Building Capacity to Use Infographic Tools

free options for creating charts, graphs, and pictorial infographics

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JSI Research & Training Institute, Inc.

Public health consulting company

- Involved in HIV prevention and care since the beginning of the epidemic

Capacity building assistance (CBA) provider

- Organizational Infrastructure
- Effective Behavioral Interventions
- Monitoring and evaluation

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Objectives

- Describe two reasons for using infographics
- Identify free resources for creating charts, graphs, and pictorial infographics
- Understand what tools are best suited for various data visualization needs
- Understand how to use free infographic tools

What are Infographics?

Information graphics or infographics are graphic visual representations of information, data or knowledge intended to present complex information quickly and clearly.

Key Terms

- **Data visualizations** are graphs or charts generated by software, using numerical data. They can be quickly tweaked and altered.

- **Infographics** are designed manually and revisions to them take time. Infographics can contain data visualizations such as graphs within them.

Visualization to…

- Share information
- Tell a story
- Stimulate conversation
- Amplify your reach

Before deciding to use infographics, you need to…

Determine what data to share

- Important
- Consistent

DETERMINE YOUR AUDIENCE

WHO ARE THE STAKEHOLDERS?

WHAT INFO DO THEY NEED?

HOW WILL THEY USE IT?

WHY DO THEY CARE?

DETERMINE YOUR AUDIENCE

HIV Tests Conducted in 2013:

Goal: **600** / Actual Tests Given: **540 X (Did not meet)**

vs.

CBO X conducted 540 HIV tests in 2013

Please respond to this question

Do you currently use infographics? If yes, what program/software are you using to create them?

Infographics Best Practices

- These tools have many built-in themes that follow basic design principles, giving them an advantage over programs such as Excel
- **Color** – the fewer the better (3 ideal), colors in charts should compliment each other, but be easily differentiated. Also explore websites such as Kuler to develop a color palette
- Keep in mind the tone – blue says medical, yellow is often associated with food

Infographics Best Practices

- **Shape** – simple points, lines, or bars work best; area charts can make data appear larger than it actually is. Many of the following programs choose the best graph types for you
- **Font** – the fewer the better, choose something simple for legibility, the title can be more elaborate if necessary
- Less is more! Decoration can confuse the data and excess graphics cause clutter.

Types of Infographics

- **Flowchart**
  path with possible options branching off of a starting point

  Made well in:
- Easel.ly
- Piktochart

Types of Infographics

- **Timeline**
  image-based with events, often a left to right or top to bottom format or roadmap

  Made well in:
- Tableau
- Easel.ly

Types of Infographics

- **Visualized article**
  blocks of text laid out to follow a story with visual accompaniment

  Made well in:
- Easel.ly
- Piktochart
- Infogr.am

Types of Infographics

- **Comparisons**
  One item or topic
  “vs” another

  Made well in:
- Easel.ly
- Piktochart

Types of Infographics

- **Instructional steps**, also called “useful bait”

  Made well in:
- Piktochart
- Easel.ly

Types of Infographics

- **Big numbers**
  usually image-heavy

  Made well in:
- Piktochart
- Easel.ly
- Infogr.am

Types of Infographics

- **Data vis**
  more numerical,
  focus on graphs
  and charts

  Made well in:
- Tableau
- Infogr.am

Answer the Poll

In what context would you be interested in using infographics? (choose all that apply)

- Posters or fliers
- Charts within reports
- Web posts
- Presentations
- Articles

Infogr.am

Infogr.am

- Choose from templates and customize them (free templates do not say “pro” in the corner)
- Published to the web as “public” or “not public”
- “Not public” graphs can be shared internally by sharing the account username and password
- Program cannot be downloaded, but is available to use online at: http://infogr.am/
- Tutorials can be found on YouTube

Infogr.am

- Two tabs: Infographics and Charts
- Limited formatting of layout or text
- Enter data directly into sheet and specify which features to show (grid lines, data points, smooth curves etc)
- Can upload your own data (upload excel .xls file or .csv)
- Add new graphs
- Limited comparison abilities

Piktochart

Piktochart

- Infographic creation tool online
- Program cannot be downloaded, but is available to use online at: http://piktochart.com/
- main page contains link to video tutorial, PDF guide, samples and FAQ
- Starts with free or paid themes that the user can edit

Piktochart

- Add layout “blocks” with chart elements such as bar graphs, pie charts, and line graphs
- Can add scalable icons from large library
- Go to graphics >“icons” in the left-hand menu
- Pick from different categories in the drop-down menu such as “people” or “sport”
- Click the uploads tab to add your own images
  * note: SVG files are scaleable, all others (jpeg, gif) will lose quality when enlarged
- Click the object and use the bottom toolbar to edit opacity, positioning and rotation

Piktochart Charts

- To make a new chart, go to the side menu and click “tools.” Drag and drop the charts icon to the canvas
- Creates charts by manually inputting data or uploading a CSV file (comma separated value file) – this can be created by saving as .CSV from excel
- Chooses chart types that best suit the data – click each tab to view each different type of chart (bar, dot, area, line, pie, matrix, gradient, gauge, donut, swatch)
- Go to advanced settings (at the bottom) to change colors. Click on colors to pick from the color grid
- Double click on chart to edit data and chart type

Piktochart

- Can download it as a png or jpeg, for web or print
- Can publish as HTML and also “unpublish” which makes it private again
- Provides embed link for websites
- Search-engine friendly when published

Easel.ly

Easel.ly

- Less data-based and more for pictorial applications
  - flow charts, instruction steps, comparison posters (_vs._), highly illustrated timelines, visualized articles
- Cannot upload data spreadsheets nor enter it manually
- Set to private/public for the general internet, but other users of Easel.ly will still be able to view and use this visual
- Ability to download as a jpeg and link to it via web

Easel.ly

- “vhemes” are visual themes
- Themes are premade and all text and data will need to be replaced unless starting from a blank canvas
- Fonts on templates may need to be replaced – consider: What is the best font for your purpose and legibility?
- Double-click text to edit it
- Great library of graphics – can choose from a number of categories of scalable images
- Can upload your own images as well
- Change background color, texture, and size on some the templates

Easel.ly

- Click the “start fresh” template for a quick intro to the interface
- No full tutorial, but video available in top right corner of main templates page

Tableau Public

Tableau Public

- Highly customizable, interactive, and inclusive of all types of data
- Created with javascript and HTML so it can be embedded and interactive on the web
- File goes public when saved, but can then be downloaded as an image or PDF
- Free to download from: www.tableausoftware.com/public/
- Helpful training videos available at: www.tableausoftware.com/public/training

Tableau Public

- Imports data from Excel and Access
  - go to the top navigation and click Data > Connect to data
- These must be set up so that:
  - the **first row** is your **field names**
    - each column represents a different variable (i.e. years, age)
  - your **second row** is where the **data** starts
- Two types of data:
  - **Measures** are **numeric**; **Dimensions** are the **title** data (i.e. United States)

Tableau Public

- To create a graph, select two field names/variables to compare, one from the **dimensions** category, one from the **measures** category
- To add data to the same graph, drag other dimensions to “color” under “marks”

Tableau Public

- To create more graphs that are derived from the same set of data, click the “create new worksheet” tab at the bottom of the page-
- To compare graphs on the same page, click the tab at bottom titled “dashboard”

Wrap-Up

- Your observations
- Questions
  You can also e-mail them to cba@jsi.com
- Evaluation

Thank you for your time & participation!

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