

Animated and Interactive Infographics

What are infographics?

They're data visualizations that present complex information quickly and clearly. Think of maps, signs, and charts used by statisticians or computer scientists: Wherever you have deep data presented in visual shorthand, you've got an infographic.

Infographics are important because they change the way people find and experience stories -- especially now, when more and more infographics are being used to augment editorial content on the web. Infographics create a new way of seeing the world of data, and they help communicate complex ideas in a clear and beautiful way.

Assignment

Create an infographic for a complex set of data. It needs to have at least three different sections that relate to each other visually. At least one part needs to be interactive (rollover with an animation, for example.)

Dimensions are up to you but it will be viewed online so it should fit on screen. Think about scrolling and whether you want your viewers to scroll down for more information or see everything on one screen.

Content

You can use data that relates to an existing project. Alternatively, create an infographic that relates to the drought and water usage in California.

Timeline

Oct 22: 20 Sketches

Oct 24: Develop artwork for web banner in class

Oct 27: Assemble content in Edge Animate, animate

Oct 29: Pre-critique in small groups

Nov 3: CRITIQUE