

GRAPHIC SYMBOLISM

PROJECT 3

PROJECT TITLE	Infographic
SCHEDULE	11/12 Review Infographic Project 11/14 Infographic Concepts and Research Due 11/19 Infographic Sketches Due 11/21 NO CLASS (<i>Thanksgiving Break</i>) 11/26 Infographic Progress Review 11/28 Infographic Progress Review 12/3 Infographic Progress Review 12/5 Infographic Progress Review 12/10 Infographic Due

PROJECT DESCRIPTION Infographics or “data visualizations” are graphic visual representations of information, data or knowledge. These graphics present complex information quickly and clearly, such as in signs, maps, journalism, technical writing, and education. With an information graphic, computer scientists, mathematicians, and statisticians develop and communicate concepts using a single symbol to process information.

Today information graphics surround us in the media, in published works both pedestrian and scientific, in road signs and manuals. They illustrate information that would be unwieldy in text form, and act as a visual shorthand for everyday concepts such as stop and go.

In newspapers, infographics are commonly used to show the weather, as well as maps and site plans for newsworthy events, and graphs for statistical data. Some books are almost entirely made up of information graphics, such as David Macaulay’s *The Way Things Work*. Although they are used heavily in children’s books, they are also common in scientific literature, where they illustrate physical systems, especially ones that cannot be photographed (such as cutaway diagrams, astronomical diagrams, and images of microscopic or sub-microscopic systems).

PROJECT GOALS For this project you will be creating an infographic/data visualization for information of your choice, however it must be quantifiable information. This means that this information must be measurable at some level or another easy examples may include:

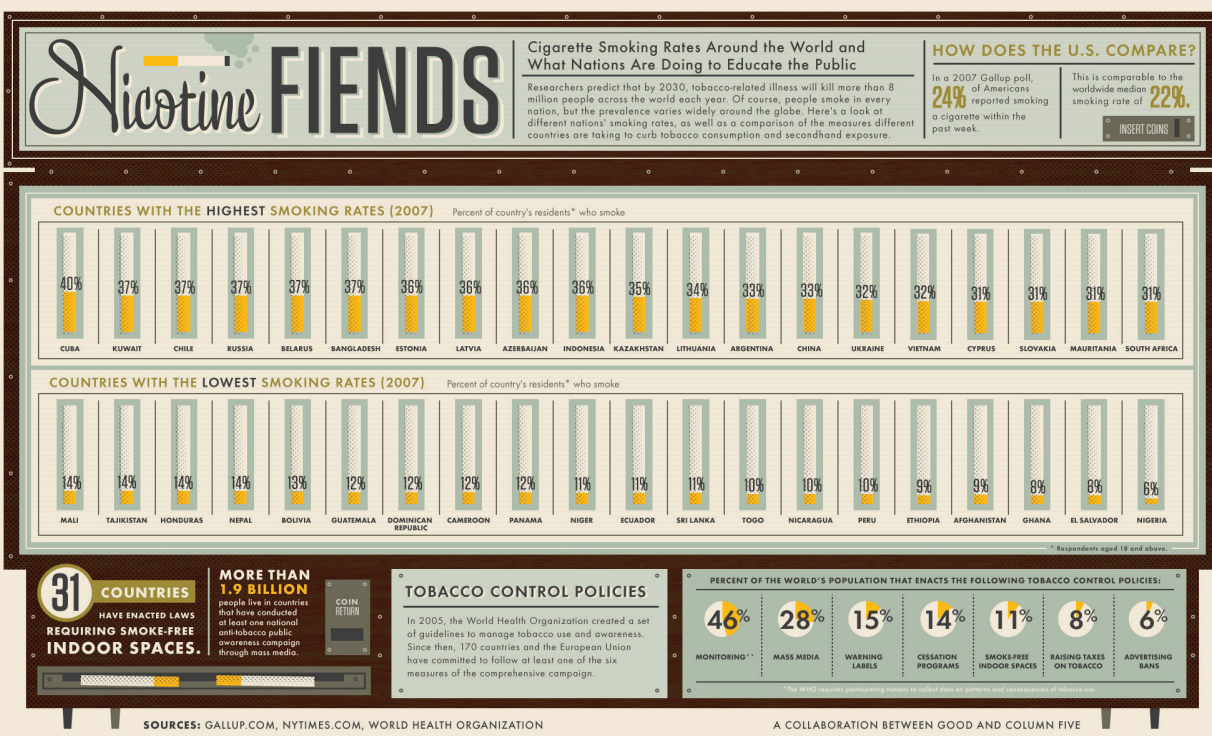
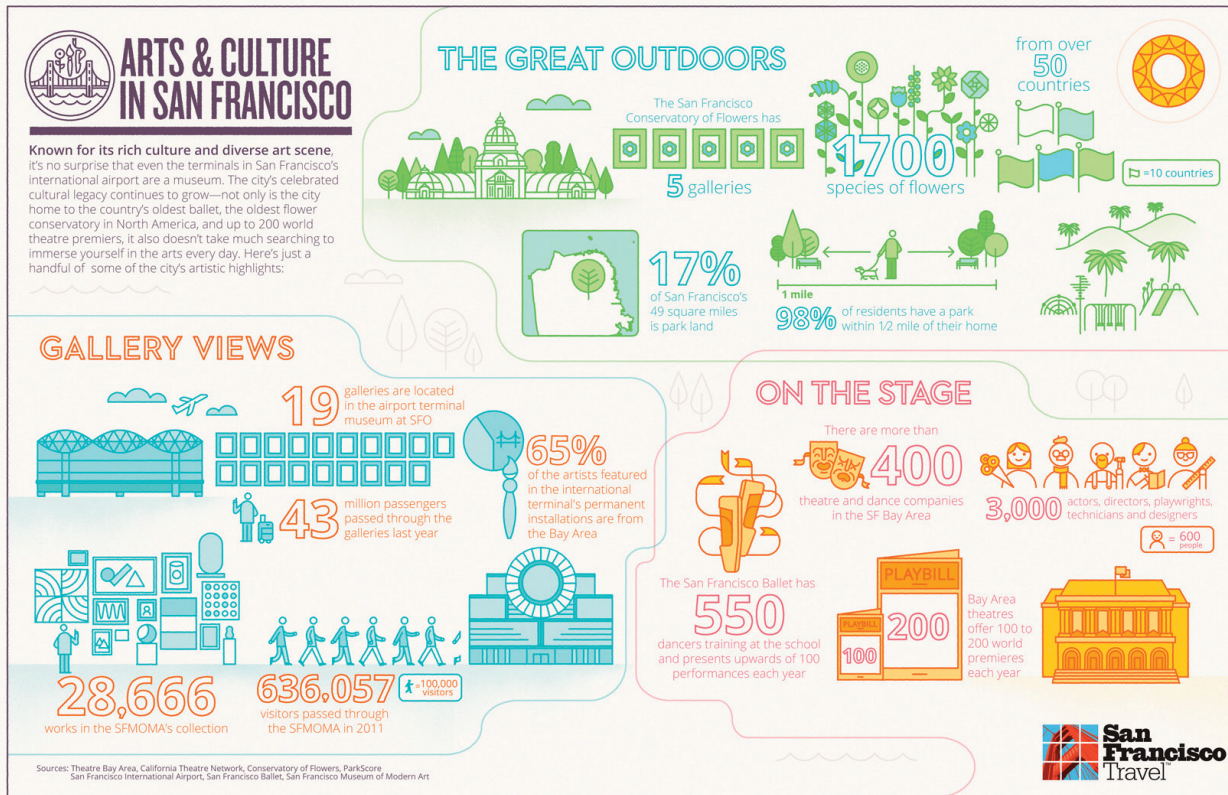
- The amount of money you spend in a month (broken down into what each penny was spent on).
- Division and quantity of music you own by genre with info on your top 10 most played songs and how many times each one has been played (iTunes has this info).
- The differences and similarities between to political parties, products, areas, interests.

You’ll find excellent examples of data visualizations on sites such as: <http://www.good.is/infographics> & <http://columnfivemedia.com>

Final output will be printed in color and comped to size. These do not need to be mounted. The finals need also be saved in PDF format and emailed to my gmail account on the date the project is due. For all projects your PDFs should use the following naming conventions. Your First initial and Lastname - GD240 - ProjectNumber > *FLastname-GD240-Project3.pdf*

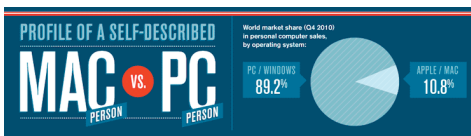
EXAMPLES

From www.good.is



EXAMPLES

From www.columnfivemedia.com

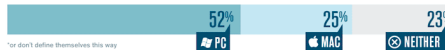


A LITTLE INTRODUCTION

The following is one of 2,000 "Teach Hunch About You" questions that Hunch users can answer at their leisure as they use Hunch.com.



Among 388,315 Hunch users answering this question, responses are as follows:



DIFFERENCES IN SELF-IDENTIFIED PC & MAC PEOPLE

AMONG HUNCH USERS:

Hunch then crossed those responses with answers from dozens of other questions among its 2,000+ strong "Teach Hunch About You" question pool. Findings follow:

PC PEOPLE SKEM THIS WAY. | **MAC PEOPLE SKEM THIS WAY.**

CORE DEMOGRAPHICS

- PC people are 22% more likely than Mac people to be ages 35-45.
- 22% more likely than PC people to be ages 18-34.
- 36% of PC people are liberal.
- 58% of Mac people are liberal.
- PC people are 18% more likely to live in the suburbs and 21% live in a rural area.
- 52% of Mac people live in a city.
- 54% of PC people have completed a four-year college degree or higher.
- The same can be said for 47% of Mac people.

PERSONALITY

- PC people are 26% more likely to prefer fitting in with others.
- Mac people are 13% more likely than PC people to say they want to be "perceived as unique and different to make my own mark."
- PC people are 23% more likely to say they seldom throw parties.
- Mac people are 50% more likely than PC people to say they frequently throw parties.
- PC people are 33% more likely than Mac people to say that two random people are more different than alike.
- Mac people are 21% more likely than PC people to say that two random people are more alike than different.
- PC people are 38% more likely than Mac people to say they have a stronger aptitude for mathematical concepts.
- Mac people are 12% more likely than PC people to say they have a stronger verbal (vs. math) aptitude.

FASHION, TASTE, & AESTHETICS

- PC people are 21% more likely than Mac people to prefer impressionist art.
- Mac people prefer modern art and are design enthusiasts.
- 71% of PC people identify their styles as casual and trending toward jeans.
- 18% and 14% of Mac people describe their style as designer/chic/upscale and unique/rebo, respectively.
- 69% of PC people would rather ride a Harley than a Vespa.
- 52% of Mac users would go for the Vespa.

FOOD & DRINK

- PC people are 10% more likely than Mac people to snack on something sweet.
- Mac people are 80% more likely than PC people to be vegetarian.
- PC people most prefer McDonald's fries (34%) followed by steak fries (22%).
- Mac people most prefer bistro-type fries (40%) followed by McDonald's fries (24%).

SOFT DRINKS

- Pepsi | Jolt Cola | Orange Crush
- San Pellegrino Limonata | Boylan's Root Beer

SANDWICHES

- Tuna Fish | Hero | Patty Melt
- Hummus | Banh Mi | Shawarma

COCKTAILS

- Strawberry Daiquiri | Irish Coffee | Screaming Orgasm
- Hot Toddy | Gimlet | Moscow Mule

WINES

- California-Style Chardonnay | White Zinfandel | Pinot Grigio
- Chianti | Côtes du Rhône | Cabernet Sauvignon

The majority of Mac people (52%) and PC people (58%) both consider their respective companies most responsible for driving the global growth and adoption of computing.

TECHNOLOGY

- PC people are 43% more likely to say talking about computers is akin to "struggling with a foreign language."
- Mac people are 21% more likely than PC people to consider themselves computer-savvy gearheads.
- PC people are 36% more likely than Mac people to be later adopters.
- 43% of Mac people consider themselves early adopters.

MEDIA

- 42% of PC people would opt for The New York Times over USA Today.
- 69% of Mac people would opt for The Times.
- PC people are split between The Office and South Park.
- Mac people consider The Office the funniest TV show.
- PC people are 74% more likely than Mac people to prefer Hollywood films.
- Mac people are 95% more likely to prefer indie films.

WEBSITES

- I Can Has Cheezburger? | Go Fug Yourself | CNN.com
- Apartment Therapy | Huffington Post | Going Going

CABLE TV NETWORKS

- Syfy Channel | History Channel | USA
- Bravo | Showtime | HBO

NEWSCASTS

- The Rachel Maddow Show | The Newshour with Jim Lehrer | 20/20
- 60 Minutes | The Daily Show | The Colbert Report

TV SHOWS

- Smallville | The Tonight Show with Jay Leno | Law and Order: SVU
- Parks & Recreation | Bored to Death | Friday Night Lights

BOOKS

- Great Expectations | The Millionaire Next Door | The Lost Symbol
- Moby Dick | Zelig | The Road

MAGAZINES

- TV Guide | Redbook | US Weekly
- Dwell | ReadyMade Magazine | Macworld

Stats are based on more than 80 million aggregated & anonymized responses to "Teach Hunch About You" questions, answered between March 2010 and April 2011 by about 700,000 users of Hunch.com. Yes, sometimes we know that correlation does not necessarily imply causation. Legions. There are lots of brands listed above that belong to their respective owners, not to Hunch. Please do not call data staff at hunch.com/info/reports. To keep your room: if you haven't tried Hunch yet, go do that now. © 2011 Hunch Inc.

