Infographic Masterclass
Who Am I?

Eugene Woo
Co-founder of 2 Infographic sites
Vizualize.me & Venngage

eugene@venngage.com
MY STORY

9-5 job

Discovers Infographics

2010

2011
MY STORY

1st Viral Infographic

Generated 200k Signups in 2 months
VENNGAGE INFOGRAPHICS

6 FORMULAS FOR THE PERFECT PINTEREST INFOGRAphIC

1. CHOOSE A POPULAR PINTEREST TOPIC

ON PINTEREST, THE MOST POPULAR TOPICS WERE TRAVEL, FOOD AND MARKETING.

MOST POPULAR INFographics BY TOPIC
WHY DO INFOGRAPHICS WORK?

IT’S EASIER FOR PEOPLE TO PROCESS IMAGES, COMPARED TO TEXT.

90% of information transmitted to the brain is visual.

Images are processed simultaneously. Visuals are processed 60,000X FASTER...

Publishers who use infographics grow in traffic an average of 12% MORE.

60% of the population are visual learners

30% are auditory

10% are kinesthetic

Text is processed sequentially. Most people only REMEMBER 20% of what they read.
My Promise to You

1. The 5 key steps in creating great infographics
2. Our own ICCORE method for transforming data to visuals
3. Design hacks to make your infographics beautiful
4. Short cut to the next level
WHO IS THIS FOR?

1. Marketers
2. Educators, researchers, and assessment folks
3. Administrators and physicians
4. Communications or PR personnel
5 KEY STEPS TO GREAT INFOGRAPHICS
Key Step 1

Pick a Great Topic
It’s a noisy world

Vast majority of articles get ZERO shares
Tip 1

Solve a burning problem
Solve a burning problem
8 APPROACHES FOR PICKING MEMORABLE INFOGRAPHIC IDEAS

The first step in creating an awesome infographic is to pick a topic that people will care about. Here are 8 approaches you can take to pick a great topic for your infographic.

https://venngage.com/blog/infographic-ideas/
Key Step 2

Plan a Research Strategy
Tip 1

Form a Question Pyramid
STEP 1

Your Main Question for the Topic.
STEP 2

Form a Question Pyramid

2-3 Supporting Questions (The What and Which type question)

Follow up Probing Questions (The Whys? and Insights)
STEP 3

Form a Question Pyramid

Follow up Probing Questions (The Why type questions and Insights)
What should you do after a heart attack?

- What are the different symptoms?
- What are some steps you can take?
- What’s the survival rate when steps are followed?

Why do some people delay calling for help?
Key Step 3

Collect your Data
Search: “Topic” + data
Search: “Topic” + data + filetype:xls

Other file types: CSV, XLSX, PDF
Existing Data Sources

1. Government data - data.gov
2. Industry data - statista.com
3. Public opinion - pewresearch.org, gallup.com
4. Google public data - google.com/publicdata/directory
5. Data is plural newsletter - http://tinyletter.com/data-is-plural
Key Step 4

Visualize your data
Tip 1

What is the goal of each visual?

ICCORE Method
What is the goal of the visual?

**INFORM**  You want to convey an important message or data point

**COMPARE**  You want to compare multiple things or parts of whole

**CHANGE**  You want to show changes or trends over time or space

**ORGANIZE**  You want to show groups, pattern, rank or order

**RELATIONSHIPS**  You want to reveal relationships between things

**EXPLORE**  You want to the reader to explore the data and discover insights for themselves
Large Titles and Labels

Icons + Pictograms
INFORM EXAMPLES

1. 783 million people do not have access to clean and safe water worldwide.

2. 1 in 9 people worldwide do not have access to safe and clean drinking water.

AIRBORN ILLNESS'S

- 25% of people have an efficient immune system to fight off a few airborne pathogens.
- 50% of people have an efficient immune system to fight off many airborne pathogens.
- 75% of people have an efficient immune system to fight off most airborne pathogens.

UNEATEN:

The amount of food that goes

600 sq. ft. Average solar panel size needed to power the average home.

102% Average annual growth rate of global solar energy capacity.
COMPARE

Compare multiple categories or values

- Bar Chart
- Column
- Stacked Bar
- Icon Chart
- Bubble Chart
- Bubble Cloud

Compare parts of whole

- Pie Chart
- Donut
- Stacked Area
- Pictogram
- Treemap

More Accuracy → Less Accuracy
COMPARE EXAMPLES

- When asked what kind of visuals were most frequently produced:
  - GIFs & Memes: 5.4%
  - Charts: 14%
  - Videos: 15.2%
  - Infographics: 30.4%
  - Stock Photos: 35%

- Social media trends:
  - “Virtual Reality”
  - “Encryption”
  - “Internet of Things”
  - “Big Data”
  - “Machine Learning”
  - “Cloud Computing”
  - “Fintech”
  - “Blockchain”
  - “Programmatic”
  - “Backdoor Security”

- In Europe, the market is still early. Sales of whiteners make up 8%.
- Similar story in Asia. Both these markets have huge growth potential for whiteners.
Look at change over time or trends

- Line Chart
- Column
- Bubble Chart
- Combo
- Area Chart
- Timeline

Compare spatial changes or trends

- Choropleth map
- Small Multiples
CHANGE EXAMPLES
ORGANIZE

Show Rank or Order
Bar Chart  Column Chart  List  Table  Bubble  Pyramid

Show Organized Groups
Bubble Cloud  WordCloud  Icon Chart
RELATIONSHIP

Scatterplot  Line Charts  Column Chart  Combo  WordCloud

Bubble Cloud  Venn Diagram
RELATIONSHIP EXAMPLES

COMMUTING BY CAR AND OBESITY

CAR COMMUTER vs. OBESITY RATES

National Average

% COMMUTE BY CAR

p-value = 0.0021

DATA VISUALIZATION

What Makes A Good

Data
- Finding an interesting topic
- Presenting data in an intuitive way

Function
- Making data clear and concise

Design
- Creating a visually appealing and user-friendly report

our year in review.

Stave Tool's Year Review & Performance
EXPLORE

Interactive Drill downs
STEP 1

What should you do after a heart attack?

• What are the different symptoms?
• What are some steps you can take?
• What’s the survival rate when steps are followed?
What should you do after a heart attack?

• What are the different symptoms?
• What are some steps you can take?
• What’s the survival rate when steps are followed?
DIFFERENT GOALS, DIFFERENT CHARTS

Function before Form
Key Step 5

Make it Beautiful
TIP 1

Use a grid layout.
Hack! Use ready made templates with layouts to easily plug in your information.
TIP 2

Eye moves Left to Right, from Top to Bottom
Online color tools: colourlovers.com
coolors.co
lolcolors.com
design-seeds.com
Level One (50 pt size)

Header

Level Two (25 pt size)

Subheader

Level Three (20 pt size)

Body copy
Modern Report

Money Spent
Summary of how much money was spent on the month of January.

Expense by Sub-Categories
Total expenses are broken into different categories for a closer look into where the money was spent.

Spent vs. Saved
Budget was originally $550. A total of $550 was spent on the month of January which exceeded the overall budget by $5.
HISTORY OF GOOGLE I/O
Software, Hardware, Hybrid Product Launches & whether they were a Success or a Failure

2008
Google App Engine
Powerful platform for startups or businesses to build scalable web and mobile apps in the cloud.

Android
One of Google’s most successful ventures.

Gears
A disconnected API. Shut down in 2011 and replaced with HTML5's standards.

2009
Google Wave
A social email service. Stopped development in August 2010, shut down in 2012.

Android 2.2- FroYo
One of Google’s most successful ventures.

2010
Chrome Web Store
Offering hundreds of millions of apps, extensions and themes on Chrome.

Android 2.3- Gingerbread
One of Google’s most successful ventures.

Google TV
Brought Hulu, Amazon, YouTube and more to TV at home. Discontinued in 2014 and replaced by Android TV.

2011
Google Wave
A social email service. Stopped development in August 2010, shut down in 2012.

Android 4.0- Ice Cream Sandwich
One of Google’s most successful ventures.

2012
Chrome Web Store
Offering hundreds of millions of apps, extensions and themes on Chrome.

Android 4.3- Jelly Bean
One of Google’s most successful ventures.

Google TV
Brought Hulu, Amazon, YouTube and more to TV at home. Discontinued in 2014 and replaced by Android TV.

Google Wave
A social email service. Stopped development in August 2010, shut down in 2012.
TIP 6

What Makes A Good DATA VISUALIZATION

Data
- Find an interesting topic
- Look for an angle that's new
- Collect and organize

Function
- Analyze the data
- Make it clear and legible
- Make it accessible and useful

Design
- Start with your audience
- Create an engaging design
- Make it accessible with text and images

What Makes A Good DATA VISUALIZATION

Data
- Find an interesting topic
- Look for an angle that's new
- Collect and organize

Function
- Analyze the data
- Make it clear and legible
- Make it accessible and useful

Design
- Start with your audience
- Create an engaging design
- Make it accessible with text and images
TIP 7

“Big Data” Birth and (Reported) Death of a Buzzword

Some, notably industry analyst firm Gartner Group have said the term is no longer trending. This infographic shows the prevalence of tech keywords in online and social media.

Is “Big Data” dead? We don’t think so!
31% of all households were in 4 states in 2010.
California (12.6 million)
Texas (8.9 million)
Florida (7.4 million)
New York (7.3 million)
Short cut to the next level
TWO PATHS YOU CAN TAKE

- CONFUSED
- LOST
- NO SUPPORT

OR

- STATUS QUO
- SUPPORT
- FASTER

- IMPROVE
- SIMPLER
NEXT STEPS

VIEW CASE STUDY
ABIM infographics by Pilar Padilla

DOWNLOAD GUIDES
https://venngage.com/blog/abms
Sign up for FREE
1. Pick a great topic
2. Build a Question Pyramid with 3-5 questions
3. Collect your data & analyze it
4. Determine the goal with ICCORE and pick visual type
5. Make your infographic beautiful
6. Download guides & sign up for Venngage
THANK YOU!

Questions or comments? Please contact me at:

eugene@venngage.com or visit

venngage.com/blog/abms
ABIM + Infographics

Pilar Padilla

Bring Your Data to Life with Infographics | September 26, 2017
In a time when it’s more important than ever for institutions to *prove their value to the public*, infographics are an essential tool for the board community to adopt.
Kashif Piracha
Board certification is an important tool to let patients know their providers are keeping themselves up to date within their specialty. All practitioners should make it a top priority to get certified.

Like · Reply · Message · 2 · March 23 at 2:55pm
Community Engagement

Your Voice Matters To Us

Every good conversation begins with good listening. That’s why ABIM spent the last 20 months listening to feedback from physicians and others across the internal medicine community, and will continue to listen. So many of you have been part of the conversation and ABIM is thankful to have your feedback. Keep it coming! Here are the facts and figures of who engaged and informed ABIM.

ABIM reached out to all approximate 200,000 physicians for feedback twice and received...

- **29,480** SURVEY RESPONSES from physicians

**Held**
- **26** FOCUS GROUPS with **255** PARTICIPANTS
  - Including over 50% from community practice in addition to people from rural practice, urban hospital-based practice, society meeting attenders and patients

**Visited**
- **13 CITIES in 10 STATES**

**Fielded calls**
- **466** and responded to emails
  - From physicians with feedback about the MOC program

**Registered Members**
- **2,595** in our new Community Insights Network

Close to
- **40,000** PEOPLE have given ABIM their thoughts and insights

We are LISTENING. Please keep ENGAGING with us. Your feedback is a major INFLUENCE.

Upcoming Events in the IM Community

Last year, we heard from nearly 40,000 physicians.

This year, we want to hear from YOU at one of our upcoming community engagement events.

Staff and leadership from the American Board of Internal Medicine (ABIM) will be present at a number of annual society meetings, answering questions in exhibition halls and hosting focus groups and informal meetups to gather physician input on the future of the Maintenance of Certification (MOC) program.

Connect with us at upcoming society meetings:
- October 4-6, 2017: Infectious Disease Week – ID Week 2017

Taking their feedback into consideration, along with feedback from nearly 40,000 physicians, we have made significant changes to our program, offering more choice, relevance and convenience than ever. I encourage you to take a look at our most recent update on new options being offered in 2018 on the Transforming ABIM Blog.

If you have any questions about your options for maintaining certification, you can call us at 1-(800)-441-ABIM (2246) Monday through Friday, 8:30 a.m. to 8:00 p.m. Eastern Time.
Partnerships

ALL TOGETHER NOW
Earn CME+MOC all at once

You asked for it, and now you can earn MOC points for thousands of continuing medical education (CME) activities through ABIM and ACCME’s award-winning collaboration.

80,000 PHYSICIANS
3.9 million
CME+MOC POINTS

CMEFinder.org
A searchable, sortable list of available CME+MOC activities. Search by fields like provider, specialty and location to find the perfect activity for you.

ACTIVITIES YOU ARE ALREADY DOING COUNT FOR CME+MOC

Hundreds of CME providers, including medical specialty societies, hospitals and popular online resources, are delivering quality activities that give you a double hit of CME+MOC credit.

Visit CMEFinder.org to find an activity, and look for the CME+MOC badge on brochures and announcements.

American Board of Internal Medicine
Discussion