WHEN YOU’VE GOT IT, FLAUNT IT:
VISUALIZING INTERLIBRARY LOAN DATA

NWILL 2016

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ATLAS SYSTEMS
MAKE YOUR DATA SUPER
- WRITE the Story
- GATHER the Facts
- QUERY the Data
- ARRANGE the Design
- WEED the Junk
GOAL:
Advertise Services

W x 5 + H

Characteristics

Invert
GOAL: Annual Report

W x 5 + H

Characteristics

Totals

- Relevant data
- Decisions affected
- Key connections
- Audience type
GOAL: Advertise Services

\[ W \times 5 + H \]

Characteristics

- Too much
- Not enough
- Irrelevant

Invert
This is just a **TINY** bit of the dbo.Transactions table

CHRONOLOGICALLY

ALPHABETICALLY

GEOGRAPHICALLY

CATEGORICALLY

HIERARCHICALLY
★ Visually explain complex concepts
★ "Pre-attentive processing"
★ Highly Shareable
ANTICIPATE

YOUR

AUDIENCE
How to GRAB ATTENTION With Your Data Visualizations
CARDINAL SINS

Ill-conceived and poorly designed infographics commit several cardinal sins of infographic creation, which include any of the following:

- Including too much information
- Inaccurate charts
- Lack of a storyline or narrative
- A generic appearance
- No citations or source list
- Not relevant to your audience
- Poor headlines that don’t engage or interest readers
VALUE + TREND COMPARISONS

PARTS TO WHOLE

DISTRIBUTION + RELATIONSHIPS
ONLINE TOOLS
free to download

multiple data source connections available

save & share online

https://public.tableau.com
Basic templates are free, non-profit premium discount
awesome blog with tips, tricks, examples, & instructions

https://venngage.com
Free to use online

Limited templates and export features

Extensive public domain image and icon database

https://www.visme.co
Easy drag-and-drop interface that’s free to use online

Purchase additional, premium images and icons, individually

Another great “Design School” blog that includes free templates

https://www.canva.com
**DO**

- only include relevant data
- ponder decisions affected
- make key connections
- remember the audience

**DON'T**

- make it overly busy
- leave out important data
- include irrelevant figures
- procrastinate
HELPFUL LINKS

- https://prometheus.atlas-sys.com/display/illiad/ILLiad+Web+Reports
- https://prometheus.atlas-sys.com/display/illiad/Custom+Searching
- https://prometheus.atlas-sys.com/display/illiad/ILLiad+Access+Reports
- http://www.stats.oclc.org/cusp/nav
- https://designschool.canva.com
- http://blog.visme.co
THANK YOU!

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