INFOGRAPHICS

Three publications that influenced the use of infographics in modern newspapers: (Moen p. 68)
- St. Petersburg Times
- Time magazine – Nigel Holmes
- USA Today

Types of infographics: (Moen pp. 70-77)

I. Charts.
   A. Column (vertical) and bar (horizontal) charts. Compare two or more things.
   B. Line or fever. Shows variations over time.
      Variation: Area chart.
   C. Pie. Shows parts of a whole. Percentages.

II. Tables. Used when there are too many numbers to chart. TV grids; sports agate.

III. Timelines. In order to better see patterns and relationships among events.

IV. Maps.
   A. Locator. Always include a North reference and a mileage indicator.
   B. Data. Shows patterns and trends. (Example: Where Hispanics live in the U.S.)
   C. Distribution. Of items such as crops or mineral deposits.
   D. Geologic. Area underneath the ground.
   E. Topographic. Formations above the surface.
   F. Land use. Zones, political divisions.
   G. Weather.

V. Diagrams. How-to’s. May use combinations of photos, illustrations, charts, etc. But beware of “megagraphics” that are graphic excesses and do not help to inform. More isn’t always better.

Creating accurate infographics

Common charting errors: (Moen p. 82)
- Using the wrong chart form. Example: Line charts to show trends.
- Using uneven intervals along the x or y axes.
- Distorting the information. (3-D; one axis longer than the other)
- Using wrong or incomplete numbers.
   Ask: Compared to what? Numbers must have context.
- Comparing charts with different y value intervals.
- Creating a visual inaccuracy. Beware “chartjunk.”
- Changing the zero base.