From Flat to Flavorful

Designing Handouts and Informational Flyers as Infographics

Liz Johns | Librarian at Johns Hopkins University
emjohns@jhu.edu | @emjohns1988
While you're waiting...

Identify information to turn into an infographic.

Ideas: Handout, section of a LibGuide, new information, something to use with students or faculty...
POLL

pollev.com/lizjohns
GOAL

To begin to turn information into an informative, engaging and meaningful infographic.
Learning Objectives

Define “infographic” and identify appropriate uses.

Identify content appropriate for an infographic.

Reorganize information for the specific format of an infographic.

Conceptualize and outline an infographic.
What is an infographic?

How can they be used?

Where have you seen infographics before?

How are they different from regular handouts?
What is an infographic?

A visual representation of information designed to present information quickly and clearly. A true infographic is a complete visualization of data.
Why infographics?

Images resonate more quickly and more universally than text alone.
Why infographics?

If designed well, infographics are designed to present information quickly and clearly.
Why infographics?

Easily adaptable for both print and online use.
What type of information can, or should be an infographic?
Compare & Contrast

The Price of Being Batman: Then & Now

<table>
<thead>
<tr>
<th>YEARS</th>
<th>RESIDENCE</th>
<th>CLOTHING</th>
<th>VEHICLES</th>
<th>GADGETS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1939</td>
<td>Wayne Manor $3,800</td>
<td>Suit $10</td>
<td>Batcycle $500</td>
<td>Climbing ropes $20</td>
</tr>
<tr>
<td></td>
<td>Batcave $5,600</td>
<td></td>
<td></td>
<td>Smoke grenade $10</td>
</tr>
</tbody>
</table>

| 2013  | Wayne Manor $444,000 | Kevlar body armor $300,000 | Batmobile $16 million | Batarangs $100 |
|       | Batcave $54.4 million | Polystyrene capes $3,000 | Batplane $60 million | Grappling gun $50,000 |
|       |                       |                           | Batcycle $15 million | Tear gas pellets $60 |
|       |                       |                           |                   | EMP gun $9000 |
|       |                       |                           |                   | Lock pick $500 |
|       |                       |                           |                   | Acetylene torch $420 |
|       |                       |                           |                   | Ultrasonic beacons $300 |
|       |                       |                           |                   | Taser $400 |
|       |                       |                           |                   | Handcuffs $25 |
|       |                       |                           |                   | Bat bombs $20 |
|       |                       |                           |                   | Night-vision goggles $650 |
|       |                       |                           |                   | Fingerprint dusting kit $275 |
|       |                       |                           |                   | GPS tracking device $500 |
|       |                       |                           |                   | Periscope $300 |

TOTAL: $10,253

TOTAL: $134,735,100

Sources:
Illustration by @koboldgreen
Design by @esinlandof
How To

GANGNAM STYLE!!!

The 5 basic steps

Step 1: Riding the horse
- Dress classy and dance
- Cross your hands like taking the horse reins and pulse up and down

Step 2: Lassoing the sexy lady
- Lassoing motion with your legs
- Do small jumps with your right arm

Step 3: Now everybody is looking at me
- Hands in pockets or waist and small hip side movements combined with the foot steps
- Slight kick with the right leg. Alternate with small jumps with the left leg.

Step 4: Combine a few ‘sexy’ moves
- Finish this move dragging the right leg to the leg.
- Now move your hips to the outside with quick movements twice
- Spread and flex your legs. Move your body up and down three times

Step 5: Finish with a cool pose
- Cross your hands over your left leg
- Spread your arms and raise your legs. Move your right leg three times, maintaining the body position
- Complete with a ‘L’ shape with your thumb and index fingers

When to use the steps during the chorus

Step 1: Oppa is Gangnam style... ahhhhhh Gangnam style...
Step 2: Oppa is Gangnam style... Oh, oh oh oh oh oh oh oh oh oh oh...
Step 3: Oppa is Gangnam style...
Step 4: Oppa is Gangnam style...
Step 5: Only at the end.

Source: YouTube
The Schweppes Abbey Well Alternative Facts and Stats of the London 2012 Olympic and Paralympic Games

10 million litres of water will be needed to fill the swimming and diving pools at the Aquatics Centre—that's the same amount of water for 1,250,000 flushes of a toilet.

1 cow around 10 years to produce the same amount of milk.

4,000 trees, 60,000 bulbs, 74,000 plants, 350,000 wetlands plants have been planted in the Olympic Village—that's over six times the amount of seats in the 80,000 capacity Olympic Stadium.

5 million litres of bottled water will be supped in the Olympic Village supplied by the official water sponsor, Schweppes Abbey Well's.

165,000 towels, 22,000 pillows will be used to kit out the Olympic Village.

17,320 bottles will be disposed of at the Olympic Village.

2,000 news stands will be relocated from the Olympic Park to the Waterworks nature reserve.

3,000 times throughout the London 2012 Olympic and Paralympic Games medals will be presented.

The official distance of the marathon is 42.195 metres.

2 pairs of gloves.

1,630 Spats will be used to create the Olympic swimming moustaches.

57 trees the number of trees in London's 'Grosvenor Estate'.

600g the weight of a medal.
Timelines

The history of Jeep by

- 1941: Willys-Overland introduces the CJ-2A, the first civilian legal off-road vehicle.
- 1944: WWII and Jeep production begins.
- 1947: Willys-Overland introduces the CJ-3A.
- 1950: Kaiser-Willys introduces the Jeepney.
- 1955: AMC introduces the Jeepster.
- 1958: Jeep introduces the Jeepster Commando.
- 1961: Jeep introduces the Jeepster Commando.
- 1964: Jeep introduces the Jeepster Commando.
- 1965: Jeep introduces the Jeepster Commando.
- 1966: Jeep introduces the Jeepster Commando.
- 1967: Jeep introduces the Jeepster Commando.
- 1971: Jeep introduces the Jeepster Commando.
- 1978: Jeep introduces the Jeepster Commando.
- 1980: Jeep introduces the Jeepster Commando.
- 1982: Jeep introduces the Jeepster Commando.
- 1984: Jeep introduces the Jeepster Commando.
- 1986: Jeep introduces the Jeepster Commando.
- 1987: Jeep introduces the Jeepster Commando.
- 1990: Jeep introduces the Jeepster Commando.
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- 2017: Jeep introduces the Jeepster Commando.
- 2018: Jeep introduces the Jeepster Commando.
- 2019: Jeep introduces the Jeepster Commando.
- 2020: Jeep introduces the Jeepster Commando.
- 2021: Jeep introduces the Jeepster Commando.
- 2022: Jeep introduces the Jeepster Commando.

4WD.com/history
THE RESEARCH PROCESS
IN 8 STEPS
Johns Hopkins University

STEP 1: review & understand the assignment
- what is the question asking?
- review your class notes
- clarify any specific requirements (i.e. page length, number of sources, due date)
- confused? talk to your professor!

STEP 2: define a research topic
- What do you want to learn more about?
- review
- think
- take a break!

STEP 3: gather background information
- does this topic address the assignment?
- good idea this can be the hardest part of research!

STEP 4: gather sources
- where do you find sources?
- Catalogs
- search by keywords
- WorldCat
- search your library & find primary sources
- Library Databases
- search for more specific results
- Ask your Librarian!
- Davidsonian is your one stop shop for research

STEP 5: CITE YOUR SOURCES
- APA MLA Chicago ask your professor!
- study skills center & practice your sources
- create a bibliography

STEP 6: WRITE A THESIS
- Your thesis will change throughout the course of writing your paper, so make sure to step back and rephrase it as needed
- step or topic, but if you go too far off topic, ask where a table fits & then review your thesis
- utilize & cite your sources
- use your notes onto your paper & worry about grammar later

STEP 7: WRITE
- organization is key - outline your paper first!

STEP 8: EDIT
- organization: clarity: grammar
- stuck with your writing?
- visit the writing center - they'll help you out!

BY LIBRARY AMBASSADOR, J. BRADSHAW '14
VIA PILOTCHART
1. Engage your customer, NOT your product:
- 77.7% of shared images have a reference to a brand, NOT the product.
- 67.7% of Twitter videos are more likely to be shared if they followed.

2. Use images:
- 36% of links shared on Twitter are images.
- 40% of people respond better to visual information than plain text.

3. Use #’s (hashtags):
- #2X: Tweets with #’s are 2X more likely to be retweeted.
- #21%: Higher engagement with #’s.

4. Keep it short:
- 21% higher interaction rate for tweets under 100 characters.

5. Use videos:
- 700+ YouTube videos are shared on Twitter each minute.
- 6 seconds: Length of a Vine video.

6. Ask for RT’s:
- By asking followers to “RT,” seeing gets a 12X higher retweet rate.
- 12X: Higher retweet rate.
- 23X: Higher retweet rate.

7. Use contests to engage:
- A contest can increase your followers by 100’s or 1,000’s.

Lists
How to Spot a Yelp User

Yelp users certainly have a unique way of seeing and interacting with the world. You can easily recognize one by their penchant for food photography and need to review everything from parking lots to laundromats.

- Sore fingers from a vigorous session reviewing local gas stations.
- Enlarged frontal cortex filled with epicuriosity.
- Verbal limit of 5000 characters.
- Inexplicable shout-out habit.
- Distended stomach from one too many Indian restaurant reviews.
- Lawsuit notice from an offended small business owner.
- Pack of stars in order to rate and review everyday occurrences.
- Test sample from new 4.5-star dim sum restaurant to personally decide if rating is accurate.
- Sore feet from a weekend spent checking into as many different locations as humanly possible.

Crowns signify elite reviewing status to both fellow yelpers and small business proprietors.

Compulsive photographic hand, activated in the presence of food.

Elite member card allows access to member-only events—always visible to instill jealousy.

Majority of clothing acquired through Yelp Deals.
Data Visualization

Diagram showing the interplay between design, user interface, visual communication, information, data journalism, and information. The core of the diagram is labeled "Data Visualization."
POLL

pollev.com/lizjohns
Mayer's SOI Model

- Select
- Organize
- Integrate
Library Support for SOE Students

Librarians can help you with more than just using the library. Anything related to research, finding, accessing, and organizing information is where the librarians' expertise lie. Here's a sample of just a few things we can do!

Access to Information

- One-on-one or small group consultations
  Email your librarian, Liz Johns at emjohns@jhu.edu
- Develop a Search Strategy
  Not sure how to search, or where?
- Tackle your literature review
  It's a big job - let us help you get going.

Management & Organization of Information

- Set up feeds and alerts
  Bring news, blogs, and database alerts to you, instead of you going to them: commoncraft.com/video/rss
- Organize and cite your sources
  Use Refworks: guides.library.jhu.edu/refworks/
- Use online tools
  Get started with the guide for education: guides.library.jhu.edu/education

There's so much more we can do! We can meet you in person or online, and answer questions via email. Just ask!

Your librarian
Liz Johns
emjohns@jhu.edu

Office hours and more contact information listed at guides.library.jhu.edu/emjohns
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Management & Organization of Information

- Set up feeds and alerts
  Bring news, blogs, and database alerts to you, instead of you going to them: commoncraft.com/video/rss
- Organize and cite your sources
  Use RefWorks: guides.library.jhu.edu/refworks/

Use online tools

There's so much more we can do! We can meet you in person or online, and answer questions via email. Just ask!

Your librarian
Liz Johns
emjohns@jhu.edu

Office hours and more contact information listed at guides.library.jhu.edu/emjohns
Library Support for UROP Summer Fellows
Liz Johns | emjohns@vcu.edu

Access to Information:
- Use the library resources to create a plan.
  - Get started on a search strategy: guides.library.vcu.edu/research.
  - Figure out how to tackle your literature review: guides.library.vcu.edu/lit-review
  - Set up a research consultation. Email Liz Johns at emjohns@vcu.edu.
    - Librarians can help you create a strategic plan for gathering information and keeping you organized.
- Find information related to your project, field and discipline: guides.library.vcu.edu

Management and Organization of Information:
- Refworks: http://www.library.vcu.edu/refworks/
  - Web-based citation management tool.
- RSS Readers: http://www.commoncraft.com/video/rss
  - Bring news, blogs, and database alerts to you, instead of you going to them.

Librarians are experts in finding, storing, and organizing information. Staying up-to-date and finding relevant information doesn’t have to be a challenge – just ask us!
ALAMEDA COUNTY BUDGET

Juvenile Jail Budget vs. Education Budget

- Juvenile Jail Budget: $48 million/year
- Education Budget: $42.2 million/year
Which Database Do I Use?

When you search for information on the open web using Google and Wikipedia, you tend to spend a lot of time sifting through piles of questionable content. The library resources are a shortcut to save you time and help you find more reliable information faster. We have over 500 database-like resources! Here are a few to get you started. Visit: library.jhu.edu for even more!

I have a question about...

People
- Biographies in Context
- American FactFinder

Places, Events, Things
- Law Enforcement Data
- Census Info & Stats on Race/Gender Demographics SES Career/Occupation and more!

Studies, Policies, Law
- CQ Researcher
- LexisNexis Academic

Start here!
- Gale Virtual Reference
- Academic Search Complete
- Medline Plus
- US Patents
- Naxos Music Library
- Oxford Music
Planning an Infographic

THINK

Audience  Goals

DO

Title/Intro  Content  Conclusion
Planning an Infographic: Your Turn

tinyurl.com/palit-infographics
Tools for Infographics

Prototyping:
Pencil and paper
OR
Whiteboard and markers
POLL

pollev.com/lizjohns
Tools for Infographics

Piktochart
make information beautiful

infogr.am

easelly

visually

Piktochart Self-Start:
tinyurl.com/z8xofd5

More at
tinyurl.com/q3zujke
Infographic tools do not automatically create infographics.
GOAL

To begin to turn information into an informative, engaging and meaningful infographic.