THE POWER OF VISUALS
83% of all learning is visual.

93% communication is non-verbal.

The brain processes images 60,000x faster than text alone.
Percent of people who ignore a web page with more than 600 words: 77%
The average attention span in 2000 was 12 seconds.
The average attention span in 2012
The average attention span of a gold fish is 9 seconds.
Posts with visualizations get 94% more visits
Publishers who use infographics grow 12% more than those who don’t.
“A SUCCESSFUL INFOGRAPHIC ISN’T ALWAYS DETERMINED BY THE SIZE OF AN AUDIENCE, BUT BY THE PASSION OF THAT INDIVIDUAL AUDIENCE.”

—John T. Meyer
QUALITATIVE
Quantitative Data
are made with instruments such as rulers, balances, graduated cylinders, beakers, and thermometers. These results are measurable. (numbers)

Qualitative Data
use your senses to observe the results.
Example:
There are 13 trees in the 6 acre area.
The birds in the 6 acre area are blue, red, and yellow.

Qualitative and Quantitative Observations

Quantitative

13 Trees

Qualitative

Blue, Red, and Yellow Birds
Example 1: Oil Painting

Qualitative data:
* red/green color, gold frame
* smells old and musty
* texture shows brush strokes of oil paint
* peaceful scene of the country
* masterful brush strokes

Quantitative data:
* picture is 10" by 14"
  • with frame 14" by 18"
* weighs 8.5 pounds
  • surface area of painting is 140 sq. in.
* cost $300
Example 2: Latte

Qualitative data:
* robust aroma
* frothy appearance
* strong taste
* glass cup

Quantitative data:
* 12 ounces of latte
* serving temperature 150° F.
* serving cup 7 inches in height
* cost $4.95
Examples of Types of Data

- **Primary Quantitative Data:**
  - Questionnaires
  - Structured Interviews

- **Secondary Quantitative Data:**
  - Official statistics

- **Primary Qualitative Data:**
  - Participant Observation
  - Unstructured interviews

- **Secondary Qualitative Data:**
  - Letters, articles, newspapers
RECIPE FOR SWEET INFOGRAPHICS
While nonprofits, in general, are not measuring ROI of their technology investments, there’s a clear trend towards more rigorous evaluation methods. According to the infographic, only 7% of organizations are evaluating ROI rigorously or regularly. This highlights the importance of investing time and resources into understanding the return on investment for technology projects and investments, even if the data shows a lack of current practices in this regard.
Getting Started

What's the thesis of the infographic/video/interactive piece? What is the goal or main idea? *

Feel free to explain your thesis but try to summarize the graphic into one sentence.

What are the key points you want to communicate with your infographic/video/interactive piece? List up to three.

Is there a call action for your infographic/video/interactive piece? (i.e. Visit the Website, Download our App, Share on Facebook)
Employee Health & Wellbeing

Posted by Amy Thorne on Sep 11

Your Name: Yodit Kifle
Your Company: Johnson & Johnson

What’s the thesis of this interactive piece? What is the goal or main idea? Employee health and wellbeing matters at Johnson & Johnson. Johnson & Johnson wants to have the Healthiest Workforce. This means: “adding life to your years, and years to every life.”

What are the key points you want to communicate with your interactive piece? List up to three. J&J has a rich health heritage— it is at the core of why we do what we do. This heritage has always included caring for the health and wellbeing of its employees. At Johnson & Johnson we aim to be sincere in our mission of health care—by extending the same passion for the health and wellbeing of our customers— to our employees, their families and the communities in which we work and live. We aim to have the “healthiest workforce”. This means employees who: effectively engage in their personal wellbeing to become their “best self”, performing at their highest potential throughout each stage of the life course. This is achieved through balance of all aspects of the integrated self: body, mind and spirit - being healthy, happy and whole.

Our strategies include integrative, innovative programs that aim to engage and educate our employees.

Is there a call action for your interactive piece? (i.e. Visit the Website, Download our App, Share on Facebook) Still TBD — but it could be “click here” to link to further information and/or scorecards or “for more information, click here [citizenship & Sustainability site]

Who is the target audience? J&J employees, as well as potential employees, and stakeholders (i.e. the communities in which we work and live).
2. Gather

DON'T

- The Fountains of Bellagio
- Volcano Eruption Mirage
- Sirens of TI Treasure Island

DO

- Show Shoshone
- Sunset Stampede Sam's Town

- Circus Acts Circus Circus
- Atlantis / Fountain Shows at Caesars
- Sidewalk Acts on the Strip
- Light Show Fremont Street

Taxi rides can add up. Save bucks and take the bus!

- Deuce Double-Decker Bus: runs 24 hrs/day. $3 ride, 1-day pass $7
- Las Vegas Strip Trolley: routes also downtown. $2.50 ride, 1-day pass $4.25
Gather your DATA

- CSV
- JPG
- TXT
- PRESENTATION

- DATABASE
- EMAIL
- LETTER
One out of 5 phones are smartphones worldwide.

Data center energy use is doubling every 5 years.

There are currently more than 32 million servers and more than 500,000 data centers worldwide.

Data servers are the fourth largest industry contributing to CO₂ emissions, just after the airline industry.

World data center electricity use grew by 56% from 2005 to 2010, and accounts for about 1.3% of World electricity use.
# Tom Brady #12 – Quarterback

**PFF Passing Chart**
- Complete Season
- Games 1-4
- Games 5-8
- Games 9-12
- Games 13-18

## All 18 Games

<table>
<thead>
<tr>
<th>Yards</th>
<th>Outside Numbers - Left</th>
<th>Middle</th>
<th>Outside Numbers - Right</th>
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</thead>
<tbody>
<tr>
<td>20 YDS +</td>
<td>6-23, 211 YDS - 2TD 1INT</td>
<td>9-29, 300 YDS - 4TD 2INT</td>
<td>7-15, 214 YDS - 4TD 0INT</td>
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<tr>
<td>10-19 YDS</td>
<td>20-45, 332 YDS - 2TD 0INT</td>
<td>61-87, 1,267 YDS - 14TD 7INT</td>
<td>17-26, 324 YDS - 1TD 1INT</td>
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<td>0-9 YDS</td>
<td>76-98, 718 YDS - 7TD 0INT</td>
<td>165-213, 1,680 YDS - 9TD 2INT</td>
<td>41-60, 376 YDS - 1TD 1INT</td>
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<tr>
<td>Minus YDS</td>
<td>5-7, 34 YDS - 0TD 1INT</td>
<td>37-44, 337 YDS - 0TD 0INT</td>
<td>5-8, 44 YDS - 1TD 0INT</td>
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<tr>
<td>Total</td>
<td>107-173, 1,295 YDS - 11TD 2INT</td>
<td>272-373, 3,584 YDS - 27TD 11INT</td>
<td>70-109, 958 YDS - 7TD 2INT</td>
</tr>
</tbody>
</table>

## Games 1-4

<table>
<thead>
<tr>
<th>Yards</th>
<th>Outside Numbers - Left</th>
<th>Middle</th>
<th>Outside Numbers - Right</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 YDS +</td>
<td>1-5, 21 YDS - 0TD 0INT</td>
<td>5-10, 144 YDS - 1TD 0INT</td>
<td>2-6, 56 YDS - 1TD 0INT</td>
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<tr>
<td>10-19 YDS</td>
<td>8-13, 130 YDS - 0TD 0INT</td>
<td>14-22, 337 YDS - 4TD 2INT</td>
<td>6-8, 140 YDS - 1TD 0INT</td>
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<tr>
<td>0-9 YDS</td>
<td>24-25, 246 YDS - 2TD 0INT</td>
<td>35-46, 372 YDS - 3TD 1INT</td>
<td>7-12, 37 YDS - 0TD 1INT</td>
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<tr>
<td>Minus YDS</td>
<td>0-1, 0 YDS - 0TD 1INT</td>
<td>7-9, 70 YDS - 0TD 0INT</td>
<td>0-0, 0 YDS - 0TD 0INT</td>
</tr>
<tr>
<td>Total</td>
<td>33-44, 397 YDS - 3TD 1INT</td>
<td>61-87, 923 YDS - 8TD 3INT</td>
<td>15-26, 233 YDS - 2TD 1INT</td>
</tr>
</tbody>
</table>

## Games 5-8

<table>
<thead>
<tr>
<th>Yards</th>
<th>Outside Numbers - Left</th>
<th>Middle</th>
<th>Outside Numbers - Right</th>
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</thead>
<tbody>
<tr>
<td>20 YDS +</td>
<td>0-4, 0 YDS - 0TD 1INT</td>
<td>1-7, 73 YDS - 0TD 1INT</td>
<td>0-2, 0 YDS - 0TD 0INT</td>
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<tr>
<td>10-19 YDS</td>
<td>3-10, 39 YDS - 1TD 0INT</td>
<td>15-24, 292 YDS - 2TD 2INT</td>
<td>4-8, 64 YDS - 0TD 0INT</td>
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<tr>
<td>0-9 YDS</td>
<td>15-17, 151 YDS - 2TD 0INT</td>
<td>42-51, 350 YDS - 1TD 0INT</td>
<td>15-20, 137 YDS - 1TD 0INT</td>
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<tr>
<td>Minus YDS</td>
<td>15, 111 YDS - 2TD 1INT</td>
<td>7-8, 43 YDS - 0TD 0INT</td>
<td>1-1, 1 YD - 0TD 0INT</td>
</tr>
<tr>
<td>Total</td>
<td>18-31, 190 YDS - 3TD 1INT</td>
<td>65-90, 758 YDS - 3TD 3INT</td>
<td>20-31, 202 YDS - 1TD 0INT</td>
</tr>
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</table>
## PFF Passing Chart - Complete Season

### #12 | Tom Brady

<table>
<thead>
<tr>
<th>Zone</th>
<th>Completion %</th>
<th>Yards</th>
</tr>
</thead>
<tbody>
<tr>
<td>20+ yards</td>
<td>26.0%</td>
<td>211</td>
</tr>
<tr>
<td></td>
<td>31.0%</td>
<td>300</td>
</tr>
<tr>
<td>10-19 yds</td>
<td>44.4%</td>
<td>332</td>
</tr>
<tr>
<td></td>
<td>70.1%</td>
<td>1,267</td>
</tr>
<tr>
<td>0-9 yds</td>
<td>77.5%</td>
<td>718</td>
</tr>
<tr>
<td></td>
<td>77.5%</td>
<td>1,680</td>
</tr>
<tr>
<td>neg yds</td>
<td>71.4%</td>
<td>34</td>
</tr>
<tr>
<td></td>
<td>84.1%</td>
<td>337</td>
</tr>
<tr>
<td>Totals</td>
<td>61.8%</td>
<td>1,295</td>
</tr>
</tbody>
</table>

- **22% of yardage**
- **62% of yardage**
- **16% of yardage**
DESIGN
WIREFRAMIN’

THE HEADER KICKS IT ALL OFF

1) Start with a pencil and paper
2) Sketch for structure not detail
3) Find elements that can help set the tone for the rest of the graphic
1) Same process for each individual section
2) If responsive, find what grid structure will work best
3) Complete penciled in wireframe
WIREFRAMIN’

COMPUTER TIME

1) Transferring process
2) Alignment and detailing
**Settings Where Nurses Practice**

- **62.2% Hospitals**
- **10.5% Ambulatory Settings**
- **7.8% Community & Public Health Centers**
- **6.4% Homes**
- **5.3% Long-Term Care Facilities**
- **3.8% Schools**

**Roles and Responsibilities**

- **Direct Patient Care, teach and counsel patients**
- **Coordinate care and advocate for patients**
- **Research and evaluate more effective ways of caring for patients and promoting health**

**Transforming Practice**
- choose palette and images that match **subject matter**, **target audience**, and **tone**.

- include descriptions.

- When following brand guidelines, include their graphics and/or fonts in moodboard.
6. Design

- Turkey
- Goose
- Venison
- Cabbage
- Clams
- Potatoes
- Corn Porridge
- Radishes
Portrait of An Aging Nation

79% of people 65+ own their homes

Men
23% of those 75+ live alone

Women
50% of those 75+ live alone

18% of people 65+ live in nursing homes

18% of people 65+ have mobility limitations

Married couples 65+ will spend 35% of their income on health care in 2030

The annual health-care cost for people 65 and older is $10,948
Expenses increase with age:
- $8,207 in 2000
- $12,090 in 2010
- $18,353 in 2030

Projected state population 65 and older in 2020:
- Less than 14%
- 14%–16%
- More than 16%

Millions of people 65 or older:
- 20 in 1970
- 35 in 2000
- 72 in 2030

10% of people 65+ live in poverty

33% of men 65–69 work

Men
12% age 70+

Women
6% age 70+

23% of women age 65–69 work

40% are forced to retire early for reasons beyond their control, like illness or job loss

Work-related age-discrimination complaints increased 35% from 1999–2003

Average life expectancy past 65:
- Men: 16 years
- Women: 19 years

Average life expectancy past 85:
- Men: 6 years
- Women: 7 years

The median household income for people 65 and older is $26,322

Top states: Alaska, $44,930
Hawaii, $40,782
Utah, $33,117

Bottom states: W. Va., $20,238
Miss., $20,720
Ky., $20,865
Portrait of AN AGING NATION

With 72 million people over 65 by 2030, our nation needs to adapt. The aging population will be impacted by high costs and low income, and lack of retirement planning will make it harder for them to get the care they deserve.

Learn about the future of our aging population.

Healthcare Spending
Married couples 65+ will spend 35% of their income on health care in 2030.

Household Income
The median household income for people 65+ is half the average US household.

<65
$52,762

65+
$26,322
time to design