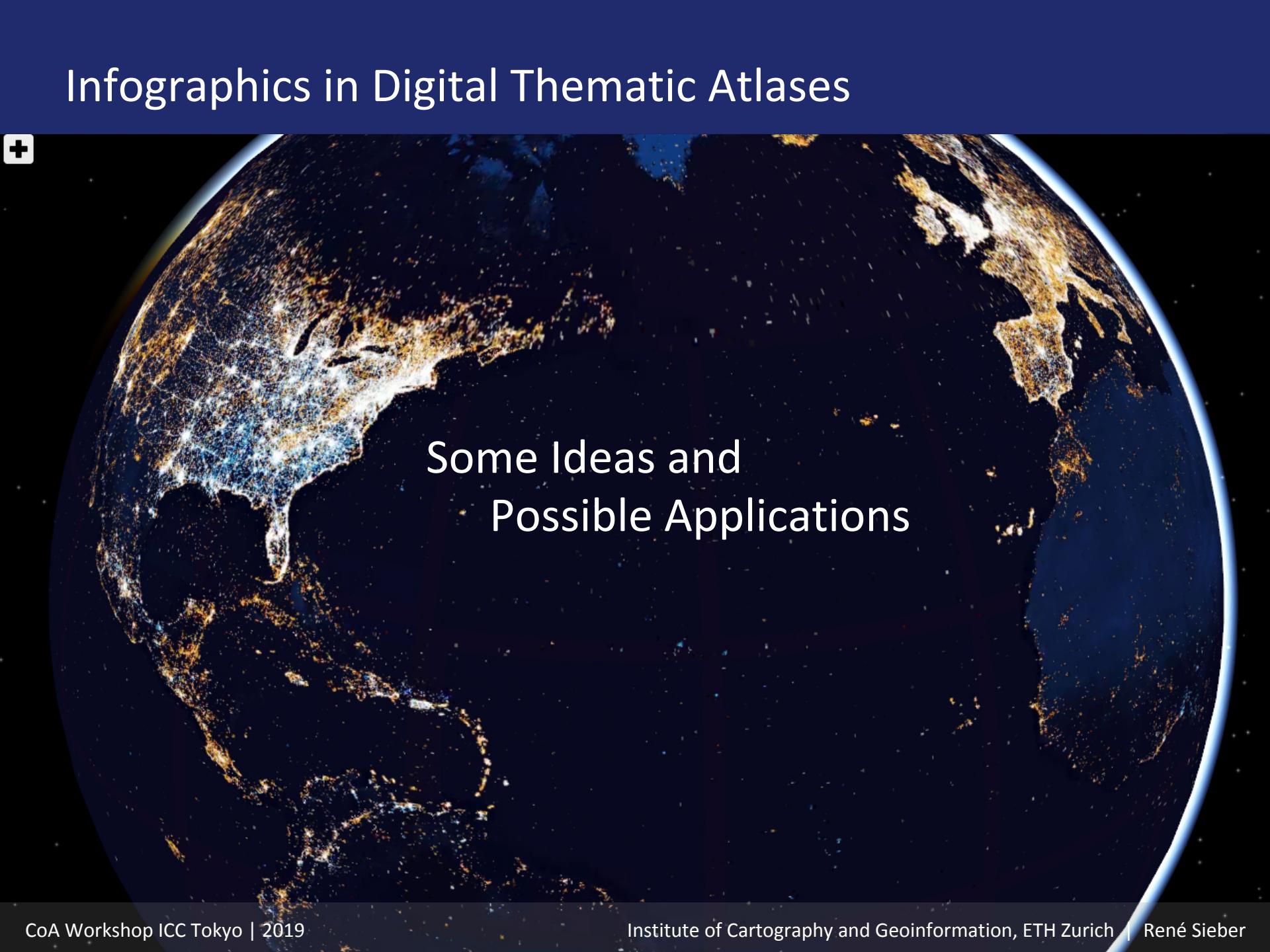


Infographics in Digital Thematic Atlases



Some Ideas and
Possible Applications

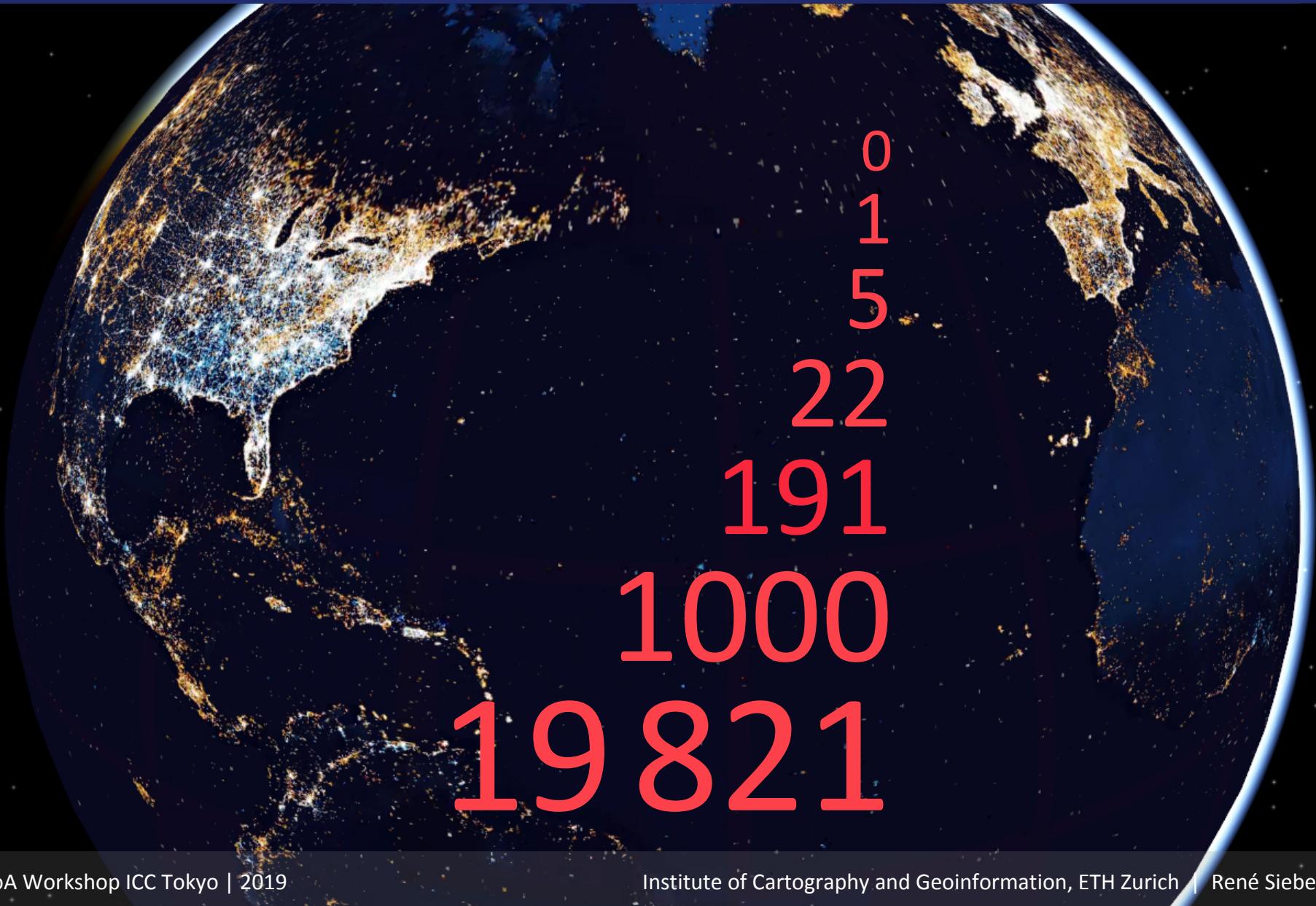
Infographics in Digital Thematic Atlases



WHAT?

HOW?

Infographics in Digital Thematic Atlases

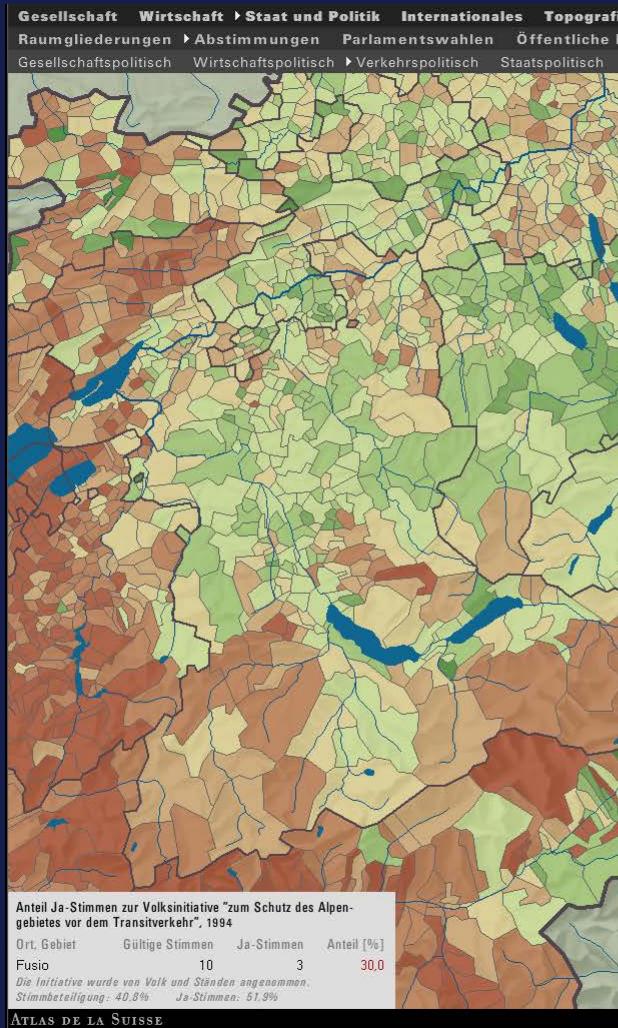


Infographics in Digital Thematic Atlases



ATLAS DER SCHWEIZ
ATLAS DE LA SUISSE
ATLANTE DELLA SVIZZERA
ATLAS OF SWITZERLAND

Atlas Problem: How to utilize the „Pool of Information“



ATLAS DER SCHWEIZ

KARTE DER WOCHE

Fahnenträger

Tourismus und Freizeit / Sportveranstaltungen / Olympische Spiele

Unternehmen

Portrait Schweiz / Wirtschaft und Energie

Lithologie

Natur und Umwelt / Geologie und Röhrstoffe / Geologie und Tektonik

Territoriale Entwicklung der Schweiz

Geographie und Zukunft / Territoriale Entwicklung

Steinbockgebiete

Landschaft und Raum / Landschaften / Schutzgebiete

Bevölkerungsdichte

Gesellschaft und Kultur / Bevölkerung / Dichte und Verteilung

Berghütten: Anzahl Schlafplätze

Tourismus und Freizeit / Touristische Infrastruktur / Unterkunft

Bezirke

Flugplätze

EuroAirport BASEL-MULHOUSE

Atlas Problem: How to utilize the „Pool of Information“

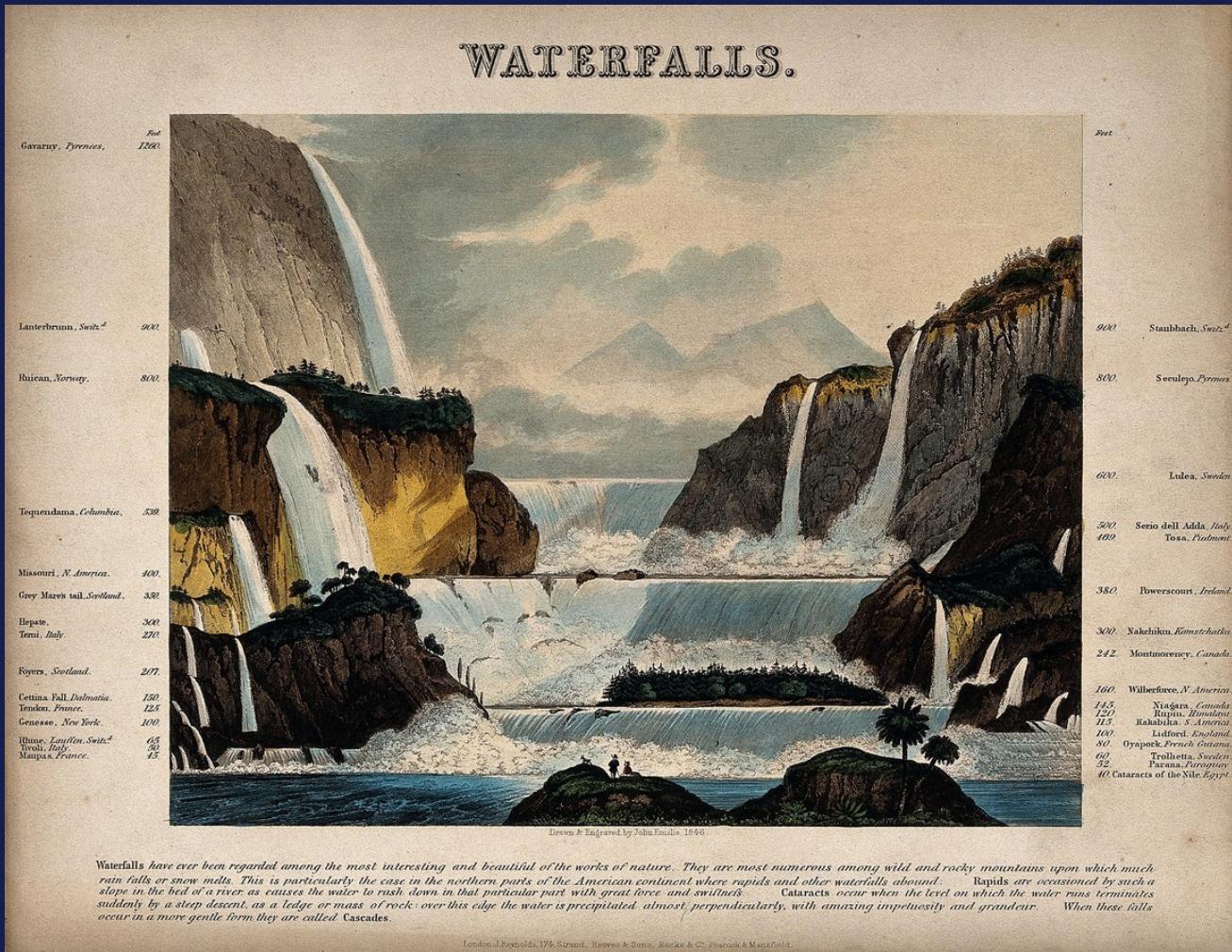
The screenshot shows the homepage of the Tirol Atlas. At the top left is the logo "Geographie Innsbruck TIROL ATLAS". The top right features a navigation menu with a blue background and white text. Below the menu is a "HOME" button. A "News" box is visible. The main content area includes a "Willkommen beim Tirol Atlas" section with a brief introduction and five links: "Themenische Karten", "Topographische Karte", "tiroLexikon", "Alpenmodul", and "Tirol 4 Kids". Below this is a "Themen & Karten" section with a list of topics like Index, Arbeitslosigkeit, Bevölkerung, etc. Further down are sections for "tiroLexikon", "Alpenmodul", and "Tirol4Kids". The footer contains copyright information and language links.

This screenshot shows the "Tirol 4 Kids" section of the website. It features a light blue background with various icons and text boxes. At the top left is the "Tirol 4 Kids" logo. To the right is a map of Tyrol with major cities labeled. The page is divided into several sections: "Natur" (with a mountain icon), "Atlas Tyroensis" (with a scroll icon), "Kinder-tiroLexikon" (with a city skyline icon), "tiroLexikon 2030" (with a city skyline icon), "Nachschlagen" (with a Q&A icon), "Länder und Bezirke" (with a flag icon), "Karten" (with a compass icon), "Dies und Das" (with a person icon), and "Wirtschaft" (with a factory icon). A cartoon character named "LUIS" is in the bottom right corner. The footer of the page includes the "Geographie Innsbruck TIROL ATLAS" logo and language links.

<http://tirolatlas.uibk.ac.at/>

Atlas Problem: How to utilize the „Pool of Information“

Exploratory – Explanatory



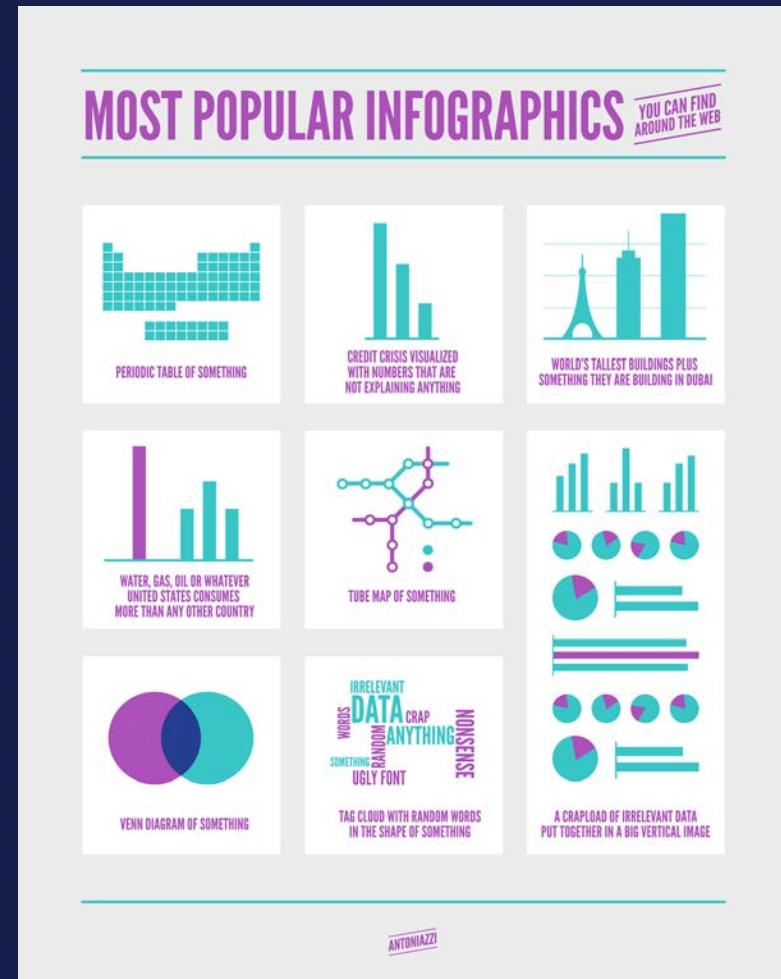
Emslie and Reynolds (1800)

Infographics – A Novel Approach for Atlases

Good Infographics

- are *original/special* concerning choice of themes and visual realization.
- are *based on in-depth investigated facts*, that communicate a unique message.
- have *solid sources*, which pass an editorial examination and are correctly referenced.
- *tell a story*: Especially in Social Media, infographics should transmit *positive emotions* by means of humor, surprise or active negative feelings like anger or fear.

<https://suxeedo.de/infografik/>



<https://savedelete.com>

Infographics – A Novel Approach for Atlases

Types of Infographics

- Diagrams Statistics
 - Maps Spatial facts, conditions or interrelations
 - Timelines Temporal facts, conditions or relations
 - Enumerations/Lists Quantitative and qualitative conditions
 - Flow Diagrams Lines of arguments and Theory abstracts
 - Tables Comparison, juxtapositions and typifications
 - Interactive Infographics Very complex content



<https://suxeedo.de/infografik/>

www.immobilienscout24.de/wohnen/

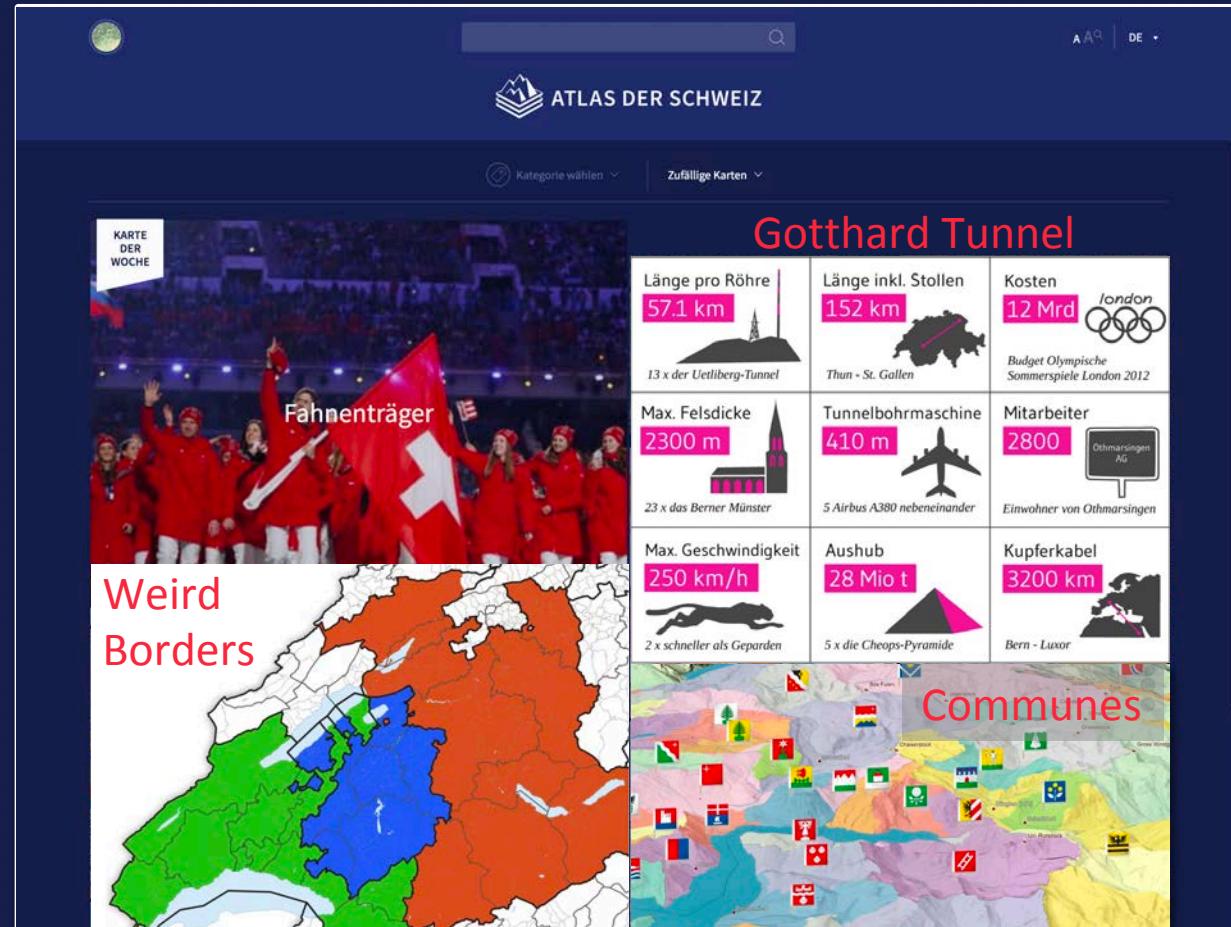
Atlases – Functionality of Infographics

Door-opener Function

- ◎ Seeding / Publicity
- ◎ „Entry opportunities“

Tools / Realization

- ◎ Map of the Week
- ◎ Tile view
- ◎ Integration of current interactive infographics



www.atlasderschweiz.ch, www.watson.ch

Atlases – Functionality of Infographics

Spotlight / Reference Function

- ◎ Latest news/data
- ◎ Essentials
- ◎ Particularities
- ◎ Variations / changes

Tools / Realization

- ◎ Icon
- ◎ Call-out
- ◎ Spotlight
- ◎ Zoom to



www.atlasderschweiz.ch

www.datasport.ch

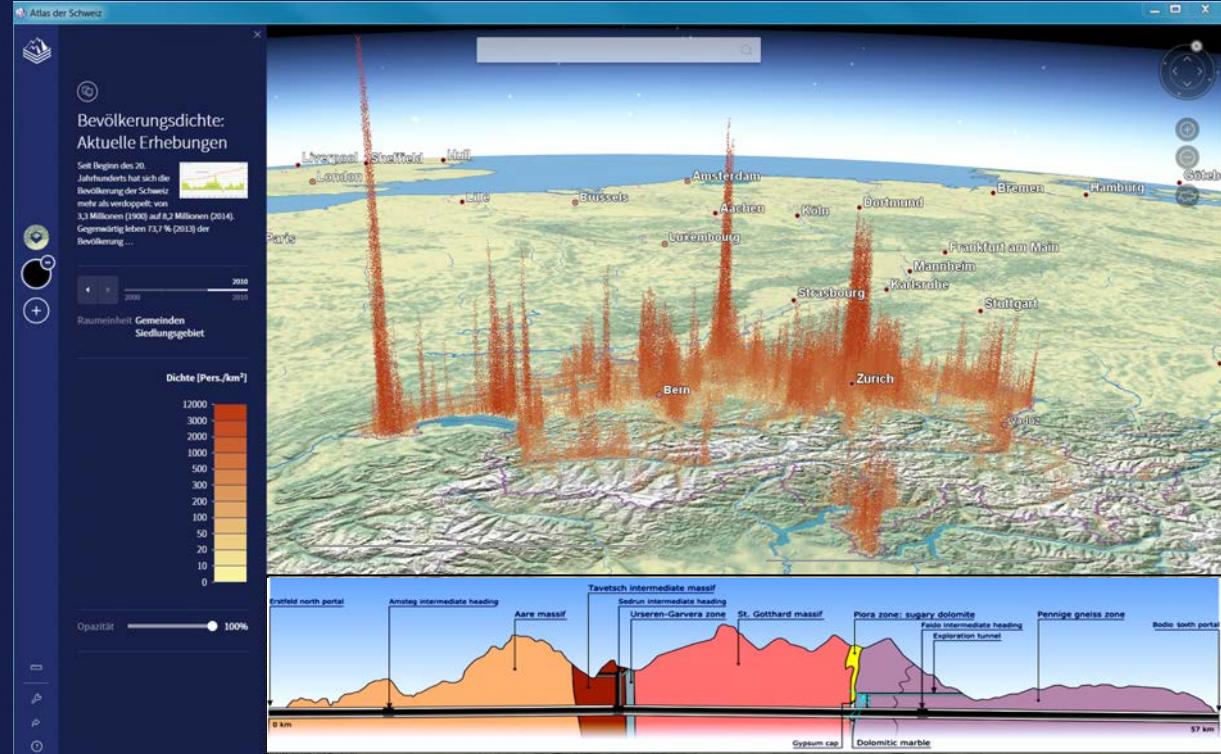
Atlases – Functionality of Infographics

Augmentation Function

- ◎ Space / Time
- ◎ Theme
- ◎ Background Info

Tools / Realization

- ◎ Graphics
- ◎ Interactive diagrams



www.atlasderschweiz.ch

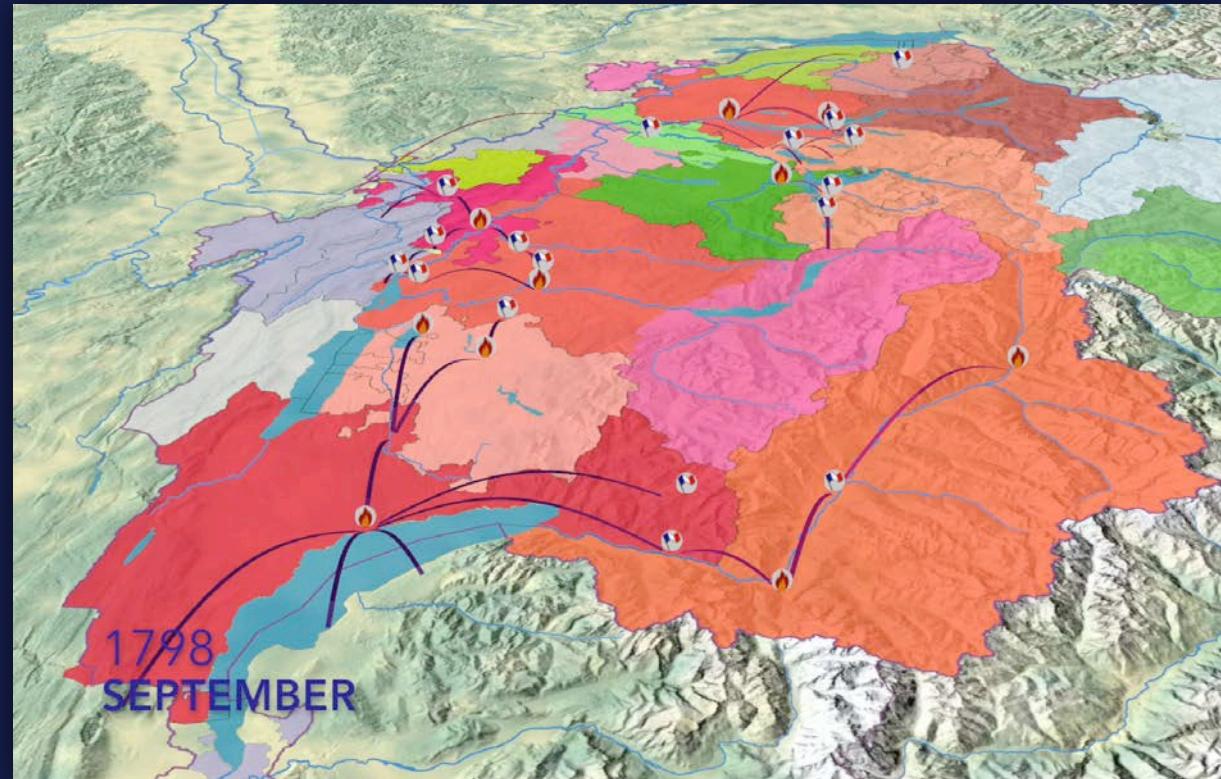
Atlases – Functionality of Infographics

Storytelling Function

- ◎ Interconnections
- ◎ Background infos
- ◎ Immersion

Tools / Realization

- ◎ Storyline
- ◎ Guided Tour
- ◎ Action Points
- ◎ Animations



www.atlasofswitzerland.ch

Atlases and Infographics

Project Idea „Infographics Atlas“

- ◎ Multiple use of the „Data treasure“
- ◎ Combination with actuality/topicality
- ◎ Link to Data Journalism
- ◎ Storytelling approach
- ◎ Seeding

Implementation

- ◎ Data-driven infographics
- ◎ Pictorial infographics
- ◎ Spatial infographics



HSdK Müller, Schmid, Vollenweider (2013)

Atlases and Infographics



Thank you for your attention

Further ideas are welcome!

sieberr@ethz.ch