objectives-based approach
- Soundness
  - » Communicate something meaningful
- Beauty
  - » Utilize appropriate format & high-quality design



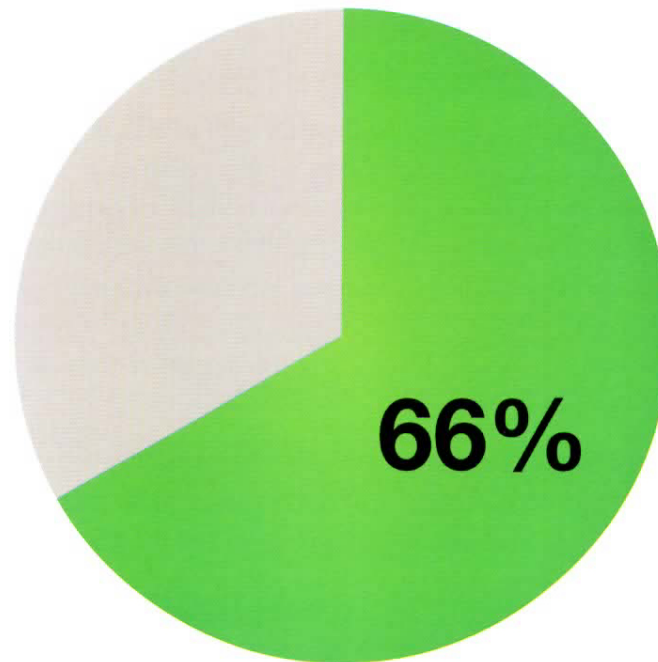
# **CAUTION:**

**ILLUSTRATION CAN DISTRACT FROM DATA**

**ILLUSTRATION MUST NOT MISLEAD VIEWERS**



## Consumer Interviews



4 out of 6 people interviewed  
would buy the product

# Consumer Interviews



4 out of 6 people interviewed  
would buy the product

# 7 Most Commonly Graphed Relationships

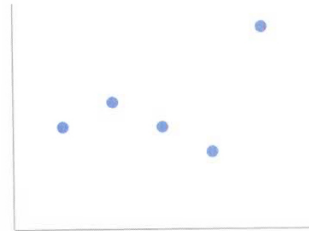
- Nominal comparison
- Time series
- Ranking
- Part-to-whole
- Deviation
- Distribution
- Correlation

*Infographics: The Power of Visual Storytelling, p. 208*  
*Quoting Stephen Few, Show Me the Numbers: Designing Tables and Graphs to Enlighten, p. 66*

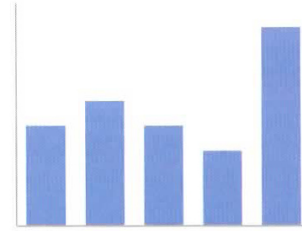


# 91%

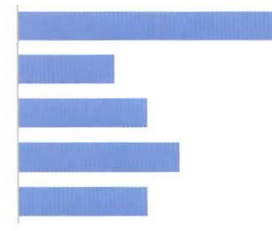
Simple text



Scatterplot



Vertical bar



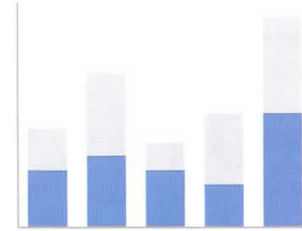
Horizontal bar

	A	B	C
Category 1	15%	22%	42%
Category 2	40%	36%	20%
Category 3	35%	17%	34%
Category 4	30%	29%	26%
Category 5	55%	30%	58%
Category 6	11%	25%	49%

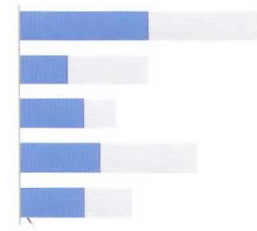
Table



Line



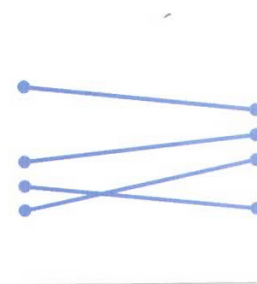
Stacked vertical bar



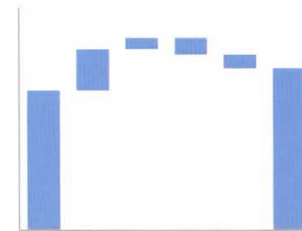
Stacked horizontal bar

	A	B	C
Category 1	15%	22%	42%
Category 2	40%	36%	20%
Category 3	35%	17%	34%
Category 4	30%	29%	26%
Category 5	55%	30%	58%
Category 6	11%	25%	49%

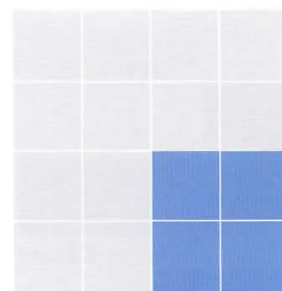
Heatmap



Slopegraph

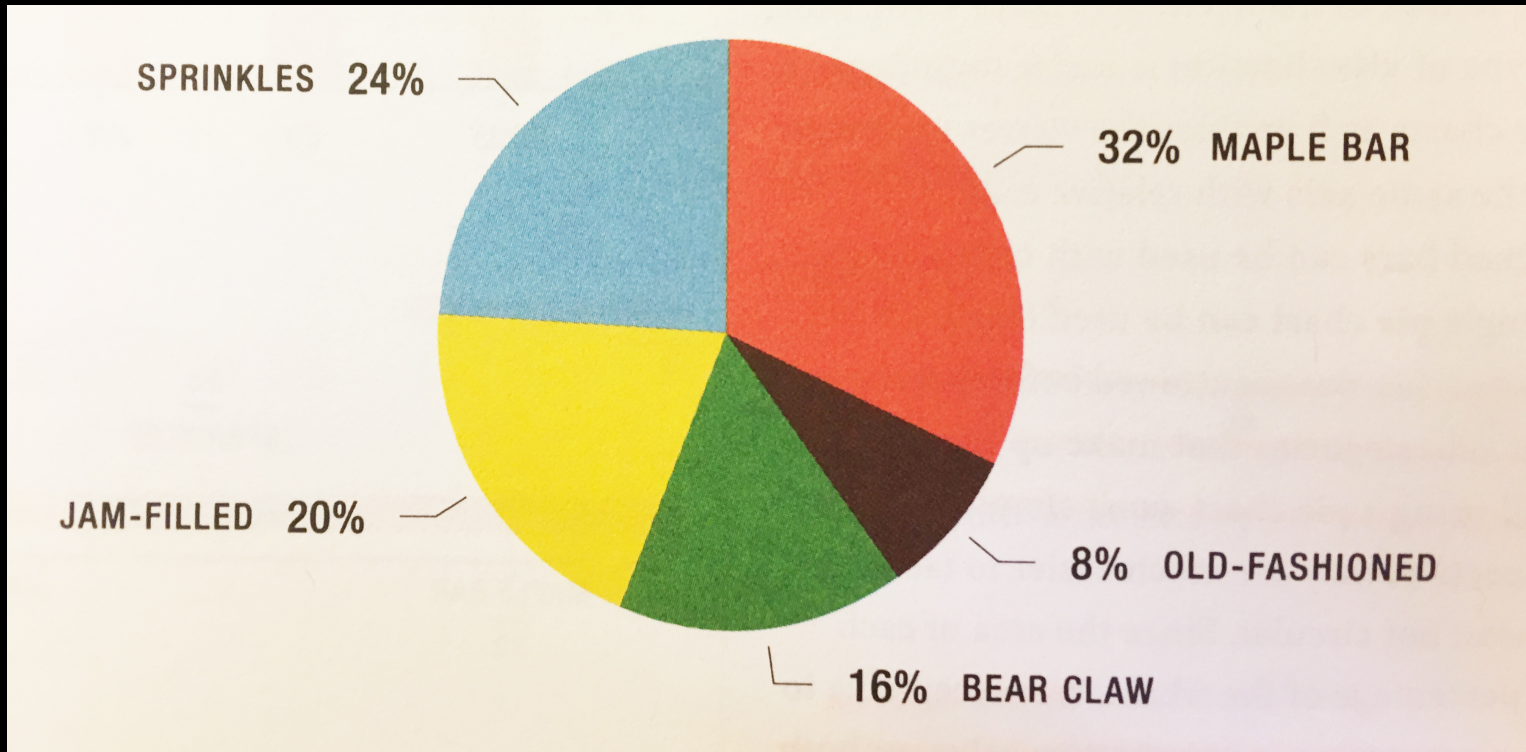


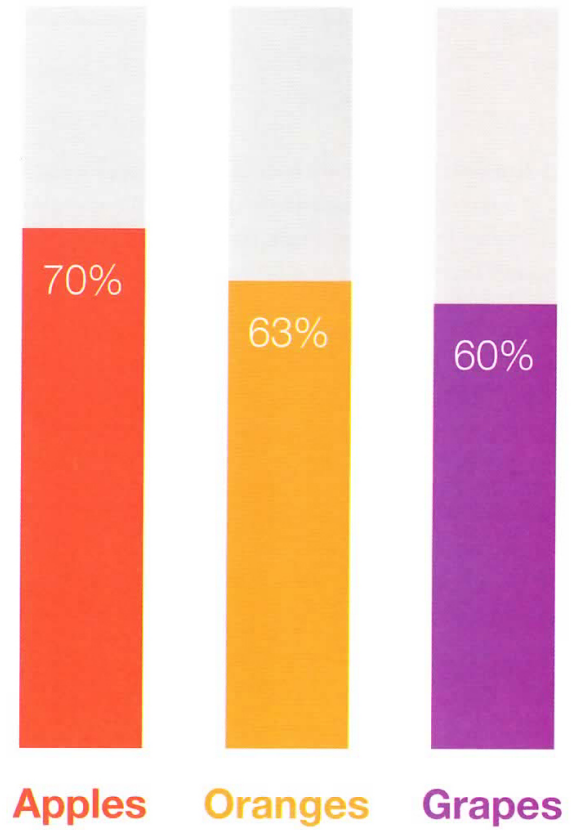
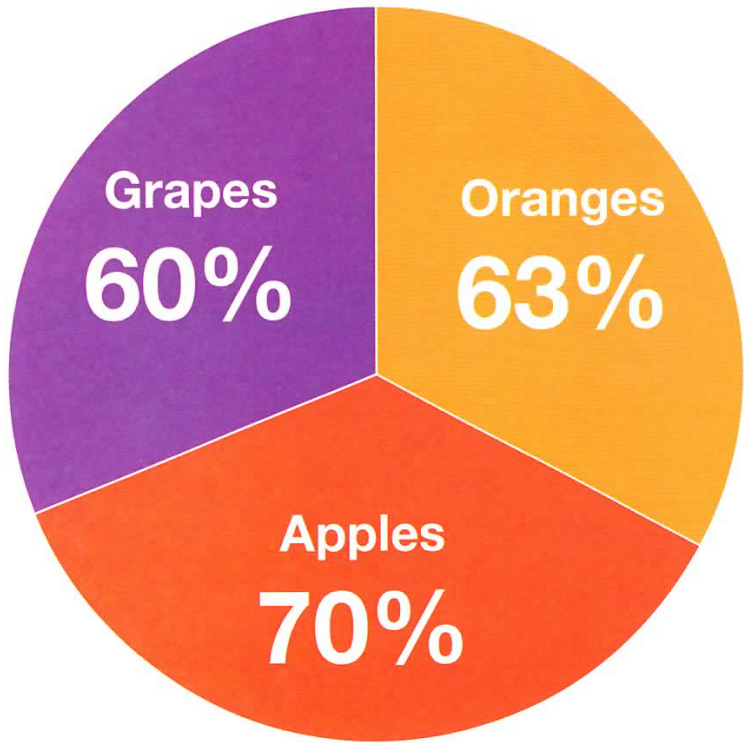
Waterfall



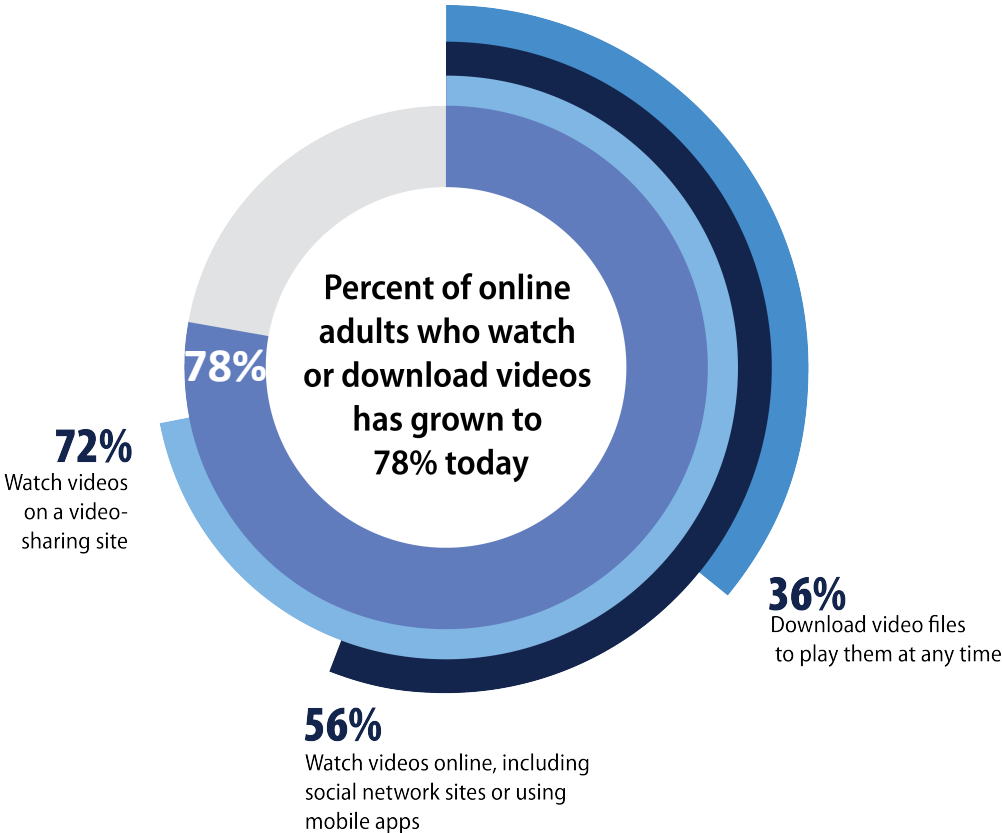
Square area

# Pie Charts



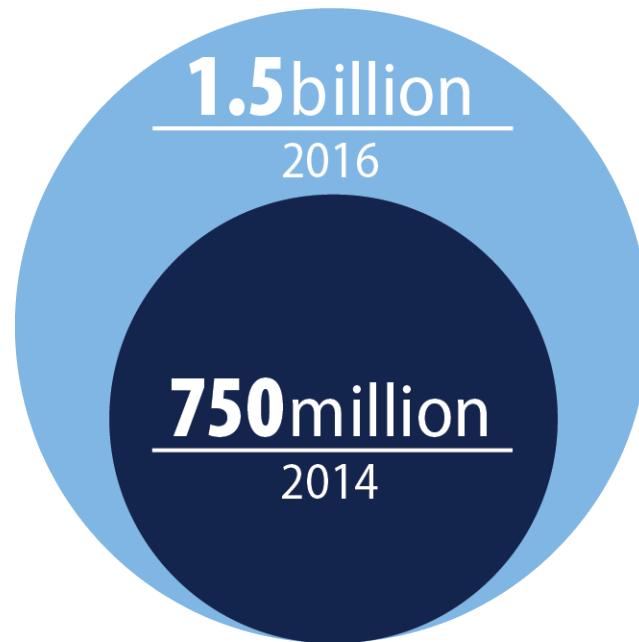


# Adult consumption of online video increasing (2013)

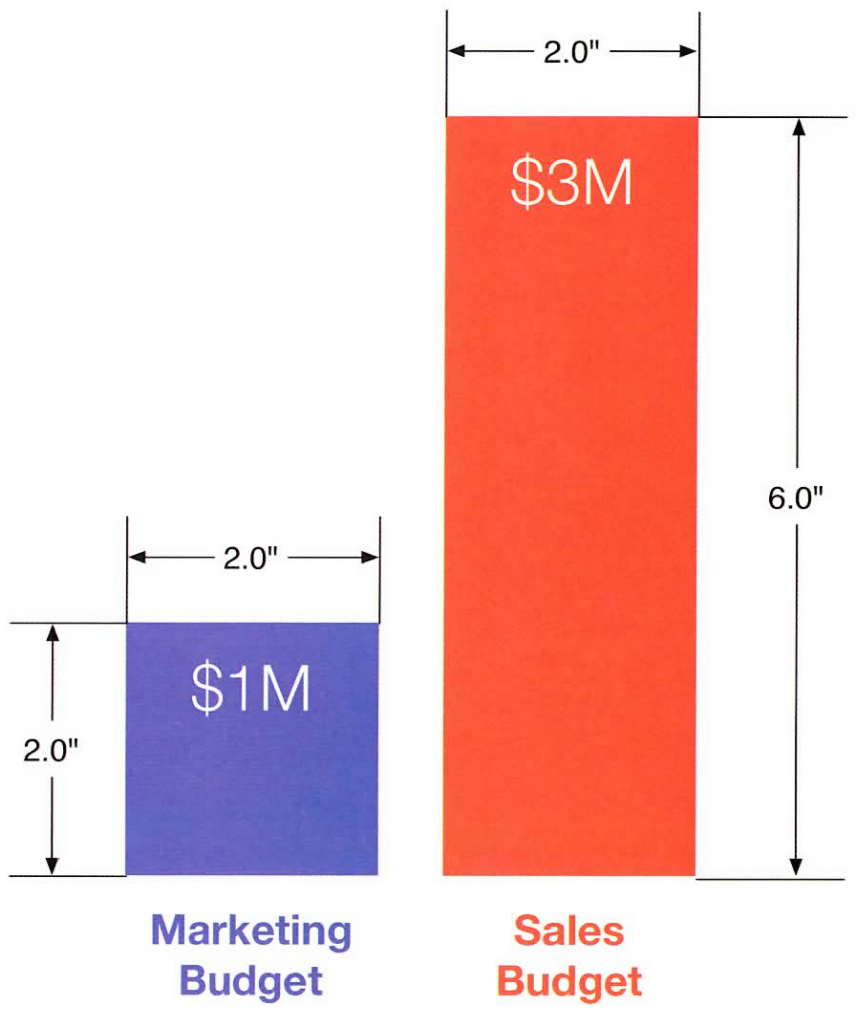


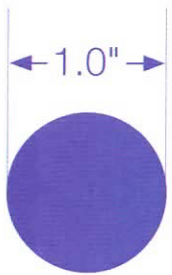
Source: *pewInternet.org (Online Video 2013)*

# The number of adults viewing online video will double by 2016



*Source: comScore Video Metrix, December 2012*





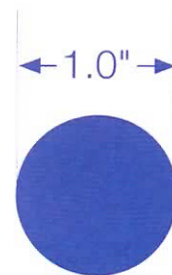
**\$1M  
Marketing  
Budget**

Area = 0.79 in<sup>2</sup>



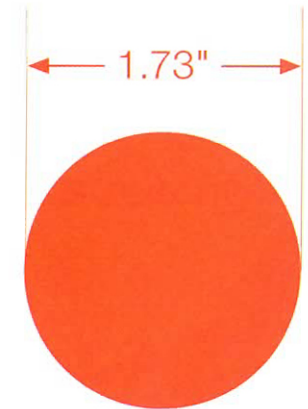
**\$3M  
Sales  
Budget**

Area = 7.07 in<sup>2</sup>



**\$1M  
Marketing  
Budget**

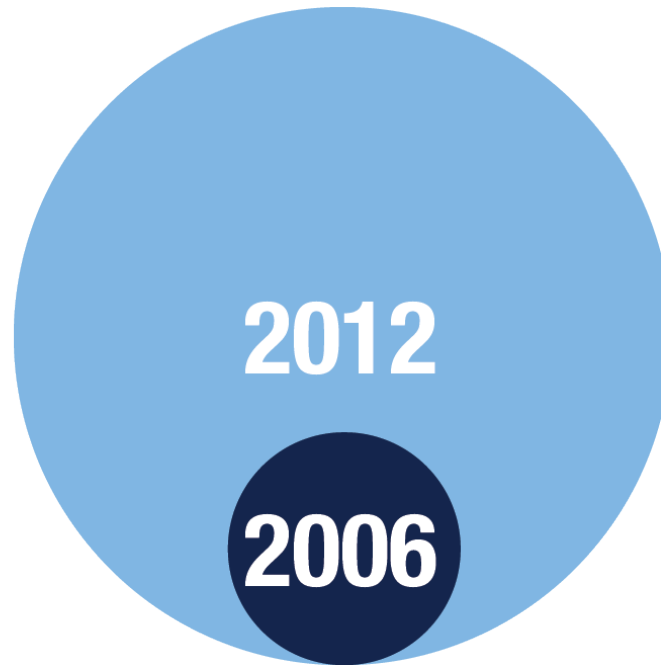
Area = 0.79 in<sup>2</sup>



**\$3M  
Sales  
Budget**

Area = 2.36 in<sup>2</sup>

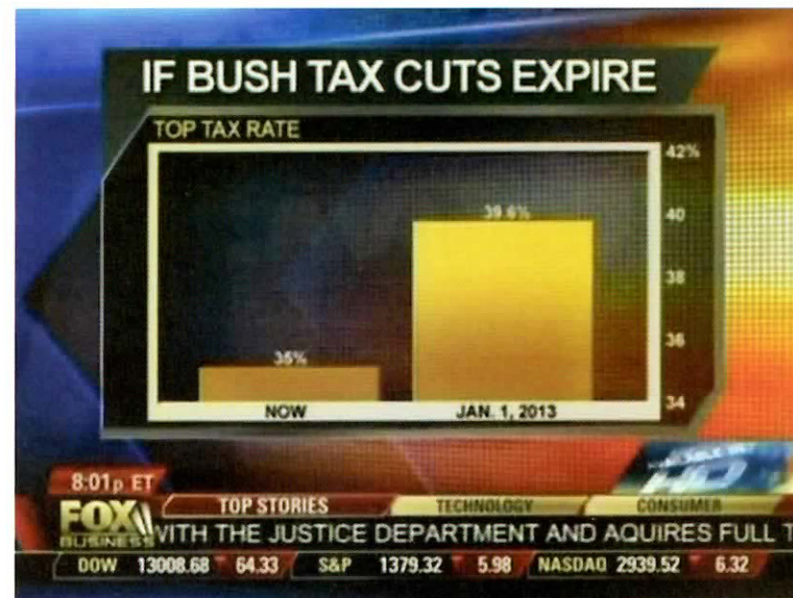
# 800% increase in number of online videos watched in just 6 years



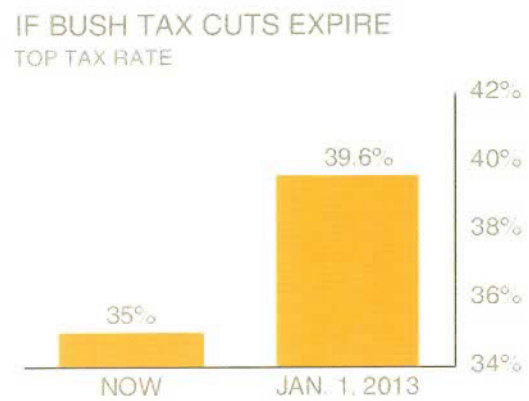
*Source: comScore Video Metrix, December 2012*



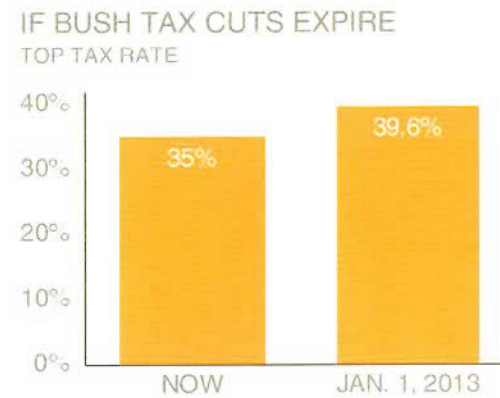
# Bar Charts Must ALWAYS Have Zero Baseline



**Non-zero baseline:** as originally graphed



**Zero baseline:** as it should be graphed



## Other Tips for Bar Charts

- Perfect distance between two bars in a graph is half the width of one of the bars
- Typically each graph in a bar should be the same color
- Avoid intense patterns if it distracts from understanding the visualization

## Other Tips for Bar Charts (cont.)

- With vertical or horizontal bars, ordering is important — establish a hierarchy (highest to lowest or vice versa)
- Alpha order also is acceptable for ranking
- Don't use leftward horizontal bars unless you mean it to have a negative value

# Limit Colors (Especially on Heat Maps)

Country Level Sales Rank Top 5 Drugs

Rainbow distribution in color indicates sales rank in given country from #1 (red) to #10 or higher (dark purple)

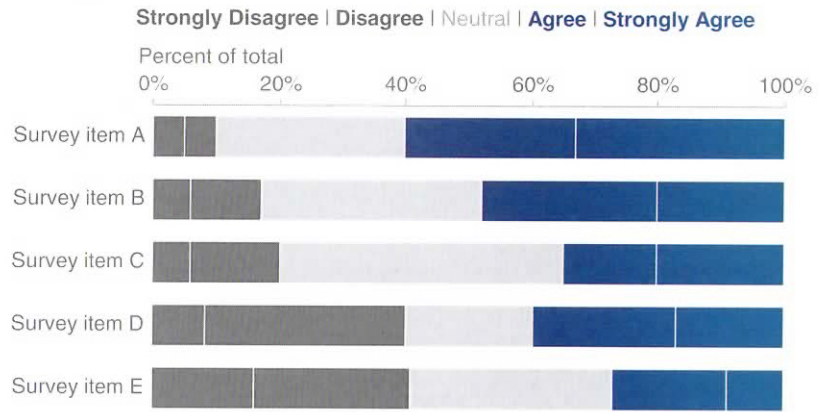
Country	A	B	C	D	E
AUS	1	2	3	6	7
BRA	1	3	4	5	6
CAN	2	3	6	12	8
CHI	1	2	8	4	7
FRA	3	2	4	8	10
GER	3	1	6	5	4
IND	4	1	8	10	5
ITA	2	4	10	9	8
MEX	1	5	4	6	3
RUS	4	3	7	9	12
SPA	2	3	4	5	11
TUR	7	2	3	4	8
UK	1	2	3	6	7
US	1	2	4	3	5

Top 5 drugs: country-level sales rank

		RANK	1	2	3	4	5+
COUNTRY   DRUG	A	B	C	D	E		
Australia	1	2	3	5	7		
Brazil	1	3	4	9	6		
Canada	2	3	6	12	8		
China	1	2	8	4	7		
France	3	2	4	8	10		
Germany	3	1	6	5	4		
India	4	1	9	10	5		
Italy	2	4	10	9	8		
Mexico	1	5	4	6	3		
Russia	4	3	7	9	12		
Spain	2	3	4	5	11		
Turkey	7	2	3	4	8		
United Kingdom	1	2	3	6	7		
United States	1	2	4	3	5		

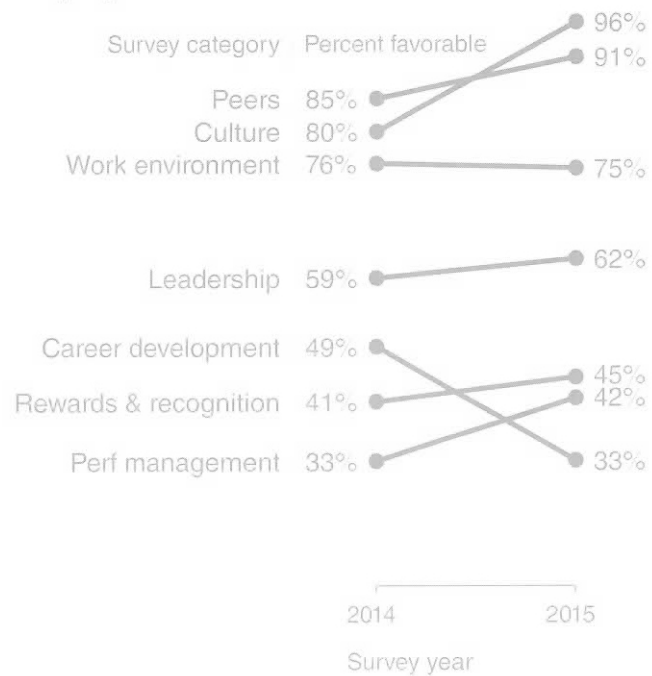
# Limit Colors

Survey results

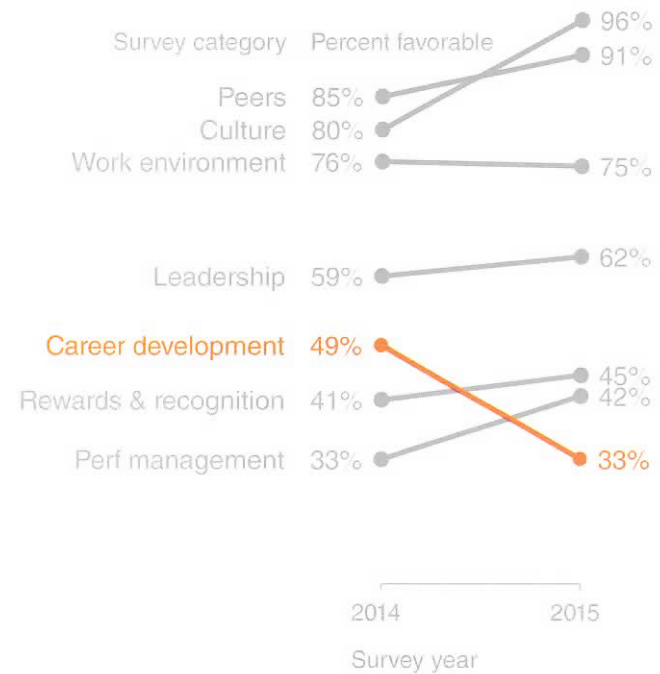


# Limit Colors (Use for emphasis)

Employee feedback over time



Employee feedback over time



# Limit Colors (Use for emphasis)

## Performance overview

### ■ Our business

- Competitor A
- Competitor B
- Competitor C
- Competitor D
- Competitor E

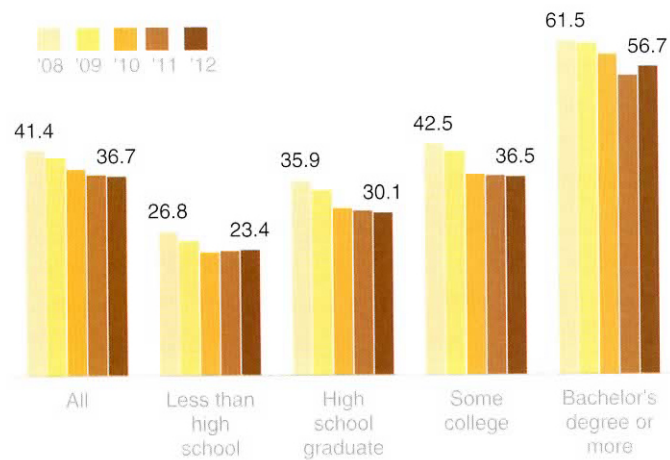




# Limit Colors (Use for emphasis)

New Marriage Rate by Education

Number of newly married adults per 1,000 marriage eligible adults



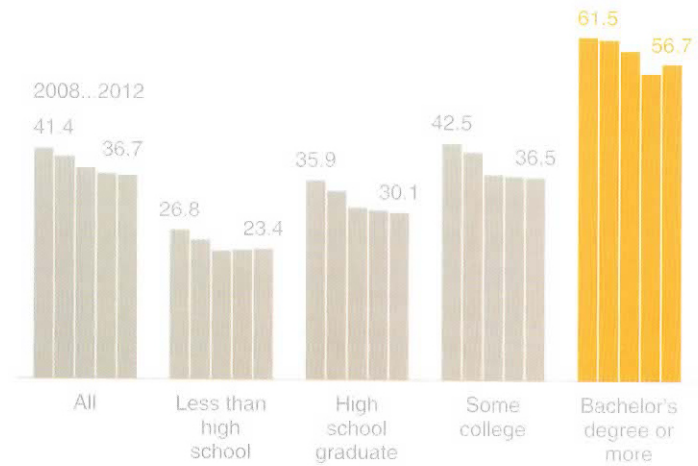
Note: Marriage eligible includes the newly married plus those widowed, divorced, or never married at interview.

Source: U.S. Census

Adapted from PEW RESEARCH CENTER

New Marriage Rate by Education

Number of newly married adults per 1,000 marriage eligible adults

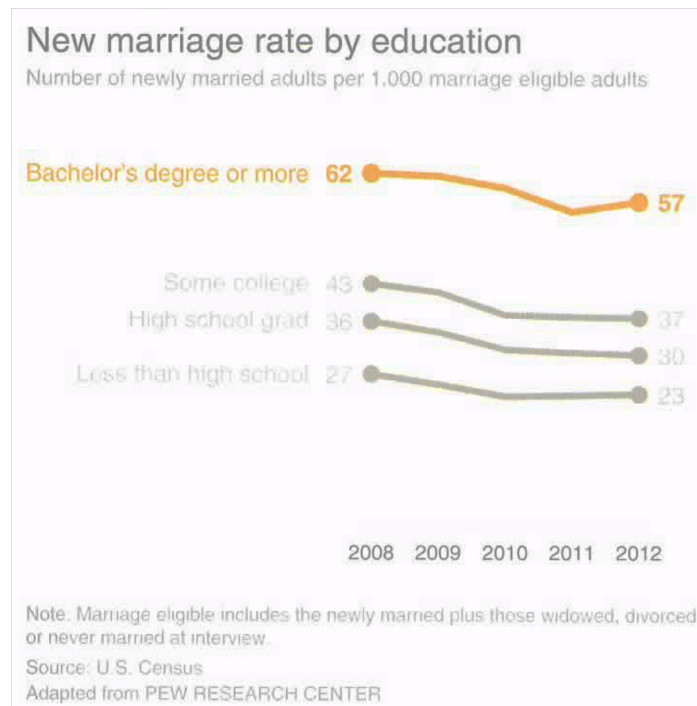


Note: Marriage eligible includes the newly married plus those widowed, divorced, or never married at interview.

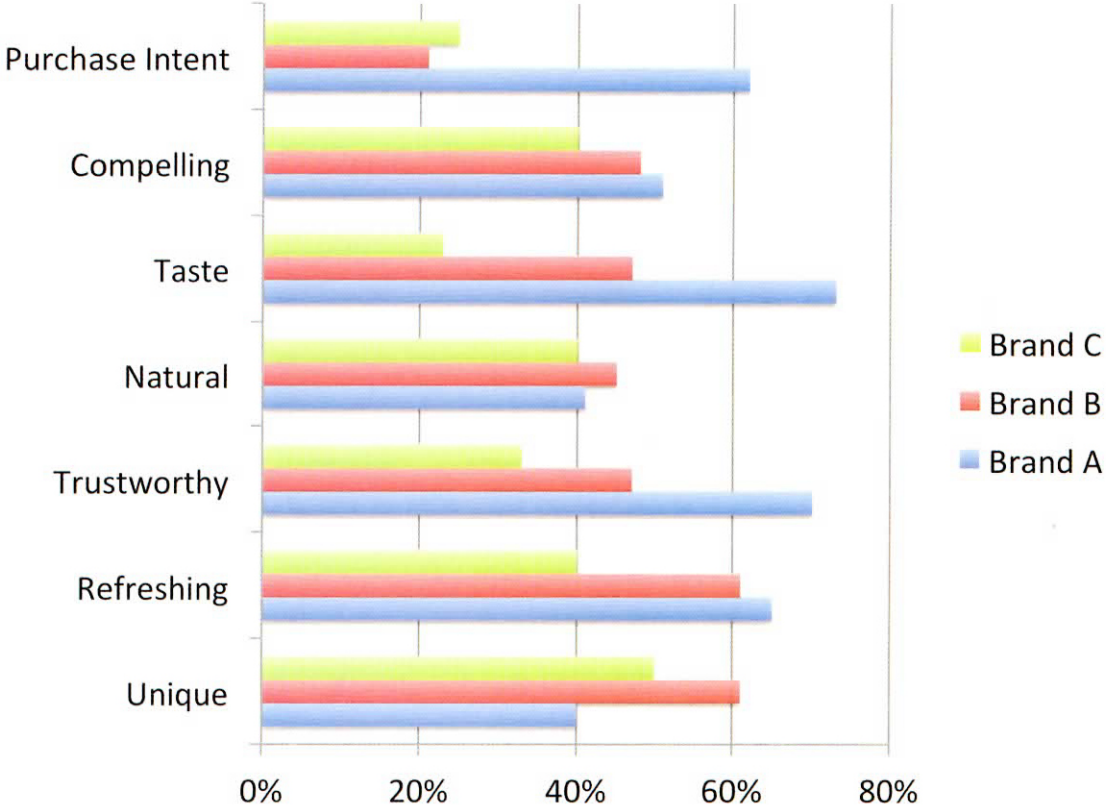
Source: U.S. Census

Adapted from PEW RESEARCH CENTER

# Try Graphing in Multiple Formats



### Survey Results



Brand A

Brand B

Brand C

UNIQUE

REFRESHING

TRUSTWORTHY

NATURAL

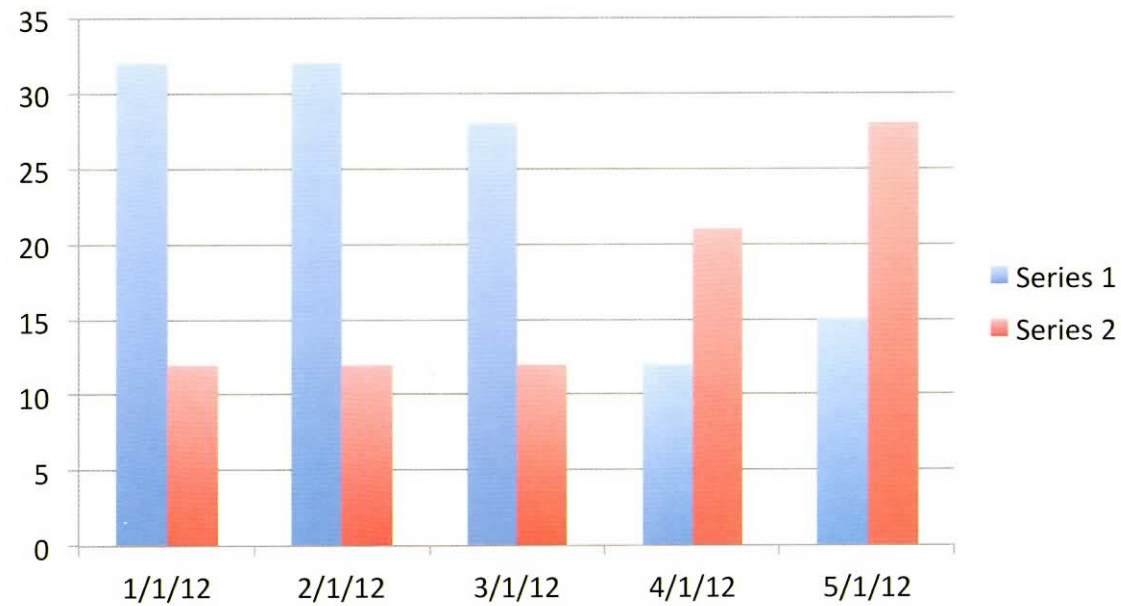
TASTE

COMPELLING

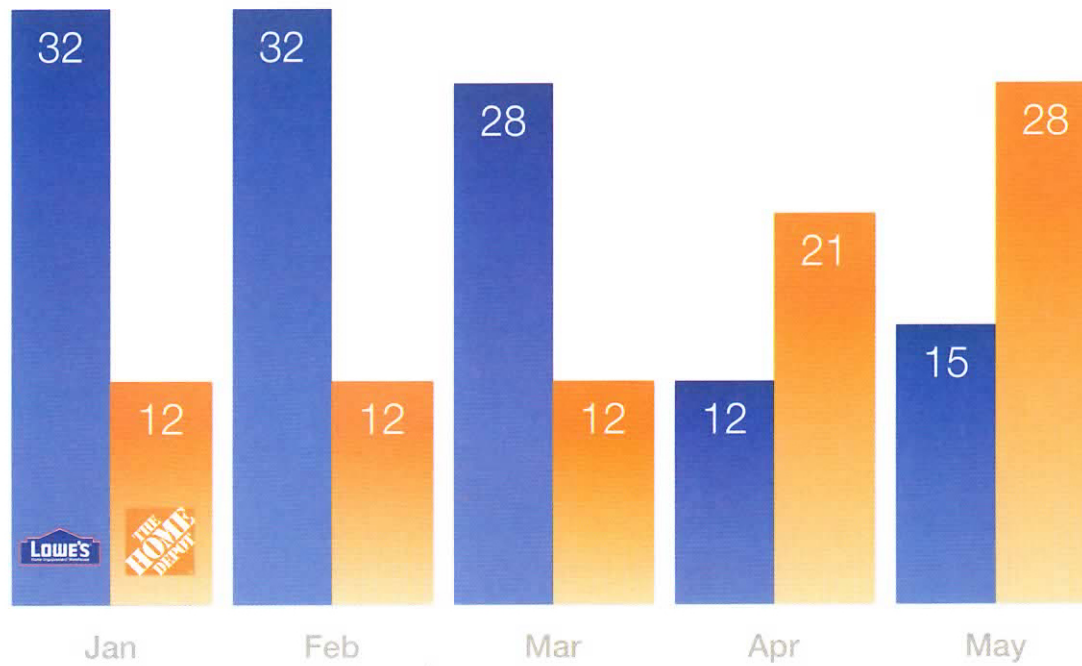
PURCHASE INTENT



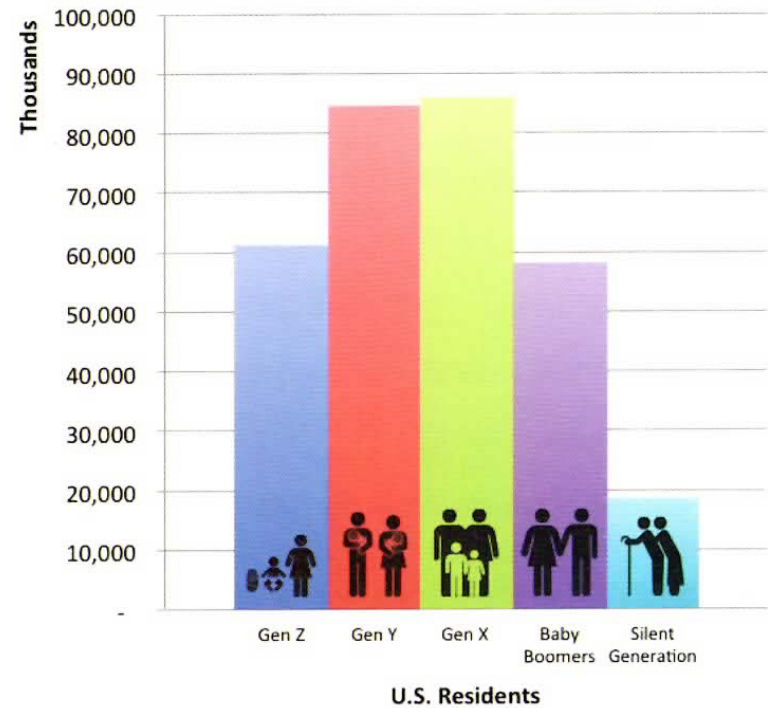
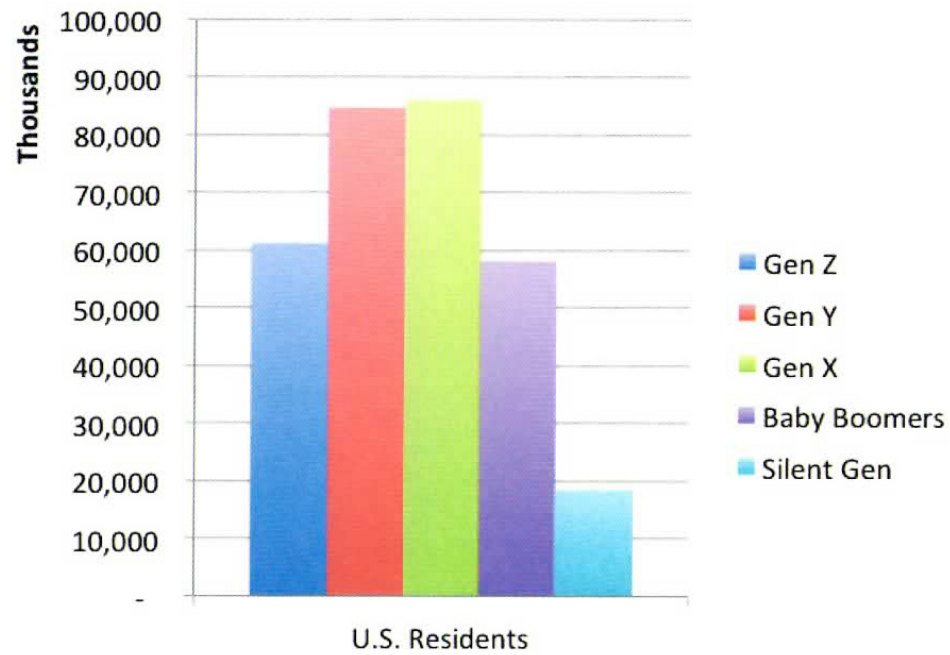
# Easy Chart Fix-Up 1



## 2012 Store Openings



# Easy Chart Fix-Up 2



# Samples

- <https://www.facebook.com/businessinsider/videos/10153610307964071/>
- [http://www.evms.edu/about\\_evms/administrative\\_offices/marketing\\_communications/publications/issue\\_8\\_2/index.php](http://www.evms.edu/about_evms/administrative_offices/marketing_communications/publications/issue_8_2/index.php)
- [http://www.evms.edu/about\\_evms/administrative\\_offices/marketing\\_communications/publications/issue8\\_1/index.php](http://www.evms.edu/about_evms/administrative_offices/marketing_communications/publications/issue8_1/index.php)
- [http://www.evms.edu/about\\_evms/administrative\\_offices/marketing\\_communications/publications/issue\\_8\\_4/index.php](http://www.evms.edu/about_evms/administrative_offices/marketing_communications/publications/issue_8_4/index.php)
- <http://www.coolinfographics.com>



# Other Resources

*Periodic Table of Visualization Methods*

[http://www.visual-literacy.org/periodic\\_table/  
periodic\\_table.html](http://www.visual-literacy.org/periodic_table/periodic_table.html)

# Other Resources

*See recommendations in  
Cool Infographics:  
Effective communication with Data Visualization and  
Design*

*Pages 317-338*

# Other Resources

*See list of sites in  
Storytelling with data:  
A data visualization guide for business professionals*

*Pages 247-248*



**Questions?**





# **Infographics & Data Visualizations**

*Effective Storytelling through Data*

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