



LET'S GET GRAPHIC



The Power of Graphics

<http://www.billiondollargraphics.com/infographics.html>

<http://cobaltconnects.ca/blog/exchange/graphic-engagement-matt-jelly-designs-power-move-people>



(Click to see better)

THE POWER OF VISUAL COMMUNICATION

WHAT IS VISUAL COMMUNICATION?

Visual communication describes the conveys of information and ideas in form that can be perceived visually.

Examples include:

- OBJECTS
- WORDS
- DIAPHS
- MAPS
- TABLES
- PHOTOGRAPHS
- VIDEOS
- GRAPHICS

HOW EFFECTIVE IS IT?

"A PICTURE IS WORTH 1000 WORDS"

66% SOMETHING IS HAPPENING. WE ARE BECOMING A VISUALLY OBSESSED SOCIETY. FOR MANY, UNDERSTANDING OF THE WORLD IS BEING ACCOMPLISHED, NOT THROUGH WORDS, BUT BY READING IMAGES.

Statistics show that people remember:

- 10% of what they hear
- 20% of what they read
- 80% of what they see and do

99% Psychologist Albert Mehrleuer discovered that 99% of information is remembered.

60,000 words in a book vs. \$131 BILLION in advertising a year.

WHEN DID IT START?

10,000-60,000 years ago The Cave Paintings introduced:

- RELIGION
- SCIENCE
- BODY TRANSMISSION
- ART PRACTICE

10,000 BC - Ancient Egypt: Hieroglyphs

MAKES WORDS IN PICTS EASY TO READ FOR THE WRITING CHALLENGE

DEVELOPMENT OF VISUAL STYLES

ISEGARAMS

Original symbol that represents an idea. Standard 3,000 years ago in China.

WHEELS: 1800 BC vs. MODERN: 1900 AD

LOGOGRAM

Single graphic that represents a word. Standard 1,000 years ago in China.

能安め (1800 AD - Japanese)

ALPHABET

The first alphabet emerged around 2000 BC in Mesopotamia.

ABCD...XYZ (1800 BC - Greek)

THE FIRST AND SIMPLEST LETTERS WERE THE MOST USEFUL. THE ORDER OF ALPHABETS CHANGED AS SOCIETIES EVOLVED.

BOOKS

Written firsts. Standard 1,000 years ago in Europe.

WHICH ARE THE FIRST PERIODS AS ONE SIDE WITH AN ALPHABET AS THE OTHER.

PRINTING PRESS: Standard 1,500 years ago in Europe.

FONTS

Developed during the Renaissance, replaced the traditional Gothic script used in the Middle Ages.

Aa (1500 - Venetian)

ALL CAPS: Page layout and learning required specific spacing.

SLANT: BOLD, ITALIC, UNDERLINE, AND OTHER ALL CAPS. BOLDING: IMPROVED TO STRENGTHEN THE VISUAL IMPACT AND TO BE USED FOR EMPHASIS.

ITALIC: Italics are used for emphasis, to indicate a quote or a letter for a being used in a specific context.

STATISTICAL VISUALIZATION

The evolution and study of the visual representation of data. It is a branch of data science that is used to analyze and interpret data.

- BAR CHART
- PI CHART
- LINE GRAPH
- SCATTER PLOT
- AREA CHART

GRAPHICS DESIGN

Standard 1,000 years ago in Europe.

1800: The first computer graphics were first used in 1945.

1950: The use of computer graphics was first used in 1950.

1980: The use of computer graphics was first used in 1980.

VIDEO

Standard 1,000 years ago in Europe.

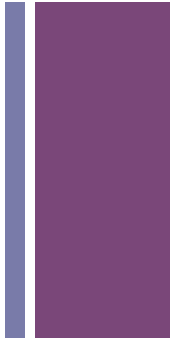
1927: The first video was first used in 1927.

1950: The first video was first used in 1950.

1980: The first video was first used in 1980.

SOURCES

WYZOVL



+ 93% of communication is nonverbal



+ The brain deciphers image elements simultaneously,



A dusky-orange kitten with grey eyes laying on its back on a white floor with no detail in the background. The kitten is slightly on its side, with the left side paws in the air and the front left paw looking like it is reaching for something. The kitten is looking off to the top right. It's adorable.

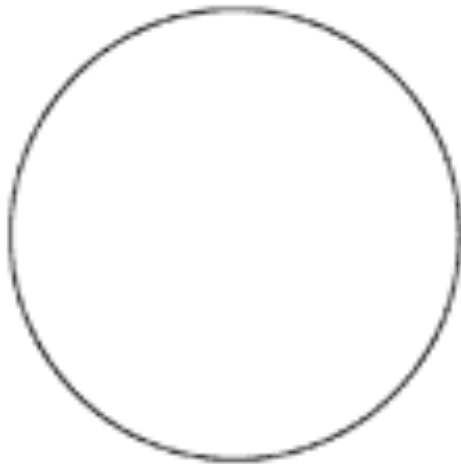
while language is decoded in a linear, sequential manner – which takes more time



It is not surprising that it is much easier to show a circle than describe it.



Graphic Description



Textual Description

a curved line with every point equal distance from the center

- + When it comes to quick, clear communication, visuals trump text almost every time. Presented with the following textual and visual information, would you pet this dog?





In 1986, a study at the University of Minnesota School of Management found that **presenters who use visual aids are 43% more effective in persuading audience members to take a desired course of action** than presenters who don't use visuals.



+

In 2001:

Nike spent \$269 million on its image to sell their products.

Anheuser-Busch spent \$440 million.

Pepsi budgeted over \$1 billion.

Coca-Cola budgeted \$1.4 billion.



Visuals paint the picture of who the advertiser is, what they stand for, and how the audience may benefit.

+ The Era of Infographics



DATA



SORTED



ARRANGED



PRESENTED
VISUALLY



PHOTOGRAPHY BY BRANDON ROSSEN PHOTOGRAPHY WWW.BRANDONROSSEN.COM @BRANDONROSSEN



+ Why do infographics work?

Their combination of visuals and text is “super information” that can be processed quickly and more accurately.

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



+

More examples, please!

50 INSTANT FACTS ABOUT CANADA

GEOGRAPHY

- 31% of Canada's land area is forested.
- 1,453 kilometers of coastline.
- 2 km of the Great Lakes are shared with the United States.

WILDLIFE

- 2.4 million moose live in Canada.
- 850m+ birds migrate through Canada.
- 15,500+ species of plants and animals.
- 247 species of fish.

FOOD AND DRINK

- 77% of Canadians are lactose intolerant.
- Canada produces 100% of the world's maple syrup.
- Canada has 100+ different types of maple syrup.

LINGO

- 183+ languages spoken in Canada.
- 47% of Canadians speak English.
- 23% speak French.
- 40.6% speak other languages.

PEOPLE

- 3.34m people live in Toronto.
- 100% of Canadians are literate.
- 85% of Canadians are employed.
- 8% of Canadians are unemployed.

FAME AND FORTUNE

- 100% of Canadians are literate.
- 100% of Canadians are literate.

THINGS YOU CAN AND CAN'T DO

- 35-50% of Canadians are lactose intolerant.
- 100% of Canadians are literate.

AND A FEW OTHERS

- 1982 was the first year that Canada was a member of the G7.
- 80.5% of Canadians are literate.

AND... (A 51ST FACT!)

Canada is a country of 50 million people.

How to Create an Infographic

in 7 Steps

- 1 Think of an idea**
Make a list of possible ideas for your infographic
- 2 Create a skeleton & flowchart**
This will be your initial draft.
- 3 Color scheme it**
Use eye-friendly colors such as pastels & bright hues.
- 4 Choose Eye-Catching Graphics**
People are attracted to visuals more than the text.
- 5 Research**
Use a variety of authoritative sources.
- 6 Provide facts and conclusions**
Illustrate statistics. Make it simple.
- 7 Edit, edit, edit**
Filter through everything, and try to create a narrative.

COLOUR PSYCHOLOGY

Associations of colour

Color Psychology

- Red:** Passion, energy, excitement, love, anger, aggression.
- Orange:** Warmth, enthusiasm, creativity, confidence, hunger.
- Yellow:** Optimism, happiness, energy, intellect, caution.
- Green:** Nature, growth, harmony, freshness, balance.
- Blue:** Trust, loyalty, stability, intelligence, calmness.
- Purple:** Royalty, luxury, mystery, spirituality, wisdom.
- Black:** Power, elegance, mystery, death, mourning.
- White:** Purity, cleanliness, simplicity, innocence.
- Grey:** Balance, neutrality, sophistication, depression.

Color Psychology

Color psychology is the study of how colors affect human behavior and emotions. It is a branch of psychology that deals with the relationship between colors and human emotions, thoughts, and actions.

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Culture and Colour

A color is not just a color. It has a meaning. It has a story. It has a history. It has a culture. It has a soul.

- Cultural Meaning of Red:** Love, passion, energy, anger, aggression.
- Cultural Meaning of Blue:** Trust, loyalty, stability, intelligence, calmness.
- Cultural Meaning of Green:** Nature, growth, harmony, freshness, balance.

Harmonious Color Use

Harmonious Color Use

- Use colors that complement each other.
- Use colors that are visually appealing.
- Use colors that are easy on the eye.
- Use colors that are consistent with your brand.

BRANDS

- Apple: Red, White, Black
- Google: Blue, Red, Yellow, Green
- Facebook: Blue
- Twitter: Blue
- LinkedIn: Blue
- YouTube: Red, White, Black
- Amazon: Orange
- Walmart: Blue, Yellow
- Target: Red, White
- Costco: Blue, Yellow
- Kroger: Red, Yellow
- Home Depot: Orange, Blue
- Lowes: Orange, Blue
- Best Buy: Yellow, Red, Blue
- Walmart: Blue, Yellow
- Kroger: Red, Yellow
- Home Depot: Orange, Blue
- Lowes: Orange, Blue
- Best Buy: Yellow, Red, Blue

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