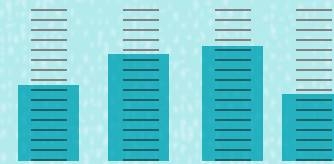
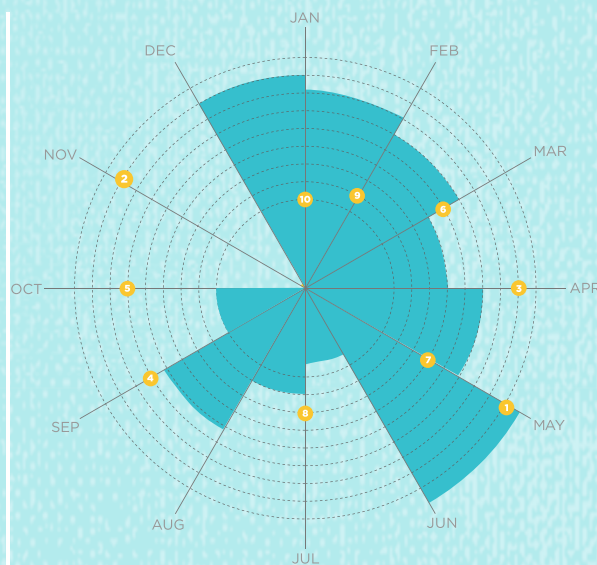
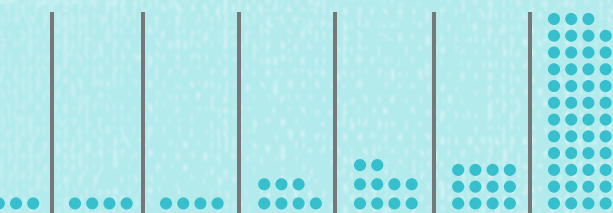
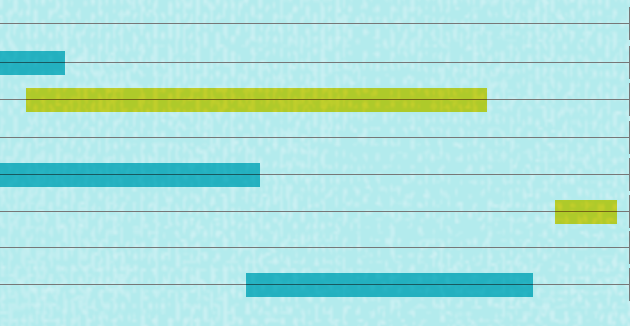
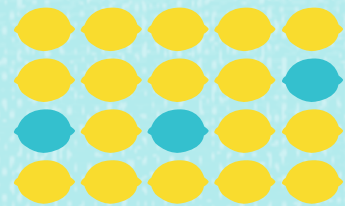
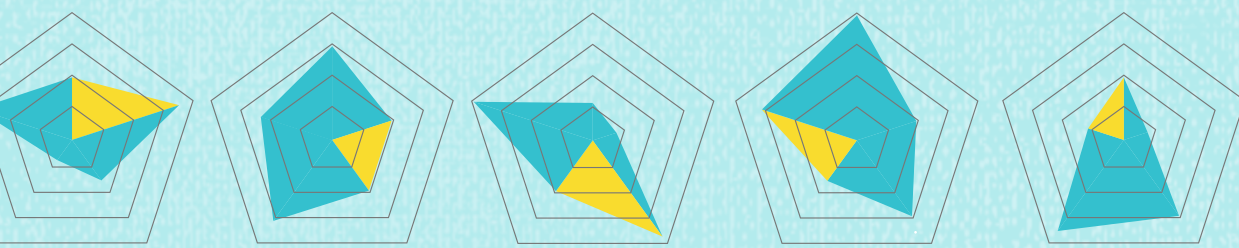


# WHY **INTERACTIVE** INFOGRAPHICS?

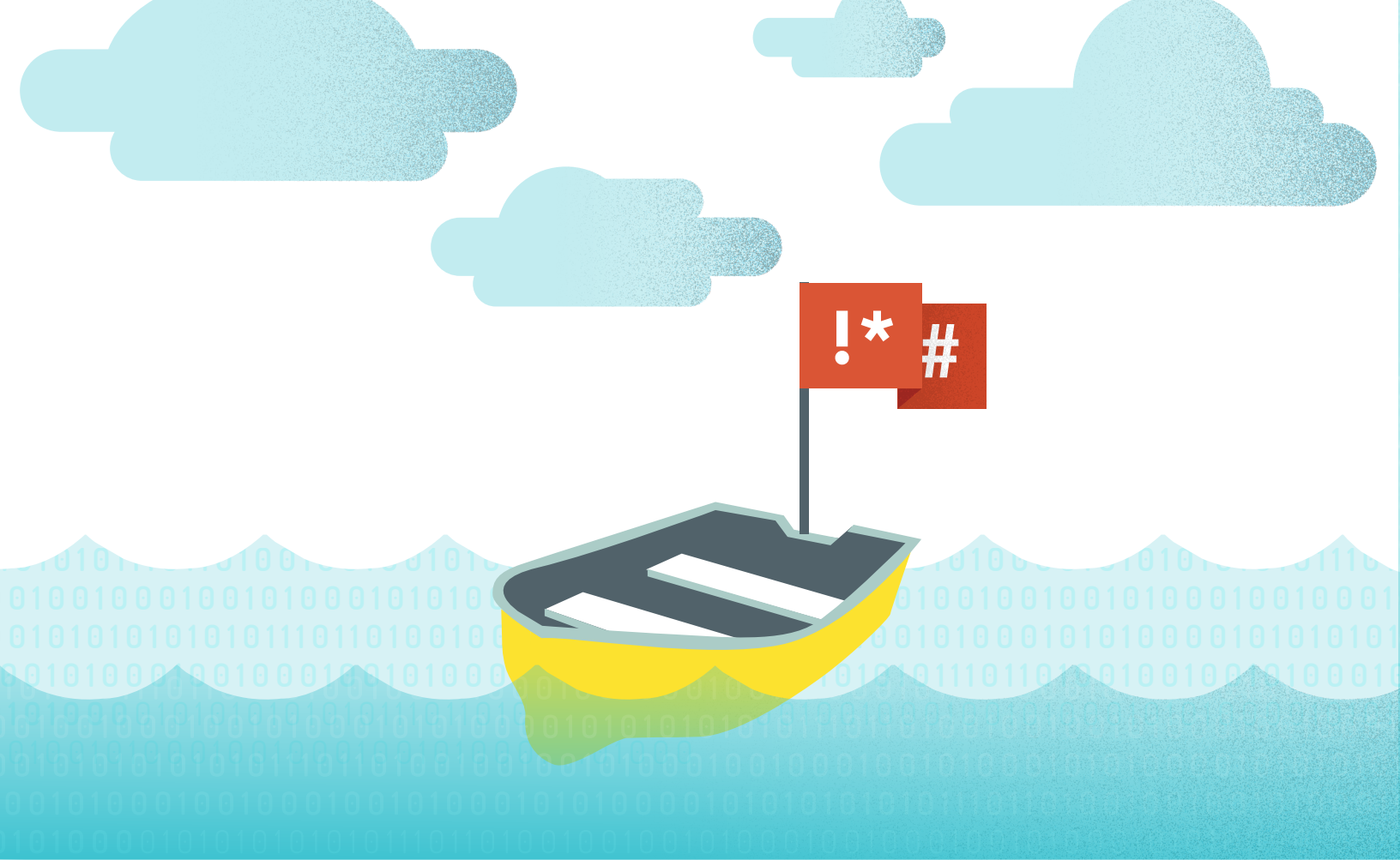




# WHAT YOU'LL LEARN

- CHAPTER 1:** Interactive infographics: An introduction
- CHAPTER 2:** What are interactive infographics?
- CHAPTER 3:** Where are interactive infographics made?
- CHAPTER 4:** How interactive infographics work
- CHAPTER 5:** Animations in infographics
- CHAPTER 6:** Multimedia in infographics
- CHAPTER 7:** Responsive infographics
- CHAPTER 8:** Why interactive infographics work
- CHAPTER 9:** The future of infographics
- CHAPTER 10:** Widespread, personal infographics





## CHAPTER 1

# Interactive Infographics: An introduction

40 trillion gigabytes. That's the forecast for 2020, the year when the amount of data in the world will equal 10 trillion DVDs. Which is somewhat of a problem, as only about 150,000 movies have been made since the dawn of motion pictures.

Now, screenwriters could hustle to produce the remaining mountain of scripts that would stack 574 miles high. But here's the thing: The collected information of humankind is not restricted to cinema. Data these days can track your heartbeat and your location. Data helped President Obama win an election and Lady Gaga sell albums.

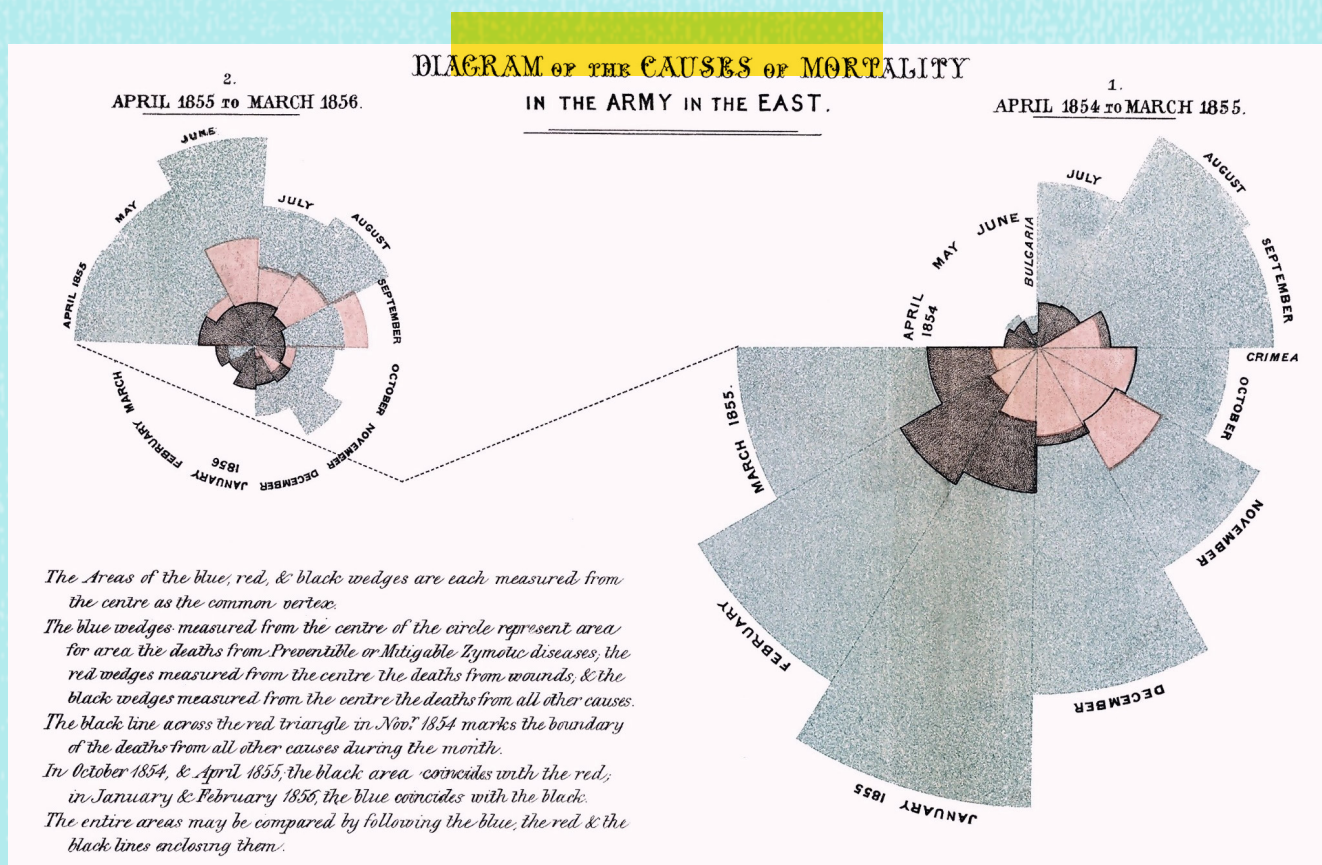
You could be swallowed by the rising sea of gigabytes. Or you could rearrange the important data into something more meaningful, dynamic and engaging. The solution? Interactive infographics. Let's dig in.



## CHAPTER 2

# What are interactive infographics?

To better its legibility, information has been visualized for hundreds of years. From William Playfair's invention of the pie chart in the early 1800s to Florence Nightingale's 1857 infographics that led Queen Victoria to improve the conditions of military hospitals (see below), early examples still provide the bedrock upon which modern, digitally produced and manipulated infographics sit.



Concise text, precise design and logical graphics assemble to make better sense of raw data. Simple as that. With the internet, we can add interactivity to what once were unchanging representations of information. We can hide and show sections when needed, we can animate pieces naturally as a reader scrolls down, and we can ensure relevancy by automatically updating the data included.





## CHAPTER 3

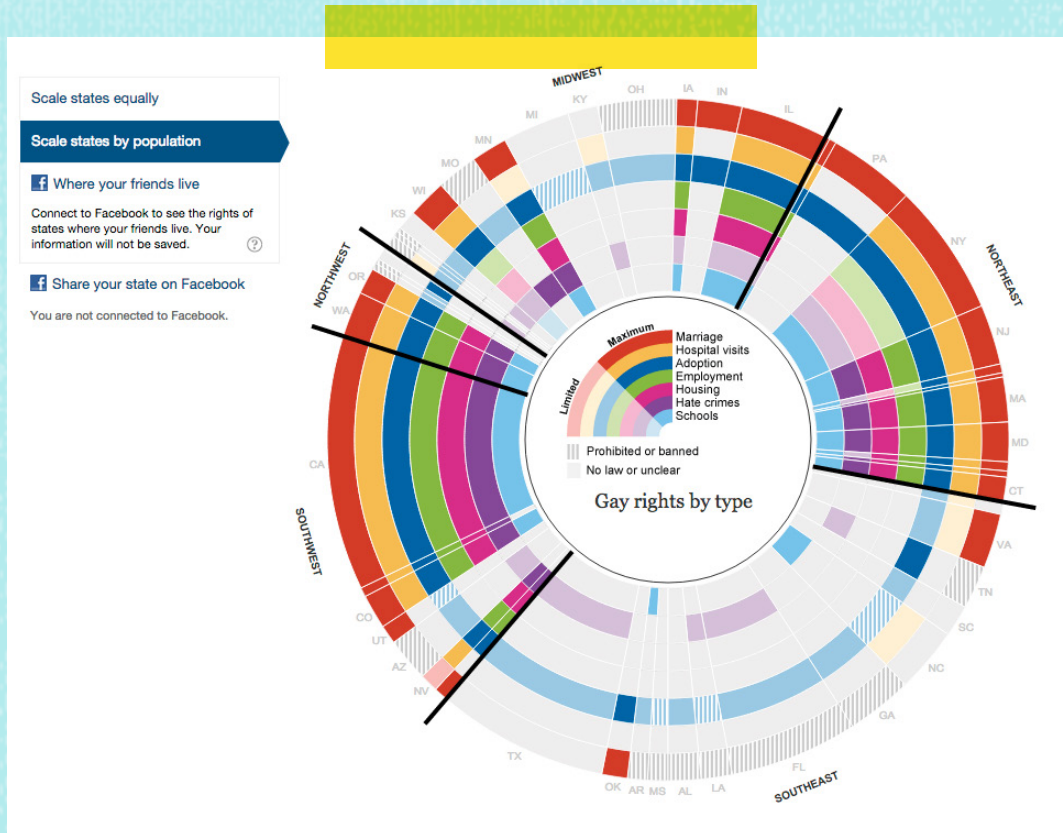
# Where are interactive infographics made?

So who makes interactive infographics? Companies such as Google break down the complex processes that power their work.

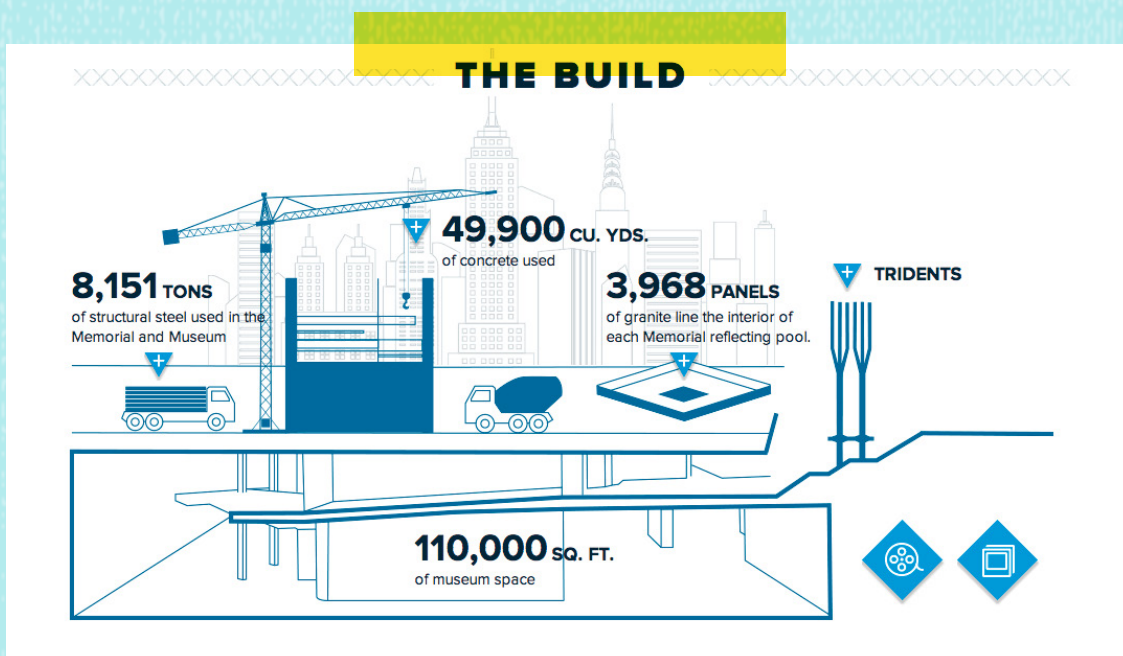




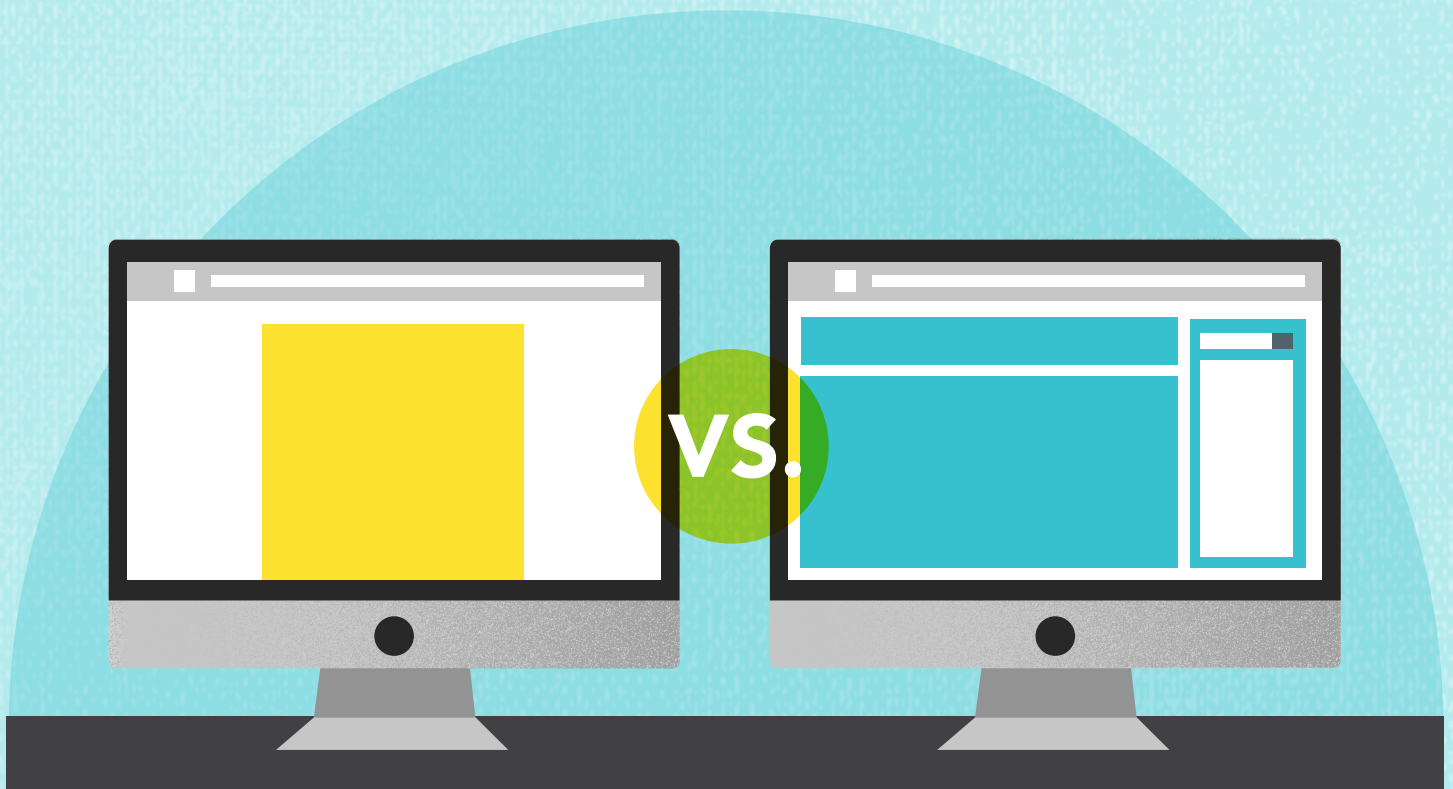
News organizations such as The Guardian personalize state-by-state data such as gay rights laws.



And design firms such as Lemonly produce brand and editorial infographics for clients like the National September 11 Memorial & Museum.







## CHAPTER 4

# How interactive infographics work

### DYNAMIC ELEMENTS

To start to understand interactive infographics, let's begin here: Imagine a compendium of U.S. high school and middle school sports offerings. If a bar graph were made showing the 24 most common sports and percentages of both high schools and middle schools offering them, about 60 percent of the content would be hidden “below the fold,” past the bottom edge of a browser. Users would need to scroll down back and forth to see the all of the data.

If instead we employ the tools of the web, the sections containing the school's details of sports offerings can occupy the same space, virtually sitting like a stack of cards in the digital world. In short, the entirety of an expansive dataset can be accessible without having to scroll down a single pixel.



IN THE PAST 40 YEARS, INVOLVEMENT IN SPORTS HAS FLOURISHED, NOT ONLY IN THE NUMBER OF STUDENTS ENGAGED, BUT ALSO IN THE RANGE OF SPORTS BEING OFFERED. BY PROVIDING A WIDE RANGE OF SPORTS TO CHOOSE FROM, STUDENTS WITH VARYING INTERESTS HAVE THE OPPORTUNITY TO PARTICIPATE. PLAYING SPORTS MAY LEAD TO THE ENJOYMENT OF PHYSICAL ACTIVITIES OVER THE LIFETIME.

### PERCENT OF SCHOOLS THAT OFFER SPORTS

	MIDDLE SCHOOL	HIGH SCHOOL
Baseball	72.8%	75.1%
Basketball	75.1%	75.1%
Boys' Soccer	65.4%	65.4%
Chess	10.2%	10.2%
Cheerleading	10.2%	10.2%
Cross Country	72.8%	72.8%
Ice Hockey	14.3%	14.3%
Swimming	17.2%	17.2%
Water Polo	2.8%	2.8%
Other	10.2%	10.2%

EVEN WITH BUSY SCHEDULES, THERE ARE NUMEROUS WAYS TO GET THE RECOMMENDED AMOUNT OF PHYSICAL ACTIVITY IN EVERY SCHOOL DAY.





## CHAPTER 5

# Animations in infographics

When a longer, scroll-driven infographic is preferred — perhaps to enhance a more linear, storytelling format — dynamic animations can guide the reader. Consider the example of Google's site on how search works.

Text pops onto the page word-by-word, as if it were transcribing speech. Lines are drawn to connect graphics and lead from section to section. Illustrations grow then retract slightly like bubbles thrown toward the reader but stopped by the screen.

Where eyes might have glazed over when served with a text-ridden explanation of algorithms, they're entertained by moving graphics that simplify and captivate.



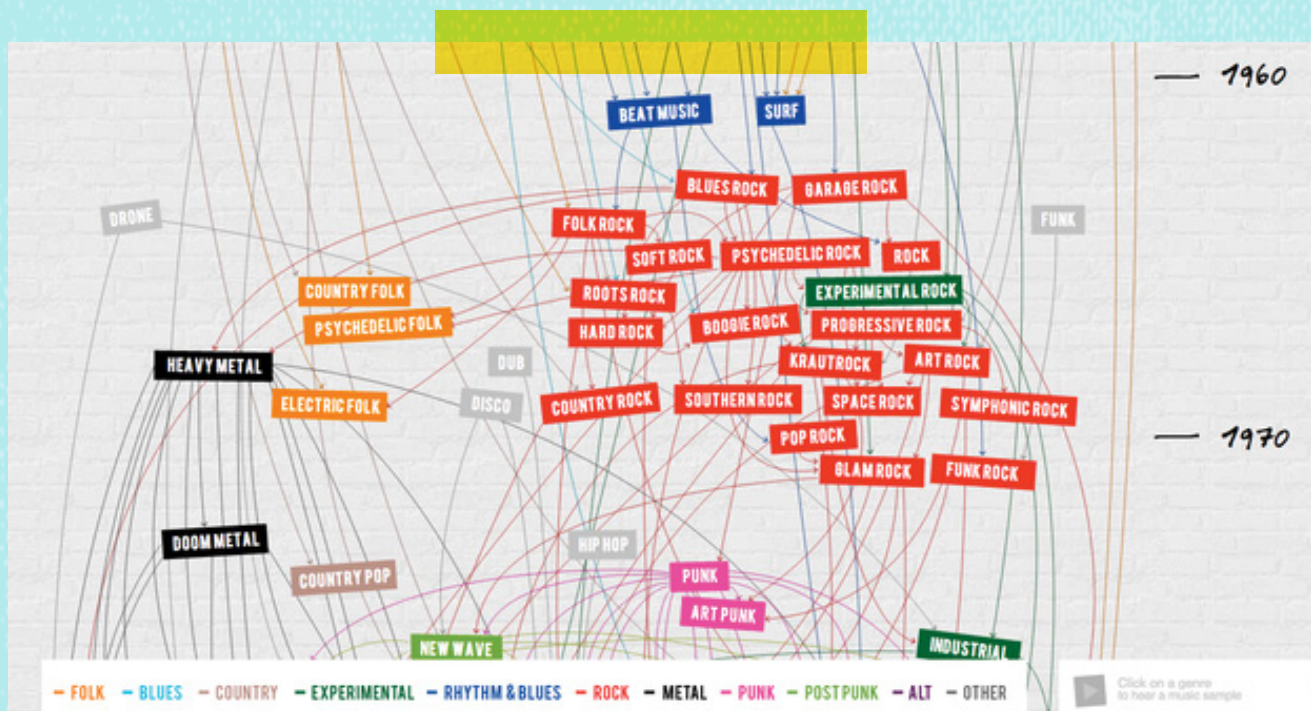


## CHAPTER 6

# Multimedia in infographics

What does an online journey through 100 years of rock need? Music, of course. By seamlessly packaging songs by artists from Gene Autry to the Foo Fighters, the 100 Years of Rock infographic exemplifies this ability to naturally integrate multimedia.

With interactive infographics, you can showcase an articulate video interview. You can add subtle sound effects or full pieces of aural art to transform your data from something lifeless to something vibrant and expressive. Now doesn't that sound great?





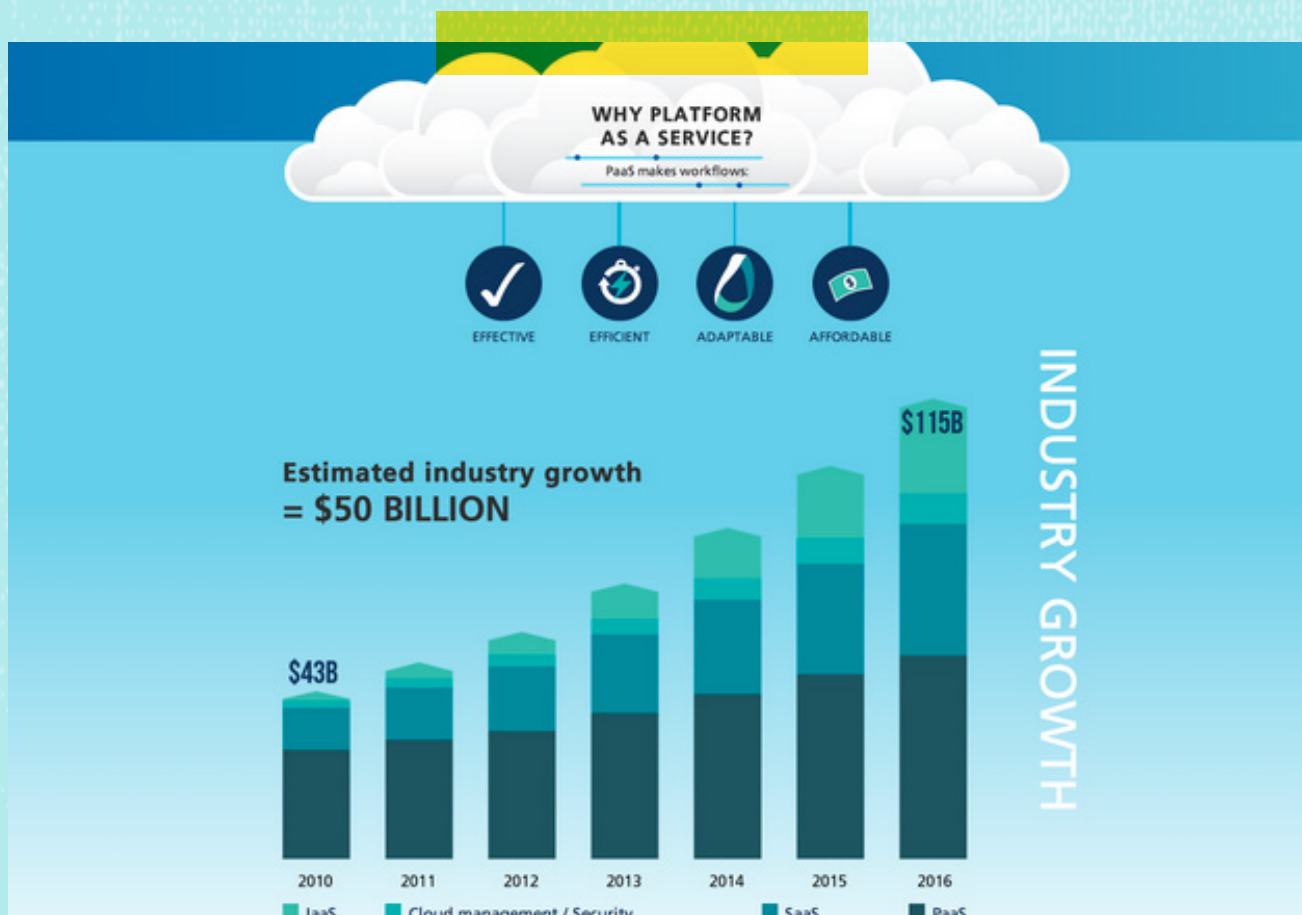
## CHAPTER 7

# Responsive infographics

By this point, your compelling work can be interactive, dynamic and include multimedia. But what if your audience wants to view it on their phone or tablet? A responsively designed website can ensure your data is presented well on every device.

Ranges can be set so that the layout of a site changes as screen size changes. Font and photo sizes can increase for display on computers, and elements can be removed to improve load times on mobile.

In the United States, internet usage on mobile devices eclipsed that of PCs for the first time in February 2014. The divide will only continue to grow as advances in hardware and connectivity encourage more people to use the computer in their pocket rather than the one on their desk.







## CHAPTER 8

# Why interactive infographics work

### GOING VIRAL

Remember that time Han Solo found himself encased in carbonite? Like that sarcastic smuggler, frozen and quipless, infographics sealed in an image file are unable to truly communicate with the web. The text within them is unreadable by search engines.

Interactive infographics, on the other hand, can be indexed by sites like Google. Keywords can guide a searching population to your work, and further metadata can precisely deliver messaging on social media through shared links. Readers can easily send interactive infographics to friends and family by email or through channels such as Facebook and Twitter, and bloggers can promote your work on their site via embed code.





## ANALYTICS AND RELEVANCE

Beyond publication, interactive infographics extend their utility by providing analytics, which inform creators about a site's audience: how long visitors spend on a page, which links they click on and under which demographics they fall.

Also, as information increasingly enters the public sphere, data points can be connected to a source and automatically update, thus securing an almost infinite relevancy for your site. The work of adding new information can be eliminated, as it's instead fetched on a regular schedule by automated processes.





## CHAPTER 9

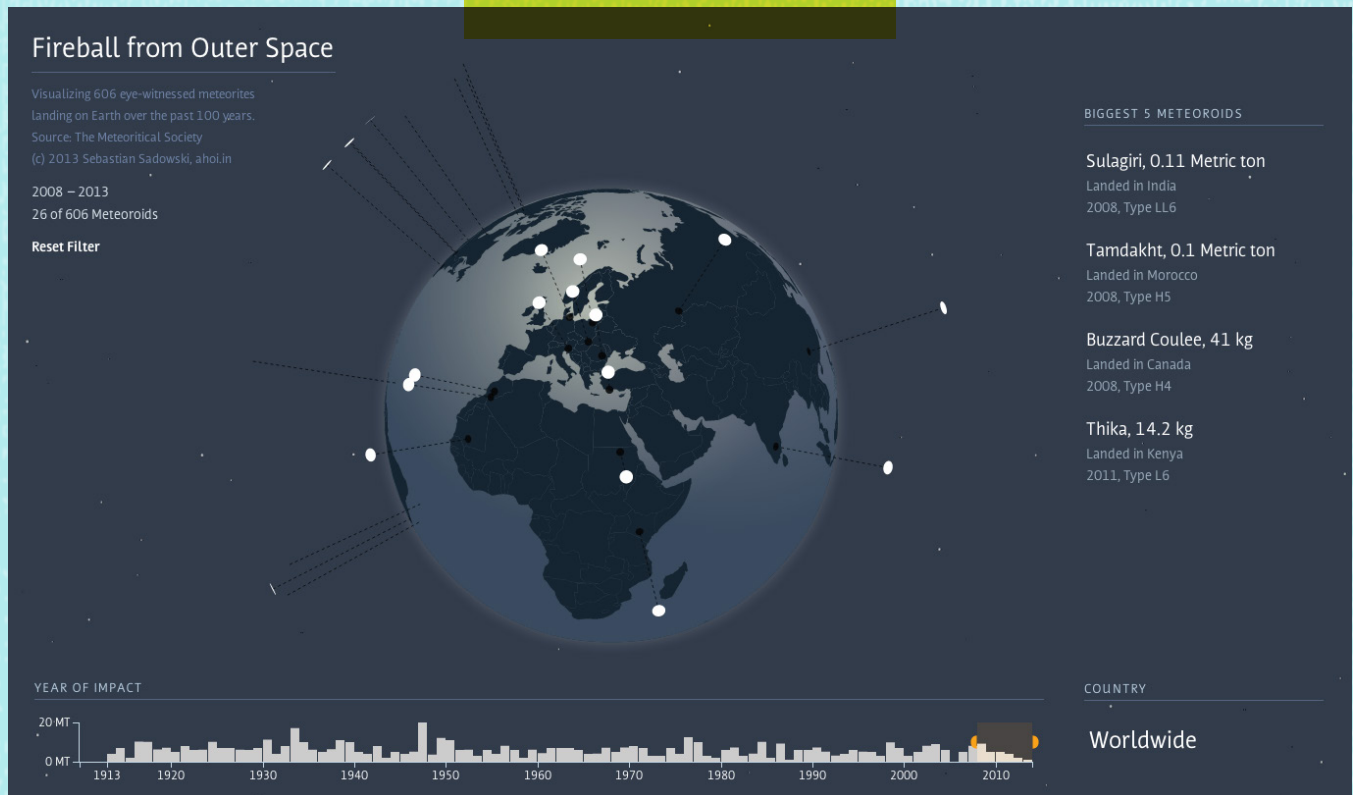
# The future of infographics

### BETTER, FASTER, STRONGER

Data visualizations will continue to load faster and be manipulated more deftly. In the case of Fireball from Outer Space, what once was a spreadsheet of names and numbers is now a movable globe plotting eye-witnessed meteorites that collided with Earth.



Browser support for more dynamic animations will expand further. New phones, tablets, computers and other devices will then allow for even better performance. Hardware and software makers will challenge each other to innovate, eventually enabling cinematic, user-driven movements that load quickly and run efficiently.



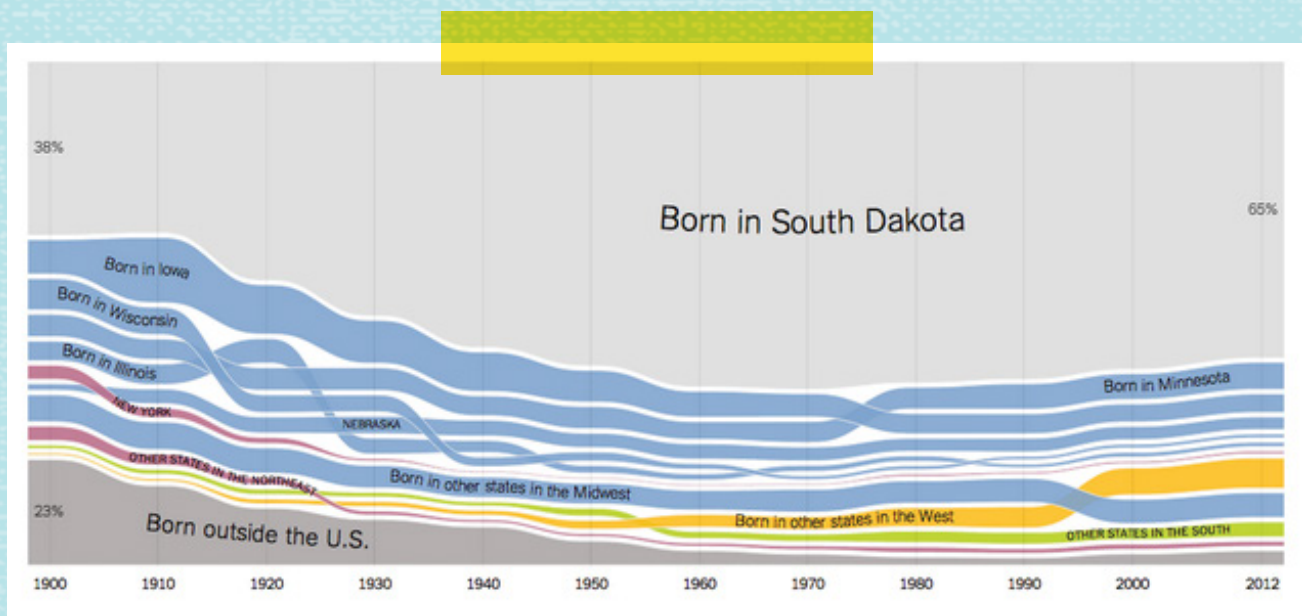


## CHAPTER 10

# Widespread, personal infographics

As more media outlets and well-established brands produce and fund interactive infographics, a larger percentage of people will become acquainted with the format. In turn, interactive infographics will be built to reverberate with individuals.

We've seen work present more personally relevant information, such as the New York Times' "Where We Came From and Where We Went, State by State." With the data we share online, interactive infographics will shape their stories to best fit what's unique about your readership.





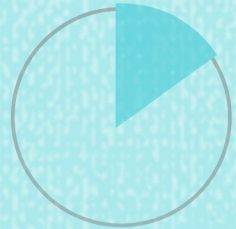
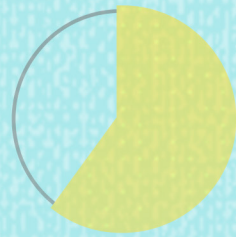
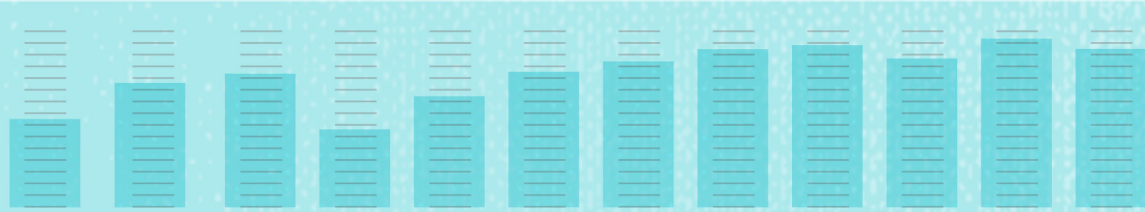
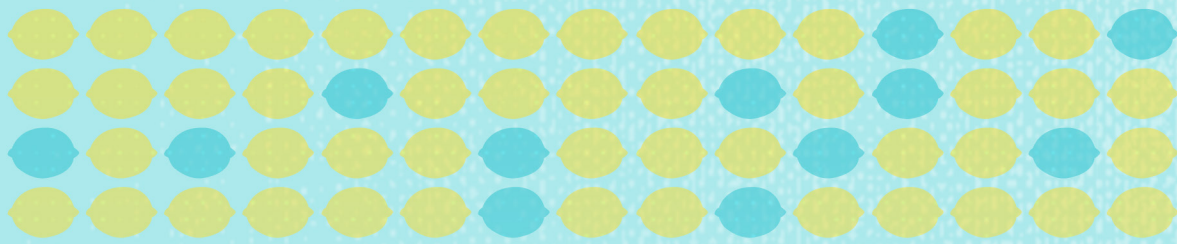


Ultimately, what matters is the likelihood a well-presented story will connect with an audience. Using interactive infographics, we can help good data reach and resound with the people who care.

**CONTACT LEMONLY TO ENLIST THE  
POWER OF INTERACTIVE INFOGRAPHICS.**







Lemonly

