

## ADVANCED DESIGN FOR THE WEB

## PROJECT 1

*Project Title* Interactive Infographic

**PROJECT DESCRIPTION**

An infographic (newsroom slang for “informational graphic”) combines text and image to analyze an event, object or place. You will find them in newspapers and magazines and on web sites and they are meant to communicate complex and precise information quickly. For this project you will be producing an interactive graphic that tells a story. Past projects have included animal migration patterns and maps explaining the devastating effects of the tsunami in Asia.

**CONSIDER WHAT STORY A MAP CAN TELL:**

**LOCATOR MAPS:** These tell the viewer where something happened.

**EXPLANATORY MAPS:** These maps are used to convey a story and show a step-by-step sequence of events. They usually have labeled sequences.

**DATA MAPS:** These maps show geographical distributions of data. They are similar to charts in that they can show weather trends and patterns, population breakdowns, etc.

**DESIGN CONSIDERATIONS**

When preparing your infographic for your target audience, you need to make the assumption that the viewers are lost.

**SOME CONTENT YOU WILL NEED:**

Each infographic needs a headline and/or a short description or introductory paragraph. When using maps you may also need to include a locator map for your main map.

*Example:* If you are showing where the tsunami occurred, you might want to put in a global map that shows the region you are detailing. Add any major reference points such as oceans, cities, etc. that will help your viewer understand the story you are telling visually. You don’t need to label North if it is at the top of the map. Include a North indicator arrow if it is not at the top of your infographic layout.

**SIMPLE IS BEST.** Do not clutter your design with unnecessary details. Use limited, relevant color palettes and keep the map succinctly and tightly focused. If your design has dead or wasted space, use it to put in legends, text boxes, insets, mileage scales, etc. All of these things give your viewer perspective.

**MAKE YOUR MAP ACCURATE:** I highly recommend using a geographical map in your infographic. With any informational graphic, it is very important to be accurate. Cite your sources and check daily for accurate figures if your map involves changing numbers. Often, web graphics are updated daily, and you should time stamp your graphic to indicate the last time it was updated.

*Example:* If the tsunami map indicates how many people have died as a result of the disaster in a particular country, the figures may change daily. Unless the data in your map is being fed by a data base, you will have to update your graphics on a regular basis.

**KEEP YOUR TYPOGRAPHY CONSISTENT.** Come up with standards that you set and stick to them. Pick a font family - Sans Serifs usually work best. Avoid anything under 12 pixels. Watch anti-aliasing with text graphics. Standardize abbreviations, use of all caps, bold face, italics (hard to read on the web!) etc.

*TYPES OF INFOGRAPHICS:*

- Fever Chart
- Bar Chart
- Pie Chart
- Table
- Timeline
- Step by Step Guide
- Diagram
- Map

*DELIVERABLES:*

- Storyboard
- Explanatory text
- .HTML file(s)
- .CSS file
- .HTML pages with artwork

*uploaded to your student FTP*

- Process book
- Home page for infographics

*SIZE: TBD*

*Content: Writing and images must be created by you, or you must document that you have the rights to use the content.*

*Note:*

*It is a violation of copyright laws to scan and publish someone else’s text or images. This applies to both print and web publishing. You can use them as reference when creating an original design or seek permission, but you must credit your source.*

*Infographic Information Source: The Newspaper Designer’s Handbook, Fifth Edition by Tim Harrower*