Infographics Workshop

October 23, 2014
Agenda

- Overview of Infographics
- Review Infographics
- Online Images & Copyright
- Introduction to Piktochart and ThingLink
- Create your own Infographic
- Share your Infographic
What is an Infographic?

Because they make use of both words and visuals, infographics strike the sweet spot where linguistic and nonlinguistic systems converge.

Storytelling with Infographics

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In schools, visual aids improve learning by up to 400%
Is this something new?

- Infographics have been used by both print and online media
  - Time Magazine
  - Pinterest
  - Blogs
  - Social Media
Why should I use Infographics?

- Convey information in a quick, easy to read manner
- Easy to share via social media

How should I use Infographics?

- Showcase quick facts
- Explain research
- Applicable to both Academic and Extension settings
Academic

- Student project
- Present specific topic
- Supplement your syllabus
Examples

Agriculture
- USDA 2012 Census of Agriculture

Syllabus
- Infographics in Popular Media
- WR 13300 - Multimedia Writing & Rhetoric
- WRIT 1301 - University Writing
Infographic Tools

Piktochart
- Infographic centered tools that provide you with modern clip art, backgrounds, and fonts
- [http://piktochart.com/](http://piktochart.com/)

ThingLink
- Tagging tool that allows for interactivity
  - Youtube, pop up blurbs
- [https://www.thinglink.com/](https://www.thinglink.com/)
Digital Images & Copyright

Wait! Before you do that Google Image Search….Think about Copyright!
Creative Commons

● It’s the happy medium between a Copyright “All Rights Reserved”, and Public Domain
● Licenses your work to others, while still allowing you to customize the rights you would like to retain

● http://creativecommons.org/licenses/
Comparison of Creative Commons Licenses

most free

least free

Attribution
Non-Derivative
Non-Commercial
Share Alike

Visit http://creativecommons.org/licenses/ to learn more

By Dr. Cable Green, http://www.hawaii.edu/askus/1582
Image Resources

- Pixabay - free vector images and photos
- Wikimedia Commons - shared media, mix of Public Domain, CC, Copyright
- The Noun Project - icons, mix of Public Domain, CC, Copyright
- Death to the Stock Photo - monthly emails of free photographs
Image Resources - continued

- Little Visuals - weekly emails with free photos
- New Old Stock - vintage Public Domain photos
- Freepik - searches multiple sites, free images
- Flickr - mostly CC or Copyright
- Advanced Google Image Search

Check out the infographics handout!
Advanced Google Images Search

1. Click “Search Tools”
Advanced Google Images Search

2. Click “Usage rights”

3. Select the appropriate license

Note: This isn’t a foolproof method. Once you find an image, it always good practice to double check the source.
Advanced Flickr Search

1. Click “Any License”
2. Select the appropriate license
Digital Images & Copyright

More Information

• UH Manoa Library Guide: Copyright and Fair Use
• Digital Image Use 101 by UH Visual Resource Librarian Kanako Iwase
Be Creative!

- Piktochart has large library of photos and vector images
- MacGyver images to create your own
● Layer graphics to convey depth
● Combine basic shapes and other images together
● These two scenes are a combination of nearly 100 images
Ready to practice with ThingLink?
A lesson file is available on our website:

http://tinyurl.com/CTAHR-Infogr
Introduction to ThingLink

Add links to images and video
Easily create interactive images and videos for your websites, infographics, photo galleries, presentations and more!
Select a plan to fit your needs

Choose a plan
Plans include a free 30-day trial

PERSONAL
Free
Personal use only. Enhance your blog or website!
✓ Basic tagging & analytics

BASIC BUSINESS
Free
For testing the potential of interactive images.
✓ Basic tagging & analytics
✓ Commercial use OK

PREMIUM
$250/mo
First month free
Interactive images and video for business.
✓ ThingLink for Images
✓ Basic ThingLink for Video
✓ Advanced tagging & analytics
✓ Custom icons uploader
✓ Personalized branding
✓ Rich text tags
✓ Unlimited views

CORPORATE
$1,500/mo
First month free
For large corporations and agencies.
✓ ThingLink for Images
✓ Advanced ThingLink for Video
✓ Advanced tagging & analytics
✓ Custom icons uploader
✓ Personalized branding
✓ Remove sharing icons
✓ Rich customization options
✓ Unlimited views
✓ Ad and reseller options
✓ Dedicated technical support

STUDENTS & TEACHERS
Interested in our educational discount? Teachers can get full premium access to ThingLink
Images and Video for only $35/year!
See educational plans!

START NOW!

START FREE MONTH!

STARTER PACKAGE FOR $50
Want to test out if ThingLink Premium fits your needs? Go with our starter package and subscribe later. Includes premium features for 10,000 views on your images valid one year. Also includes ThingLink for Video.
Buy starter package now!
You will need to sign up
Questions about ThingLink?
Ready to practice with Piktochart?
The link is available on our website:

http://tinyurl.com/CTAHR-Infogr
Piktochart’s Toolbars

- **Change the opacity of an object**
- **Order objects**
- **Shows guides to help align an object with others**
- **Grouping**
- **Lock image or group**
- **Add hyperlink to an object**
Locked image

Red corners show the image is locked and can’t be moved or edited.
Piktochart’s Toolbars

- Adds new section
- Deletes section
- Duplicates section
- Moves section up
- Moves section down
- Adjust settings - width and height
Piktochart’s Toolbars

Icons & Photos

Max of 20 for free: JPG, JPEG, or PNG

Add basic data directly in Piktochart

Need to share the infographic through Piktochart to preserve video

Video URL:

YouTube and Vimeo are supported

http://

Sample:

http://youtu.be/7RGkgzPX0_w
http://vimeo.com/54503718

Insert
Piktochart’s Toolbars

- Download available for JPG or PNG at limited resolution for free account
- Social media - Facebook, Twitter, Google+, Pinterest
- Infographic published on Piktochart’s website, can embed into personal website to preserve video
Piktochart Infographics

- Non Example
- Example
## Account types

<table>
<thead>
<tr>
<th><strong>PRO ACCOUNT</strong></th>
<th><strong>FREE ACCOUNT</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad selection of Pikto Templates</td>
<td>Limited Templates</td>
</tr>
<tr>
<td>Switch off the Piktochart Watermark</td>
<td>Piktochart Watermark</td>
</tr>
<tr>
<td>200 Image Uploads</td>
<td>Limited Image Uploads</td>
</tr>
<tr>
<td>High Resolution Image Export</td>
<td>Low Resolution Image Export</td>
</tr>
<tr>
<td>Privacy Controls</td>
<td>Publish for Public Viewing</td>
</tr>
</tbody>
</table>

**Education price is $40/year**

Image: http://piktochart.com/pricing/piktochart-packages/
Tips to making your infographic a success

1. Tell a story
   a. Have a clear beginning, middle and end
   b. Tight focus on your topic

2. Include citations
   a. Data sources
   b. Creation date
What if I want to focus on demographics and stats?

Be sure to include a “beginning” and give the user some background or context.

Don’t forget basic design principles!

1. White space is GOOD
2. Simplify your text
3. Stick to 1 or 2 fonts
4. Come up with a color scheme
   a. Kuler: https://color.adobe.com/explore/
5. Be mindful of your target audience
Questions about Piktochart?
Ready to make your own infographic?
Links to Piktochart and ThingLink available here:

http://tinyurl.com/CTAHR-Infogr
Thank you for coming!

Please take a few seconds to complete an evaluation of today’s workshop!

http://tinyurl.com/DistEd-F14-Eval