

THE INFORMATIVE WORLD OF INFOGRAPHICS

People actually hunger for information. Too often, in our PowerPoint-driven environment, we hide data behind glitz and style, afraid of exceeding attention spans. The best infographics strike a balance: not only telling enough of the story, but showing why it matters.



VENN DIAGRAM

Showing the union and intersection of two or more groups, Set Theory is the most memorable and handiest part of "New Math" from our youth.

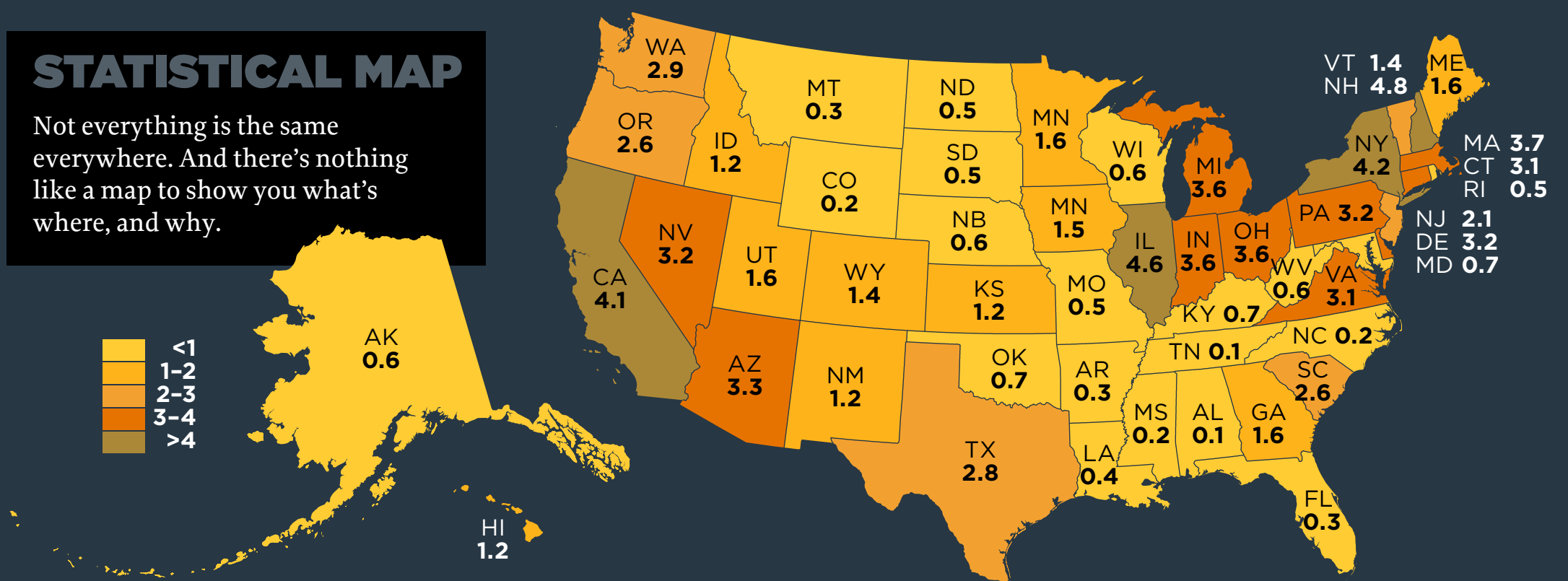
PIE CHART

The original and classic. For expression of percentage of a whole, nothing beats it. Find a way to spice up this cliché.



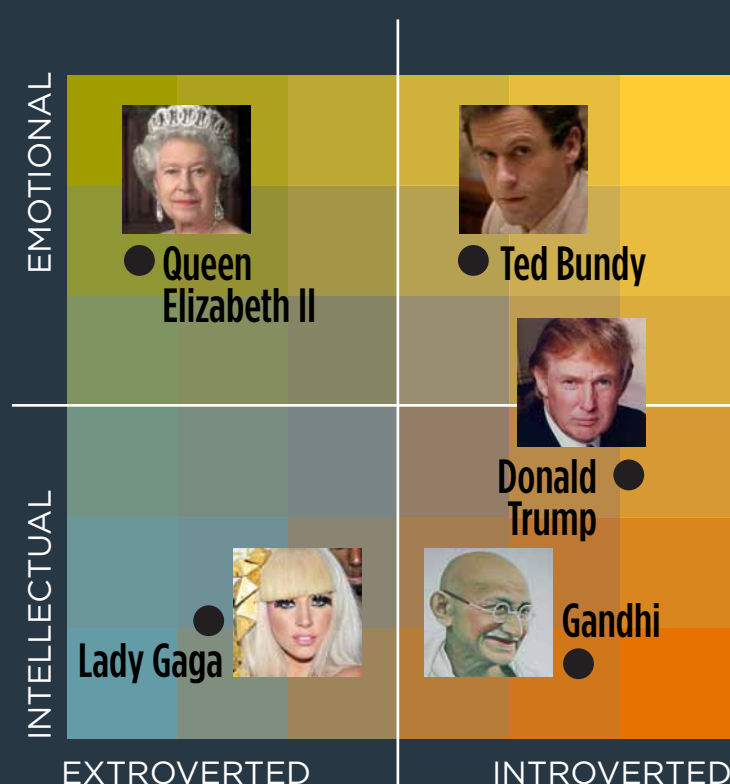
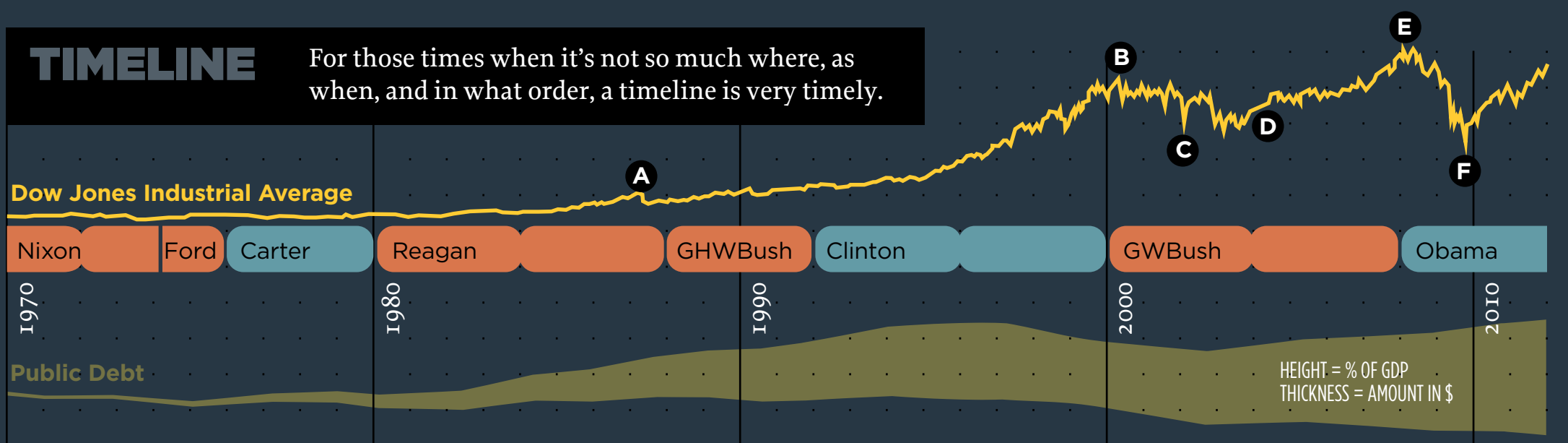
STATISTICAL MAP

Not everything is the same everywhere. And there's nothing like a map to show you what's where, and why.



TIMELINE

For those times when it's not so much where, as when, and in what order, a timeline is very timely.



SCATTER GRAPH

When comparing and contrasting two attributes, put each on an axis in a square. You'll be able to locate the best examples to get the point across. (These are fictional!)

All in all, when you want to serve up otherwise dry facts in a quickly grasped, tasty meal of information, nothing compares to an infographic!

RICK
wolff
GRAPHIC DESIGN