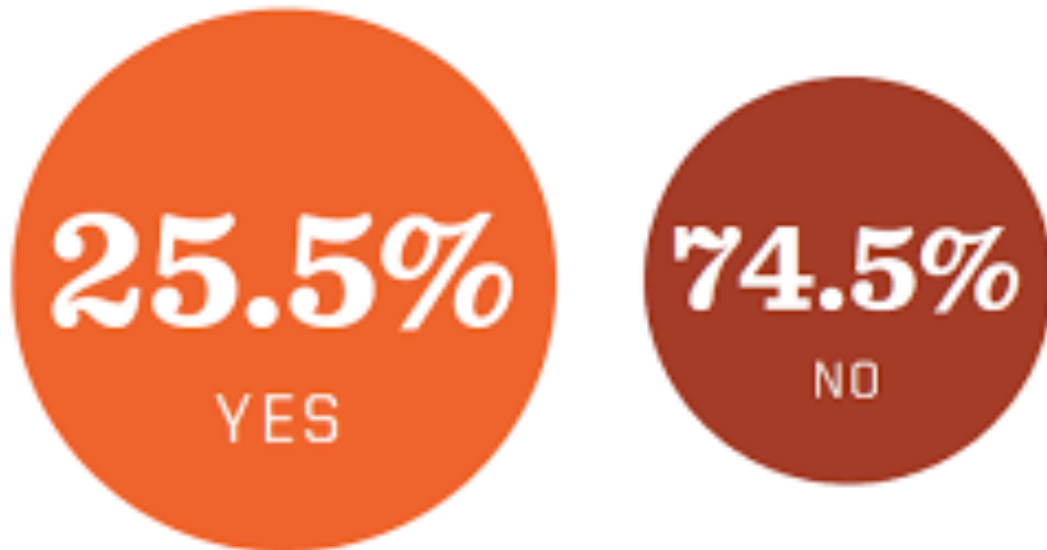


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HAVE YOU EVER FOLLOWED A BRAND ON TWITTER?



- 
- Not enough information/context
  - Are these meant to be pie charts?
  - Proportions are not correct for the percentages
  - Seems like a waste of time

# THE ULTIMATE INFOGRAPHIC ON INFOGRAPHICS

Why You Need to Get Visual

THINK VISUAL 

90%

of  
information  
that comes  
to the



**BRAIN**  
is VISUAL

**VISUALS**

are  
processed  
**60,000x**



**faster**  
than text!



Visuals are key to capture customers mindshare

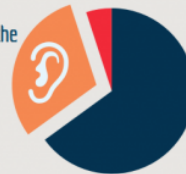
65%

Humans are visual learners and respond better to visual information than plain text.



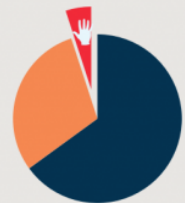
Only 30 percent of the population tends to retain info better after hearing it.

30%

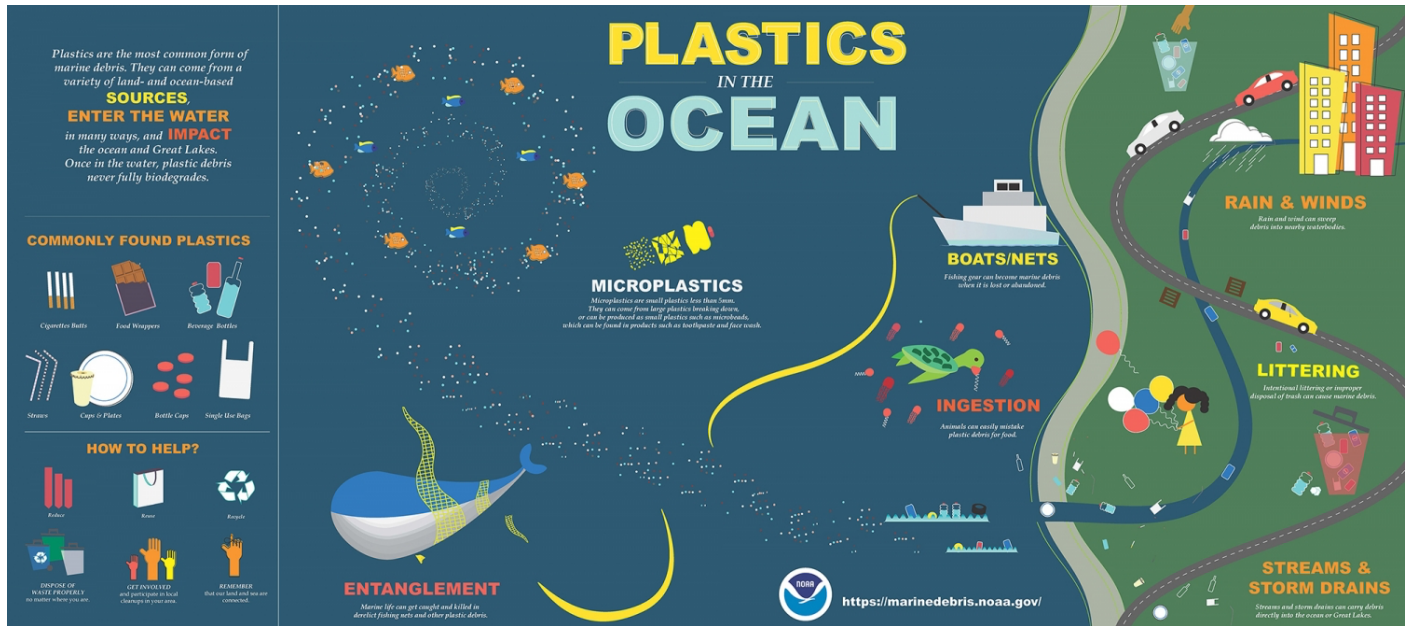


5%

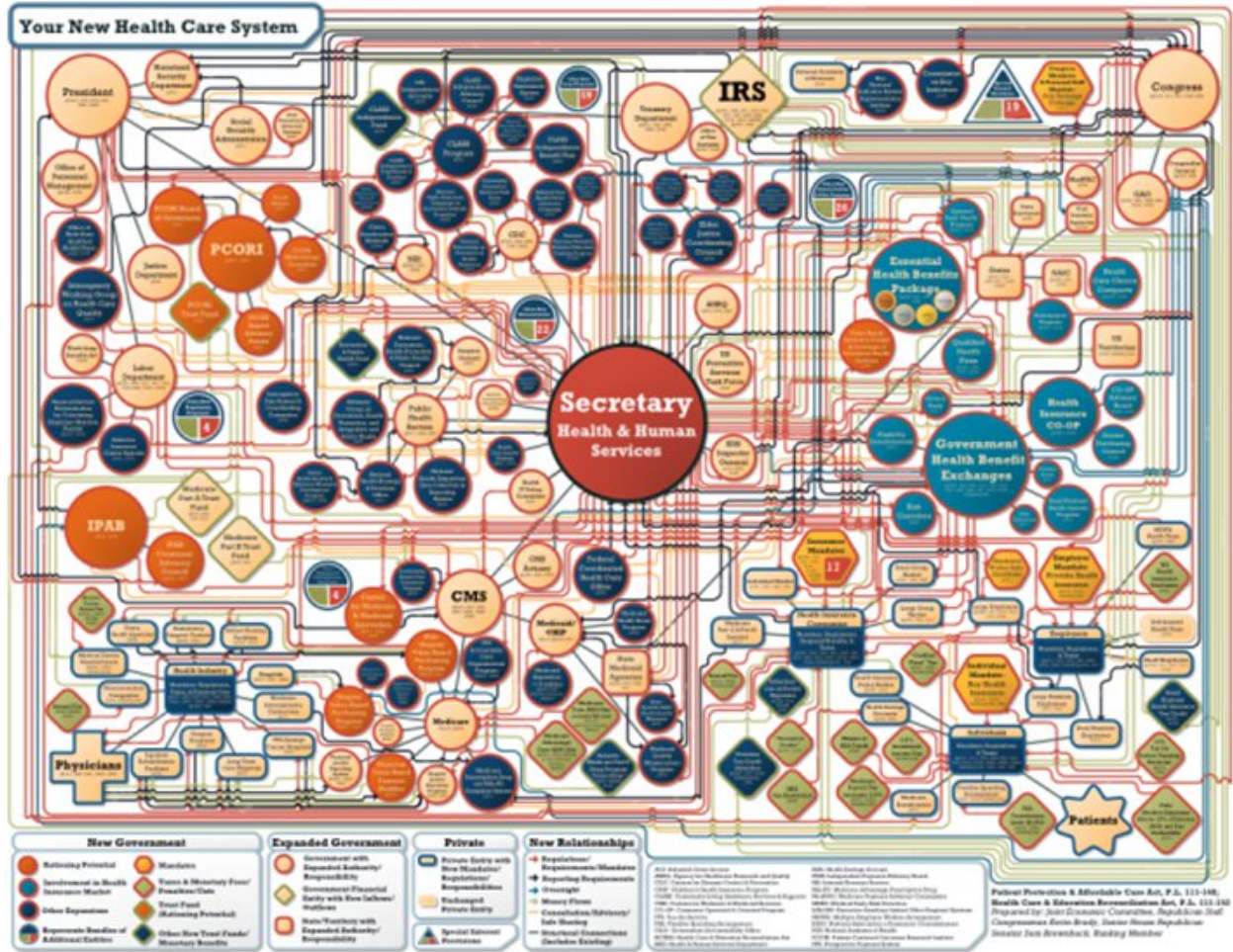
A small chunk of us prefer tactile learning over visual or auditory.



- Clear purpose in title
- Correctly proportioned graphs
- Cohesive color scheme
- Easy to understand visuals
- Reasonable amount of text



- Overly busy visually
- Clear title
- Understandable graphics describing phenomenon like the whale in the net and littering
- Good balance of text and visuals
- Colorful and attractive to look at
- Cited source



- Extremely busy
- Too much information for a single graphic

# DAILY SCHEDULE

on how to take care of your pet.

## 7-9am

Clean their cages, prepare them food and lots of water.

After doing all the chores, walk your dog and spend time playing and talking to them.



## 10-12pm

Your dog started to bark and it signals urinate and defecate. Make sure to be ready!

They still wanted to play so if you have a spare 10 minutes. Play with them.



## 1-5pm

Usually dogs are asleep. But be ready once they have woken up.



## 5-11pm

They are energetic in the afternoon. Walk your dog and teach them new tricks.

After playing hours. It's Dinner time! Prepare them good treats and don't forget the water afterwards.

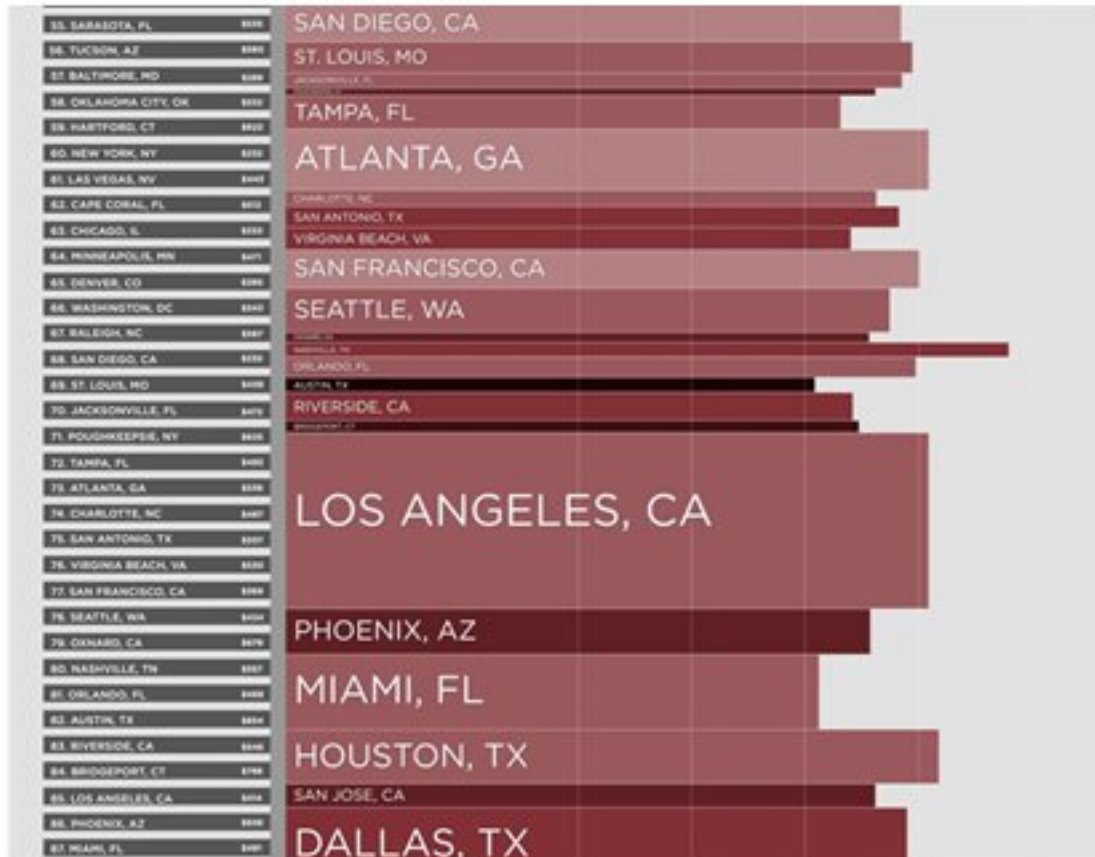


## before bedtime

Spend some time together and make sure to play with your dog one last time.

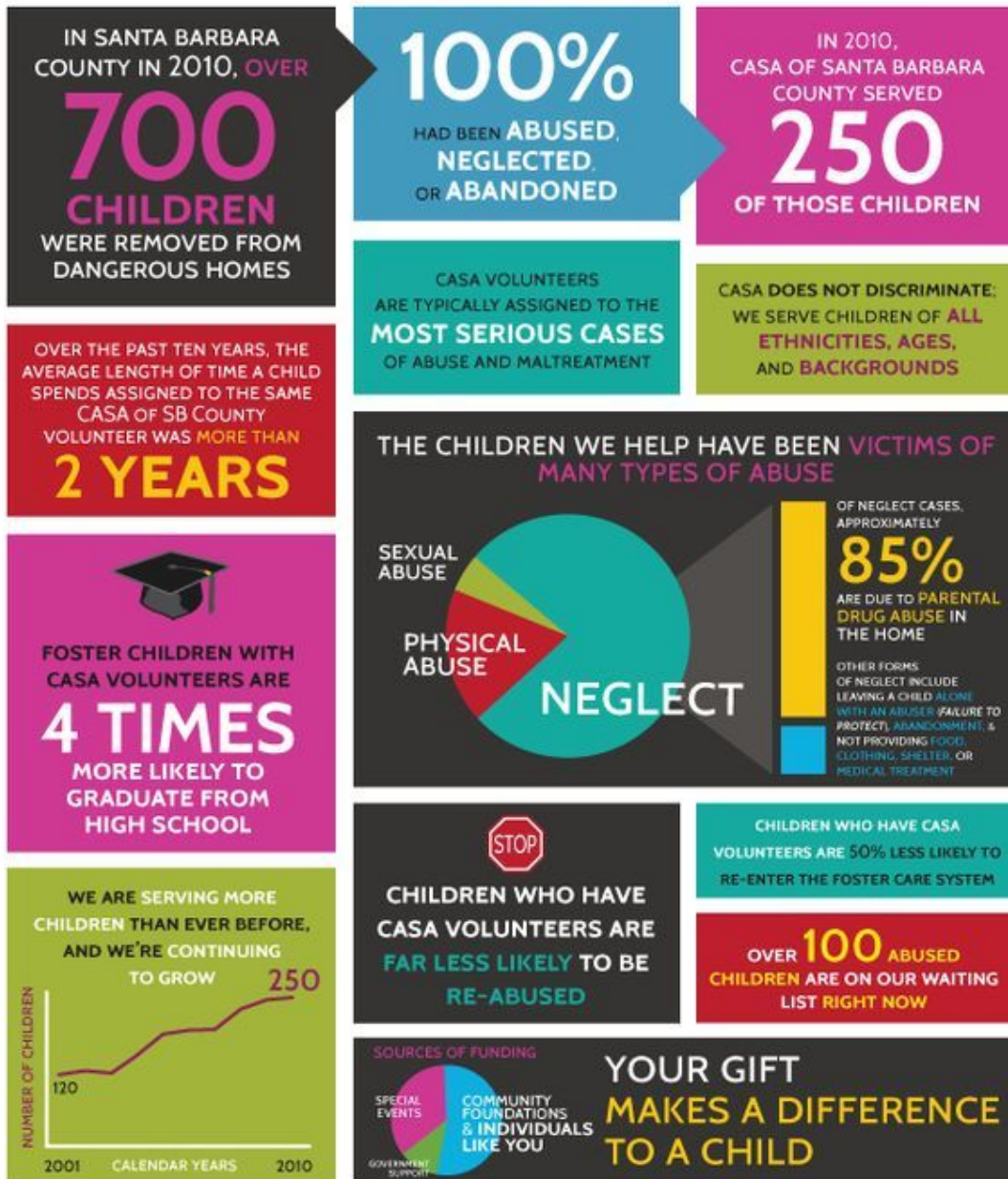
[doggystories.com](http://doggystories.com)


- Simple and not distracting
- Clear, understandable language
- Appropriate use of timeline format
- Language at title could be less clumsy



- Inappropriate use of a bar graph
- Hard to understand what the point is
- No title
- Too much information without enough structure
- No images

# WHY DONATE TO CASA?



 **COURT APPOINTED SPECIAL ADVOCATES (CASA) OF SANTA BARBARA COUNTY**  
 118 E. Figueroa St., Santa Barbara CA 93101 / 120 E. Jones St., Santa Maria CA 93454 / [WWW.SBCASA.ORG](http://WWW.SBCASA.ORG)

- Good use of text sizes to draw attention
- A little bit disorganized
- Good use of color
- Graphs and charts are well labeled
- Sources cited

# THE U.S. MATERNAL HEALTH CARE CRISIS

## Numbers You Need To Know

In May 2011, Amnesty International launched a one year update to its groundbreaking report, *Deadly Delivery: The Maternal Health Care Crisis in the USA*. From that update, here are numbers you need to know.

**JOIN US IN SHINING A LIGHT ON MATERNAL HEALTH**  
[amnestyusa.org/maternalhealth](http://amnestyusa.org/maternalhealth)

Care for childbearing women and newborns is by far the number one reason for hospitalization in the US **#1**

**49** Countries that have lower maternal mortality ratios than the US

**12.7** Deaths per 100,000 live births in the US.  
**3 times as high as the government's Healthy People 2010 target**

**32.9%** US cesarean rate in 2009. An all-time high following a 13 consecutive year rise.

**21%** In states with cesarean rates higher than 33%, the risk of maternal death is 21% higher than in states with cesarean rates lower than 33%.

**34,000** The number of women each year who nearly die from pregnancy-related complications - one every 15 minutes

**2x** The risk of maternal death in high-poverty areas is 2x that in low-poverty areas.

**MATERNAL MORTALITY RATIOS (PER 100,000 LIVE BIRTHS) BY RACE/ETHNICITY**

34	non-Hispanic black
169	American Indian / Alaska Native
11	Asian / Pacific Islander
10.4	non-Hispanic white
9.6	Hispanic

**3-4** African-American women are 3 to 4 times more likely to die from pregnancy-related causes than white women.

50 YEARS  
**AMNESTY INTERNATIONAL**



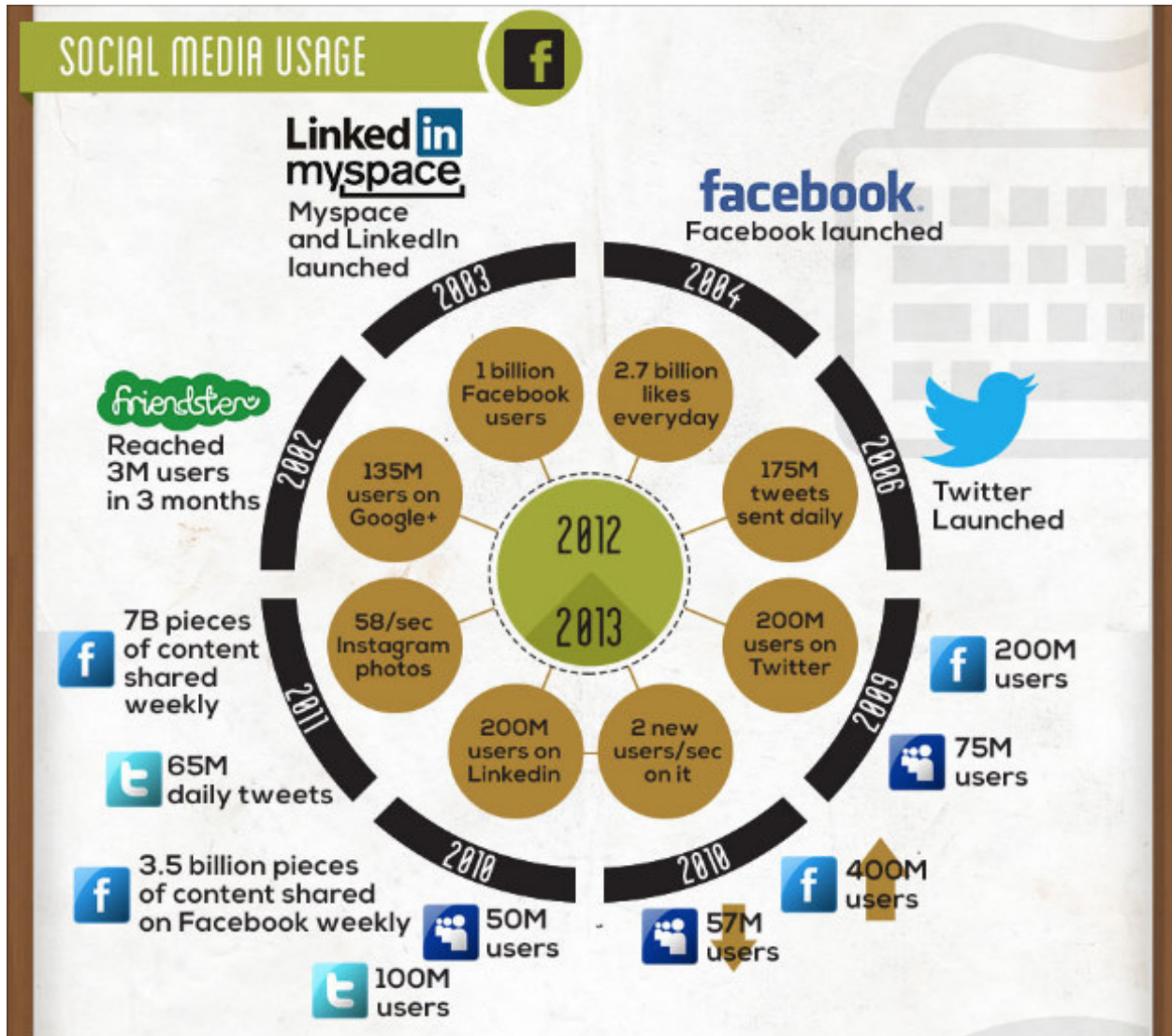
[amnestyusa.org](http://amnestyusa.org)  
 Amnesty International is a Nobel Prize-winning grassroots activist organization with more than 3 million supporters, activists and volunteers in more than 150 countries campaigning for human rights worldwide. Commemorating its 50th anniversary in 2011, the organization investigates and exposes abuses, educates and mobilizes the public, and works to protect people wherever justice, freedom, truth and dignity are denied.

DESIGN BY **JES63** |

- Eye catching design/shape
- Slightly wordy
- Good use of fonts
- Eye is drawn to the key points



## SOCIAL MEDIA USAGE



- Reader has to work too hard to figure out what this means
- Poorly designed for a timeline
- No scale to compare numbers

**BREAKING**

# Bad Eating Habits

a helpful guide to more nutritional behaviors



**HABIT #1**

## Mindless Eating

Continuing to eat even though you know you're full? Can't put down that bag of chips while watching TV?

## The Fix

Eat from smaller dishes. Swap out a dinner plate for a salad plate. Never eat straight from the container!



**HABIT #2**

## Nighttime Munching

Often find yourself heading for the fridge well after the sun goes down? Eating before bed can greatly impair weight loss.

## The Fix

After dinner, teach yourself to think of the kitchen as being closed for the night, and brush your teeth — you'll want to eat less with a newly cleaned mouth.



**HABIT #3**

## Skipping Breakfast

You're in a rush trying to get out the door so you head through the drive-thru at the coffee shop for your liquid breakfast or skip it all together.

## The Fix

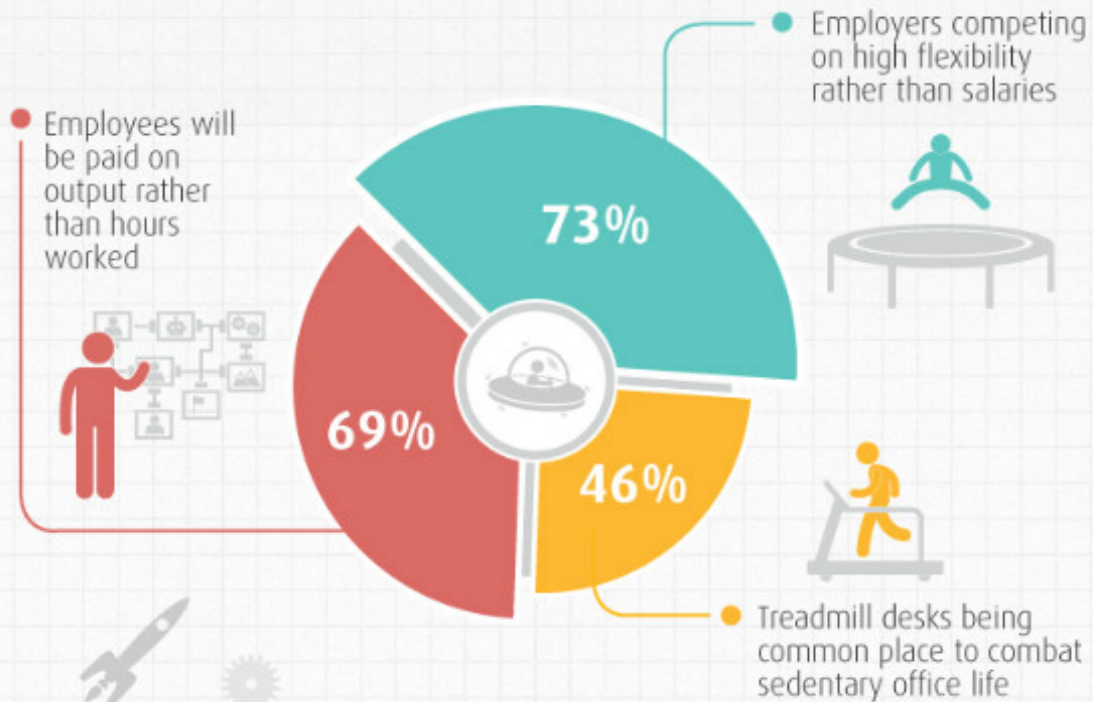
Have ready healthy breakfast foods you can consume on the run such as whole fruit, yogurt, homemade cereal bars, and smoothies.



- Clear, specific topic
- Organized well in problem/solution format
- Clear, eye-catching graphics

# BIGGEST FUTURE CHANGES IN THE WORKPLACE?

In a survey of HR professionals, changes forecasted in the workplace varied from:



- Nice graphics
- Simple
- The graph does not add up!  $69+73+46=188$ ?
- Be sure information is accurate and not misleading