

Creating Easy Infographics and Online Reports



Quick warm-up...

Grab your paper and pen

Close your eyes

Draw a camel





What we'll cover today



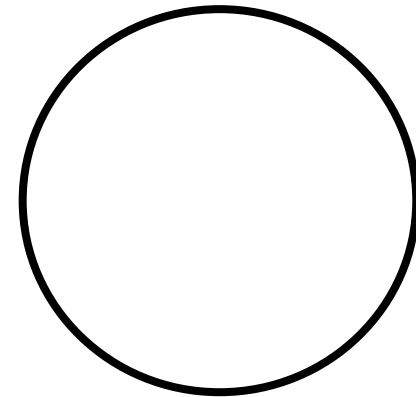
- ✓ Basics of data visualisation
- ✓ Tips for infographic design
- ✓ Create your own simple graphics
- ✓ More tools for annual reports

Quick task: image versus text

Textual description

A curved line with every point equal distance from the centre

Graphic description



I'm going to give you to the
count of 5 to count the 5s...



348478745875635889892
745990022945990920994
929594903909049737397
878378587378782746473
849209458928848980029
097365388288920678930



How many 5s did you see?
Write in chat



34847874**5**8776388898

9274**5**99002294**5**99092

099492909490390904

9797397878378873787

8**5**27464**5**38492094489

288489800290973388♠



How many 5s did you see?
Write in chat





VISUALISATION USES



**What do they
help us to do?**

A data visualisation is...

“Data visualization is the practice of translating information into a visual context, such as a map or graph, to make data easier for the human brain to understand and pull insights from” [Tech Target Network](#)

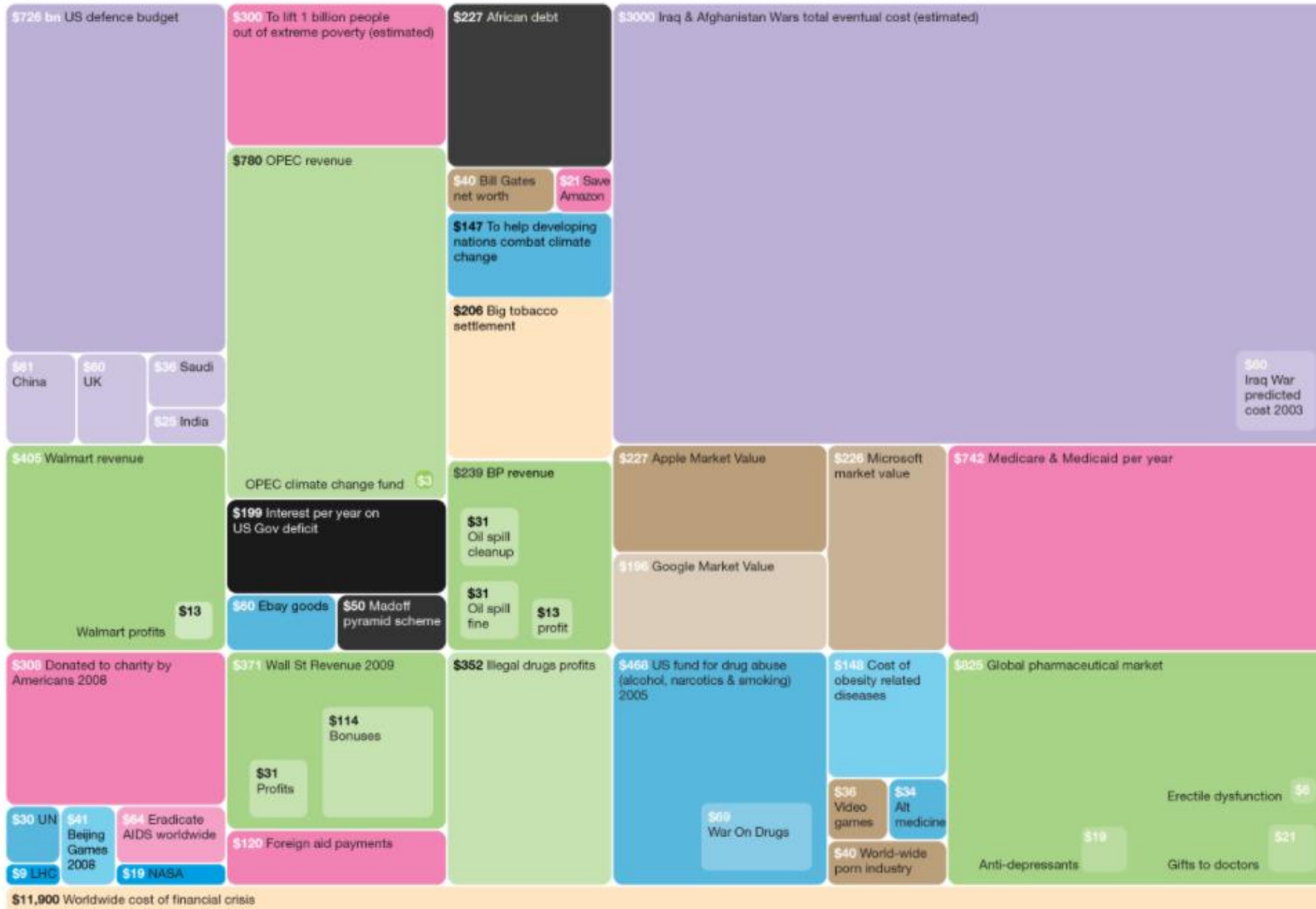
Making it easier to identify patterns, trends and outliers in large data sets.



The Billion Dollar-o-Gram

● Giving
 ● Spending
 ● Fighting
 ● Accumulating
 ● Owing
 ● Losing
 ● Earning

*Estimated



Information is Beautiful



What types of data visualisations are there?

Answers in chat

- ✓ Charts & graphs
- ✓ Tables
- ✓ Wordclouds
- ✓ Timelines
- ✓ Diagrams e.g. Tree, Venn
- ✓ Maps
- ✓ Dashboards
- ✓ Infographics



Data viz versus infographics

- ✓ Infographics can contain multiple data visualisations
- ✓ Infographics have a narrative

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



CONSCIOUS KITCHEN



nourishes students and the community by serving fresh, local, organic, scratch-cooked, nutritious meals and recommitting to food equity, education and access

SINCE CK COVID-19 RESPONSE BEGAN:

10,000 TOTAL MEALS TO DATE

fresh, local, organic, scratch-cooked, nutritious meals prepared by Conscious Kitchen chefs to support the health of people and planet



STUDENT BREAKFASTS AND LUNCHES **4,094**



healthy, delicious meals available daily for pickup outside of Bayside MLK Academy for all students and anyone under age 18

4,859 COMMUNITY DINNERS

hot, organic, nutritious meals delivered daily to multiple pickup locations in Marin City for individuals and families



SENIOR LUNCHES **1,047**



individually packed, balanced meals delivered directly and safely to seniors at home daily

JOIN CONSCIOUS KITCHEN TO NOURISH THE COMMUNITY AMID COVID AND BEYOND



consciouskitchen.org/covid
info@consciouskitchen.org
[@consciouskitchn](https://www.instagram.com/consciouskitchn)



*information based on Conscious Kitchen data from March 25 – April 17, 2020



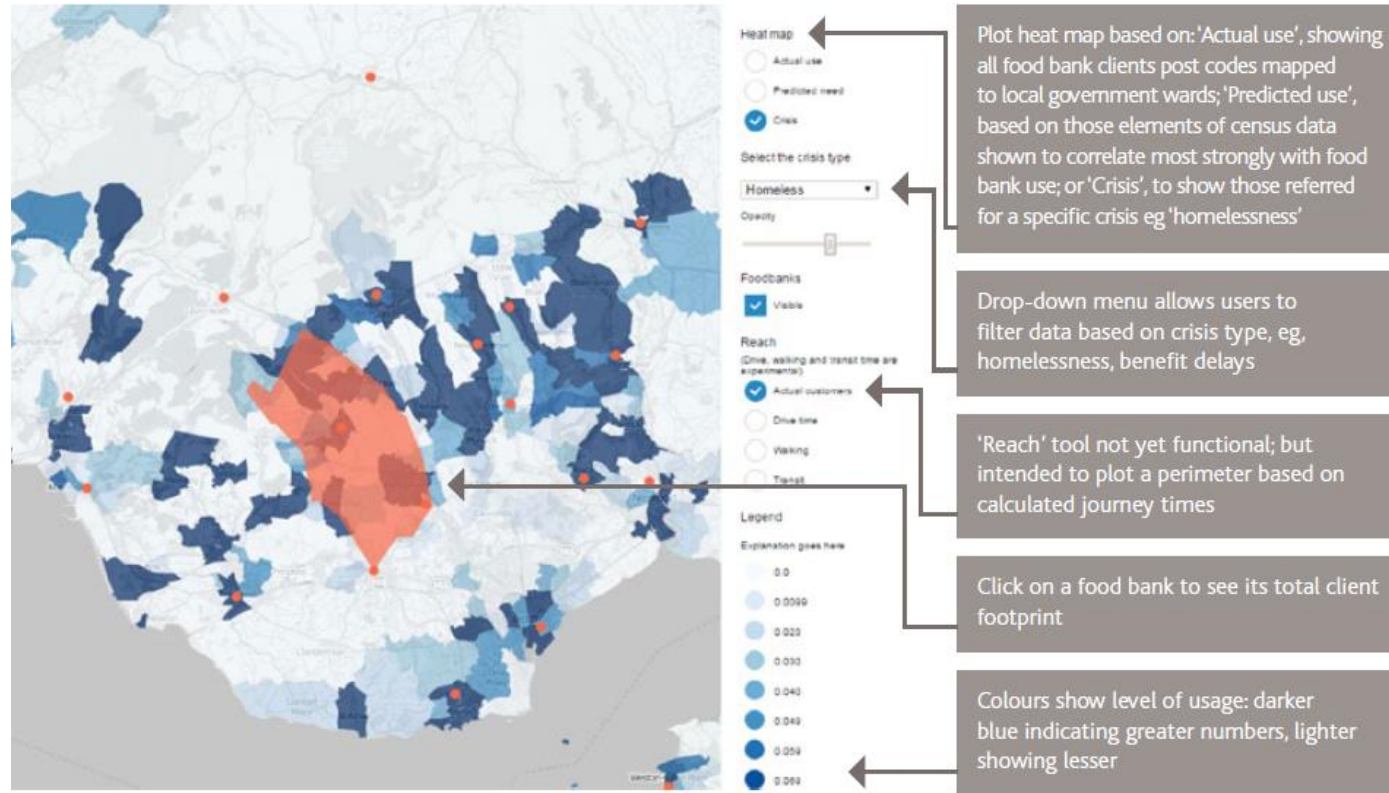


WHO'S IT FOR?



**And how does it help
us reach our goals?**

Find a story – understand your data



Better for internal use or external expert audience such as researchers, policy makers, possibly funders

The Trussell Trust Mapping Hunger tool

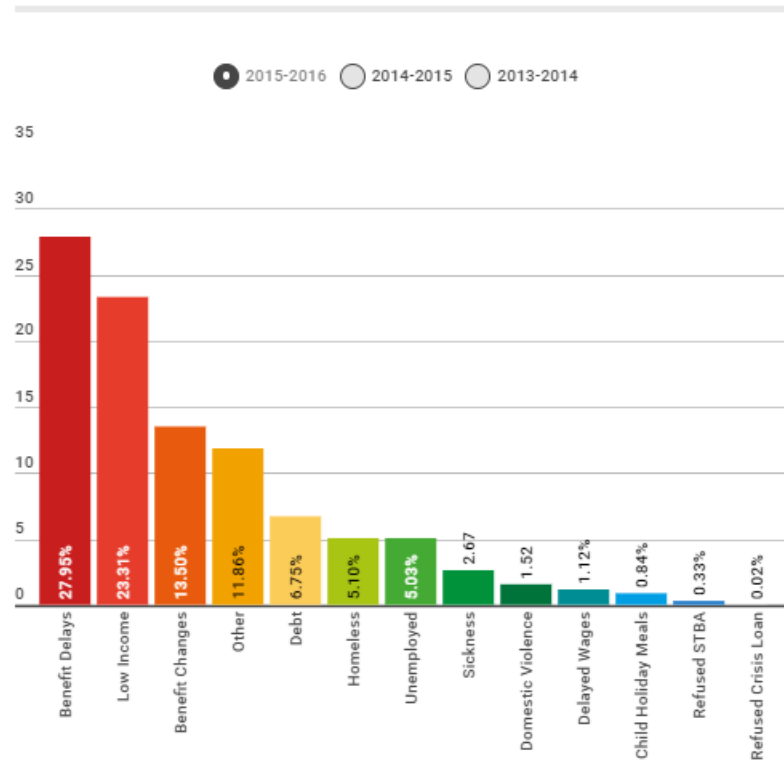
Annotations from NPC's [thinkNPC.org/8innovations](https://www.thinkNPC.org/8innovations)

www.trusselltrust.org/wp-content/uploads/sites/2/2016/04/Mapping-Hunger-Report.pdf



Tell a story – share data with others

Primary reasons for referral to Trussell Trust foodbanks



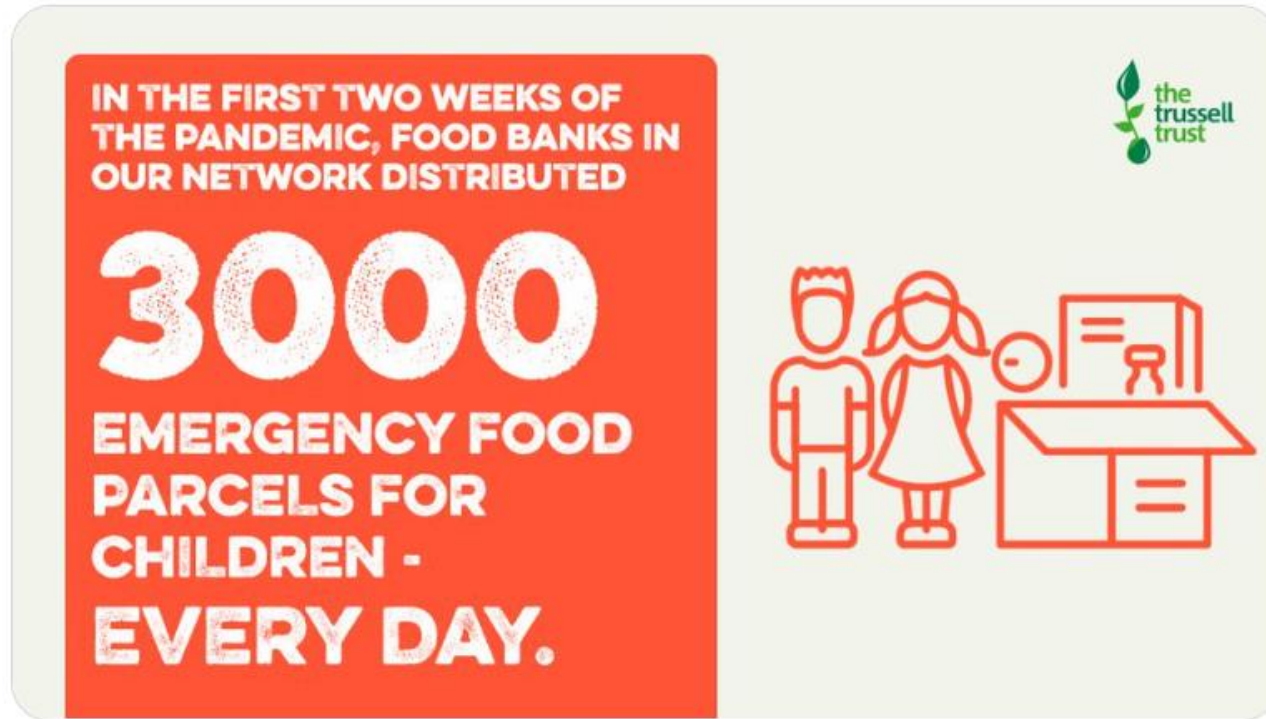
Journalists, campaigning and policy change groups

Some interested supporters/general public.

Simple comparisons can also be used internally to drive change



Tell a story – share data with others



General public,
beneficiaries and
donors



↻ 83

♥ 64



The same pandemic, unequal impacts: How people are experiencing the pandemic differently

It's been clear from the early stages of the COVID-19 pandemic that some groups are more affected than others.



People living in the poorest areas are at higher risk from COVID-19

People in the most affluent areas are **50% less likely** to die of COVID-19 than those in the poorest areas.



Black and minority ethnic communities are more affected by COVID-19

People of black ethnicity are **4 times as likely** to die from COVID-19 compared to people of white ethnicity.



Disabled people have been hit particularly hard

Disabled people have experienced death rates **2 to 3 times higher** than non-disabled people.



Young people are most likely to lose employment

One in three of 18–24-year-olds have been furloughed or lost their job – **twice the rate** of working-age adults.



Health and social care workers have an increased risk of adverse mental health outcomes

4 in 5 social care workers in Scotland reported their work during COVID-19 negatively impacted their mental health.

The COVID-19 impact inquiry is exploring the different ways the pandemic, and the national response to it, are affecting health and health inequalities in the UK.

Find out more at health.org.uk/covid-19-impact-inquiry

Telling a bigger story



When things
go wrong



What can you see?

A light-hearted look at some visualisations.
Breakout rooms in small groups, 4 slides

1. Name what's wrong
2. And what you'd do about it
3. We'll share back our findings after



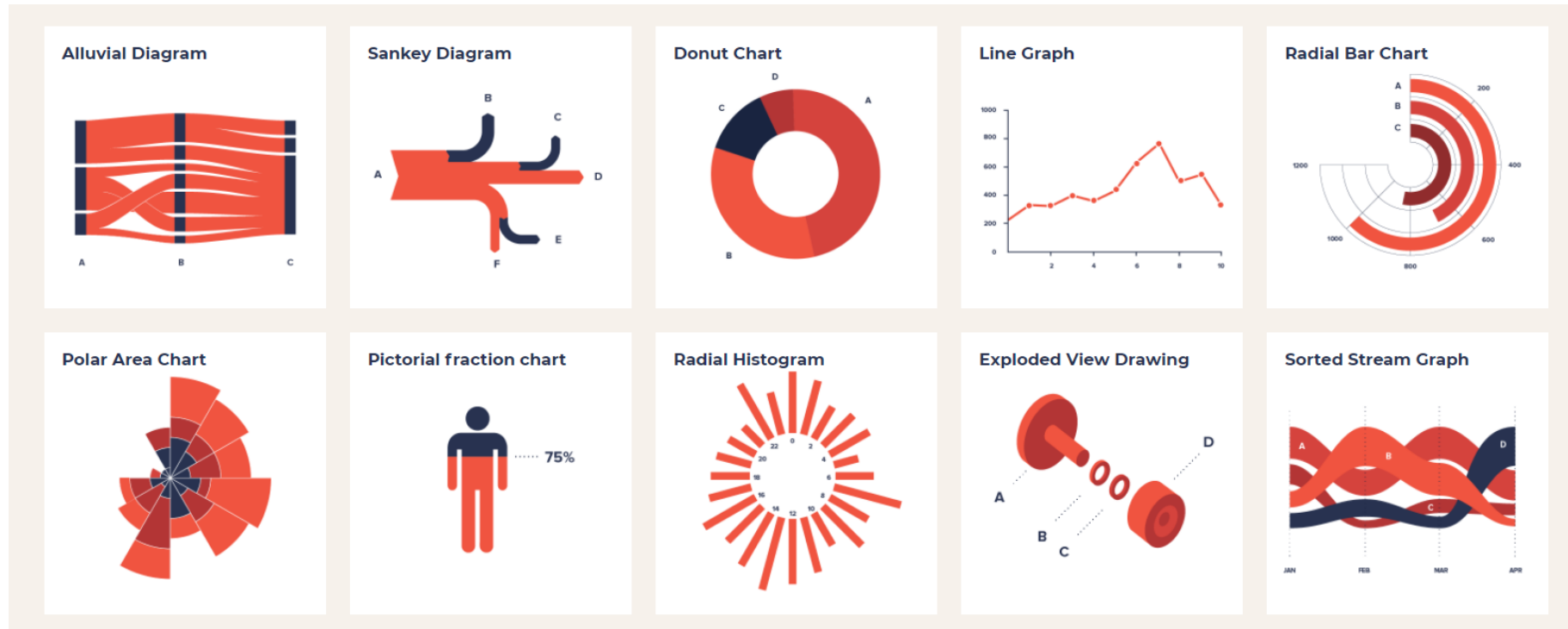
The golden rule...

#ShouldveBeenABarChart

Not true, but you do need to think carefully about the right visual for to be true to your data



Choose the right data visualisation



Simple explanations here at: <https://datavizproject.com/>



Choose the right chart or graph

Search by Function

View by List



Arc Diagram



Area Graph



Bar Chart



Box & Whisker Plot



Brainstorm



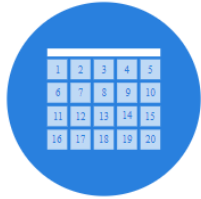
Bubble Chart



Bubble Map



Bullet Graph



Calendar



Candlestick Chart



Chord Diagram



Choropleth Map



Circle Packing



Connection Map



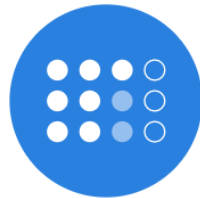
Density Plot



Donut Chart



Dot Map



Dot Matrix Chart

Simple explanations here at:
<https://datavizcatalogue.com/>



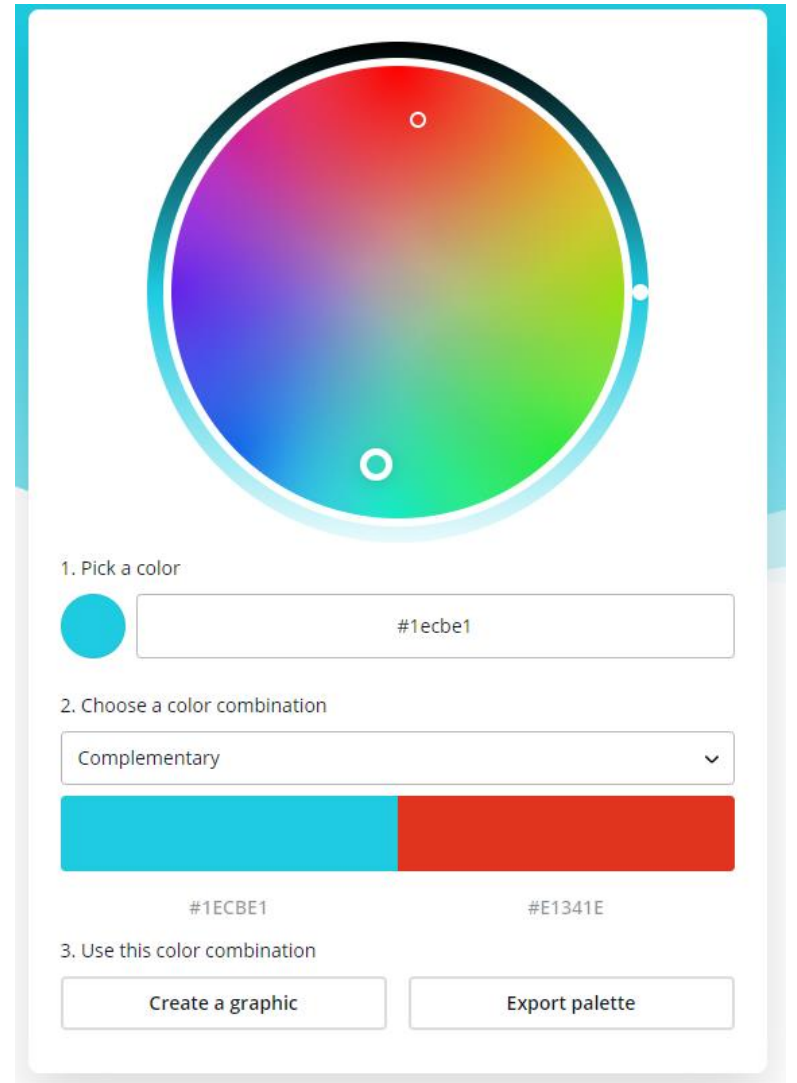
Choosing the right colours

Use the colour wheel to find colours that are complementary, triadic, shades and more.

Some tools like Canva do this for you in charts based on the first colour you choose e.g. a brand colour

Let's take a quick look...

<https://www.canva.com/colors/color-wheel/>





COMFORT BREAK



Let's make it right...



A simple Canva task



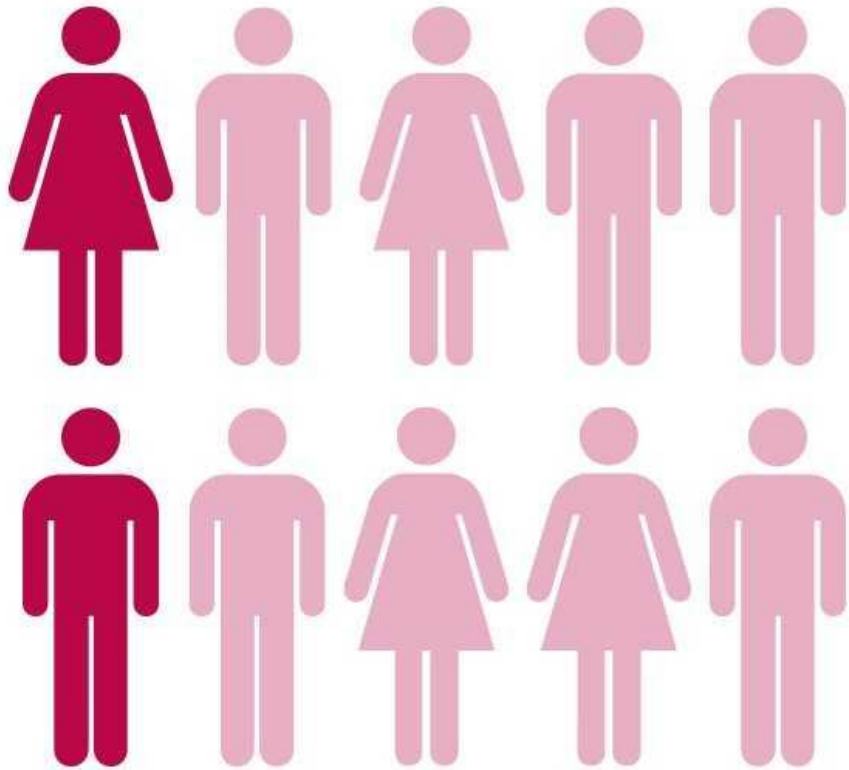
Recreate this simple fact from the UN Global Compact for Migration as a social media post.

It doesn't need to look the same! But try and use the similar dimensions and icons.

Choose two complementary colours if you want to change them.

Use a maximum of two font types.





Only

19%



are aware that
people living with HIV
and on effective
HIV treatment
can't pass it on.

Or re-create
this
example
fact using a
presentation
sized
canvas.

Reference: YouGov survey of 2,075 GN adults, June 2019





Quick demo of Canva



OVER TO YOU

Complete the task.

**OR create an example
from your work.**

20 minutes



Infographics

INFOGRAPHICS



**Planning your
own story**

Tell a simple short story



Or one with greater complexity

BREAKFAST CHANGES LIVES
HOW?

KIDS WHO EAT SCHOOL BREAKFAST...

- MISS LESS SCHOOL:** They attend an average of 1.5 more days per year.
- DO BETTER IN MATH:** They average 17.5% higher math test scores.

MORE ATTENDANCE + HIGHER MATH SCORES =

- 20% more likely to graduate high school.
- AND KIDS WHO EAT BREAKFAST REAP THE BENEFITS AS ADULTS, TOO:
- High school graduates on average earn **\$10,000** more annually.
- Less likely to experience **HUNGER** as adults.

BUT HERE'S THE PROBLEM
NOT ENOUGH KIDS ARE EATING SCHOOL BREAKFAST.

- 21 MILLION** U.S. kids get free or reduced-price school lunch.
- Only 1/2 of those kids get breakfast, even though they're eligible.
- Too many kids are showing up to school hungry. And hungry kids can't learn.

BREAKFAST CAN CHANGE THEIR LIVES

No Kid Hungry starts with breakfast

Learn how you can help at NoKidHungry.org/Breakfast

NOKID HUNGRY | **Deloitte** | Sponsored by **Kellogg's** | **EHC**

SYRIA: THE EXPLOSIVE TRUTH
The impact of explosive weapons in the first two years of fighting

- 55,274** TOTAL RECORDED DEATHS
- 40%** OF ALL DEATHS RECORDED WERE CAUSED BY EXPLOSIVE WEAPONS
- 93%** OF DEATHS FROM EXPLOSIVE WEAPONS WERE REPORTED TO BE CIVILIANS
- AT LEAST 2,330** CHILDREN WERE KILLED BY EXPLOSIVE WEAPONS

Data: VDC (March 2011-April 2013, as of 20 June 2013)


AOAV WORKS TO REDUCE THE WORLDWIDE HARM OF ARMED VIOLENCE

aoav.org.uk | @AOAV

AOAV ACTION ON ARMED VIOLENCE




Child Poverty In The UK


 Nearly 1 in 3 children live in poverty. (3.8 million)


1,600
 Families helped by Barnardo's last year with emergency grants.

Situation of Poverty in the UK


£13
 How much a child living in poverty has for all their daily needs; food, clothing, shelter.


 Families living in poverty have no savings to fall back on, no assets like a car to sell.


 With the loss of benefits, there is also very little support available from the Government.

Effect on Children

Children in poverty often go without things they need such as:

 3 meals a day

 Adequate Clothing

How Barnardo's Helps

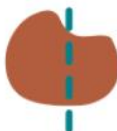




Barnardo's help families with children living in poverty by providing emergency grants. These grants provide essentials such as:

- | | | |
|--|--|---|
| 
£15
School Essentials | 
£30
Warm Winter Coat | 
£35
Travel Cot For Toddler |
| 
£100
A Child's Bed | 
£150
Full School Uniform | 
£200
Cooker For Fresh Meals |

Children living in poverty need your help today.

To donate or find out more:
www.barnardos.org.uk/crisis
 Registered Charity Nos. 216250 and SC037605

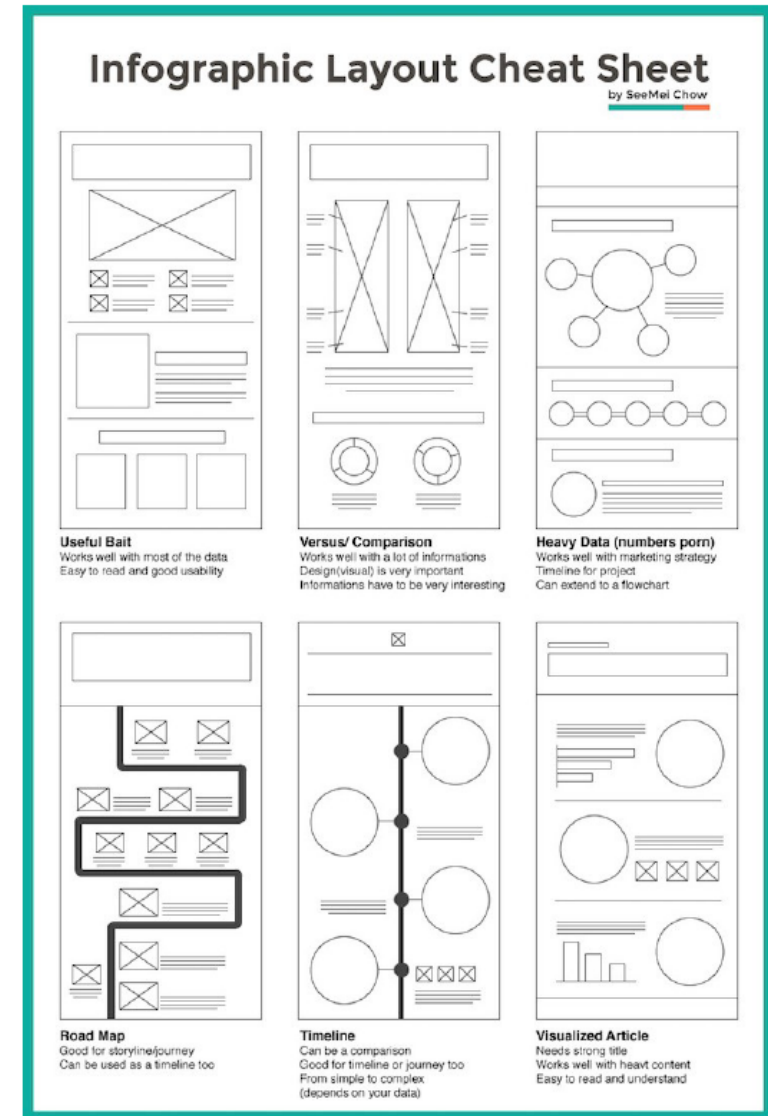


A	B	C	D	E
Asymmetry	Border	Colour	Diameter	Evolving
				
Both halves do not look the same	The mole has blurred or jagged edges	The mole has more than one colour	Irregular moles are usually larger than 5mm	Change in size, shape or colour



A few tips...

- ✓ Write down your narrative
- ✓ Sketch out your plan
- ✓ Look for the data that backs your message
- ✓ Don't overcrowd it
- ✓ Be careful with colour
- ✓ Be kind to you – it takes time
- ✓ Start with a template



What's your story?

What story are you going to tell?

(And who is your story for)

Jot down some ideas – 2 mins



SINCE ITS LAUNCH,

700K KIDS

thousands of kids received benefits from the organization's charitable efforts and activities



CLASSROOMS **1,000**



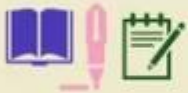
rooms for learning were built, and restored to give the kids a better learning experience

5,000 SCHOLARSHIPS

full scholarships were awarded and given to kids with outstanding academic performance



DONATION **\$12M**



was collected to buy essential school supplies and materials for the kids' education

START TO CHANGE A KID'S WORLD

Sign up and join us! Visit www.educatekids.com
email us at info@educatekids.org

CONSCIOUS KITCHEN



nourishes students and the community by serving fresh, local, organic, scratch-cooked, nutritious meals and recommitting to food equity, education and access

SINCE CK COVID-19 RESPONSE BEGAN:

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healthy, delicious meals available daily for pickup outside of Bayside MLK Academy for all students and anyone under age 18

✓ Explore the templates available to you in Canva. Is there one that you could use?





OTHER USEFUL TOOLS



**Free and low cost
ways to create reports**

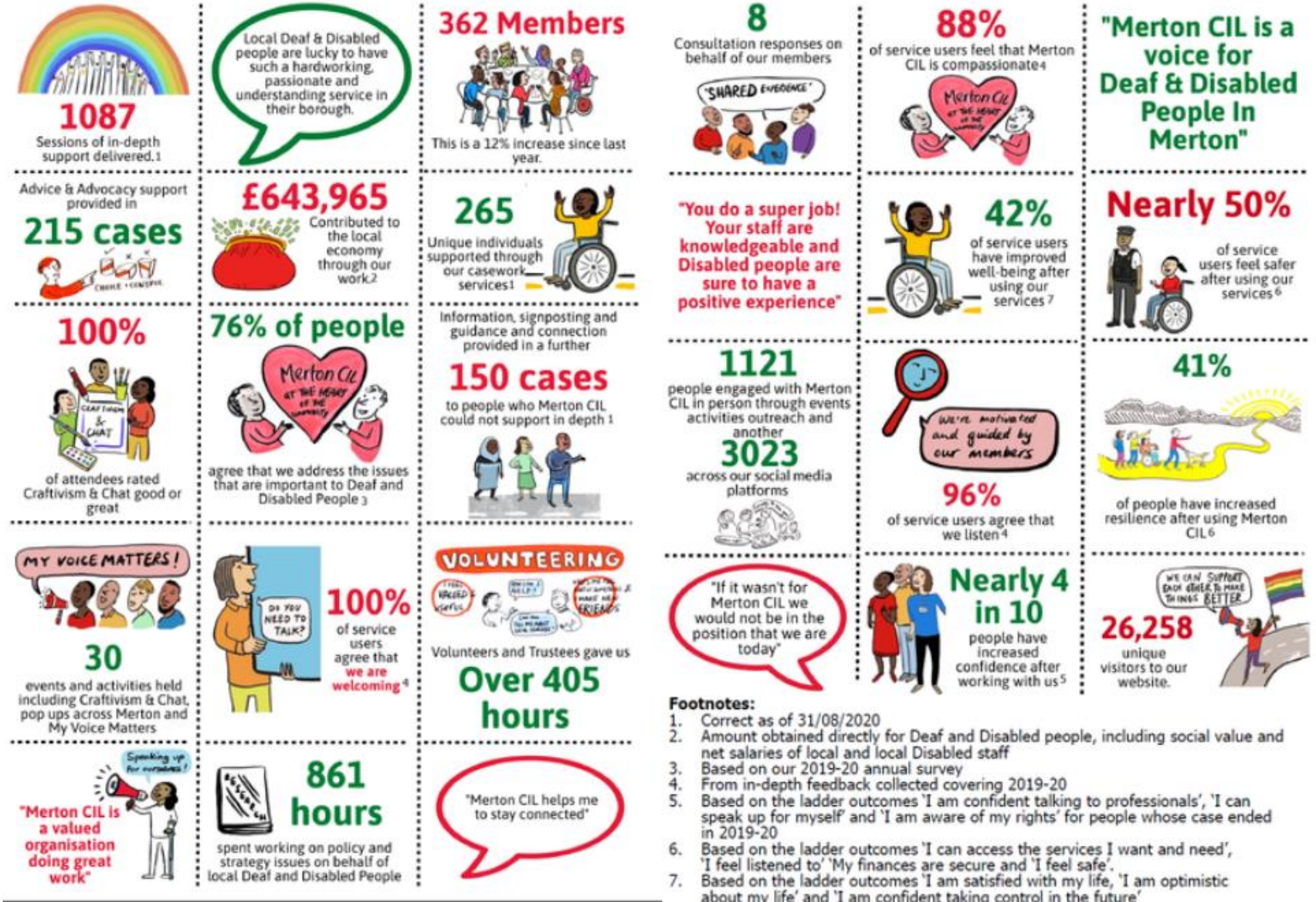


Kingston Churches
Action on
Homelessness

storytelling annual reviews follow a theme every year and are usually introduced by a client, volunteer or stakeholder.



Illustrated Financial Statement here: [Illustrated Financial Statement 2021/20](#)



Footnotes:

1. Correct as of 31/08/2020
2. Amount obtained directly for Deaf and Disabled people, including social value and net salaries of local and local Disabled staff
3. Based on our 2019-20 annual survey
4. From in-depth feedback collected covering 2019-20
5. Based on the ladder outcomes 'I am confident talking to professionals', 'I can speak up for myself' and 'I am aware of my rights' for people whose case ended in 2019-20
6. Based on the ladder outcomes 'I can access the services I want and need', 'I feel listened to', 'My finances are secure and I feel safe'.
7. Based on the ladder outcomes 'I am satisfied with my life', 'I am optimistic about my life' and 'I am confident taking control in the future'

[Merton Centre for Independent Living](#) illustrated impact reports.

You could use Canva or PiktoChart to create 1 page



Create a webpage report

wakelet

Save, organize and tell stories with content from around the web

Sign up for free

Create a quick collection

It's a tool to turn many links into one
No sign up needed

Created by nrai • Follow



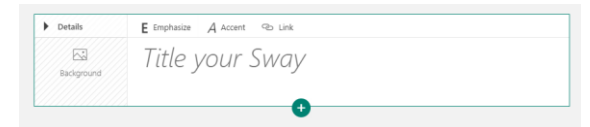
Trust for London: 125 years of supporting social change in the capital

103 items

- An interactive story celebrating 125 years of Trust for London
- Hello, we are **Trust for London**. Previously known as **City Parochial Foundation**, we are the largest charitable organisation working to tackle poverty and inequality in London.



Spark Page



ISSUU



Email reports

KINGSTON HUB IMPACT REPORT

Kingston Hub has worked hard to support Kingston University students over 2016-17. Our wide range of programmes have allowed students to develop their social capital, through gaining real world experience, developing their confidence and resilience, and connecting them with global issues.

We have been proud to launch new programmes, develop service learning opportunities and work in collaboration with even more partners across the university.

Click below to hear Shanna's introduction to this year's activities.



THE IMPACT

We support students to take part in and lead a wide range of social action opportunities in their communities. In 2016-17:

377

students participated in one of our programmes this year.

811

students attended critical engagement events that we hosted.

1090

students attended tailored training events that we hosted.

Taking part in our activities has a transformative impact on students' skills and confidence:



95%

increased their confidence in approaching challenges.



96%

improved their ability to work with others to make change.



89%

improved their ability to lead others to make change.

Getting involved with Kingston Hub supports students to flourish whilst at university and make the most of their time at Kingston:



91%

said Kingston Hub enhanced their university experience.



95%

said Kingston Hub offered access to opportunities they wouldn't otherwise have had.



97%

said they would recommend getting involved.

- ✓ Can email get your report to people faster?
- ✓ Don't make them click a link but include in the email body itself.
- ✓ This example was from a Mailchimp newsletter



Data visualisation tools to try



✓ [Canva](#) & upgrade to Canva for Work

Piktochart

✓ [PiktoChart](#) \$40 annually for non-profits, free version



✓ [Infogram](#) – 10 projects, 5 pages per project

easelly

✓ [Easel.ly](#) – free version



✓ [Venngage](#) – Need to screenshot for free, then \$10 non-profit

 **batchgeo**

✓ [Batchgeo](#) – free, paste postcodes





WHERE TO SHARE?

Think of **10** ways to
share your data
visualisation...
In chat. **GO**



Useful resources

How people perceive visual information

[5 psychology studies with top tips](#)

Choosing the right charts

[Quickly choose the right type of chart](#) for your data (there are even Excel or PowerPoint templates to download).

What to consider when creating a pie chart - [Datawrapper](#)

Choosing the right colours

[The rule of three colours](#) – choosing your colour palette

[Adobe colour wheel](#) for finding complementary colours

[Upload a photo](#) to choose a colour scheme e.g. your logo

Being more accessible

[Writing](#) alt text and making them colour friendly





TRY IT FOR YOURSELF

- ✓ Write / draw out a short story about your work to share visually
- ✓ Use a free tool to create it
- ✓ Book your Ask the Expert 1:1 or share with a colleague for comments

Becoming more datawise

- ✓ Complete our session evaluation
- ✓ Register for [Datawise London support](#)
- ✓ Check training opportunities [on our Eventbrite page](#)
- ✓ Sign up to our [eNews](#)
- ✓ Get help with digital:
- ✓ [London Digital support access form](#)



A blue magnifying glass icon is positioned on the left side of the slide, set against a large orange circular background. The magnifying glass is tilted slightly to the right.

Thank you for taking part

SORREL PARSONS

sorrelparsons@superhighways.org.uk

www.datawise.london

