

# Using Infographics for Advocacy

Jon Wilcox, Beekeeper Group



# Agenda

- What is an Infographic?
- A Brief History
- Infographic Ingredients
- Graphic Design 101
- The Design Process
- Tools of the Trade
- Building a Visual Content Strategy

# What is an Infographic?





Seafood is Lifesaving:

Eating Seafood Twice a Week is a Healthy Choice for You and Your Family (*infographic title*)

*Infographic Objective: To build urgency and help readers understand the health benefits of eating seafood twice a week, and the urgent public health crisis that seafood consumption can help address. Eating seafood is a simple solution to the larger efforts of helping Americans eat healthier.*

The framework for the infographic falls into these four buckets:

1. The leading causes of death are preventable: (*i.e. public health crisis*)
  - a. 7 out of 10 deaths in the US are preventable.
  - b. Heart disease is the #1 cause of death worldwide and takes more lives of women than men.
  - c. Heart disease & stroke cause 30% of deaths globally, and 800,000 deaths each year in US.
  - d. Seafood has essential omega-3s, and low levels contribute to 84,000 deaths each year in US.
  - e. Only 1 in 5 Americans follow the USDA Guidelines to eat seafood twice a week.
  - f. On average, people consume 10 times more sugar than seafood annually (140 lbs vs 14.4 lbs)
2. Seafood can improve your health, and even save your life! (*i.e. how seafood is good for you*)
  - a. Eating seafood twice a week is recommended by the USDA/HHS Dietary Guidelines for Americans.
  - b. A source of lean and high-quality protein and the best dietary source of essential omega-3 fatty acids for children, active adults, and older adults.
  - c. Eating 8 oz. of seafood a week reduces the risk of dying from heart disease by 36%
  - d. 50,000 people a year avoid death from stroke and heart disease by eating seafood twice/week.
  - e. Eating 8 to 12 oz. a week when pregnant can improve baby's IQ, cognitive development and eye health. A 2010 WHO/FAO Study showed higher IQ by 5.8 points in babies whose moms ate seafood twice a week.
  - f. Pregnant women report an improved mood with seafood consumption
  - g. Older adults who eat seafood once a week have improved memory and sharpness.
  - h. Older adults with highest fish consumption lived an average of 2.2 years longer.
3. Seafood is easy to find, doesn't have to cost a lot, and even save you time! (*i.e. what you can do*)
  - a. Fresh - Grocers can recommend seasonal fish options at reasonable prices, with recipes.
  - b. Frozen - Just as healthy as fresh seafood due to flash-frozen at sea technologies, and provides cost effective options and stress-free storage so it's ready when you are.
  - c. Canned - Clams, crab, salmon, sardines, trout, tuna, and more provide options for a quick, easy meal or snack.
  - d. Dining Out - Many quick and casual restaurants have healthy seafood options to give you a chance to try something new.
  - e. Most seafood can be cooked in less than 15 minutes using a variety of healthy cooking methods - broiled, grilled, seared, steamed or sautéed.

4. Empowering call to action:

- a. Eating 8 – 12 oz of seafood a week will help you and your family live longer, healthier lives. It is a quick and simple way to lower your risk for preventable diseases, such as heart disease, stroke, diabetes, obesity and hypertension.

Notes/Questions:

1. Prominent logo to be the Seafood Nutrition Partnership, with URL and language directing to site, i.e. "For recipes and information on the health benefits of seafood, please visit [www.seafoodnutrition.org](http://www.seafoodnutrition.org)"
2. Please include a small copyright notation at the bottom: ©2014 Seafood Nutrition Partnership, All Rights Reserved.
3. Leave room to include scientific study references. (*\*I will provide the references once the statistics are included*)

Audience: Linda will be engaging a variety of audiences with this infographic, and will be calling on partner groups to help spread the word. While it does have a health focus, she does not want the feel to be clinical, but more appealing to a younger audience and shareable.

1. Women's health organizations
2. Restaurants
3. Grocers
4. Food bloggers

Shana and Katie - I provided Linda with three samples of chalkboard infographics with an organic feel that utilize photography to illustrate culinary details as the concept. We thought it would be cool to play off of the chalkboard menus you find in brasseries to present this food-centric content. Her feedback is below the links:

<http://www.pinterest.com/pin/44473115041987490/>  
<http://www.pinterest.com/pin/225109681347690735/>  
<http://www.pinterest.com/pin/256916353715432020/>

"I really like the three chalkboard designs below. I like having photos of real food on the chalkboard. Think we can have some fun with visuals of beautiful seafood: sushi, fish, shellfish, oysters, crabs, lobsters. Everything else can be drawn with chalk like plates, hearts, waves, stick figures, dots. I like the effect of the last chalk board where it is not completely black because it looks like it was recently wiped clean. I've attached a few more samples."

I found the (RED) restaurant promotion graphic attached, and like the handwritten fonts:

<http://instagram.com/p/rufdTntIE/?ref=badge&modal=true>  
<http://instagram.com/p/rnSMtNtIQd/?ref=badge&modal=true>

Linda's preferences to the BKG infographic examples: "I like 6, 9, and 11 in terms of how they are organized with bookend at the top and bottom. Problem statement, solution, and call to action."

I have attached the Seafood Nutrition Partnership logo and graphic standards in a zipped folder.





# Seafood is Lifesaving

Eating Seafood Twice a Week is a  
Healthy Choice for You and Your Family



Heart disease is the  
**#1** cause  
of death  
for women worldwide.



Heart disease & stroke cause  
**30%** of deaths  
globally, and  
**800,000** deaths  
each year in the US.

**Only 1 in 5 Americans**  
follow the USDA/HHS Dietary Guidelines  
to eat seafood twice a week.

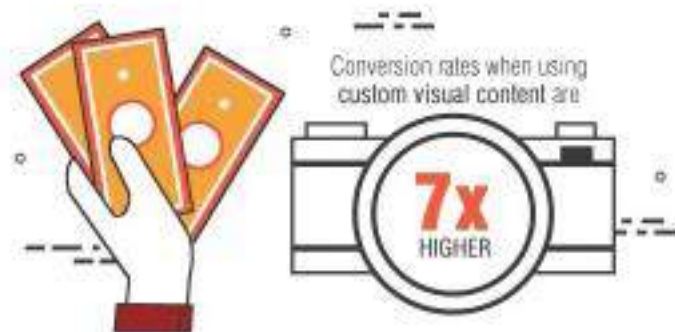
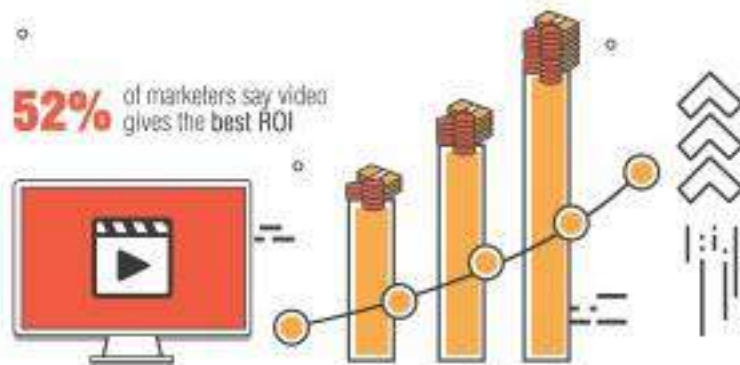


ON AVERAGE,  
PEOPLE CONSUME

“Graphics *reveal* data. Indeed graphics can be more precise and revealing than conventional statistical computations.”

– *Edward Tufte,*  
*statistician and author of*  
Information Design

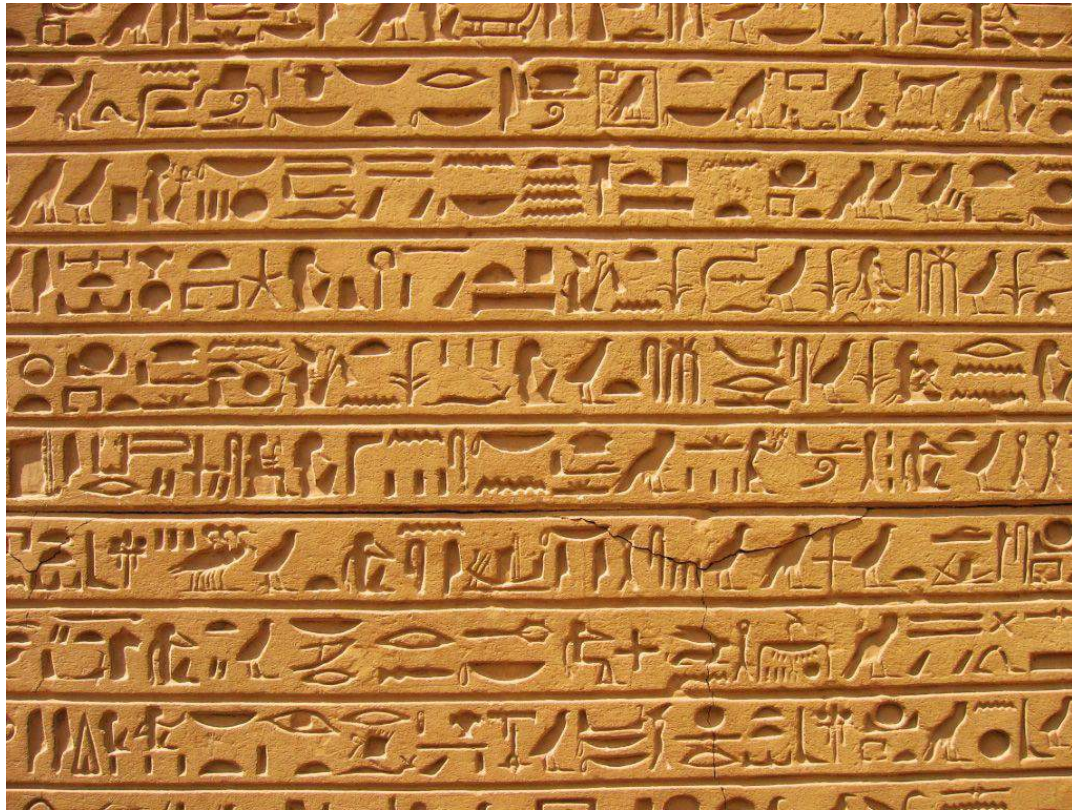
# VISUAL CONTENT IS POWERFUL



# A Brief History

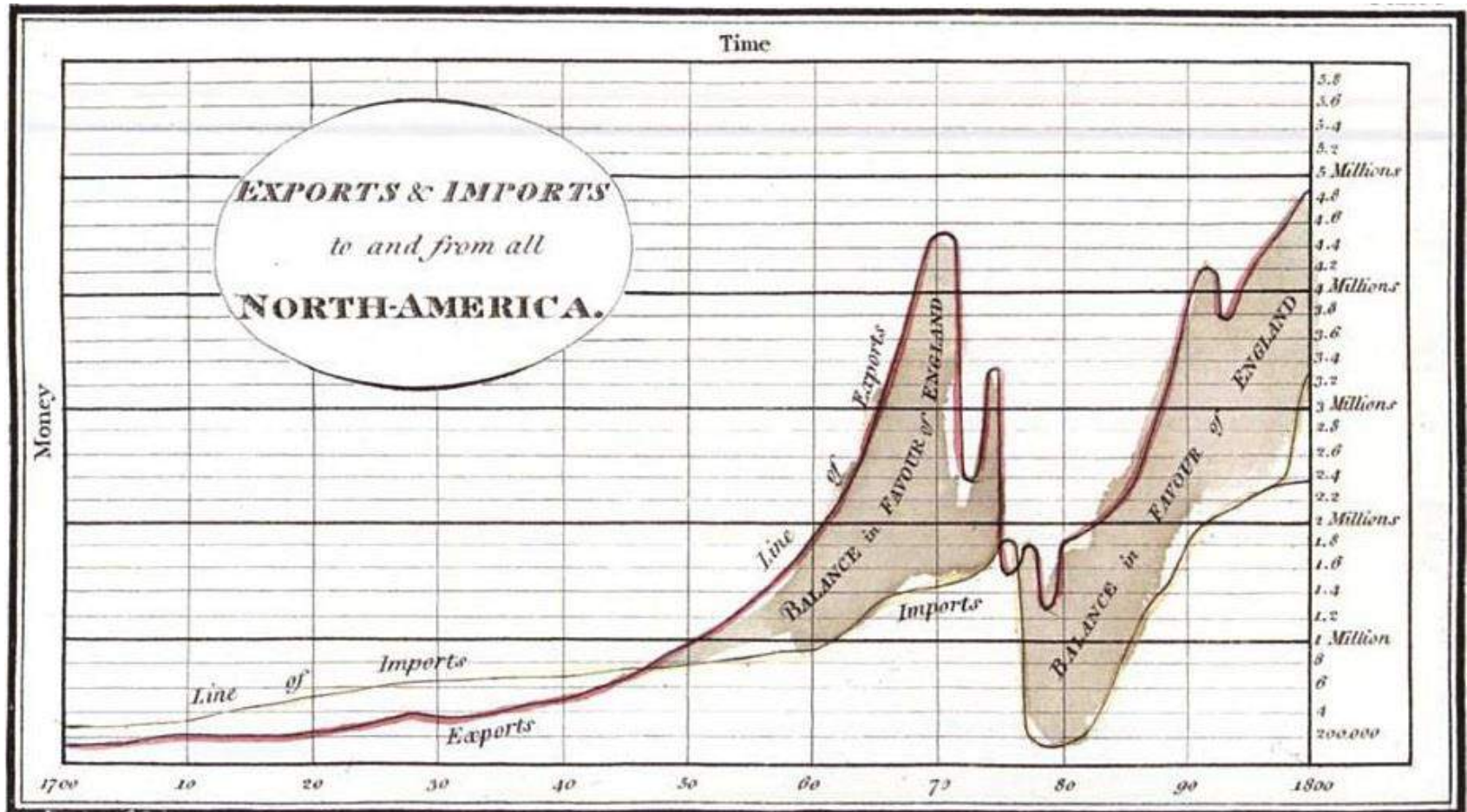






Egyptian Hieroglyphics

3,500 BCE-400 CE



Commercial and Political Atlas

William Playfair, 1786



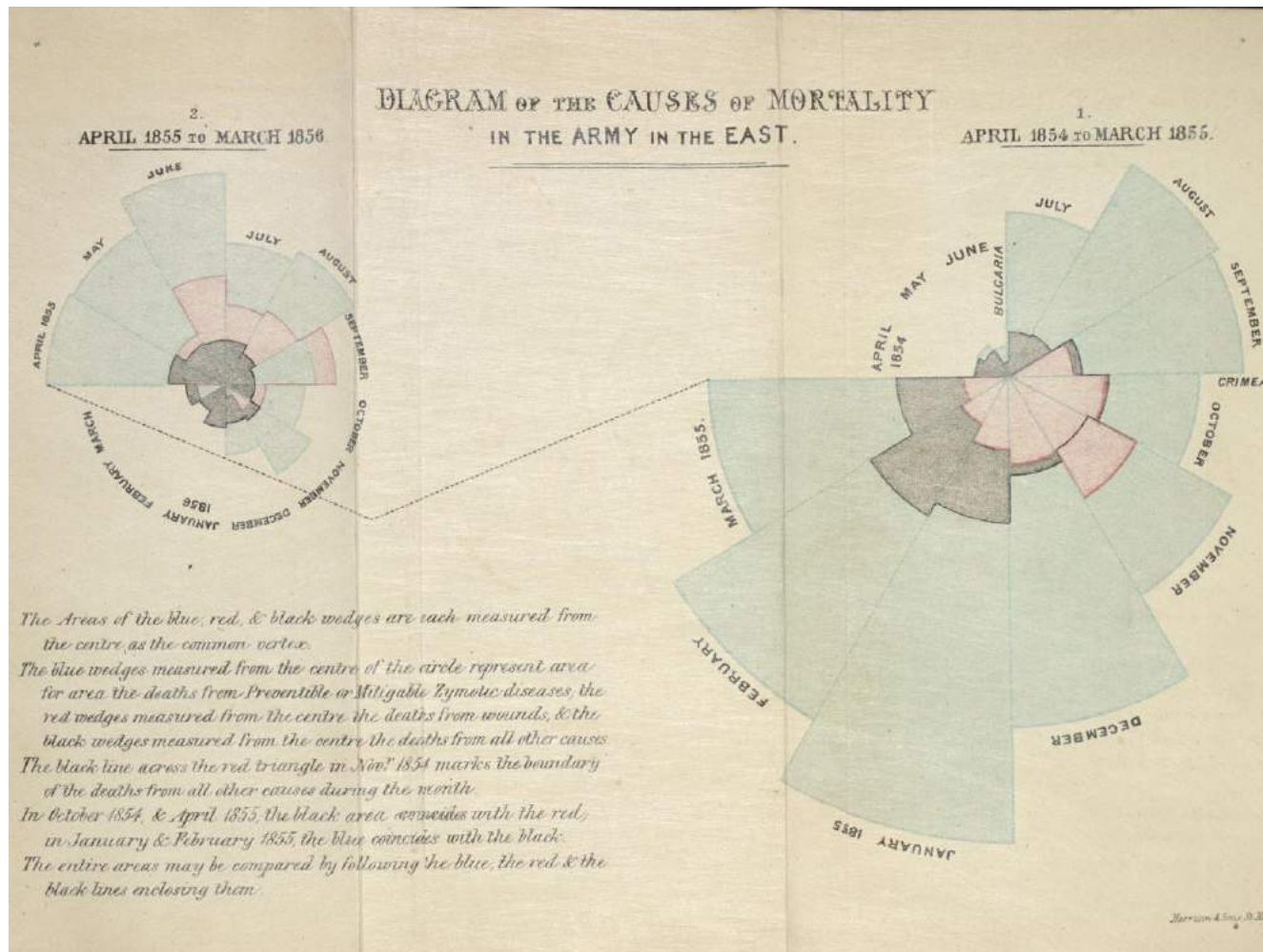


Diagram of the Causes of Mortality  
Florence Nightingale, 1858



Design System for Munich Olympic Games


Otl Aicher, 1972

# Infographics of Today

We create advocacy infographics to:

- Present information clearly
- Tell a story
- Educate or change opinion (make an impact)
- Compel readers to take action





# PAC's Grassroots Conference

## BY THE NUMBERS



Whether you're a first timer or long-time devotee of the Public Affairs Council's National Grassroots Conference, this infographic should get you ready for Key West! Be sure to read the fine print for additional context (and humor).

## Productivity Forecast for DC in 2015

### PAC Conference

House of Cards  
Season 3 Release

Monday after Gold Cup

August Recess



# Infographic Ingredients



# What do you need?

- Data or narrative!
- Goal (message/ask)
- Design style
- Brand requirements
- Format and specs
- Desired timeline

# Graphic Design 101



# How is “Good Design” Achieved?

- Color
- Composition
- Typography
- Engaging imagery
- Simplicity/Restraint



# How is “Good Design” Achieved?



# Color

Color's job is to reinforce the content. It can:

- evoke a certain mood or tone
- reinforce your brand
- create contrast and hierarchy
- help to create a comfortable reading experience

Good 	Good 	Good 
Bad 	Bad 	Bad 
Good 	Good 	Good 
Bad 	Bad 	Bad 
Good 	Good 	Good 
Bad 	Bad 	Bad 





WES ANDERSON

RUSHMORE



THE ROYAL TENENBAUMS



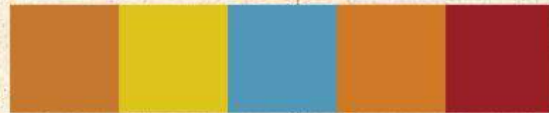
THE LIFE AQUATIC



THE DARJEELING LIMITED



FANTASTIC MR. FOX



MOONRISE KINGDOM





# Typography

- Font choice, style and layout can have a big impact on the tone and readability of a design.
- Does the font need to abide by brand standards?
- Including too many different fonts or styles should be avoided.

Using Too *Many*  
Fonts *is* **Bad.**



# Composition

Or: how content is prioritized.

Designers use white space, visual hierarchy, and other basic design principles to direct the reader's attention and highlight important information.

GOOD DESIGN IS -



# C.R.A.P Principles of Design

## **Contrast**

Make Elements different to increase understanding.

## **Repetition**

Repeat visual elements to create strong unity.

## **Alignment**

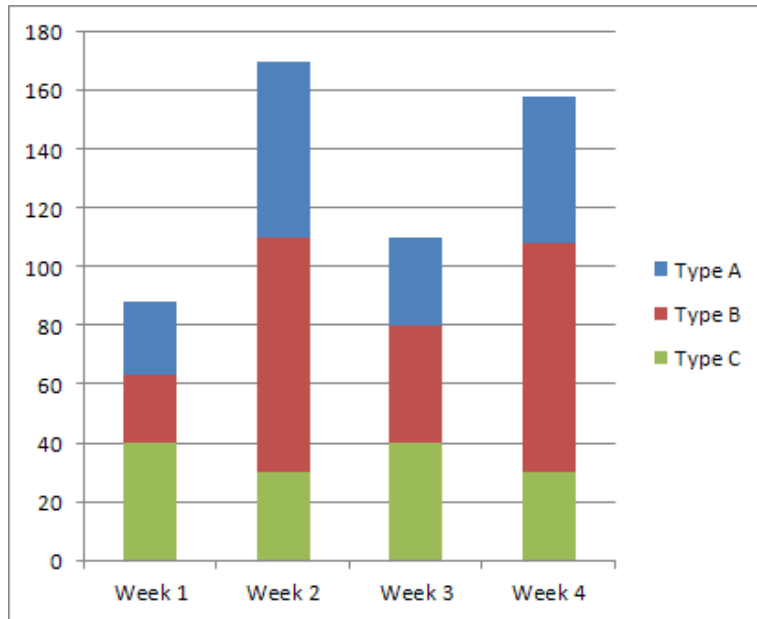
Place elements deliberately and rationally to improve clarity.

## **Proximity**

Place related items together to convey relationships.



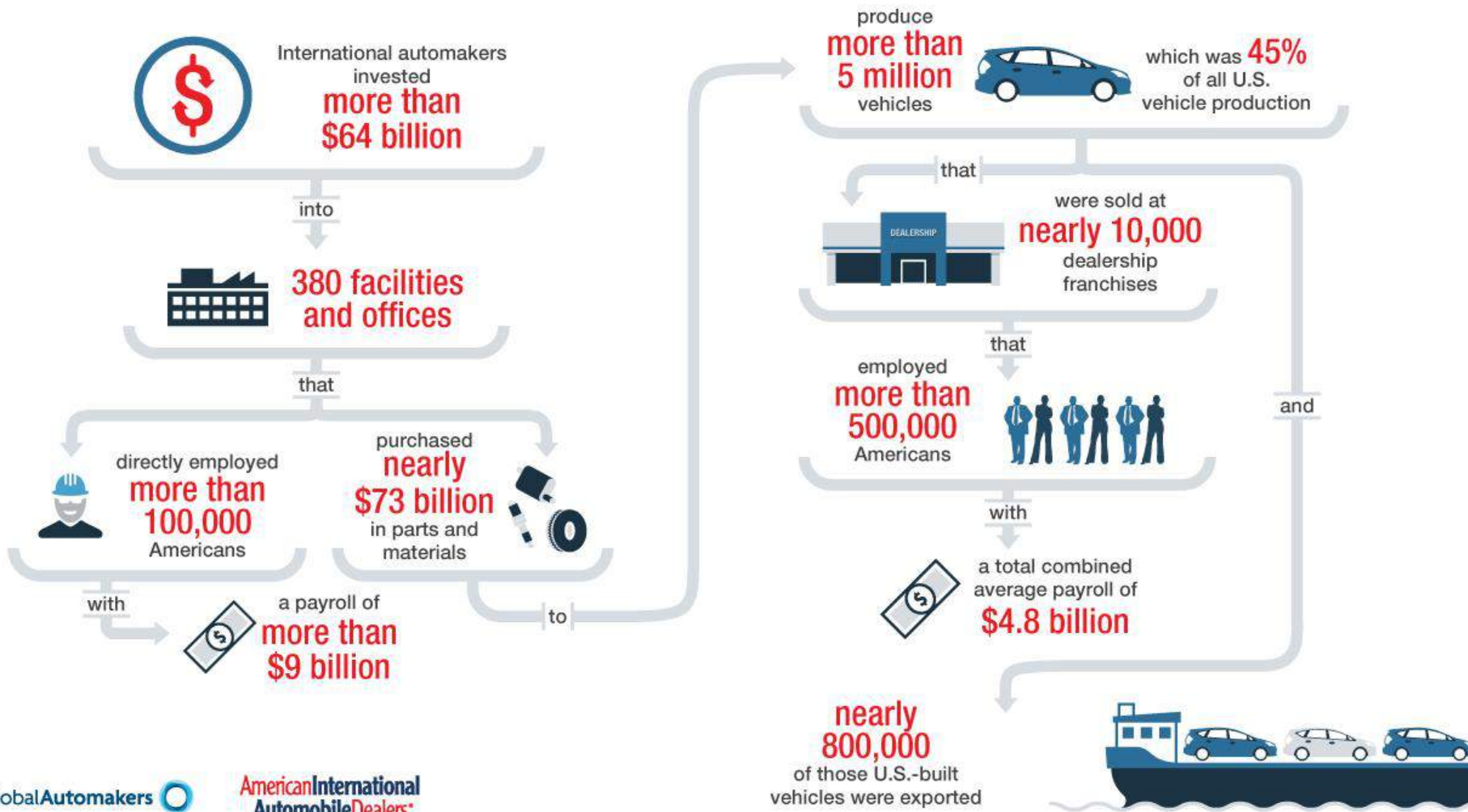
# Imagery: Charts and Graphs



## RAISING THE BAR ON BAR CHARTS



# Imagery: Iconography



# Imagery: Illustration



# Imagery: Photography



## 2MIL 2MANY

STOP DEPORTATIONS

**“...I think a comprehensive approach is long overdue, and I’m confident that the president, myself, and others can find the common ground to take care of this issue once and for all.”**  
-Speaker John Boehner, Nov. 2012

**“I have said that we will be addressing the issue of immigration in the House, according to our terms, not the way the Senate did. We’re going to be a lot more deliberative and smart in the House.”**  
-House Majority Leader Eric Cantor, August 4, 2013

**“What I can guarantee is that we will have in the first year an immigration bill that I strongly support and that I’m promoting.”**  
-Presidential candidate Barack Obama, 2008

Neither President Obama nor the House Republican leadership have done anything to end this crisis.

## TWO MILLION TOO MANY

WHAT WILL IT TAKE TO GET OUR ELECTED OFFICIALS TO ACT?

# Gestalt Principles of Perception

- How do we make sense of a world filled with so much visual stimuli?
- We subconsciously look for patterns to help impose order on chaos.
- For design, Gestalt principles of perception help us understand the way our brains process visual stimuli, so we can more actively control the way people see our designs.





# Gstelat Prpnicles of Perpcteion

I cnduo't bvleiee that I culod aulacly uesdtannrd waht I was rdnaieg. Unisg the icndeblire pweor of the hmuuan mind, aocdcrnig to rseecrah at Cmabrigde Uinervtisy, it dseno't mttar in waht oderr the lterets in a wrod are, the olny irpoamtnt tihng is that the frsit and lsat ltteer be in the rhgit pclae.

# Keep it Simple

Don't force your readers to have to find order in the chaos by themselves. Infographics should be clear enough that the content is quickly understandable.

# Infographic Design Process



# Get the Ball Rolling

- Do you have an internal design team, or will you be working with a contractor?
- What is our overall message or goal?
- Do we have strong data or a solid narrative to support our message?
- When, and for how long, will we use this infographic?
- Can we leverage assets from this infographic for additional marketing pieces?



# How Do I Work with Designers?

- Remember that this is a collaborative process!
- YOU are the content expert
- For the “I can’t even draw a stick figure” types:  
Don’t write yourself off from being involved in design discussions from the outset—you have a valuable perspective!
- Be clear in what you want, and then trust your designers to carry out that vision.

# Specification and Requirements

- Digital and/or print?
- Size requirements/restrictions?
- Branding requirements?
- Where will this piece be appearing online? Do we need multiple formats?
- Will you need assistance handling printing?
- What are the important milestone dates?

# Initial Brief

## Energy Cost Impacts on American Families

This paper assesses the impact of energy costs on U.S. households using energy consumption survey data and energy price data and projections from the U.S. Department of Energy's Energy Information Administration (DOE/EIA).<sup>1</sup> Energy costs are summarized by household income group using data from the Bureau of the Census, tax data from the Congressional Budget Office, and state income tax rates.<sup>2</sup> Due to recent volatility in energy markets, energy expenditure estimates are based on DOE/EIA energy price projections for 2016.

Key findings include:

- Some 48% of American families have pre-tax annual incomes of \$50,000 or less, with an average after-tax income among these households of \$22,732, less than \$1,900 per month. In other words, nearly half of U.S. families - some 59 million households - have average take-home income of less than \$1,900 per month.
- Energy costs are consuming the after-tax household incomes of America's lower- and middle-income families at levels comparable to other necessities such as housing, food, and health care. The 48% of households earning less than \$50,000 devote an estimated average of 17% of their after-tax incomes to residential and transportation energy.
- American consumers have benefitted in recent months from lower gasoline prices, but rising oil prices are now reducing consumer savings at the gas pump. Meanwhile, residential electricity prices are rising due to the costs of compliance with U.S. EPA and other regulations, and other factors such as fuel and capital costs. Residential electricity represents 69% of total household utility bills.
- A 2011 survey of low-income households for the National Energy Assistance Directors Association reveals some of the adverse health and welfare impacts of high energy costs. Low-income households reported these responses to high energy bills:
  - 24% went without food for at least one day.
  - 37% went without medical or dental care.
  - 34% did not fill a prescription or took less than the full dose.
  - 19% had someone become sick because their home was too cold.
- The relatively low median incomes of minority and senior households indicate that these groups are among those most vulnerable to energy price increases. Median income is the midpoint, where one-half of households have incomes above this amount, and one-half have incomes below it. The median pre-tax income of Black households, representing 13% of U.S. households, is 33% below the U.S. median income of \$51,939. The median income of Hispanic households, 13% of all households, is 21% below the national median income. American households aged 65 or more, 23% of all households, have a median income 31% below the U.S. median.

## U.S. Household Incomes

U.S. Census Bureau data on household incomes in 2013 (the most recent available) provide the basis for estimating the effects of energy prices on consumer budgets. The table below shows estimated 2013 after-tax incomes for U.S. families in different income brackets. The Congressional Budget Office has calculated effective total federal tax rates, including individual income taxes and payments for Social Security and other social welfare programs. State income taxes are estimated from current state income tax rates.

U.S. households by pre-tax and after-tax income, 2013

Pre-tax annual income:	<\$30K	\$30- <\$50K	<\$50K	≥\$50K	Total/avg.
Households (Mil.)	35.8	23.1	59.0	64.0	123.0
Pct. of total households	29%	19%	48%	52%	100.0%
Avg. pre-tax income	\$15,931	\$39,158	\$25,043	\$116,503	\$72,641
Effec. fed tax rate %	4.2%	11.0%	6.9%	19.7%	19.4%
Est. state tax %	0.5%	3.5%	2.4%	6.3%	4.4%
Est. after-tax income	\$15,003	\$33,480	\$22,732	\$86,212	\$55,344

Some 48% of U.S. families, 59 million households, had estimated pre-tax incomes below \$50,000 in 2013. After federal and state taxes, these families had average annual incomes of \$22,732, equivalent to an average monthly take-home income of less than \$1,900.

The U.S. Census Bureau reports that the real pre-tax incomes of American families have declined across all five income quintiles since 2001, measured in constant 2013 dollars.<sup>3</sup> The loss of real pre-tax incomes is due to a number of factors, including the lack of real wage growth among most American workers,<sup>4</sup> the loss of high-wage jobs in manufacturing and other industry sectors,<sup>5</sup> and the increased share of relatively low-paying jobs in service sectors such as retail trade and food services.<sup>6</sup>

As shown in the table below, the largest losses of income are in the two lowest income quintiles. Households in the lowest quintile lost 13% of their real income between 2001 and 2013. Declining real incomes increase the vulnerability of lower- and middle-income households to energy price increases such as rising utility bills.

Average real U.S. household incomes by income quintile, 2001-2013  
(In 2013 \$)

	1Q	2Q	3Q	4Q	5Q
2001	\$13,336	\$33,510	\$56,090	\$87,944	\$192,063
2013	\$11,651	\$30,509	\$52,322	\$83,519	\$185,206
Pct. Chg	-13%	-9%	-7%	-5%	-4%
\$ Chg	(\$1,685)	(\$3,001)	(\$3,768)	(\$4,425)	(\$6,857)

# How Do I Distill Data?

- Consider how much space you have. For example, should the graphic fit on only one page?
- Limit your datapoints
- Make sure datapoints successfully tell your story
- Comparative data works well (x vs. y, annual growth)

# Data Review and Concepting

## Outline for Energy Cost Impacts on American Families Infographic

The White House vs. Your House: The Energy Cost Impacts on American Families		
The White House	Vs.	Your House
<p>In 2014, the annual budget for the White House was more than \$67 million.*</p> <p>Image: White House with 67 million stamped across.</p>	Vs.	<p>Annual budget for 48% of U.S. households is below \$50,000*</p> <p>Image: Typical house with garage with \$50,000 stamped across it.</p>
<p>Only 2.29% of the White House annual budget goes towards <u>all</u> utilities.*</p> <p>Image: Graphic of the president in the Oval Office with feet kicked up on desk, air-conditioning running, <del>ty</del> on, etc. You only see the president's legs up on table.</p>	Vs.	<p>17% of their annual household budget* goes towards <u>just</u> residential and transportation energy bills.</p> <p>Image: Family sitting around a pile of bills looking concerned. (all families shown will be different to stress different minorities and age groups effected by energy costs)</p>
<p>The president played 57 rounds of golf in 2014.*</p> <p>Image: Use graphic of golf cart and pin flag with presidential seal on it.</p>	Vs.	<p>37% of low -income households went without medical or dental care to cover their high-energy charges.*</p> <p>Image: Old person sitting with sling on arm in chair with small fan on in background to keep cool.</p>
<p>Hawaiian Vacation: Obama's Hawaiian vacation costs tax-payers over \$4.1 million.*</p> <p>Image: Air Force One in front of tropical palm trees.</p>	Vs.	<p>Backyard Vacation: Faced with rising energy costs, many Americans spend their vacations at home.</p> <p>Image: Child sitting in a blow-up kiddie pool in sad looking backyard. Little sprinkler on in background.</p>
<p>Dinner Parties: The average White House state dinner costs more than \$400,000.*</p> <p>Image: Doors opening to lavish dinner party.</p>	Vs.	<p>Dinner: 24% of struggling families went without food for at least one day to cover mounting energy expenses.*</p> <p>Image: Family opening a pantry and there is not much in it.</p>
<p>Mr. President, isn't it time American families got some energy relief?</p> <p>America's Power URL</p> <p>*section for source info</p>		

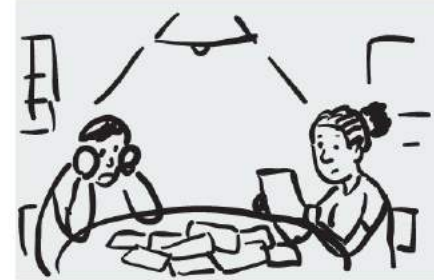


# Rough Sketch

Only **2.29%** of the White House annual budget goes towards **all** utilities.<sup>3</sup>

vs

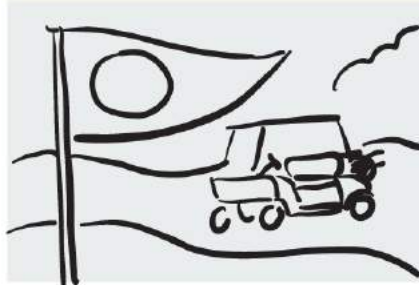
**17%** of their annual household budget<sup>4</sup> is spent on energy.



The president played **57 rounds of golf** in 2014.<sup>5</sup>

vs

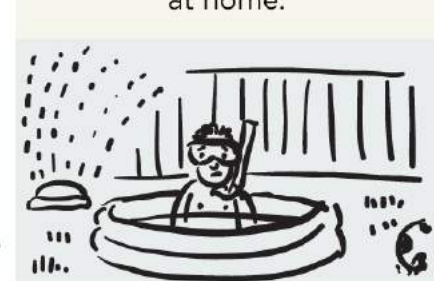
**37%** of low-income households **went without medical or dental care** to cover their high energy charges.<sup>6</sup>



Obama's Hawaiian vacation cost tax-payers **over \$4.1 million**.<sup>7</sup>

vs

Faced with **rising energy costs**, many Americans spend their vacations at home.

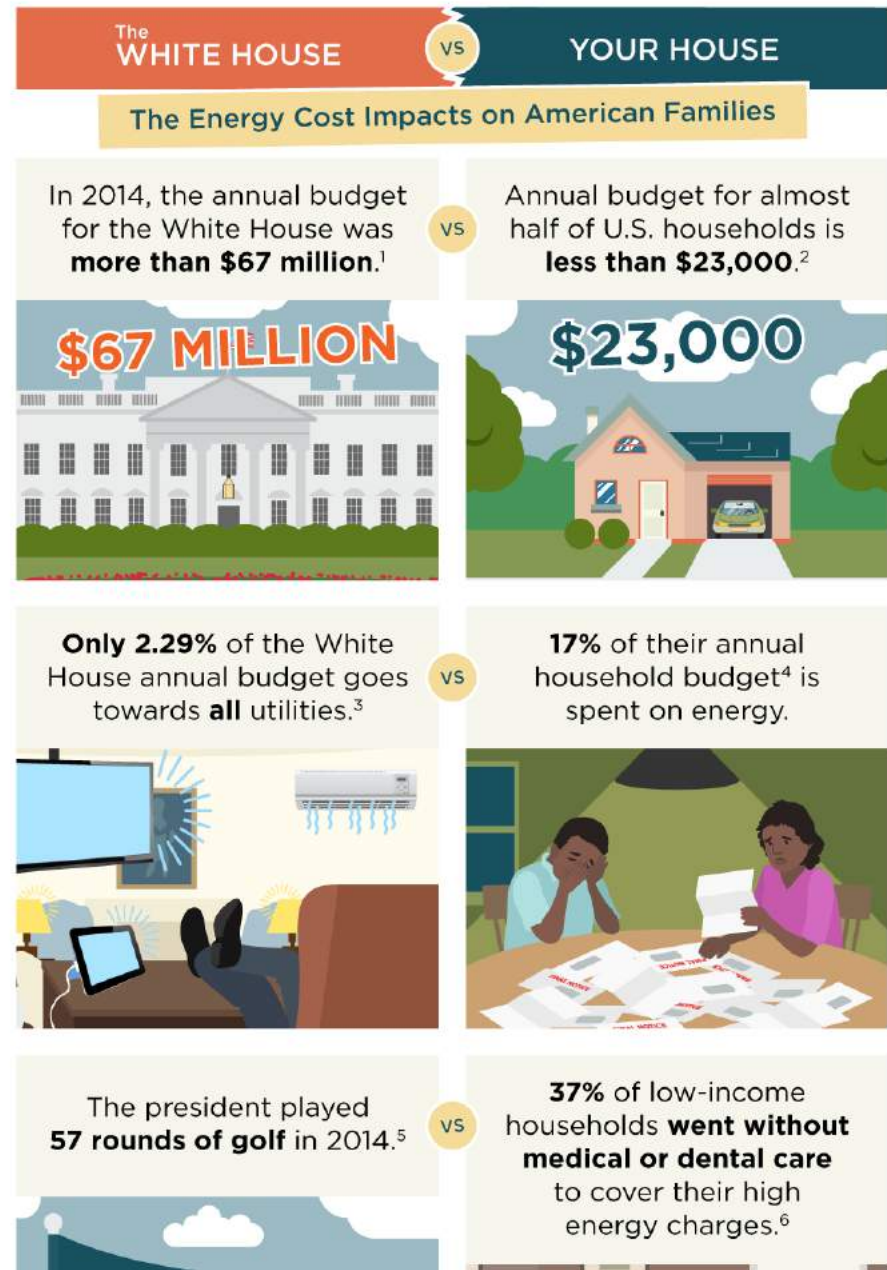


The average White House state dinner costs

vs

**24%** of struggling families **went without**

# Full Design



# Review and Editing

Overall the client loves the piece! They called me me and were cracking up over the old lady with the fan and the kid in the swimming pool...

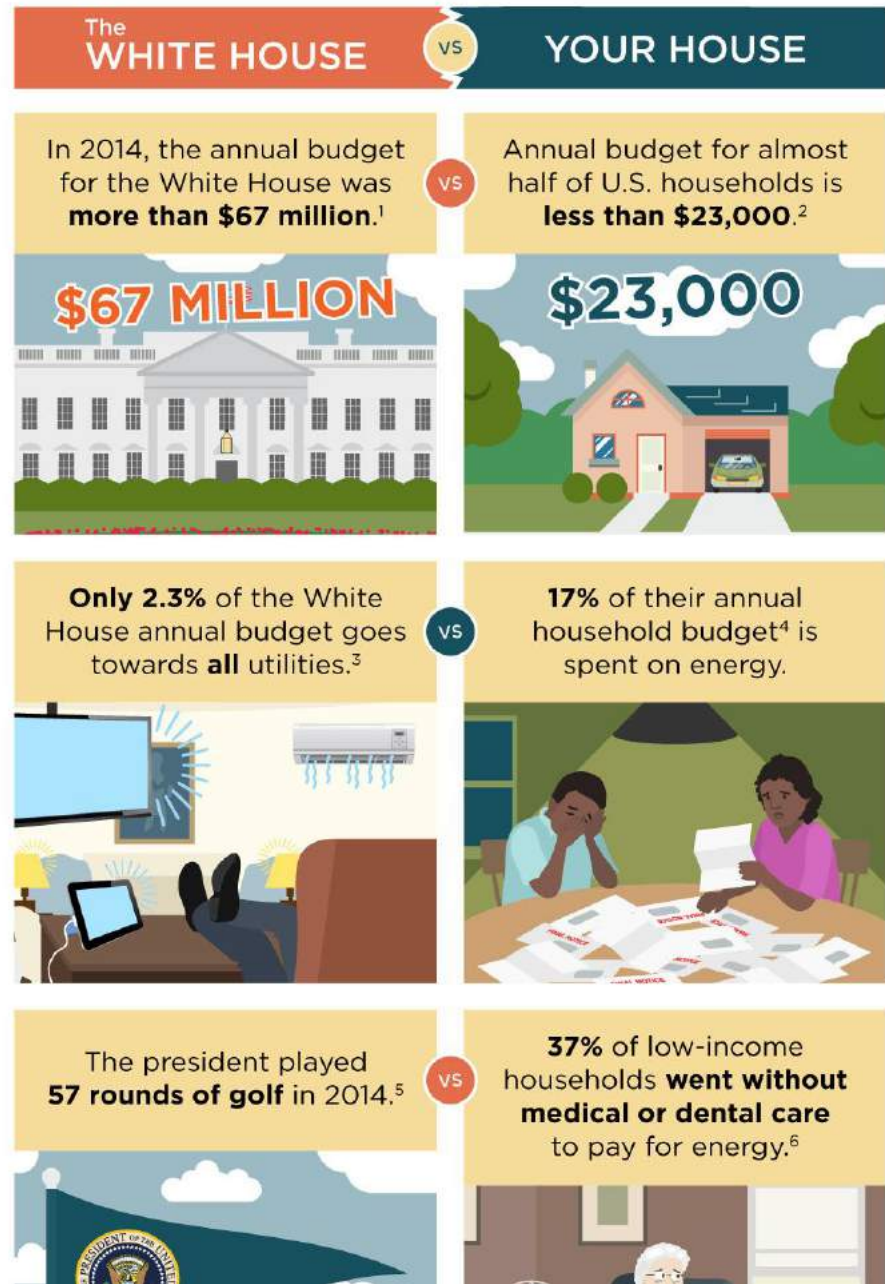
In any event, they have a few edits that aren't too bad. Only one section needs a bit of an overhaul.

- They want to remove the subhead text "The Energy Cost Impacts on American Families."
- They want to know if there is a way to make the shaded area that the body text sits in more distinguishable? On certain computers, it's hard to tell that there is a shaded box behind the text that separates that text. They are open to our suggestions here.
- In the text box for the old lady with the fan, please change the text to say "...dental care to pay for energy."
- Make the URL larger and bold.
- Please make sure "taxpayer" is the format being used for that word.

# How Do I Review Design?

- Focus primarily on whether or not the design is achieving the goals that were previously set out
- Try and stay away from subjective feedback like, “I don’t like the color purple.” Instead, think about it like, “the color purple doesn’t align with our brand standards.” (unless it really is a horrendous purple)
- Don’t worry about hurting the designer’s feelings! Designers are professionals trying to solve a problem. If we don’t know what we’re missing, we can’t fix it.

# Final Delivery



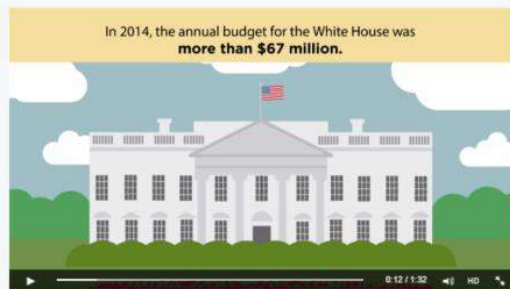


# Additional Uses



More Videos by America's Power

Previous Next



- America's Power  
How different is life in the White House vs. your house? Take a look.  
June 16
- Karen Jones Joyce, Travis Dillon, Glennis Maxwell and 3,815 others like this.  
2,184 shares
- Larry Agle He'll give us relief by closing down the coal industry which will raise energy costs.  
86 · June 16 at 11:23am  
10 Replies
- Christina Arns Would like to see congress and White House live off of this much or less just to see how really is "funnel" on less than 10k with a developmental delayed child.  
37 · June 16 at 11:40am  
3 Replies
- Scott C Helms A lack of conclusive evidence forced climateists to change their vernacular four times in three decades. First it was "Global Cooling". Then, "Global Warming". Next, "Climate Change". And now, drum roll please, they have adopted their most ambiguous... See More
- Global Warming — Not About the E-Word (Environment)  
POLITICALOUTCAST.COM
- 14 · June 16 at 9:38am
- Lisa McSheehy as they live for free we have mortgages  
9 · June 16 at 9:35am
- Peter De Gregorio This video is a Giant piece of BS.  
Comparing the President of the United States to an average person is BS... See More  
8 · June 16 at 12:45pm  
5 Replies
- Libby Woodcock AMEN TO THIS..... When is it going to stop ??????  
1 · June 16 at 11:17am
- Neal Vanderstell before the 70's money was worth something and there was a true American dream... today people live in debt and the American dream is endless debt and being overworked for paying for things you can't afford because of dollar devaluation and the sending of jobs to overseas... yes it's all true but nobody cares anymore.  
15 · June 17 at 1:13pm
- Erich Amberger The King and Queen don't care about the working people. Just how to spend and give away working people's money.



<https://www.youtube.com/watch?v=dWWhrG8UNHE>

# Tools of the Trade



# DIY FREE:

Icon Sets

Fonts

Data Vis Tools

Web-based  
Images Editors

# DIY PAID:

Stock Imagery

Image Editing  
Software

Website  
Templates

# HST DIFY:

Hire a  
competent  
designer or  
agency that will  
collaborate with  
you to bring  
your vision to  
reality!

# Free Tools

Icon Sets:

[flaticon.com](http://flaticon.com)

Data Vis Tools:

[easel.ly](http://easel.ly)

[piktochart.com](http://piktochart.com)

Fonts:

[google.com/fonts](http://google.com/fonts)

Image Editors:

[pixlr.com](http://pixlr.com)

[gimp.org](http://gimp.org)

# Paid Tools

Stock Imagery:

[istock.com](https://www.istock.com)

[thinkstock.com](https://www.thinkstock.com)

Website Templates:

[themeforest.net](https://www.themeforest.net)

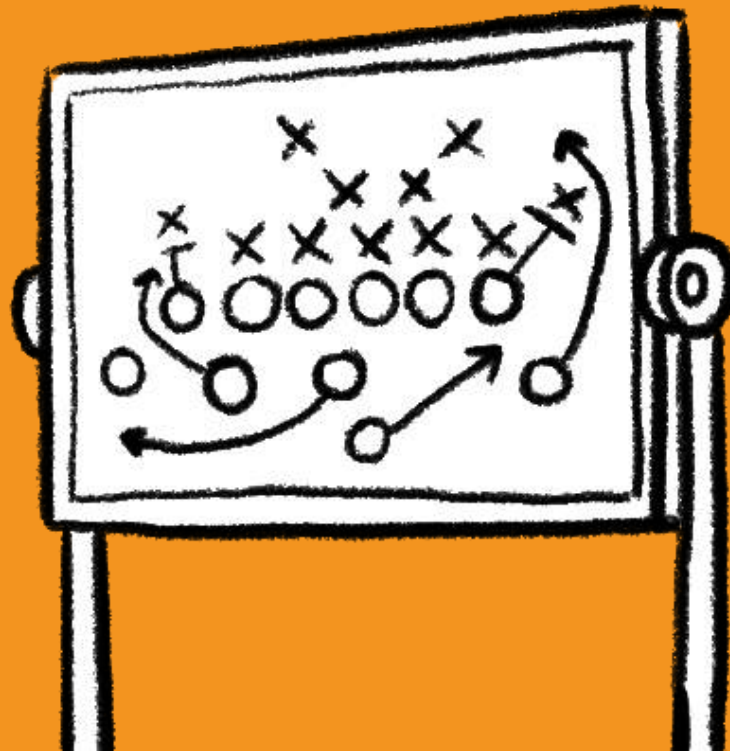
[squarespace.com](https://www.squarespace.com)

Image Editing

Software:

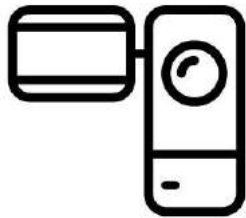
[Adobe Creative  
Cloud \(Photoshop,  
Illustrator, etc.\)](https://www.adobe.com/creativecloud)

# Building a Visual Content Strategy





Video and  
Animation



Leave-behinds



Branded Items



Paid Advertising



Social Graphics



Responsive Web  
Experiences



Mapping



# In Summary...



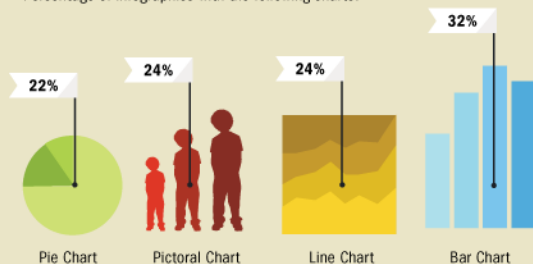
# INFOGRAPHIC OF INFOGRAPHICS

Data visualization is a popular new way of sharing research. Here is a look at some of the visual devices, informational elements, and general trends found in the modern day infographic.

## DESIGN

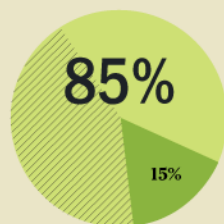
### CHART STYLE

Percentage of infographics with the following charts:



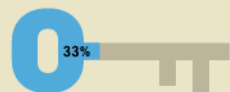
### FONT

■ Sans Serif
 ▨ Condensed Sans Serif
 ■ Serif



### KEY INFO

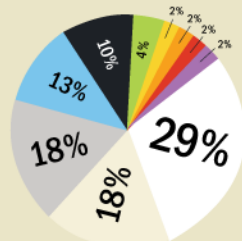
Percentage of infographics with key:



Average number of symbols per key: 5.1

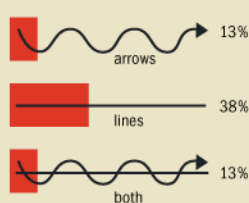


### BASE COLOR



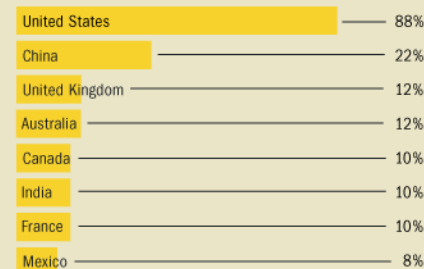
### NAVIGATIONAL ICONOGRAPHY

Frequency of arrows & connecting lines in infographics:



## CONTENT

### COUNTRIES FEATURED

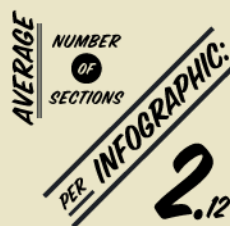


### THEME

Relative popularity of different infographic themes:



### SECTIONS



### CREDITED SOURCES

Average number of sources per infographic: 2.29



### TITLE

Average number of words per infographic title: 4.36

**"RICHEST AND POOREST AMERICAN NEIGH"**

# DON'T Do These:

- No data OR no clear narrative
- Too much data
- Unclear message or ask
- Confusing/overly-complex design
- Working against the clock

# Do These:

- Have a clear goal and message
- Focus on the most important data
- Tell a story
- Go for clean, clear and engaging design
- Consider your brand
- Think beyond the long-form static graphic
- Start early!

**Thank you!**