



# SNS COLLEGE OF TECHNOLOGY

Coimbatore-37.

An Autonomous Institution



**COURSE NAME : 19CSE311- Data Visualization**

**TITLE: VISUAL ANALY - INFO GRAPHICS .**

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# Info graphics

- An infographic is a collection of imagery, data visualizations like pie charts and bar graphs, and minimal text that gives an easy-to-understand overview of a topic.
- Infographics are a valuable tool for visual communication.
- The most visually unique, creative infographics are often the most effective because they grab our attention and don't let go.
- But it's crucial to remember that the visuals in an infographic must do more than excite and engage.
- They must help us understand and remember the content of the infographic, as seen in this infographic about employee resignation announcements:



# Info graphics

- **Infographics** (or information graphics) tell a story about a topic using one or several data visualizations with other visual complements.
- Infographics can include text, graphs, charts, diagrams, tables, maps, lists, and other forms of data visualization.
- The goals of infographics are varied, with some intended to provide information, others intended to persuade or call the audience to action.
- Typically, infographics are designed for viewing on digital devices (phones/tablets) and displayed on social media.
- As a result, many infographics are oriented vertically to take advantage of the scrolling interface these devices and platforms use, but not all infographics use this layout.



# Info graphics

- **Data Visualization** is the visual display of quantitative information.
- A good data visualization will make it easy for the viewer to interpret complex information, notice patterns in data, and identify key takeaways.
- **Maps** are a form of data visualization that use a diagrammatic representation of an area of land or water.
- Maps can simply show the geographical markers (such as landmarks, roads, elevation, etc.) or be used in conjunction with a data set to geographically represent information.
- Maps themselves can be considered a form of infographics, but may also be a component of a larger infographic.



# Info graphics - Design Tip:

- Choosing the right visualization approach for your data is key.
- You will need a way to visualize each dimension (or variable) in your data separately, so that viewers can quickly see the relationship between them.
- The five most common approaches to visualizing variation in data are color, length, area, position, and angle.
- DesignLab can help you figure out what visualization is best for your data and talk you through how to make it both visually stunning and easy to understand.



THANK YOU