

INTERACTIVE DESIGN 2

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 concerning the topic of *Incarceration, Recidivism, and Rights*.

Our nation’s detention centers, jails, and prisons house more of our citizens per capita than any other country on the planet. Moreover, the vast majority of detainees belong to racial and ethnic minorities. There are more than 200,000 African-Americans in Virginia alone who were once convicted of felonies and are forever stripped of many of the rights of citizenship.

We will begin this project by reviewing human rights lawyer Bryan Stevenson’s TED talk entitled: “*We need to talk about injustice*” (http://www.ted.com/talks/bryan_stevenson_we_need_to_talk_about_an_injustice). An engaging and personal talk – with cameo appearances from his grandmother and Rosa Parks – Stevenson shares some hard truths about America’s justice system, starting with a massive imbalance along racial lines: a third of the country’s black male population has been incarcerated at some point in their lives. These issues, which are wrapped up in America’s unexamined history, are rarely talked about with this level of candor, insight and persuasiveness.

PROJECT GOALS

As individuals you will need to research and collect data points for 3 possible topics, writing up a short 1-2 paragraph synopsis on each (*this will comprise your significant writing assignment for this course*). Look for topics that have measurable data that can be used to create infographics.

You will then be assigned to groups for this project to initially discuss your 3 possible topics and the data/information that you have collected. The group will vote as to which topic you all wish to explore further for your overall group project. This can be based on an individual’s research or the culmination of the group’s research in order to create a cohesive interactive infographic.

DESIGN CONSIDERATIONS**CONSIDER WHAT STORY YOUR 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.

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

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

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 an event occurred, you might want to put in a global map that shows the region you are detailing. Add any major reference points such as cities, states, 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: 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 an event indicates how many people have been effected as a result of the event in a particular area, the figures may change daily. Unless the data in your map is being fed by a database, 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.

RESEARCH IS KEY! There are many outlets to look towards to see how infographics are created. You can search sites such as [Pinterest.com](https://www.pinterest.com) for infographics, there is also:

<http://magazine.good.is/infographics>

<http://www.columnfivemedia.com/services/infographics>

Column Five Media also has a separate section for Interactive Infographics:

<http://www.columnfivemedia.com/services/interactive-infographics>

<http://lemonly.com>