

INFOGRAPHICS:

VISUAL STORIES

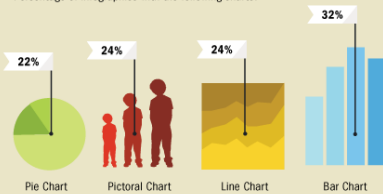
INFOGRAPHIC OF INFOGRAPHICS

Data visualization is a popular new way of sharing research. Here is a look at some of the visual devices, informational elements, and general trends found in the modern day infographic.

DESIGN

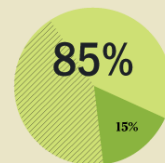
CHART STYLE

Percentage of infographics with the following charts:



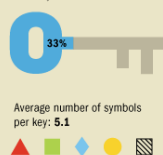
FONT

■ Sans Serif
 ▨ Condensed Sans Serif
 ■ Serif

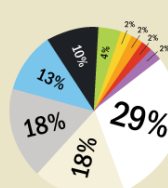


KEY INFO

Percentage of infographics with key:

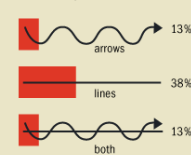


BASE COLOR



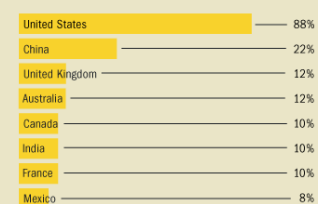
NAVIGATIONAL ICONOGRAPHY

Frequency of arrows & connecting lines in infographics:



CONTENT

COUNTRIES FEATURED

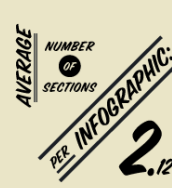


THEME

Relative popularity of different infographic themes:



SECTIONS



CREDITED SOURCES

Average number of sources per infographic: 2.29



TITLE

Average number of words per infographic title: 4.36

“RICHEST AND POOREST AMERICAN NEIGH

Infographics

A New Trend for Sharing Information



WHAT ARE INFOGRAPHICS?

They blend text and images to convey information visually — illustrating facts with charts, maps or diagrams.

<https://www.youtube.com/watch?v=zvmDi82xEMc>

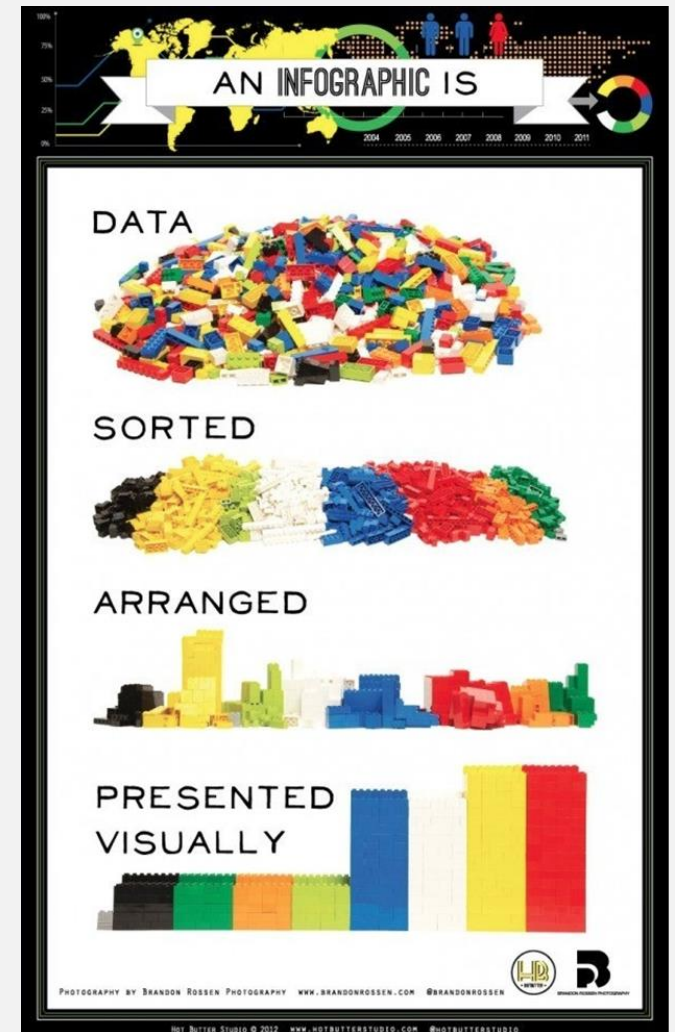
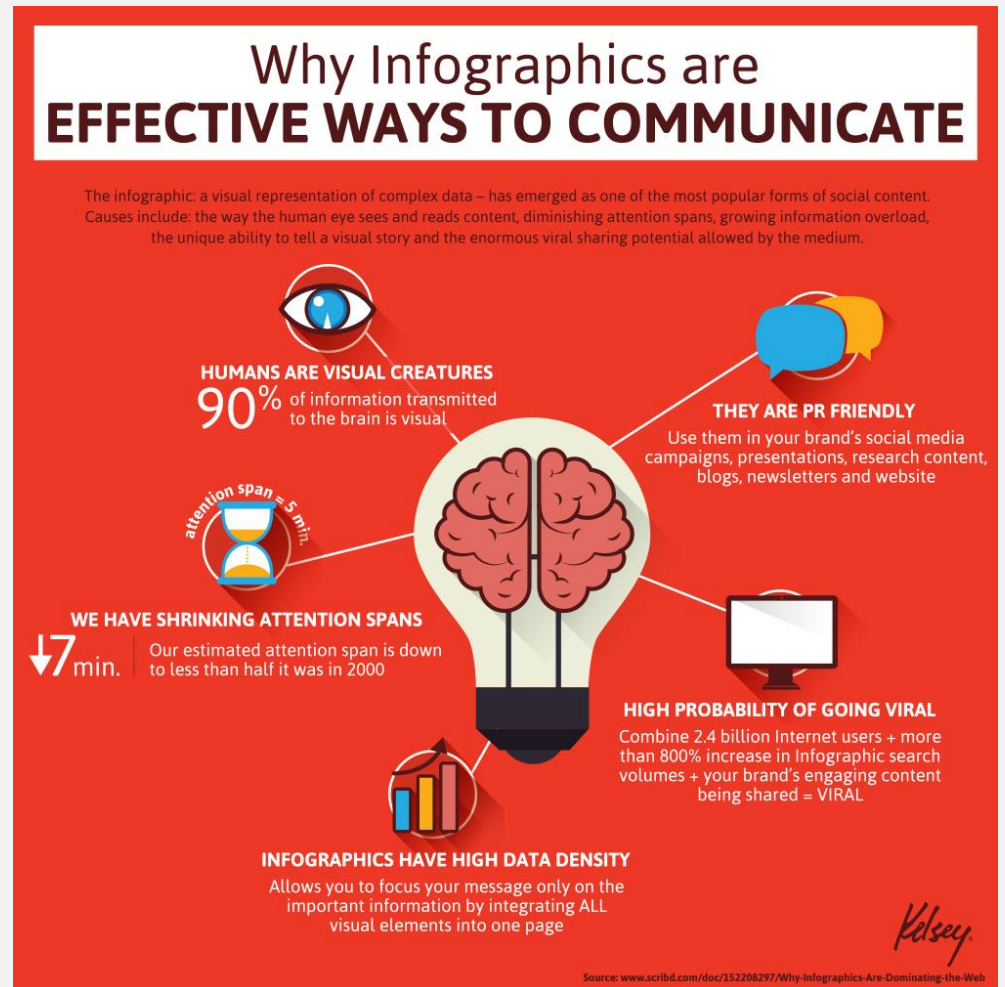


Image courtesy of [Hot Butter Studio](#)

WHY INFOGRAPHICS

- They tell complete stories.
- 60-80% of the human brain is dedicated to forms of visual processing.
- Attention spans have shrunk.
- Infographic on “[Why to use Infographics](#)”



WHY INFOGRAPHICS WORK

COLOR
80%
MORE LIKELY TO BE
READ

1/10
OF A SECOND
TO GET THE SENSE OF A
VISUAL

5 TIMES
MORE
INFO
THAN IN 1986

28%
WORDS READ
PER VISIT

34 GIGABYTES
DAILY
100,500
WORDS

On average, users only read 28 percent of words per visit.
Nielsen, J. (2008). *How Little Do Users Read?*
www.nngroup.com

Researchers found that color visuals increase the willingness to read by 80 percent. Green, R. (1989). *The Persuasive Properties of Color. Marketing Communications.* www.office.xerox.com

We receive five times the amount of information every day as we did in 1986. Alleyne, R. (11 Feb 2011). *Welcome to the Information Age — 174 Newspapers a Day.* *The Telegraph.* www.telegraph.co.uk/science

Humans can get a sense of a visual scene in less than 1/10 of a second. Semetko, H. & Scammell, M. (2012). *The SAGE Handbook of Political Communication.* SAGE Publications. www.uk.sagepub.com

We consume 34 gigabytes (100,500 words) outside of work on an average day. Bohn, R. & Short, J. (2012). *Measuring Consumer Information.* *International Journal of Communication, Vol 6.* ijoc.org

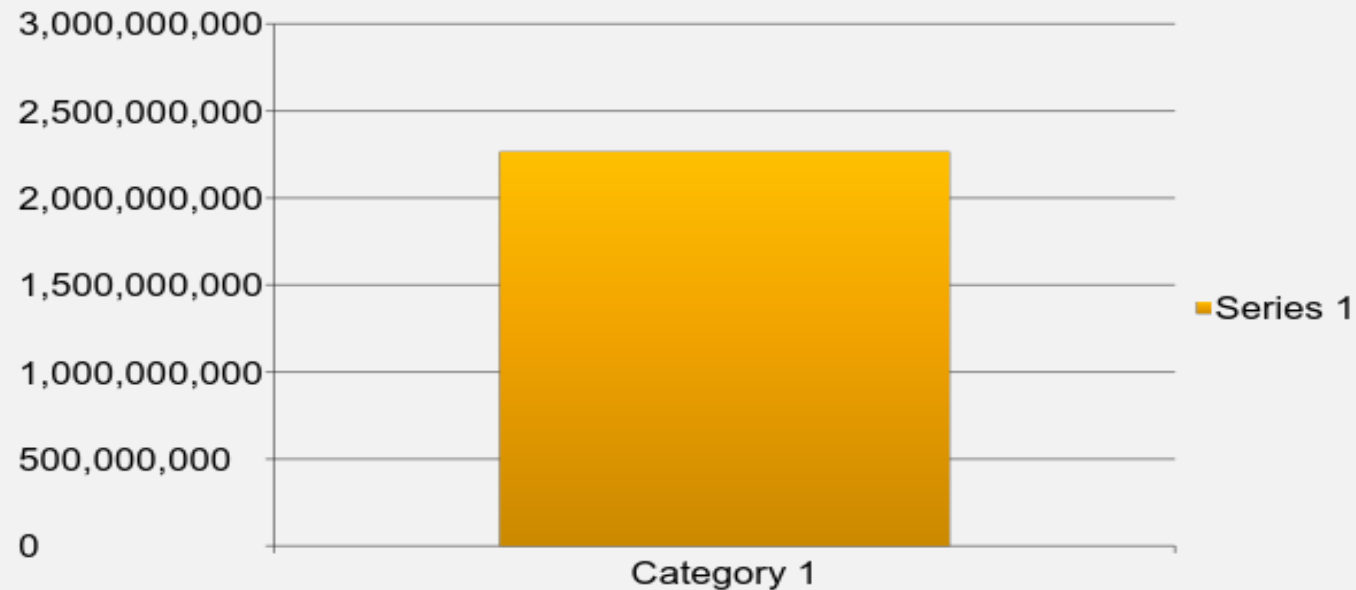
WICK
MARKETING

igniting brands with bright ideas

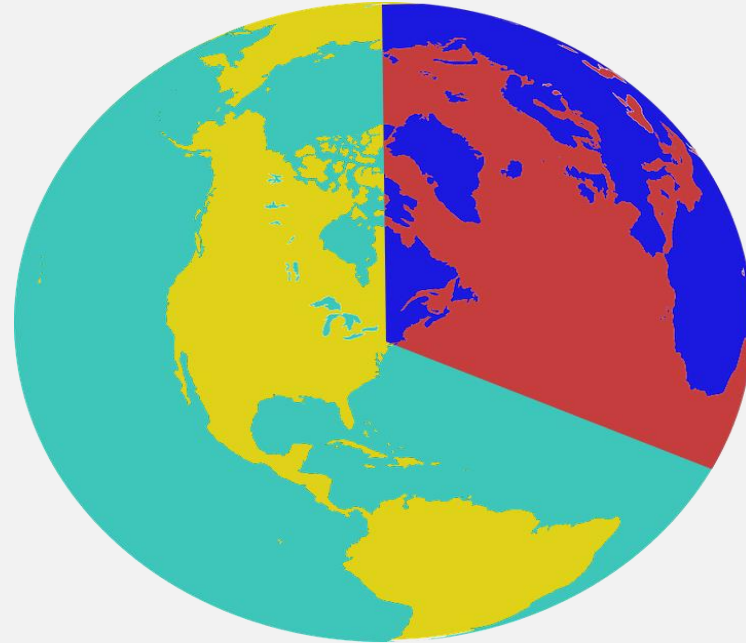
CONTEXTUALIZING DATA

2,267,233,742

A number by itself has no context ...



A NUMBER COMPARED TO OTHERS...

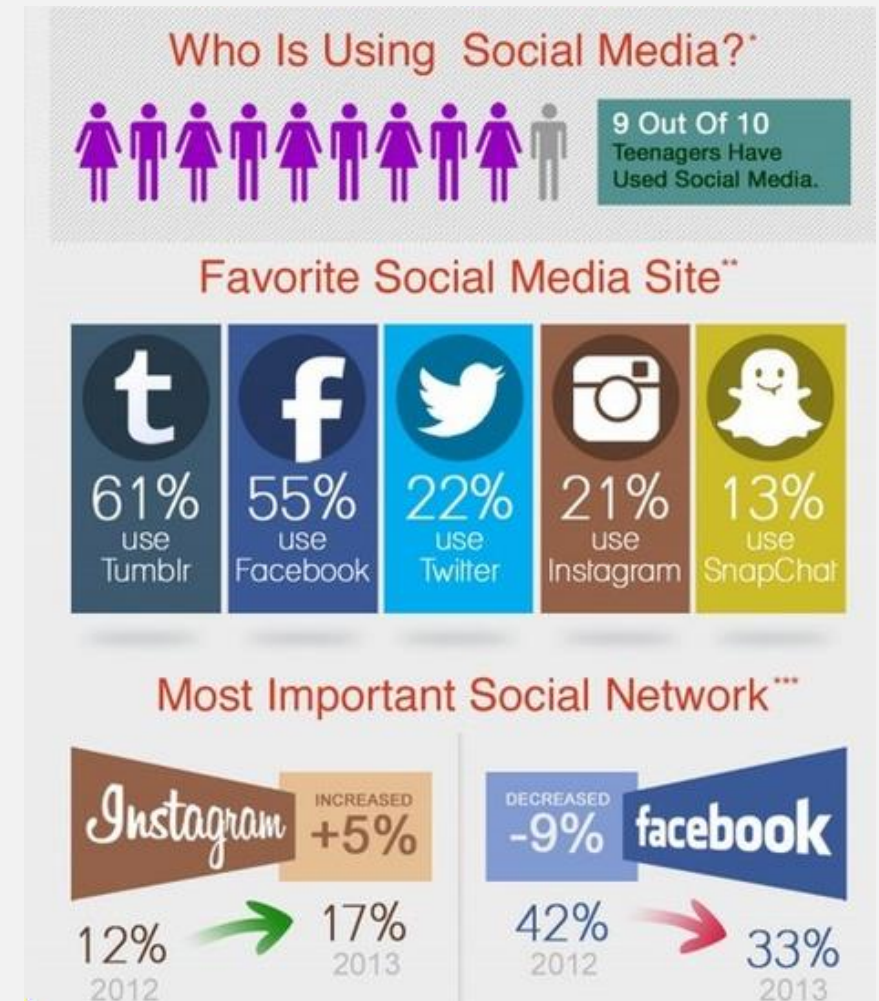


2,267,233,742
global internet users

7,009,000,000
total people on earth

WHEN SHOULD YOU USE INFOGRAPHICS?

Use them where complex information needs to be explained quickly & clearly, such as in signs, maps, journalism, and technical writing.



WHAT WILL YOU REMEMBER?

Montana

Story Behind the Name

- From the Spanish word montaña
- Means mountain

Location & Geography

- A Mountain State
- Located in the middle of the longest land border between Canada and the United States




- Western side is made up of several mountain ranges
- Climate is rather dry, but goes through many extremes of temperature

Counties Regions

- 56 counties

Bighorn Country	Glacier National Park
Eastern Montana	South Central Montana
The Flathead	Southwestern Montana
Glacier Country	Western Montana



Verizon Wireless COVERAGE AND PLANS

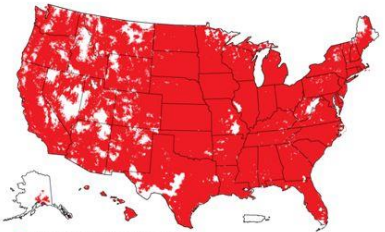
THE BEST NETWORK AND COVERAGE THE MORE EVERYTHING PLAN VERIZON EDGE

America's Largest 4G LTE NETWORK

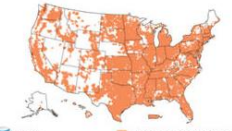
Among the four major wireless carriers, only Verizon's 4G network is 100% 4G LTE the gold standard of wireless technology. Available in over 500 cities, Verizon 4G LTE covers 98% of Americans. Experience the speed and power in more places.

[Check Your Coverage](#)


ALASKA Customers, click here to view your new coverage maps.




■ VERIZON 4G LTE COVERAGE



at&t ■ AT&T 4G LTE COVERAGE



Sprint ■ SPRINT 4G LTE COVERAGE



••T-Mobile•• ■ T-MOBILE 4GLTE COVERAGE

Voice and Non-4G LTE data service available outside 4G LTE coverage area.

THE RISE IN CTE

career & technical education

THE RISE IN CAREERS

To keep up with today's growing economic demands, students are turning to Career and Technical Education (CTE) to help prepare them for the global workforce.

THE TOP 10 HARDEST-TO-FILL JOBS INCLUDE SKILLED TRADE WORKERS

HEALTH CARE OCCUPATIONS

many of which require an associate degree or less, make up 12 of the 20 fastest growing occupations

MIDDLE-SKILL JOBS

that require education and training beyond high school, but less than a bachelor's degree, are a significant part of the economy

1 MILLION JOBS

open in trade, transportation and utilities sectors and 315,000 in manufacturing



THE RISE IN EDUCATION

CTE programs are now offered in middle schools, high schools and postsecondary education institutions across the country.

INFOGRAPHIC TYPES

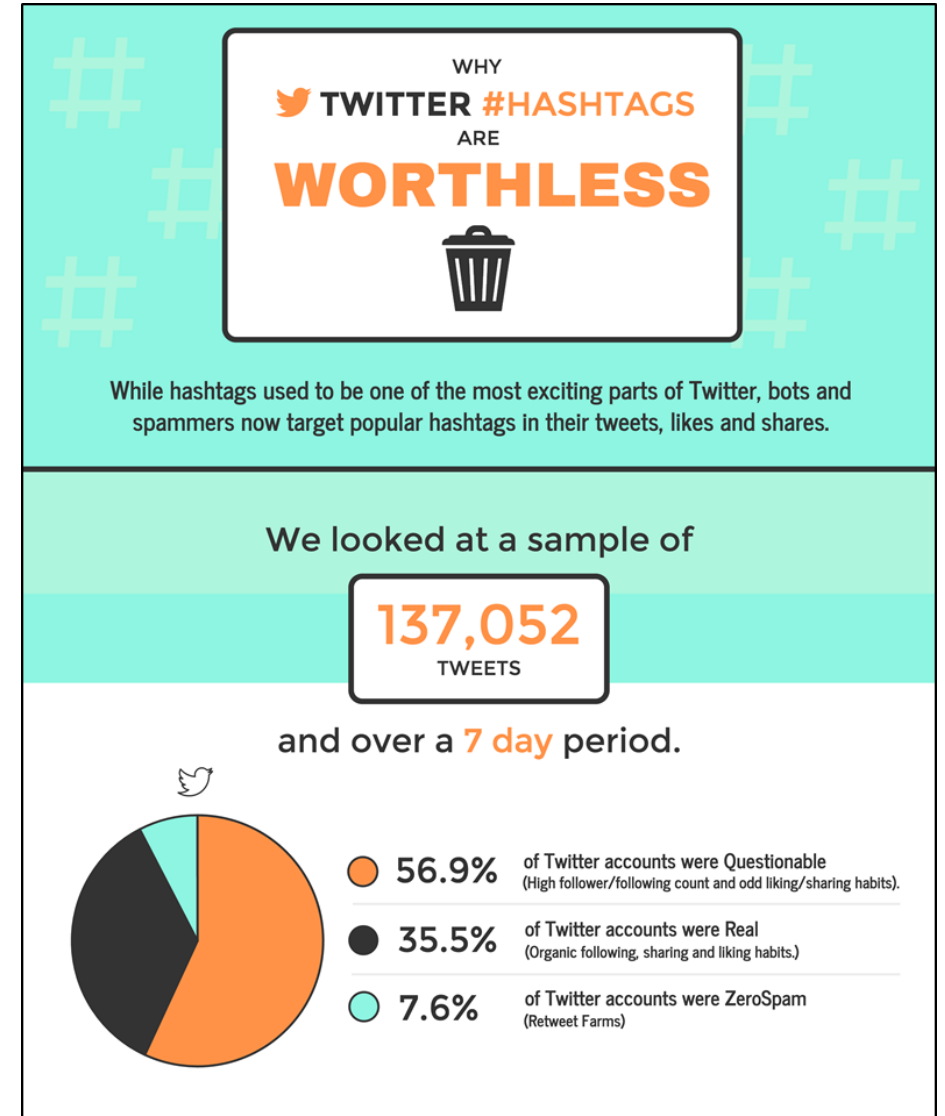
- Statistical (Basic)
- Informational
- Timeline
- Visual Article
- Process
- Map (Geographic)
- Comparison (Versus)
- Hierarchical
- How to
- Photographic
- Data Visualization
- Resume

Statistical Infographic

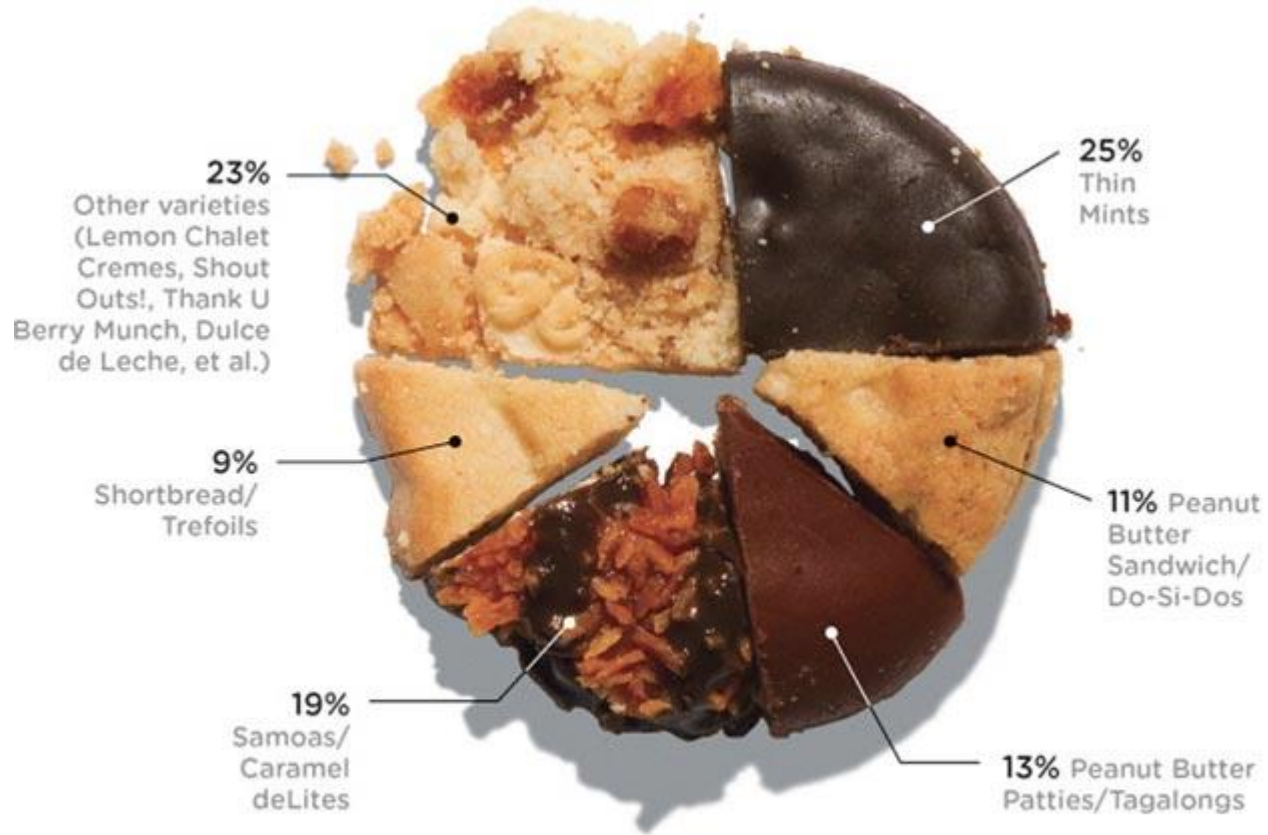
Should be used when you want to put the focus on your data.

Used to tell a compelling story or topic using the numbers and data.

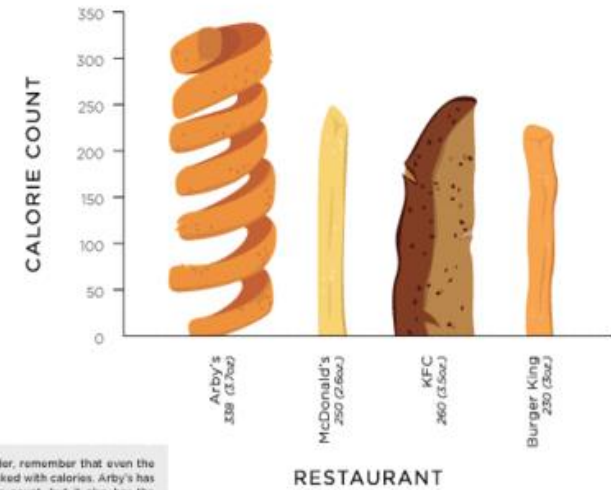
- Charts
- Graphs
- Illustrations



Girl Scout Cookies



SMALL FRY, BIG CALORIES.

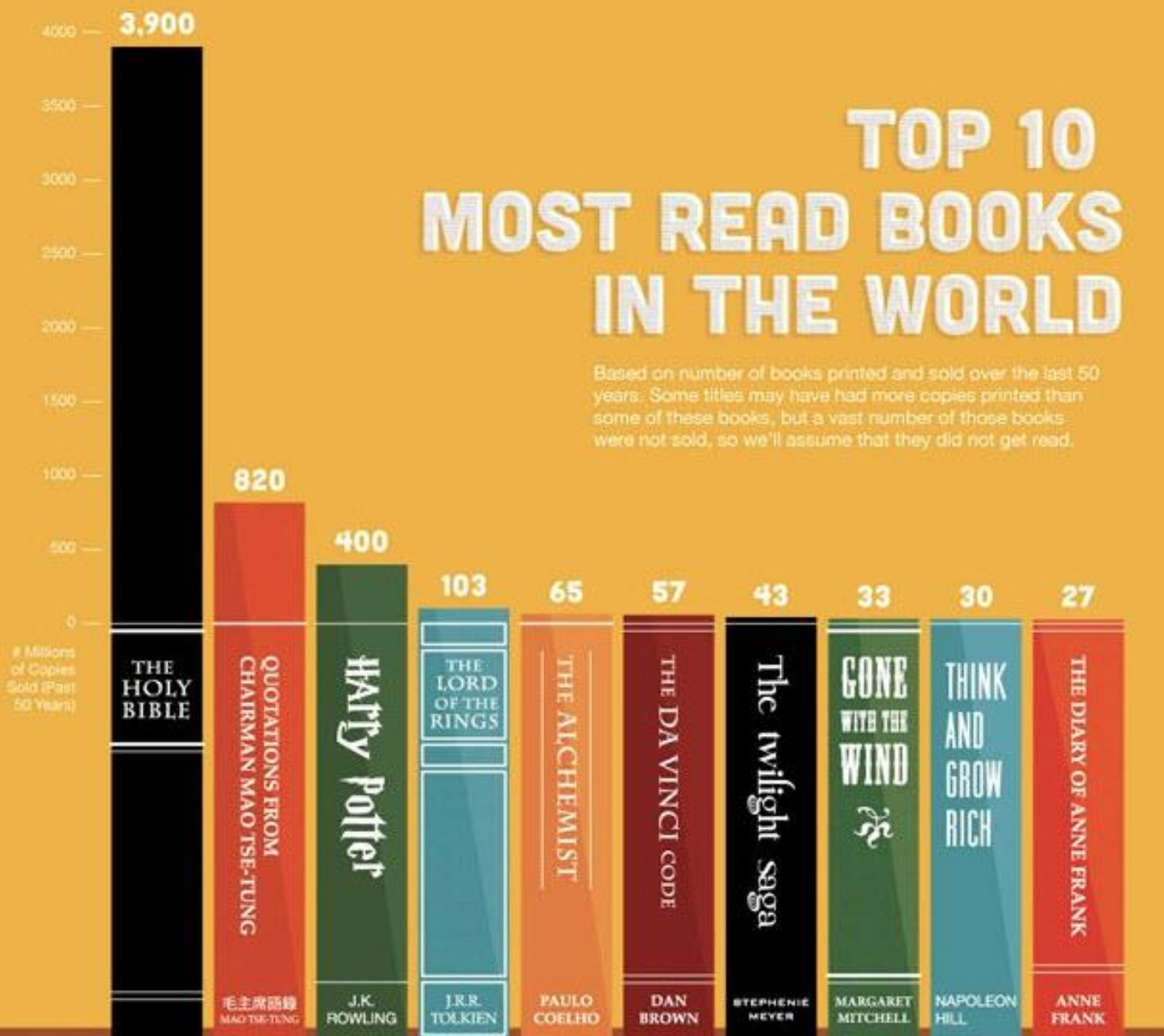


Next time you order, remember that even the small ones are packed with calories. Arby's has the highest calorie count, but it also has the largest serving size. Inversely, McDonald's has the lowest count but the smallest serving size. (Information courtesy of nutrition fact sheets)

Way to be sneaky, McDonald's.

TOP 10 MOST READ BOOKS IN THE WORLD

Based on number of books printed and sold over the last 50 years. Some titles may have had more copies printed than some of these books, but a vast number of those books were not sold, so we'll assume that they did not get read.



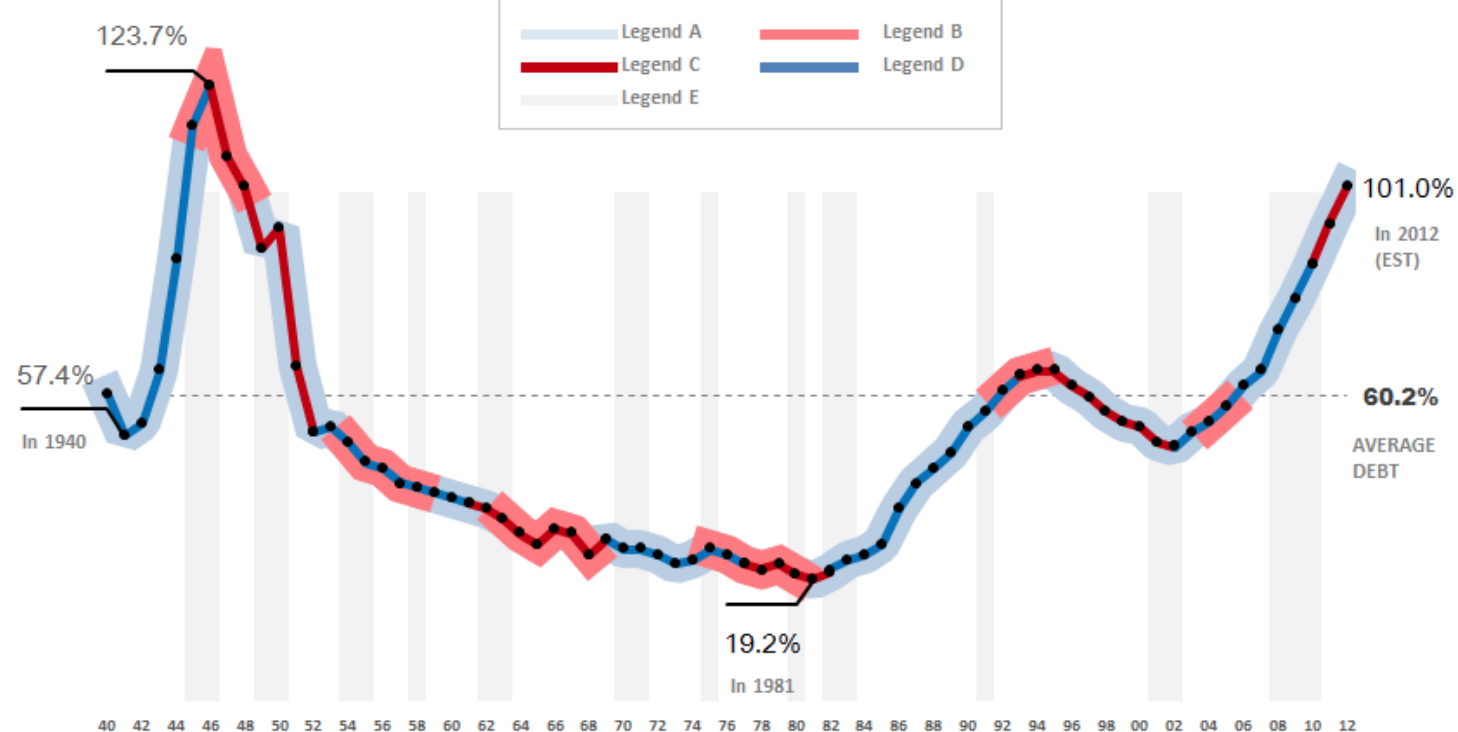


UNITED STATES DEBT AS PERCENTAGE OF GDP [1940-2012 EST]

Measuring U.S. debt in numbers that haven't been adjusted for inflation produces an alarming and somewhat misleading result. Measuring U.S. debt as a percentage of GDP gives as a much better idea of who our biggest borrowers have been.

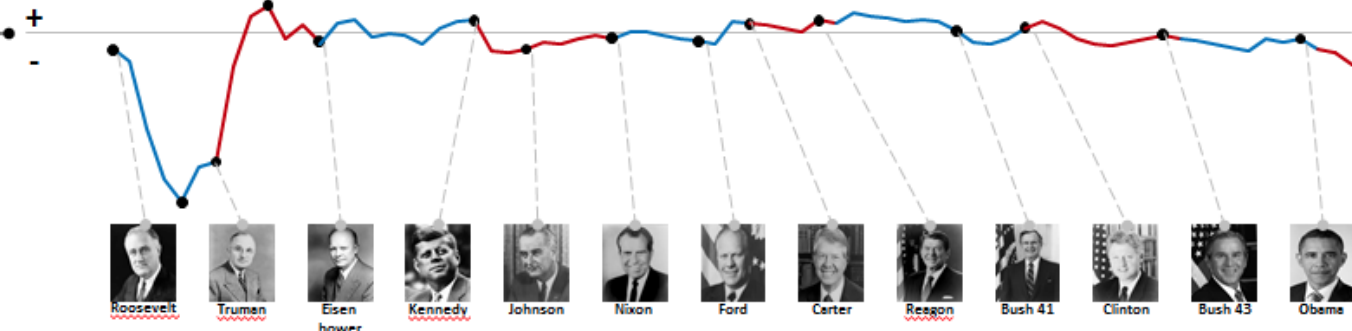
WHO IN WASHINGTON IS RESPONSIBLE FOR THE U.S. DEBT ???

With all the talk lately about the debt ceiling, we wanted to take a look at how we got there. While all the political parties play the blame game, the facts paint a more complicated picture. The data shows that both parties have presided over huge increases and decreases in our national debt, and that events like World War 2 and periods of recession have often been far more important than party ideology.



BUDGET SURPLUSES & DEFICITS AS A PERCENTAGE OF GDP

Some presidents are better at balancing the budgets than others. Despite labels such as fiscal conservative or big government liberal, the data shows that the ability or inability to balance the budgets is truly bi-partisan.



HOW THE RATIO OF DEBT COMPARES TO OTHER COUNTRIES

The range is enormous due to emerging third world markets and wild swings created by the economic collapse.



Statistical Infographic

Statistics that Prove Internship Program is Worth It

Internships are becoming an increasingly integral part of education. Not only do they provide working experience for students as they determine their career path, they also benefit employers.

INTERNSHIPS CAN

- Help employees grow as teachers and mentors.
- Allow companies to recruit and fill entry level positions from within.
- Increase a team's output at a relatively low cost.

Here's who your interns are and internship programs can help your company scale to success.

- 40 MILLION** Millennials currently in the workforce. By 2025, 3 out of every 4 workers globally will be a Millennial.
- +63%** of Millennials having a Bachelor's Degree (the most educated generation in American history).
- 63%** of U.S. executives will be eligible to retire in the next 5 years, creating a significant leadership gap to be filled.
- 87%** of Millennial workers took on management roles in the last 5 years (compared to 3% of Gen X workers and only 1% of Baby Boomers).
- 67%** of the college class of 2013 completed at least 1 internship during college (a 1% increase over the year prior).
- 9.81%** increased odds of attaining full-time employment for students who had 1 internship versus those who had none.

INTERMEDIATE INTERN STATISTICS

Tech Industry Workplace Culture Quantified

We looked at data from 4,364 Good&Co app users to explore how psychometric data can inform our understanding of:

- Workplace Behavior
- Company Culture
- Success

Looking for a workplace with a creative culture? Avoid Facebook.

- Intellectual curiosity**
Apple employees scored 10X higher for intellectual curiosity.
- Less Adventurous**
Female Facebook managers are 40% less adventurous than male managers, and 59% less adventurous than other female employees.
Male Facebook managers are 17.7% less adventurous than other male employees.

Think Microsoft is less innovative than Apple? Think again.

- Less Adventurous**
On average, Facebook employees are 17% less adventurous than Microsoft employees and 13% less adventurous than Apple employees.

BEGINNER TECH CULTURE

Vibrant Infographics for Engaging Content

HEADER ONE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sed odio a sem ornare varius. Sed tunc du, dictum eu lacina vitae, pellentesque id tellus.

HEADER TWO
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sed odio a sem ornare varius. Sed tunc du, dictum eu lacina vitae, pellentesque id tellus.

HEADER THREE
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus sed odio a sem ornare varius. Sed tunc du, dictum eu lacina vitae, pellentesque id tellus.

BEGINNER VIBRANT INFOGRAPHIC

Why Twitter #Hashtags are Worthless

While hashtags used to be one of the most exciting parts of Twitter, bots and spammers now target popular hashtags in their tweets, likes and shares.

We looked at a sample of **137,052** tweets and over a 7 day period.

- 56.9% of Twitter accounts were Questionable (High follows/following count and not liking/retweeting habits)
- 35.5% of Twitter accounts were Real (Organic following, sharing and liking habits)
- 7.6% of Twitter accounts were ZeroSpam (Realist friends)

There were ZeroSpam accounts in the sample of 137,052 tweets.

Most ZeroSpam accounts are less than 8 months old and are following 0 people and have less than 10 followers, but are tweeting and liking 5x+ times in less than a half a year.

They averaged 6691 likes and 17025 shares/retweets over that time period.

They totaled 19,22M false likes and 48.9M shares/retweets.

BEGINNER TWITTER HASHTAGS

Premium Brain Power

An in-depth study of what makes us tick.

- LEARNING**
67% of people develop the learning mindset.
- STIMULATION**
25% of people don't get enough stimulation.
- KNOWLEDGE**
32% of children don't have accessible learning resources.

INTERMEDIATE BRAIN POWER

Main Header

Sub Title

75k

20,000

20,000

20,000

75k

PREMIUM

Presidential Tweets

HILLARY CLINTON DEMOCRATIC

FOLLOWERS TWITTER **10.84%** INCREASE

ANNOUNCEMENT DATE

TOP TWEETED TERMS

- "MOM"
- "MOTHER"
- "HILLARY"
- "SIK"
- "JOIN"
- hillary2016
- hillaryforA

PREMIUM

Teens, Social Media & Business

How often do teens go online? Do teens have access to smartphones?

- 12% go online weekly
- 21% go online daily
- 50% go online several times a day
- 58% have a smart phone
- 30% have a regular phone
- 12% do not have a phone

Access to smart phones according to ethnicity:

- 85% of African Americans have access to a smart phone.
- 70% of White-Hispanic teens have access to a smart phone.

BEGINNER

Walking Your Dog at Midnight

Key points and information you should know about walking your four-legged friend after-hours.

COFFEE

Dogs have endless energy. If you up this late chances are your going to need a coffee. To keep up with your pooch, down 2 cups of joe just before you then head out for the open road.

ENERGY USED WHILE RUNNING (CALORIES)

PREMIUM

Our Breakout Year

How we broke all the records in the last 12 months.

7.8%

5.0%

4.0%

1.0%

9.7%

PREMIUM

2016

52 NEW HOME FEATURES

30 NEW EMPLOYEES

CALL CENTRES

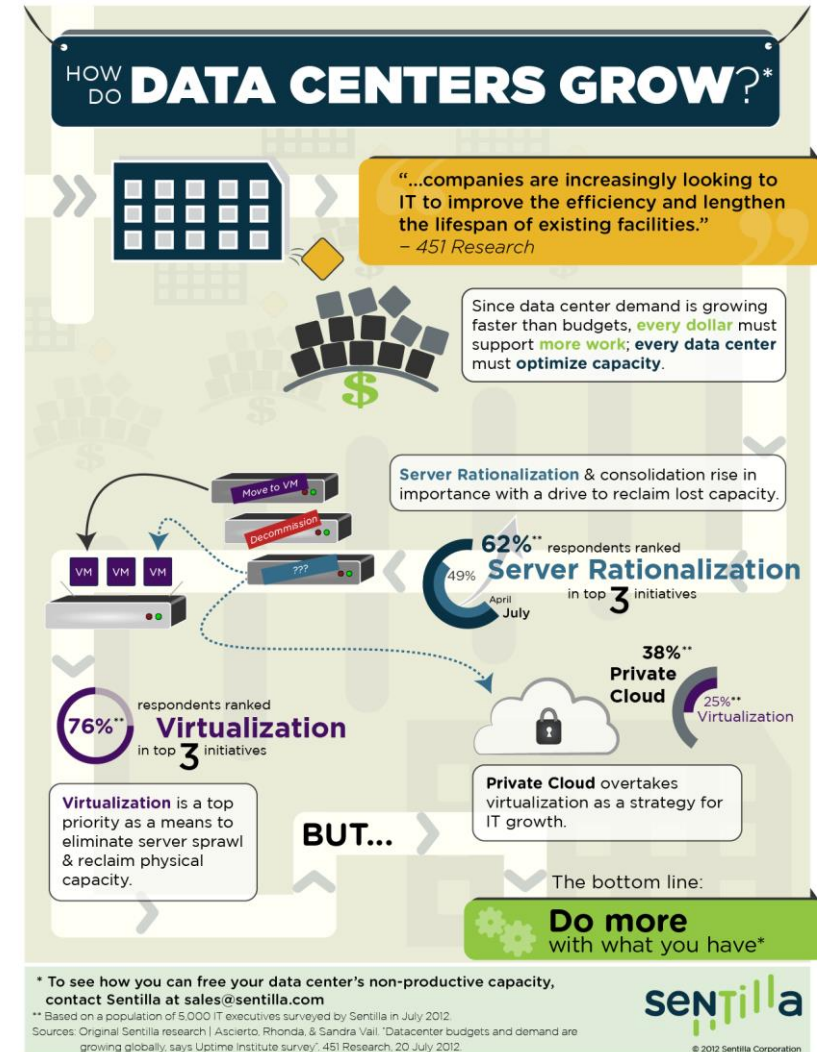
EQUAL WAGES

PRESENT PERIODERAM

Informational Infographic

Used primarily to convey text-based information in easy to understand points.

- An established hierarchy, using icons or bullet points.
- Header points that introduce steps or parts of a topic.
- Concise body text that explains each header point.
- Goal is to inform.





Turn Your Poll & Survey Data into an infographic

COLLECT YOUR DATA

When it comes to creating a survey, you'll want to have a clear idea of what specific sorts of information you hope to collect.



Know the point you are trying to prove.

Design your questionnaire having in mind the point you are trying to prove.



Distribute your survey to a statistically significant audience.

Analyze the results.

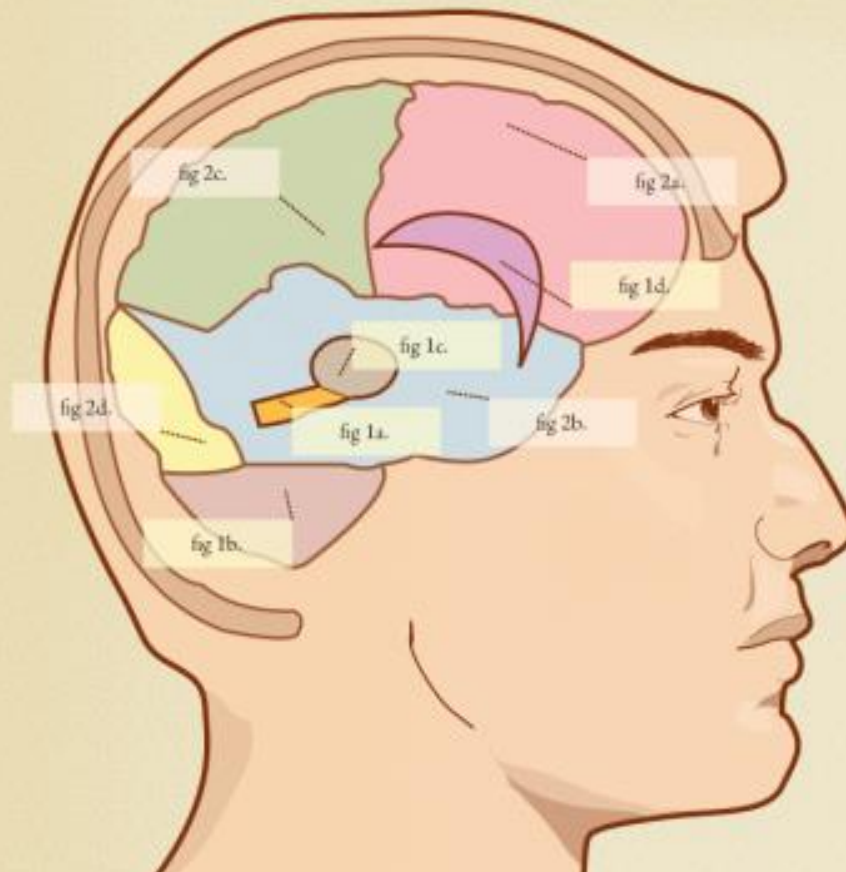


HOW DOES THE BRAIN retain information?

The manner by which humans retain and retrieve information is an area widely explored and as of yet not completely understood. The human brain consists of about one billion neurons. Each neuron forms about 1,000 connections to other neurons, amounting to more than a trillion connections. This amounts to quite a large storage capacity. Here we examine how the brain retains all this information.

WHERE INFORMATION IS STORED

The structures and places that process stimuli and retain information.



Sub-Cortical Structures

- fig 1a. **Hippocampus**
Part of the limbic system and contains cognitive maps. Encodes complex memories.
- fig 1b. **Cerebellum**
Known as the 'little brain'. Stores procedural learning and motor learning.
- fig 1c. **Amygdala**
Associated with emotional learning and fear based memory.
- fig 1d. **Basal Ganglia**
Group of nuclei that deals with cognition, learning, motor controls and implicit memory.

Cortical Structures

- fig 2a. **Frontal Lobe**
Important part of the brain for working memory.
- fig 2b. **Temporal Lobe**
Responsible for autobiographical memory and recognition memory.

THE coffee GUIDE

2



espresso

A strong black coffee made by forcing steam through dark-roast aromatic coffee beans at high pressure in an espresso machine.

1



cappuccino

This hugely popular coffee drink has become a staple. A true cappuccino is a combination of equal parts espresso, steamed milk and milk froth.

3



americano

A single shot of espresso added to a cup of hot water. Many coffee houses have perfected it, however, and the result has become a creamy, rich based coffee.



cafe latte

A popular drink in America probably due to its sweet, mellow flavor. One shot of espresso is mixed with 6 to 8 ounces of steamed milk, then topped with foam.

Informational Infographic

BUSINESS

7 Things to Do Before A New Hire's First Day

Onboarding isn't an event. It's a process, and it starts well before your new hire starts their first day.

- 1. Welcome Packet**
Don't wait until the first day to introduce your organization. Send your new hire a welcome packet that includes the latest articles about the company, a fun personal note, and something from the team.
- 2. Paperwork**
Benefits, contracts, anything else that needs signing - make sure you get these out of the way before day one. These documents are time to read over and understand, so don't waste time on the first day doing paperwork.
- 3. Culture Video**
Send them a video that highlights your organizational culture. Get testimonials from current employees, describe fun activities, and the everyday activities of the workplace.

BEGINNER
HIRE'S FIRST DAY

TEN COOL PHONE APPS
for your iPhone or Android device

- 1. Kickstarter**
The best way to finance projects you want to back while on the go. The app is clean and useful and will probably cost you a lot of money looking over a webpage you love.
- 2. Year Walk**
It's beautiful, strange and unlike anything you've ever played on your phone. It's not the only game we know of that has a companion guide you can download on web.
- 3. MoviePass**
The basic idea is to have you paying for going to the movies at the movies theater. You sign up pay a fee, and get to see an unlimited number of movies.
- 4. Photoshop Touch**
Photoshop Touch is a big step forward. Sure you have a lot of amazing editing apps to choose from, but the reader in picture manipulation sure makes a worthy case for having the best app now.
- 5. Haze**
It's not clear it's difficult to find a decent weather app, but few work well and take as little as Haze. Based on the different directions you swipe, Haze will display different bits of weather-related info in a colorful, minimalist way.
- 6. DrawQuest**
This iPad app, which was developed by the founder of 4Chan, is simple and addictive. It challenges you to a different drawing challenge everyday.
- 7. Carbon**
New born to Twitter for everything from breaking news to random thoughts, and a good Twitter client is always something we're on the hunt for. Carbon might just be our favorite one yet.
- 8. T3 Player**
When would we be without "DJay's Home"? Well, there's a good chance the iPhone app we're looking wouldn't look nearly as cool. The T3 Player is a beautifully designed music app that was inspired by the iTunes genius.
- 9. Timbre**
Timbre simply plays music from a local performing in your area for a location you set. Don't like a song? Swipe the music away. That one you love? Get get tickets for the benefit upcoming show.
- 10. Moves**
Fitness tracking apps are the new norm, and you're probably already using it. If you haven't already installed it, we'd highly recommend it. Moves is a beautifully designed fitness app that was inspired by the Fitbit.

BEGINNER
10 APPS

BUSINESS

THE INFOGRAPHIC

VOL. No. 2 TORONTO, WEDNESDAY, FEBRUARY 17, 2016 30 CENTS

Infographics improve information retention!

Information has always been a powerful way for engaging the human spirit. Facts, figures and expert analysis have a power for persuasion.

- 1. Infographics make it easy to pick up useful info.**
They allow the user to understand and retain the information presented more easily.
- 2. Infographics present information more efficiently.**
On average we only see about 20% of words that appear on a Web page during a visit. Indeed, we tend not to read the content in its entirety but extract maximum amount of useful information in a short period of time. Interactive graphics are a good way to condense much information and provide a quick overview to your audience.

INTERMEDIATE
NEWSPAPER

PLANNING AHEAD
WAYS TO KEEP YOUR COMMUTE STRESS-FREE

- 001. WEATHER**
Always check the weather forecast. Checking the daily forecast allows you to plan your commute safely. If rain is expected, take public transit. If the weather calls for sunbathing, go ahead and take or walk. Enjoy your commute and save the day!
- 002. ROUTE**
Plan your route before you start your commute. Planning your route ahead of time can save you the stress of potential road blocks along the way. Stay clear of construction zones and if you bring your car, take a detour route to ensure a safe and stress-free commute.
- 003. TIME**
Allow extra time for your commute. Rushing late to work can be stressful and you may get stuck in traffic. Allow extra time for your commute and you'll be able to get where you're going and leave with 15 minutes to spare. Just to relax.

BEGINNER
PLANNING AHEAD

A Beginner's Roadmap to Effective Infographic Outreach

PREMIUM

One of the biggest mistakes that marketers make when promoting visual content is failing to create an effective outreach strategy. Use this guide to write a strategy that ensures that you stay ahead of rivals in the infographic promotion race.

- 1. Make Your Data-Rich Image "Viral-Ready"**

- Never publish an infographic until it is completely viral-ready. This means that it is highly shareable.
- Your website should already be set up with social sharing buttons that contain a call-to-action somewhere nearby.
- Most highly viral content has more than one set of social sharing buttons on each page.

ADVANCED
ROAD MAP

free office tools

PREZI
Prezi is a presentation tool similar to PowerPoint with a zooming user interface (ZUI), which allows users to open in and out of their presentation media, and allows users to display and toggle through information within a 2.5D or parallax 3D space on the Z-axis.

GOOGLE DOCS
Google Docs consists of an web-based word processor, a spreadsheet program, a presentation program and a survey program respectively, all part of a software office suite offered by Google within its Google Drive service. The suite allows users to create and edit documents online while collaborating with other users in real-time.

GOOGLE CALENDAR
Google Calendar is a web-based management, synchronization and mobile app for calendar. It is a free and works with most electronic mail exchange systems. The mobile app is great too.

VENNGAGE
Share your data, illuminate a story, or create a report with Venngage.

PREMIUM
BRAIN POWER
AN IN-DEPTH STUDY OF WHAT MAKES US TICK

67%

LEARNING
80% OF PEOPLE DEVELOP THE LEARNING DISPOSITION.

35%

STIMULATION

BEGINNER

BUSINESS

Turn Your Poll & Survey Data into an infographic

COLLECT YOUR DATA
When it comes to creating a survey, you'll want to have a clear idea of what specific sorts of information you hope to collect.

Know the point you are trying to prove.

Design your questionnaire having in mind the point you are trying to prove.

BEGINNER

INTRODUCTION TEXT BOX

MAIN HEADER HERE

Lorem ipsum dolor

BEGINNER

3 WAYS TO SHIFT YOUR MINDSET FOR BUSINESS SUCCESS

If you are concerned that negativity is bringing you down, and you are worried about your ability to keep moving forward, it might be time to shift your mindset for business success.

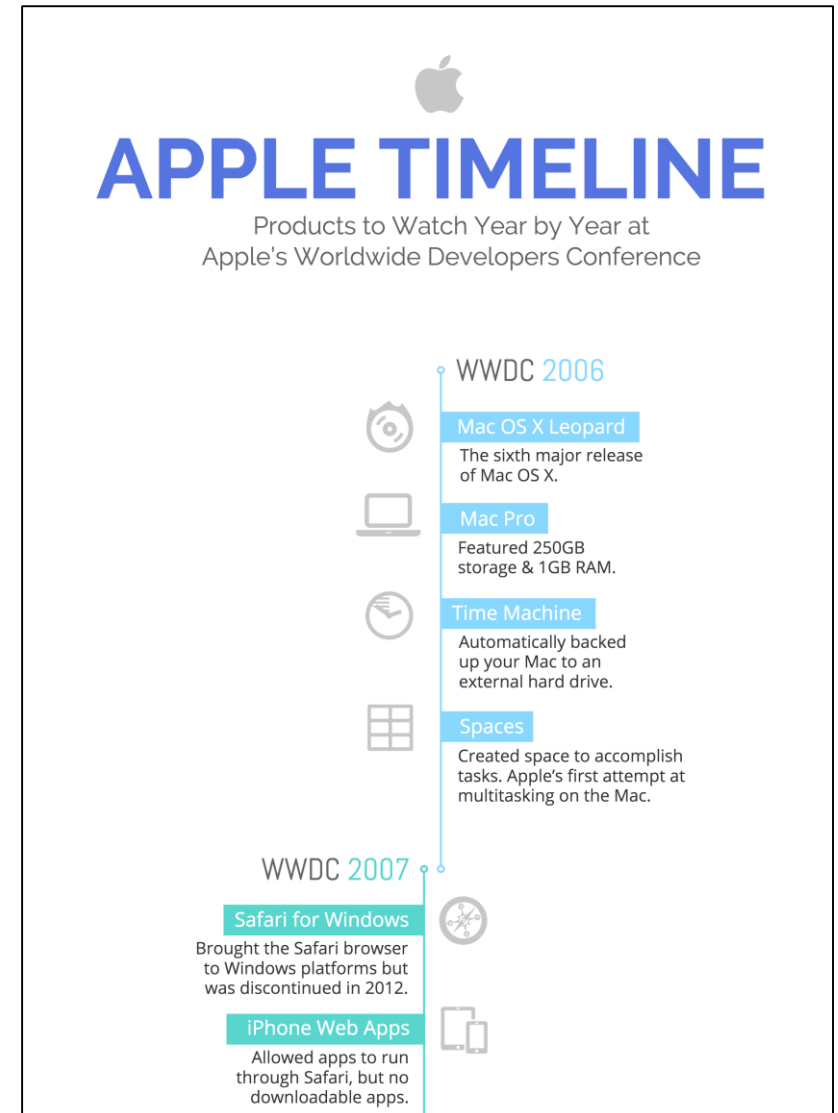
- 1. Look for the Good in Fear**
When you are tempted to let fear shut you down, think of the ways that fear might be helping you. Fear might be an indication that you are working on something innovative that could mean big things.
- 2. Failure isn't the End**
Each mistake is something you can learn from. Build on these
- 3. Busy-ness Isn't Business**
Ask yourself: What are you busy doing? Recognize the essential things you should be doing.

Timeline Infographic

Tells a story through a chronological flow.
Maps a story or process through time, using a connecting line with different points branching out.

Best used to

- Show change over time
- Make a long complicated story easier to understand
- Show how one thing leads to another



A LIFETIME OF CHANGE

MARTIN LUTHER KING JR.'S LASTING LEGACY



1929



MARTIN LUTHER KING JR. IS BORN JANUARY 15 IN ATLANTA, GA.

1944

After skipping both the 9th and 11th grades, he enters Morehouse College in Atlanta at age 15.



1953

HARRIES HIS WIFE CORETTA SCOTT.



1955



Receives his PhD from Boston University in June.

BECOMES A LEADER OF THE MONTGOMERY BUS BOYCOTT, WHICH HELPS TO END BUS SEGREGATION.



1957



HELPS TO ESTABLISH THE SOUTHERN CHRISTIAN LEADERSHIP CONFERENCE.

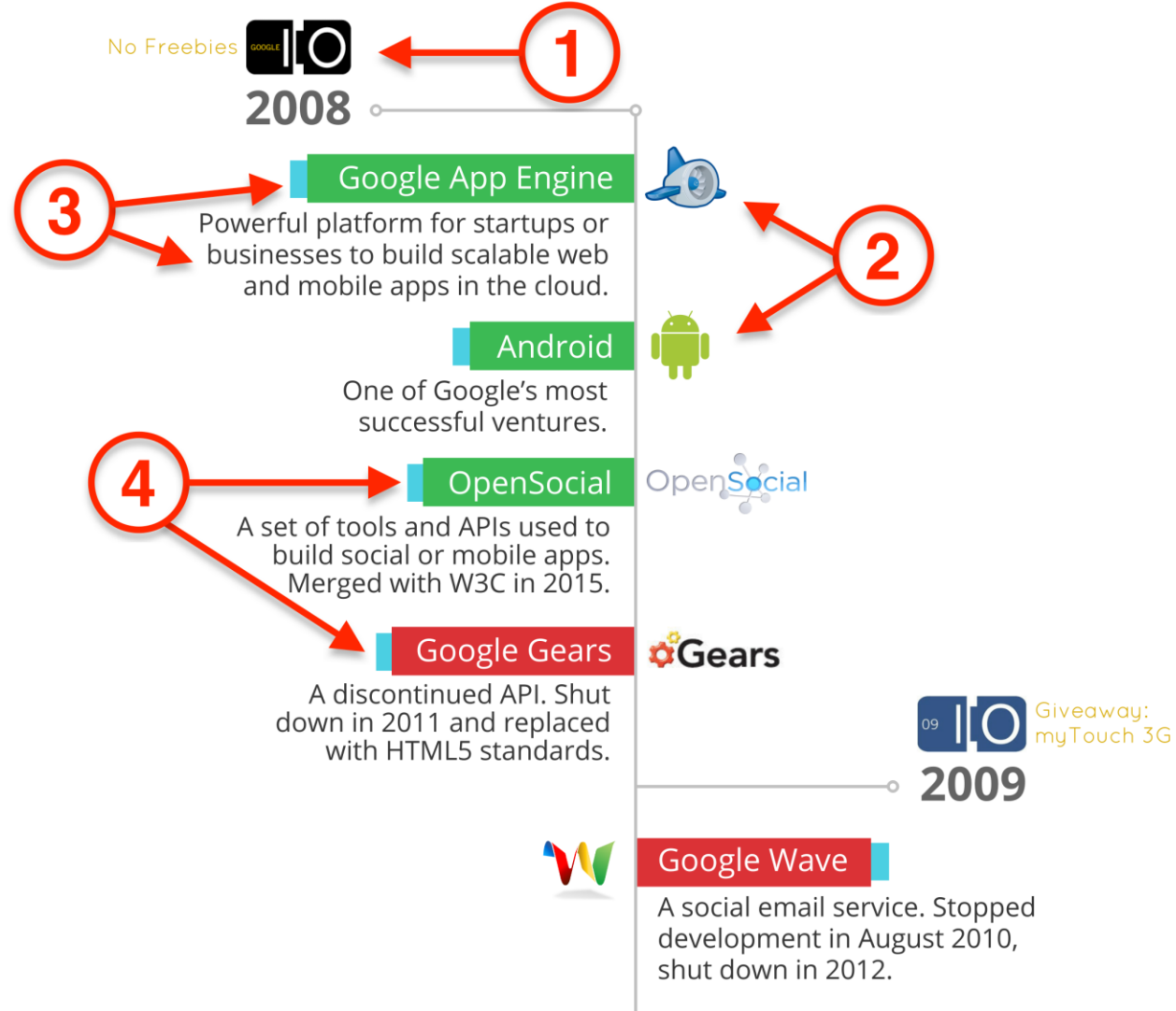
Its principles are based on Gandhi's teachings of nonviolence and civil disobedience.

HISTORY OF GOOGLE I/O

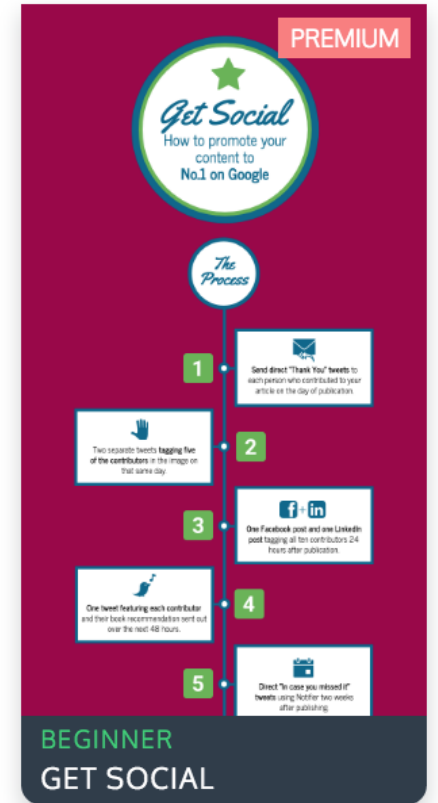
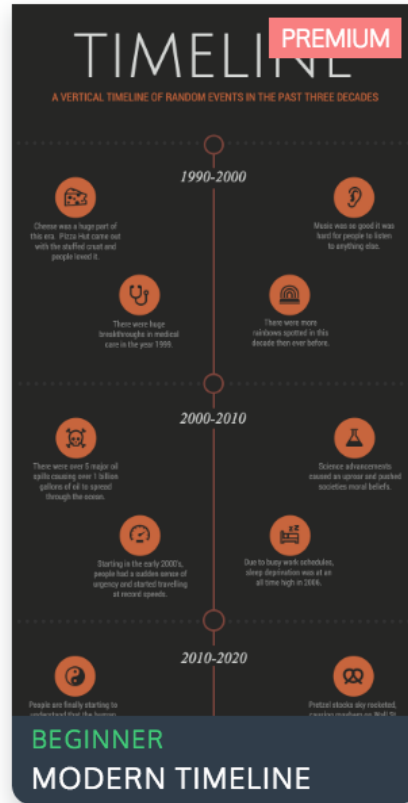
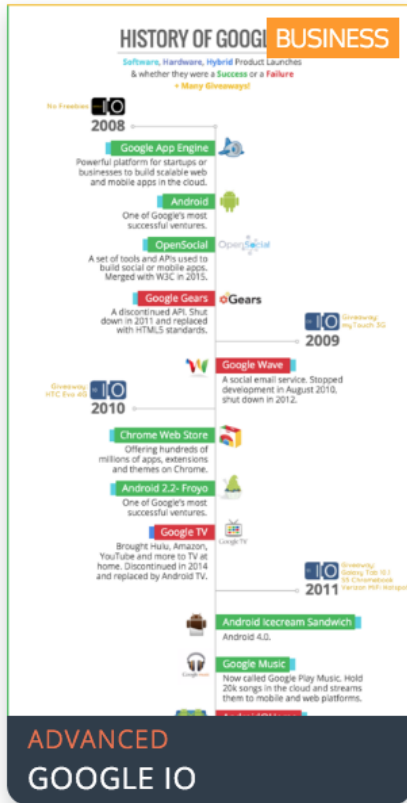
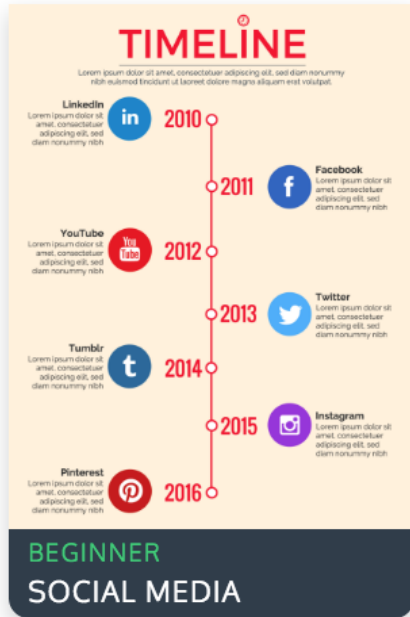
Software, Hardware, Hybrid Product Launches

& whether they were a **Success** or a **Failure**

+ Many Giveaways!



Timeline Infographic



Visual Article

Makes a piece of writing more visual.

Best used to:

- Cut down on text
- Make a plain article more interesting
- Increase sharing potential

A COLLABORATION
TED + **SUPER INTERESTANTS**

THE CLUES TO A GREAT STORY

Who doesn't love a good story? A well-told tale will grip us, excite us, engross us in a fictional world filled with compelling characters. This is no accident. The greatest stories, from children's nursery rhymes to major blockbuster movies, are all the result of painstaking planning and design. In his TED Talk, Pixar writer and director Andrew Stanton ("Toy Story," "WALL-E"), explains his golden rules for telling a great story. — Karin Hueck and Rafael Quick

1 **MAKE ME CARE**
A story needs to draw the sympathy of the audience. At the outset, the Ugly Duckling is rejected by his siblings, and Dorothy is separated from her family in "The Wizard of Oz."

2 **TAKE ME WITH YOU**
At the heart of a story is a promise – a journey, a mystery, a problem – that entices the audience and makes the story worth listening to. So the Ugly Duckling decides to venture into the world alone, just as Frodo sets out on his quest in "The Lord of the Rings."

3 **BE INTENTIONAL**
Protagonists must have inner motivation, driving them toward an overarching goal that they are constantly striving to achieve. The Ugly Duckling is in search of his own identity, as well as acceptance from his peers, while in "Gladiator," Maximus wants revenge against those who killed his family.

4 **LET ME LIKE YOU**
The audience also must relate to and appreciate your characters to make them worthy of attention. Both the Ugly Duckling and Rocky endure trials and tribulations in pursuit of their goal; the audience can empathize.

5 **DELIGHT ME**
Charm and fascinate the audience. Make them forget themselves, if only for an instant. When the Ugly Duckling transforms into a beautiful swan and finds acceptance amongst his peers, that's a wonderful moment. When Luke Skywalker destroys the Death Star in "Star Wars," the audience experiences real catharsis.

50 Incredible Facts About Skin

The Skin You're In

#1
Skin is the human body's largest organ

The average skin, when stretched out, is **2 Square Meters**

Skin accounts for around **15%** of your bodyweight.

There are two types of skin, hairy and glabrous.

Your skin has three layers

- Epidermis - Dead & Waterproof
- Dermis - Hair & Sweat Glands
- Subcutis - Fat & Large blood vessels

Every inch of your skin has an exact stretchiness and strength for its location. (The skin of your knuckles is very different to the skin on your belly)



The thinnest skin is found on your eyelids
0.02mm thick

Scalp tissue lacks hair and sweat glands.

The thickest skin is found on your feet
1.4mm deep

Hair Today

A body hair will grow from **1 2 3 4 5** **2-6 years**

You lose around **20-100** hairs a day.

50 INSANE FACTS ABOUT



Australia

INSANE FACTS ABOUT *Animals*

17/26 of the world's most venomous snakes are found in **Australia.**

Emus & kangaroos are rarely seen to walk backwards.

2,600 km

750,000 wild camels roam Australia's deserts. One of the largest herds on earth.

They are on the Australian Coat of Arms for that reason.

The length of the Great Barrier Reef, The world's largest living structure.

Wombat poop is cube shaped.

3.3x more sheep than people live in **Australia.**

The male platypus has venom strong enough to kill a small dog.

INSANE FACTS ABOUT *Drinking*

1/2 Pint The amount of rum Sir John Robertson, five-time premier of New South Wales

2.5 pints of beer in 11 seconds. Bob Hawke's entry in the Guinness Book of Records

Process Infographic

Similar to Timeline, however, Process infographics specifically break down processes into a series of easy to follow steps.

- Use icons to anchor each point or step.
- Clearly label each step using headers.
- Break down body text for each step into bullets.

The infographic is titled "7 Things to Do Before A New Hire's First Day" and features a sun icon at the top. Below the title is the subtitle "Onboarding isn't an event. It's a process, and it starts even before your new hire starts their first day." The infographic is divided into three horizontal sections, each with a different background color and an icon representing a step:

- 1. Welcome Packet** (Orange background): The icon shows a box with a message bubble. The text reads: "Don't wait until the first day to introduce your organization. Send your new hire a welcome packet that includes the latest articles about the company, a fun personal note, and something from the team."
- 2. Paperwork** (Blue background): The icon shows a document with a pen. The text reads: "Benefits, contracts, anything else that needs signing – make sure you get these out of the way before day one. *These documents take time to read over and understand, so don't waste time on the first day doing paperwork.*"
- 3. Culture Video** (Red background): The icon shows a computer monitor with a yin-yang symbol. The text reads: "Send them a video that highlights your organizational culture. Get testimonial from current employees, showcase fun activities, and the everyday activities of the workplace."

The BEST PINTEREST CHEAT SHEET



TIPS ON CREATING A BUSINESS PINTEREST ACCOUNT

2

SET UP A BUSINESS ACCOUNT



3

CREATE PINTEREST BOARDS



X

Join as a business or convert your personal account to a business account

X

Install the Pinterest browser button. It makes it easy to save creative ideas from around the web.

X

Apply for Rich, Promoted and Buyable Pins.

X

Choose a keyword that you want to rank high on in Pinterest's search engine.

4

X

Keep your board titles to the point and garnished with keywords that resonate with your target audience.

X

Create 5 boards with 10 images each.

X

Create a few boards that cover a broad range of interests and Pinterest's top categories.

001.

002.

1

Process Infographic

HOW TO CREATE AND USE BEAUTIFUL INFOGRAPHICS

PREMIUM
Everything you need to know about creating visually stimulating and informative infographics to use in your marketing efforts.

CHAPTER 1
DECIDING WHICH DATA TO REPRESENT

Don't start with data.

INSTEAD,
Don't start with data.

REMEMBER:
Don't just present the facts. Reframe the facts in an unconventional and narrative way.

ASK YOURSELF:
Does the infographic successfully portray how a certain subject can be impactful for your audience?

CHAPTER 2
DECIDING WHICH DATA TO REPRESENT

INTERMEDIATE
INFOGRAPHIC BASICS

VENNGAGE FINANCIAL BUDGETING

An overview of allocations to essential areas of the business

BEGINNER
FINANCIAL BUDGETING

PREMIUM BRAIN POWER

AN IN-DEPTH STUDY OF WHAT MAKES US TICK

LEARNING
67% OF PEOPLE DEVELOP THE LEARNING PROFILES LIST

STIMULATION
25% OF PEOPLE DON'T GET ENOUGH STIMULATION

KNOWLEDGE
32% OF CHILDREN DON'T HAVE ACCESSIBLE LEARNING RESOURCES

BEGINNER
BRAIN POWER

10 AMAZING SHOE HACKS

That Will Change Your Life!

- 1** Tape Your 3rd and 4th Toes Together Before Wearing Painted Or Cleaned Toe Shoes
- 2** Use Party Liners To Absorb Sweat
- 3** Use Sand Paper On The Sides Of Slippery Shoes
- 4** Loosen Your Tight Shoes/ Place Them In The Freezer With Ziploc Bags Filled With Water
- 5** Insert Some Wool Fabric Into Your Shoes To Keep Your Feet Warm When It's Cold
- 6** Apply Vaseline To Your Heels And Sides Of Feet To Prevent Blisters
- 7** Use Instant Heel Tip Replacement Caps
- 8** Make Life Better For Both Your Feet And Your Feet With Unwaxed Toe Bags
- 9** Combine Wooly Socks And A Sling For Painless Breaking In
- 10** Only Try On Shoes In The Afternoon Or Evening

BEGINNER
10 HACKS

Social Media Domination Strategy

Social media is one of the most powerful tools in your marketing arsenal.

PREMIUM

To find out what adjustments need to be made to your social media marketing strategy, you should constantly be testing. Build testing capabilities into every action you take on social networks. Track your links using URL shorteners and UTM codes.

INTERMEDIATE
SOCIAL STRATEGY

PLANNING AHEAD

WAYS TO GET YOUR FUTURE TRIP ON TRACK

- 001. WEATHER**
Check the daily forecast ahead of time to plan your outdoor safety. If rain is expected, take public transit. If the weather calls for sunbathing, go ahead and take or walk. Enjoy your summer and wear the best!
- 002. ROUTE**
Plan your route ahead of time so you can save the stress of potential road blocks along the way. Use sites of communication centers and if your driving, ask a local friendly driver to receive a safe and stress free commute!
- 003. TIME**

BEGINNER

The BEST PINTEREST CHEAT SHEET

TIPS ON CREATING A BUSINESS PINTEREST ACCOUNT

- 001. SET UP A BUSINESS ACCOUNT**
 - Join as a business or convert your personal account to a business account
 - Install the Pinterest browser button. It makes it easy to save creative ideas from around the web.
 - Apply for Rich, Promoted and Buyable Pins.
 - Choose a keyword that you want to rank high on in Pinterest's search engine.
- 002. CREATE PINTEREST BOARDS**
 - Keep your board titles to the point and garnished with keywords that resonate with your target audience.
 - Create a boards with 10 images each.
 - Create a few boards that cover a broad range of interests and Pinterest's top categories.
- 003. ADD YOUR PINS**
 - Repin images from various sources rather than one specific site or Pinterest account.
 - Pins that go viral are beautiful, evoke emotion, are unique, funny, or helpful.

BEGINNER

PREMIUM CITYSCAPE

BUILD & CREATE

FINANCE **MANAGE** **PERFORM**

BEGINNER

FREEDOM TO PREMIUM AND NOT TO DO

CREATE SOMETHING YOU LIKE

VENNGAGE OFFERS UNLIMITED REPRODUCIBLES

Yeah, we said it. Do whatever, whenever, wherever with this super awesome infographic tool. Innovation is our number one goal. So go get on it! Get creative and make your mother proud.

DO ANYTHING YOU WANT

VENNGAGE OFFERS UNLIMITED REPRODUCIBLES

Yeah, we said it. Do whatever, whenever, wherever with this super awesome infographic tool. Innovation is our number one goal. So go get on it! Get creative and make your mother proud.

Walking Your Dog at Midnight

Key points and information you should know about walking your four-legged friend after-hours.

COFFEE
Dogs have endless energy. If your pup has late chances are your going to need a coffee. To keep up with your pooch, down 2 cups of joe just before you two head out for the open road.

3 Essentials for Late Night Dog Walking

- FLASHLIGHT**
If you don't have a flashlight, how will you see who's barking in the bush over there? Don't ever leave.
- PLASTIC BAGS**
Stepping in poop really stinks. We have all been there. To so it a favor, be a good sanitation and keep your dog from the mess.
- DOG LEASH**
There are lots of critters out at night that your dog would consider a late night snack. Keep your dog from the mess.

ENERGY USED WHILE RUNNING (FOUNTS)

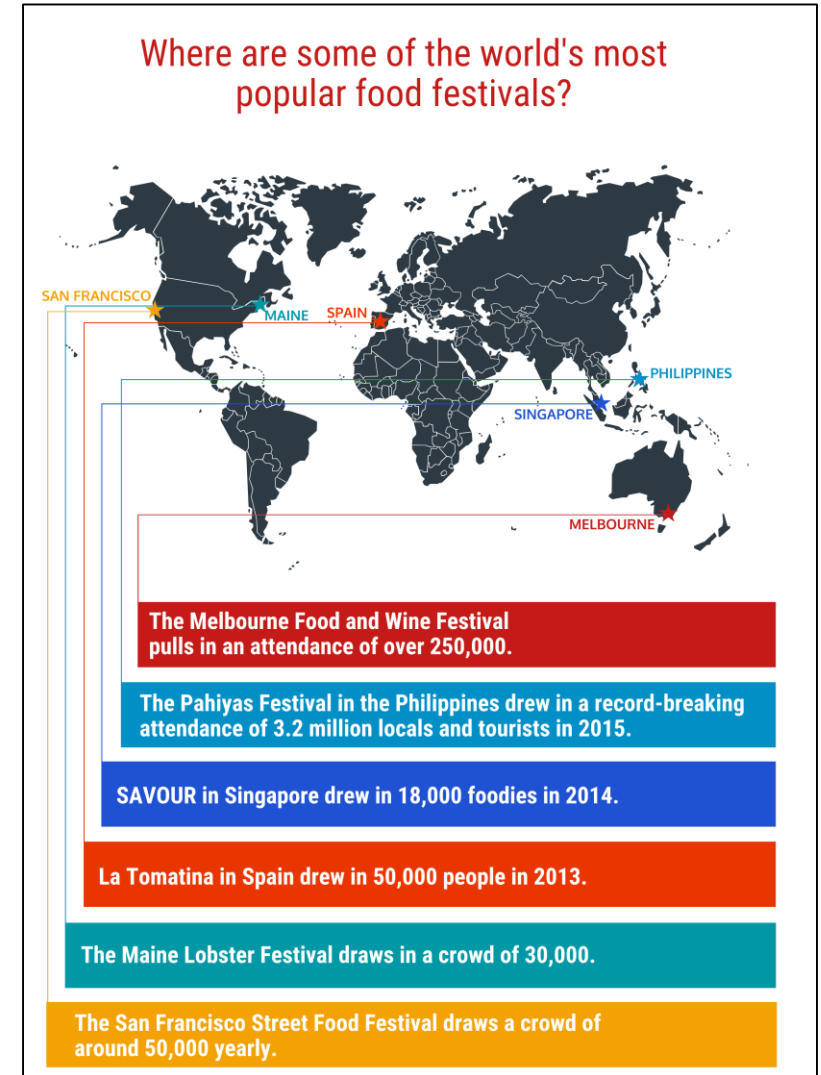
PREMIUM

Map Infographic

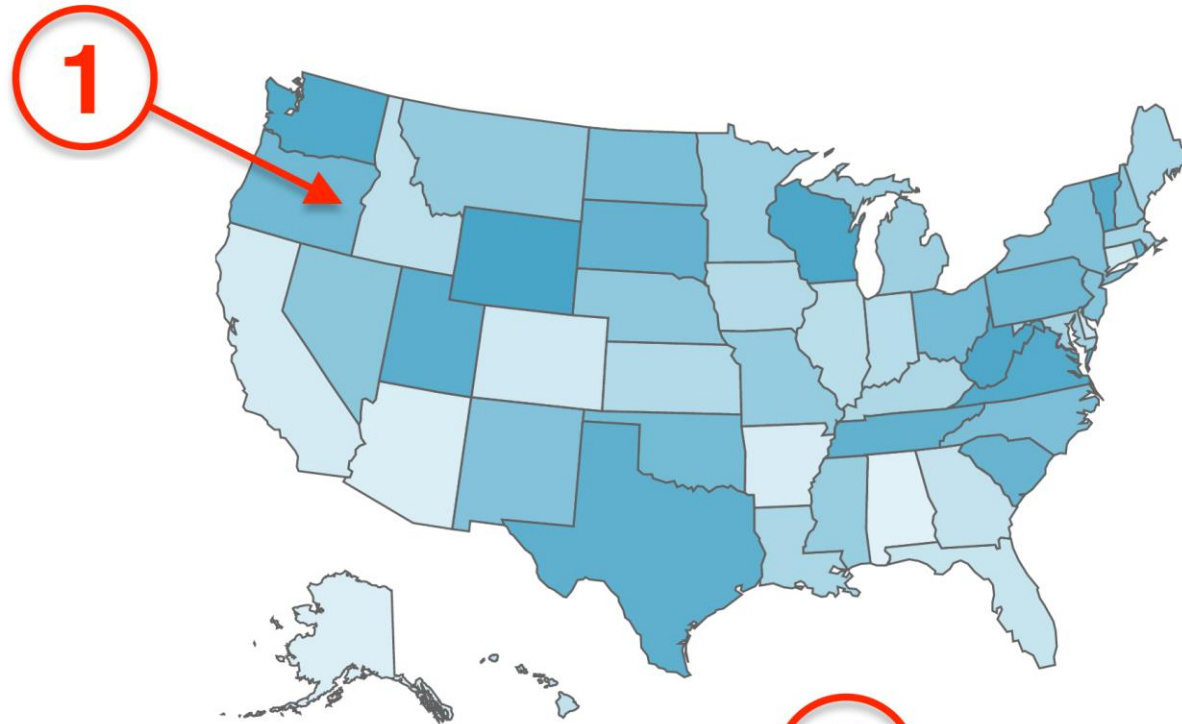
Showcases data trends based on location. Also called Geographic Infographic.

Best used to:

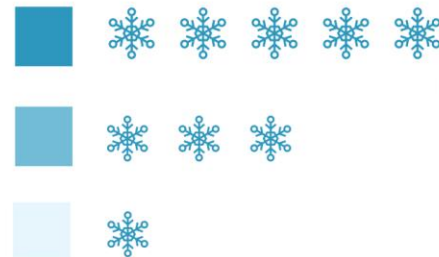
- Compare places and culture via setting-centric data



Average Home Temperatures



Temperature



Say something interesting or impart an insight about the data that answers the question your reader is looking for. Also the legend doesn't make sense at the moment because this map does not have proper data. Make sure you add your own data and update the legend properly:-)




<http://visual.ly/united-states-football>

Geographic Infographic


CLIMATE CHANGE

>Lorem ipsum dolor sit amet, possit scitis quas.

In the U.S.



Comparing the Years...



Greenhouse Gases

- Transportation
- Manufacturing
- Energy
- Agriculture

Surveys

www.venngage.com

BEGINNER CLIMATE CHANGE

The Rise of FOOD TOURISM



WHAT IS FOOD TOURISM?

Food tourism is any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local cuisine and culture.

HAS FOOD TOURISM GROWN?

They are travellers seeking the authenticity of the places they visit through food. They are concerned about the origin of products. They recognize the value of gastronomy as a means of socializing.

ADVANCED FOOD TOURISM

PEOPLE AROUND THE WORLD

MORE THAN 50% OF PEOPLE AROUND THE WORLD HAVE NO ACCESS TO SAFE DRINKING WATER.

1 in 9 PEOPLE AROUND THE WORLD DO NOT HAVE ENOUGH FOOD TO LEAD A HEALTHY AND ACTIVE LIFE.

BEGINNER PEOPLE AROUND THE ...

HEALTHY WORLD

Healthiest Countries in the World

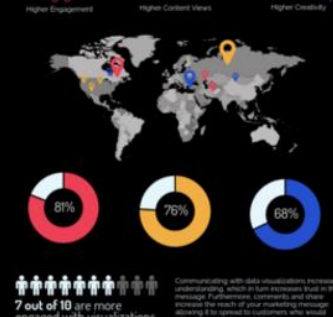


- CANADA**: 60% of Canada have been living in a healthy environment for at least 10 years.
- AUSTRALIA**: 25% of Australia have been living in a healthy environment for at least 10 years.
- USA**: 35% of USA have been living in a healthy environment for at least 10 years.

BEGINNER HEALTHY WORLD

The Impact of Data Visualization on Audience Engagement

20x Engagement
63x Views
50x Creativity



7 out of 10 are more engaged with visualizations.

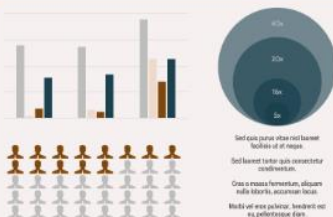
Communicating with data visualizations increases understanding, which in turn increases trust in the message. It demonstrates statements and encourages the search of your marketing message through sharing it to a network of customers who would otherwise not be exposed to it.

BEGINNER IMPACT COVER

VISUAL BUSINESS

314,12 46,12

CONTENT WITH VISUALS GET 94% MORE VIEWS




CREATE VISUAL CONTENT WITH VENNGAGE

BEGINNER VISUAL WORLD


HOW MANY DAYS DOES IT RAIN A YEAR?

THE PACIFIC NORTHWEST HAS THE HIGHEST AMOUNT OF RAINFALL.



13 DAYS/MONTH AVERAGE RAINY DAYS PER CITY

LOVE RAIN?



THE AVERAGE DURATION OF RAINFALL IN THE SPRING IS ONLY **35 MINUTES**

I JUST MADE UP EVERYTHING IN THIS INFOGRAPHIC

VENNGAGE

INTERMEDIATE RAINY DAYS

OUR BREAKOUT YEAR

2016




52 NEW HOME FEATURES
30 NEW EMPLOYEES
CALL CENTRES
EQUAL WAGES

PRESENTI PERDIDERAM

INTERMEDIATE BREAKOUT YEAR

PREMIUM LOVE IN THE TIME OF INTERNET

How Americans are Finding Love on the Internet



The Top Dating Apps and Usage

MEN VS WOMEN

PREMIUM LOVE IN THE TIME OF INTERNET

Travel Edition

What's the biggest cost behind travel packages?

30% of most travel costs is in the airline AIRFARE

PROPORTION and document processing costs are 10% DOCUMENTS

EMERGENCY insurance costs are 10% INSURANCE

Other costs

Popular Destinations

Average Costs **\$1467.86**

Mobile Ordering **30%** of travel packages are now booked using mobile phones

42% users check reviews on the internet before buying

18% of last minute deals are booked before departure

PREMIUM TRAVEL EDITION

PREMIUM MEN VS WOMEN

How Men and Women are Finding Love on the Internet

PREMIUM MEN VS WOMEN

Comparison (Versus) Infographic

Compare and contrast two different “things” or “types” of information.

Best used to:

- Highlight differences between two similar things
- Highlight similarities between two unlike things
- Prove one option is superior/inferior to the other



FACT vs. FICTION

WILDLIFE: SHARKS

FICTION

FACT

The majority of sharks are all maneaters, preying on humans.

The majority of shark species actually eat fish or invertebrates.

All sharks are big in size with lots of sharp teeth.

There are actually more than 400 species that come in a variety of shapes and sizes.

Sharks don't play a vital role in maintaining the balance of life.

Many species sit at the top of the food chain, keeping other marine animal populations in check.

Comparison Infographic

THE UNBREAK BUSINESS

PRINCIPLES OF SEO

WHY PENGUIN IS GOOD FOR THE SEO ECOSYSTEM

It's critical for search engines to "shake up the virtual web-a-thon" once in awhile to weed up sites susceptible to vulnerabilities, and immunize themselves from those geniuses who figure out how to push a square object through a triangular hole (results that don't deserve to be on the top of the SERP).

THE CURE TO CHANGE: WORKING UNDER SEP PRINCIPLES

1. **SEARCH RELEVANCE:** Good search results are the most relevant to the person's real desire, not the keyword queried.
2. **WEBCRAWLERS:** Web crawlers feed on links that offer authority to weigh against a page's historical popularity.
3. **USER BEHAVIOR:** User search behavior is and always will be important to search engines.

Now you have a choice:

Take the virtual red pill and cover to the reality of the work you should.

or

Take the blue pill and keep experiencing the comfortable butted rebar of almost null search engine ranking.

ADVANCED RED PILL, BLUE PILL

6 THINGS BARTENDERS & MARKETERS HAVE IN COMMON

1. **THEY ARE BOTH ALWAYS AWARE OF THEIR SURROUNDINGS**

2. **EVERY CLIENT NEEDS TO BELIEVE YOU ARE THEIR FRIEND**

INTERMEDIATE 6 LESSONS

4 BEST BIG CITIES FOR SMALL BUSINESSES

#1 **SAN FRANCISCO, CA** BUSINESS INDEX SCORE 92%

Yearly Small Business Revenue: \$70,167,959

#2 **SEATTLE, WA** BUSINESS INDEX SCORE 90%

Yearly Small Business Revenue: \$64,458,505

ADVANCED BUSINESS CITIES

HOW MULTIMODAL APPROACHES IMPACT SKILLS RETENTION

INTERACTIVE MULTIMODAL LEARNING

Bar chart showing Skill Retention vs. Skill Level: Basic Skills (25%), Higher-Order Skills (90%).

NON-INTERACTIVE MULTIMODAL LEARNING

Bar chart showing Skill Retention vs. Skill Level: Basic Skills (20%), Higher-Order Skills (30%).

BEGINNER APPROACHES COMPAR...

STRESS ON YOUR BODY

THE POSITIVE AND NEGATIVE EFFECTS

AT WORK

- + you can finish tasks on light deadlines
- + you can perform better
- + helps keep a tight task schedule

AT HOME

- + you can finish tasks on light deadlines
- + you can perform better
- + helps keep a tight task schedule

AT SCHOOL

- + you can finish tasks on light deadlines
- + you can perform better

BEGINNER STRESS COMPARISON

- causes absenteeism
- may cause distraction from tasks
- tasks can cause anxiety or depression

THE ANATOMY OF STARTUP PREMIUM

How well do these startup names fit within their categories?

THE BEST STARTUPS

- Proprietary: Uber, Airbnb, Lyft, LyftX, LyftGo, LyftNow, LyftPlus
- Idea-Inspired: Lyft, LyftX, LyftGo, LyftNow, LyftPlus
- Centralized: Uber, Lyft, LyftX, LyftGo, LyftNow, LyftPlus
- Predetermined: Lyft, LyftX, LyftGo, LyftNow, LyftPlus
- Unilateral: Lyft, LyftX, LyftGo, LyftNow, LyftPlus
- Approved: Lyft, LyftX, LyftGo, LyftNow, LyftPlus
- Participatory: Lyft, LyftX, LyftGo, LyftNow, LyftPlus
- Fair-Inspired: Lyft, LyftX, LyftGo, LyftNow, LyftPlus
- Decentralized: Lyft, LyftX, LyftGo, LyftNow, LyftPlus
- Unpredictable: Lyft, LyftX, LyftGo, LyftNow, LyftPlus
- Reciprocal: Lyft, LyftX, LyftGo, LyftNow, LyftPlus
- Authentic: Lyft, LyftX, LyftGo, LyftNow, LyftPlus

3 Costly Items and How to Avoid Them PREMIUM

AVERAGE COST PER MONTH (DOLLARS)

HYDRANTS

It's the law to make sure your vehicle is parked at least 2 meters from a hydrant. If within the 2 meters, your vehicle may be legally towed and impounded.

ANTIQUES

If it looks expensive, it is expensive. Your best bet is to keep your hands to yourself while shopping around. Remember those words: "You break it, you buy it."

FUEL

Don't change these days. Save gas mileage by slowing down and driving steady. Fill up either early or late in the day. Your wallet will thank you.

FACT VS. FICTION PREMIUM

WILDLIFE: SHARKS

FICTION

The majority of sharks are all mannequins, preying on humans.

FACT

The majority of sharks species actually eat fish or invertebrates.

There are actually more than 400 species that come in a variety of shapes and sizes.

Many species sit at the top of the food chain, keeping other marine animal.

BEGINNER TELLING VS. MAKING

Storytelling vs. Storymaking

ACTIONS

- Proprietary
- Idea-Inspired
- Centralized
- Predetermined
- Unilateral
- Approved

LISTEN

- Participatory
- Fair-Inspired
- Decentralized
- Unpredictable
- Reciprocal
- Authentic

ACCEPT

BEGINNER TELLING VS. MAKING

iPhone 6s VS Galaxy S7 PREMIUM

iPhone 6s	PRICE	Galaxy S7
\$808.95 as of Apr. 22nd		\$741.16 as of Apr. 23rd
750 x 1354	RESOLUTION	1440 x 2560
4.7 inches	SCREEN SIZE	5.5 inches
64 GB	STORAGE	32 GB
2 GB	RAM	4 GB
1715 mAh	BATTERY	3600 mAh
5.04 ounces	WEIGHT	5.54 ounces

Hierarchical Infographic

- This infographic serves a very specific purpose and is used to show how information is organized into different levels and how each level is connected to another.
- The most common are pyramid charts or organizational flow charts.



STRUCTURE

INFOGRAPHIC

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do



25

Lorem ipsum dolor sit amet, consectetur adipiscing elit



73

Lorem ipsum dolor sit amet, consectetur adipiscing elit



124

Lorem ipsum dolor sit amet, consectetur adipiscing elit



485

Lorem ipsum dolor sit amet, consectetur adipiscing elit

COMPANY STRUCTURE TREE

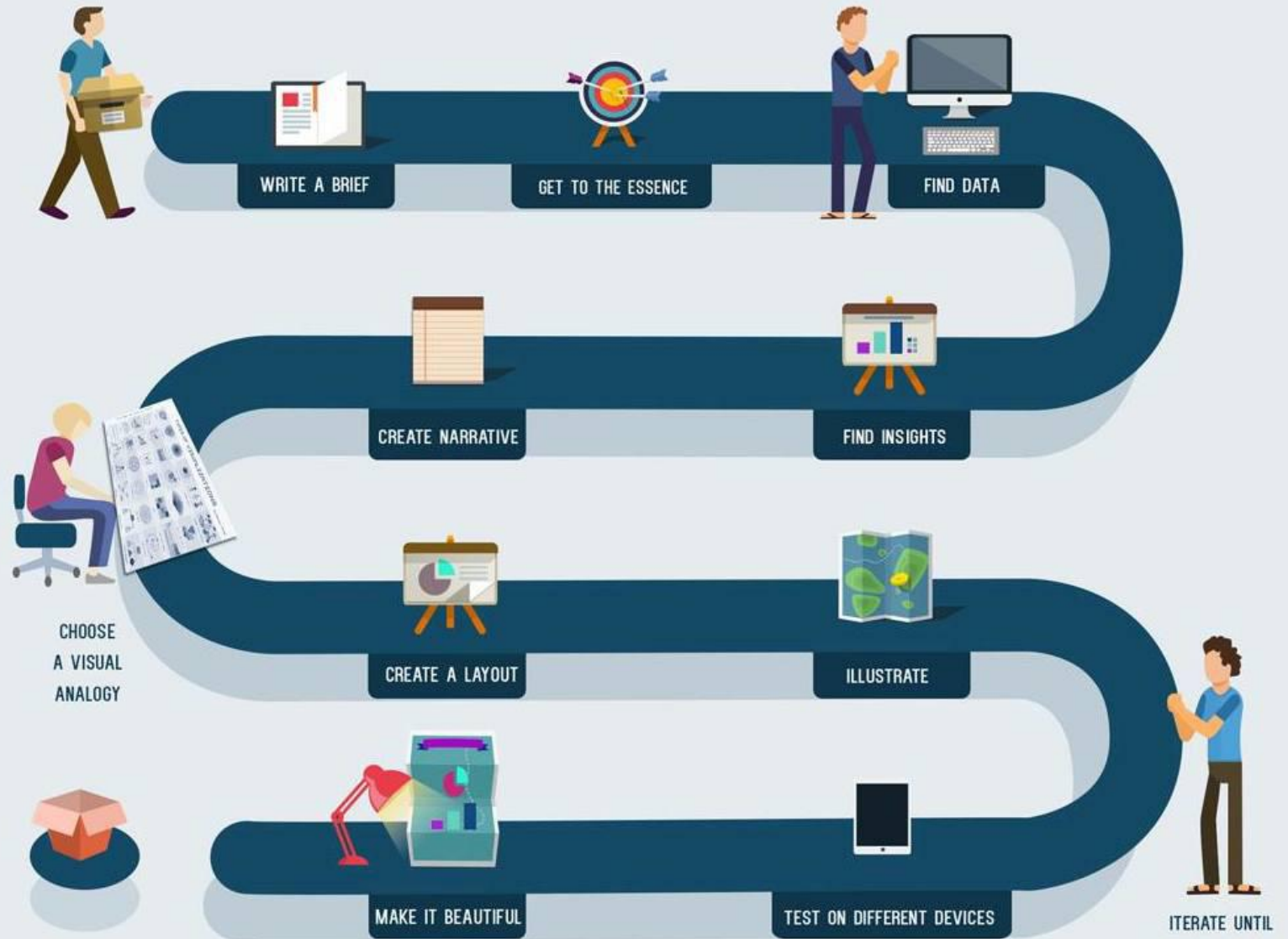


How-to Infographic

- These types of infographics show the steps involved in creating something.
- Best suited for visualizing how-to articles and the description of any procedure with several instructions to follow.



HOW TO MAKE INFOGRAPHICS

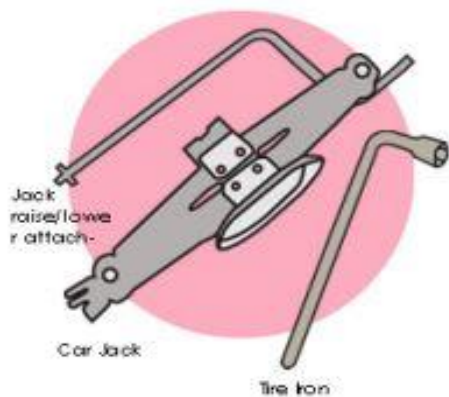


DONE.

ITERATE UNTIL
THE VISIBLE
BECOMES VISUAL

Changing a Car Tire

Tools Needed

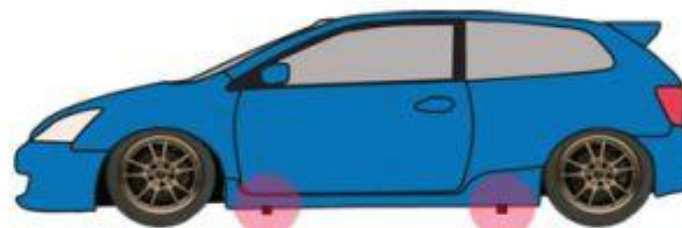


Location of Spare Tire and Tools



Tools and spare tire are kept in the trunk underneath the carpet

Jack Points



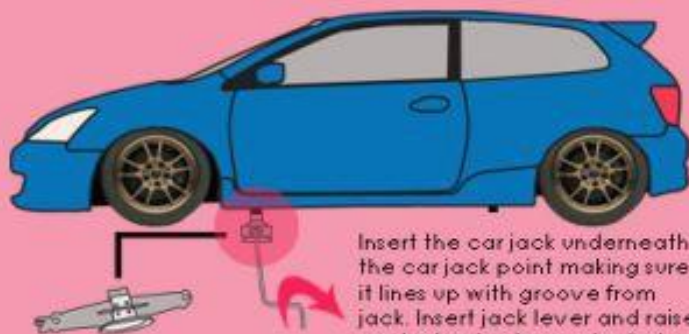
There are 4 jacking points. Two located on each side of the car in the locations outlined with the red circles. These are the points where the jack is placed when needing to raise car.

1. Loosening Wheel Bolts



First begin by Loosening the wheel bolts with the tire iron by turning iron counter clockwise. Do not remove bolts completely.

2. Raising Car



Insert the car jack underneath the car jack point making sure it lines up with groove from jack. Insert jack lever and raise car by turning lever clockwise.

3. Removing Tire



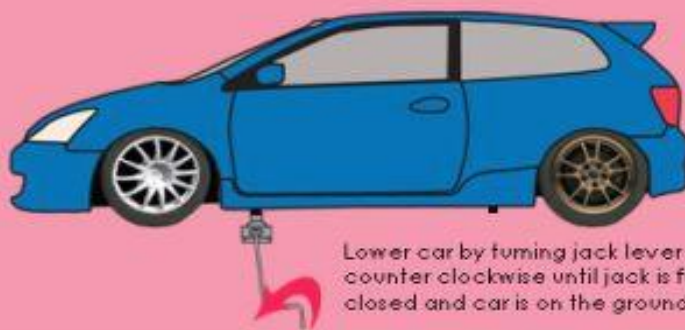
Once car tire is lifted off the ground, continue to unbolt the nuts the rest of the way and pull off tire. Pull towards yourself.

4. Replacing Tire



Put replacement tire on the car and secure with bolts. Screw bolts on with tire iron to hold tire in place.

5. Lowering Car



Lower car by turning jack lever counter clockwise until jack is fully closed and car is on the ground.

6. Tightening Wheel Bolts



Tighten wheel bolts by turning tire iron clockwise. Tighten one bolt at a time by alternating from one to the other in a "X" direction.

Done!

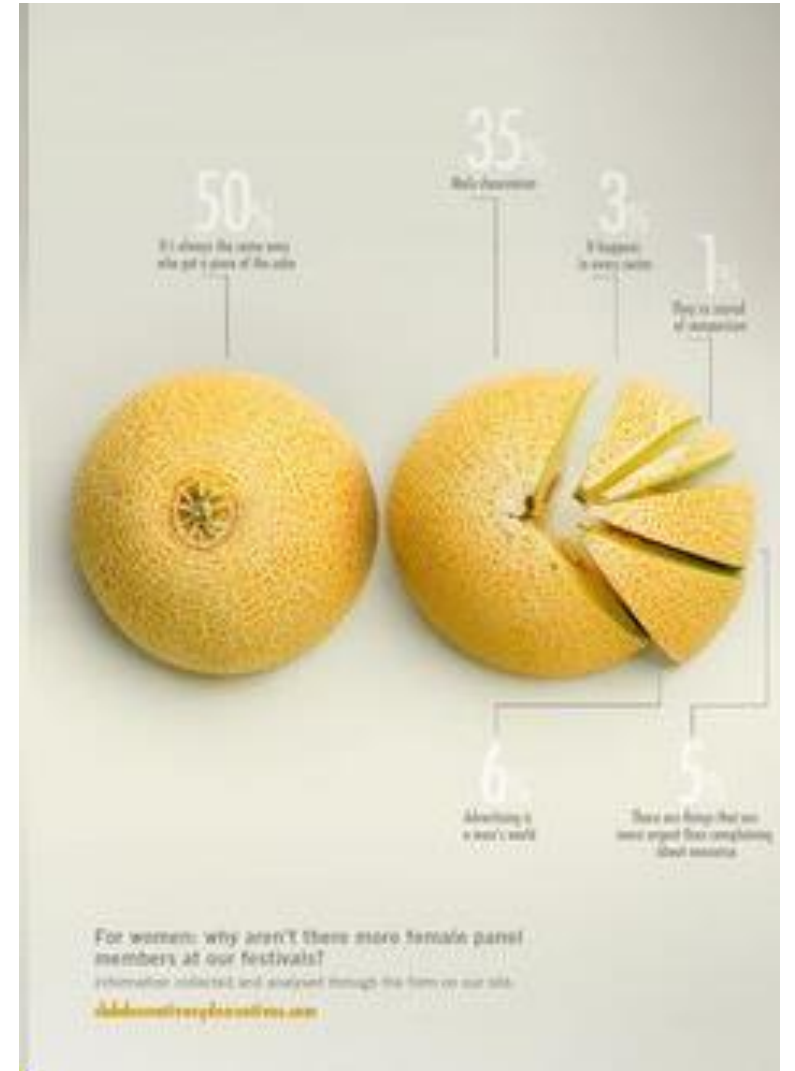
By Enrique Tejero

Caution!

Before proceeding make sure your emergency brake is on and that car is on leveled ground.

Photo-graphic Infographic

- Combination of images and graphic elements such as simple line charts, icons or text.
- This type is aesthetically pleasing and catches the eye because of the way it creatively combines different visual formats.



evolution OF THE hipster 2000-2009

photography by JOSH SEESTER



More than **half of out-of-school children and youth live in Southern Asia and Sub-Saharan Africa**



THE SCIENCE OF PHOTOGRAPHY

Photography has transformed how we conceive and communicate the world, connecting us to objects and ideas many miles and years away. Film is a thing of the past, but the fundamentals of photography are the same as the first cameras made in the 1800's.

The photographic lens

1

Light bounces off real world objects, and into the camera's photographic lens.

2

The lens' curved surface slows the light's speed and bends it towards the center of the lens.

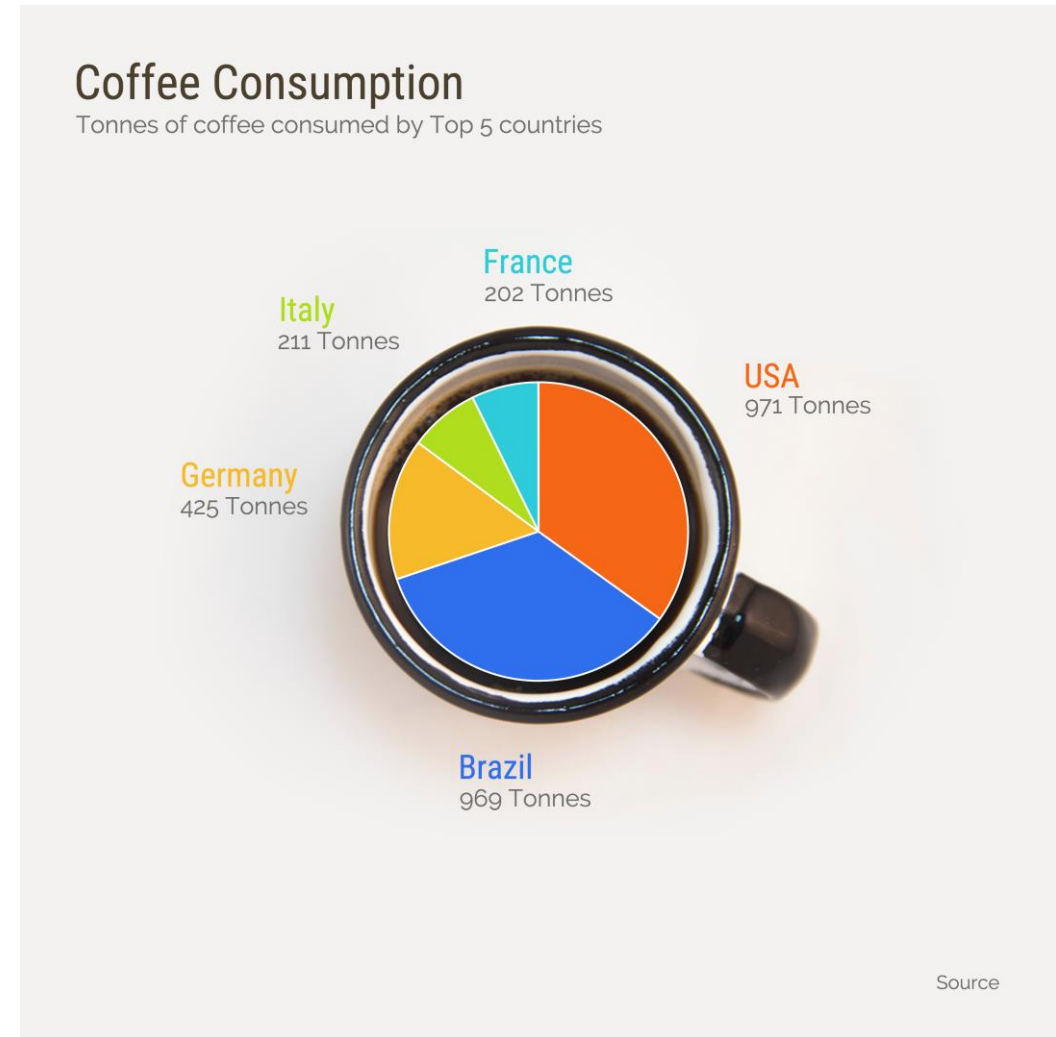


3

4

Data Visualization

- Extremely easy to use graphs and charts that can make your data shine.
- Sometimes in a presentation or article you just need to keep it simple and with this type of infographic you can.



America Speaks On Key Election Issues



TEAPOT TEMPESTS

Is the current level of political bickering part of a natural cycle in American history or is it reaching an unnatural intensity?

NATURAL 28%
UNNATURAL 72%



MIXED SIGNALS

Given how contradictory opinions are on the deficit and spending priorities, can the nation ever get its fiscal house in order?

YES 47%

NO 53%



THE ENERGY RACE

Should the U.S. spend more to secure a clean energy edge and spur a green-tech revolution at home?

GREENTECH REVOLUTION 66%

NO GREEN SPENDING 34%



HEALTH CARE

Should the courts invalidate the health care law because of the requirement to buy insurance?

YES 65%

NO 35%

YES 75%

NO 25%



ARIZONA'S LAW

Would you like your state to adopt an immigration law similar to Arizona's?

YES 55%

LEGALIZE MARIJUANA

Should voters pass California's Prop. 19 and make the recreational use of marijuana legal?

NO 45%



PARTY PRINCIPLE

Following a bitterly fought 2010 midterm election, can Republicans and Democrats work together or is gridlock the name of the game?

78% GRIDLOCK
22% WORK TOGETHER



NEVADA'S ANGLE

Can former boxer Harry Reid win this midterm round against tea party pick Sharron Angle?

64% NO
36% YES



PELOSI vs BOEHNER

If Republican John Boehner takes Nancy Pelosi's top job, who do you think will be a more partisan Speaker of the House?

59% BOEHNER
41% PELOSI



TEA CONGRESS

Are you worried about a "tea party Congress" steering the country too far to the right?

61% NOT WORRIED
39% WORRIED

KEY:

The number of responses per question

Number of responses per topic

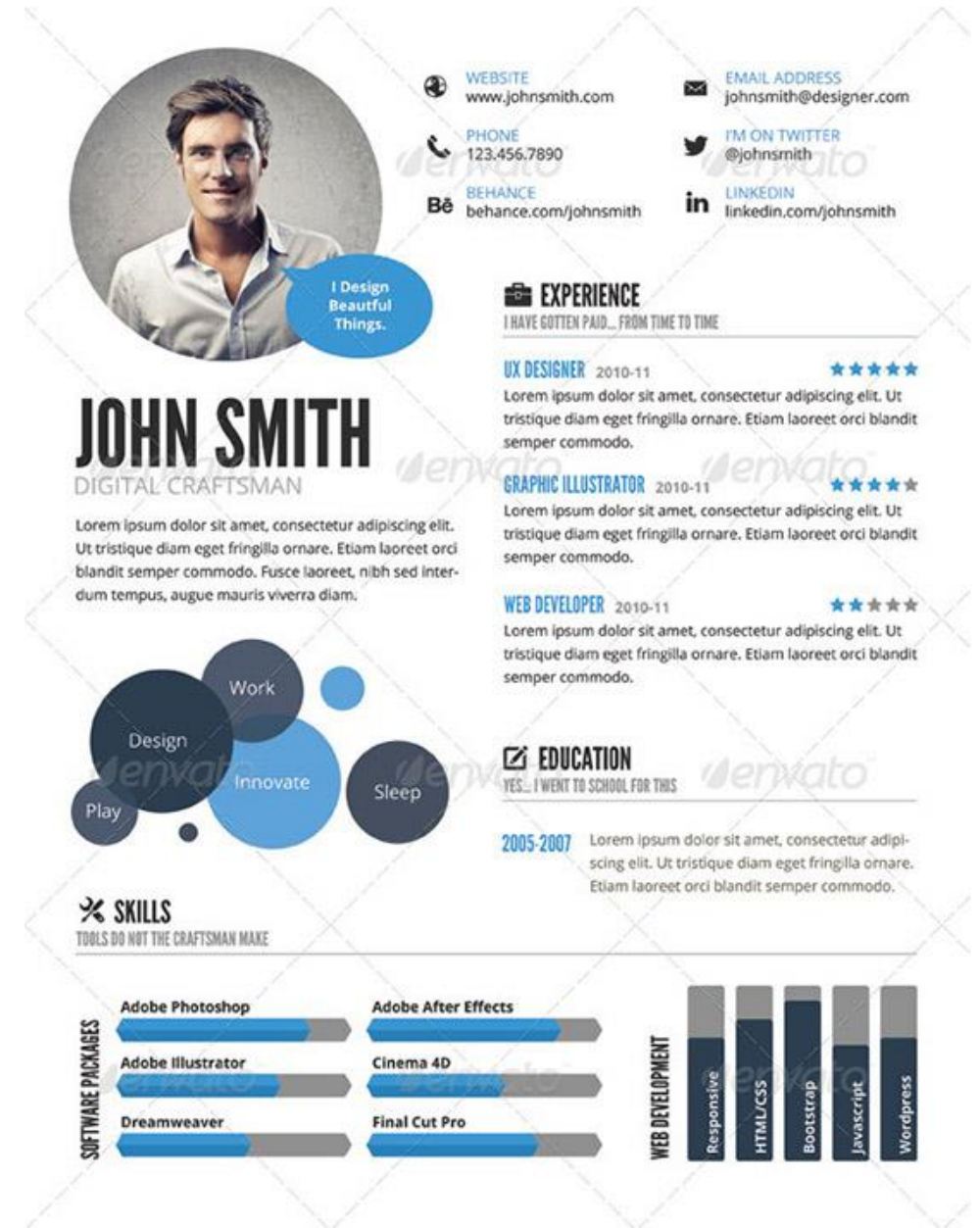


The breakdown of the response

YAHOO! NEWS
ASK AMERICA

Resume Infographic

- Marketing document designed to engage the hiring manager to get an interview.
- Generally should be used as a supplementary document to accompany your standard resume.



Graphic Designer

CHRIS CARTER

ABOUT

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut neque magna, pulvinar sed nibh eget, fringilla interdum nulla. Integer sed purus faucibus, ultrices ante sit amet, rhoncus justo. Sed ex libero, ornare vestibulum suscipit non, semper id sem. Mauris eget facilisis lorem.

EDUCATION

UNIVERSITY OF SAN DIEGO


2002 - 2007
Major in Graphic Design


UNIVERSITY OF TORONTO

2002 - 2007
Minor in Media Studies

CONTACT

 San Diego, CA

 555-2534-1111

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SKILLS



AREAS OF EXPERTISE

- Poster design
- Branding/Identity
- Product packaging
- User interface
- Editing video
- Illustrations

WORK EXPERIENCE

2010

PRESENT

Now Design Startup Junior Designer

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut neque magna, pulvinar sed nibh eget, fringilla interdum nulla. Integer sed purus faucibus, ultrices ante.

2006

2010

Pixel Inc. Social Media Curator

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut neque magna, pulvinar sed nibh eget, fringilla interdum nulla. Integer sed purus faucibus, ultrices ante.



MAX ROMEO

Digital Marketing & Advertising Specialist

 max@mail.com  555.555.5555  55 Franklin St., Bristow, VA 20136

EXPERIENCE

Managing Director

Twist Once Inc. 2015-2016

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Creative Content Specialist

Twist Twice Inc. 2014-2015

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, ipsum dolor sit amet, consectetur adipiscing.

EDUCATION

Masters of Digital Media

Ryerson University, Toronto. 2015-2016

Bachelor of Business Management

Ryerson University, Toronto. 2011-2015

SKILLS



REFERENCES

Nesta Jetta

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 joe@mail.com

INFOGRAPHIC TOOLS



2 CHALLENGES DESIGNING A SUCCESSFUL INFOGRAPHIC:

1. To clearly understand what type of data your graphic is trying to communicate – whether spatial, chronological, quantitative or, as is usually the case, a combination of all three.
2. To have your concept or sketch of how the representation for that information will appear as a cohesive whole – a whole that is more than the sum of its constituent parts such as charts, diagrams, maps, timelines, etc.

INFOGRAPHIC SCENARIOS

You are asked to show the relationship between junior colleges and four year universities. Your editor wants you to explain the similarities and differences.

INFOGRAPHIC SCENARIOS

The journalism spread in the yearbook has a story about the process of creating the newspaper. How would you visualize this story?

INFOGRAPHIC SCENARIOS

Over the last ten semesters, the number of seniors on the the honor roll has fluctuated widely. The editor has assigned the story to you. What is the best way to report the data?

INFOGRAPHIC SCENARIOS

A new math teacher was just hired at the school. You are assigned to cover the press conference introducing her. What is the best way to present this information?

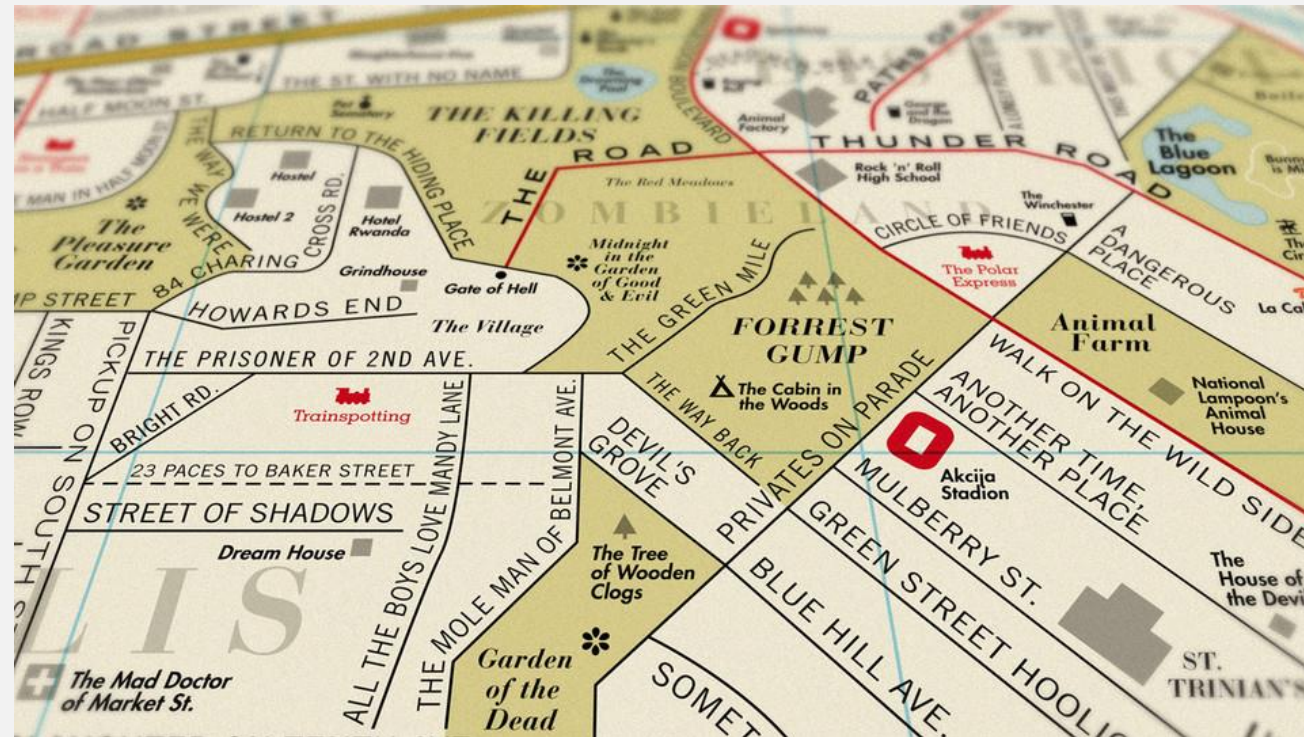
ACTIVITY 1

With a partner, create visual representations of the following things:

- Flood alert
- How to tie shoelaces
- Lunar eclipse
- How to greet someone

ACTIVITY 2

Design a representational map of your high school.
Design and label it with a prospective student in mind.



WORKS CITED

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