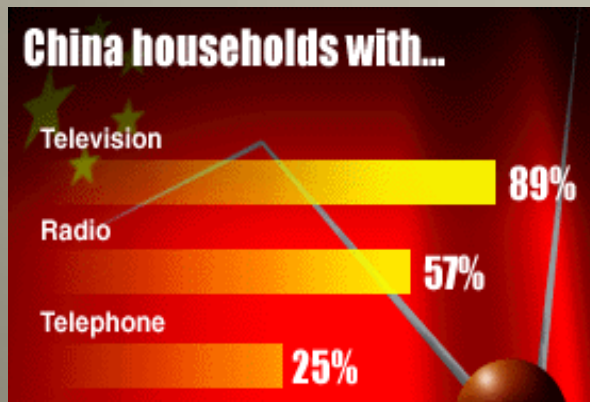
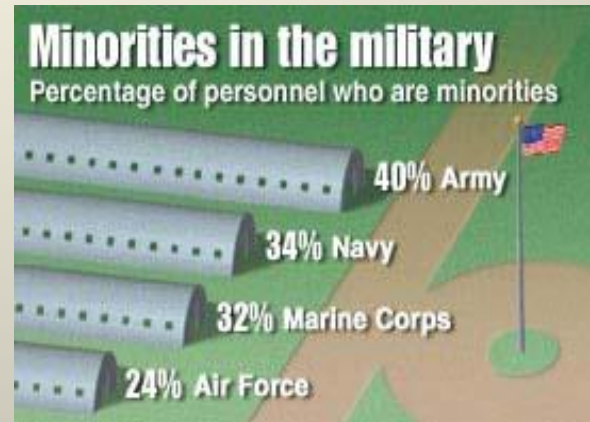


Informational Graphics



- Informational Graphics - (also called infographics, information design, and news graphics)
- Informational Graphics are visual displays that can be anything from a pleasing arrangement of facts and figures in a table to a complex, animated interactive diagram with accompanying text and audio that help explain a story's meaning.
- Examples include:
 - tables with facts
 - bar charts or pie charts with statistics
 - maps or diagrams providing information

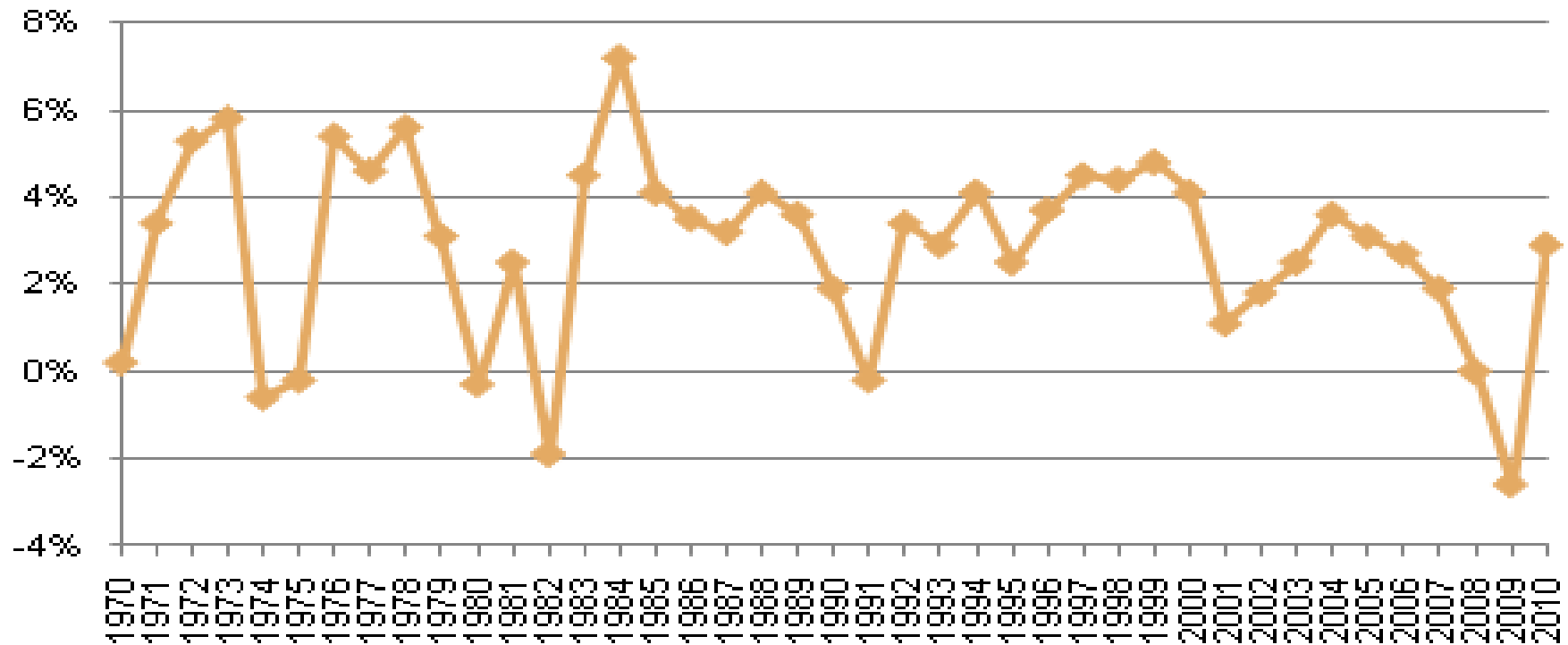
The Economy

- The Federal Reserve, the nation's central bank, is predicting sluggish economic growth of 1.6 percent for 2008. Inflation and joblessness have been increasing, however, and most financial experts say the economic malaise is likely to continue into 2009.

The Economy

U.S. economic growth

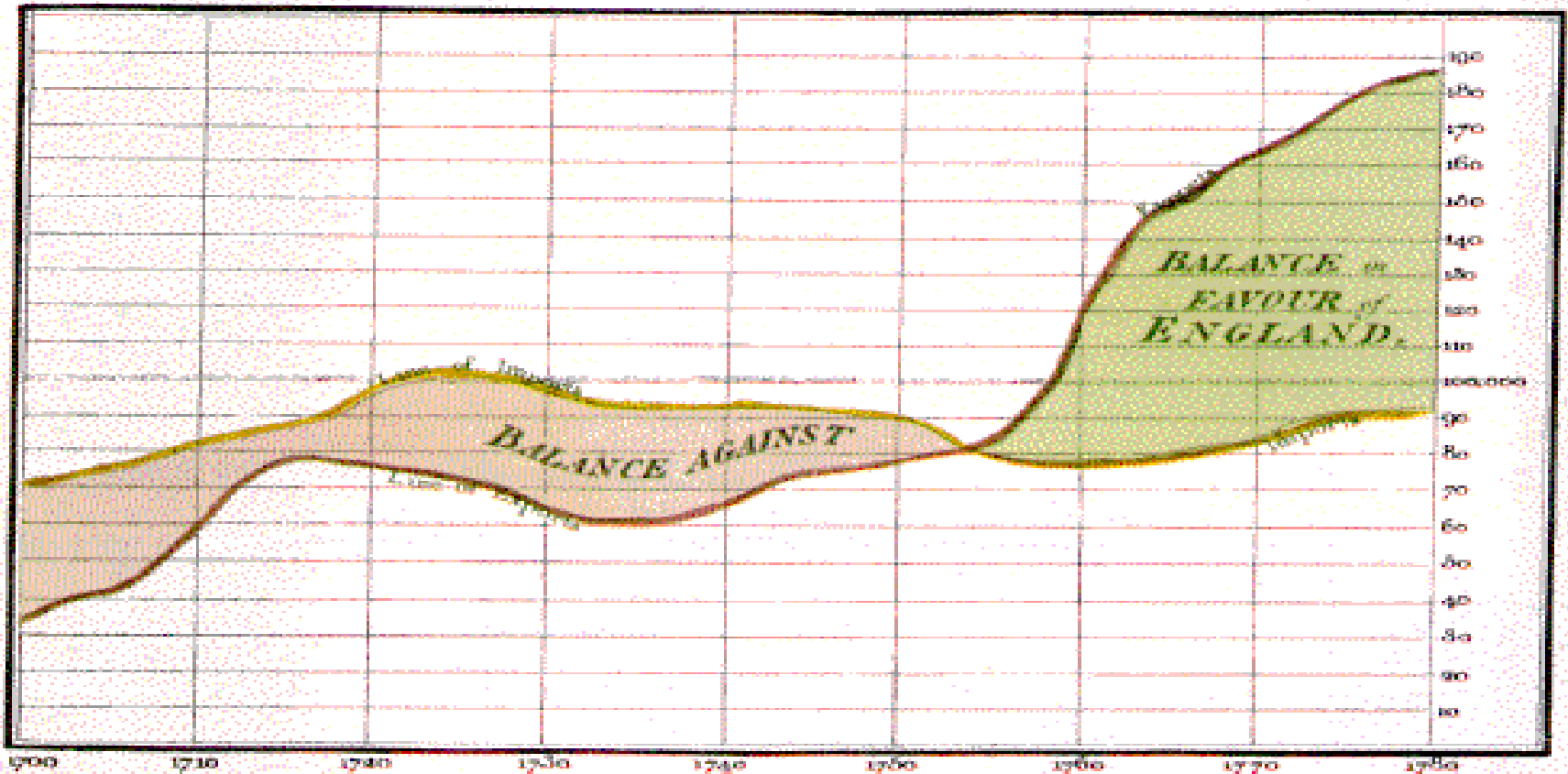
Annual percentage change in the gross domestic product, in constant 2005 dollars, 1970-2010



Source: "National Economic Accounts," March 2011, U.S. Bureau of Economic Analysis

William Playfair (1759-1823) is generally viewed as the inventor of most of the common graphical forms used to display data: line plots, bar chart and pie chart. His *The Commercial and Political Atlas*, published in 1786, contained a number of interesting time-series charts such as these.

Exports and Imports to and from DENMARK & NORWAY from 1700 to 1780.



The Bottom line is divided into Years, the Right hand line into £10000 each.

Statistical Infographics

- The two main types of statistical infographic elements are **charts (also called graphs) and data maps.**
- Charts (graphs) were invented to display numerical information concisely and comprehensibly and to show trends visually.
 - Line, relational, pie, and pictograph are the primary examples of charts, but other variations include bubble, doughnut, radar, surface, and scatter plots.
- Data maps usually combine numeric data and locations within a simple locator map to form a powerful story-telling combination.

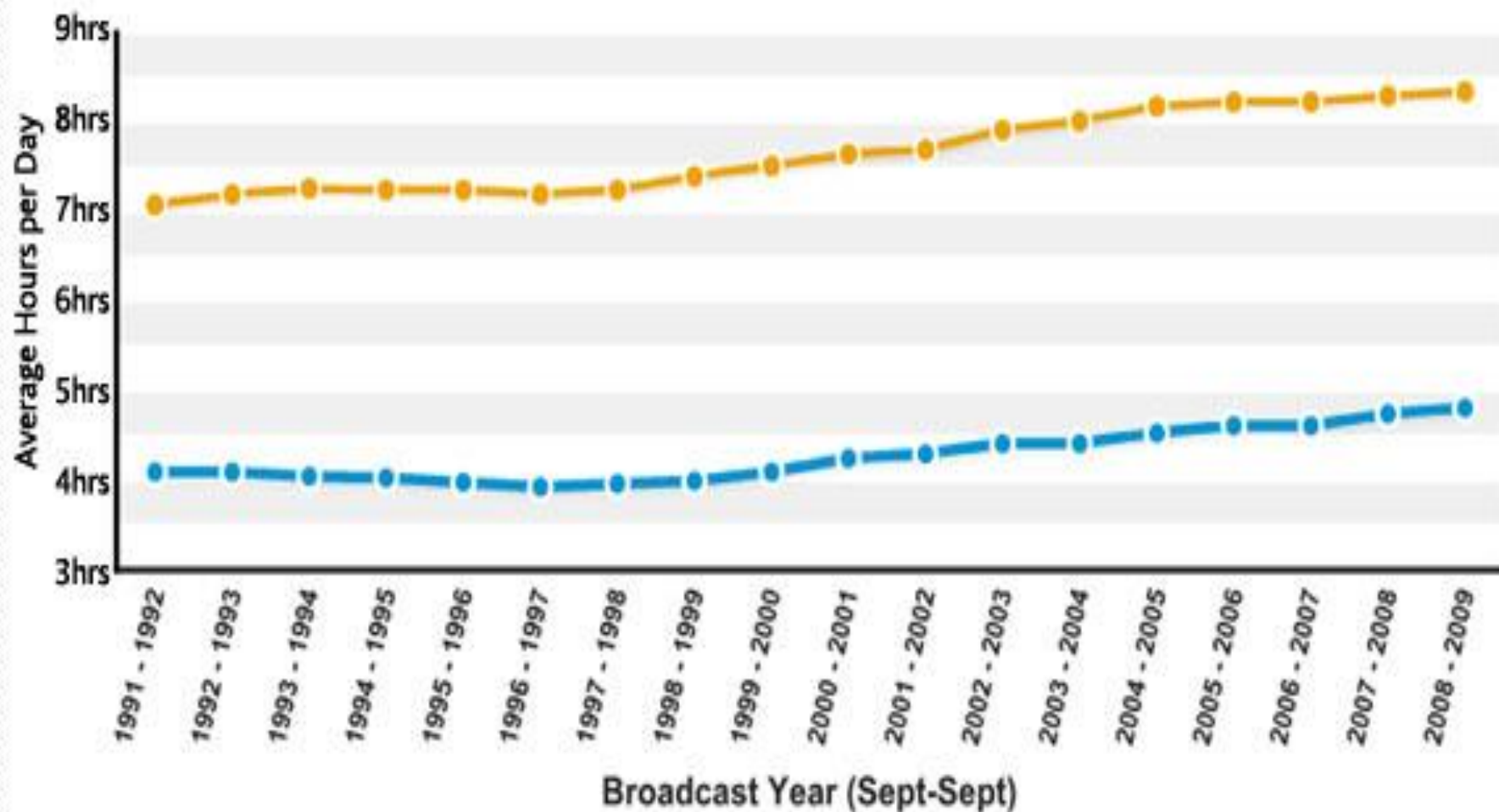
line charts

- A *line chart* contains a rule that connects points plotted on a grid that correspond to amounts along a horizontal, or x-axis and a vertical, or y-axis. ***Designers often use line charts to show variations in quantities over a period of time.***

Average TV Viewing Per Day

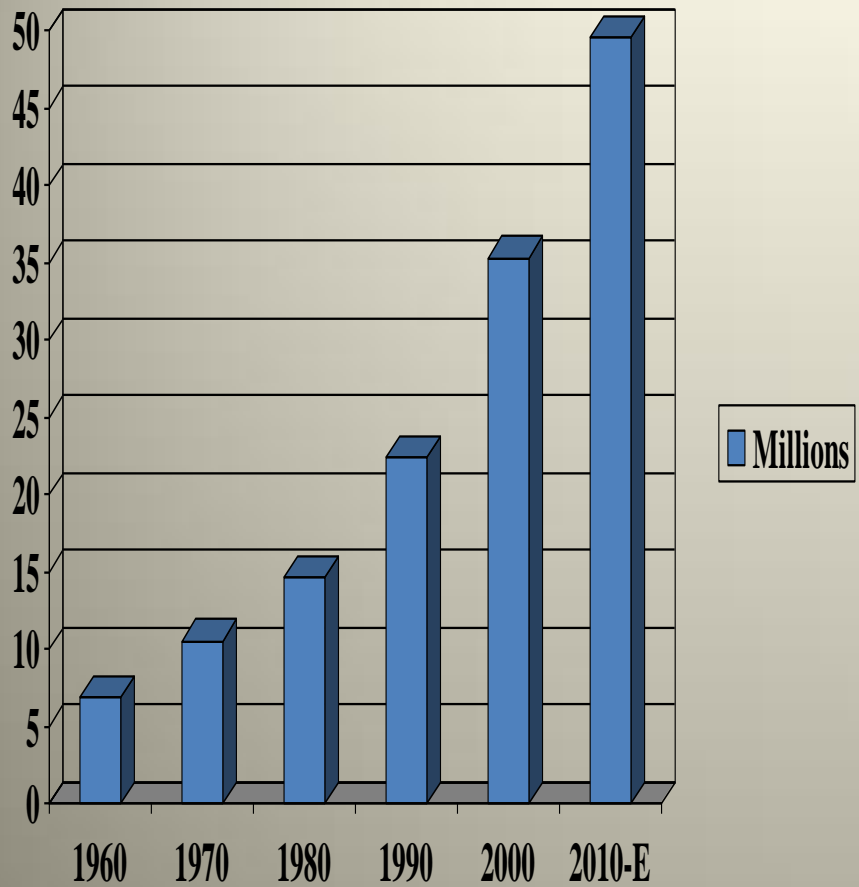
Source: The Nielsen Company

- Household
- Persons 2+



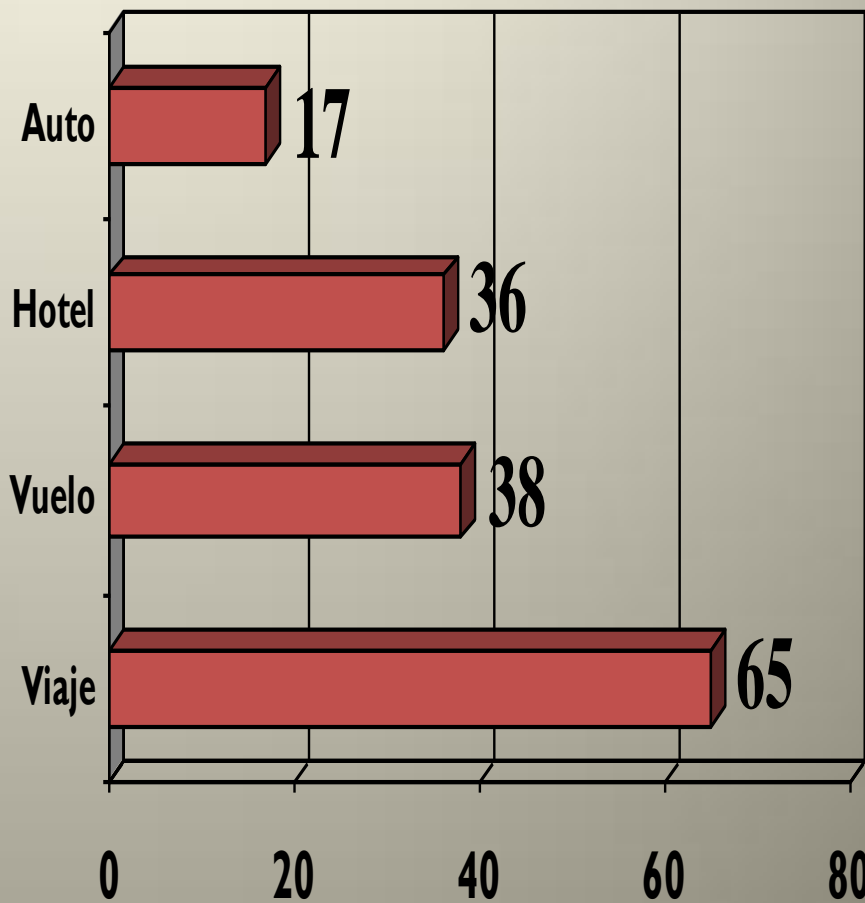
Bar Charts

- In contrast to line charts, which best show broadly based trends over time, *bar charts show significant changes in two or more specific items during a particular time period.*
- For example, two bars of different heights would best represent gold and silver prices for a particular year.



Growth of U.S. Hispanic Market

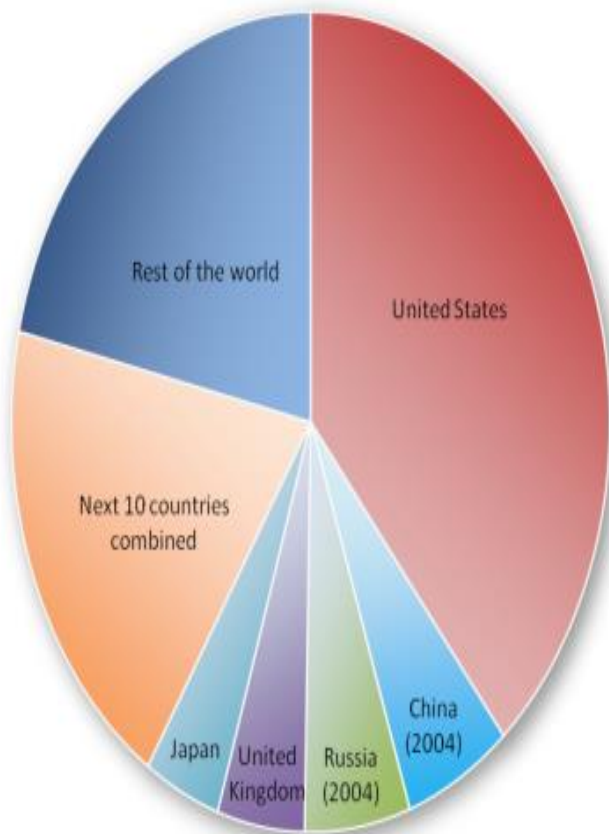
Percent of Hispanics Who Use the Internet to Plan Their Trips



pie charts

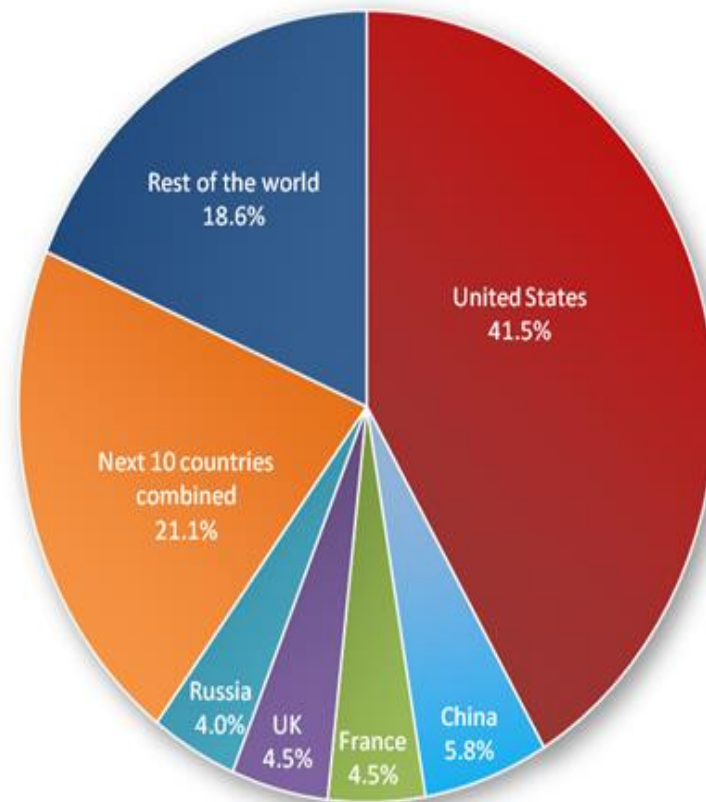
- *A pie chart compares amounts individually and for the whole.*
- The only way that pie charts can be used to show complex trends is to use several pie charts, which isn't effective.
 - A pie chart should have no more than five slices and no slice should be smaller than one percent of the total.

Global Distribution of Military Expenditure in 2005



Source: Center for Arms Control and Non-Proliferation, 2007

Global Distribution of Military Expenditure in 2008



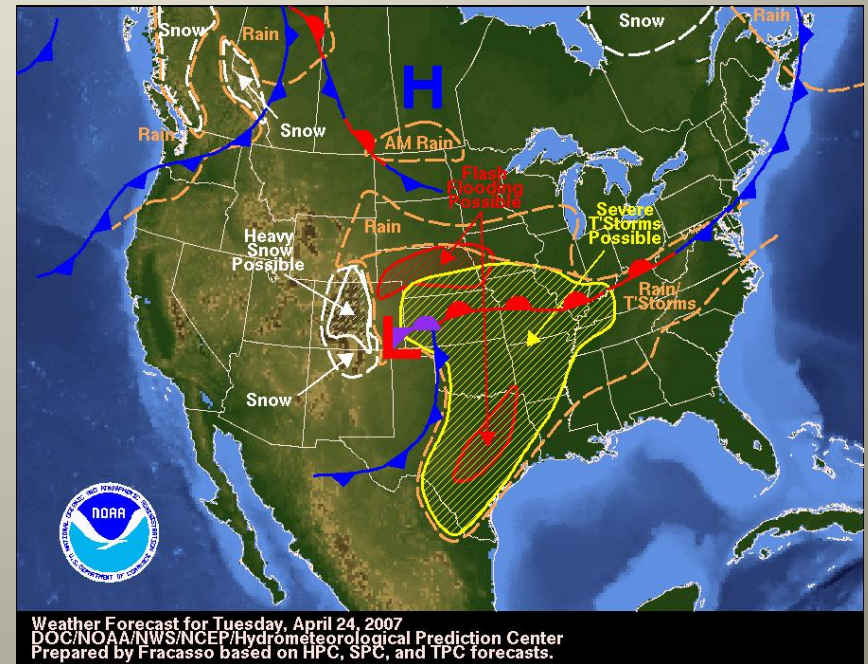
Source: Stockholm International Peace Research Institute Yearbook 2009

- A **pictograph** is a type of graph that uses illustrations that represent the items or concepts compared.



Data Maps

- Maps that combine geographic information with numeric data can be the most eloquent type of infographic produced.
- The USA *Today* weather map with colored strips representing different temperatures is the type of data most commonly used in the media.



Weather

USA TODAY WEATHER
 Like weather forecasts? We have you covered. Our forecasts are based on the latest data and our experts' insights. We'll keep you up to date on the latest weather news, including extreme weather events, tropical storms, and more.

Welcome to Spoil Mom Country.
 See details below.



Alaska	Idaho	Montana	Wyoming	North Dakota	South Dakota	Nebraska	Minnesota	Wisconsin	Illinois	Indiana	Michigan	Ohio	Pennsylvania	Delaware	Maryland	District of Columbia	Virginia	North Carolina	South Carolina	Georgia	Florida	Alabama	Mississippi	Arkansas	Louisiana	Texas	Oklahoma	Mokawa	Hawaii
Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	Partly cloudy 60-80	



Microbursts: Small-scale winds can do big-time damage

It was a gusty day in central Illinois that started the problem for a family of five. On May 3, 2008, a powerful microburst hit the area, bringing heavy rain and gusty winds. The family's house was damaged, and the power was out for several days. The damage was caused by a microburst, a small-scale weather system that can be very dangerous.

1 Dry air descends and warms.
 2 Rain falls and evaporates.
 3 Evaporation cools air and causes it to sink.
 4 Sink causes air to compress and heat up, creating a powerful downward draft.

1 Spoil Mom Country
2 Spoil Mom Country
3 Spoil Mom Country

With over 400 locations across the land, it's nearly impossible not to find something you'll love to do to begin your Country adventure today at www.country.com.

Weekend sunny for most of U.S.

Summer off New Jersey and British Columbia and south of Texas, along with high atmospheric pressure across the Midwestern Valley - are the major weather factors today.
The storm system bringing rain to Texas, Washington, Oregon, and most of the East coast Saturday's outlook is brighter for Texas and the East, but not for the Northwest. The big weather map shows today's forecast, maps for the weekend are at the bottom of the page.

More rain in the Northwest
 The storm off British Columbia will bring rain to the West Coast and the Northwest and through to the Midwest on Saturday. The rain will continue through the weekend, but the heavy rain will be mostly behind the system by Sunday.

More of West will get wet
 The storm off British Columbia will bring rain to the West Coast and the Northwest and through to the Midwest on Saturday. The rain will continue through the weekend, but the heavy rain will be mostly behind the system by Sunday.

A few days in the Midwest
 The storm off British Columbia will bring rain to the West Coast and the Northwest and through to the Midwest on Saturday. The rain will continue through the weekend, but the heavy rain will be mostly behind the system by Sunday.

USA METRO WEATHER CLOSEUP

USA METRO WEATHER CLOSEUP WITH EACH CITY'S ONE-DAY FORECAST AND HIGH/LOW TEMPERATURES.

FROM EVERY STATE: REPORTS AND FORECASTS

AK	70-80	Partly cloudy
AL	70-80	Partly cloudy
AR	70-80	Partly cloudy
AZ	70-80	Partly cloudy
CA	70-80	Partly cloudy
CO	70-80	Partly cloudy
CT	70-80	Partly cloudy
DC	70-80	Partly cloudy
DE	70-80	Partly cloudy
FL	70-80	Partly cloudy
GA	70-80	Partly cloudy
HI	70-80	Partly cloudy
IA	70-80	Partly cloudy
IL	70-80	Partly cloudy
IN	70-80	Partly cloudy
KS	70-80	Partly cloudy
KY	70-80	Partly cloudy
LA	70-80	Partly cloudy
MA	70-80	Partly cloudy
MD	70-80	Partly cloudy
ME	70-80	Partly cloudy
MI	70-80	Partly cloudy
MN	70-80	Partly cloudy
MO	70-80	Partly cloudy
MS	70-80	Partly cloudy
MT	70-80	Partly cloudy
NC	70-80	Partly cloudy
ND	70-80	Partly cloudy
NH	70-80	Partly cloudy
NJ	70-80	Partly cloudy
NM	70-80	Partly cloudy
NV	70-80	Partly cloudy
NY	70-80	Partly cloudy
OH	70-80	Partly cloudy
OK	70-80	Partly cloudy
OR	70-80	Partly cloudy
PA	70-80	Partly cloudy
RI	70-80	Partly cloudy
SC	70-80	Partly cloudy
SD	70-80	Partly cloudy
TN	70-80	Partly cloudy
TX	70-80	Partly cloudy
UT	70-80	Partly cloudy
VA	70-80	Partly cloudy
VT	70-80	Partly cloudy
WA	70-80	Partly cloudy
WI	70-80	Partly cloudy
WV	70-80	Partly cloudy
WY	70-80	Partly cloudy

WOTLINE: Long-range forecasts pretty chancy

The National Oceanic and Atmospheric Administration (NOAA) says that long-range weather forecasts are becoming increasingly unreliable as climate change continues to impact the weather system. NOAA's research shows that the accuracy of long-range forecasts is declining, particularly in the tropics and the Southern Hemisphere.

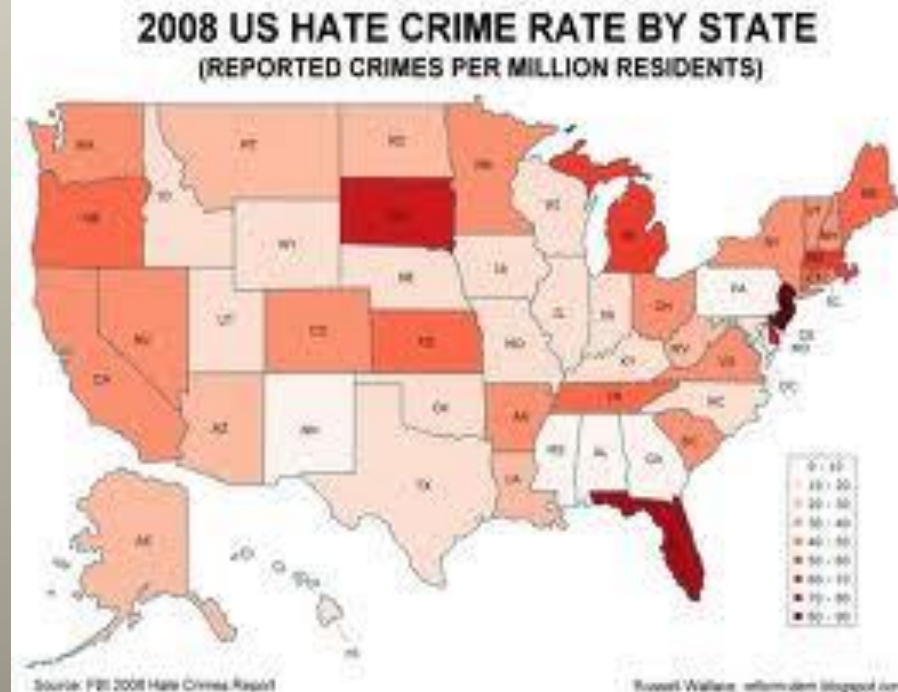
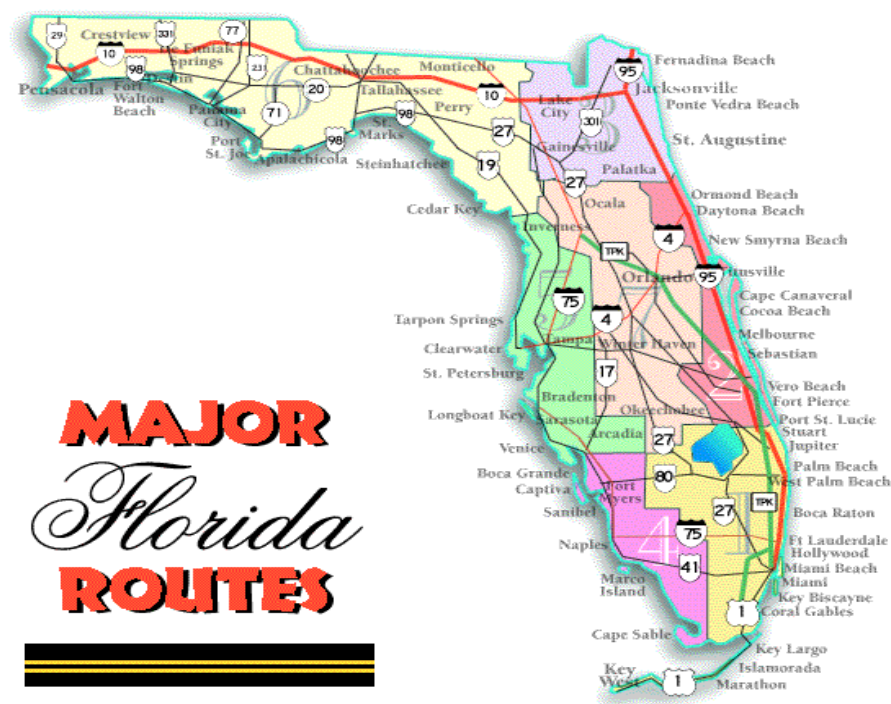
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WOTLINE: Long-range forecasts pretty chancy

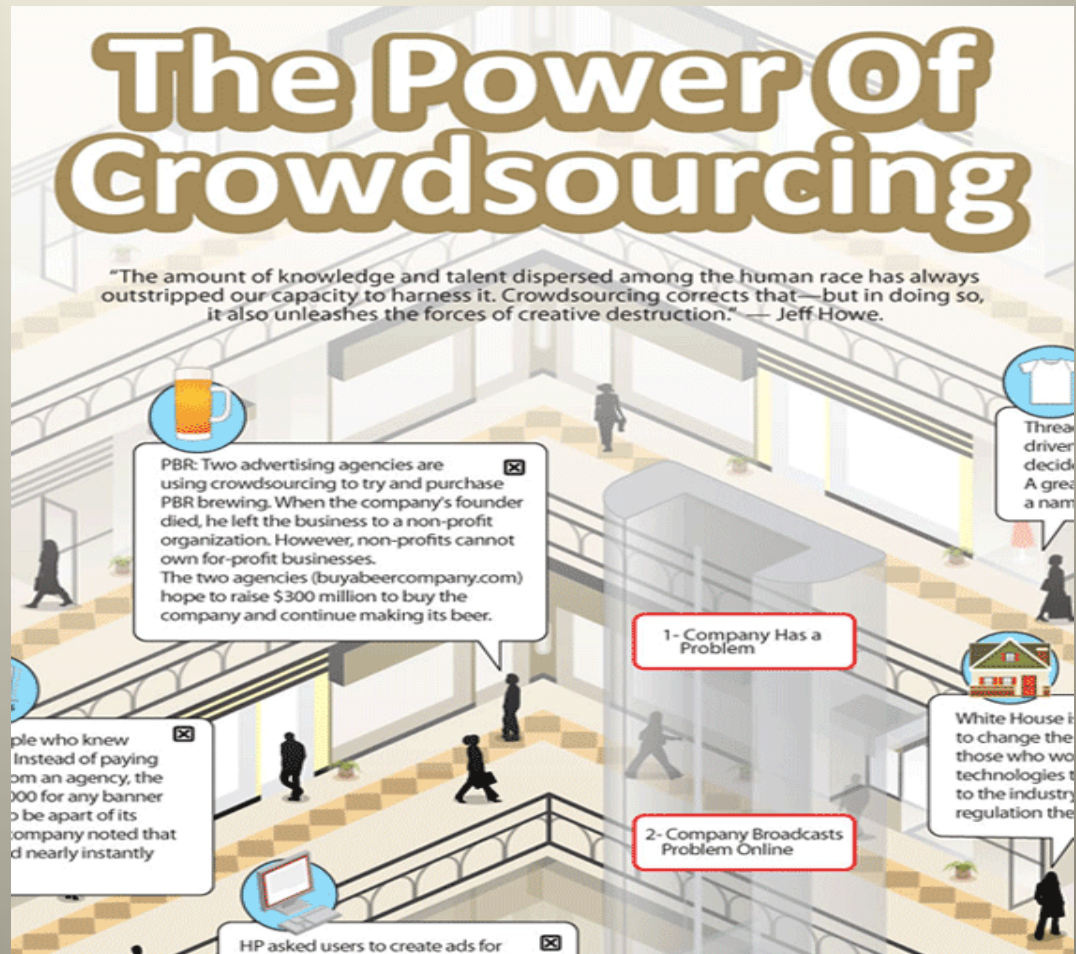
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- *Nondata Maps*
- There are two types of nondata maps: locator and explanatory.
- *Locator maps show a geographic location or a road system in a simplified design.*
- *Explanatory maps not only reveal where a news story has occurred but also tell how a series of events has taken place.*
 - Usually, designated with numbers, events leading to the arrest of a serial murdered, for example, are plotted on a locator map.

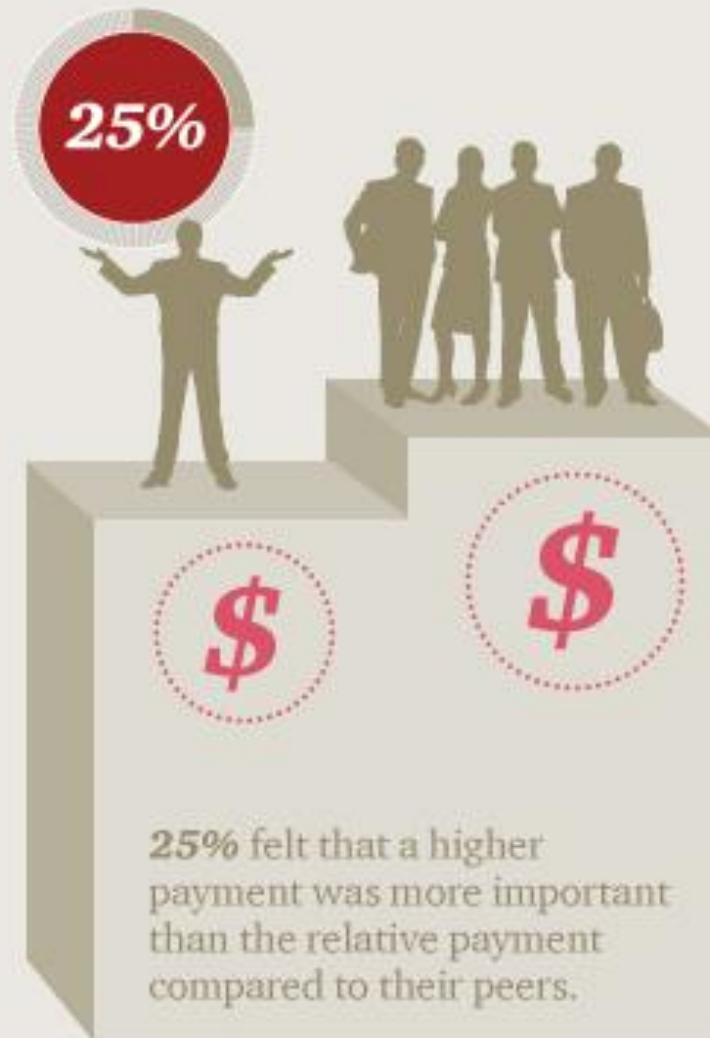


Non-statistical

- *Fact Boxes*
 - Fact boxes contain a series of statements that summarize the key points of the story.



I make more money than you – and that makes me happy



non-statistical/statistical

- *Tables*
- If you simply want to display numbers or words, a table puts them in an orderly format of rows and columns, with enough white space for readability.
- The most familiar types of tables in print media are stock market results for the day and baseball box scopes after the game.

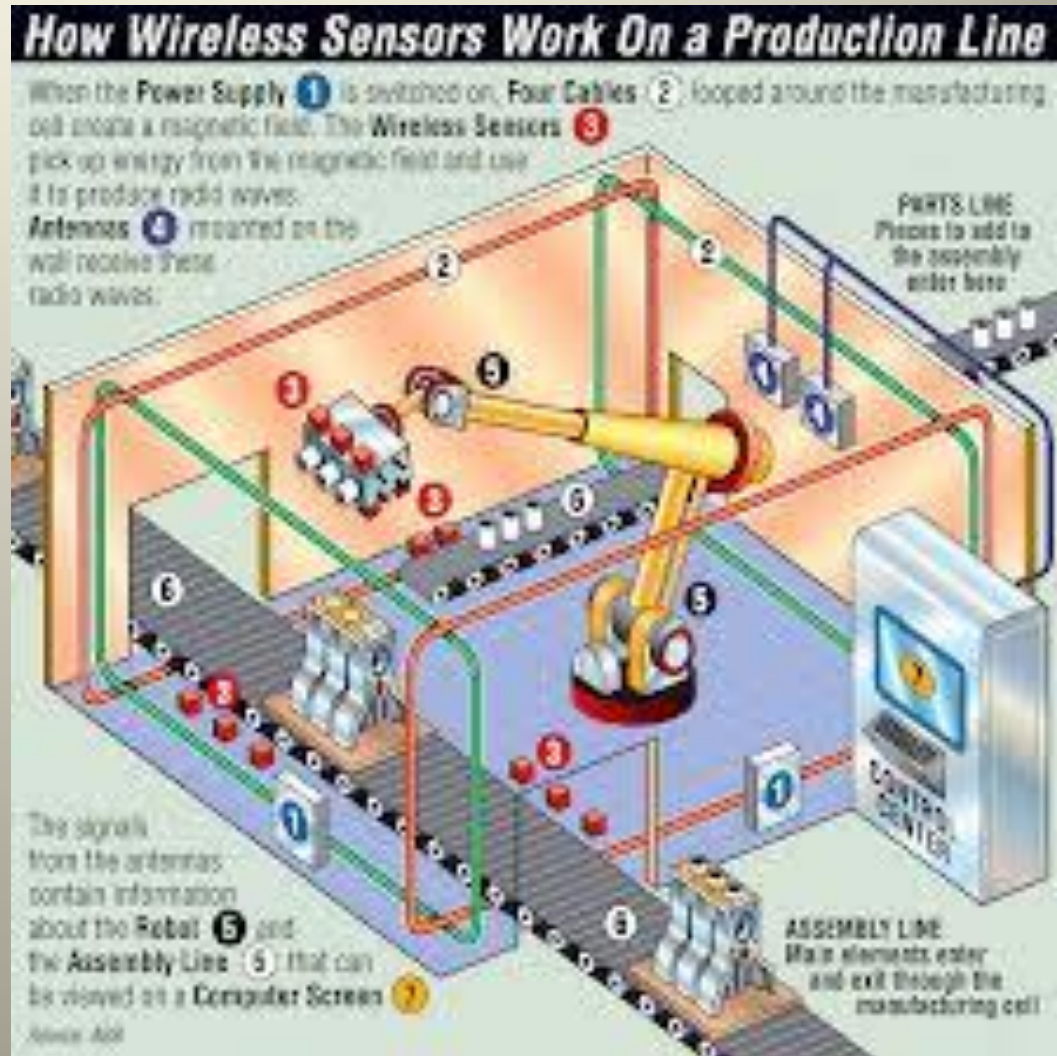
Global Gap Index 2006: Results in Latin America Global Rankings

Country	Overall Ranking	Economic participation and opportunity	Educational attainment ranking	Health and survival ranking	Political empowerment ranking
Colombia	22	39	14	1	27
Costa Rica	30	89	32	1	15
Panama	31	44	35	47	35
El Salvador	39	73	58	1	24
Argentina	41	82	28	1	23
Venezuela	57	66	61	71	57
Dominican Republic	59	78	1	1	49
Peru	60	86	70	58	31
Nicaragua	62	101	39	50	25
Paraguay	64	80	82	1	38
Brazil	67	63	72	1	86
Honduras	74	99	1	1	42
Mexico	75	98	44	1	45
Chile	78	90	68	1	56
Ecuador	82	92	38	1	64
Bolivia	87	77	89	79	71
Guatemala	95	104	91	1	54
<i>United States</i>	23	3	66	1	66

A total of 115 countries were evaluated for this report.

- *Diagrams*

- Diagrams can reveal the details of how processes and machines work with line drawings and color.

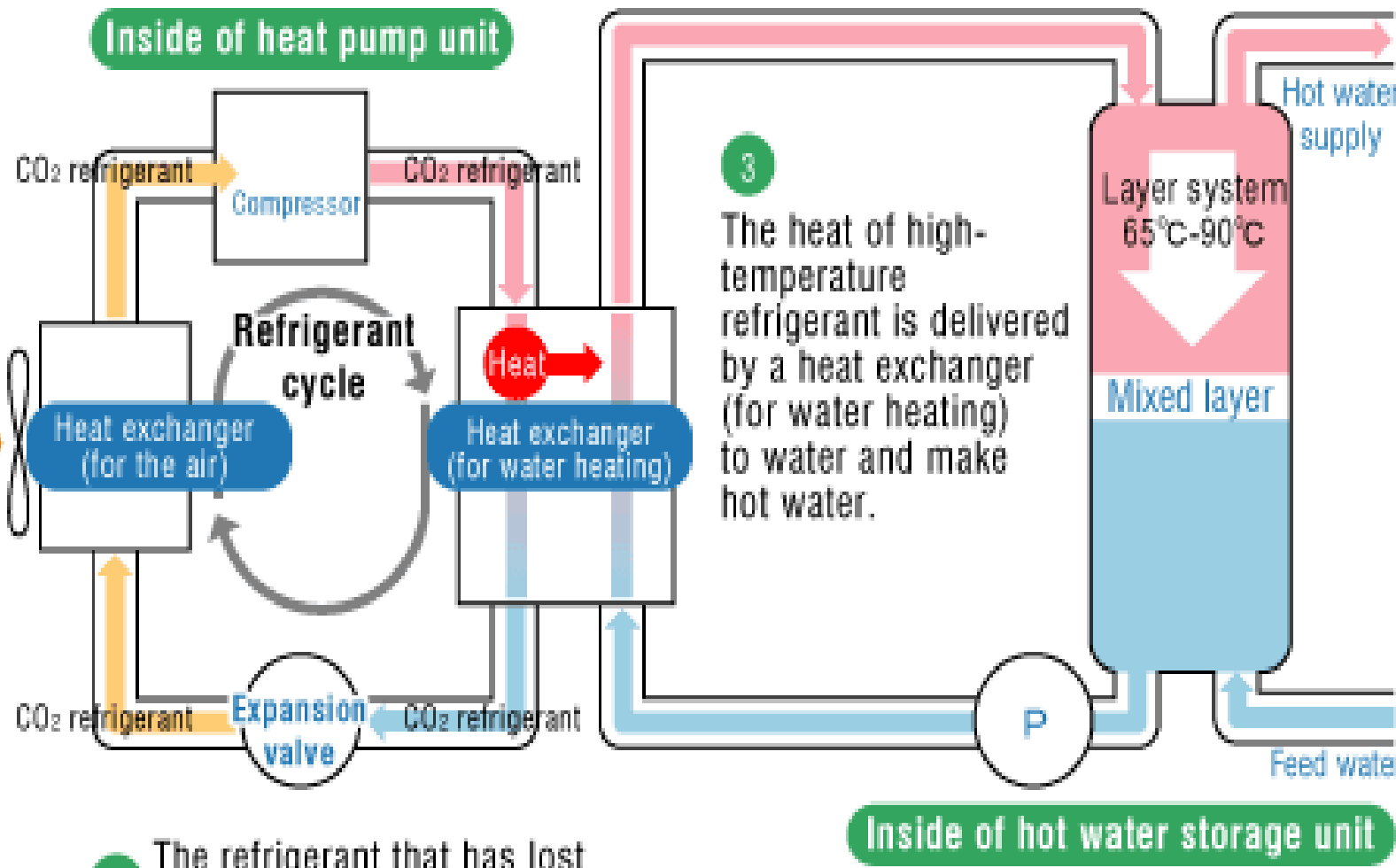


1 Heat is absorbed by a fan from the air, then the heat of air is collected by a heat exchanger (for the air), and the heat is delivered to the refrigerant (CO₂).

2 The heated refrigerant is compressed by a compressor and its temperature becomes higher.

3 The heat of high-temperature refrigerant is delivered by a heat exchanger (for water heating) to water and make hot water.

4 The refrigerant that has lost heat is sent again to the heat exchanger (for the air).

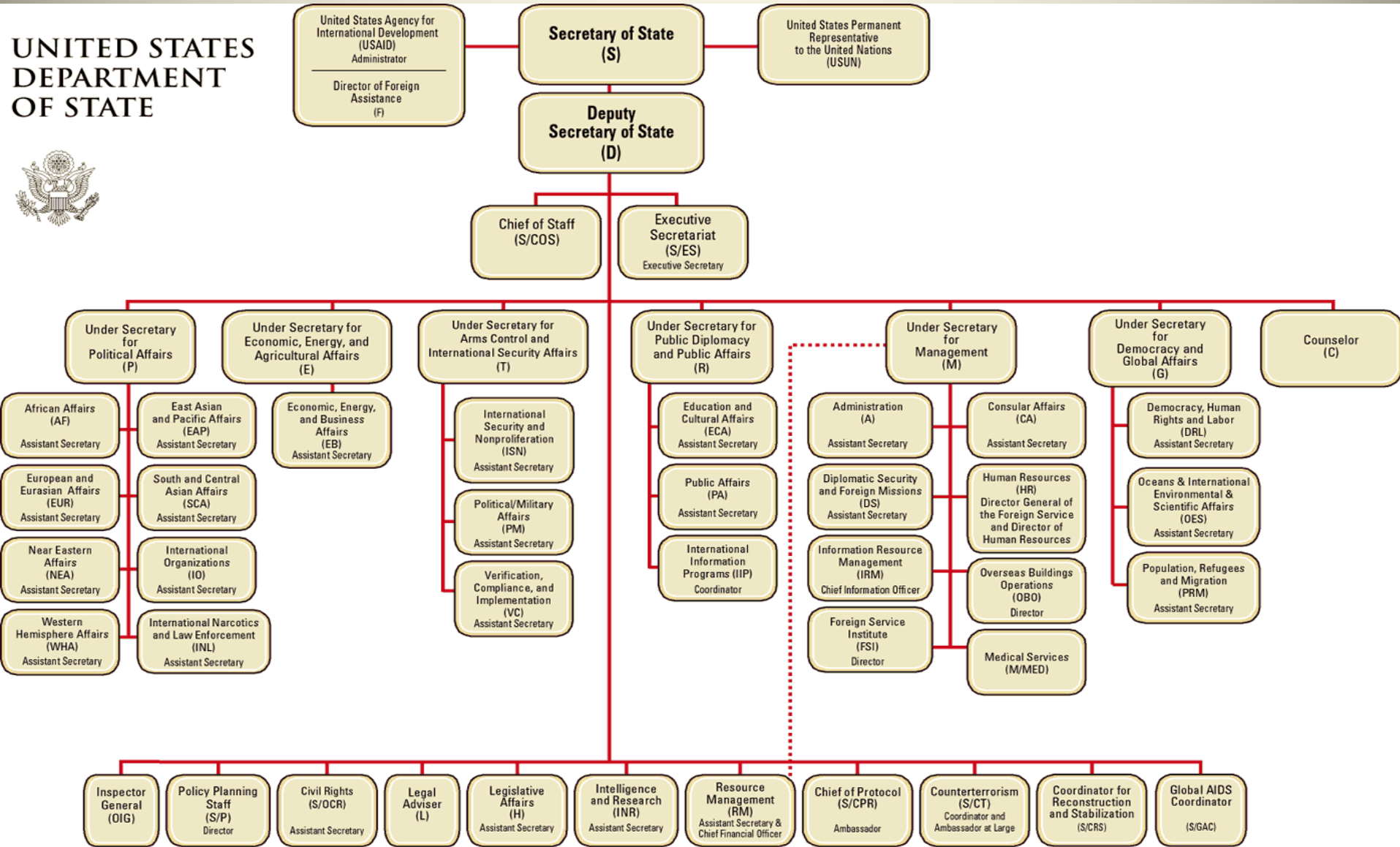


Miscellaneous Formats

- Courtroom Sketches
- Television Schedules
- Calendars
- Icons and Logos
- Flowcharts
- Time Lines
- Illustrations

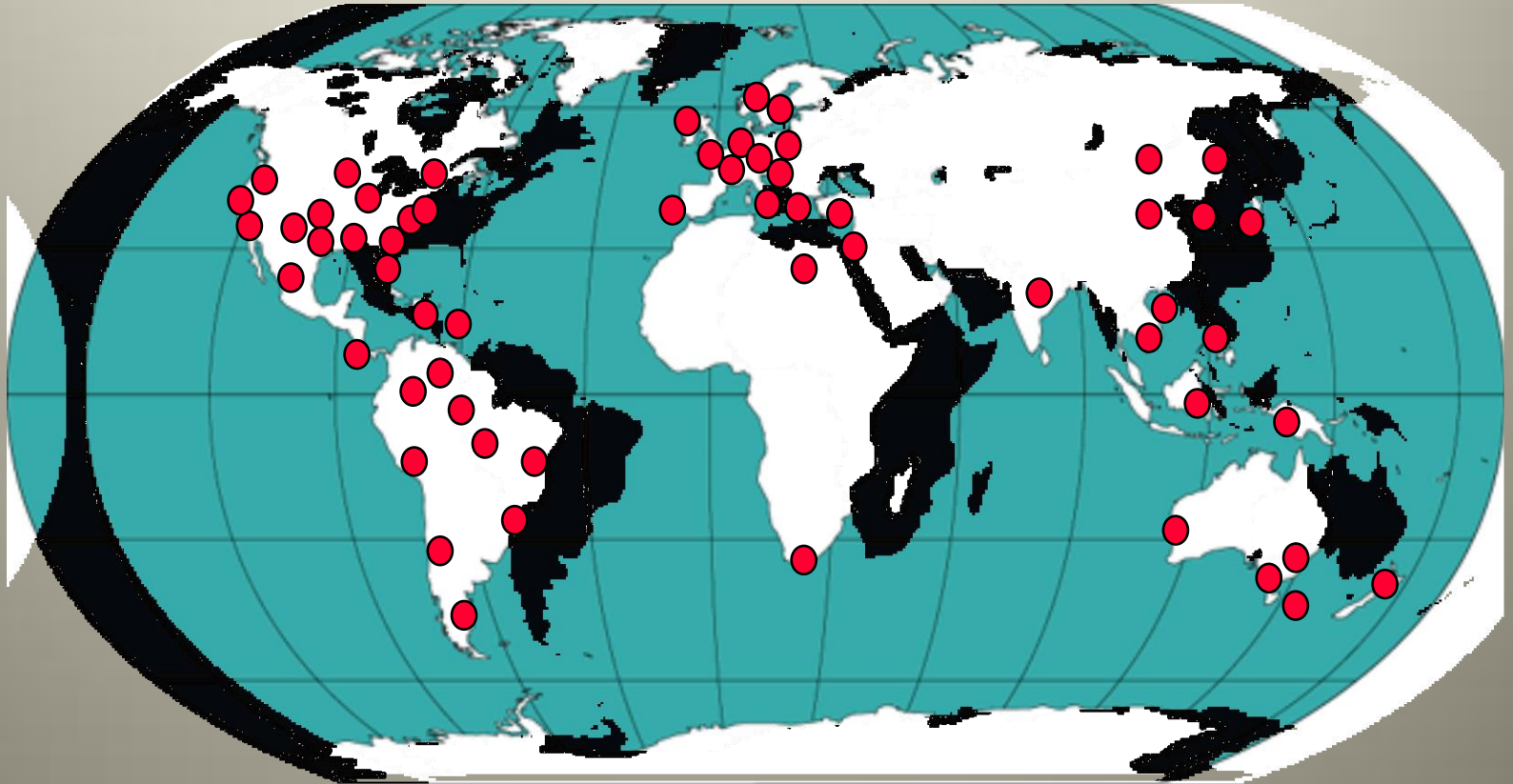
Organizational Chart

UNITED STATES
DEPARTMENT
OF STATE

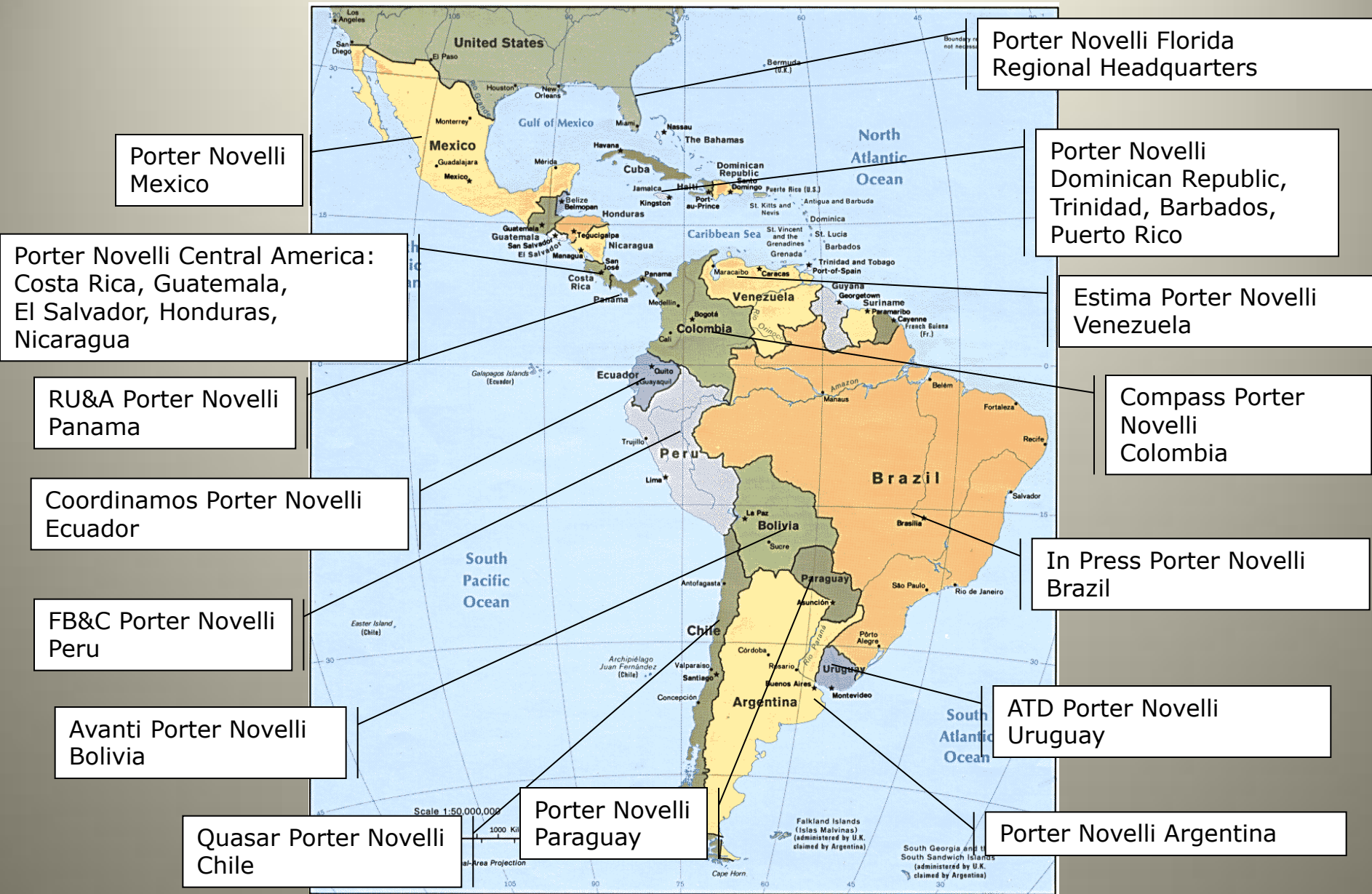


International Network

Over 100 Offices in more than 60 Countries



Presence in Latin America & the Caribbean



MasterCard Internal Communications Framework

Delivering the News

- ✓ From The Desk of the President
- ✓ MCTV
- ✓ Face-to-Face
- ✓ Chats w/ President
- ✓ WHAM
- ✓ MyMasterCard LAC



Uniting the Team

- ✓ Volunteerism
 - ✓ JA in a Day
 - ✓ Habitat for Humanity
 - ✓ Other Community Programs
- ✓ Summer Picnic



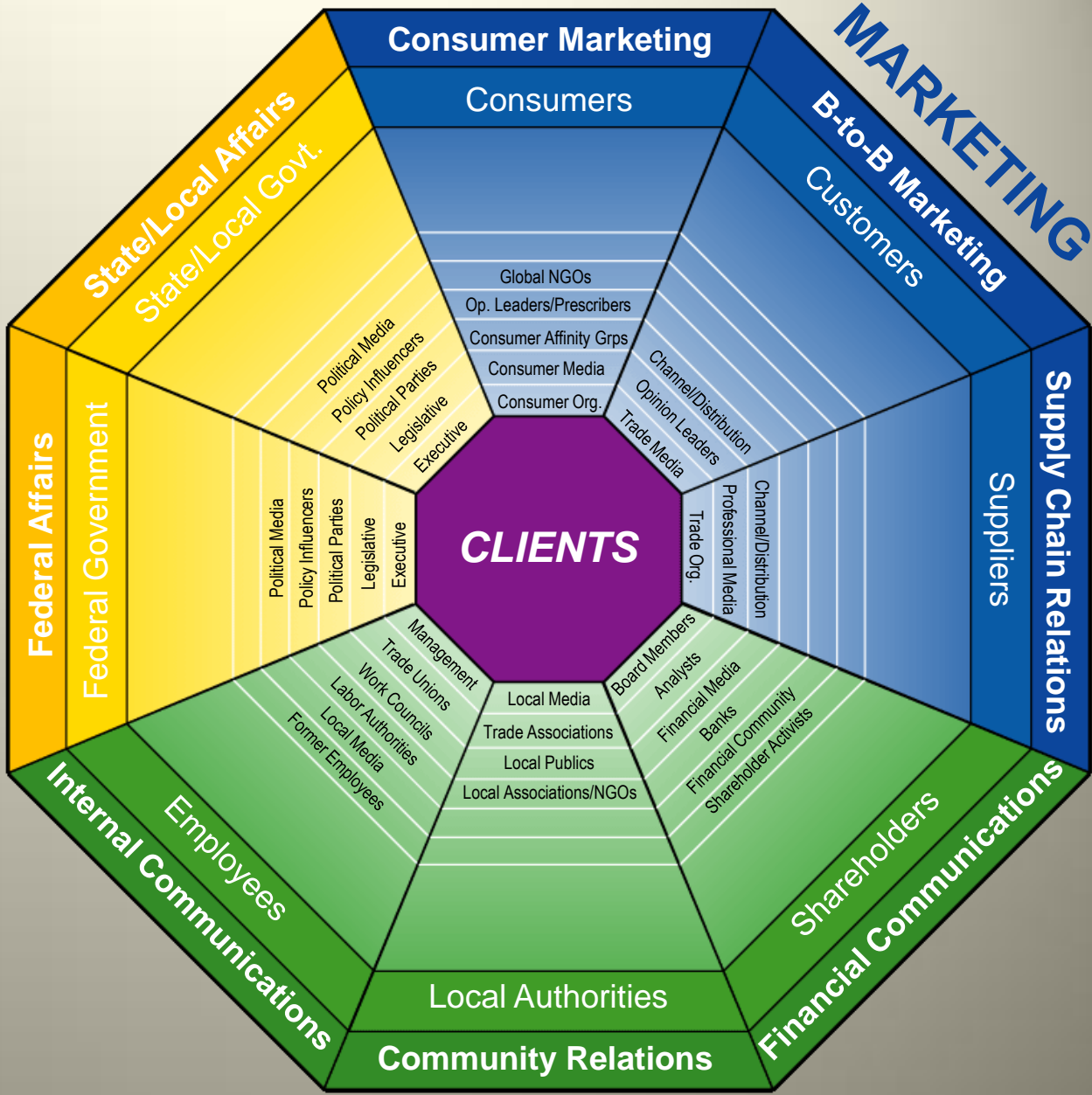
Rewarding Success

- ✓ President's Award
- ✓ Holiday Party



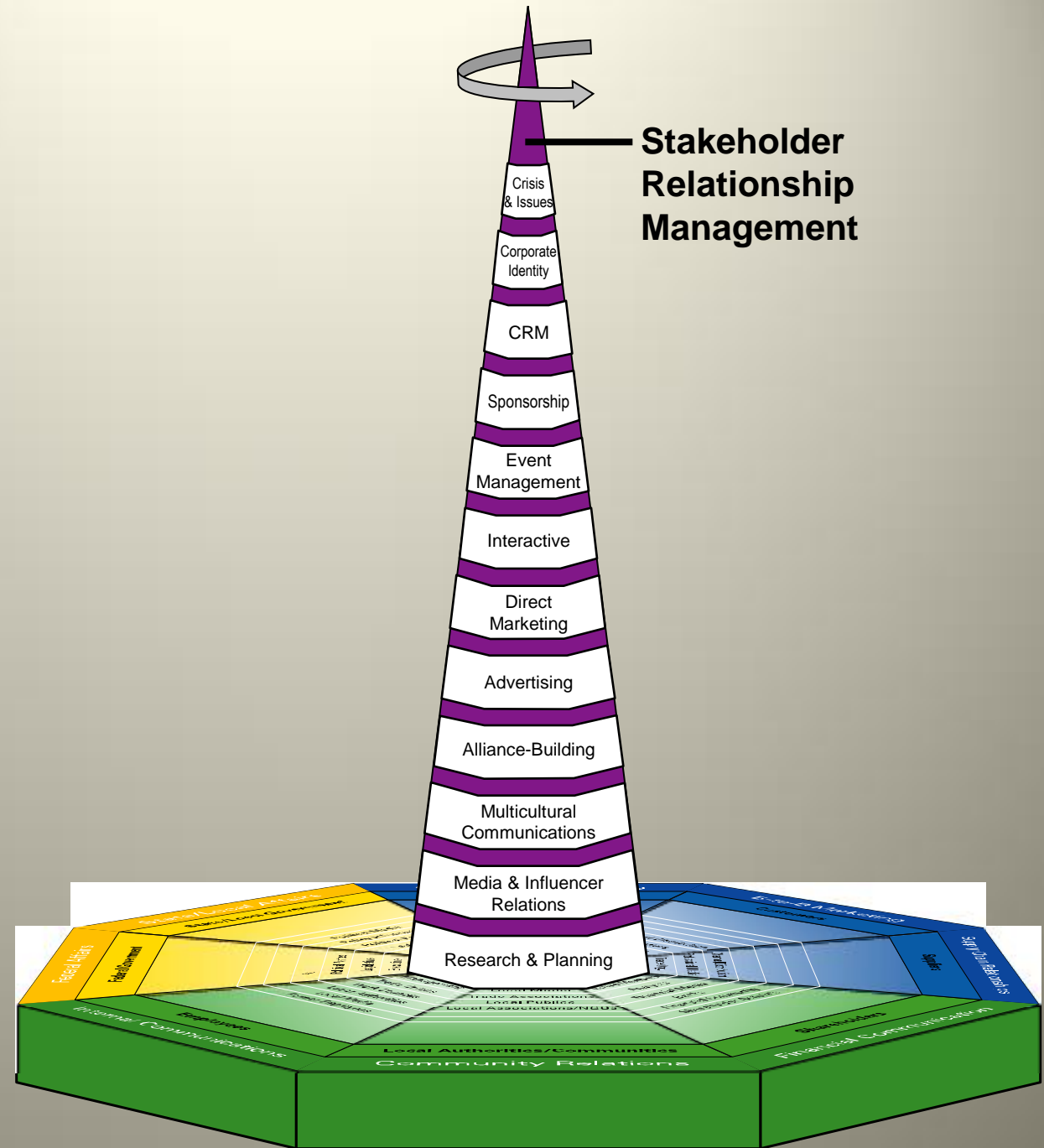
State/Local Affairs is the eighth discipline whose key stakeholders are State and Local Governments.

PUBLIC AFFAIRS



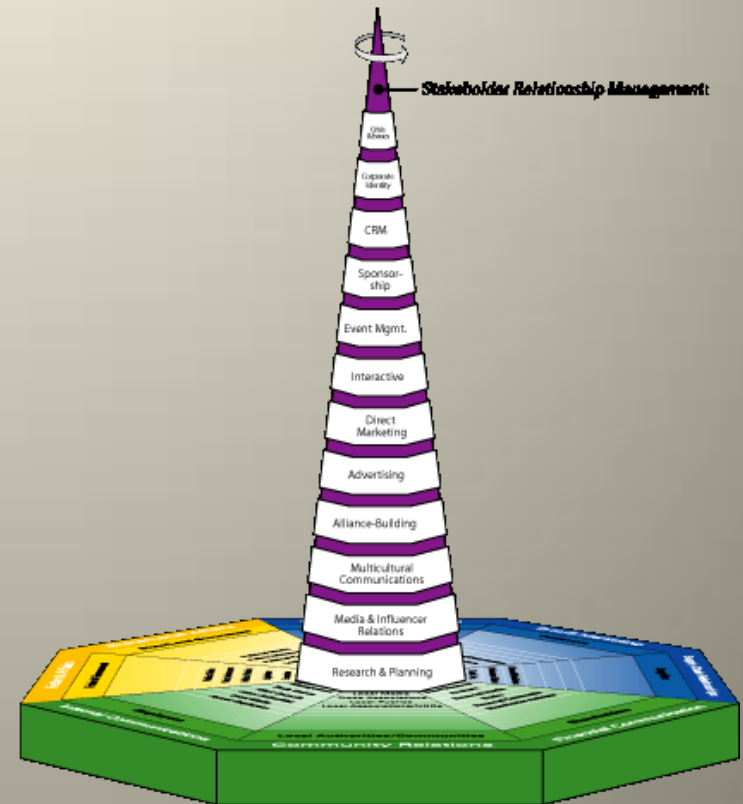
CORPORATE AFFAIRS

Stakeholder Relationship Management takes a 360-degree view of all key stakeholders and their associated influencers.



Communications Architecture:

PN'S Approach for Stakeholder Relationship Management





Can't be used with magic.



Can't be used as a scapegoat.



Can't be used as a acuarium.



You can't do your laundry.



You can't take the smell home.



You can't us it for table tennis practice.



You can't BBQ.



You can't walk on the water.



You can't kill mosquitoes.

Can't be use as a turn table.



Can't play Japanese chess.

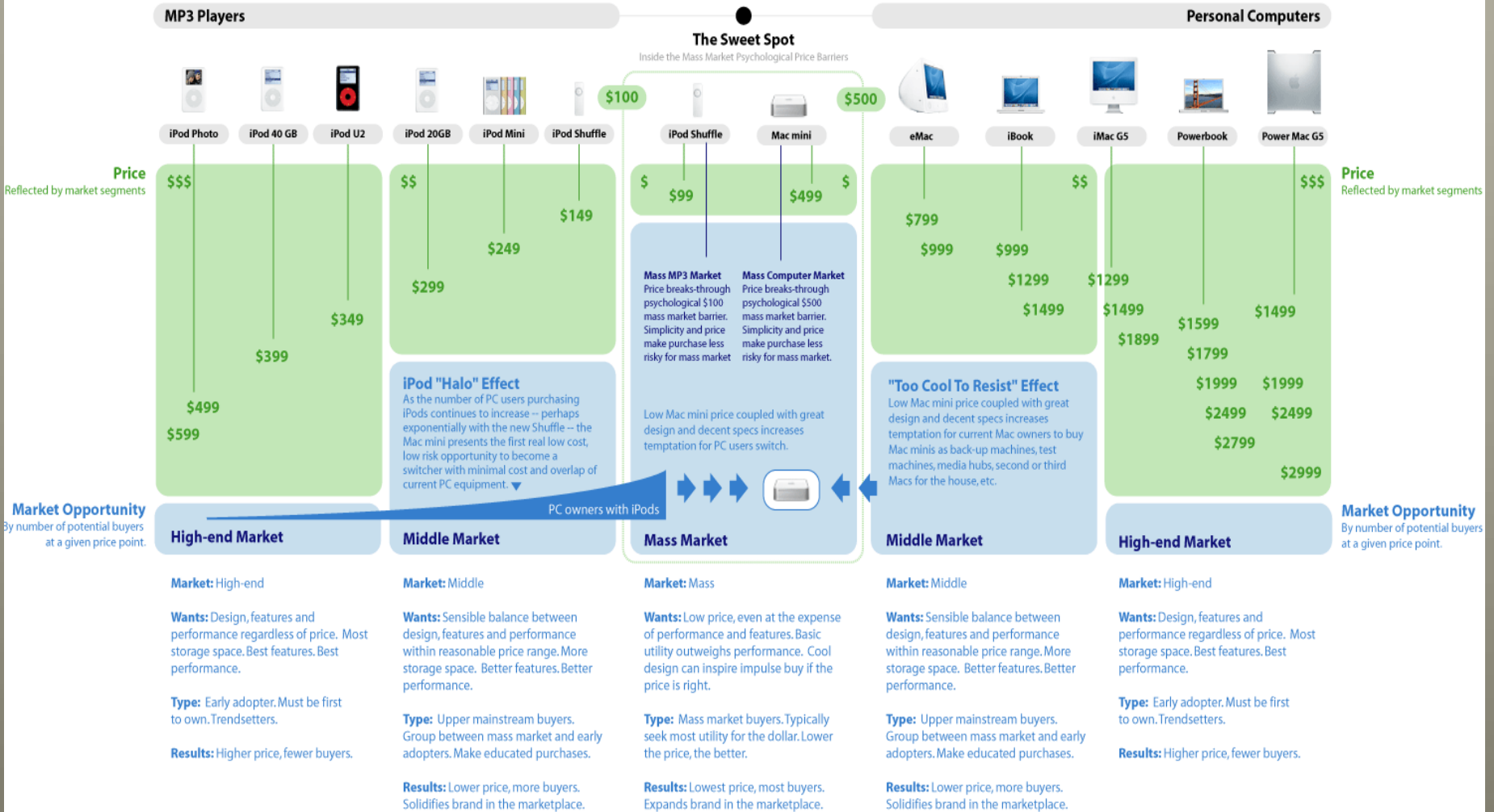


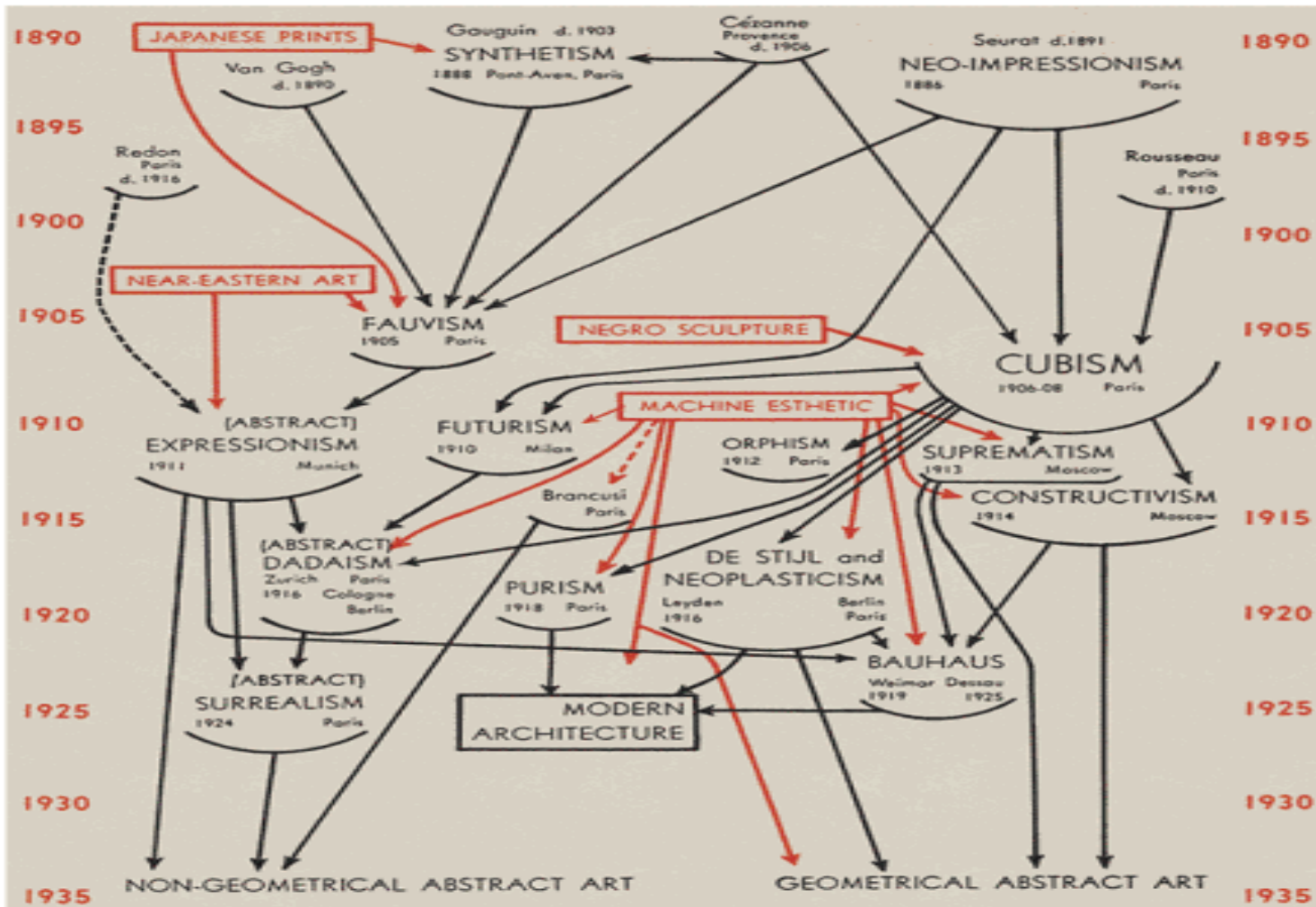
Can't measure your body weight.



The Sweet Spot. Until January 2005, Apple had no iPod or PC products that served the mass market. With the launch of iPod Shuffle and Mac mini they have finally converged two product paths with the mass market in mind. This will not only drive more iPod sales (via the Shuffle), but also fulfill the promised "halo" effect of the iPod products as PC users jump to the Mac mini. Over the course of 2005, Apple will continue to dominate and grow its MP3 player market share, while steadily growing its PC business through the Mac mini. As with the original iPod, the Mac mini could build slow, but serious momentum in the market place. Within a one to two year timeframe, the Mac mini could bring Apple to a tipping point in which a combination of factors create strong double digit market share in the mass-PC market, as Windows-based PC's continue to suffer from viruses and adware and users are drawn to the elegant and affordable simplicity of the Mac mini.

These things do not happen by accident. The graphic below illustrates extreme patience and foresight from Apple to bring users to the platform by innovating increasingly towards the mass market over time without sacrificing the middle or high-end markets. In the end, the iPod continues to be the vehicle that drives Apple's ultimate goal: Switching. In many cases the biggest hesitation to switch was price. With the Mac mini this concern is now moot. We could very well be witnessing the early fruits of a five to ten year business strategy from Apple that has been in the works since the first iPod. If it works -- Apple will go down in history as a company that patiently built its brand equity through high-quality products and design -- and then, when the time was right and audience the largest, brought their superior computing experience to the masses. -- Paul Nixon





CUBISM AND ABSTRACT ART

- <http://www.smashingmagazine.com/2008/01/14/monday-inspiration-data-visualization-and-infographics/>

FACTS & FIGURES <http://www.unwto.org/index.php>

More >>>

- **International Tourism Receipts totalled US\$ 733 billion, or 2 US\$ billion a day, in 2006**
- **Tourism represents around 35% of the world's exports of services and over 70% in Least Developed Countries (LDCs)**
- **846 million international tourist arrivals in 2006 (6.5% growth a year between 1950-2006)**
- **1.6 billion forecast international tourist arrivals worldwide by 2020**
- **Arrivals January - April 2007:+6.3%**

World, International Tourist Arrivals, 2006-2007*: monthly evolution