resources
This book does not deal with infographics and datavisualisation but on the need for stories of human beings to remember things.

We build narrative and crave narrative because it helps the brain recall - and a communication tool without narrative is most often simply forgot.
This book of the Nobel Prize in Economics Daniel Kahneman is one of the most insightful collection of studies on the functioning of the human brain.

It establishes experimentaly the difference between System 1 and System 2 - two different type of brain processus to understand the world.
Malcom Gladwell is one of the most famous journalist writing on the complexity of human behavior. His work is most often both praised and criticised because it uses specific scientific examples and turn them into general sociological rules.

In Blink it deals with the research of D. Kahneman and offers multiple short stories to show how they can practically be observed in the world.
Strategic thinking is central to creating a successful advertising campaign, yet it is rarely taught systematically. This book enables advertising creatives to formulate a clear brief and to think strategically.

Structured according to the 11 essential elements of a classic advertising brief, it offers a simple, clear, universal template against which the student or young creative can map his or her current project, and learn to understand the key elements that make up a strong brief.
Information is beautiful
Knowledge is beautiful
David McCandless

Lots of different data visualisation - most often very explorative and based on huge data set. The power of Mc Candless is to make topics very disconnected suddenly totally visually related.
This book is a very comprehensive approach to creating infographics with an Agency or a freelance.

The book details the different sorts of information design and how to make the right choice when in need of selecting the best vehicle for information.
A quick to read book to know the most important principles of designing infographics for journalists.

Based on sound principles of presentation and credibility of data - it is an easy read.
A very complete book, with a very analytical approach about Data Visualisation.

Not for beginners - but for people who have a real passion for the topic and wants to dig into the depth of it.
A book especially dedicated to the representation of information in the form of trees.

Beautiful coffee table book
Atlas of Prejudice
Yanko Tvetskov

The perfect gift for international people who like to laugh about their own bias and the ones of their neighbours
There are literally hundreds of ways to represent data and it would be impossible to cover them all in a course.

Fortunately a passionate hobbyist created a catalogue of the main representations, with an explanation for each of them. Really worth checking when in the process of creating one.
Arc Diagram

Description
Arc Diagrams are an alternate way of representing two-dimensional Network Diagrams. In Arc Diagrams, nodes are placed along a single line (a one-dimensional axis) and arcs are used to show connections between those nodes.

The thickness of each arc line can be used to represent frequency between the source and target node. Arc Diagrams can be useful in finding the co-occurrence within data.

The downside to Arc Diagrams, is they don’t show structure and connections between nodes as well as 2D charts do and too many links can make the diagram hard to read due to clutter.

Anatomy

Related academic paper: Arc Diagrams: Visualizing Structure in Strings, Martin Wattenberg
You could do infographics and datavisualisation with almost anything - starting with a pen and paper. But the more data you have to deal with, the more a computer program dedicated to it might be necessary.

These are some of the solutions on the market...
Microsoft BI

new software

never tested on my side - big marketing on the tool - might worth checking especially for dashboards

for whom?
people with a good grasp on computers / data already

what for?
want to visualise lots of data fast - without control on the visuals
Tableau is the most used solution for very large sets of data. It mixes a classic but modern graphic style and a superbly powerful data motor.

**for whom?**
people with a good grasp on computers / data already

**what for?**
want to visualise lots of data fast - without control on the visuals
RAW Data
Open source software

RAW is an open source solution, very well crafted - and which allows to make interactive visualisations in a couple of clicks.

for whom? people with a good grasp on computers / data already
what for? want to visualise lots of data fast - good visual style + customisable
GOOGLE CHARTS is a free solution, mostly for developers - to create interactive simple datavisualisation or aggregate complex data set.

**for whom?**
people with a good grasp on computers / data already

**what for?**
want to visualise lots of data fast - Google visual style (newspapers)
ADOBE ILLUSTRATOR
Manual software

Adobe Illustrator is the go-to tool for graphic designer to create visualisation in vectors.

for whom?
geographic designers

what for?
manually crafting visualisations
INFOGR.AM

web-based solution

Infogr.am is one of the numerous pure web-solution for creating infographics and simple data visualisation. These are usually based on subscription and can be a quick alternative to more complex softwares

for whom? someone with enough data but not too much
what for? crafting visualisations with visual templates - rapid prototyping
CANVAS is a drag and drop visual builder to do more or less anything. It comes packed with lots of visuals which can be transformed for whom? someone who wants to play with visuals - not professionals what for? crafting quick infographics with pre-existing elements
10 free tools for creating infographics

By Creative Bloq Staff  September 01, 2016

Don't have hours to spare crafting something beautiful in Photoshop? We select tools that won't cost you a penny...

For all the importance we place on text, it's an indisputable fact that images are processed in the brain faster than words. Hence the rise and rise of the infograhics which, at its best, transforms complex information into graphics that are both easy to grasp and visually appealing. No wonder magazine readers and web visitors love the best infographics.

The only problem is, infographics that look like they were simple to make are often anything but. Creating something beautiful and instantly understandable in Photoshop CC is often beyond the limits that time allows. Which is why it's occasionally useful to use a quick and dirty infographics tool to speed up the process.

We've selected our favourites here. They're all free, or offer free versions. Let us know which ones you get on best with...

for whom? manually crafting infographics with templates
what for? crafting visualisations with visual templates - one man-band :)

10 free solutions web-based solution
Graph theory
network
GUI (Graphical User Interface)
nodes / vertices / points
EULER 1736 - Königsberg

NODEBOX 3
https://www.nodebox.net/node/documentation/
    using/data-visualization.html
Flourish makes it easy to turn your spreadsheets into world-class responsive visualisations, maps, interactives and presentations.
<table>
<thead>
<tr>
<th>Type of infographics</th>
<th>TIME</th>
<th>budget range</th>
<th>constraints</th>
<th>Staff</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>static infographics</strong> (1 page vertical)</td>
<td>2-3 days</td>
<td>1000 - 3000e (+/- 1000e)</td>
<td>need data</td>
<td>Someone to look for the data / someone to design (2 people)</td>
</tr>
<tr>
<td><strong>dynamic infographics</strong> (1 web page vertical)</td>
<td>2-3 days</td>
<td>2000 - 4000e (+/- 1500e)</td>
<td>need data + web</td>
<td>a person to look for the data / one person to design / one person to develop for web (3 people)</td>
</tr>
<tr>
<td><strong>narrative (with a story)</strong> (1 page vertical)</td>
<td>3-5 days</td>
<td>2000 - 4000e (+/- 1500e)</td>
<td>need data + storyline</td>
<td>A person to look for the data / a person to make sense of it and write a story / a graphic designer (3 people)</td>
</tr>
<tr>
<td><strong>data visualisation</strong> (computerised using existing softwares)</td>
<td>3 days</td>
<td>2000-4000e</td>
<td>need a lot of data</td>
<td>Data miner / Data architect / Graphic designer (most of the software existing will not require a graphic designer)</td>
</tr>
<tr>
<td><strong>Motion Graphics</strong> (Infographics in video 1.30 mn)</td>
<td>6 days</td>
<td>4500-9000e</td>
<td>needs a very clear script usually created by the Agency - can be long to validate internally</td>
<td>A copywriter / a strategist / a graphic designer / a motion designer / a sound engineer / a project manager (5 to 7 people)</td>
</tr>
</tbody>
</table>
Training is permanent - and there are many courses online to continue training. Most of them are priced monthly for a small fee (between 10 and 20 euros / month).

These are courses for creatives which means they are easier to understand, very practical and extremely well done. The investment is extremely relevant to understand better the topic.
Short, practical course introducing what are infographics up to the manual production of an infographics with Adobe Illustrator.
Data Visualisation fundamentals

lynda.com - 3h25 mn.

In depth course on creating a datavisualisation, including mocking up a first visualisation
Easy to start practical course on “narrative” infographics using a visual story to dig into the numbers
When someone spend days creating a superb communication product such as an infographics or a data visualisation, it would be a net loss not to recycle it in various smaller products.

This is exactly what “content marketing” is - the marketing strategy to reuse something of great value (the content) and turn it into dozen of smaller products.
Our strategy is to write once, and publish everywhere and anyway possible.

For example when

• I do an eBook, then
• it will automatically become a blog post(s),
• I tweet it daily,
• it will become a webinar,
• I send it out through the email newsletter,
• I both use the graphics that I use in the eBook and
• I produce infographics from it,
• the webinar will become a YouTube video,
• I produce a podcast from it, etc, etc.

Everything is done so that when I do the work once, it can be seen by a maximum number of people, everywhere.
the SMART methodology is a very simple way to be sure you are doing something which is necessary and can be measured. It is an intuitive method and you just need to find an answer to each point. If not, you will miss something along the way.
Are our objectives SMART?

- **Specific? (A rate, a number, a % ?)**
  - ex. I want 1000 people to see my infographics online

- **Measurable? (Is there a system in place to measure?)**
  - ex. If it is online I can count the views, the like, the shares. What if I print it?

- **Achievable? (Reasonable resources and efforts ?)**
  - ex. With the time and budget I have, can I actually reach these 1000 people

- **Relevant? (Is it important?)**
  - ex. If I touch 1000 people, does it help my goal, do I make a proper job? is it useful?

- **Time-framed? (Is there a finish date?)**
  - ex. When does it stop, and when can I start counting the results?