

Motion.Infographics

ART430

Major advancements in projector technology have been made to display the highest quality images.

- 

The infographic is divided into four white hexagonal sections on a red background, each with a title and a comparison chart.

- CONSISTENT DISPLAY OF DETAIL:** Shows a comparison of two images of a triangle. The left image is labeled '3-chip DLP' and the right is '1-chip DLP'. The 3-chip DLP image shows more detail and less color distortion.
- VIVID REALISTIC COLOUR:** Shows a comparison of two images of a triangle. The left image is labeled '3-chip DLP' and the right is '1-chip DLP'. The 3-chip DLP image shows more vibrant and realistic colors.
- EFFICIENT ENERGY USE:** Shows a bar chart comparing energy efficiency. The 3-chip DLP bar is significantly higher than the 1-chip DLP bar, indicating higher efficiency.
- SUPERIOR COLOUR BRIGHTNESS:** Shows a bar chart comparing color brightness. The 3-chip DLP bar is significantly higher than the 1-chip DLP bar, indicating superior brightness.

1-Chip DLP projectors flash a single colour at a time through a single chip, which can produce:



WWW.EPSON.COM.AU/3LCD
WWW.EPSON.CO.NZ/3LCD



Created by
KILLER **INFOGRAPHIC**

Ingredients

Engaging **topic**

New, **surprising** information

Visually appealing and distinctive

Simple, focused message

Quick and **easy to read**

Clear, **easy to understand** data visualizations

Credible data sources

Easy to share

In a strong motion graphic, animation combines with short-form text, voiceover, an original score, and sound design to **form a story**. Whether it introduces a new product or service, educates an audience on a critical issue, asks for action, or is just intended to inspire, all of these components need to work harmoniously to create a cohesive experience for the viewer. A successful motion graphic **leaves the viewer feeling both informed and excited to learn more.**

<https://killerinfographics.com/motion-graphics>

1

2D Animation



Budget: \$1,000 - \$5,000

2

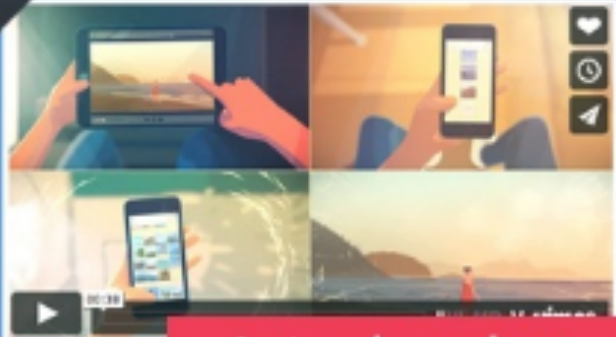
High and 2D Animation



Budget: \$5,000 - \$10,000

3

3D Animation



Budget: \$10K - \$30K

4

Live Action



Budget: \$1,000 - \$50K

5

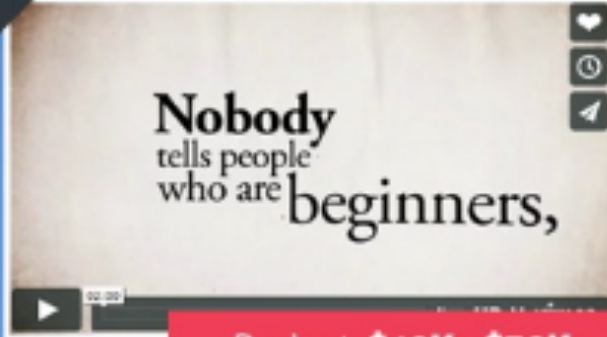
Whiteboard



Budget: \$3,000 - \$10K

6

Moving Typography



Budget: \$10K - \$30K

7

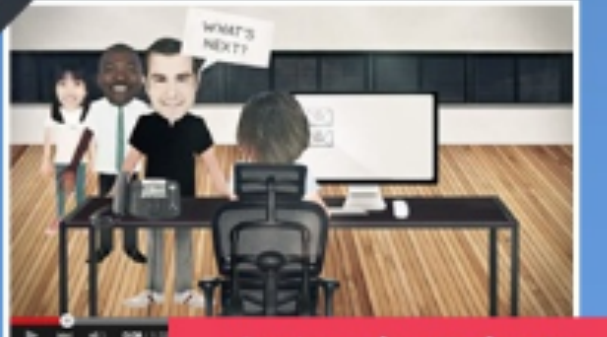
Animated Screencast



Budget: \$500 - \$1,000

8

StopMotion



Budget: \$15K - \$50K

9

Video Infographic



Budget: \$1,000 - \$5,000

10

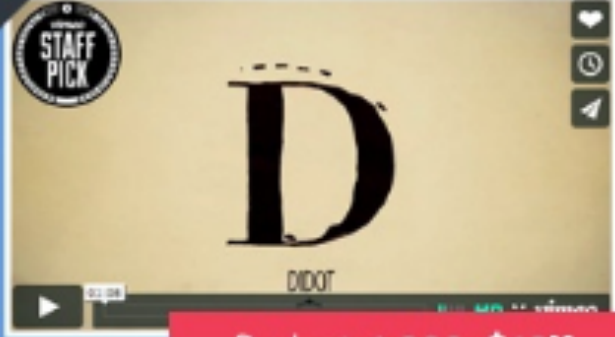
Ipad/ iPhone Apps



Budget: \$2,000 - \$6,000

11

Music Only



Budget: 1,000- \$10K

12

Testimonial



Budget: \$0 - \$500

10



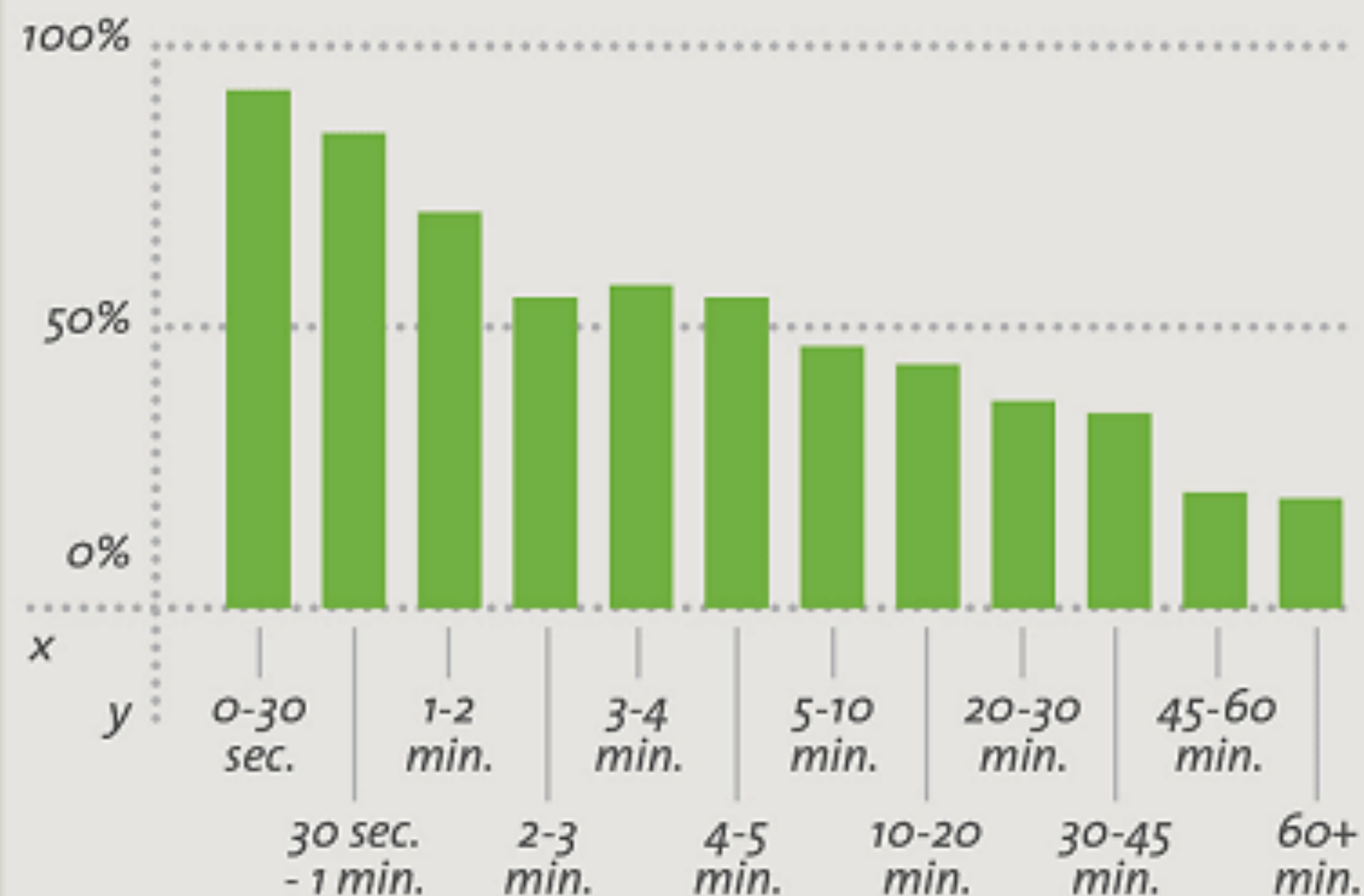
"Why should everyone in Pakistan have to suffer for one doctor's foolish decision to rid the nation of a mass murderer?"

General
The Original, Smooth Blend

TRY IT TODAY!



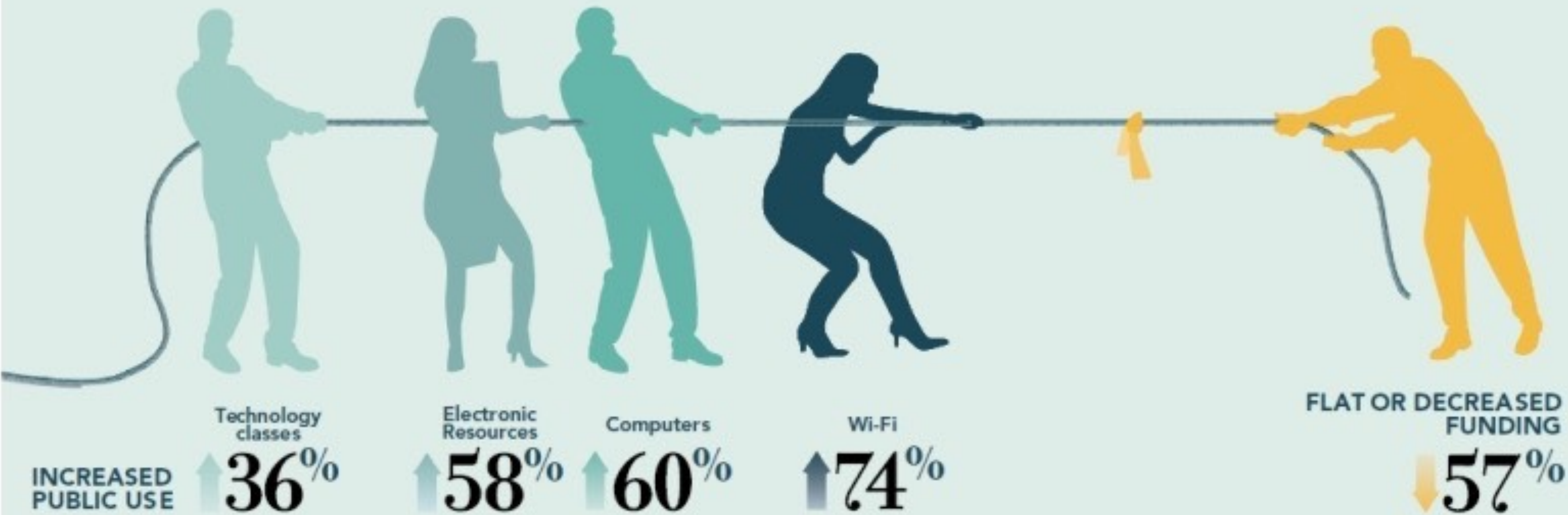
ATTENTION SPAN BY DIFFERENT VIDEO LENGTHS



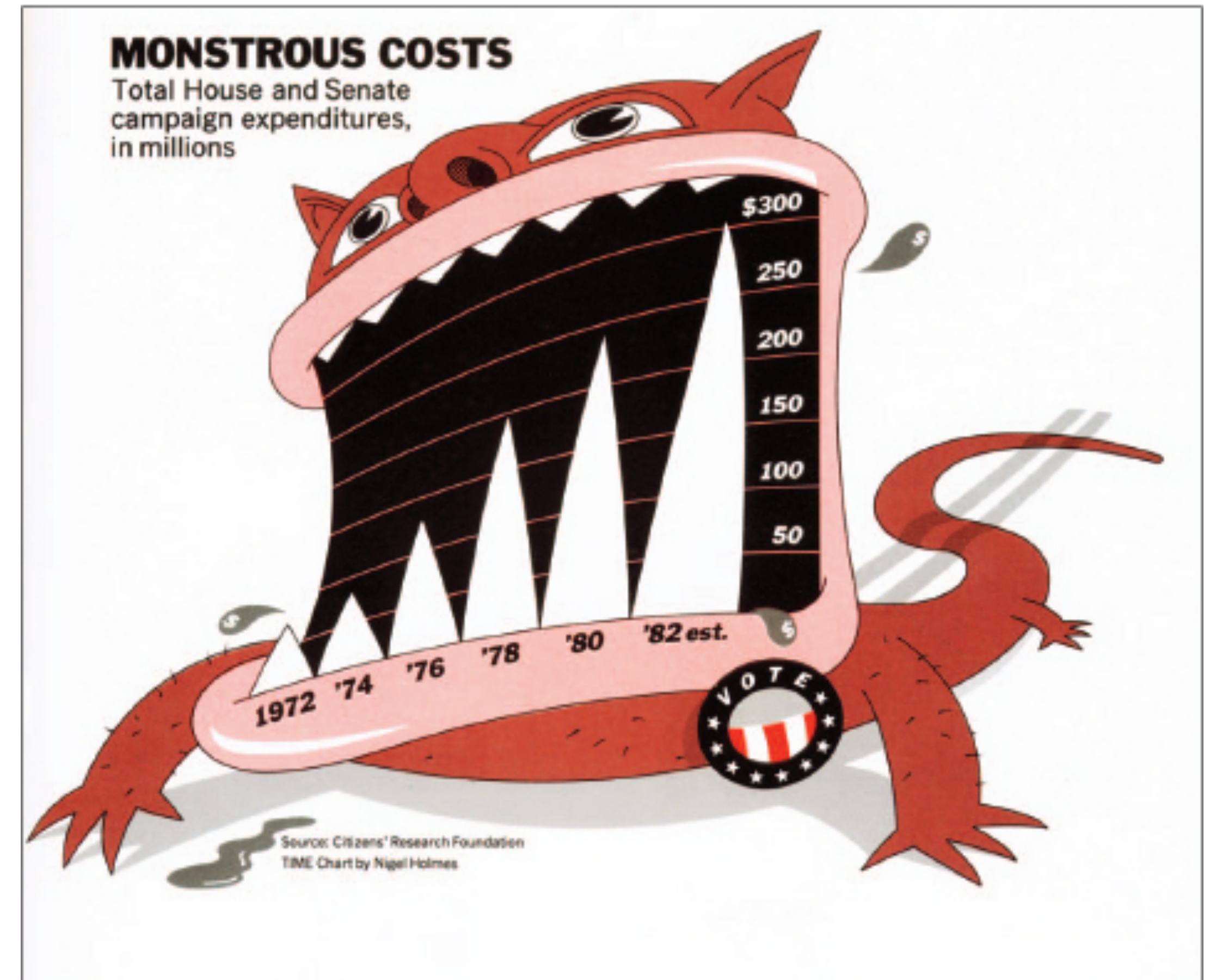
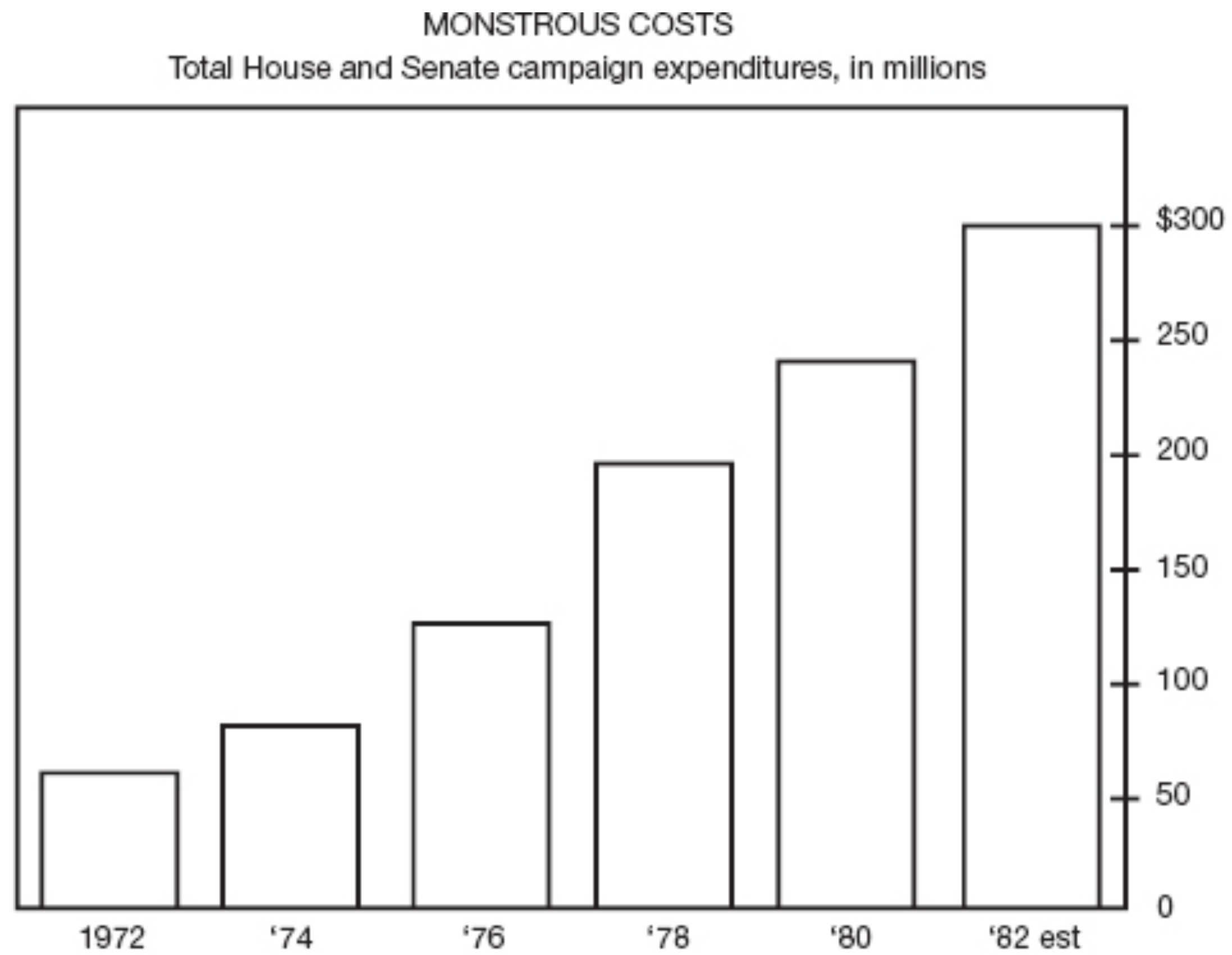
From this chart one can clearly see the attention span degradation for longer videos. The “y” coordinate represents how much of the video was watched, as a percentage. The “x” coordinate represents different video length brackets.

Psychologists say that the average human sustained attention span is 20 minutes. But for online videos, it seems to be about 60 seconds.

FIGURE A-1: THE U.S. PUBLIC LIBRARY CHALLENGE: USE VS. FUNDING, FY2011–2012



Percentage represents number of libraries reporting

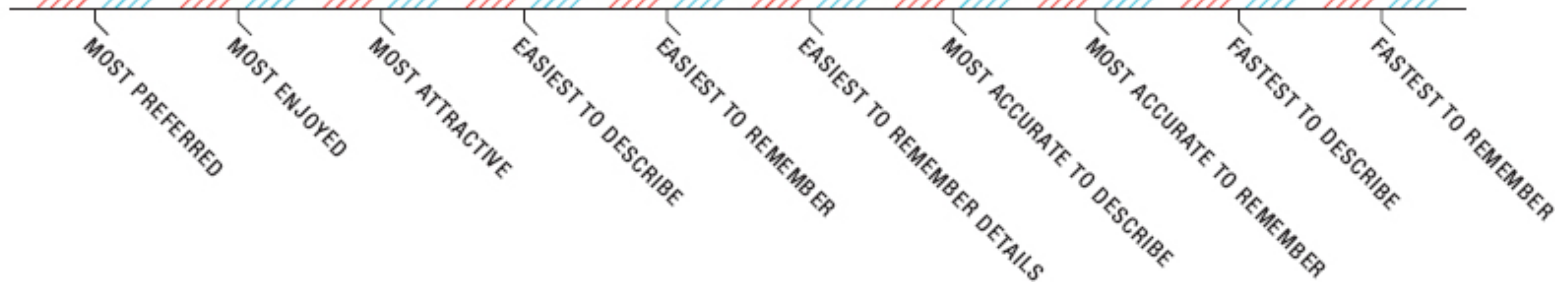


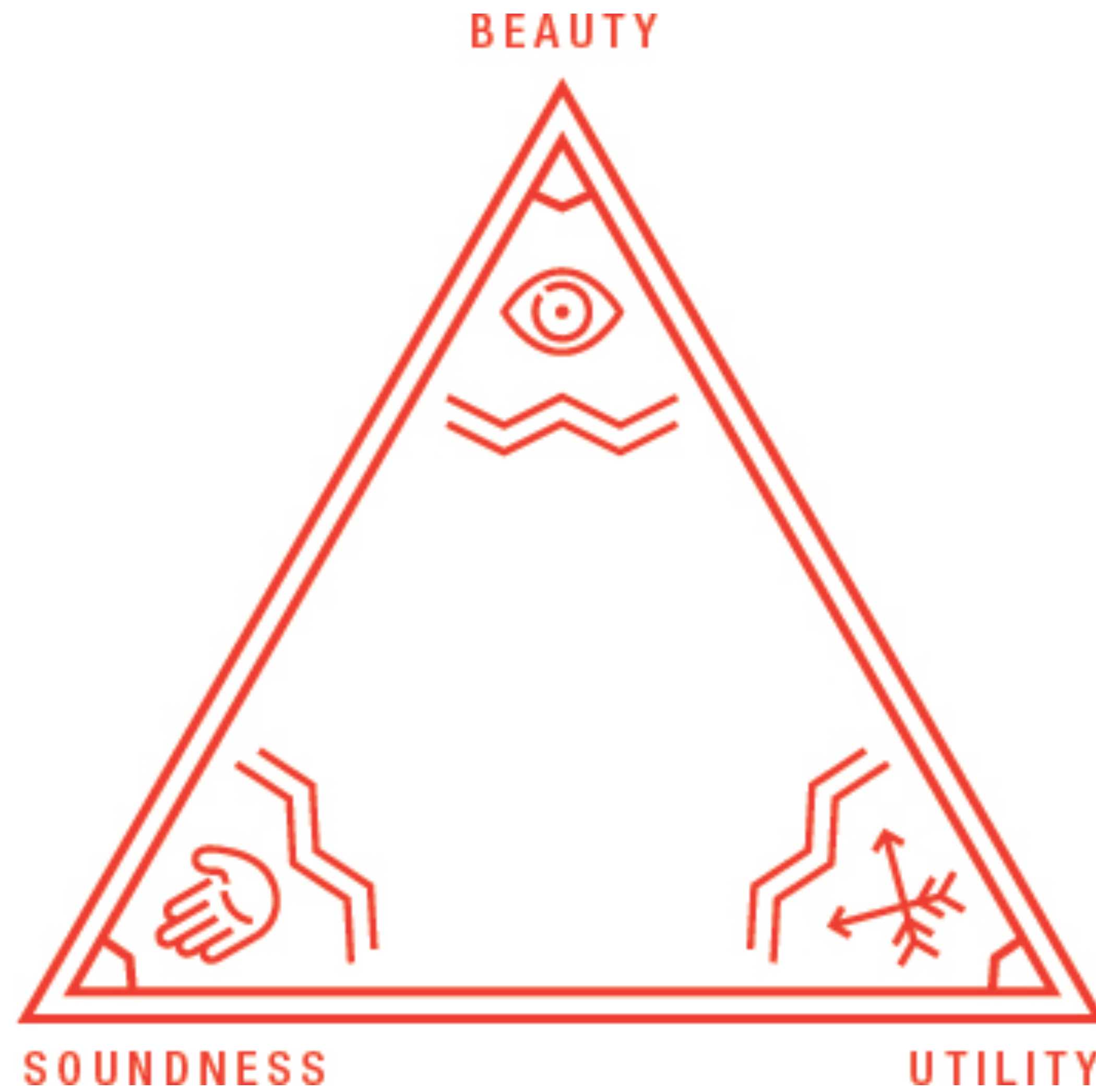
Nigel Holmes

KEY  HOLMES  PLAIN

COUNT OF RESPONSES

20 —
18 —
16 —
14 —
12 —
10 —
8 —
6 —
4 —
2 —





Phase I: Data Collection

Research and collect raw data pertaining to topic.

Influences the quality of your final work.

Reliable research is a vital component.

Use validated references with up-to-date info.

Research Methods

Primary research (i.e. interviews, surveys, case studies, etc).

Secondary research (i.e. reading trade journals, studies, work of other researchers)

Other sources (market research, focus groups, customer interview, survey)

Target Audience

What is the purpose behind this video infographic?

Who are going to benefit with my videos?

What do I want them to do after watching my videos?

Phase II: Structure Methods

The **utility** of an infographic is measured by how it enables a brand to reach its objectives.

What is the best way to organize the data?

Analyze and structure research findings.

Remember your objective.



Phase III: Extract Meaning

A **sound** infographic has meaning and integrity.

What is the overarching message?

What details are the most important details to communicate your message?

End this phase by creating a script for the **narrative** of your story.



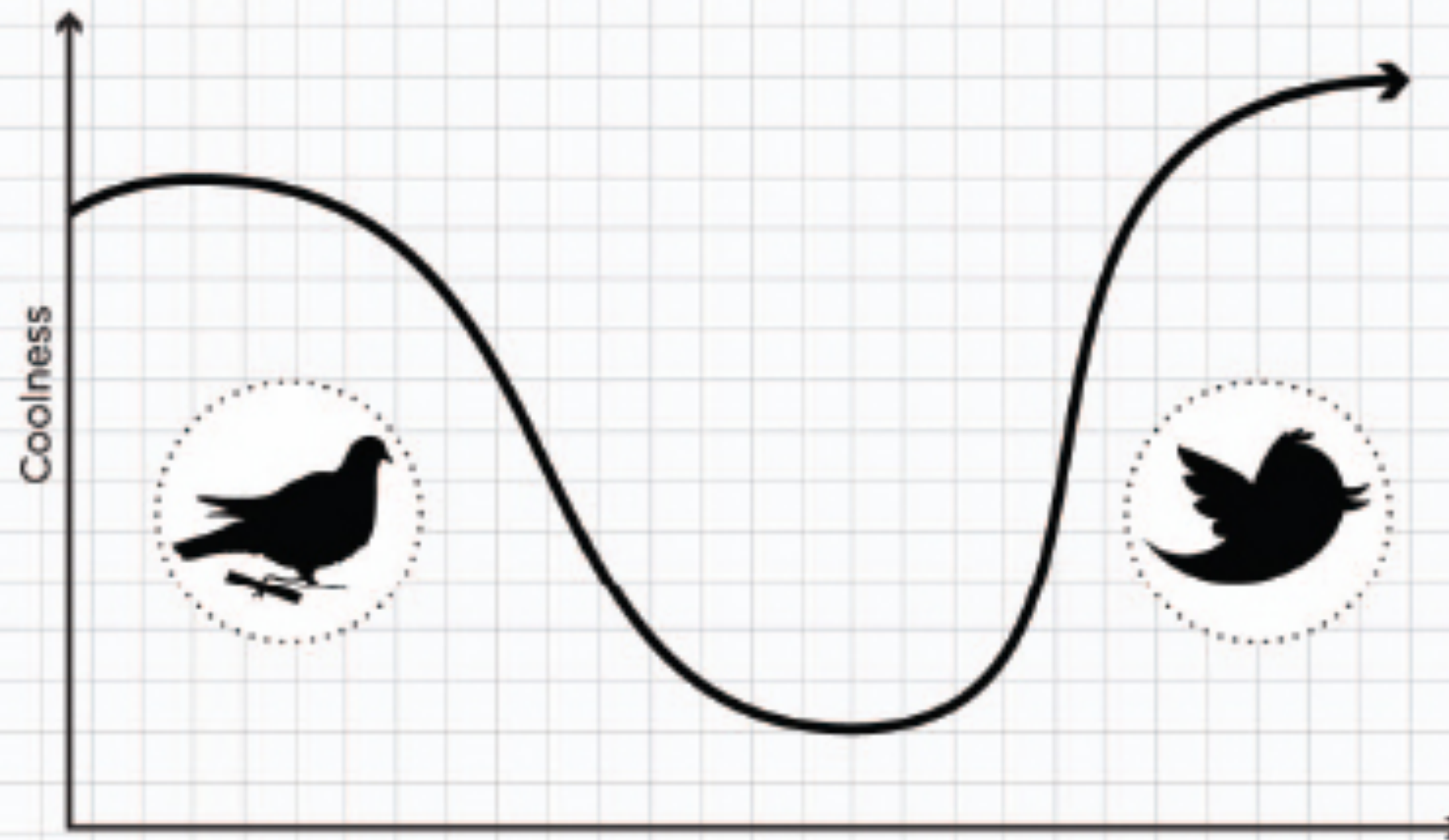
Phase IV: Visualization

How can you use visuals and time-based media to best communicate your message?

- iconography
- visual metaphor
- framing mechanisms



BIRD-BASED COMMUNICATION



Comebacks come in many shapes and sizes. 

Narrow Your Focus

Less is More.

Seek to answer **one question**.

The more specific, the stronger
the connection.

People relate data to their own lives.

01

THE ILLUSTRATED GUIDE TO

POPSICLES



STEP 1

CUT WATERMELON

PUREE IN BLENDER

5 CUPS
OR 40 OUNCES

STEP 2



STEP 3

POUR INTO CUPS

ADD LIME CIRCLES

USE SMALL
CRAFT SPOONS

STEP 4

PUSH SPOONS
THROUGH THE
CENTER



FREEZE IT

STEP 5

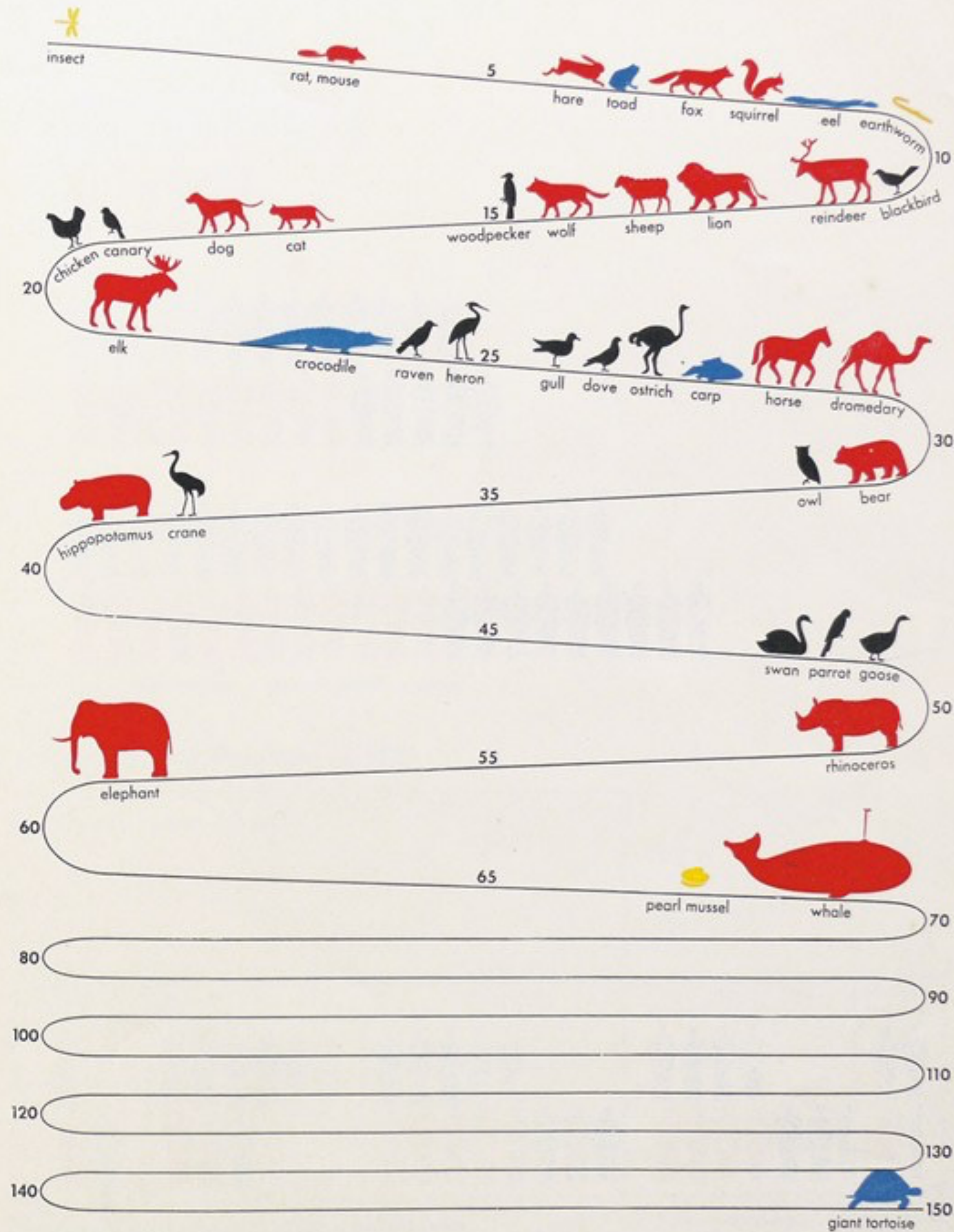
FREEZE IN FRIDGE
FOR 2 HOURS

ENJOY

STEP 6



How Long Do Animals Live?



red: mammals black: birds blue: other vertebrates yellow: invertebrates

Average ages which certain animals may be expected to reach, based on reports of zoos and estimates of biologists. Individuals have been reported as far older. (Data from Field Museum of Natural History.)

Prepared for Compton's
Pictured Encyclopedia
a International Foundation
for Visual Education

Keywords

Use callouts or large-scale keywords to draw attention.

Highlight important data or use to evoke an emotional response.

HOW TO THINK VISUALLY

using visual analogies

by Anna Vital

charts and diagrams



pie chart



venn diagram



concentric diagram



circular chart



bubble chart



bubble race chart



line chart



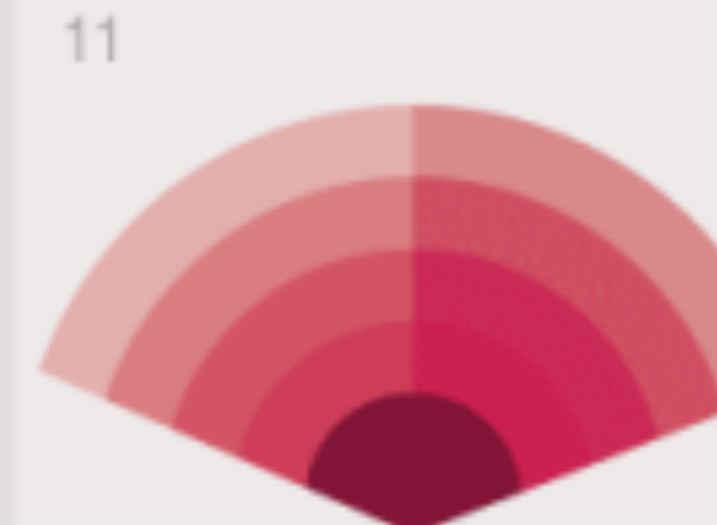
area chart



scatter plot



sunburst chart



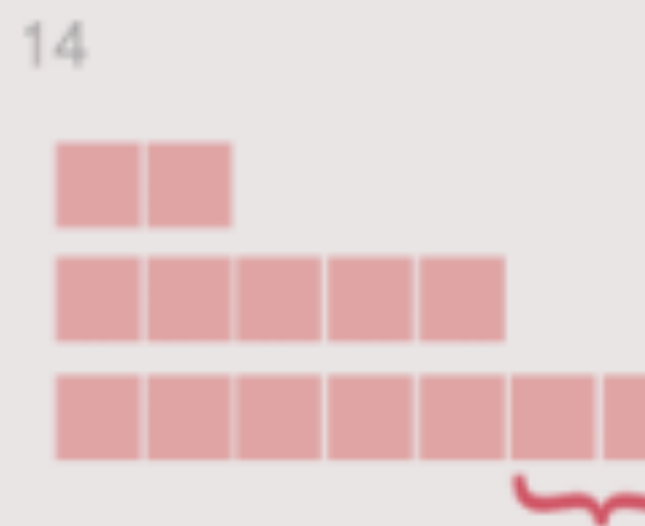
fan chart



windrose chart



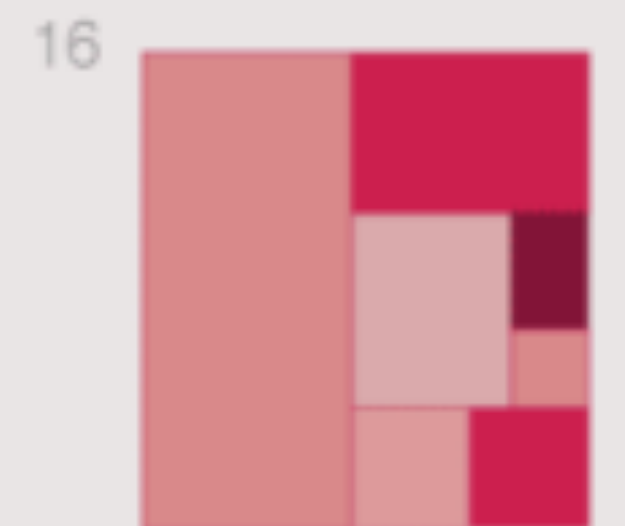
bar chart



tape diagram



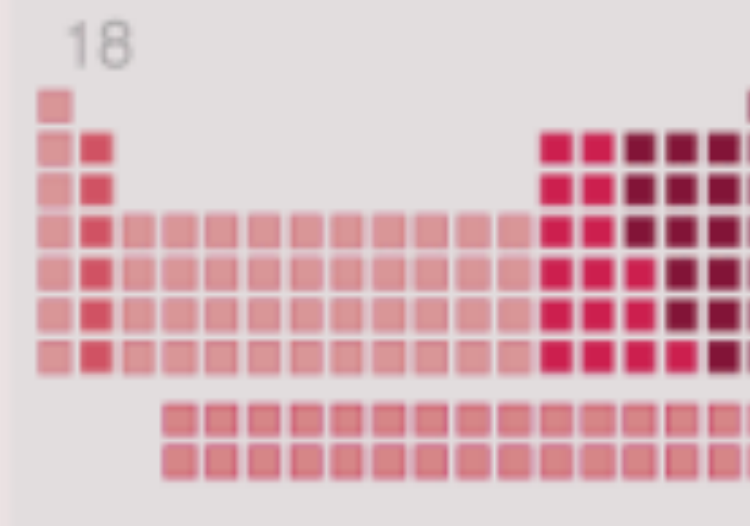
gantt chart



tree map



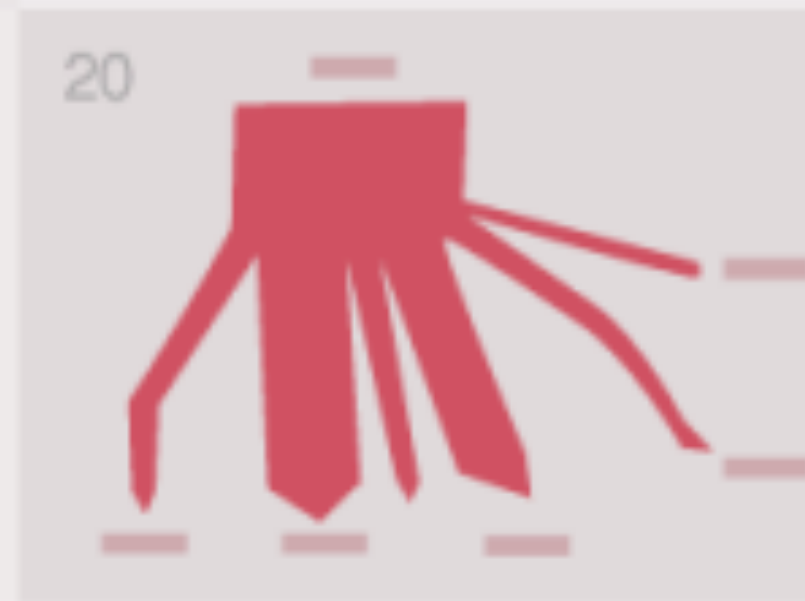
grid



periodic table



arc diagram



sankey chart



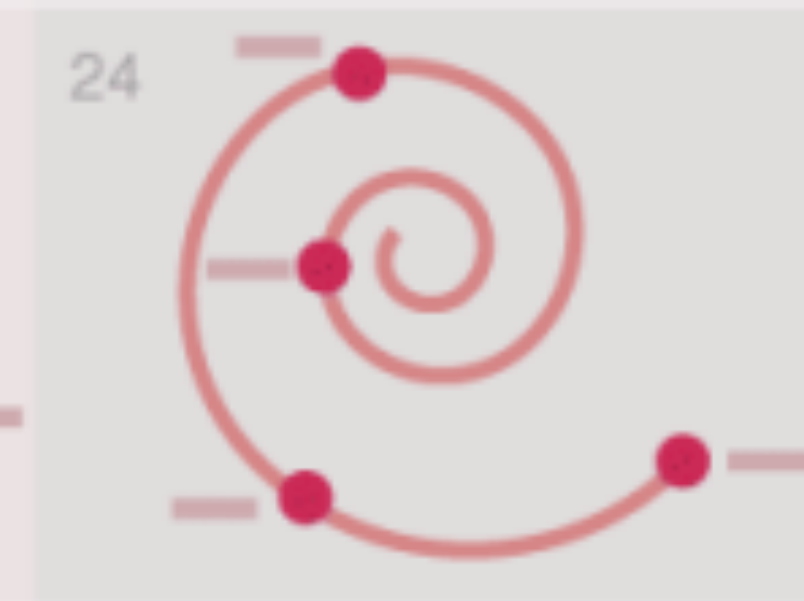
chord chart



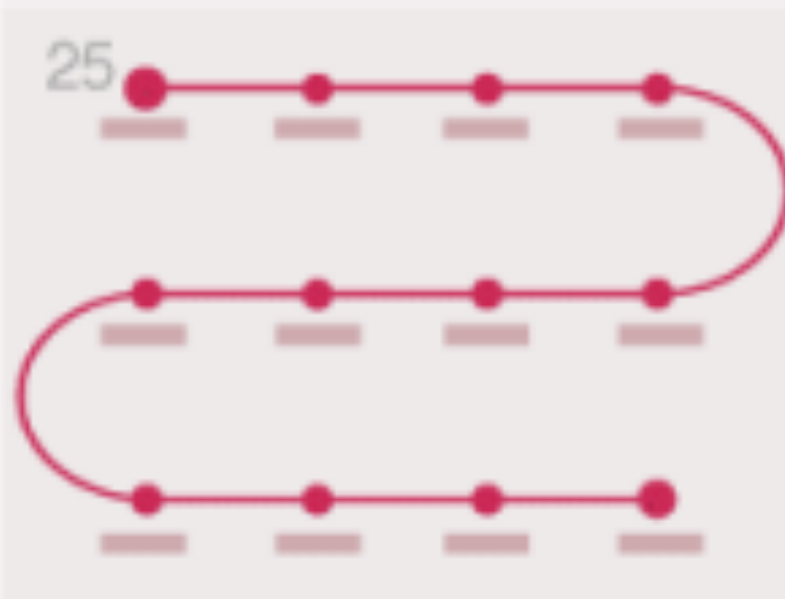
radar chart



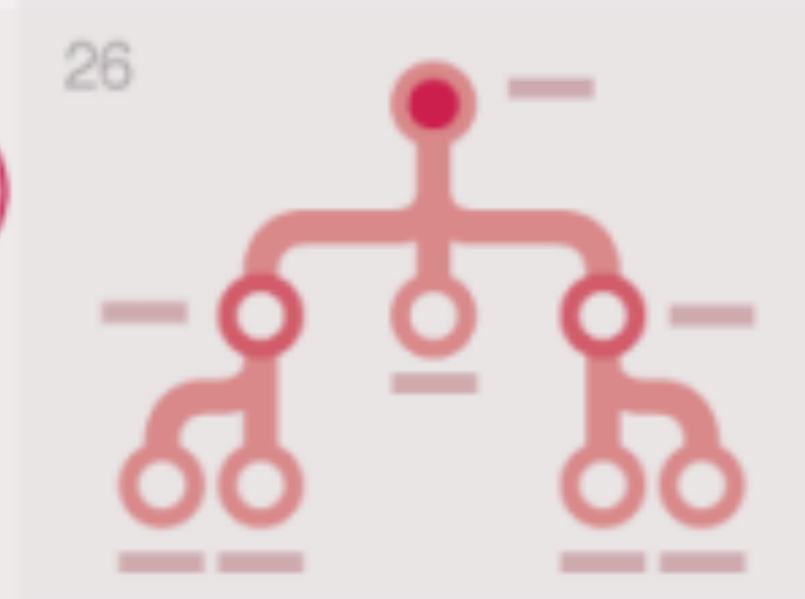
polar grid



spiral graph



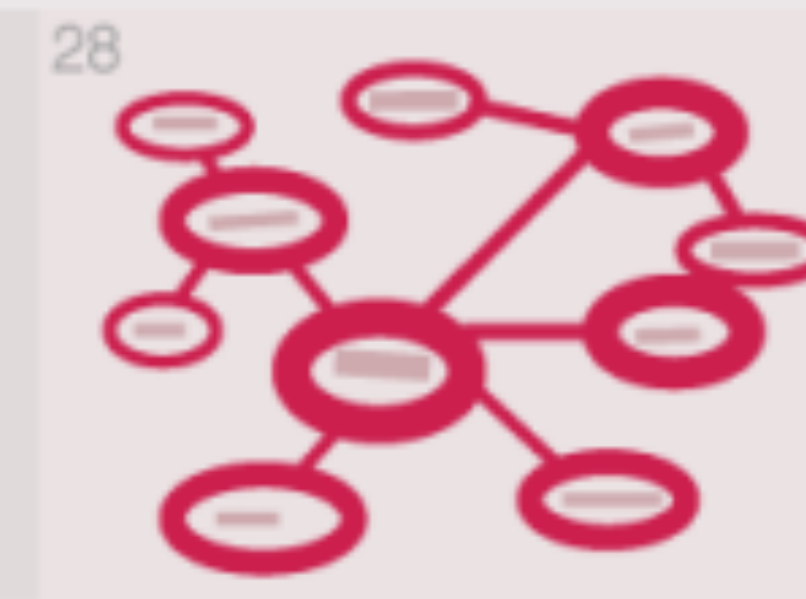
timeline



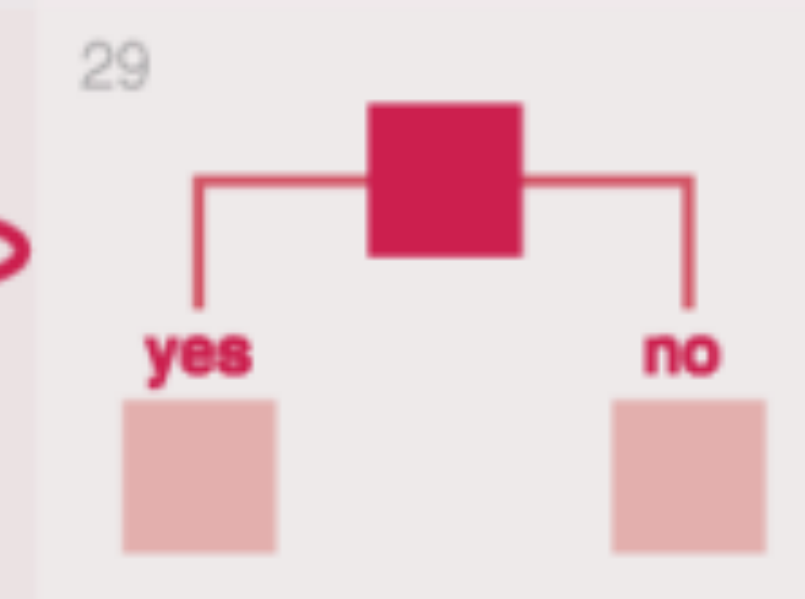
flow chart



binary tree



mind map



decision tree



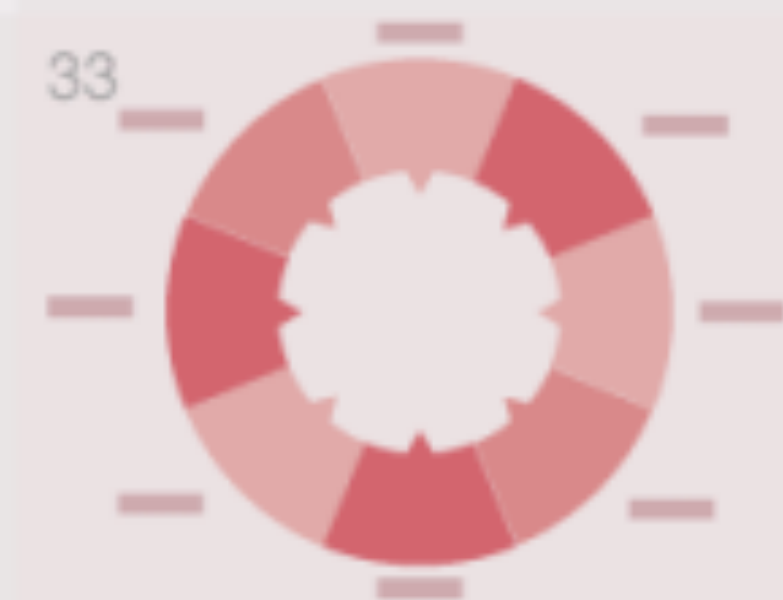
block scheme



pyramid



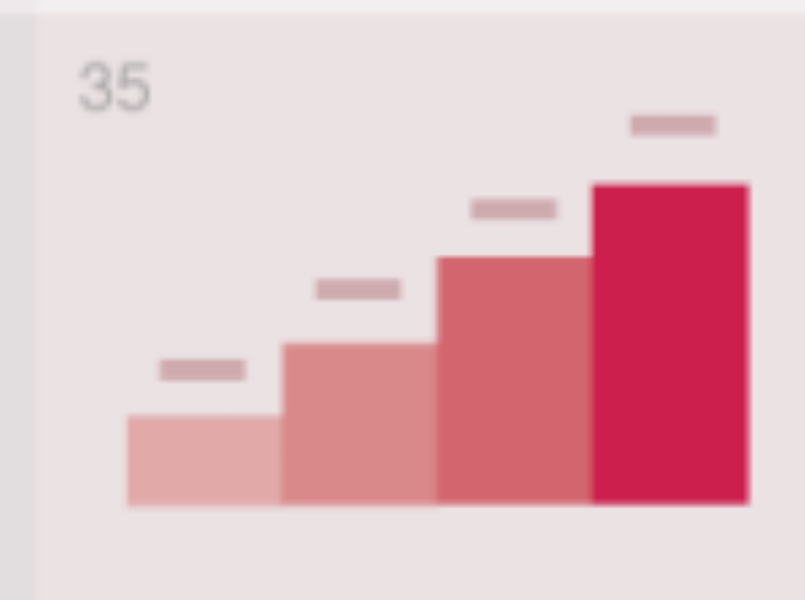
funnel



spoke wheel



cycle wheel



staircase



game strategy sketch



37



38



39



40



41



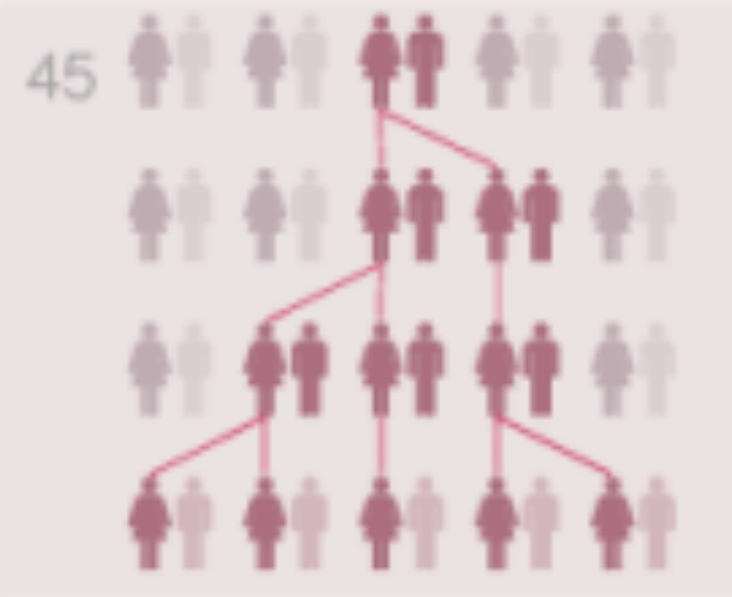
42



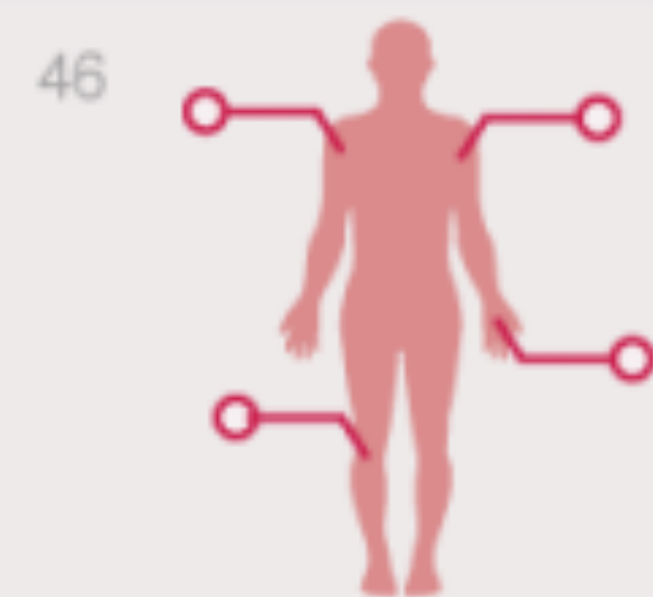
map



Ishikawa diagram



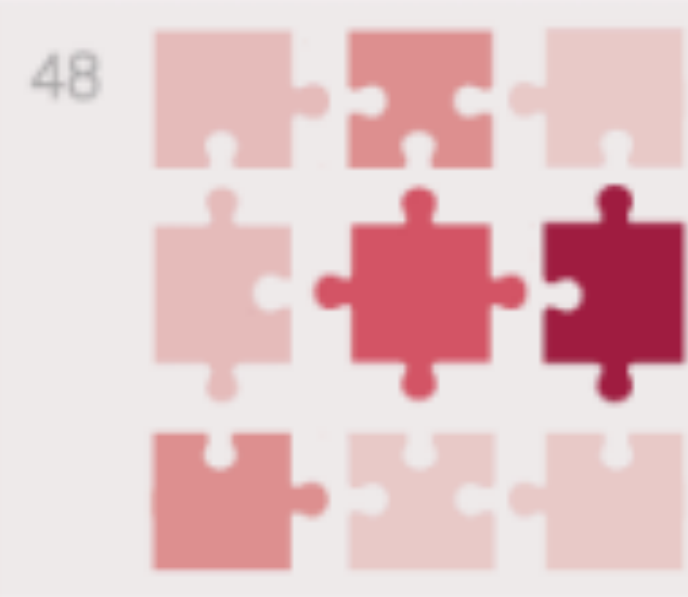
genealogy tree



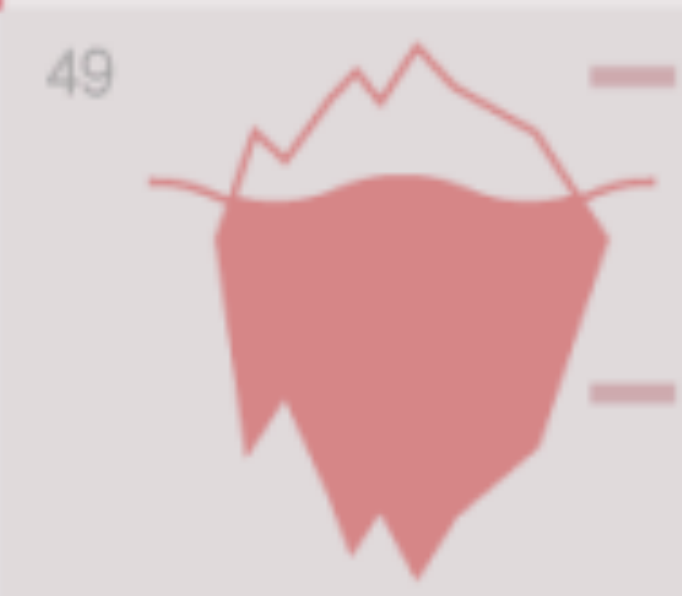
anatomy



maze



puzzle



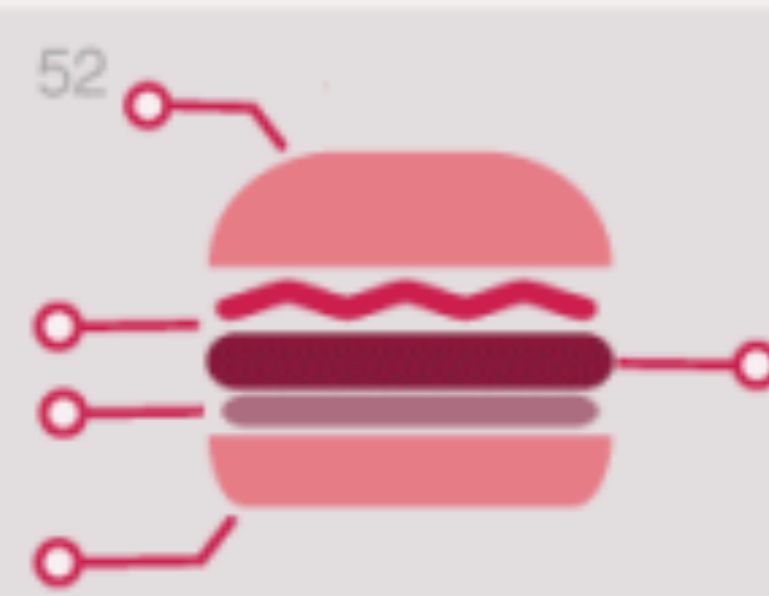
iceberg



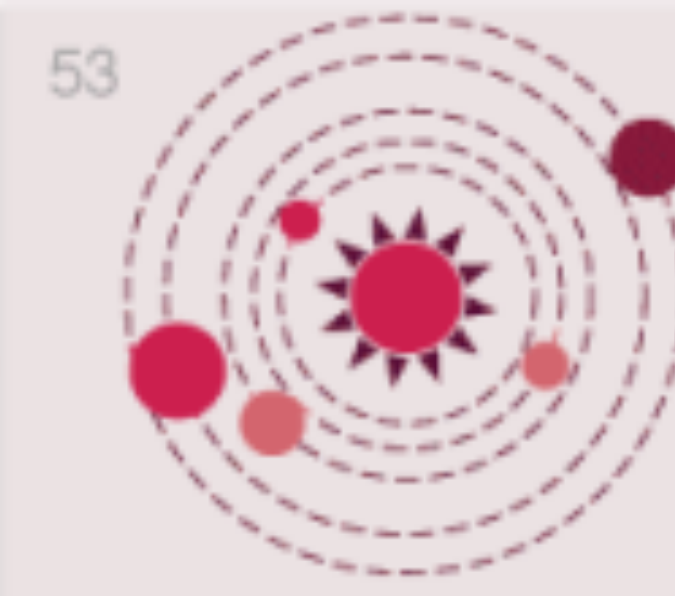
mountain



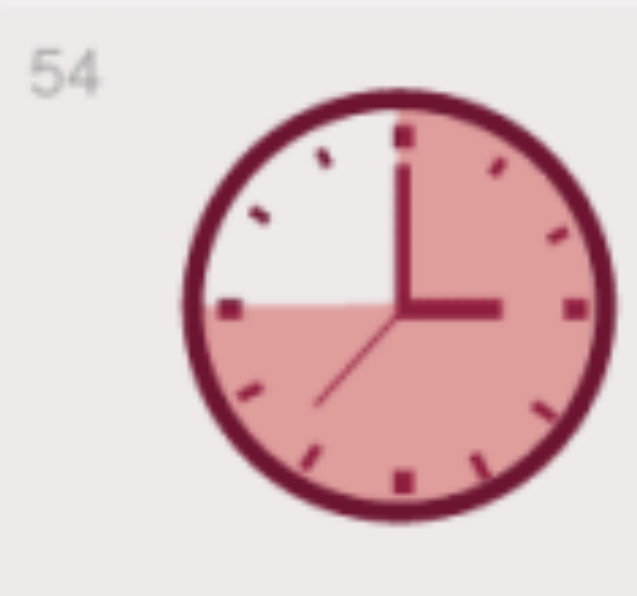
layers of the onion



sandwich



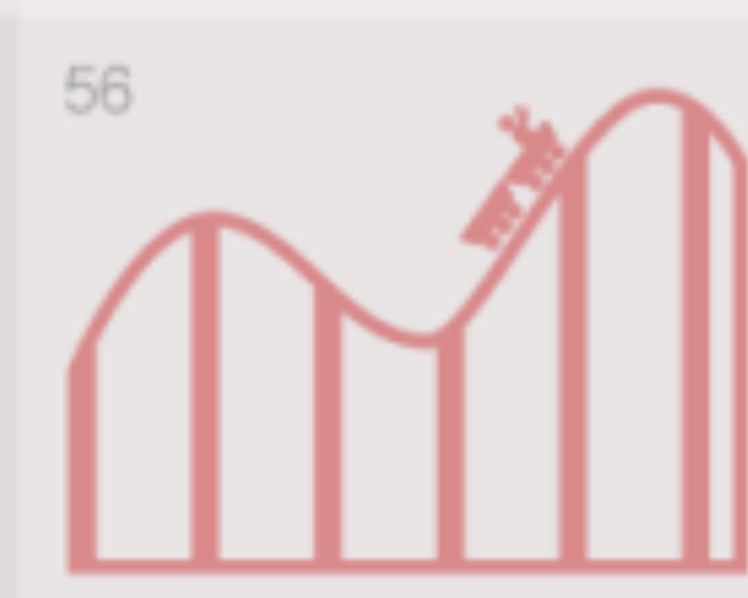
solar system



clock face



domino effect



roller coaster



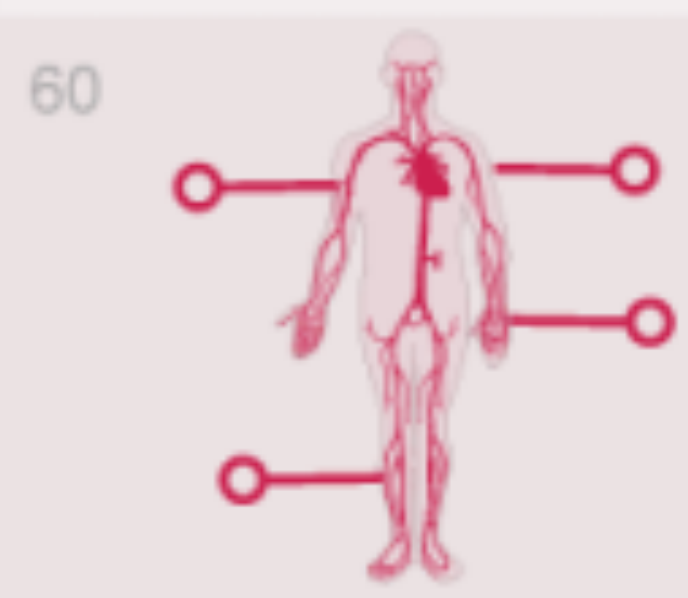
experiment



root



tree



circulatory system



61



62



63



64



65



66

iceberg

mountain

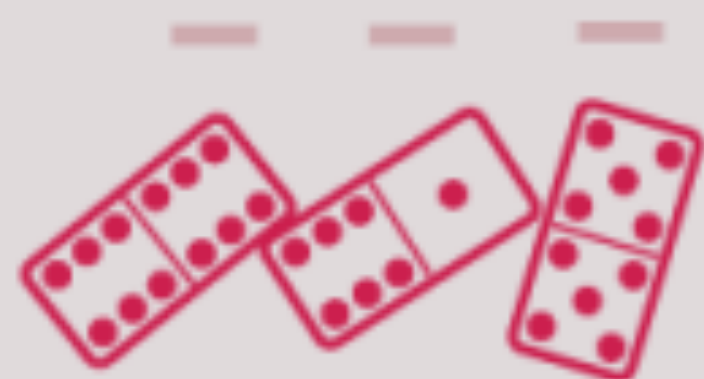
layers of the onion

sandwich

solar system

clock face

55



domino effect

56



roller coaster

57



experiment

58



root

59



tree

60



circulatory system

61



life of a household

62



life of a city

63



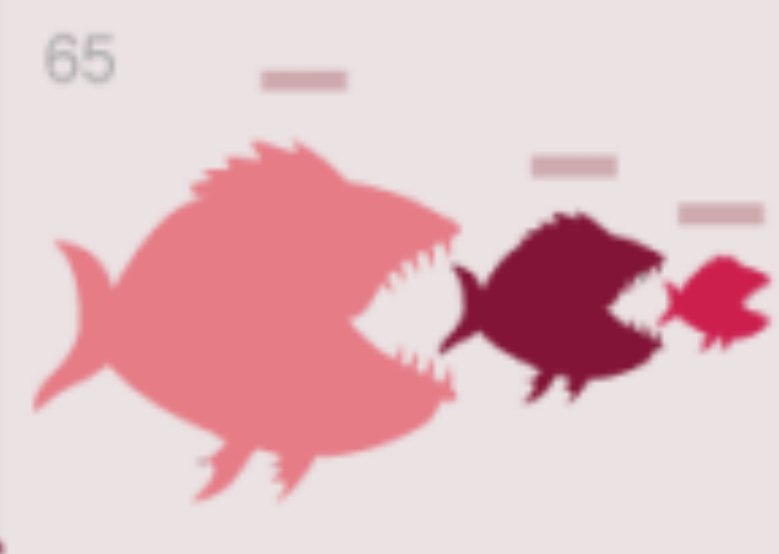
marathon

64



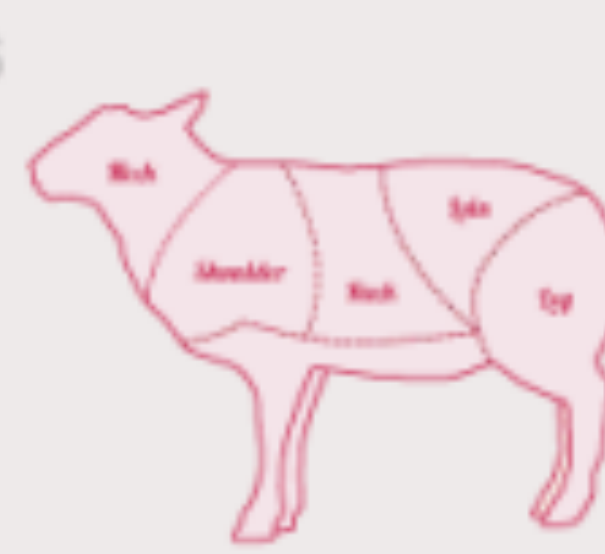
evolution

65



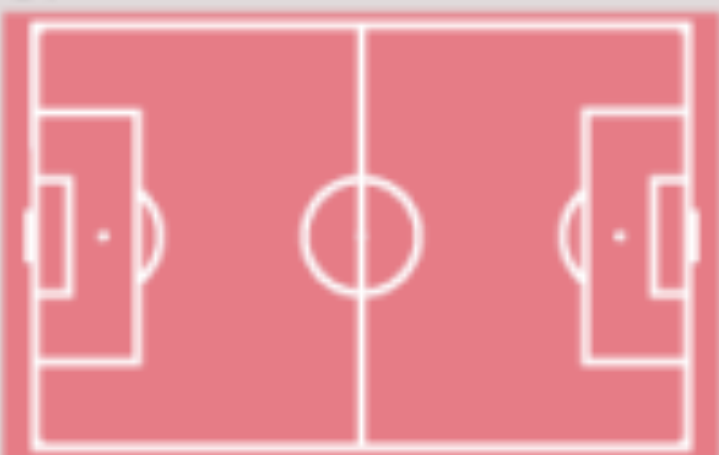
food chain

66



meat cuts

67



the playing field

68



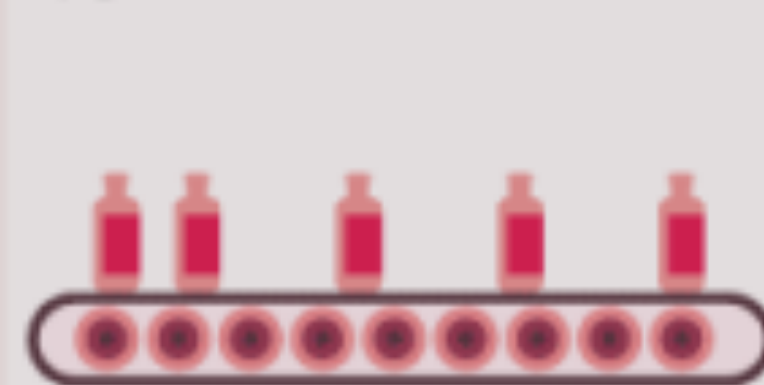
factory

69



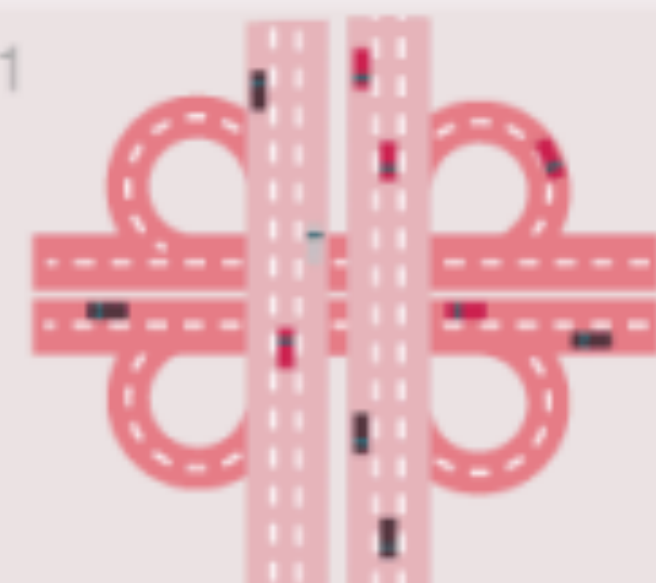
tool set

70



conveyor belt

71



road

72



the machine

Assets	Meaning	Example
Map	Location, Schematic, Spatial	Geographical representation
Graph	Quantitative data, Comparison, Relation between quantities	For statistical information
Diagram	Icon, sequence, Process, Timeline	To demonstrate a process or event, or as a timeline
Chart	Flow, Organisational, Schematic	To show some statistical information

JOEY DONUT'S YEAR IN REVIEW

2011

ANNUAL SALES

\$292,200.00

ANNUAL REVENUE BY DONUT TYPE



MAPLE BAR
\$93,504



SPRINKLES
\$70,128



JAM-FILLED
\$58,440

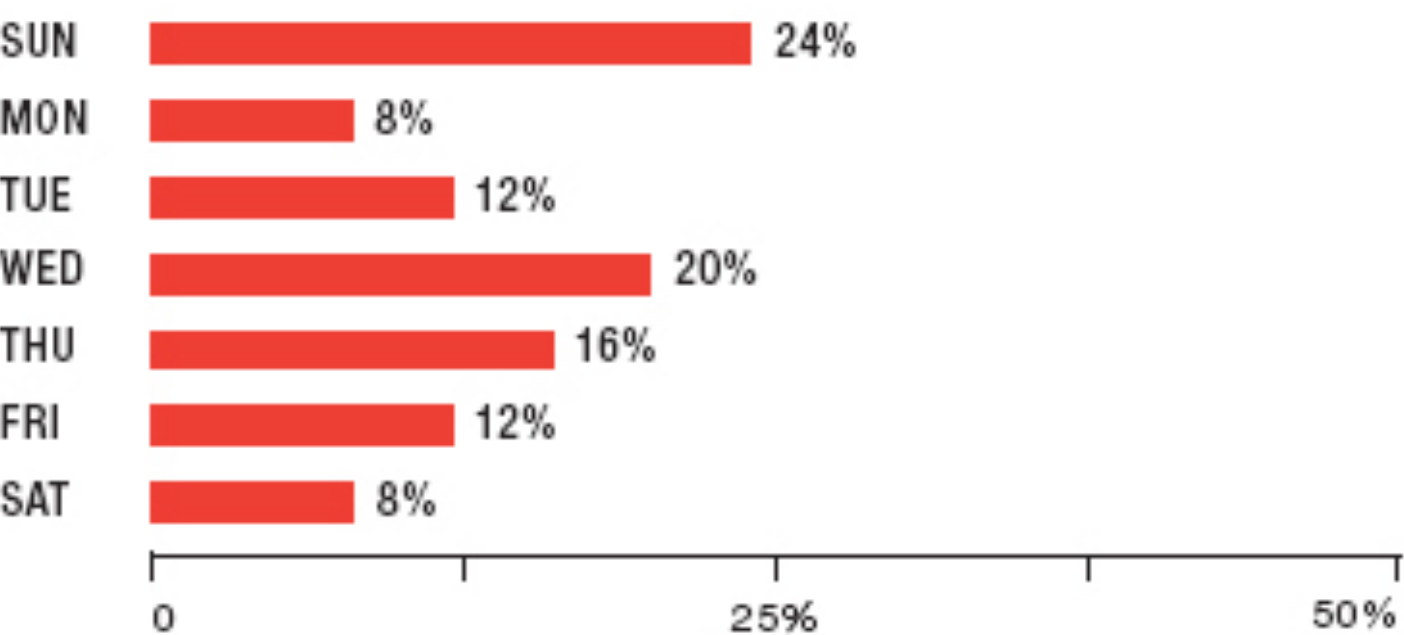


BEAR CLAW
\$46,752

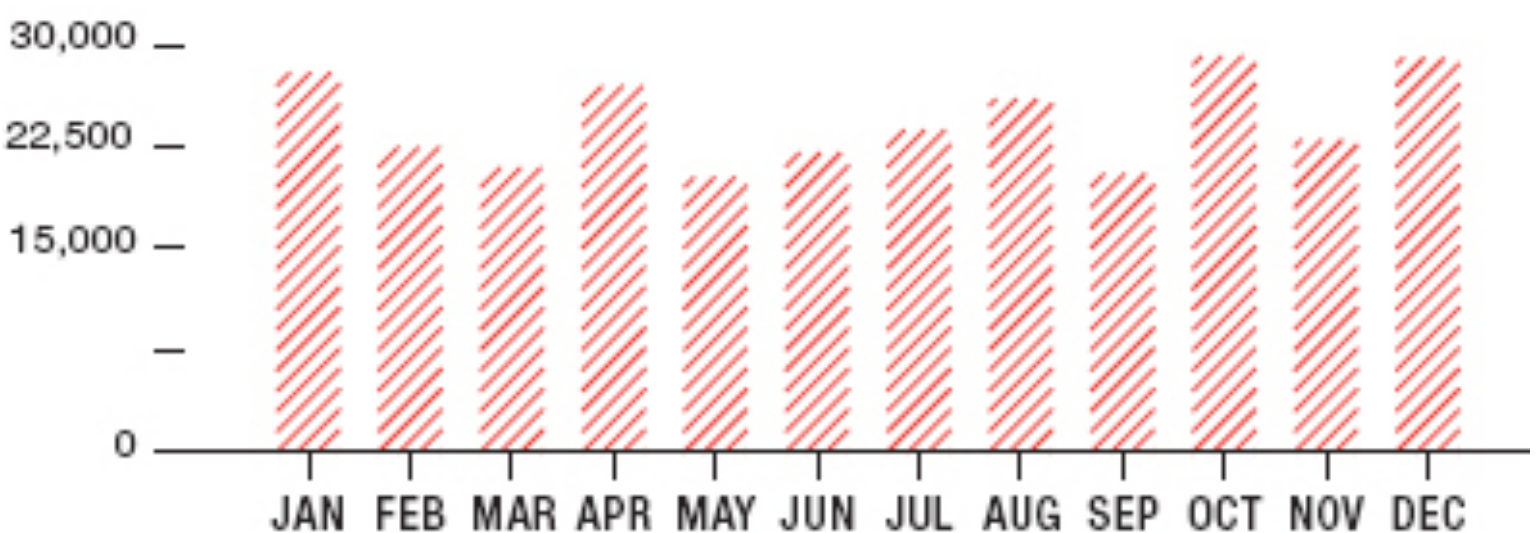


OLD-FASHIONED
\$23,376

BEST DAYS FOR DONUT SALES



MONTHLY DONUT SALES



DONUT SALES BY TYPE



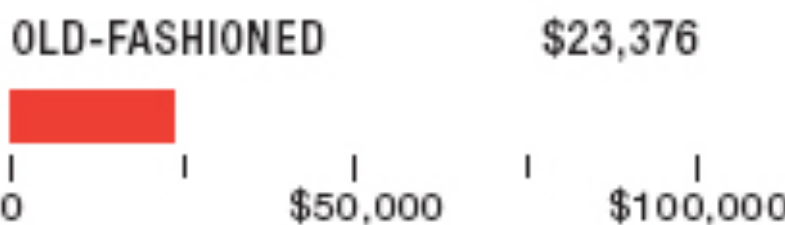
LEGEND



HIGHEST PERFORMER

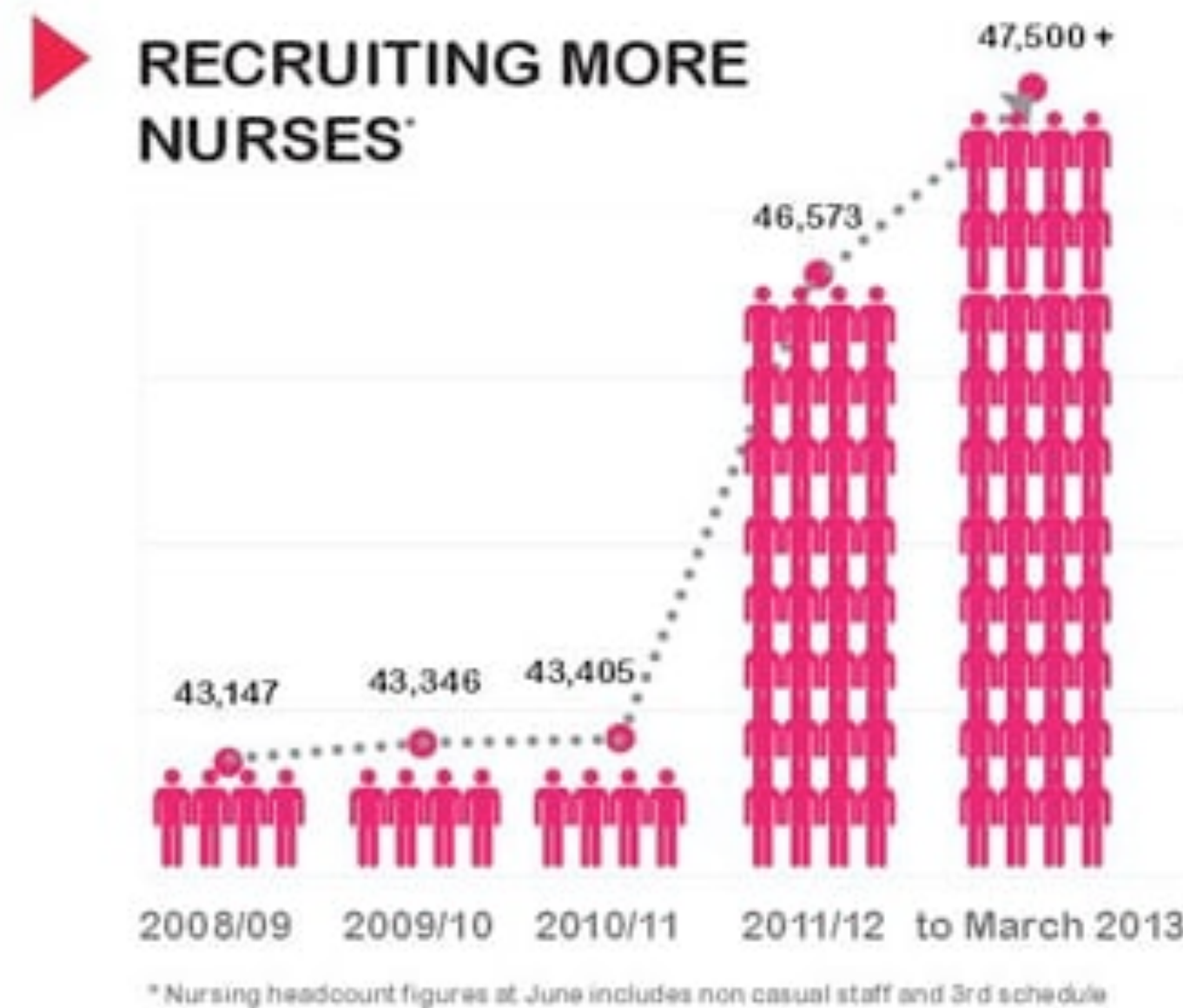


LOWEST PERFORMER



Misleading Visuals

The NSW Health system is...



NSW Ministry of Health March 2013



Color Coding

Avoid using a legend or key.

Use colors to create meaning.

For example, one color might designate labels, another to fill chart data, another to draw attention to icons.

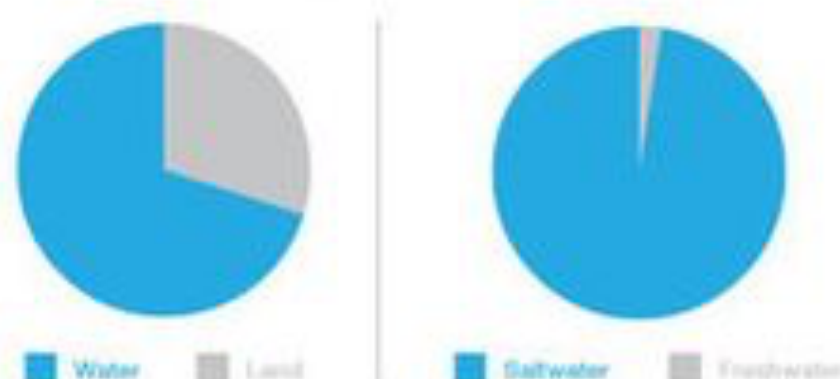
WATER WAY TO GO

FACTS ABOUT THE GLOBAL WATER CRISIS,
ACCESS, SANITATION, AND SOLUTIONS.

created by Jacob Johnson

RESOURCES

Water is a natural, renewable resource... so why is there a problem?



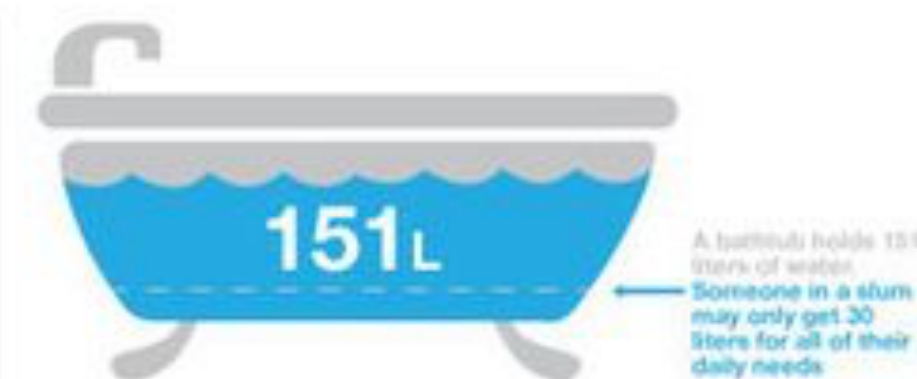
ACCESS

894 Million people don't have access to safe water supplies



HUMANS

A mere 5-13 gallons of freshwater per person per day is needed to ensure basic needs



DEATHS

Lack of water claims more lives with disease than war claims through guns

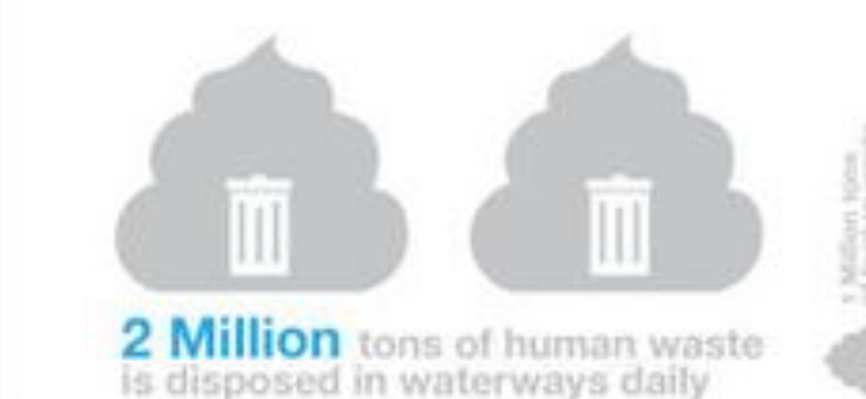


DISEASE

34 Million people could perish in the next 20 years from water-related disease



DEVELOPING WORLD



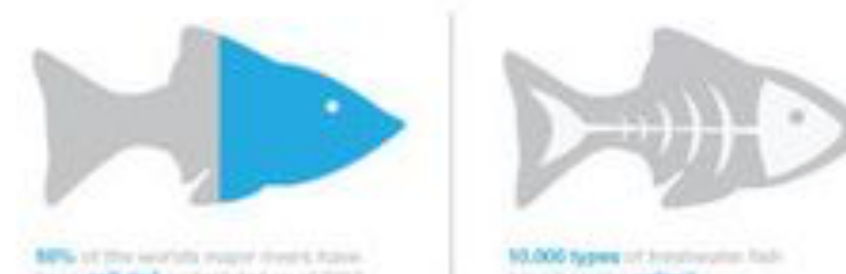
SANITATION

Nearly half of the world lacks any means to sanitize their drinking water



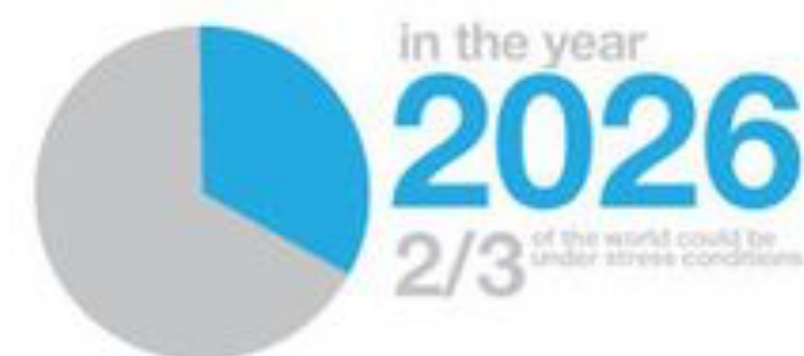
POLLUTION

Much of the world's water supply is taking victim to pollution and depletion



FUTURE

By 2025 1.8 billion people will have water scarcity



SOLUTIONS

Solving this crisis is possible; we have the knowledge



WHITE

BRIGHTNESS

WHITE CAN BE A VERY POWERFUL COLOUR TO USE WHEN SHOWING INNOCENCE OR PEACEFULNESS. IT CAN ALSO BE USED TO EVOKE FEELINGS OF CLEANLINESS, STERILITY OR EMPOWERMENT.



RED

VERY EMOTIONAL

RED CAN EVOKE A VERY POWERFUL RESPONSE BOTH EMOTIONALLY AND SOMETIMES EVEN PHYSICALLY. OFTEN USED IN RELATION TO LOVE, PASSION, FESTIVITY & IMPORTANCE. IT CAN ALSO BE RELATED TO DANGER.



PINK

FEMININE

PINK IS STEREOTYPICALLY A FEMININE COLOUR, OFTEN USED IN RELATION TO THE TOPICS OF BABIES & HEALTH. THIS COLOUR IS ALSO USED WHEN TALKING ABOUT PRETTY OR SWEET THINGS.



COOL

COLOUR

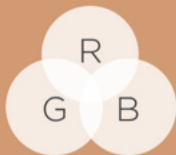
A COOL COLOUR REFERS TO COLOURS SUCH AS GREEN, BLUE & PURPLE. THESE COLOURS ARE OFTEN RELAXING & CALMING, MAKING THEM MUCH MORE RESERVED THAN OTHER COLOURS.



HAVING TROUBLE?

SOMETHING DOESN'T LOOK RIGHT

AROUND 2.7 MILLION OF THE BRITISH POPULATION ARE COLOUR BLIND. THESE PEOPLE HAVE TROUBLE SEEING COLOUR FROM A SPECIFIC PART OF THE SPECTRUM.



NEUTRAL

COLOUR

NEUTRAL REFERS TO COLOURS SUCH AS WHITE, GREY & BLACK. THE MEANING & IMPRESSIONS GIVEN BY THESE COLOURS ARE EASILY AFFECTED BY THEIR SURROUNDING COLOURS.



PURPLE

EXPENSIVE

PURPLE IS A COLOUR OFTEN USED WHEN TALKING ABOUT LUXURY & ROYALTY. IT'S ALSO USED TO CONVEY BRAVERY, ARISTOCRACY AND IN SOME CASES SPIRITUALITY, AS IT'S PART OF THE BLUE SPECTRUM.



GREEN

WEALTH

GREEN IS THE COLOUR OF MONEY SO WE OFTEN ASSOCIATE THIS COLOUR WITH WEALTH. IT'S ALSO ANOTHER COLOUR WE ASSOCIATE WITH NATURE. OFTEN LEADING TO ITS USE WHEN TALKING ABOUT GROWTH, THE ENVIRONMENT & RENEWAL.



BLUE

SPIRITUAL

BLUE IS USED WHEN TALKING ABOUT LOYALTY, DEPENDABILITY & TRUST WHICH IS WHY WE USE IT HERE AT COMMUNICATOR. BLUE IS ALSO USED TO SHOW 'THE BEST' OR HIGH TECHNOLOGY.



BROWN

NATURAL

BROWN IS USED TO PROMOTE FEELINGS OF COMFORT & SECURITY. DUE TO ITS EARTHY TONES IT'S OFTEN ASSOCIATED WITH ORGANIC PRODUCTS.



BLACK

NEUTRAL & AROMATIC

WHEN USED ON ITS OWN CAN CREATE A VERY SOPHISTICATED LOOK AND FEEL. SOMETHING OFTEN USED IN FASHION. WE CAN ALSO CONVEY FEELINGS OF POWER AND IN MONETARY TERMS IT CAN CREATE A FEELING OF BEING IN-CREDIT.



LEGIBILITY

IS IT READABLE ?

IT'S IMPORTANT TO KEEP LEGIBILITY IN MIND WHEN CHOOSING YOUR COLOURS. AFTER ALL HAVING AN AMAZING COLOUR SCHEME CAN BE POINTLESS IF NO ONE CAN READ THE INFORMATION YOU'VE INCLUDED.



YELLOW

VERY LUMINOUS

YELLOW IS OFTEN RELATED TO HAPPINESS & VITALITY, IT CAN ALSO BE USED TO CONVEY OPTIMISM. WE ALSO USE YELLOW FOR WARNINGS OR TO SHOW HAZARDS.



ORANGE

WARMTH

ORANGE IS MOST OFTEN ASSOCIATED WITH AUTUMN & WARMTH. IT CAN ALSO BE ASSOCIATED WITH SPICES, FRUITFULNESS AND AS IT'S A CLOSE MATCH WITH YELLOW IT CAN ALSO SHOW CHEERFULNESS.



WARM

COLOUR

WARM REFERS TO COLOURS SUCH AS RED, ORANGE AND YELLOW. THESE COLOURS ARE GENERALLY PASSIONATE, ENERGETIC OR POSITIVE.



COLOUR THEORY

SOURCE : COLOUR STUDIES 3RD EDITION BY FEISNER REED
WWW.SMASHINGMAGAZINE.COM/2010/01/28/COLOR-THEORY-FOR-DESIGNERS-PART-I-THE-MEANING-OF-COLOR
WWW.COLORMATTERS.COM/COLOR-AND-DESIGN/BASIC-COLOR-THEORY
WWW.TIGERCOLOR.COM/COLOR-LAB/COLOR-THEORY/COLOR-HARMONIES.HTM

communicator

www.communicatorcorp.com

Voice-over vs. Music

Using some voice-over + text-based content improves comprehension

150 words at most

Audio should support tone of message

Slow down and use a professional voice

KISS Method

Keep It Simple Silly

The problem/challenge: Address the obstacle your audience is having (0:00–0:20)

The solution: Introduce your perspective as an answer (0:20–0:25)

How it works: Briefly describe how it works or how to get started (0:25–0:50)

A call to action: Tell people what to do next (0:50–0:60)