



# superhighways

harnessing **technology** for **community** benefit

**Create easy infographics  
for impact**

February 2015

# about Superhighways....

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**HELLO**

MY NAME IS

*Your Name*

# In this session we will

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- Identify free and low cost digital data visualisation tools
- Choose data visualisation techniques for your monitoring information
- Create infographics using a range of free online and offline tools
- Use mapping tools to demonstrate impact across a geographical area
- Download your creations for use in reports, on websites and more

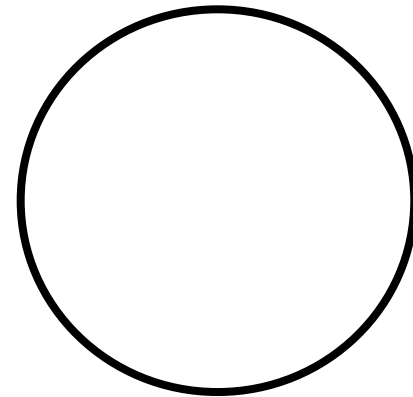
## Quick task: image versus text

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### Textual description

A curved line with every point equal distance from the centre

### Graphic description



348478745875635889892  
745990022945990920994  
929594903909049737397  
878378587378782746473  
849209458928848980029  
097365388288920678930

34847874**5**8776388989274

**5**99002294**5**990920994929

09490390904979739787837

88737878**5**27464**5**38492094

489288489800290973388 ↵

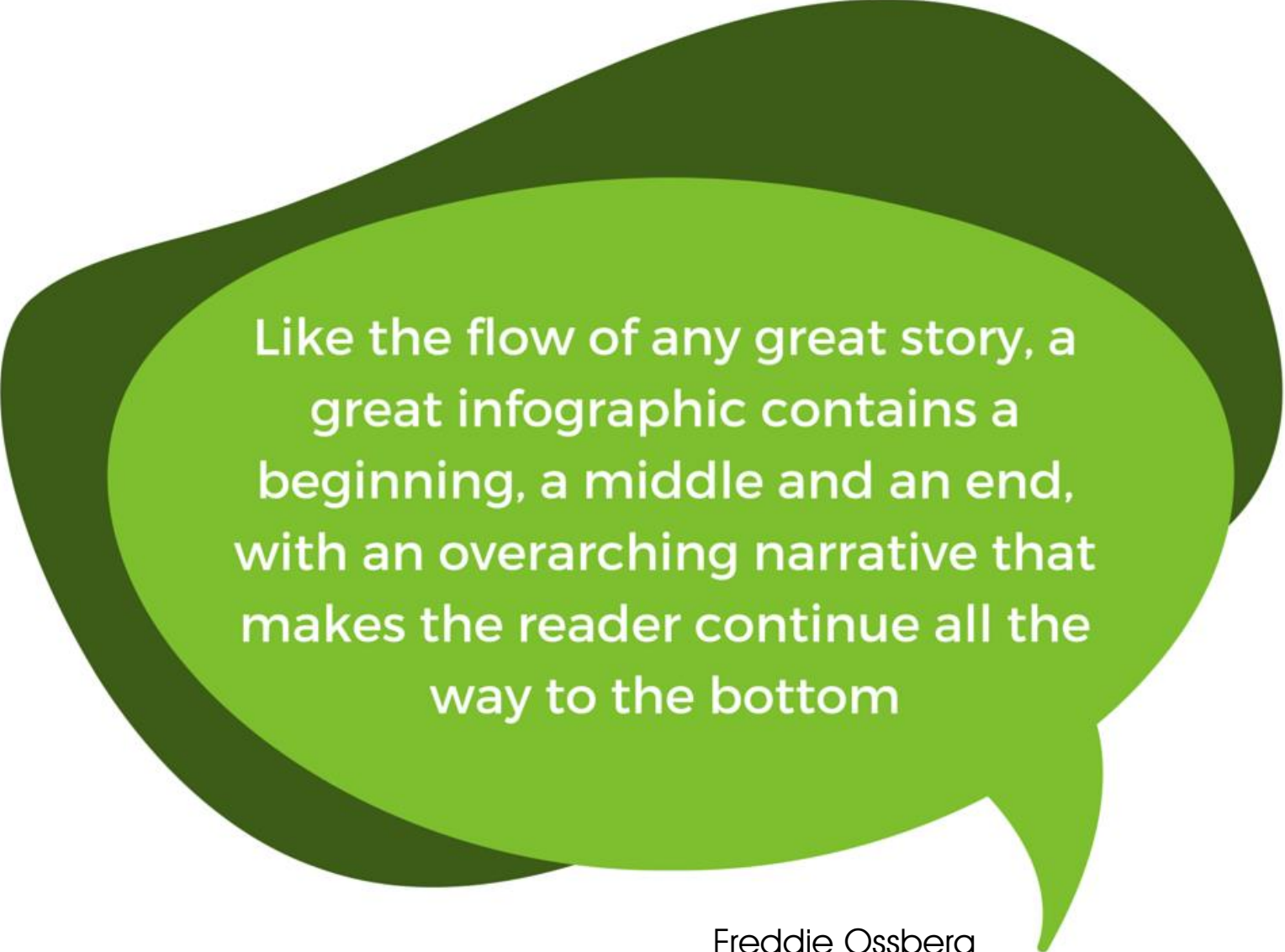
# Why infographics?

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<http://neomam.com/interactive/13reasons/>





Like the flow of any great story, a great infographic contains a beginning, a middle and an end, with an overarching narrative that makes the reader continue all the way to the bottom

Freddie Ossberg  
Raconteur Media's founder and CEO

# Infographics for impact



Over the last

**12**  
**MONTHS**



**38**  
**VOLUNTEERS**



gave us  
**1126.5**  
**HOURS**



That equates to  
**140**  
**WORKING DAYS**  
easelly

*Thanks to all our volunteers!*

**Pikto**chart  
easelly

infogr.am

VENNGAGE

Canva

# Infograms for impact

Pilotlight and 19 others follow



**Debbie Hill** @DebbieannHill · Jun 7

There will never be enough words to thank every single @childrensociety volunteer. Inspirational. Happy #volunteersweek



RETWEETS  
10

FAVORITES  
5



# Getting started with Canva

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Browse by Category



Getting Started



Fonts



Color



Images



Backgrounds



Layout



Branding



Skills in Action

Turn to your Canva task sheet and  
Canva Quick Guide

# Getting started with PiktoChart

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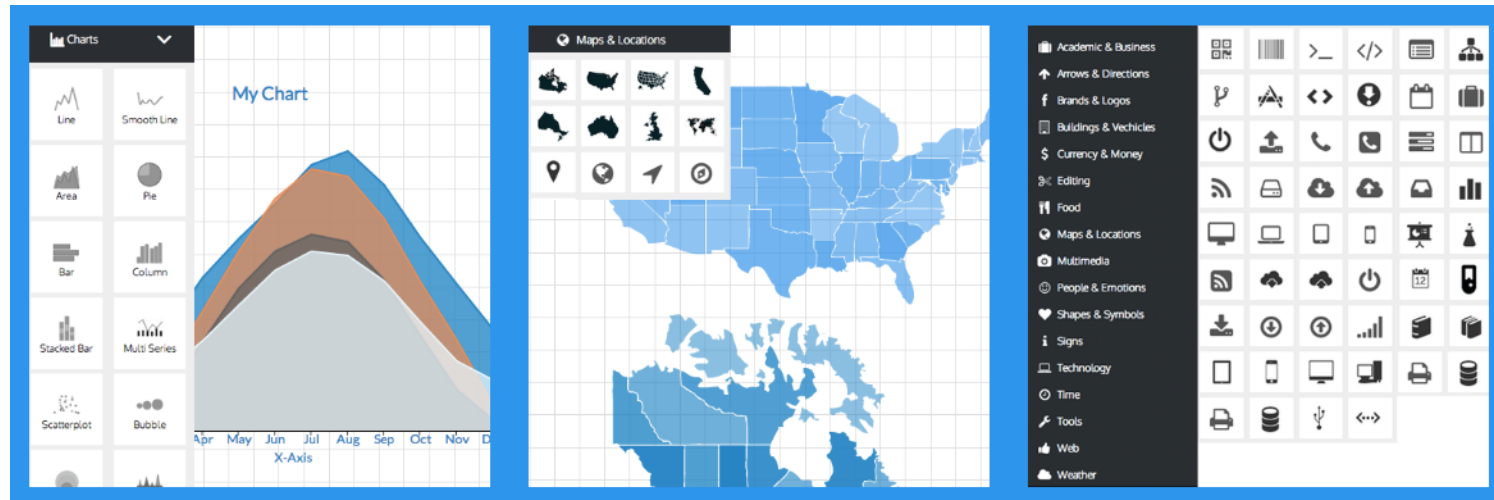


3 Easy Ways to Pick Great Color Schemes  
For Your Infographics

Turn to your PiktoChart task sheet and  
PiktoChart Quick Guide

# Getting started with Venngage

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Turn to your Venngage task sheet and  
Venngage Quick Guide

# Mapping with Batchgeo

Create a map:

**1**

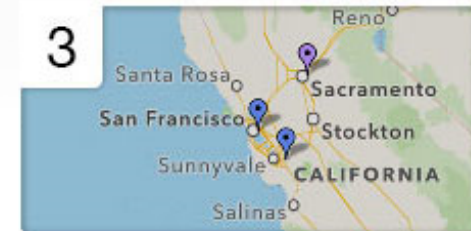
952 Meadow Lane	Merrick, NY	(811) 199-272
854 Bridge Street	Lawrence, MA	(822) 264-034
127 Clinton Street	Stafford, VA	(811) 006-401
850 Somerset Drive	Charlotte, NC	(822) 901-258
447 Linden Avenue	Jenison, MI	(822) 709-532
623 Woodland Avenue	Warwick, RI	(833) 878-228
876 Forest Drive	Westport, CT	(855) 977-097

Copy your data

**2**

Region	United States
Location / Address	Example Address
City / County	City
State / Postcode	State

Validate & set options



Map locations

<http://www.batchgeo.com/map/22ecd67986fa12dd4a231fa87515488f>

# Choosing the right chart

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A **relationship** tries to show a connection or correlation between two or more variables through the data presented.

A **comparison** tries to set one set of variables apart from another, and display how those two variables interact

A **composition** tries to collect different types of information that make up a whole and display them together

A **distribution** tries to lay out a collection of related or unrelated information simply to see how it correlates, if at all, and to understand if there's any interaction between the variables



# Further resources

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- <http://labs.juiceanalytics.com/chartchooser/index.html>
- <http://visual.ly/selecting-right-chart-type-your-data>
- <http://www.fusioncharts.com/charting-best-practices/selecting-the-right-chart/>
- <http://piktochart.com/5-psychology-studies-that-tell-us-how-people-perceive-visual-information/>
- <http://www.maptive.com/pricing/>
- <http://storymaps.arcgis.com/en/>
- <https://color.adobe.com/create/color-wheel/>
- <http://www.pictaculous.com/>



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[www.superhighways.org.uk](http://www.superhighways.org.uk)

[impactaloud@superhighways.org.uk](mailto:impactaloud@superhighways.org.uk)

**Tel: 020 8255 8040**