Create an Infographic
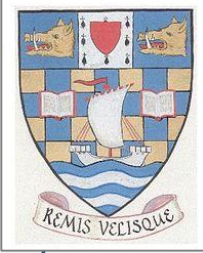
Phone Apps

What is an infographic?
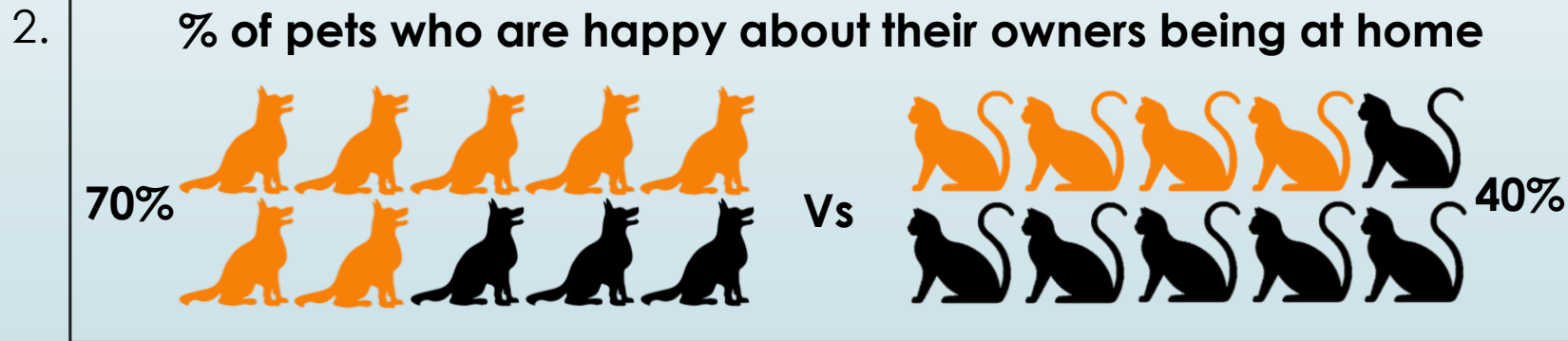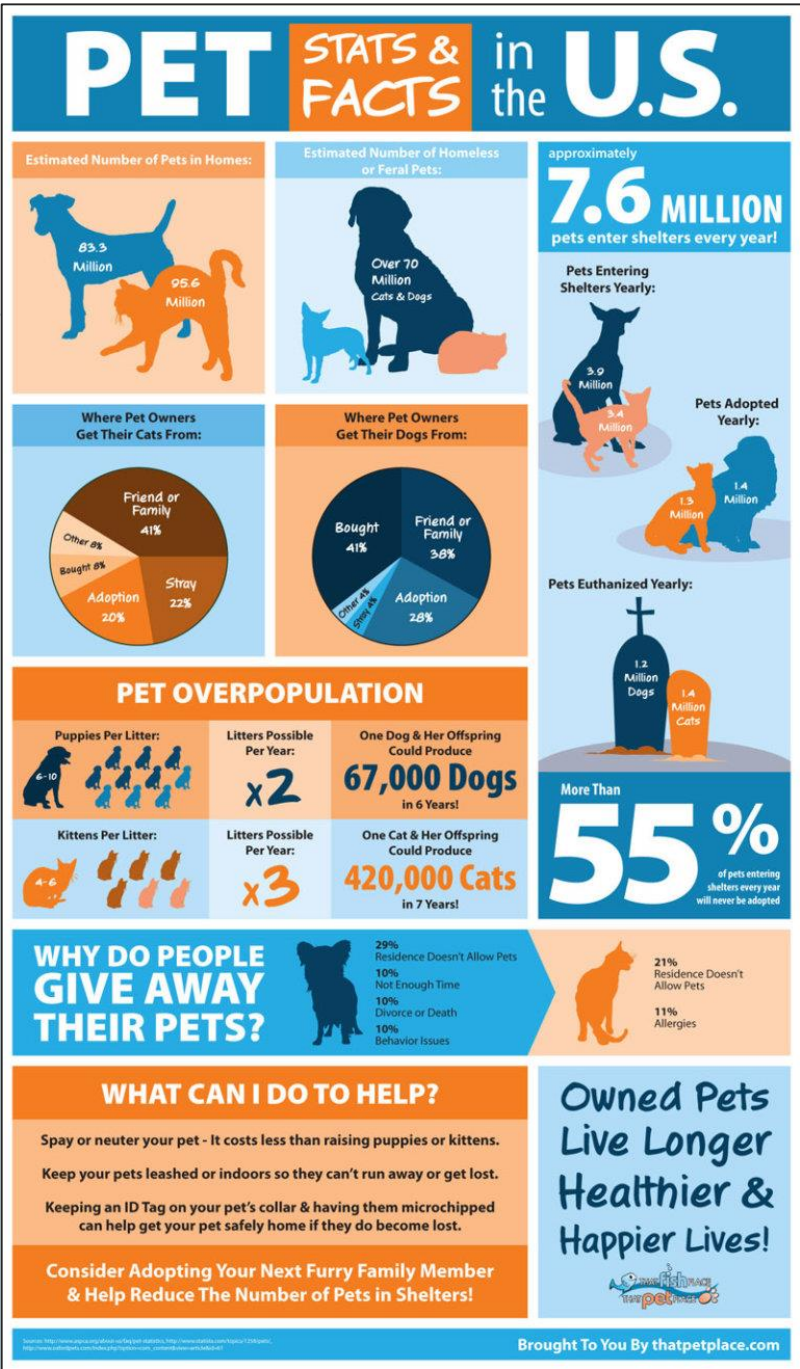
- It's a digital representation of data and information.

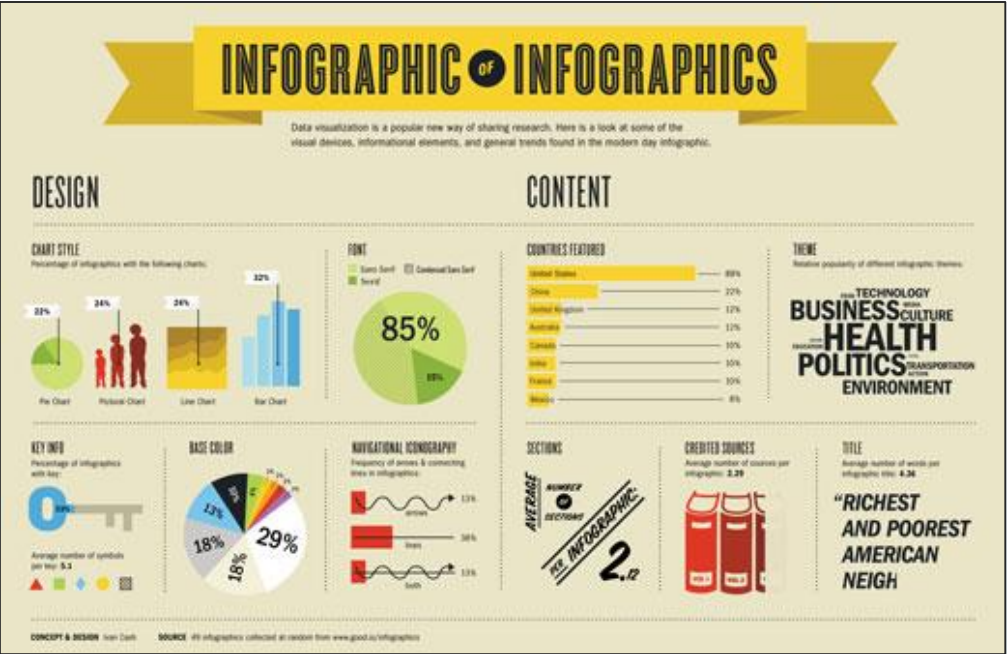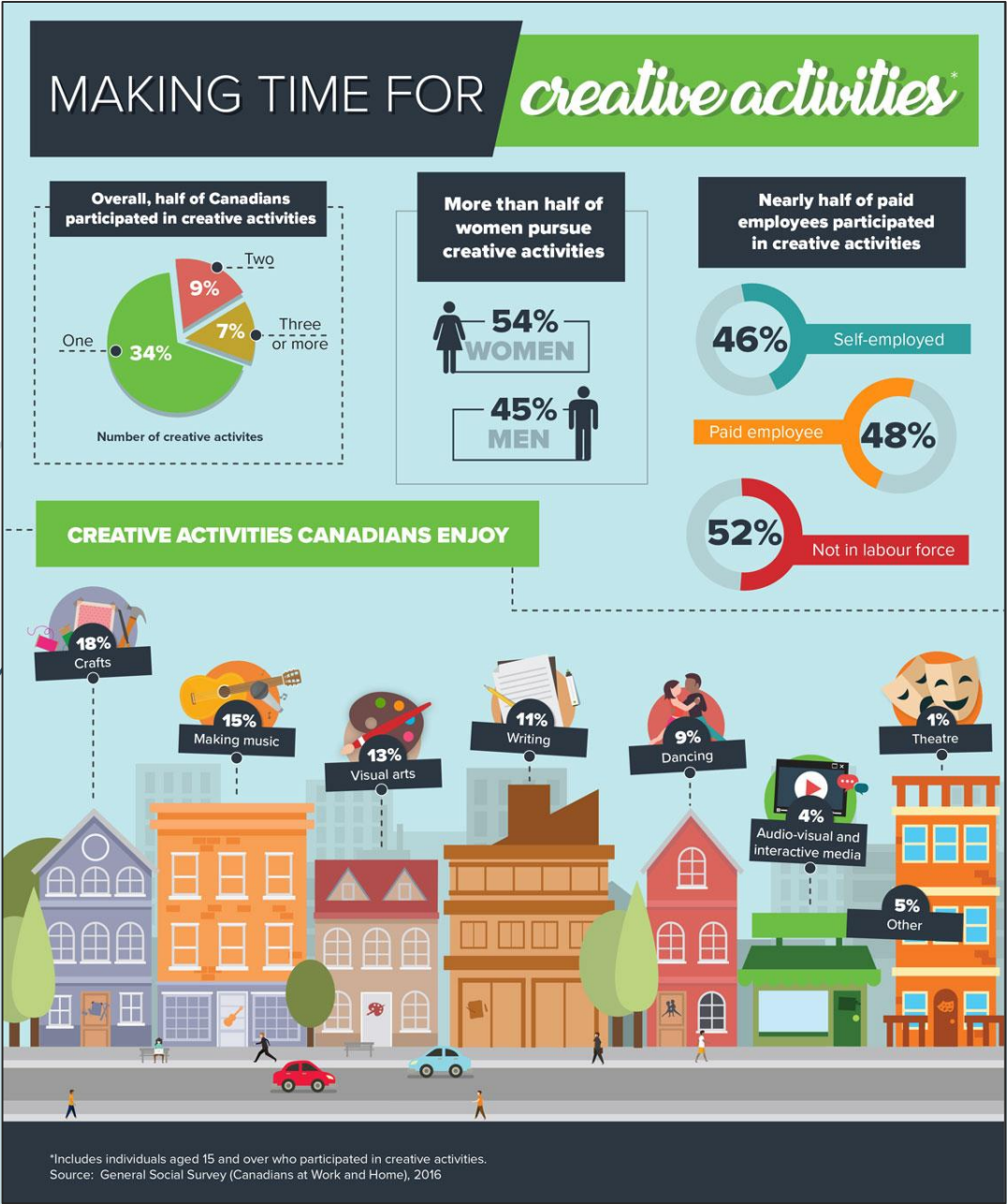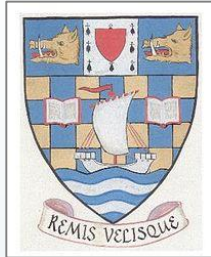For example the following information could be displayed in 2 different ways:

1. 70% of pet dog are happy that their owners are at home just now, compared to only 40% of cats being happy about the situation.

2.

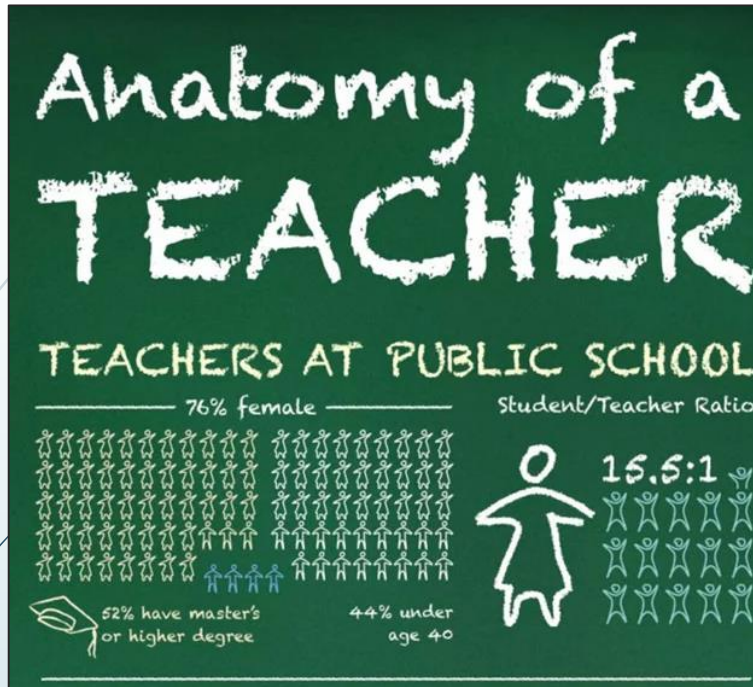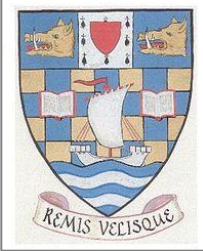**% of pets who are happy about their owners being at home**

70%   Vs   40%

*Note Mrs Glennie made this fact up, I'm sure the cats are happy too.

The next few slides give some excellent infographic examples.

MAKING TIME FOR *creative activities**

Overall, half of Canadians participated in creative activities

Two 9%
Three or more 7%
One
34%

Number of creative activites

More than half of women pursue creative activities

54% WOMEN
45% MEN

Nearly half of paid employees participated in creative activities

46% Self-employed
Paid employee 48%
52% Not in labour force

CREATIVE ACTIVITIES CANADIANS ENJOY

18% Crafts
15% Making music
13% Visual arts
11% Writing
9% Dancing
4% Audio-visual and interactive media
1% Theatre
5% Other

*Includes individuals aged 15 and over who participated in creative activities.
Source: General Social Survey (Canadians at Work and Home), 2016

INFOGRAPHIC OF INFOGRAPHICS

Data visualization is a popular new way of sharing research. Here is a look at some of the visual devices, informational elements, and general trends found in the modern day infographic.

DESIGN

CHART STYLE
FONT
85%

KEY INFO
BASE COLOR
NAVIGATIONAL ICONOGRAPHY

CONTENT

COUNTRIES FEATURED
THEME
TECHNOLOGY BUSINESS CULTURE HEALTH POLITICS TRANSPORTATION ENVIRONMENT

SECTIONS
CREDITED SOURCES
TITLE
"RICHEST AND POOREST AMERICAN NEIGH

Who's Not Washing Their Hands?

Cold season is upon us, and the constant advice you will hear from doctors and friends it to keep washing your hands. Everyone claims they do, but do they really? A recent study found that although most people claim to wash their hands after dirty activities, when you observe them in person, the story (especially for men) is a little different.

By Activity
Telephone Survey

82%
77%
96% 89%
39%
27%
42%

By Location
Observational Survey

65% 98%
77% 83%
79% 92%
88% 98%
84% 95% 98%

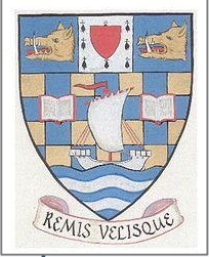**Simple is better**

Information overload

Although the infographic on the right looks impressive, its trying to do too much at once. This would be better as 3 or 4 separate infographics.

Infographics are meant to be quick to read and should give key information quickly.

When I look at it all I see is some maps, McDonalds and Starbucks, and I'm not sure what its telling me.

Compare this to the one on the left. Its clear it's about teachers, and the information is telling me: the % who are female, how many kids they teach on average and what age they are and what kind of degree they have.

TASK

- You are to design an infographic based on apps.

- It should be bright and eye catching

- There should be a good use of images, but limited use of text

- You should use all or most of the information on the next 2 slides

- You can make more than 1 infographic if its too much for one page

- Use the examples to help

- This can be done digitally or manually

  - There are lots of websites which let you use templates

  - Remember most Microsoft programmes (word, publisher, powerpoint etc) let yuou make graphs and charts
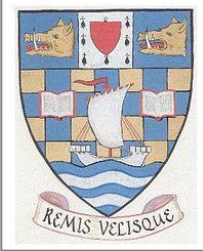
DATA

App	Number of downloads in 2019	% downloaded from App store	% downloaded from Google play
WhatsApp	880million	9.8%	90.2%
TikTok	740million	19%	81%
Messenger	715million	15%	85%
Facebook	711milliom	15.5%	84.5%
Instagram	442million	27%	73%
Likee	328million	3.1%	96.9%
SHAREit	321million	1.5%	98.5%
Youtube	289million	44%	56%
Snapchat	282million	19%	81%
Netflix	212million	34.5%	65.5%

Country	Number of App downloads 2019
India	4.8 Billion
USA	3.2 billion
Brazil	2.2 billion
Russia	1.45 billion
Indonesia	1.35 billion
Mexico	0.9 billion
Turkey	0.82 billion
Japan	0.79 billion
Vietnam	0.75 billion
UK	0.68 billion

DATA

•In 2016, apps were worth $88 billion—this number is projected to pass $188 billion in 2020. A 113 percent increase over four years

•Nearly 25 percent (24.9%) of all available apps are game apps—2.5 times the number of business apps which has the second highest % at 9.8%

•Only 65% of mobile users have 1 or more game apps

•97.5% have web browsers, 96.9% have communication and social apps and 91.2% have shopping apps.

•Users spend 20% of app time on social media, compared to 18% on music apps and 10% on multimedia and 10% on games.

age	Number of hours per day spent on apps	% of online time spent on apps	Favourite apps	% who have paid for 1 or more app	% who have made an in app purchase
18-24	3.2	66%	Snapchat, Discord, Tiktok	64%	70%
25-34	2.6	54%	Facebook, amazon, snapchat	64%	70%
35-44	2.3	53%	Instagram, Gmail, Facebook	34%	42%
45-54	2.0	48%	Facebook, Gmail, amazon	34%	42%
55-64	1.8	46%	Facebook, pinterest,	20%	28%
65+	1.6	27%	Facebook, audiobooks	20%	28%