

# Infographics that Tell a Client's Story

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## The American Evaluation Association: Who We Are

7,980 members from 109 countries

16% of members from outside of the US

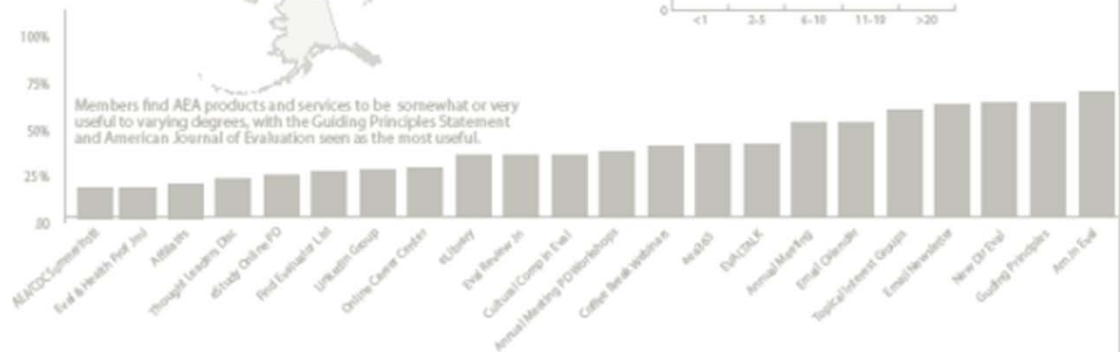
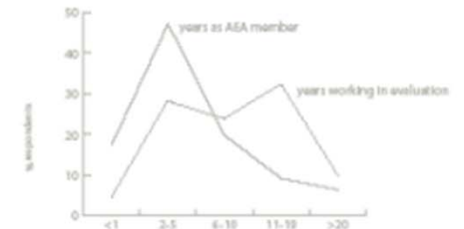
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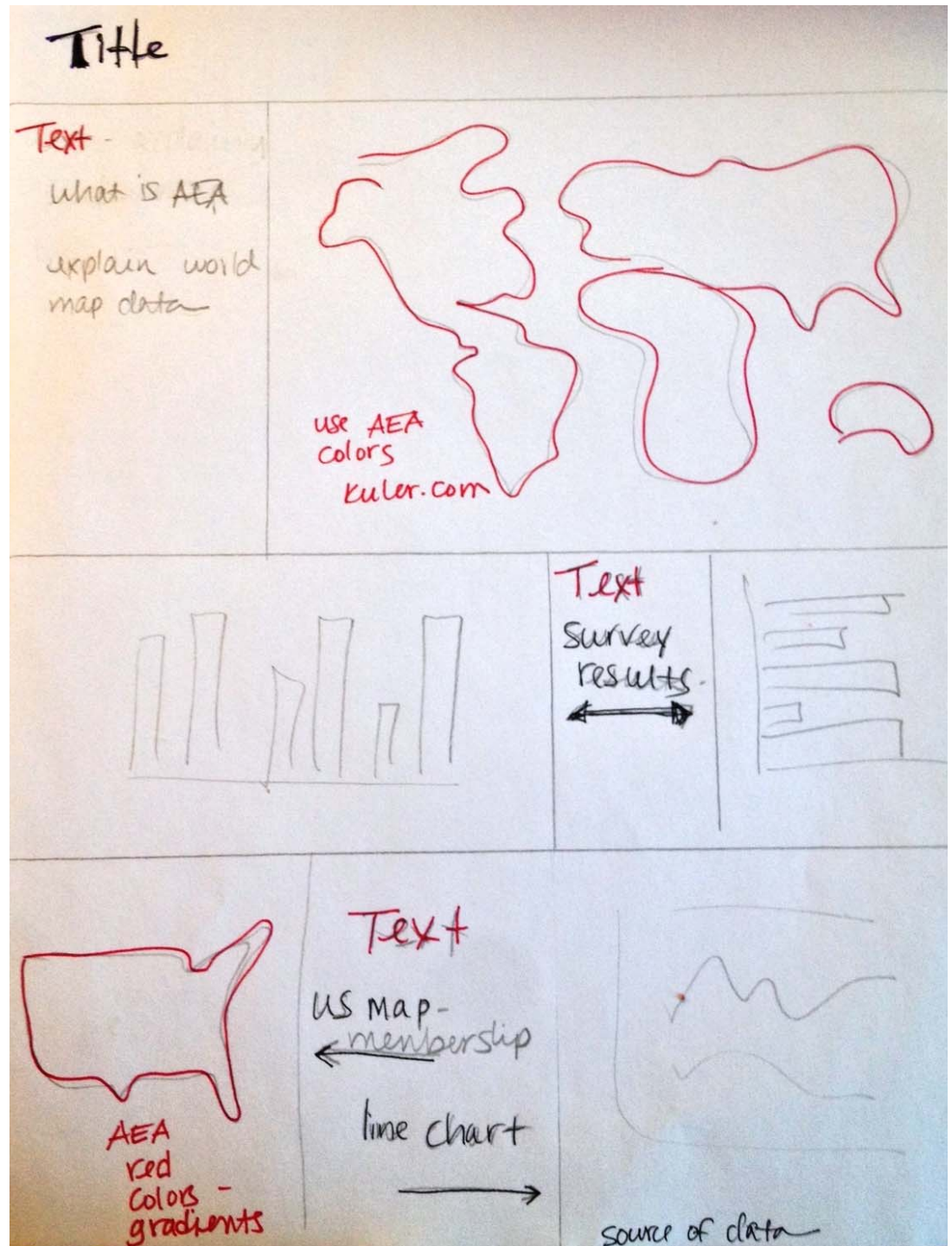


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Figures based on February 2013 AEA membership list and AEA 2011 member survey  
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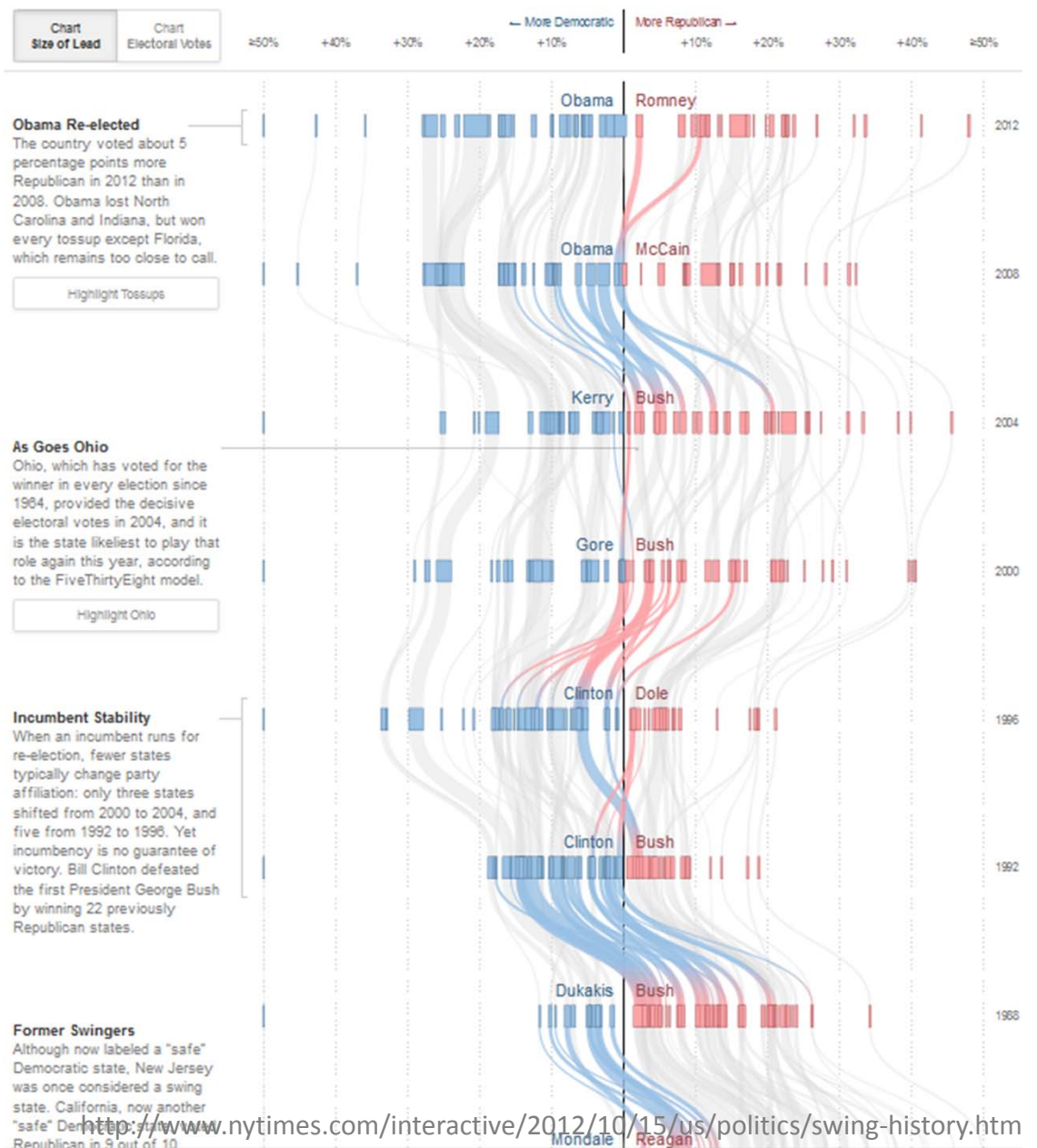
# Start with a Sketch



# Consider Form and Function

## Over the Decades, How States Have Shifted

Recent elections have placed a heavy emphasis on “swing states” — Ohio, Florida and the other competitive states. Yet in the past, many more states shifted between the Democratic and Republican parties. A look at how the states stacked up in the 2012 election and how they have shifted over past elections.



# Final Assignment for Knight Center for Journalism Data Visualization MOOC

## The American Evaluation Association: Who We Are

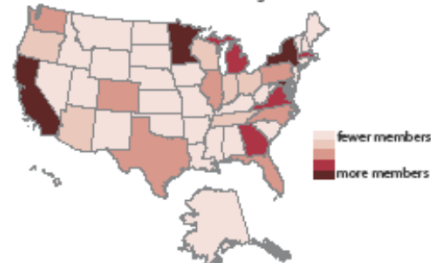
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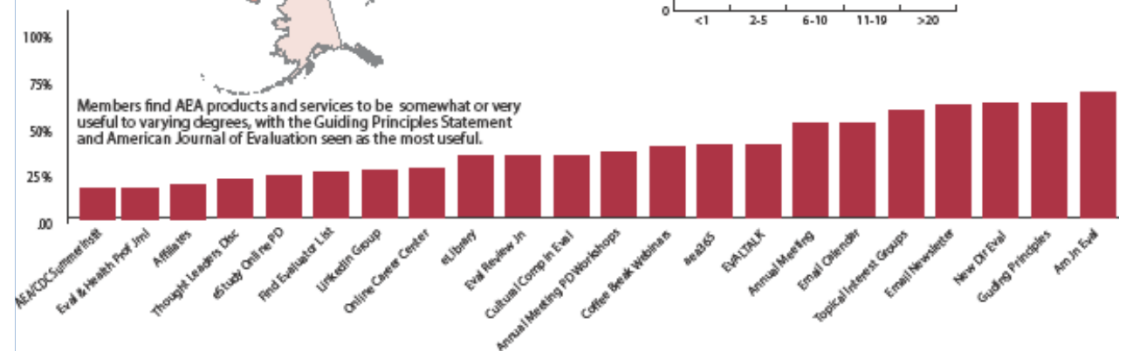
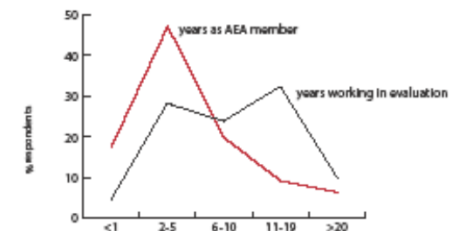
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Reflect:

Is the information clearly and correctly  
displayed?

How easy is it to extract meaning from the  
display?

Maps show  
different things:

World map – at  
least one member

US map – density  
of membership

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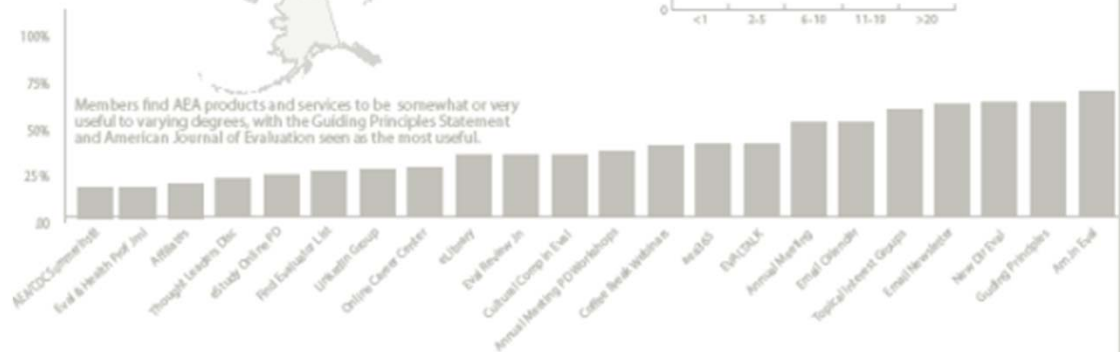
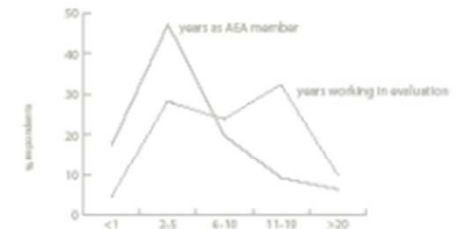
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# Free Mapping Tool: Open Heat Map

Click below to upload your spreadsheet.

If there's no problems, you'll be able to view your map next.

OPENHEATMAP

Upload

Your spreadsheet should have a column for the locations you want to map, one for the value and optionally one for the time of each row if you want an animated map. For example:

	A	B	C
1	state	value	time
2	CA	10	2008
3	CA	15	2009
4	CO	0	2008
5	CO	12	2009
6	AZ	5.5	2008
7	AZ	4	2009
8			
9			

[Gallery](#)   [Documentation](#)

Worldwide states and provinces from Natural Earth

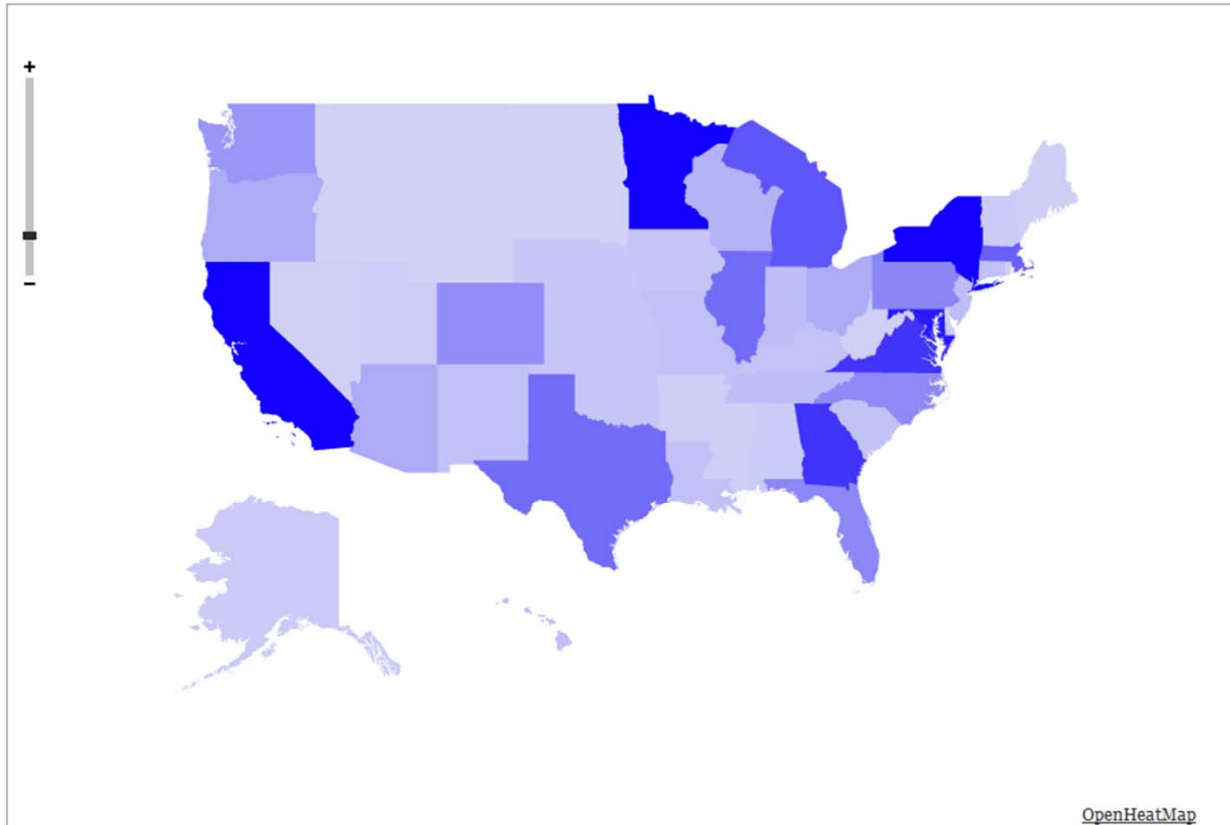




# Step 2: Review Map

Adjust the settings below, then view your final map

OPENHEATMAP



Title:

Author:

Key: Value  to

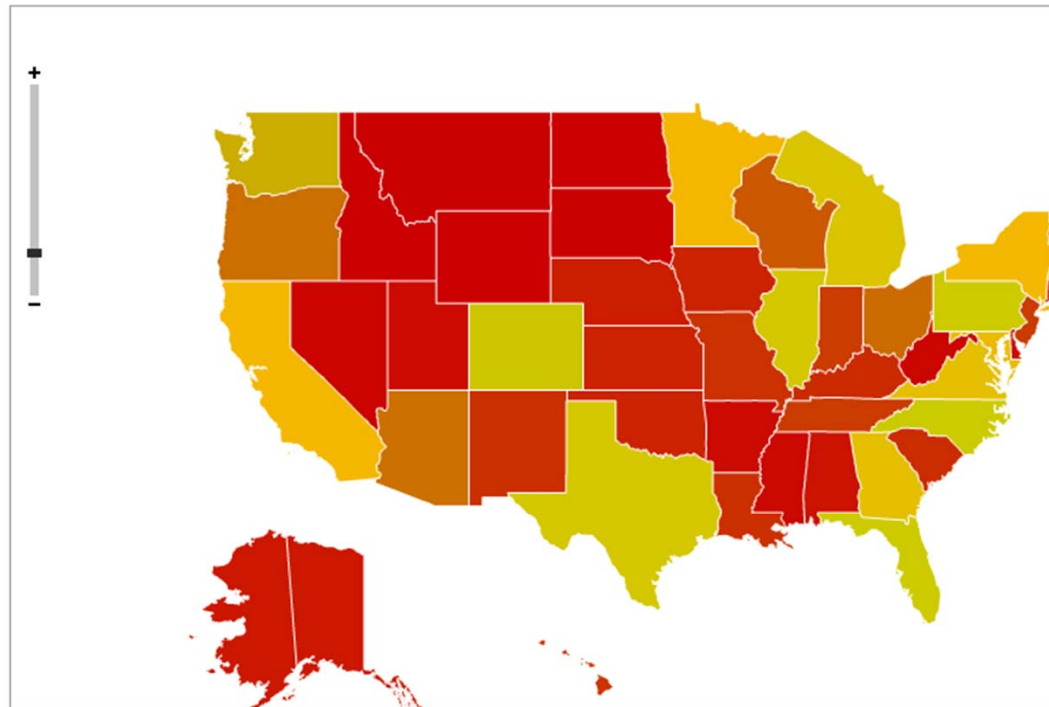
Style: ☐ ☒ ☐ ☐

Transparency: ☐

# Step 3: Personalize Map

Adjust the settings below, then view your final map

OPENHEATMAP



Title:

Author:

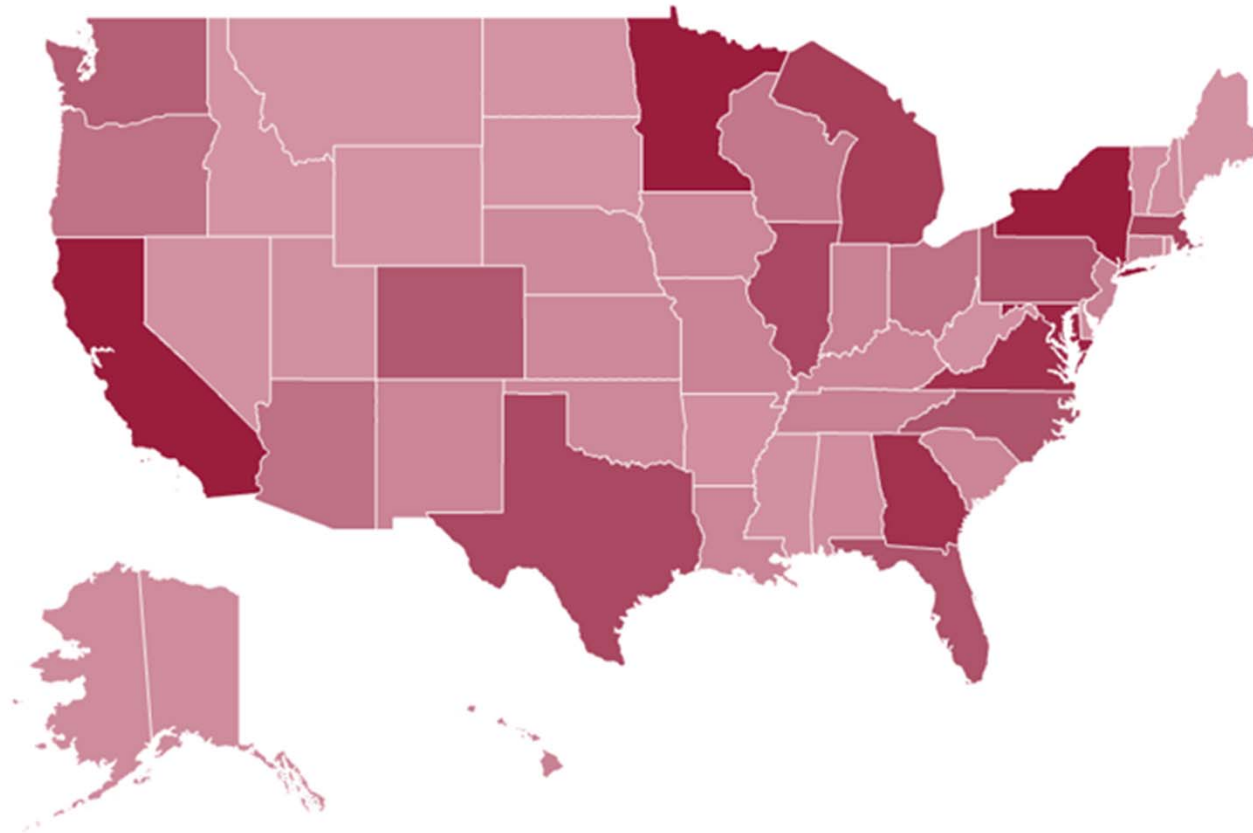
Key: Value  to

Style:

Transparency:

R: 204 G: 0 B: 0 H: 0 S: 100 B: 80 # 000000

## Step 4: Final Open Heat Map Version



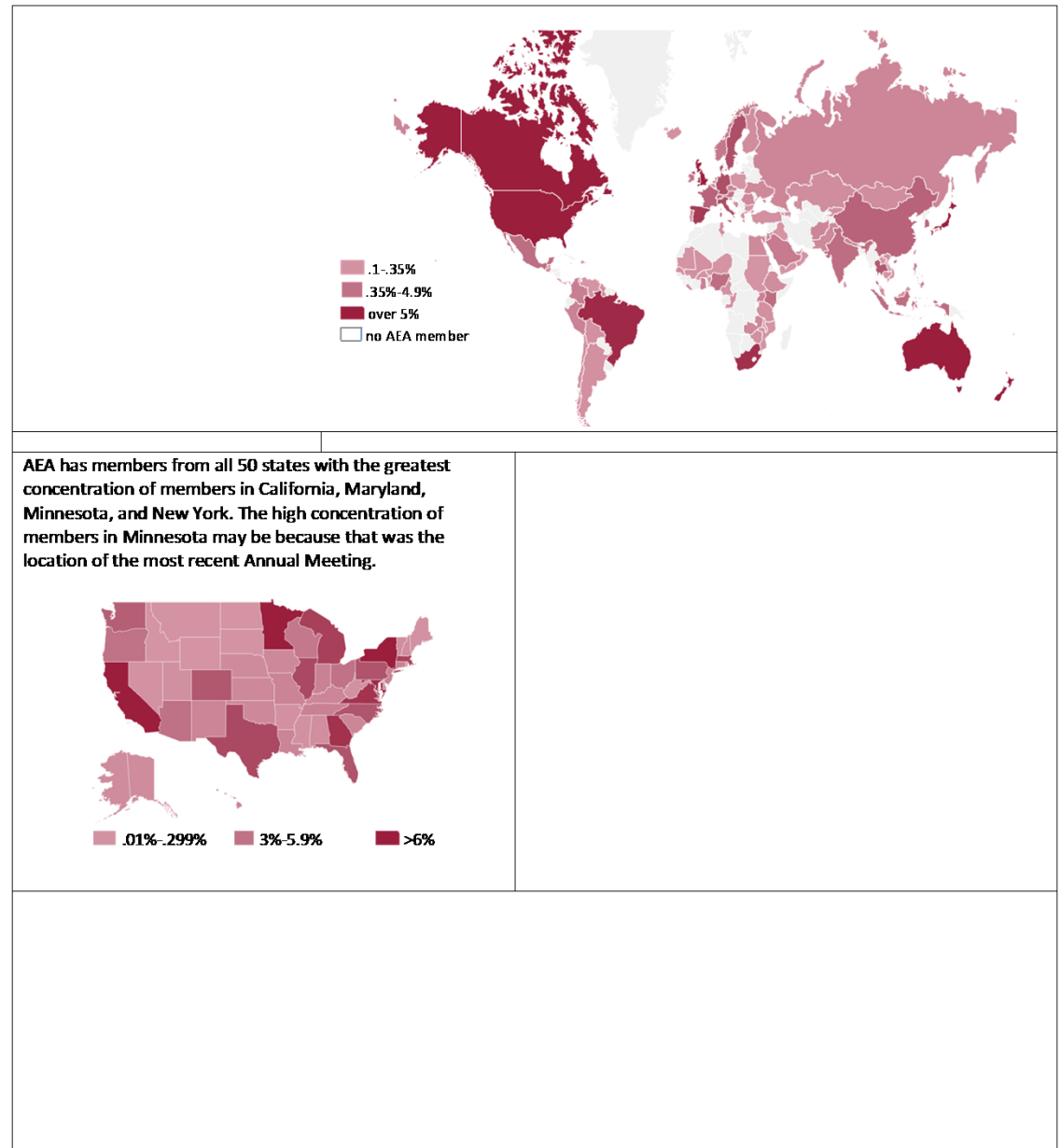
# Re-creating the graphic

## Example 1

Word  
document with  
table to create  
layout

Open Heat  
Source maps

### The American Evaluation Association: Who We Are



Figures based on February 2013 AEA membership list and AEA 2011 member survey

Reflect:

Are the graphic forms appropriate for the nature of the information, story, and tasks the graphic should facilitate?



Line charts  
highlight change –  
is that the story?

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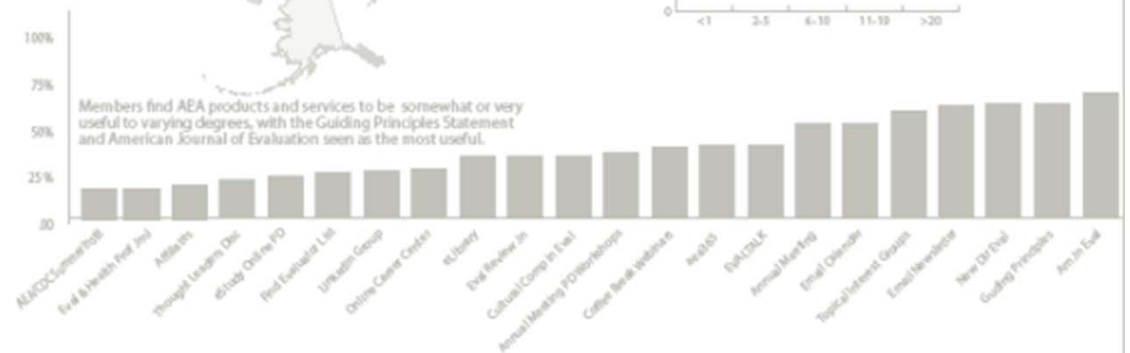
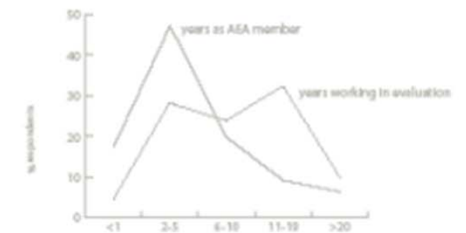
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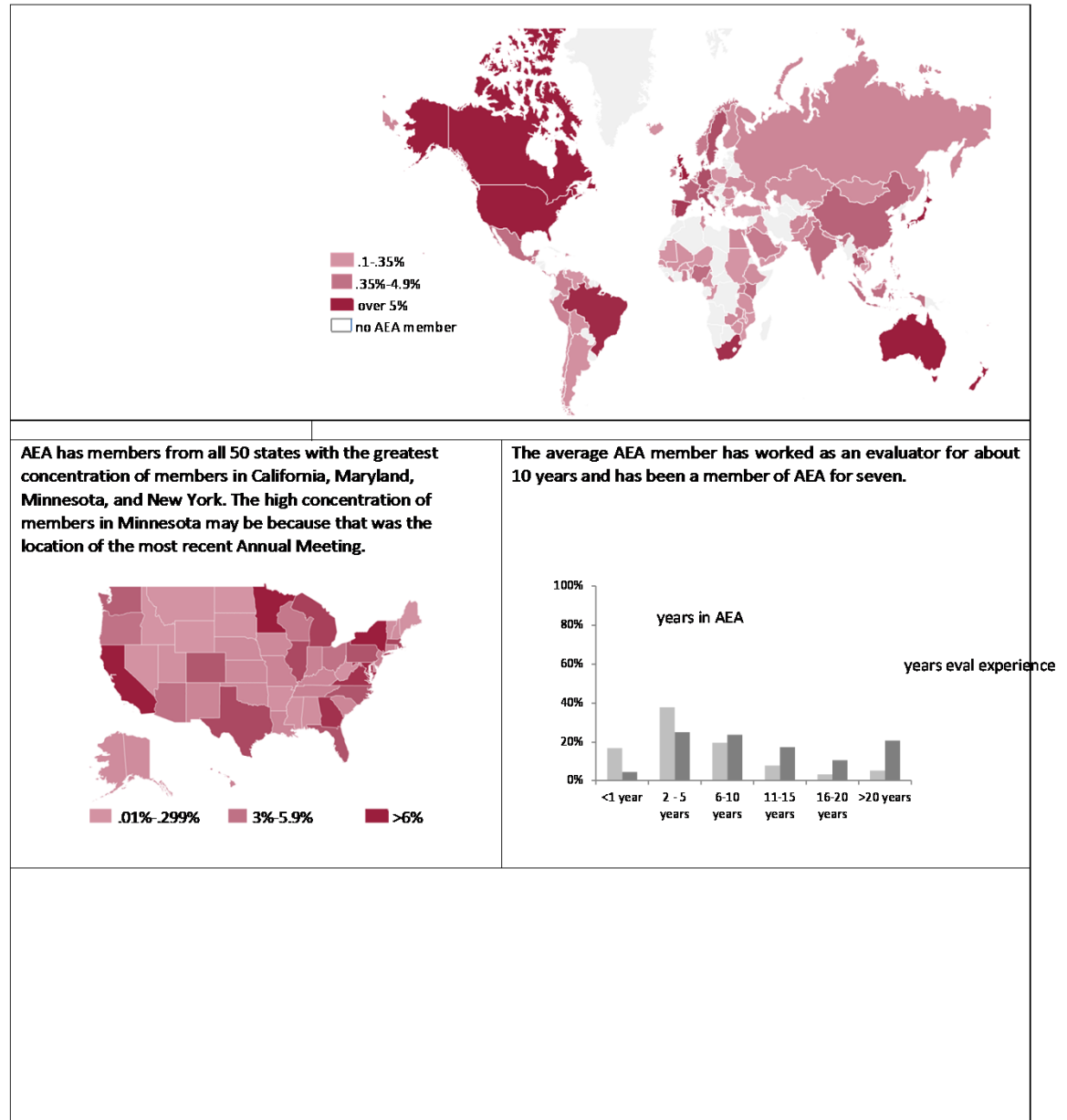
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Re-creating  
the graphic

Example 2

Maps and  
chart

## The American Evaluation Association: Who We Are



Figures based on February 2013 AEA membership list and AEA 2011 member survey

Reflect:

Is the composition balanced?

Are there empty spaces or cluttered areas?

Is there a clear reading path?

Is it easy to find information?

Add sub-titles to  
support reading path

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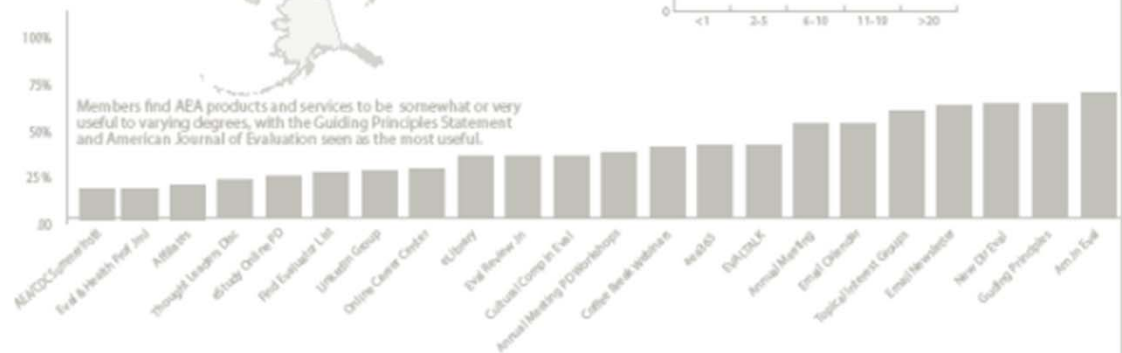
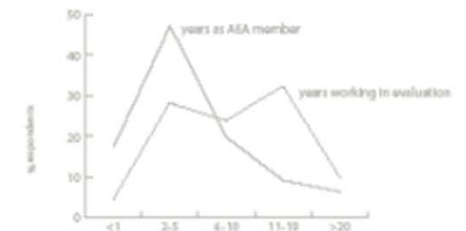
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# Re-creating the graphic

## Example 3

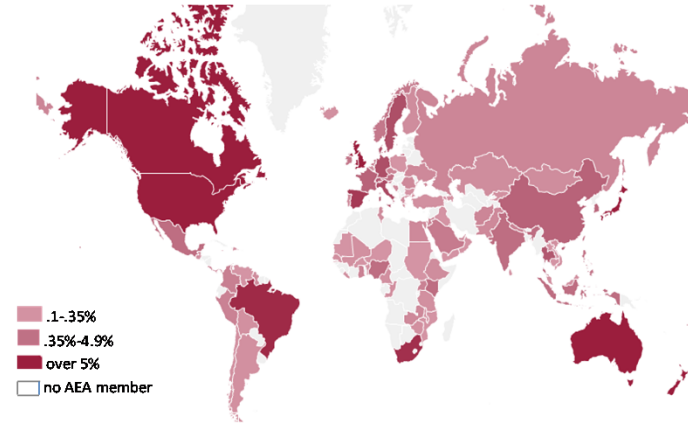
## Subheadings

### The American Evaluation Association: Who We Are

#### Members From Across the Globe

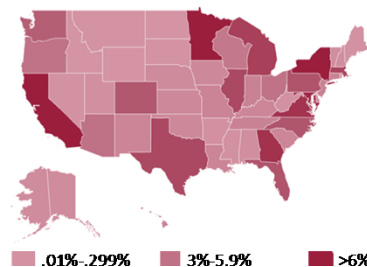
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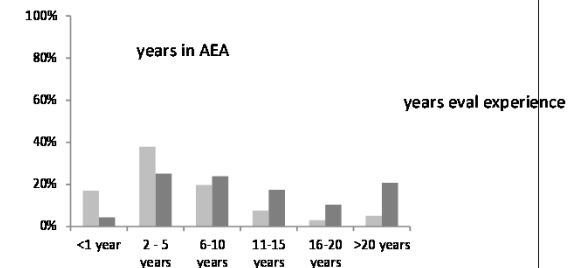
#### US Membership

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#### Years of Membership & Experience

The average AEA member has worked as an evaluator for about 10 years and has been a member of AEA for seven.



#### Satisfaction with AEA Services

Figures based on February 2013 AEA membership list and AEA 2011 member survey



Reflect:

Does the graphic go a beyond the data?

Is there original storytelling?

Are there new data insights?

# Provide additional detail about AEA services

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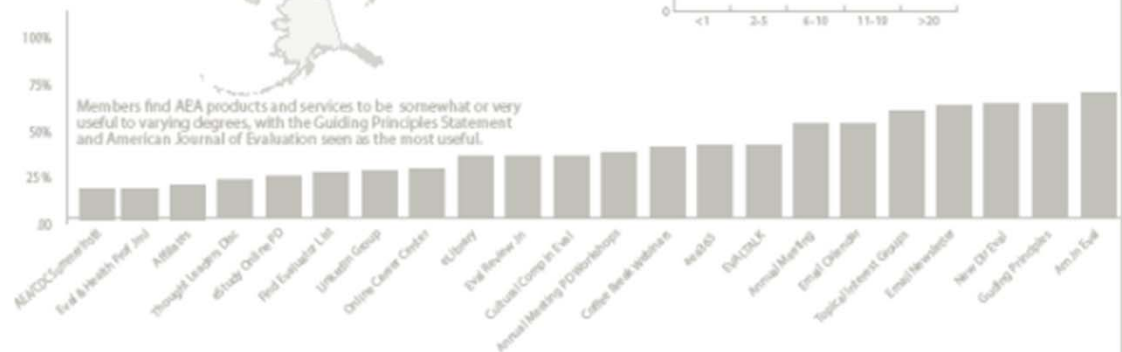
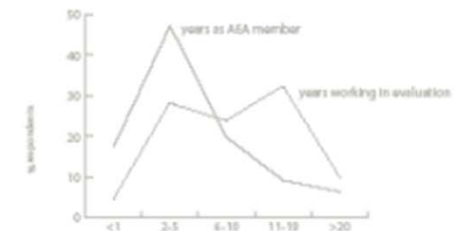
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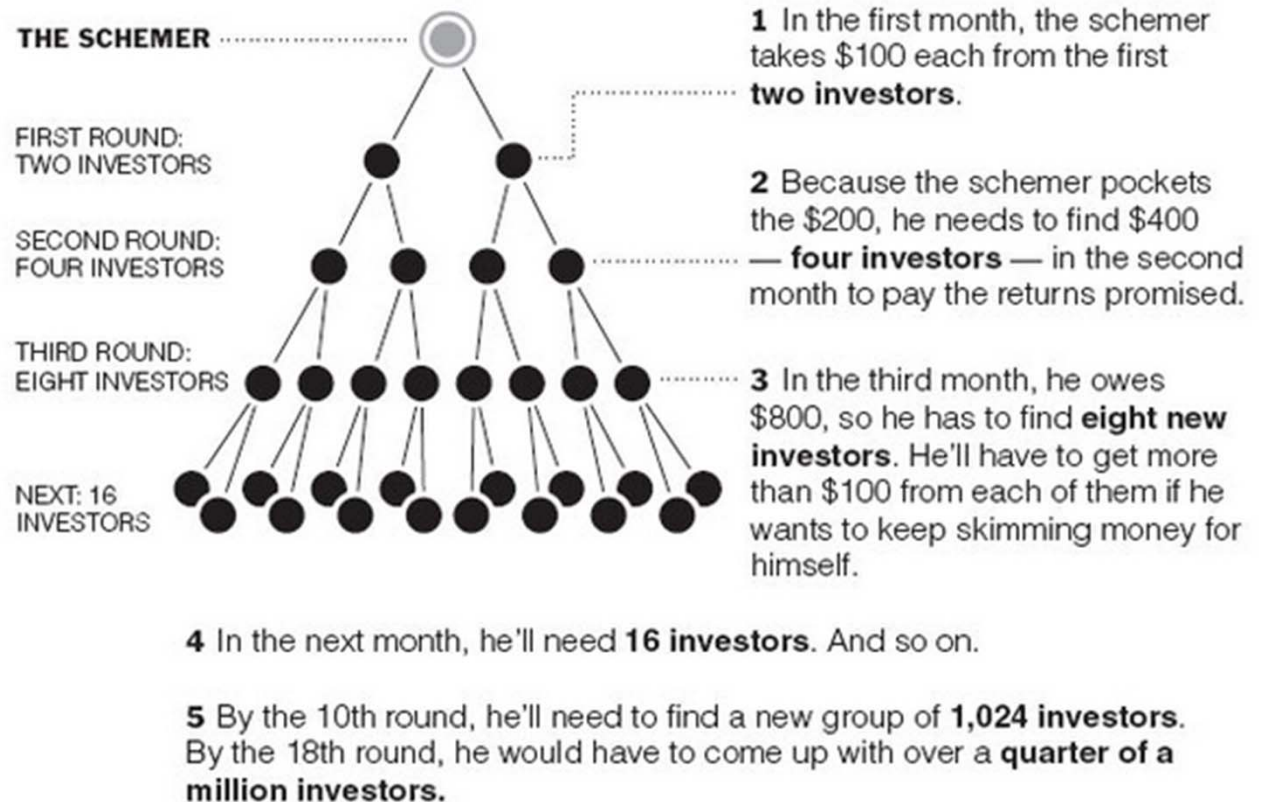
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# Example of effective annotation

## Wanted: More Dupes. Lots More.

As they unfold, Ponzi schemes ultimately require an unsustainably large pool of investors to keep the racket going.

In this simplified example, the schemer starts by taking \$100 from investors, promising to double it within a month. But instead of investing their money, he pays them with funds from larger, successive rounds of investors.



Reflect:

Does the overall style follow principles of effective design?

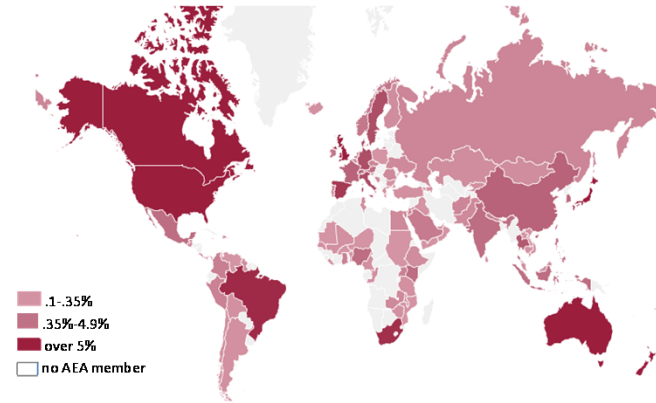
# Re-creating the graphic Final version

## The American Evaluation Association: Who We Are

### Members From Across the Globe

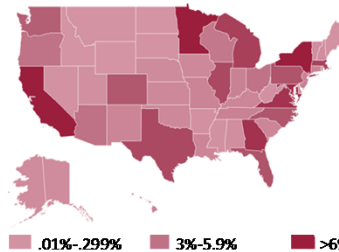
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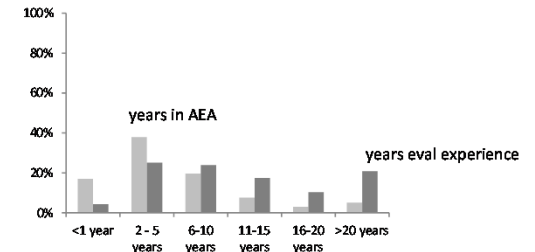
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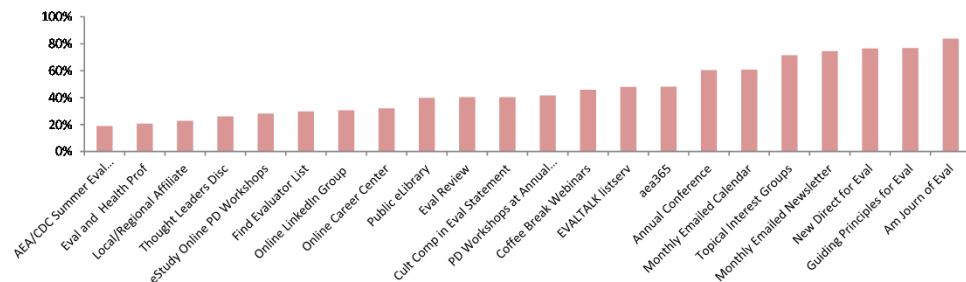
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### Satisfaction with AEA Services

Members find the American Journal of Evaluation, Guiding Principles Statement, New Directions for Evaluation, and monthly newsletters as the most useful. The annual conference, daily blog, listserv, and webinars were also seen as beneficial by many members.



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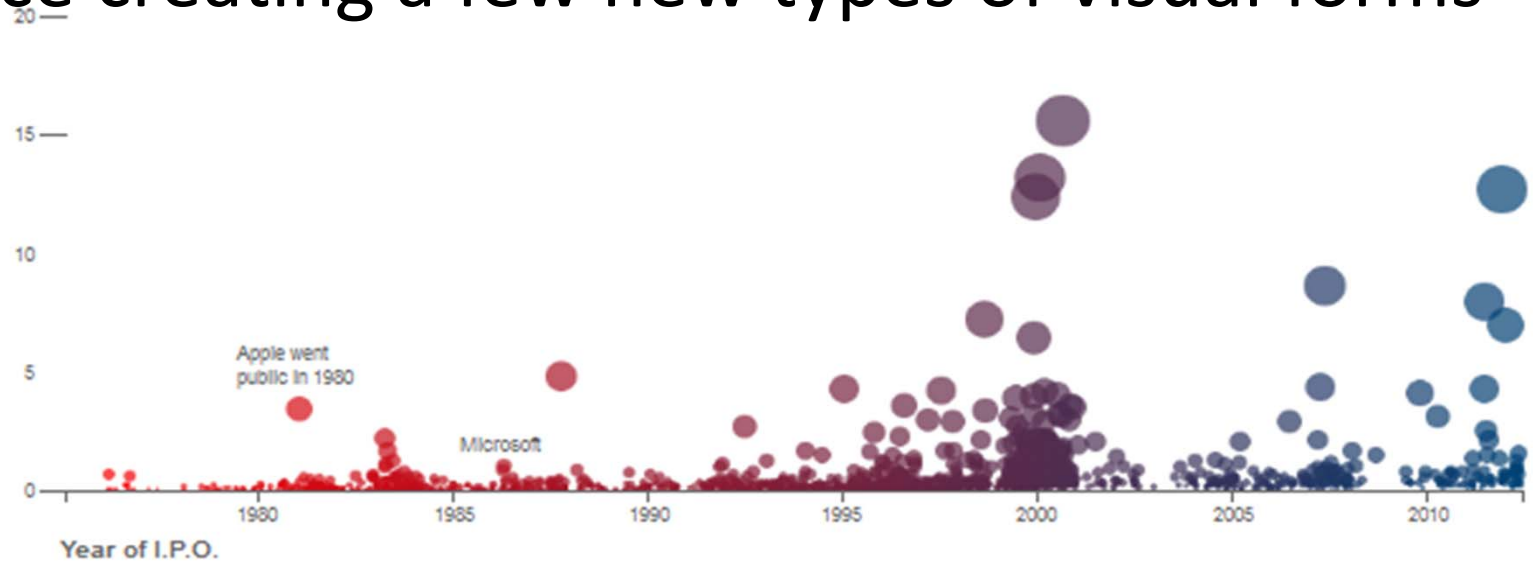


# Tips

Sketch your ideas

Practice analyzing infographics

Practice creating a few new types of visual forms



EMY ASHKENAS, MATTHEW BLOCH, SHAN CARTER and AMANDA COX  
s: Jay Ritter, University of Florida; Bloomberg

[http://www.nytimes.com/interactive/2012/05/17/business/dealbook/how-the-facebook-offering-compares.html?\\_r=0](http://www.nytimes.com/interactive/2012/05/17/business/dealbook/how-the-facebook-offering-compares.html?_r=0)