

Editor's Note

Best Bits

Interview

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Information design
Trend report 2014

Editor's note

2014 - the year data visualisation turns from an afterthought to an essential starting point when informing an audience.

By now, the new years resolutions will be a distant memory for most of us, but for the infogr8 team there is one we managed to stick to - Welcome to the first infogr8 trend report!

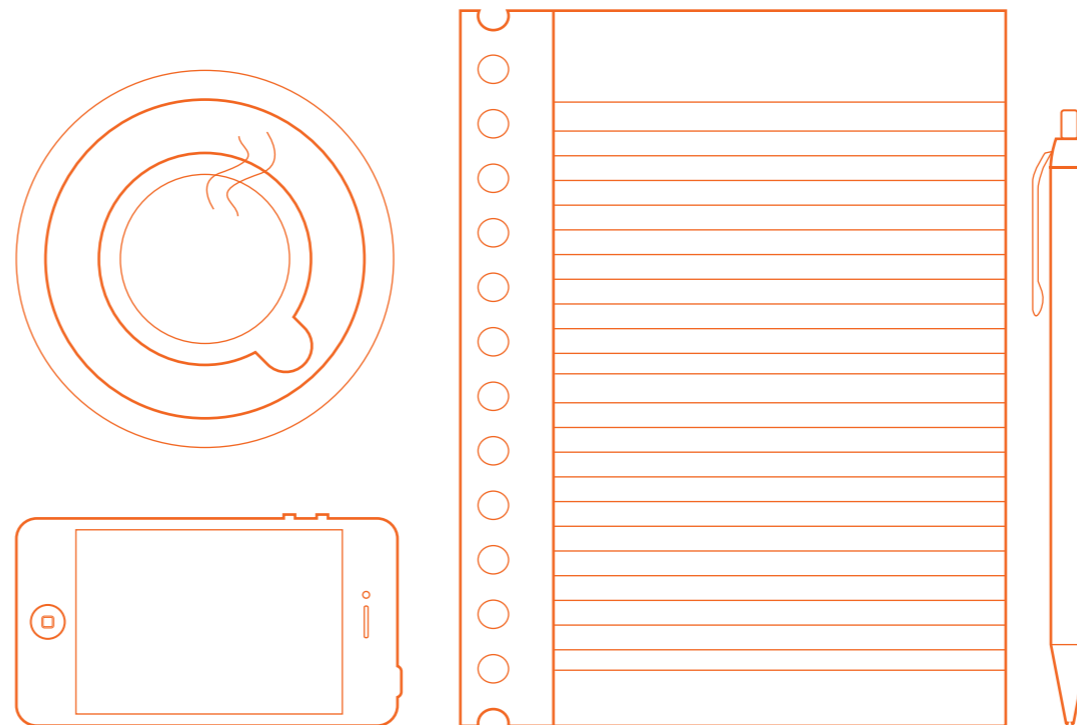
568 days since inception, and over 1,000 snippets of inspiration brimming out of our information design cabinet, we're bringing you a centralised monthly report to demonstrate how our relatively small industry is starting to take shape and merge ever closer with mainstream media and technology.

We've been inspired by a huge level of creative yet best practice work on whether it be a graph pushing the boundaries from Santiago Ortiz, a data visualisation from Google, a press piece from NYT or a well constructed process chart from our local ally Andy Kirk. This is a resource to showcase the latest going ons, difference being as the trend reports evolve we will try to focus more on relevance to the UK market we reside in and to become a table setter for those of you who are new to infographics, data vis and are thinking about adopting them into your future plans.

So, if you are looking for a space for technical practicioning this may not be your canvas, there's plenty of well structured resources such as OUseful.Info, School of data, datavisualization.ch, Flowing data or Visual loop. Enough of the rambling, lets dive straight in to some of the good stuff...

If you have news that you feel is worth sharing please reach out or tweet us @infogr8

A table setter for those of you who are new to infographics



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Best Bits

A round up of the best bits you may have missed.

Best Bits

Data Stories



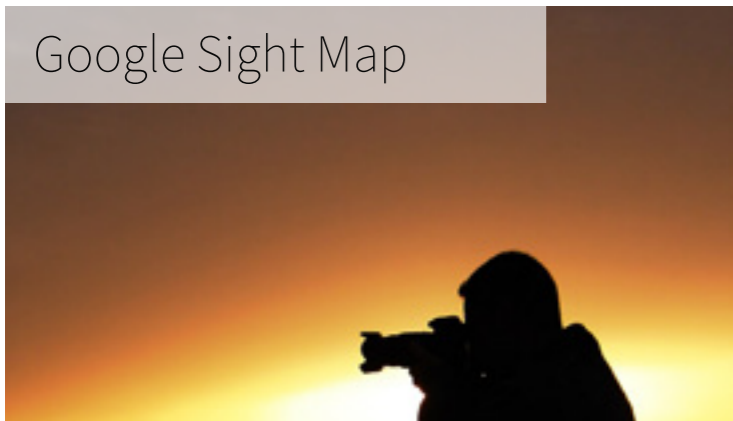
Interview

Aviation Interactive



Data Journalism

Google Sight Map

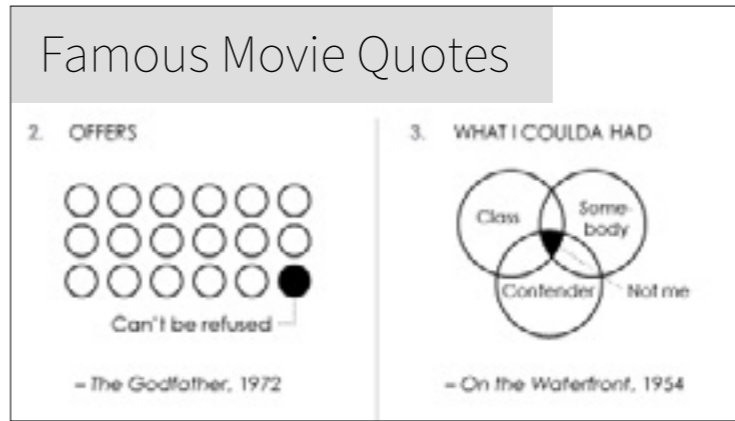


Information Design

Vimeo Annual Report

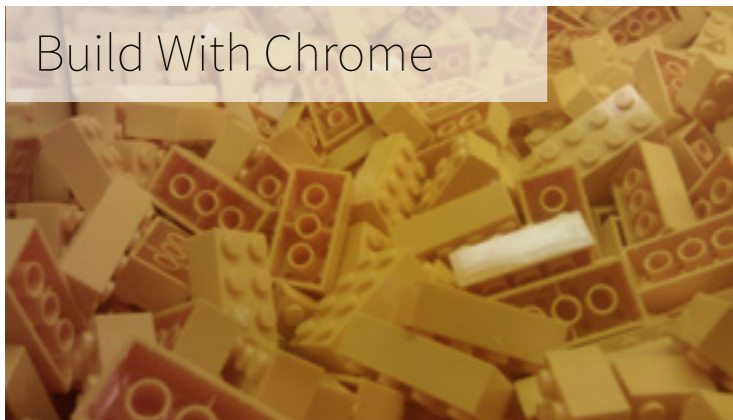


Famous Movie Quotes



Visual Content Strategy

Build With Chrome



Campaign Watch

What Does Big Data Look Like?



Events

Famous Writers' Sleep Habits





Data stories

Review, preview with Robert Kosara and Andy Kirk

We all love data stories, not only because it defines a visual practice in a refreshing format but there's some nice camaradery between the commentators on this one.

Just like a Dire Straits' record collection this is one to keep going back to, nice mention too on Nate Silvers ESPN project being one to watch out for over the coming months.

[Listen](#)

Aviation interactive

The Guardian 100 Years

When we all saw, heard, felt this, we all got pretty excited. Someone even asked whether you could even smell the kerosene from the computer. You may want to get that fan checked out.

This interactive is a fine example of how we can utilise real time data and a mix of digital media to put history into today's context whilst engaging all of the senses. The collaboration between The Guardian, Kiln and Flightstats helps captivate a broad audience - a benchmark has been set for the year ahead.

[Interact](#)



Google sight map

Most photographed places

Google Maps sure epitomize a fantastic tool for data generated heat maps.

This remarkable interactive conveys data generated from multiple sources such as Foursquare, TripAdvisor, Wikipedia, and Google's own API, but the most intriguing platform used in the backend is clearly Panoramio, one of Google's most unloved products.



Vimeo annual report

Move over Mailchimp, there's a new report coming to steal your crown.

Brilliantly conceptualised way of condensing large sets of data into one animated GIF-like interactive.

Highlights the best bits in a fun, engaging way.

Less focus on stats and large focus on visuals - makes it digestible for a broader audience.

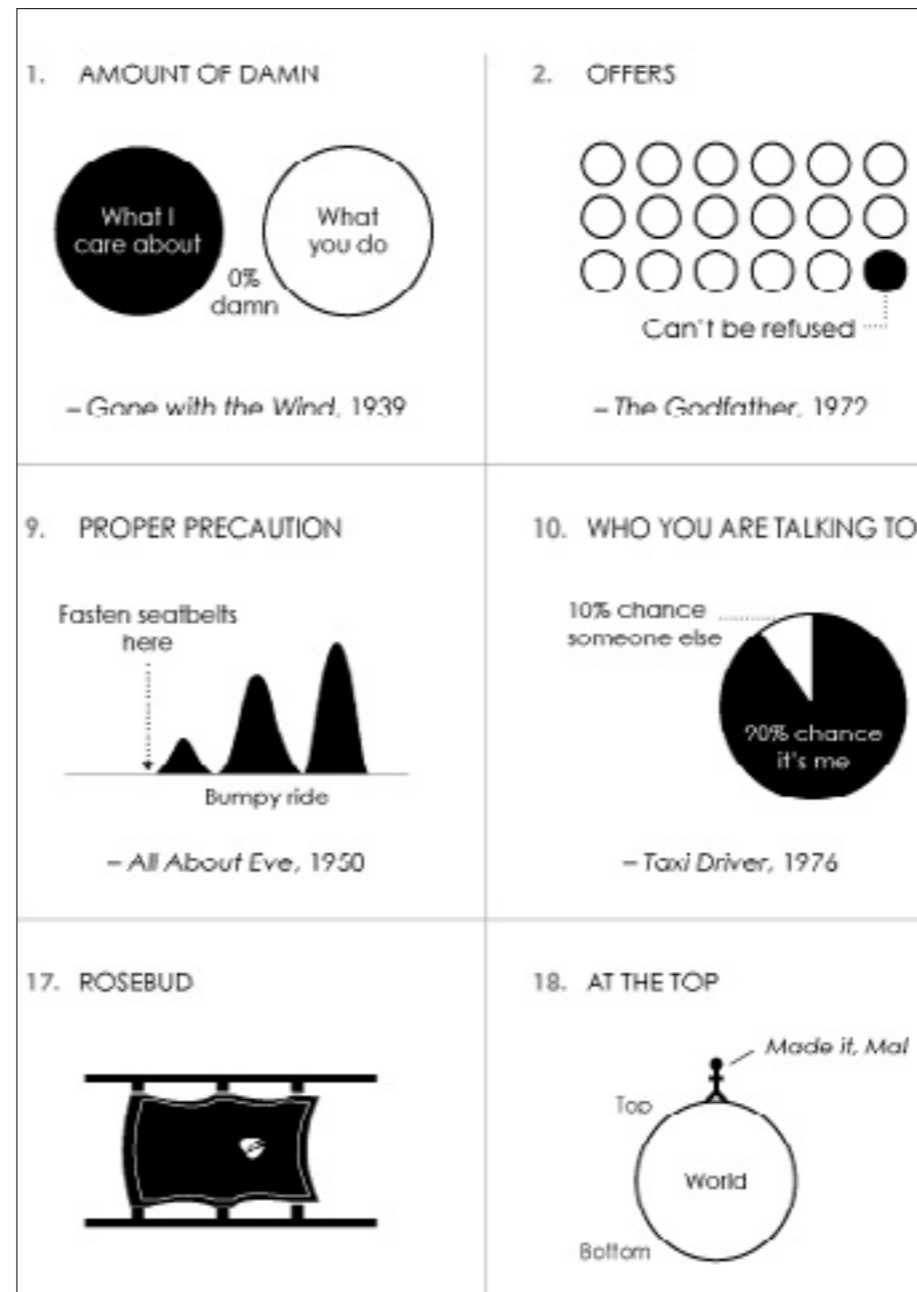


image credit: © screenshot from Vimeo website

Famous movie quotes

As the American Film Institute named the 100 most memorable quotes to celebrate its 100 years anniversary, Nathan Yau used the power of charts to cleverly visualise these. Some true classics are included like Casablanca, Gone with the Wind and The Wizard of Oz.

What other movie quotes can be visualised?



Build with Chrome

Lego / Google

It makes perfect sense for Google and Lego to come together and create one awesome online builder.

This recent project reminded us of the well constructed, simplified - [‘What is an infographic?’](#)

Any other analogies you might find interesting, don't forget to tweet us @infogr8!

Interact

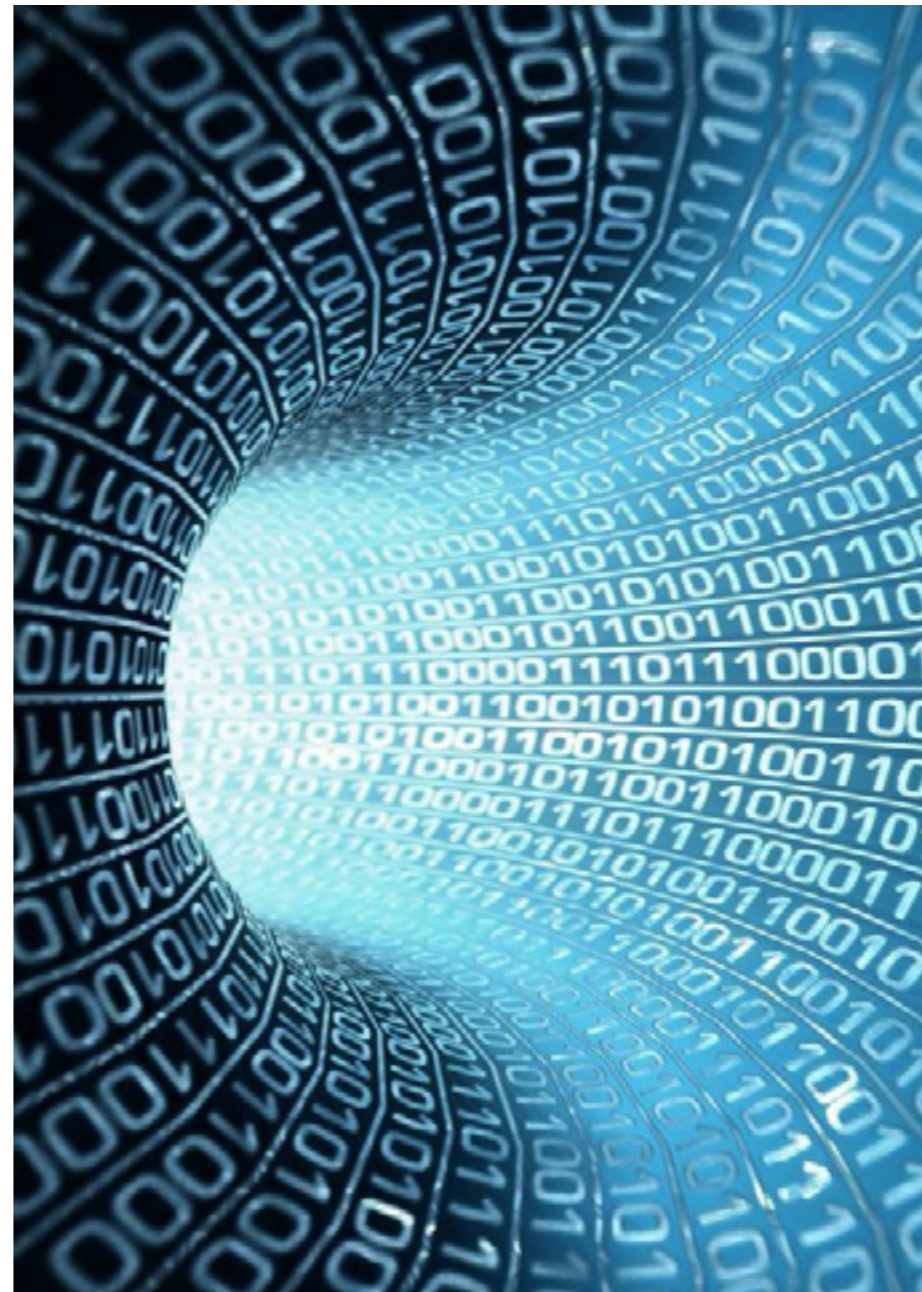


What does big data look like?

Visualisation is key for humans

Good data handling always leads to good insight. But with all the resources available it's becoming a challenging task. This is where data visualisation comes to the rescue!

David Hoffer from Wired digs into the look and feel of big data outlining some key facts on how we can make it approachable and human. Fantastic resource of internal links and literal interpretations of data visualisation that goes overlooked (for example Google Maps being the largest interactive data resource on the internet).

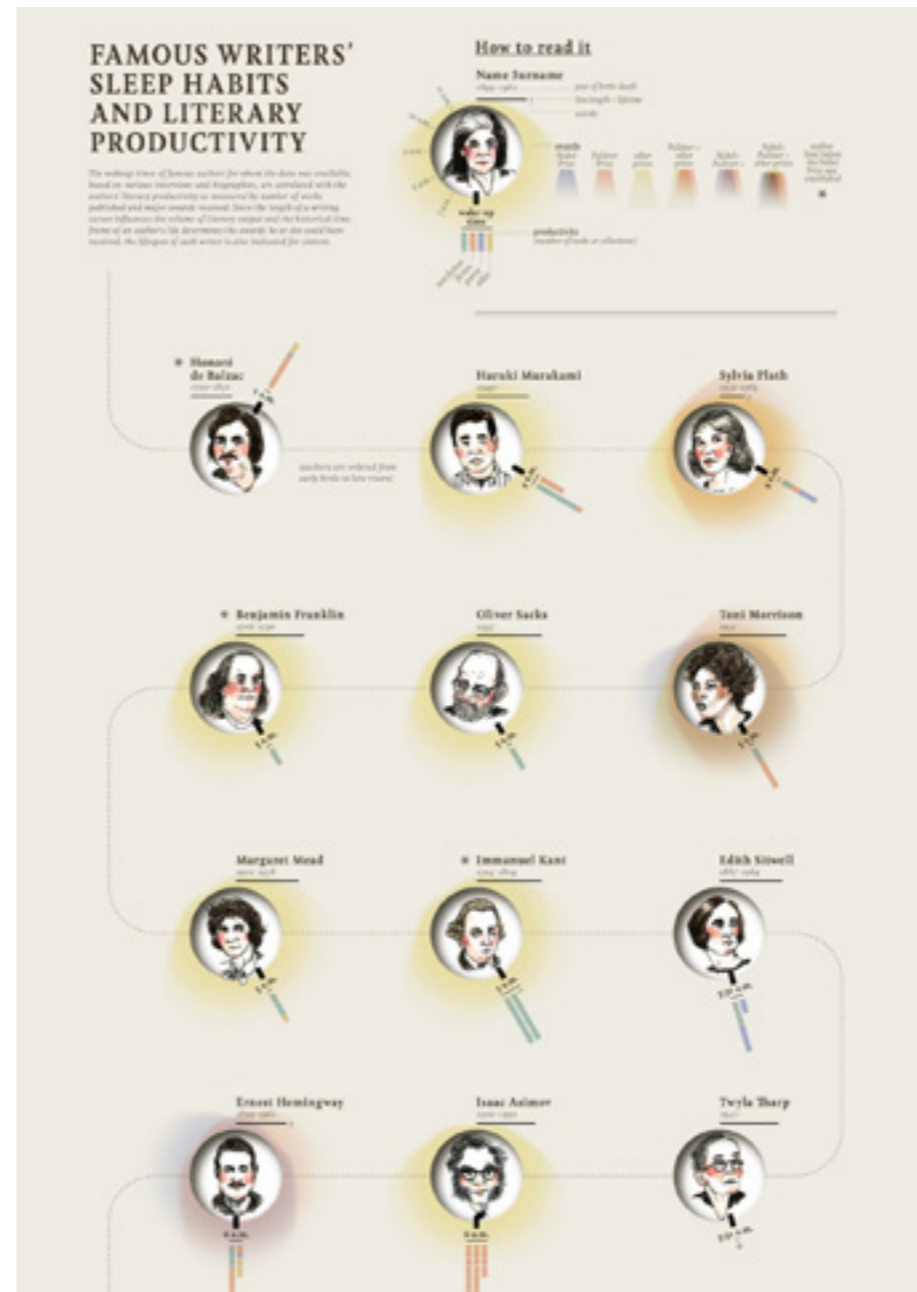


Famous writers' sleep habits

Simplistic yet impactful piece done by Maria Popova from brainpickings, Accurat and Wendy MacNaughton.

The infographic digs deep into information whilst being easy on the eye. Interestingly enough, as it turns out early risers get the Pulitzer!

Beautiful and artistic representation of how productivity effects creative work over the centuries.



An interview with: Severinho Ribecca



The man behind the data visualisation catalogue

Could you tell us a bit about your background in the data visualisation field?

I'm a young designer, but I studied information design back at university.

I'm often known for my "Greek Myth Family Spiral" poster, a family tree diagram of the Ancient greek pantheon that I produced in my final year of university. It's in a few books, magazines, a number of websites and was shortlisted at the first "Information is Beautiful Awards".

It was at that award ceremony in Autumn 2012, I met the guys at Infogr8, who I have collaborated on a number of projects with since. I've also done a lot of smaller freelance projects involving data visualisation and infographic work.

How did the Data vis catalogue come about?

I felt there wasn't really a good comprehensive list of all the different data vis methods, that also helped to choose the right method, explain how they were constructed and presented you with a way to generate it.

Originally, the Data Visualisation Catalogue was just a spreadsheet of information I filled in between freelance jobs, as a way to help me with my own projects.

It was also a way for me to deepen my knowledge in data visualisation.

Also for some time now, I have been looking to start up my own website. So while I was starting all this research into data vis, it only made sense to try making a website of all this knowledge.

Over recent years, technology from apps to books have made the possibilities for data vis limited only to one's imagination. This is a great tool you've created, but it can also be daunting. What advice do you have for designers trying to get a grip on all of it?

Thanks. I hope my tool can help people get to grips with the field. But there's plenty of resources out there. I think it's just a case of taking the time out to study it properly.

Continued Next Page >



You were featured in Visual.ly and had thousands of tweets and shares. Were you expecting this reaction?

Visual.ly is probably the largest website when it comes to infographics, so it's not surprising. Also the 'Data Visualisation Catalogue' was already starting to go somewhat viral before the Visual.ly article was posted.

Do you think social media is helping you as a designer and if so, how?

Oh definitely. Social media is the reason why the website got promoted on Visual.ly in the first place. I had made a post on Reddit a month before, discussing the 'Data Visualisation Catalogue' there. A few weeks later, Drew Skau contacted me on Reddit, asking if I wanted an article posted on Visual.ly's blog, which I accepted of course.

In general, I believe digital marketing to be a key tool to a designer promoting themselves. Along with a little bit of SEO work, I try to spend time promoting my work on a number of social media websites. The only problem is that it can be very time-consuming updating all of these websites and as an individual designer this isn't always possible when you've got work on.

Where do you see the tool going, do you have a plan to develop an app?

Once I've exhausted every visualisation I can find, I plan to try improving the search system for helping people find the right data vis methods for their needs. I've also had an idea to possibly produce a poster version of that or something related to the website.

I've considered producing a book version sometime in the future, just to have it recorded as something more permanent.

But I don't think there's a need to develop an App for the website. It's already responsive, so it can be viewed nicely on a smartphone or tablet.

What are some good resources for designers and teams looking to expand more into data visualisation?

There's plenty of great books on data vis, which I'll be hosting on my site soon. I'd recommend books by Edward Tufte, Dona Wong, Julie Steele and Manuel Lima.

Of course there's the internet as well, which has a wealth of information. 'Information Aesthetics' is a good site, Visual.ly and Pinterest are great for inspiration.

DailyTekk's "Over 100 Incredible Infographic Tools and Resources (Categorized)" is a good start.

A couple of earlier data vis reference tool websites are 'infodesignpatterns.com' and 'A Periodic Table of Visualisation Methods'.

What would you say are the biggest data vis trends for businesses in 2014?

Hard to say, since it's such a rapidly expanding field. I can't keep up with it all! But I think the 'Quantified Self' (QS) movement could be something to watch. There seems to be a lot of QS Apps developing that would require data vis work.

Google Glass is starting to take off as well, so maybe you could start to see more developers incorporating data vis into that. So starting to think of data vis in terms of a head-ups display (HUD) or even in 3D spaces. Maybe I'm thinking too far ahead here though.

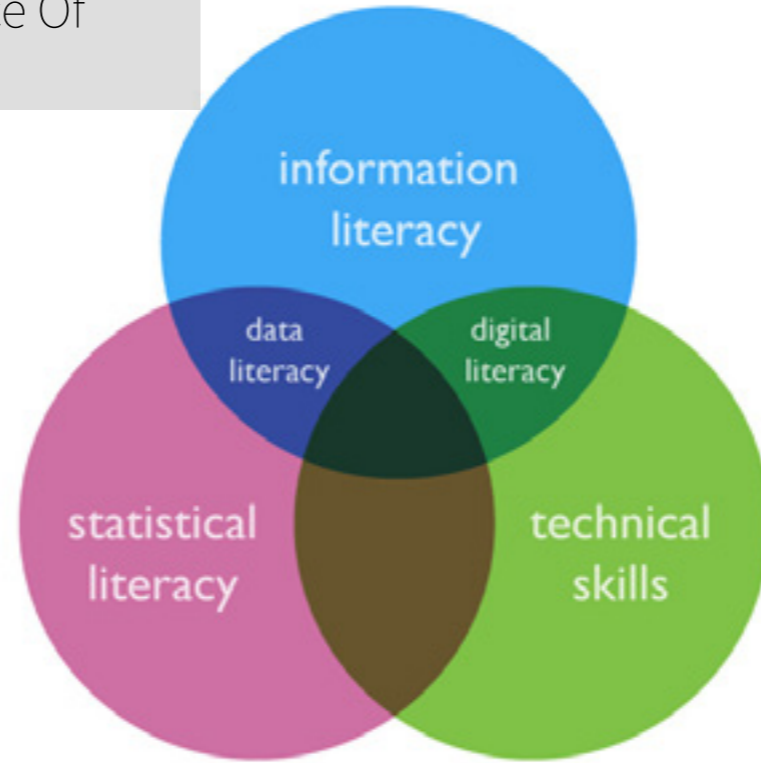
If you could choose just one book to recommend to other data vis specialists, what would it be?

Probably the most comprehensive source of information on data visualisation and the book that helped me the most with The Data Visualisation Catalogue project, was Robery L. Harris' book "Information Graphics: A Comprehensive Illustrated Reference". It's a brilliant book, but from a graphic design perspective it's badly designed and is presented like an engineering manual.

Data Journalism

Main trends using data to improve mental fitness.

The Importance Of Data Literacy



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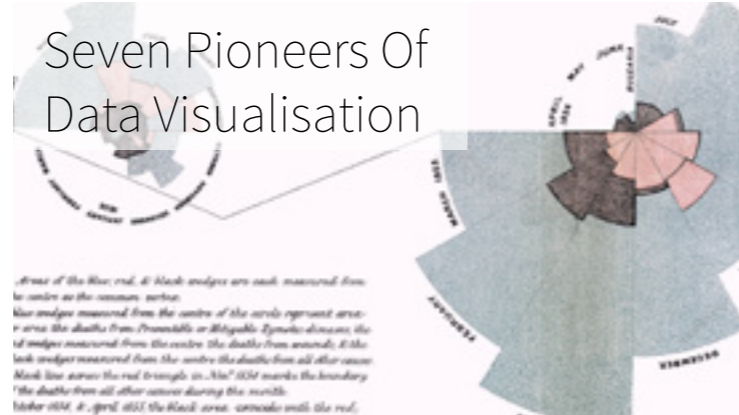
Data For Sale

DATA IS OIL

The Main Trends For 2014



Seven Pioneers Of Data Visualisation



Data Nymphs



Using Data And Game Play To Improve Mental Fitness



Ampp3d



Binders Full Of Burgers



The importance of data literacy

Data is becoming a very important part to play for new age savvy managers, more so communicating the results over sourcing vast libraries. One person who did this well, is a [Dr. John Gottman](#), a well-known marriage scientist developed a “marriage equation” predicting how likely a marriage is to last over the long term. The equation is based on a couple’s ratio of positive to negative interactions during a fifteen minute conversation on a “difficult” topic such as money or in-laws.

According to a report by [Mckinsey Global Institute](#) “we’ll need over 1.5 million more data-savvy managers to take advantage of all the data we generate”.



Data for sale

You can't even imagine the amount of data collected every day by websites, search engines and applications. Some of them can actually make very good money selling their information to researchers.

Here's a report that goes into the numbers ...



Business intelligence trends 2014

Whether you are a data journalist, analyst, scientist or data ninja you have probably heard of Tableau, a very intuitive and powerful visualisation tool. But they may have bad news for you.

They think that data specialists as a title has had its time. And from -now on almost everybody will be an expert. Thoughts?





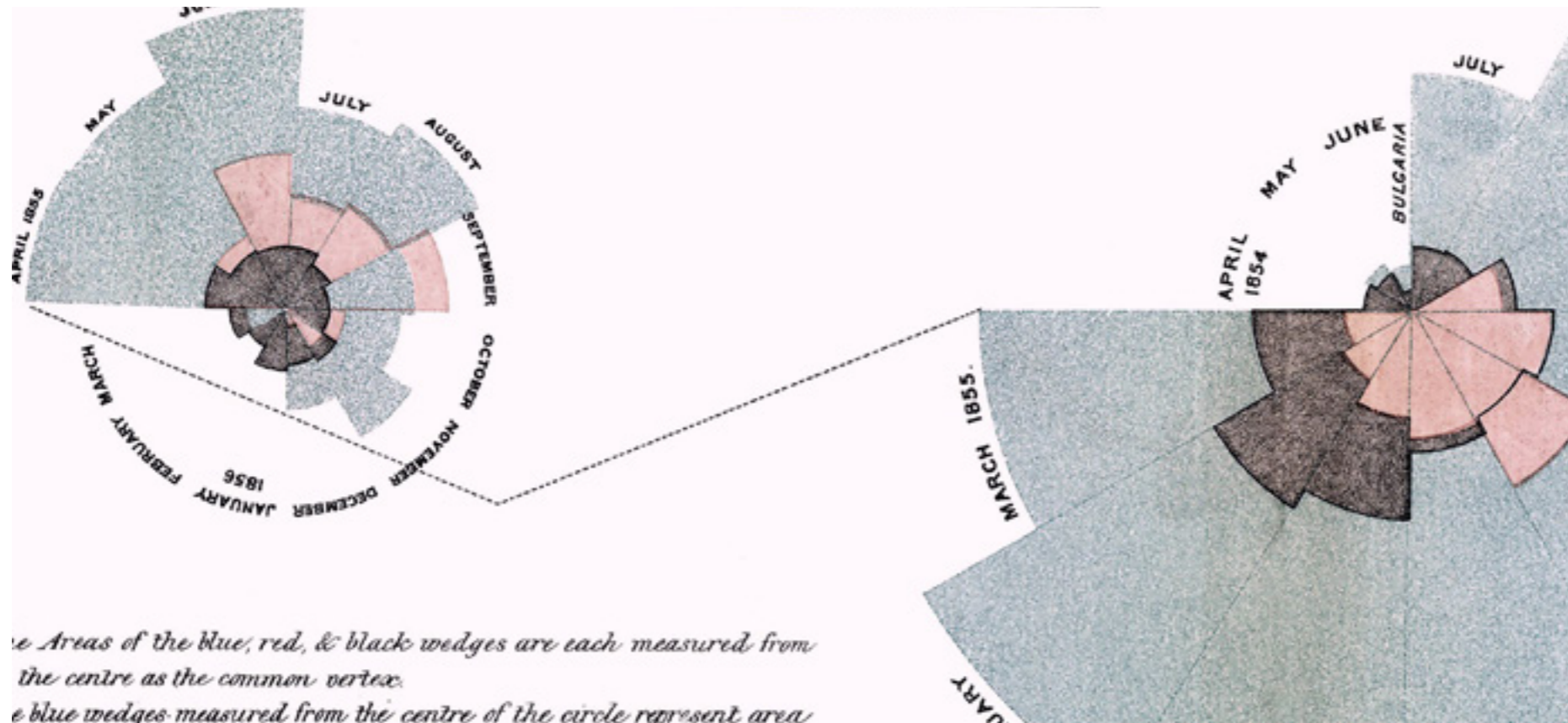
Using data and gameplay to improve mental fitness

Big Data has at times been touted as a soulless and inhuman concept, but now that perception is changing with its power to prevent illnesses and make lives easier.

Prepare for several spin-offs on this concept as the trend moves more mainstream.

Seven pioneers of data visualisation

Data visualisation is older than Tableau, Excel, Illustrator or infogr8 put together. Actually, it has been around for a few centuries. If you don't believe us click on the link above.



Daily Mirror's Ampp3d focuses on social sharable data

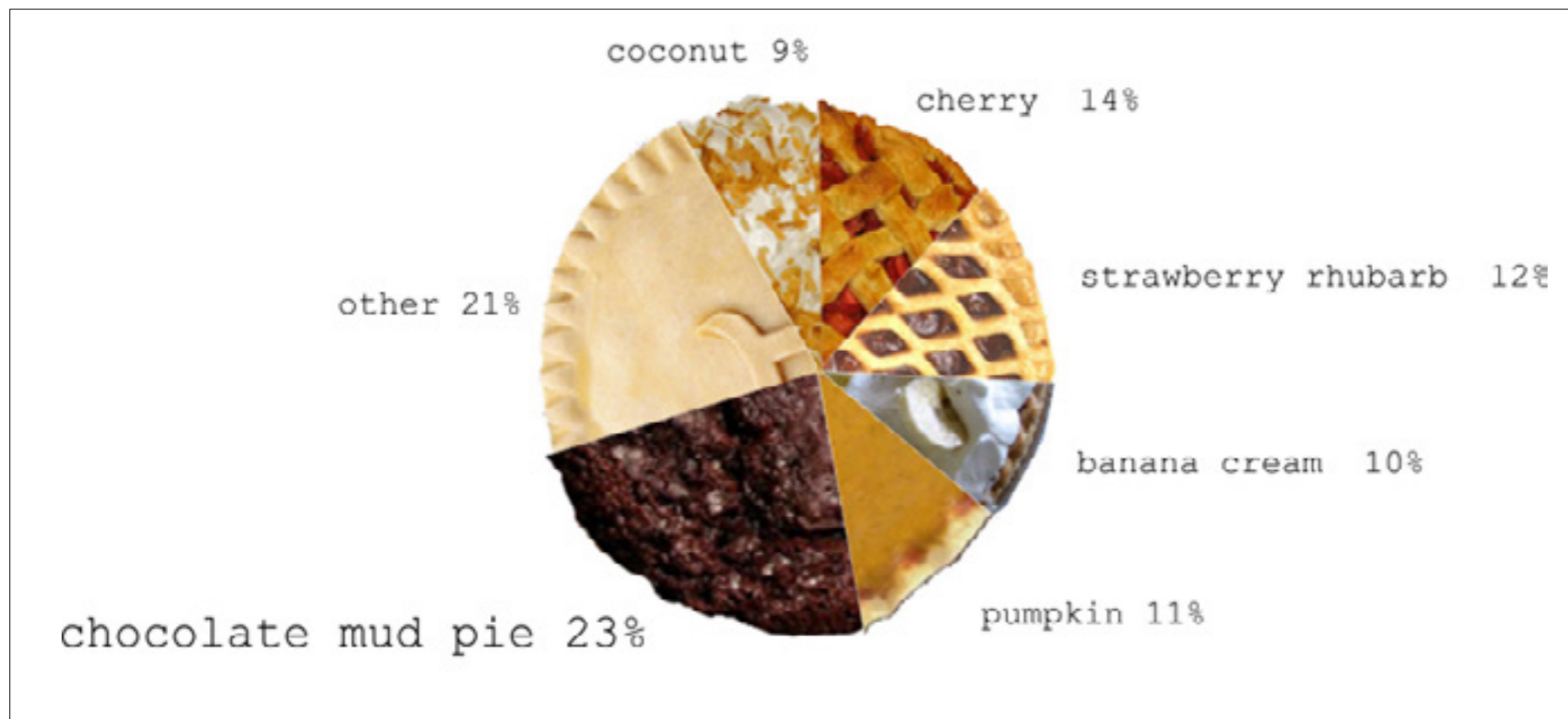
They won't beat Justin Bieber, but the Daily Mirror is trying to make data journalism trendy – (Justin Bieber debatable). After the success of their entertainment website [UsVsT3m](#) they released Ampp3d following the same idea: creating content for social media. But in this case, this content is data-driven.

We're interested to see how the team progresses, so far so good.



Binders full of Burgers

There are people who like to play with food, and there are those who take it to the next level. These kind of people are the guys who created Binders full of Burgers, a German Tumblr that visualises electoral statistics using food. Tuck in!



Data Nymphs

After publishing a story based on a survey about sex, the Guardian datablog team decided to ask their readers about their sexual life. The response was massive so they decided to explain their results.

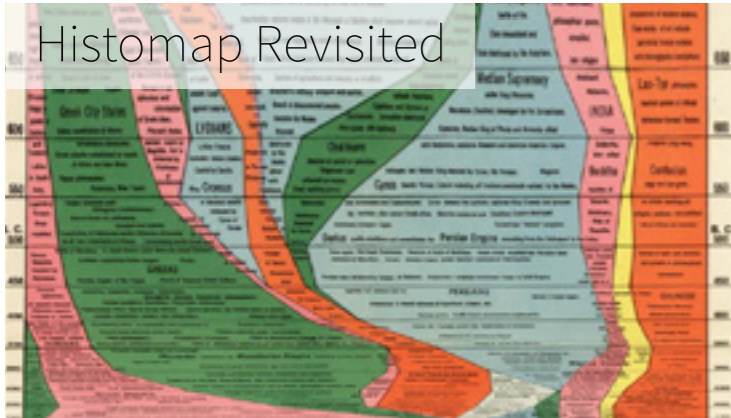
This reminded us of Channel 4's 2011 interactive - 'Sexperience 1000' - which documents the journey of the sexual experiences of 1000 British individuals.



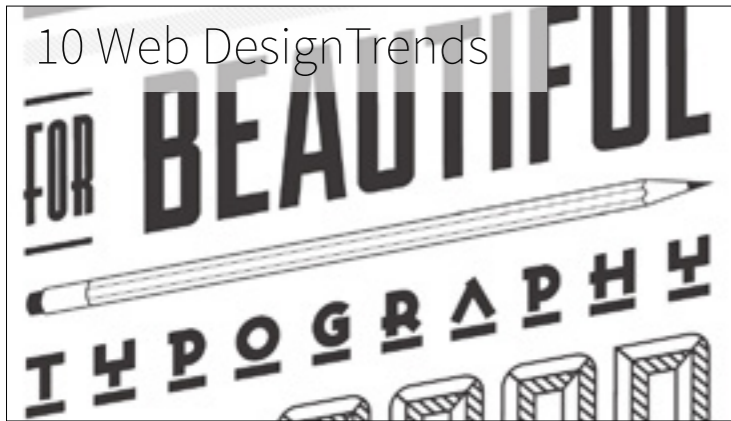
Information Design

Best-practice information design uncovered. We've picked out some recent snap shots for you.

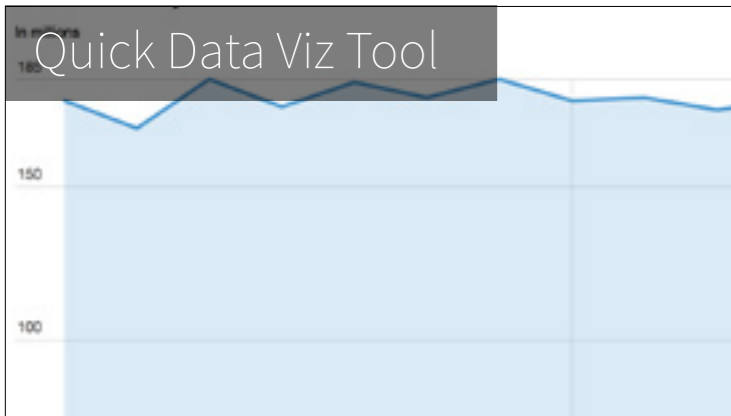
Histomap Revisited



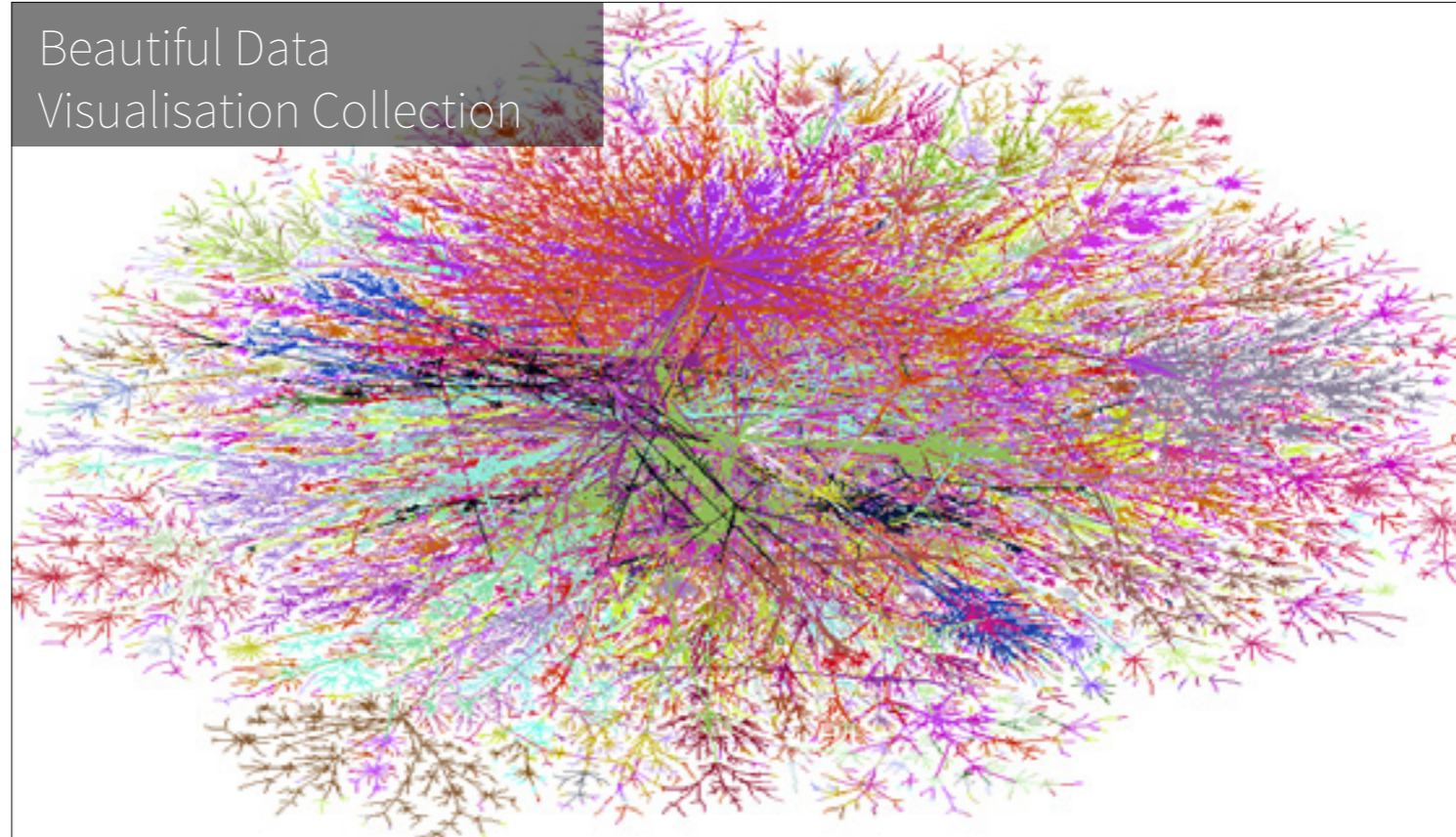
10 Web Design Trends



Quick Data Viz Tool



Beautiful Data Visualisation Collection



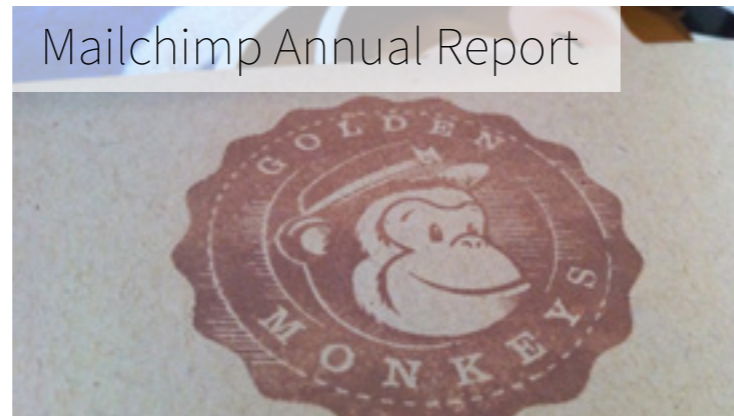
Google's Music Timeline



Brand Identity Style Guidelines



Mailchimp Annual Report



Where People Run-Visualised



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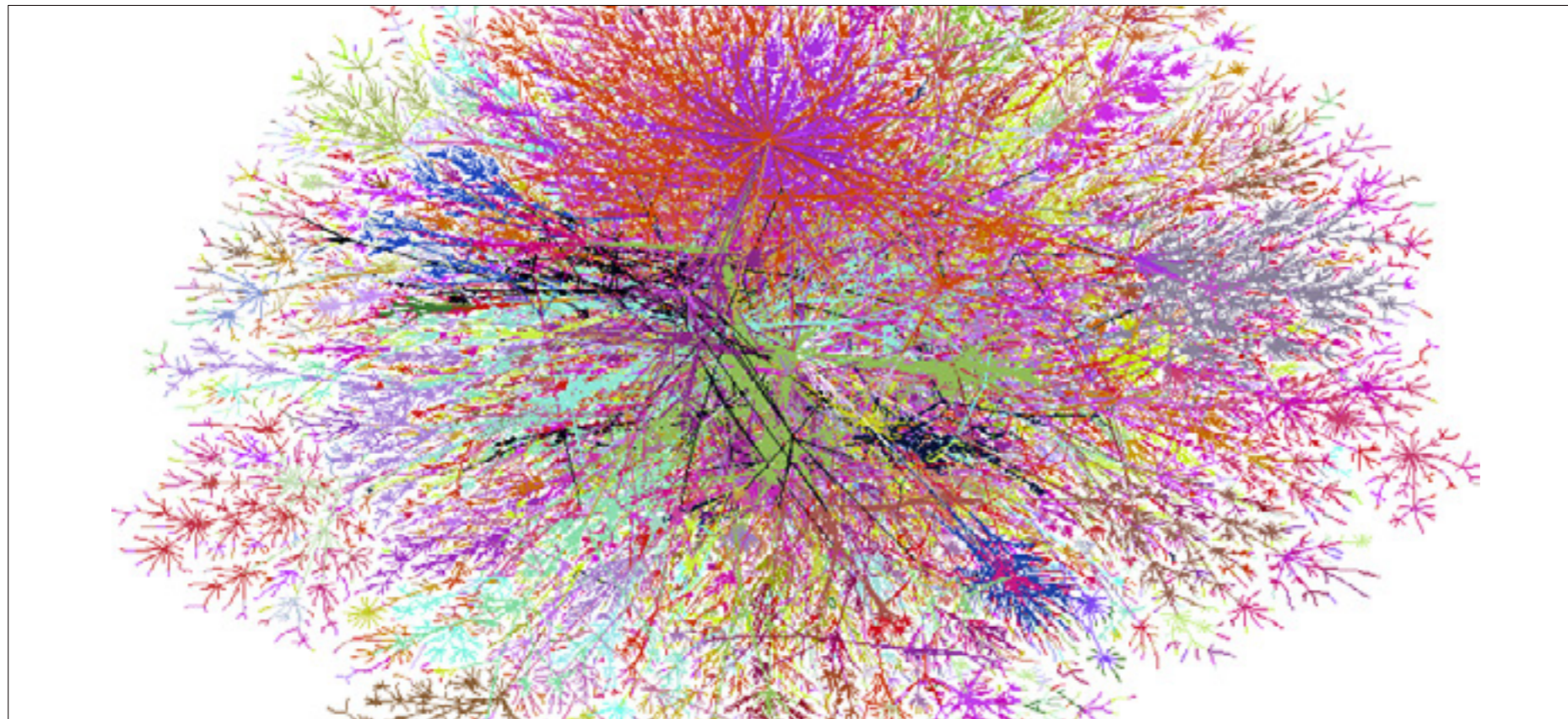
Campaign Watch

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Beautiful data visualisation collection

All in all, 2013 was a pretty good year for data visualisation, some of the low points will have lost their way in the black hole of bad infographic oblivion, whilst high points have been collected by Jennifer Miller.

Miller has put together this wonderful collection; we especially like the clarity and simplicity of the motion infographic 'The solar system – our home in space'. A magnitude of layers of information that would otherwise be hard to comprehend makes so much sense when visualised in this way.



Where people run - visualised

We are big fans of Nathan Yau's work. He always finds fun ways to convey unique information into beautiful data visualisations. This time he dived into running routes across world cities. He has also released the [R code snippet](#), for you to map your own routes! Eager to take the challenge? Ready, steady, go!



Histomap revisited

The Histomap was originally published in 1931 with the full title “The Histomap. Four Thousand Years Of World History. Relative Power Of Contemporary States, Nations And Empires” by Rand McNally and Company.

Santiago Ortiz revisited the original Histomap, adding an interesting browsing method to the map that reveals details in parts as you scroll down. It’s mesmerising. It captivates you as you follow the changes in power through 4000 years. However, with this added browsing method it’s difficult to get the big picture of the global changes in power and the connections between them.



image credit: ©Santiago Ortiz. Reproduced with authorisation

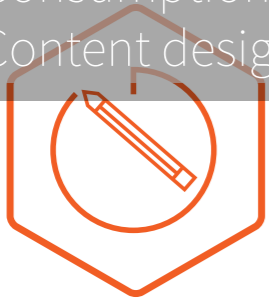
Visual Content Strategy

Content strategy trends are evolving quicker than the speed of light. We've dugged into data for content effectiveness and condensed best finds for you to digest and be kept in the loop.

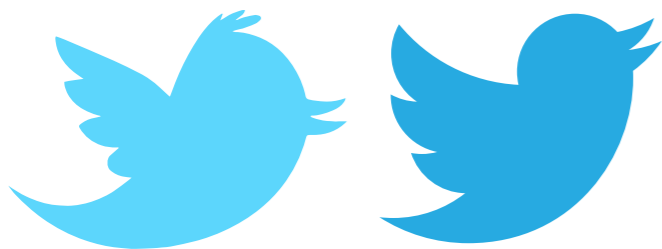
The Rise of Visual Content Software



Content Consumption Dictates Content design



Platforms



Data For Content Effectiveness



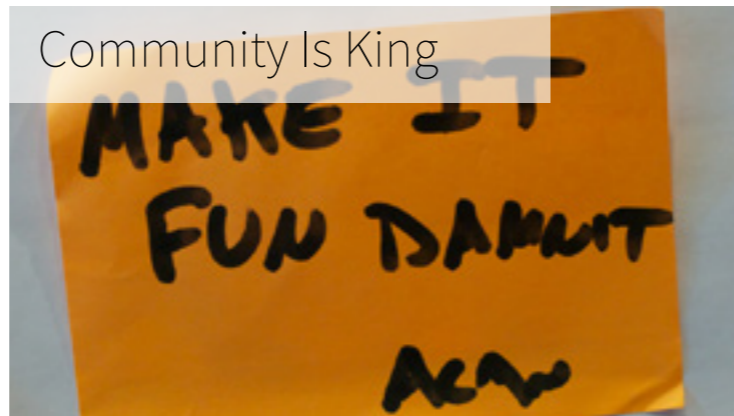
The Future Of Data-Driven Storytelling



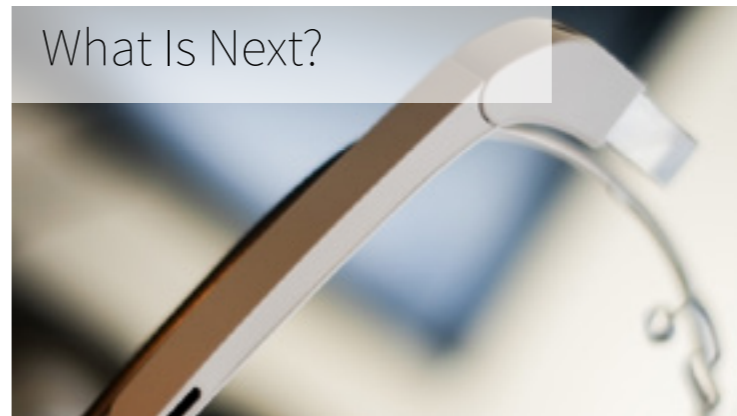
Snackables



Community Is King



What Is Next?



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Data for content effectiveness (content strategy increases)

90% of CMO's have content in the top of their goals heading in 2014. When it comes to monitoring, gaining insight and measuring, content marketers sure have a lot on their shoulders. Rules are rewritten every day: sentiment, engagement, tone of voice, web traffic, conversion rates, keywords – it's not an easy task to keep track of.

There are many good tools available on display, however – integration across channels can be rather daunting. There is an obvious need for automation and this is where smart data measurement tools will come in. New online technologies will be dictating a new era of customizable and bespoke data toolkits.



The rise of visual content software

It seems that the trend of high-level visual content consumption is here to stay. According to [KISSmetrics](#) photos get 53% more Likes, 104% more comments, and 84% more click-throughs than text-centric content. This obviously creates a need for graphic content production enabling platforms facilitating this urge.

Facebook's new app Paper is a good example of creating open source software, which has been reviewed as a [top tier interactive media product](#). The company have built an in-house IXD tool to make this possible. The actual tool behind the app is [Origami](#) – a free design prototyping toolkit. It's undeniable that this groundbreaking itool has the potential to bring new opportunities across many levels of disciplines, from marketers to advertisers, publishers and designers.



Content consumption dictates content design

Content and responsive design have always been strongly connected. One of the main elements of creating content is the end product – the look and feel of it. You can be incredibly skillful in writing a new blog post and have the best designers in place for graphics to go with, but if you don't assess audience consumption and how users are accessing your content, you may end up struggling to reach them.

As the worldwide smart connected device will continue to grow – reaching 87% of the overall market by 2017, which is only few years away, responsive design is rapidly transforming from an afterthought to a necessity. Therefore, it should be the driving force in your content strategy.

Every time a new asset is pushed online through various channels, design needs to be tested and optimised. We have talked about 'Web Design Trends' and how it continuously rewrites standards, find your new standard and apply it. Think of the big picture, you want users to get the best experience possible from what you are creating.



The future of data-driven storytelling

Possibly one of the most striking elements of visual data is storytelling. The main focus on Visualized 2014 - A conference about complexity was on storytelling: finding interesting and engaging ways to dive into complex data. Our individual ways of native interaction with the content is often what determines the success of information conveyed in content. Finding a story in sets of data isn't easy but it's what makes information design so compelling.

There are a few challenges on the line: density of data, subject matters and creative input – if done properly you can achieve visual data with a long shelf life. One of the most impactful highlights we've taken from the event is the talk by Jonathan Corum simply titled: The Weight of Rain. Check it out.



image credit: CC-BY-SA Luc Legayr



Snackables

We've all seen them, those short snappy visuals that keep you up to speed with current affairs. With so many possibilities of sharing timely info to relevant audiences, info-bites have bags of potential to go viral.

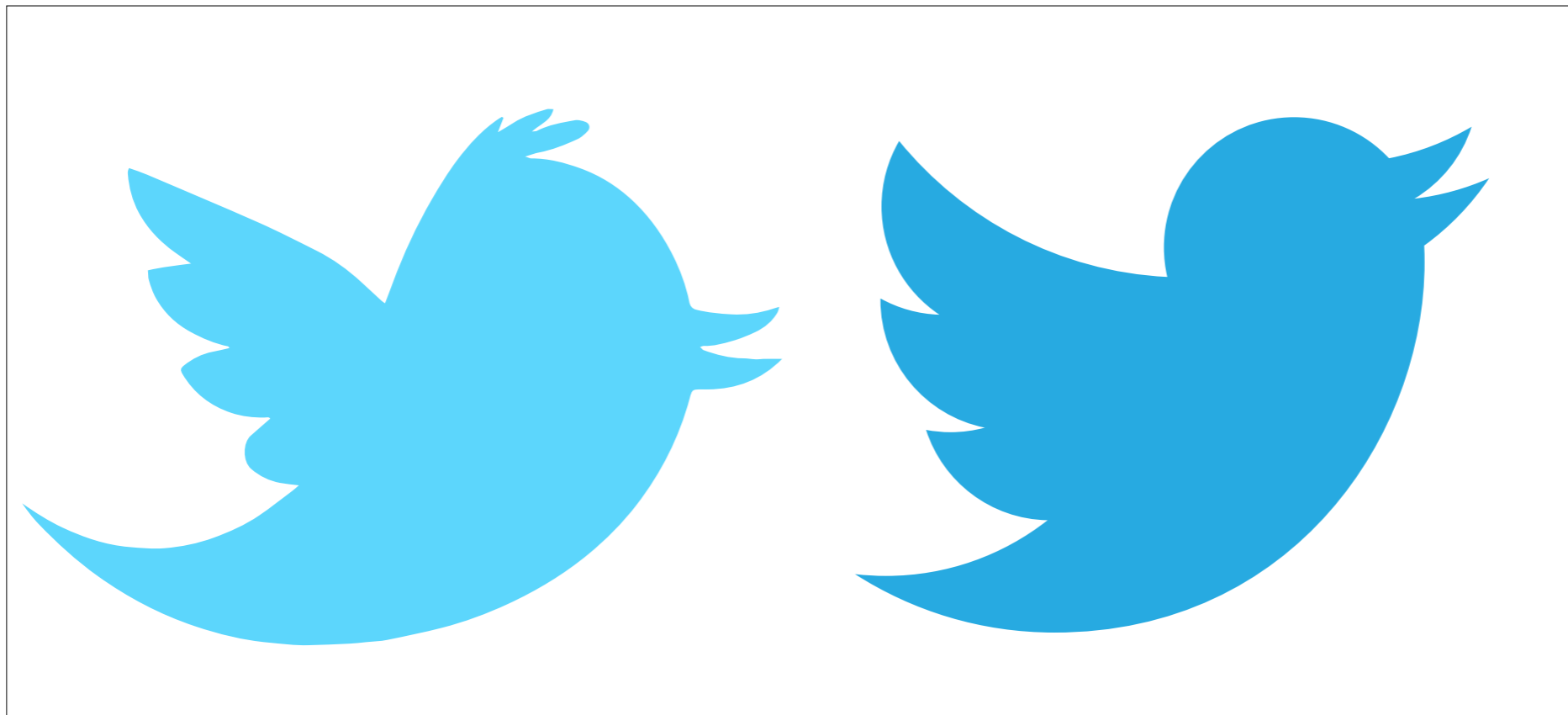
We came across a genius representation of a more sophisticated version of Memes – snappy pieces of information wrapped up in a box of flat, clean graphics.

Sometimes visuals don't need to be heavy on data, if the execution is shown in a novel way, it is all we need to attract and then engage audiences to look deeper into the information.

Platforms

Online platforms are evolving with emphasis on user experience, speed and integration. From social media giants like Twitter testing profile redesign to enhance user experience to Facebook constantly introducing new features like the latest trending widget designed to surface interesting and relevant conversations to help you discover the most trending content from all across the platform.

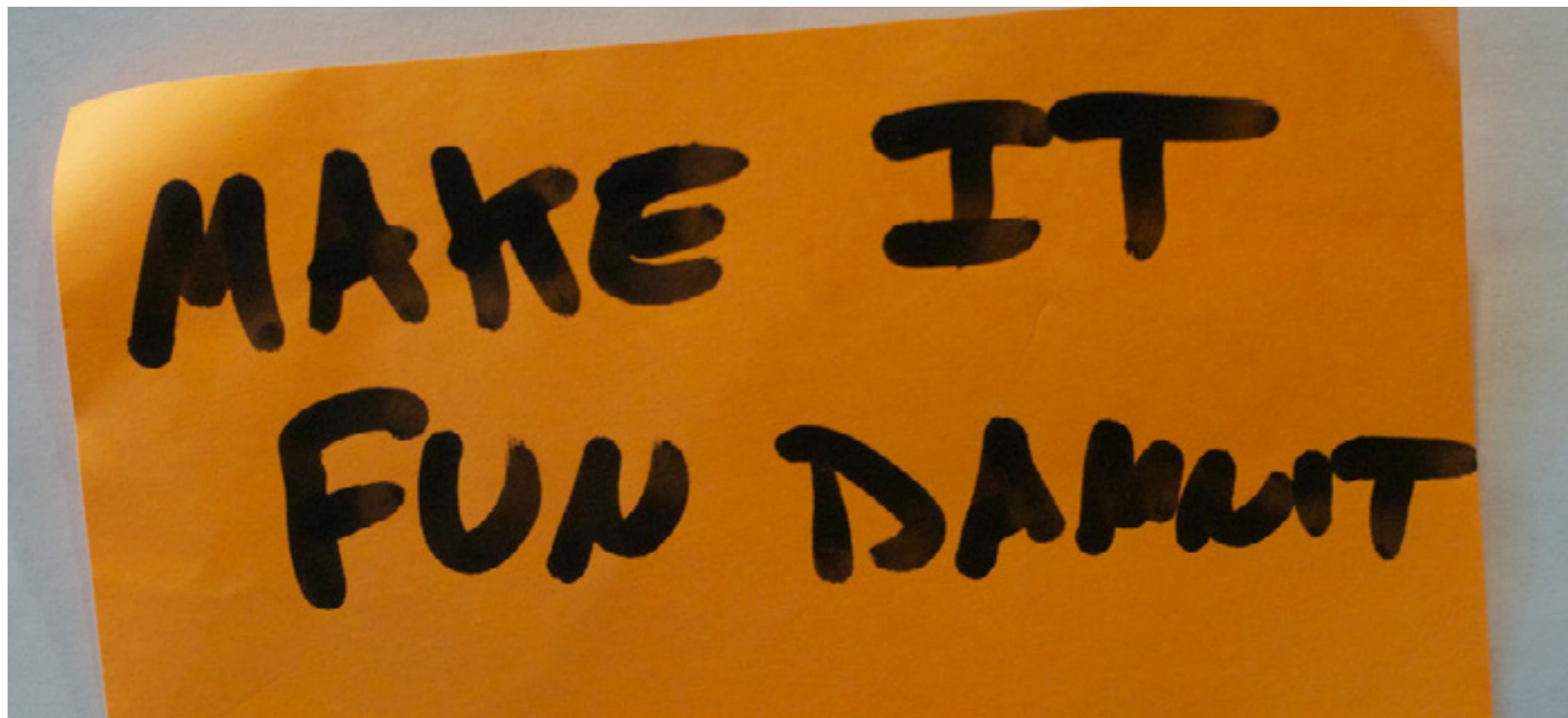
Keeping in the loop with changes from major players means constantly tweaking and adopting your content strategy to optimise its best performance through platforms.



Community is King

With the recent updates on Google's Hummingbird the higher content creators rank, the higher your content will rank. Think [Influencer Marketing](#). Individually produced content is continuously raising the game. A single blogger can easily have 100,000 Twitter followers. That means 100,000 audience reach. 100,000 new opportunities. 100,000 new relationships which envoys even higher audience reach.

Content is driven by the people who share it. Influence marketing is most definitely becoming one of the main distribution channels in content marketing. This doesn't mean that you should reach to everyone with 100,000 blog visitors, do your research and find out if what they talk about is relevant to your brand. [Brandan Gahan](#), long time agency strategists breaks this down further with some groundbreaking advice: 'Tend to build content strategy with your community in mind and success will follow'.



What is next?

We are excited to see new technologies and new platforms being born and see major growth this year. Wearable tech is building its momentum and this will continue to reshape the digital space as we know it.

Certainly the use of Google's Glass and Apple's iWatch will have huge implications on data driven content strategies. Not to mention, these devices tend to focus on heavy data usage which means everything is trackable.

Brands will embark in a race to grasp new opportunities. There is no doubt this wave will introduce new and advanced ways of assessing the functionality of our content and our audience. We have loads of new experiments in line for you related to cool new stuff so watch this space!



Campaign Watch

Best campaigns pumped with data, beautifully made.

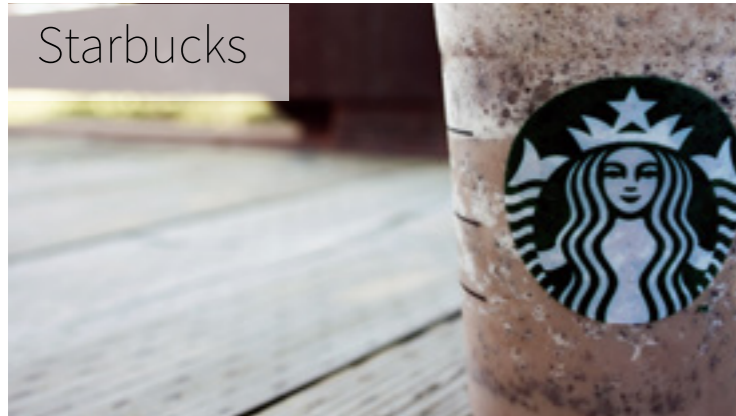
BAFTA's 2014



Best Bits

Interview

Starbucks



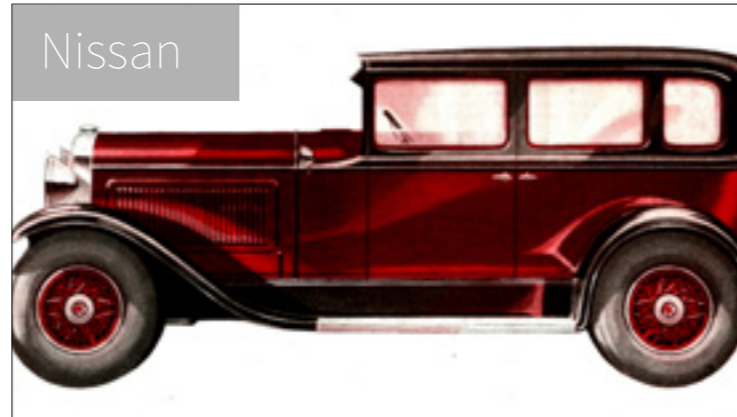
Data Journalism

Dare To Zlatan



Information Design

Nissan

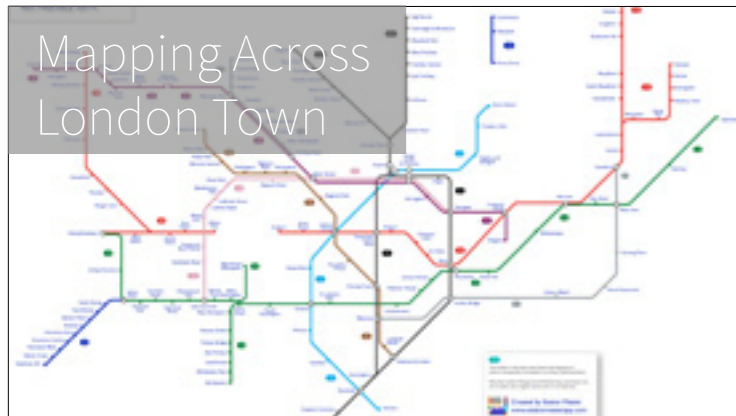


Visual Content Strategy

The FA Cup

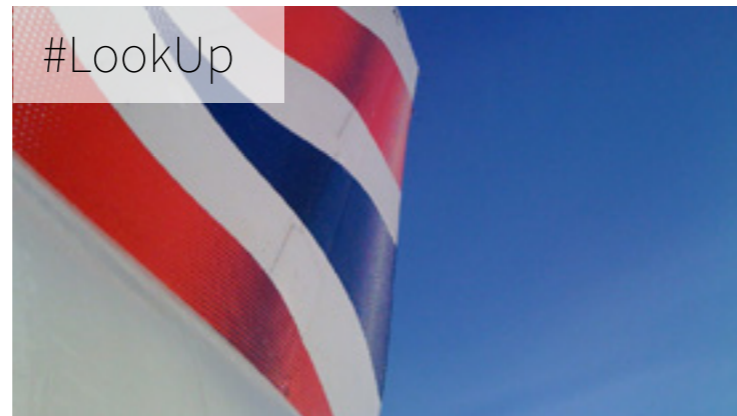


Mapping Across London Town



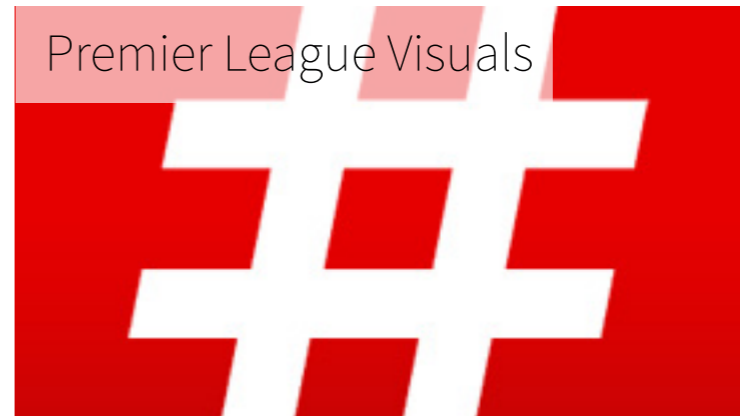
Campaign Watch

#LookUp



Events

Premier League Visuals



BAFTA's 2014 – Data behind the scenes

Prior to the BAFTAs, we conducted research on historical film data in order to produce bitesize infographics with interesting facts that you may not have known, for example Did you know? - 'Gravity took 4 years to make.' - resonating with our audience and fellow film buffs.

Following an incredible response on social media, the project was featured on Visual.ly's latest blog: ['Illustrating Film: A Matter of Distilling Images to the Very Basic'](#)

We've also opened up the BAFTA nominees data to the community. Feel free to have a play and let us know what you come up with!



Starbucks' latte or espresso in a takeaway cup

January is commonly known to be the hardest month as it is a long time until most of us get paid following an expensive Christmas period. As an added tool for all their coffee loving citizens, Starbucks' recent visual explores the inside of a gentlemen's wallet therein resides a Starbucks card?

The focus here appears to promote, their card but the 'So what?' thought bubble is popping up by many. With a little more creativity and design flair, the visual could have been a bite-size infographic promoting the benefits of the card, making it a convenient way to pay along with auto top-up, perfect when you're in a rush.



Mapping across London town

London's tube crisis might be a distant memory to us all, but one plus side amongst all the chaos was we've now found a new appreciation for London's Underground maps. Geoff Marshall from [Stationmasterapp](#) created a timely Tube Strike map which was quite popular among commuters including updated information on working lines during the chaotic turn of events. Playing around with London's most iconic tube asset has always been a thing for tube geeks. Nonetheless, making use of the tube map to convey themed information has become quite handy. Whether you are a coffee lover, a football fan or into [creative theatrical performance](#), there is a map for you.



image: ©Geoff Marshall. Reproduced with authorisation

Events

Upcoming events to keep you in the loop.

Mozilla Festival



24-26th October 2014, London, UK

Best Bits

Interview

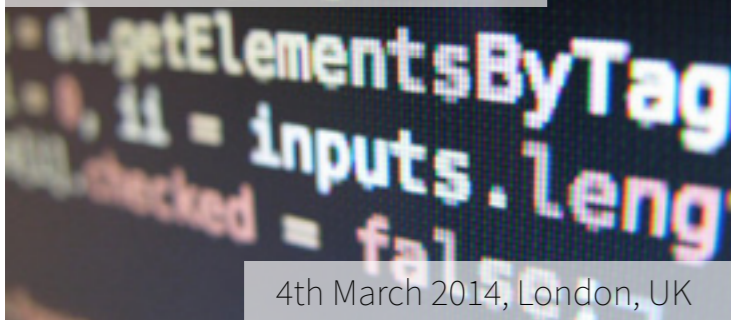
Data Journalism

Information Design

Visual Content Strategy

Campaign Watch

London JS Night Class



4th March 2014, London, UK

Data Viz Summit



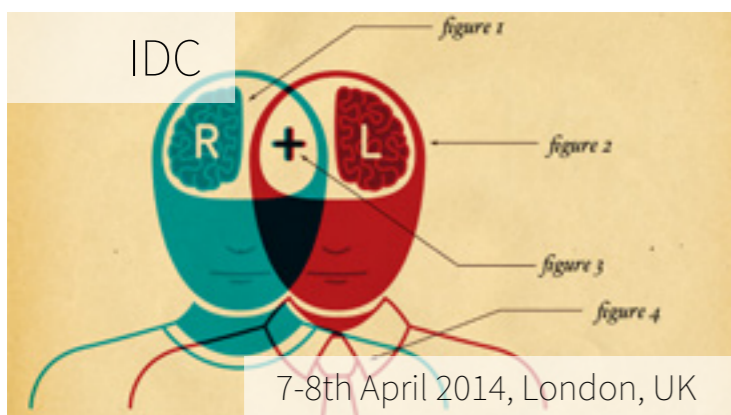
9-10th April 2014, Santa Clara, CA, USA

Beautiful Science



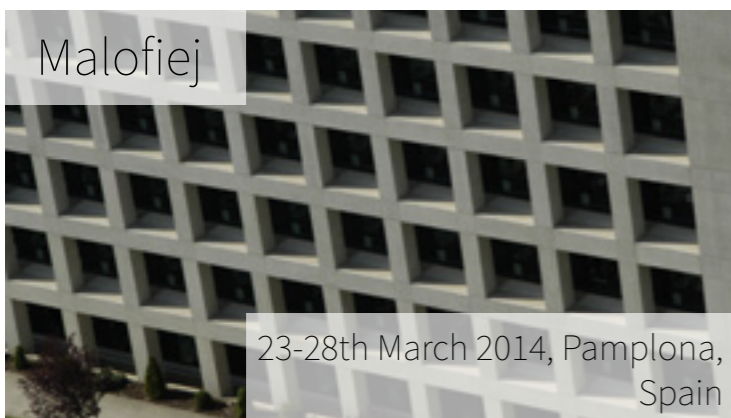
9-14th November 2014, Paris, France

IDC



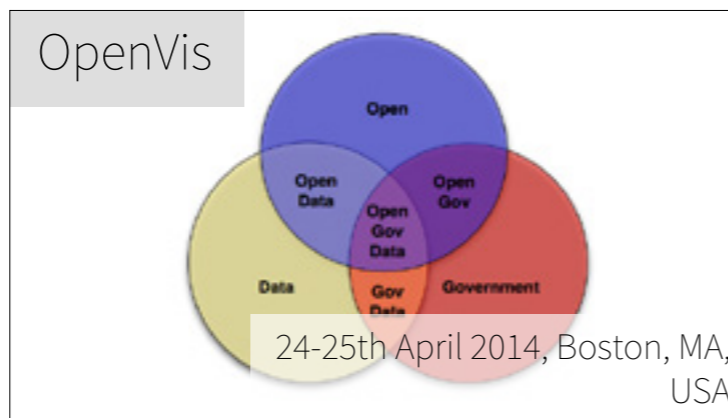
7-8th April 2014, London, UK

Malofiej



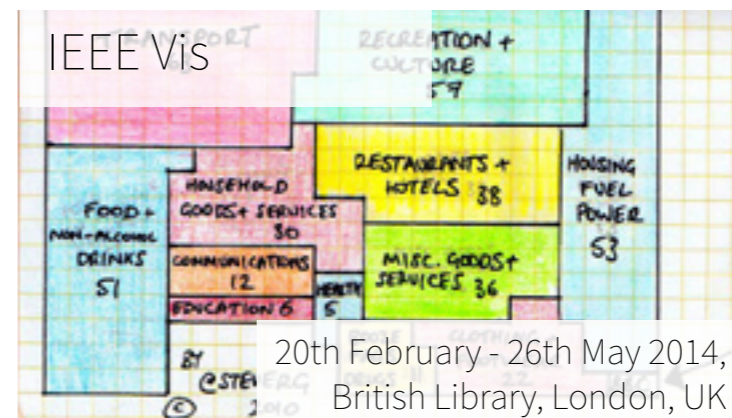
23-28th March 2014, Pamplona, Spain

OpenVis



24-25th April 2014, Boston, MA, USA

IEEE Vis



20th February - 26th May 2014, British Library, London, UK

Events

Additional sources

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