WHY DO WORLD CLASS PUBLICATIONS HAVE ARMIES OF TALENTED INFORMATION DESIGNERS ON STAFF?
WHY DID DELOITTE CREATE AN INFORMATION DESIGN DIVISION FULL OF DATA SCIENTISTS, ARTISTS, AND PROGRAMMERS?
WHY ARE INFORMATION DESIGN COURSES AT DISTINGUISHED UNIVERSITIES LIKE COLUMBIA BECOMING COMMONPLACE?
WHY DO AGENCIES LIKE COLUMN FIVE AND SOFTWARE PLATFORMS LIKE VISAGE EXIST, PERSIST AND CONTINUE TO GROW?
GOOD INFORMATION DESIGN CAN BE AN EXTREMELY EFFECTIVE COMMUNICATION APPROACH
UNDERSTAND THE SCIENCE: PRE-ATTENTIVE ATTRIBUTES
## Pre-Attentive Attributes

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PRE-ATTENTIVE ATTRIBUTES

FORM
LINE LENGTH
PRE-ATTENTIVE ATTRIBUTES

FORM
LINE WIDTH
PRE-ATTENTIVE ATTRIBUTES

FORM

SIZE
PRE-ATTENTIVE ATTRIBUTES

FORM
SHAPE
PRE-ATTENTIVE ATTRIBUTES

FORM
CURVATURE
PRE-ATTENTIVE ATTRIBUTES

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FORM
ADDED MARKS
PRE-ATTENTIVE ATTRIBUTES

FORM
ENCLOSURE
PRE-ATTENTIVE ATTRIBUTES

COLOR

INTENSITY
PRE-ATTENTIVE ATTRIBUTES

COLOR

HUE
PRE-ATTENTIVE ATTRIBUTES

SPATIAL POSITION

2-D POSITION
FIND A BALANCE BETWEEN BEAUTY AND SCIENCE
“WOW, THAT’S BEAUTIFUL... WHAT DOES IT MEAN?”
DEVELOP A UNIFIED VISUAL LANGUAGE
As part of their recent rebranding, Column Five was commissioned by USA Today to create a style guide for the publication’s use of infographic and data visualization elements. This new visual language would be used in both the printed paper and for interactive web graphics.
WHERE IT MAKES SENSE, UTILIZE TEMPLATES
USE THE ‘CORRECT’ CHART TYPE GIVEN YOUR DATA
This is a simple comparison of the quantitative values of subcategories. Example: Number of visitors to various websites.

This tracks changes in values of a consistent metric over time. Example: Monthly sales.

This is data with two or more variables that may demonstrate a positive or negative correlation to each other. Example: Salaries according to education level.

This shows how two or more values compare to each other in relative magnitude. Example: Historic weather patterns, ranked from the hottest months to the coldest.

This examines how data points relate to each other, particularly how far any given data point differs from the mean. Example: Amusement park tickets sold on a rainy day vs. a regular day.

This shows data distribution, often around a central value. Example: Heights of players on a basketball team.

This shows a subset of data compared to the larger whole. Example: Percentage of customers purchasing specific products.
USE CHARTS CORRECTLY
STYLING & ORDERING

COLORING

Pie charts should be monochromatic. Each slice should be a tint or shade of the same hue. A key should be used to define each color.

2nd-largest slice should originate from 12 o’clock and run counterclockwise.

Remaining slices should continue in order counterclockwise below the 2nd-largest slice.

TOTAL BUDGET

491 M

Largest slice should originate from 12 o’clock and run clockwise.
Don't use too many slices (more than 7).

Don't use multiple pie or donut charts for comparison. (Stacked bar charts are ideal for this use.)

Don't chart data sets that do not add up to 100% (not part-to-whole relationship).

Don't use an “other” category that represents a significant percentage of the chart (>15%).
LET THE COMMUNICATION OBJECTIVES AND THE CONTENT INFORM THE DESIGN
VISUAL STORYTELLING SPECTRUM

EDITORIAL

CONTENT

TARGETED

AUDIENCE

BROAD

BRAND
THANK YOU.

JAKE BURKETT

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