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

93% communication 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 is 8 seconds.
9 seconds

The average attention span of a gold fish
Posts with visualizations get 94% more visits.
Publishers who use infographics grow 12% more than those who don’t.
DATA
QUANTITATIVE
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.
Examples of Types of Data

- Primary Quantitative Data:
  - Questionnaires
  - Structured Interviews

- Primary Qualitative Data:
  - Participant Observation
  - Unstructured interviews

- Secondary Quantitative Data:
  - Official statistics

- 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, 37% of organizations evaluate ROI somewhat (only informally), 7% evaluate it rigorously or regularly, and 49% don't know how to measure it.

**Inform**

- Struggling: No
- Functioning: Somewhat (only informally)
- Operating: No
- Leading: No
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 Kifile
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...
2. Gather

**DON'T**
- The Fountains of Bellagio
- Volcano Eruption Mirage
- Sirens of TI Treasure Island

**DO**
- Show 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 Range</th>
<th>Outside Numbers - Left</th>
<th>Middle</th>
<th>Outside Numbers - Right</th>
</tr>
</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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<tr>
<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>
</tr>
<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>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>107-173 1,295 YDS - 11TD 2INT</strong></td>
<td><strong>272-373 3,584 YDS - 27TD 11INT</strong></td>
<td><strong>70-109 958 YDS - 7TD 2INT</strong></td>
</tr>
</tbody>
</table>

#### Games 1-4

<table>
<thead>
<tr>
<th>Yards Range</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>
</tr>
<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>
</tr>
<tr>
<td>Minus YDS</td>
<td>0-1 0YDS - 0TD 1INT</td>
<td>7-9 70 YDS - 0TD 0INT</td>
<td>0-0 0YDS - 0TD 0INT</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>33-44 397 YDS - 3TD 1INT</strong></td>
<td><strong>61-87 923 YDS - 8TD 3INT</strong></td>
<td><strong>15-26 233 YDS - 2TD 1INT</strong></td>
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</tbody>
</table>

#### Games 5-8

<table>
<thead>
<tr>
<th>Yards Range</th>
<th>Outside Numbers - Left</th>
<th>Middle</th>
<th>Outside Numbers - Right</th>
</tr>
</thead>
<tbody>
<tr>
<td>20 YDS +</td>
<td>0-4 0YDS - 0TD 1INT</td>
<td>1-7 73 YDS - 0TD 1INT</td>
<td>0-2 0YDS - 0TD 0INT</td>
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<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>
</tr>
<tr>
<td>Minus YDS</td>
<td>7-8 43 YDS - 0TD 0INT</td>
<td>1-1 1 YD - 0TD 0INT</td>
<td>1-1 1 YD - 0TD 0INT</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>18-31 190 YDS - 3TD 1INT</strong></td>
<td><strong>65-90 758 YDS - 3TD 3INT</strong></td>
<td><strong>20-31 202 YDS - 1TD - 0INT</strong></td>
</tr>
</tbody>
</table>
#12 | **TOM BRADY**

## Completion %

<table>
<thead>
<tr>
<th>Distance</th>
<th>Completion %</th>
<th>Yards</th>
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</thead>
<tbody>
<tr>
<td>20+ yds</td>
<td>26.0%</td>
<td>211</td>
</tr>
<tr>
<td>10-19 yds</td>
<td>44.4%</td>
<td>332</td>
</tr>
<tr>
<td>0-9 yds</td>
<td>77.5%</td>
<td>718</td>
</tr>
<tr>
<td>neg yds</td>
<td>71.4%</td>
<td>34</td>
</tr>
<tr>
<td>Totals</td>
<td>61.8%</td>
<td>1,295</td>
</tr>
</tbody>
</table>

## Hot Zone Yards

<table>
<thead>
<tr>
<th>Distance</th>
<th>Yards</th>
</tr>
</thead>
<tbody>
<tr>
<td>20+ yds</td>
<td>214</td>
</tr>
<tr>
<td>10-19 yds</td>
<td>324</td>
</tr>
<tr>
<td>0-9 yds</td>
<td>376</td>
</tr>
<tr>
<td>neg yds</td>
<td>44</td>
</tr>
<tr>
<td>Totals</td>
<td>958</td>
</tr>
</tbody>
</table>

**22% of yardage**

## Cold Zone Yards

<table>
<thead>
<tr>
<th>Distance</th>
<th>Yards</th>
</tr>
</thead>
<tbody>
<tr>
<td>20+ yds</td>
<td>214</td>
</tr>
<tr>
<td>10-19 yds</td>
<td>324</td>
</tr>
<tr>
<td>0-9 yds</td>
<td>376</td>
</tr>
<tr>
<td>neg yds</td>
<td>44</td>
</tr>
<tr>
<td>Totals</td>
<td>958</td>
</tr>
</tbody>
</table>

**62% 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
WIREFRAMIN'

SKETCHING THE SECTIONS

1) Same process for each individual section
2) If responsive, find what grid structure will work best
3) Complete penciled in wireframe
1) Transferring process
2) Alignment and detailing
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

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
5. Mood Board
Archive for "Autodesk"

- **STAYING CURRENT MEANS:**
  - Evolving the landscape of the 3D animation industry and increased pressure on so many levels. From the small changes that matter, to the new and exciting tools that will help bring your ideas to life. Autodesk® Maya® 2015 software is the easiest way to stay current.
  - **INCREASED PRESSURE**

- **MAKE YOUR MILLION-DOLLAR IDEA**
  - Uncover critical factors to distribute and sell your products.
  - **MAKE YOUR MILLION-DOLLAR IDEA**

- **DID YOU KNOW?**
  - Autodesk® 360 Platform: Where your customers can purchase, manage, and share your product in real time.
  - Autodesk® Web Grabber: Helps you find the perfect products for your business.
  - Autodesk® Mark to Market: Makes it easy to keep your customers informed and engaged.
  - Autodesk® E-Procurement: Streamlines the ordering process for businesses of all sizes.
  - Autodesk® Material Library: Access over 1,000 materials and textures for your designs.
  - Autodesk® Design and Forge: Connects you with suppliers and manufacturers for your projects.
  - Autodesk® AVA: Automates your workflow with intelligent tools and features.
  - Autodesk® Fusion 360: Combines all the tools you need to design, simulate, and manufacture.
  - Autodesk® Revit: Streamlines the entire design and construction process.
  - Autodesk® AutoCAD: The leading 2D and 3D CAD software for professionals in architecture, engineering, and construction.
  - Autodesk® Inventor: Ideal for mechanical design and manufacturing.
  - Autodesk® 3ds Max:畢生必學的3D動畫、渲染和設計軟體。
  - Autodesk® Maya: 詢問相關教學、課程和頻繁使用的做法。
  - Autodesk® Revit: 結構設計、空間規劃、建築、工業項目、互動設計、3D渲染和3D打印等領域的3D CAD應用。
  - Autodesk® Inventor: 叭箇相關教學、課程和頻繁使用的做法。
  - Autodesk® 3ds Max: 結構設計、空間規劃、建築、工業項目、互動設計、3D渲染和3D打印等領域的3D CAD應用。
  - Autodesk® Revit: 詢問相關教學、課程和頻繁使用的做法。
- 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.
**Portrait of An Aging Nation**

- **79%** of people 65+ own their homes
- **23%** of those 75+ live alone
- **50%** of those 75+ live in nursing homes
- **18%** of people 85+ 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:
    - 65-74: **$8,207**
    - 75-84: **$12,090**
    - 85+: **$18,353**
- **Project state population 65 and older in 2020:**
  - Less than 14%: **20,720**
  - 14%-16%: **35,000**
  - More than 16%: **72,000**
- Millions of people 65 or older:
  - 1970: **20,000,000**
  - 2000: **35,000,000**
  - 2030: **72,000,000**
- **10%** of people 65+ live in poverty
- **33%** of men 65-69 work
- **23%** of women age 65-69 work
- Women 6% age 70+
- Men 12% age 70+
- **40%** are forced to retire early for reasons beyond their control, like illness or job loss
- Work-related age discrimination complaints increased **35%** 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

Sources of payment for annual prescription-drug costs for patients 65+:
- Out of pocket: **$562**
- Private insurance: **$466**
- Public programs: **$311**
Portrayal 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.

$52,762
$28,322
time to design