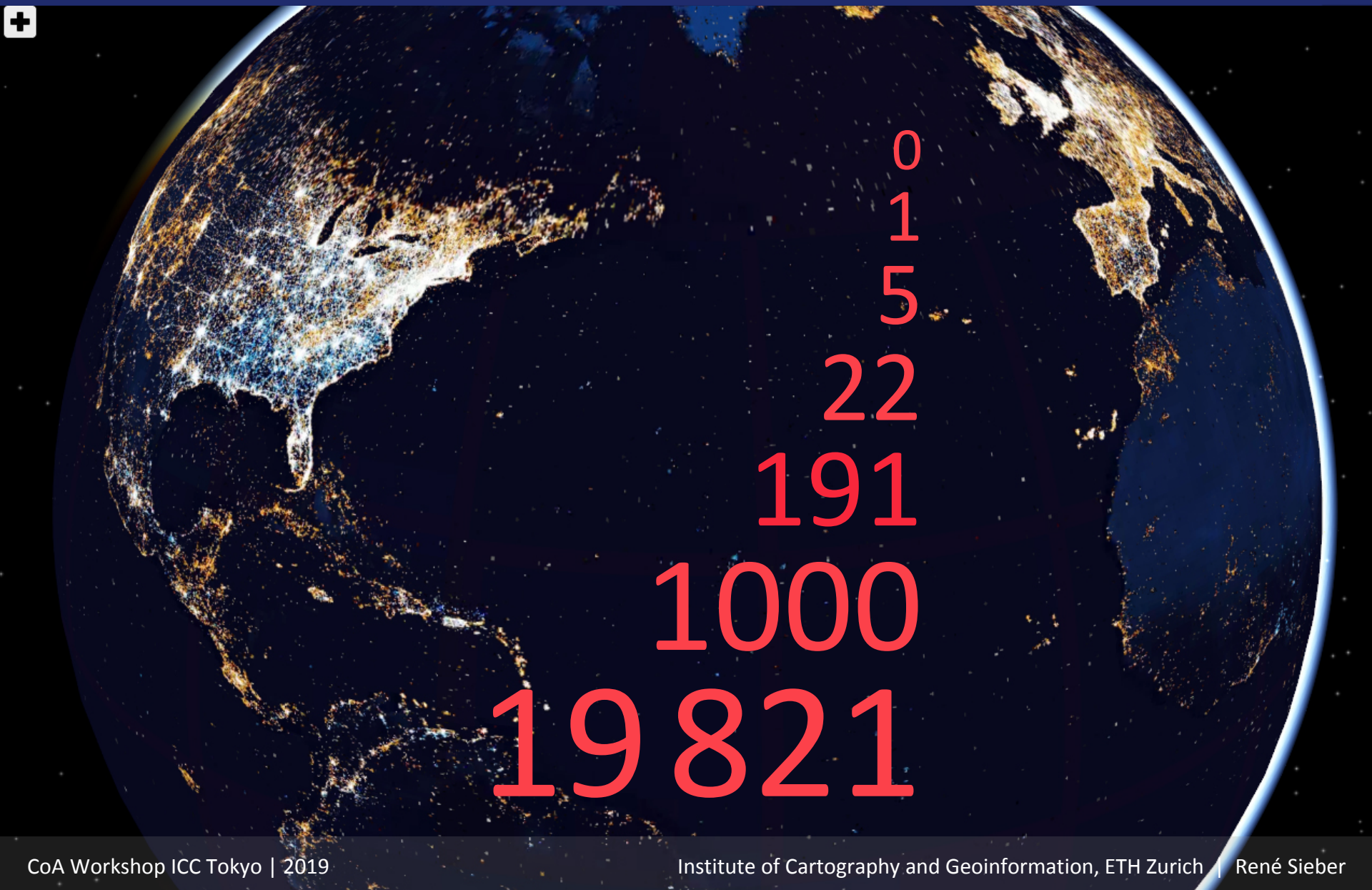
Infographics in Digital Thematic Atlases

Institute of Cartography and Geoinformation, ETH Zurich | René Sieber

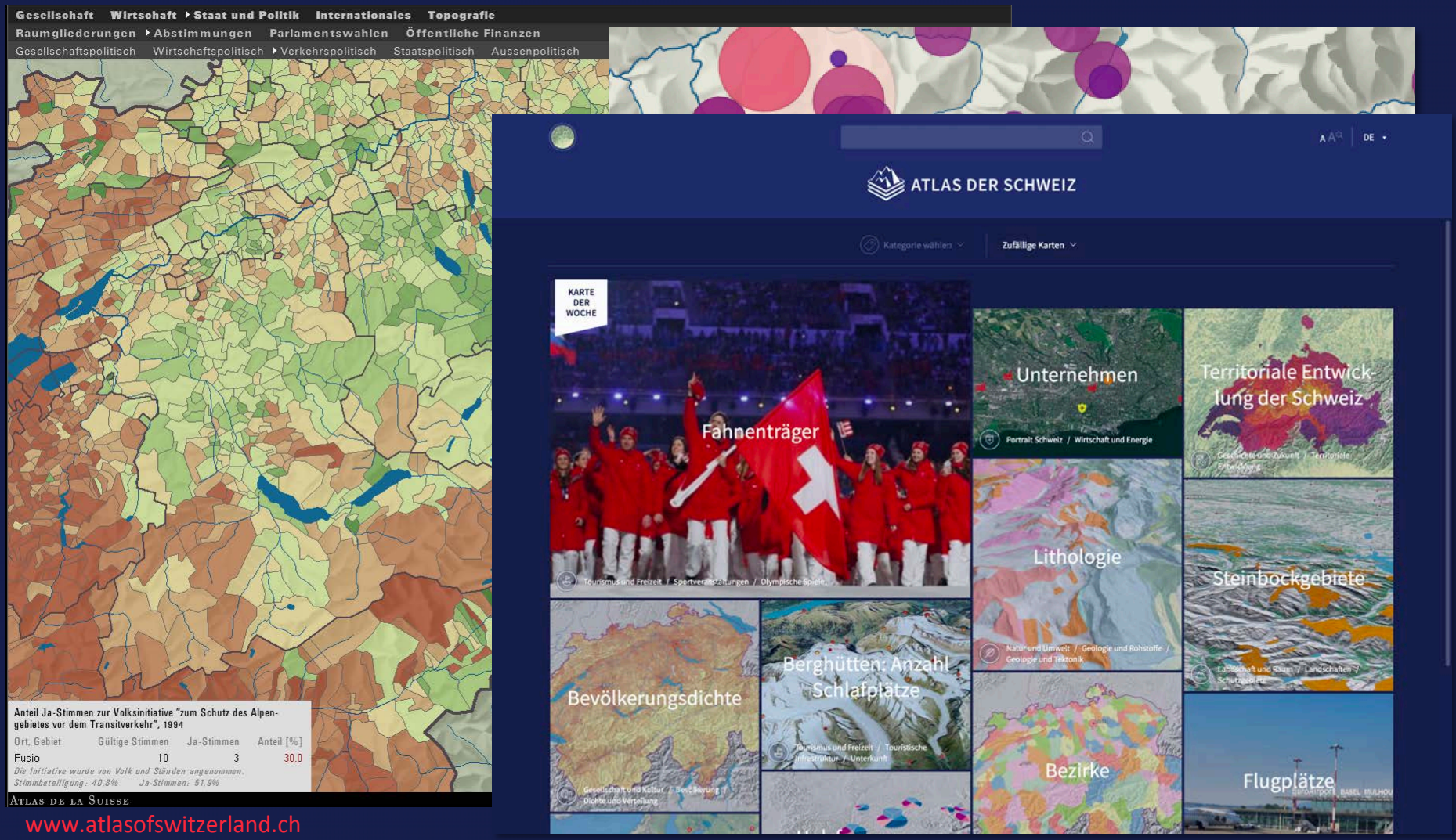
Infographics in Digital Thematic Atlases

Infographics in Digital Thematic Atlases



Infographics in Digital Thematic Atlases

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



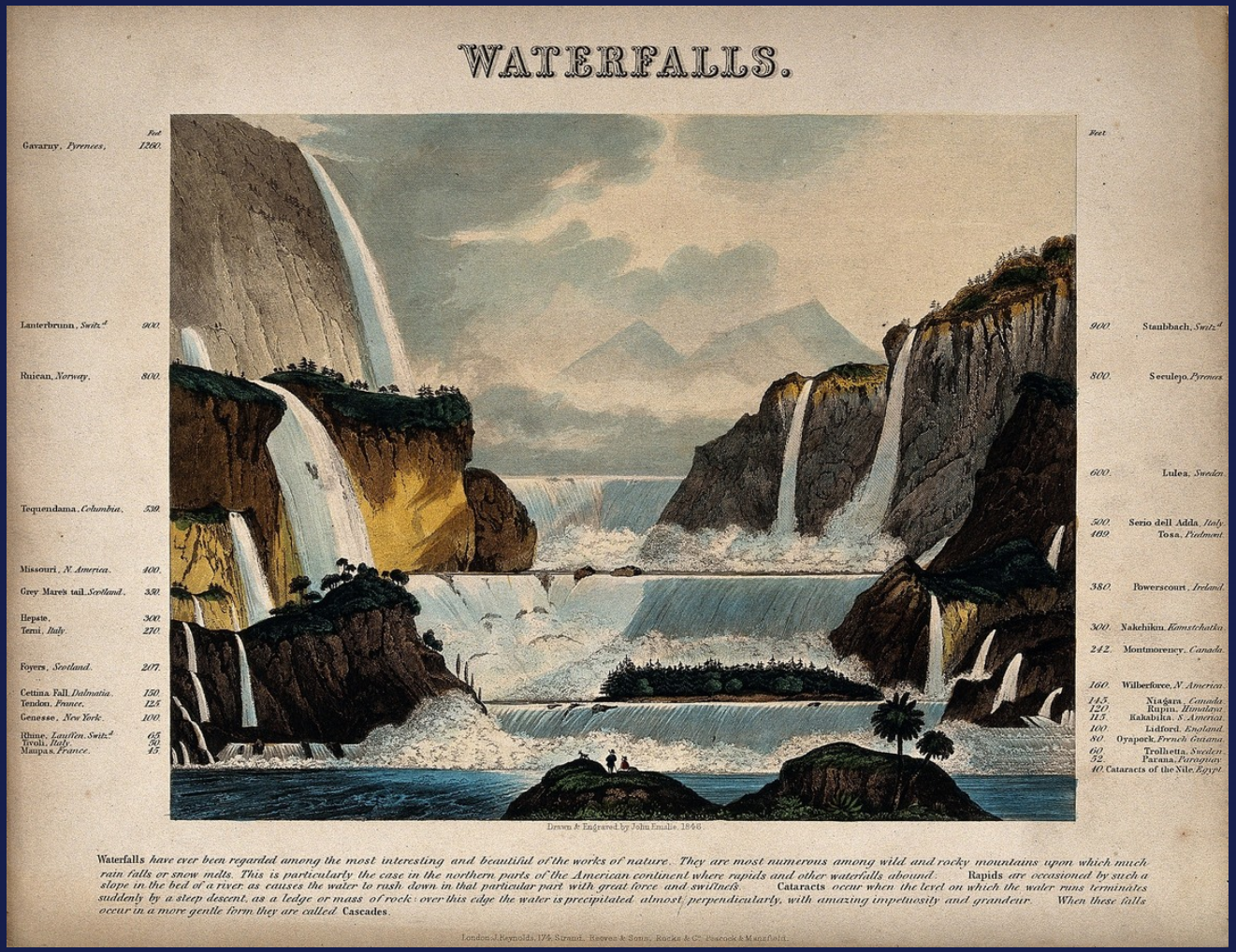
www.atlasofswitzerland.ch

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

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

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

Exploratory – Explanatory

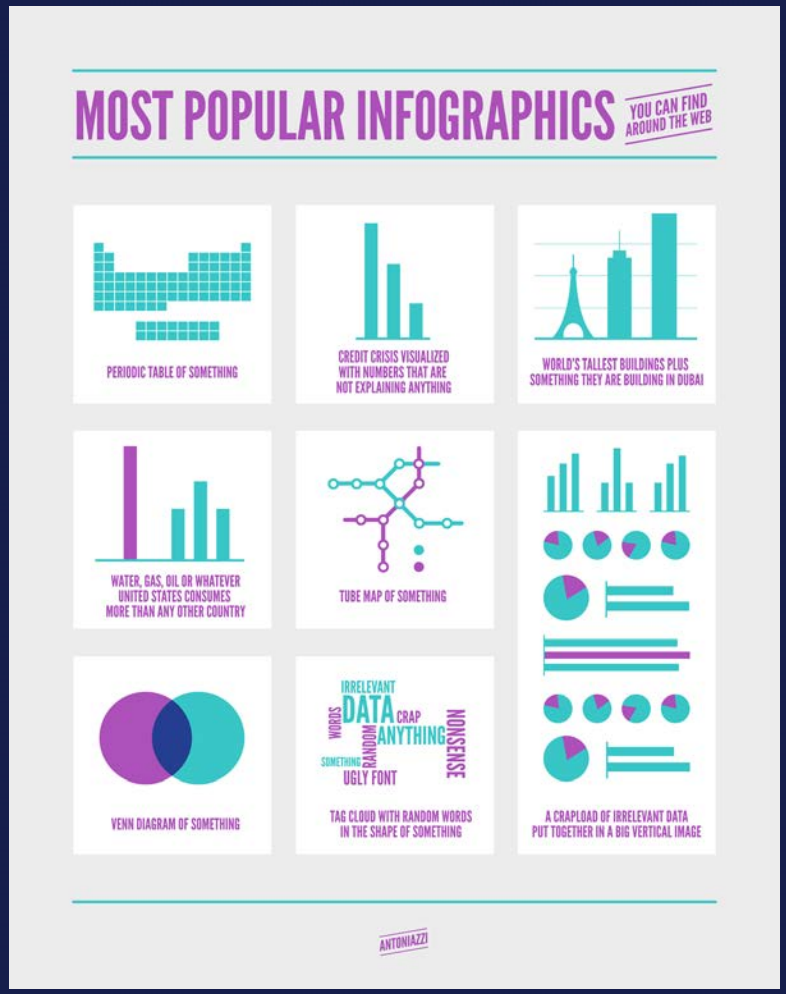


Emslie and Reynolds (1800)

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.



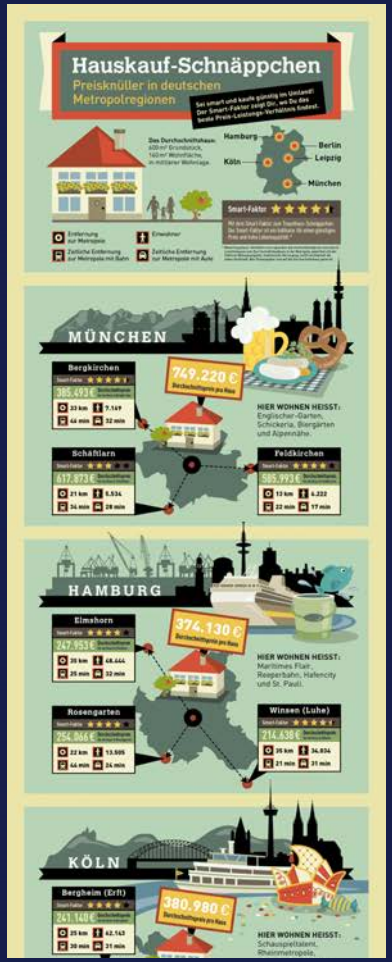
https://suxeedo.de/infografik/

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/

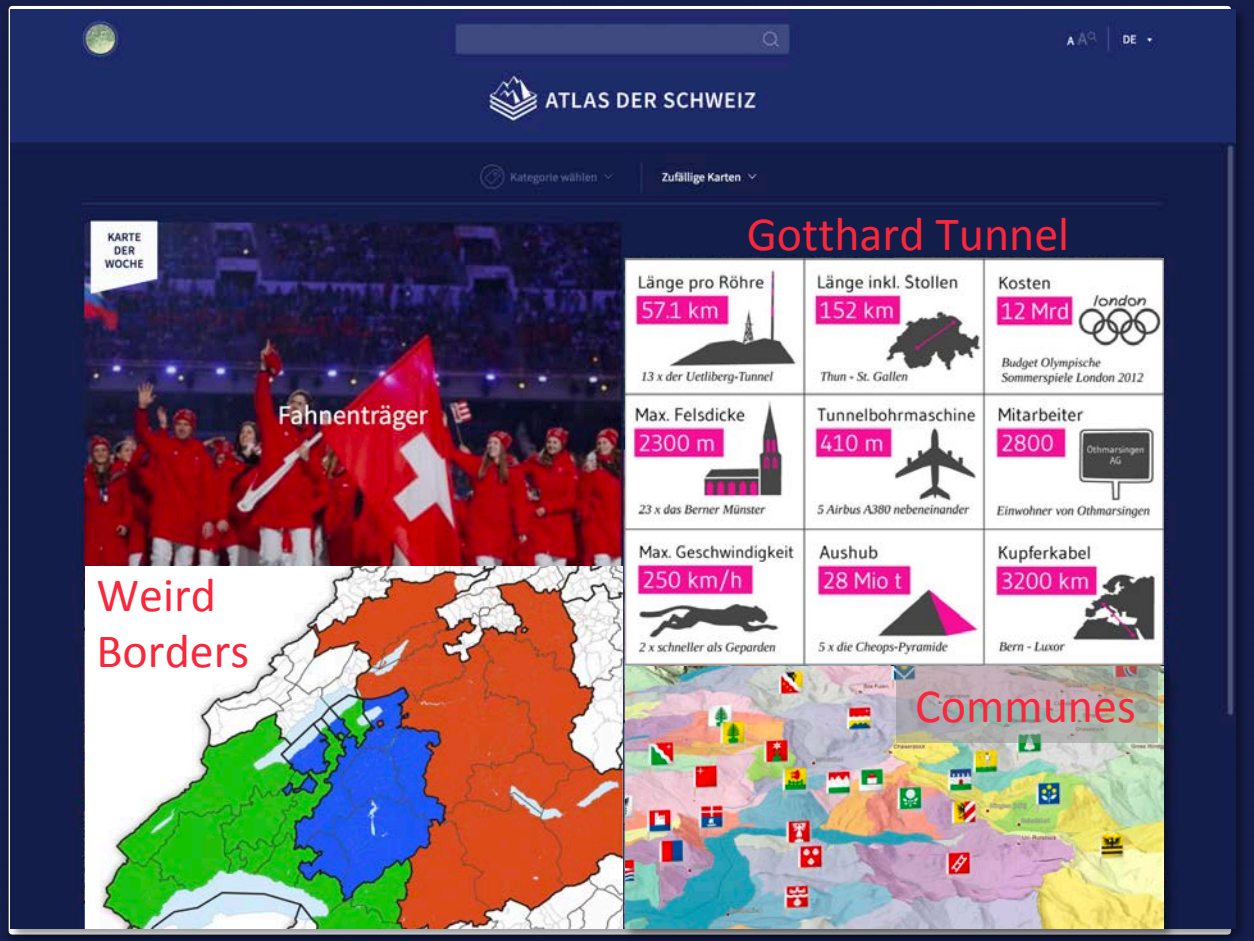
Atlases – Functionality of Infographics

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

Institute of Cartography and Geoinformation, ETH Zurich | René Sieber

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

Institute of Cartography and Geoinformation, ETH Zurich | René Sieber

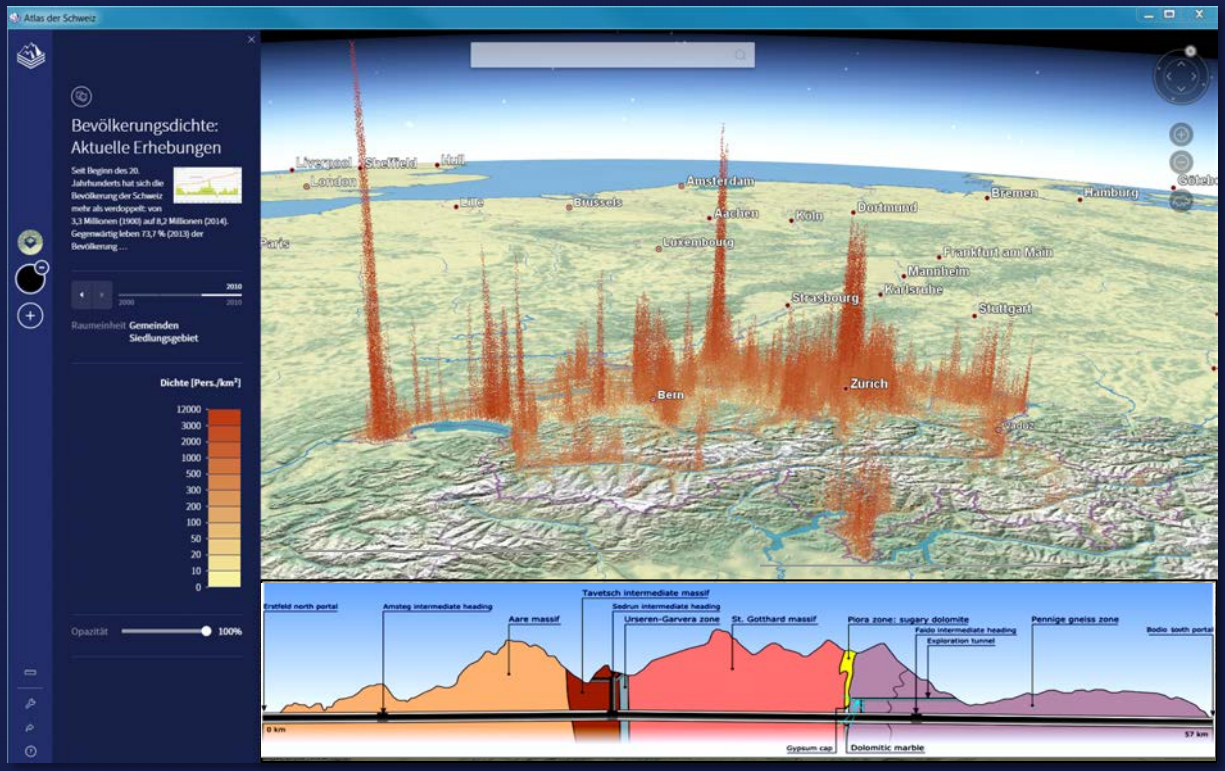
Atlases – Functionality of Infographics

Augmentation Function

- Space / Time
- Theme
- Background Info

Tools / Realization

- Graphics
- Interactive diagrams



www.atlasderschweiz.ch

Institute of Cartography and Geoinformation, ETH Zurich | René Sieber

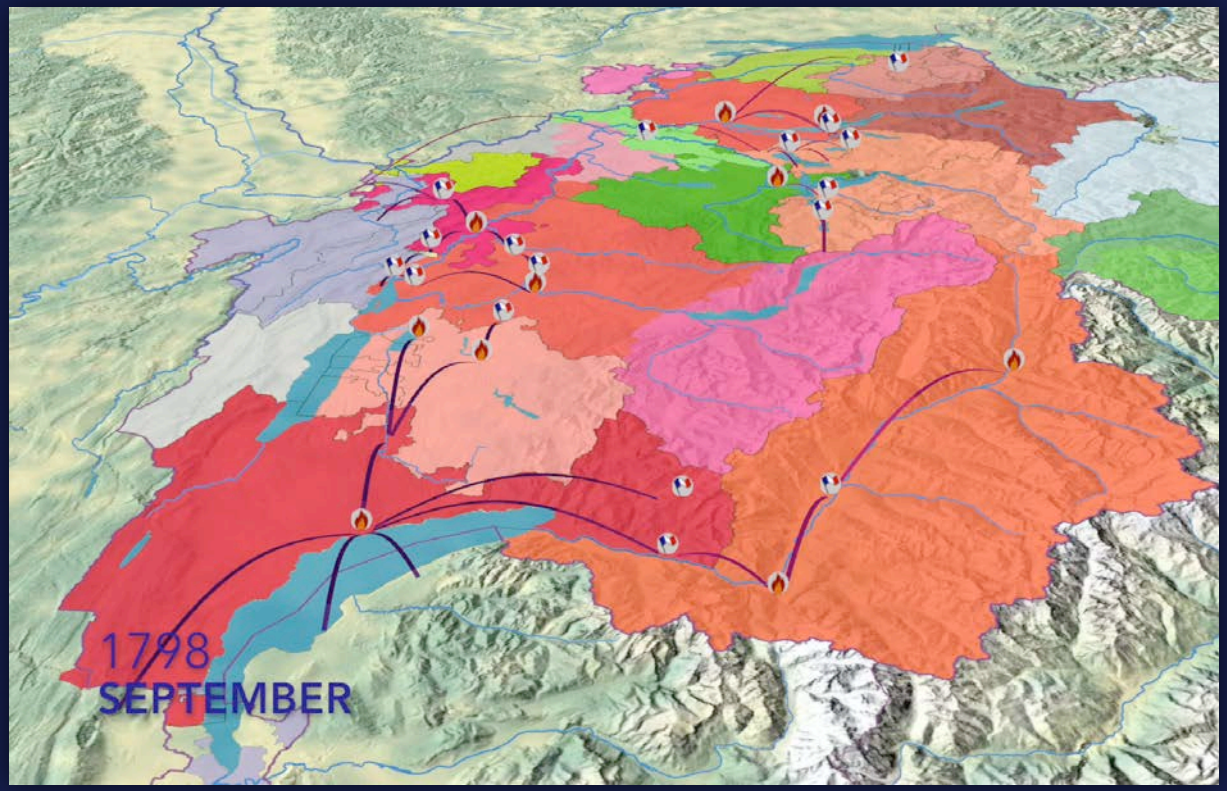
Atlases – Functionality of Infographics

Storytelling Function

- Interconnections
- Background infos
- Immersion

Tools / Realization

- Storyline
- Guided Tour
- Action Points
- Animations



www.atlasofswitzerland.ch

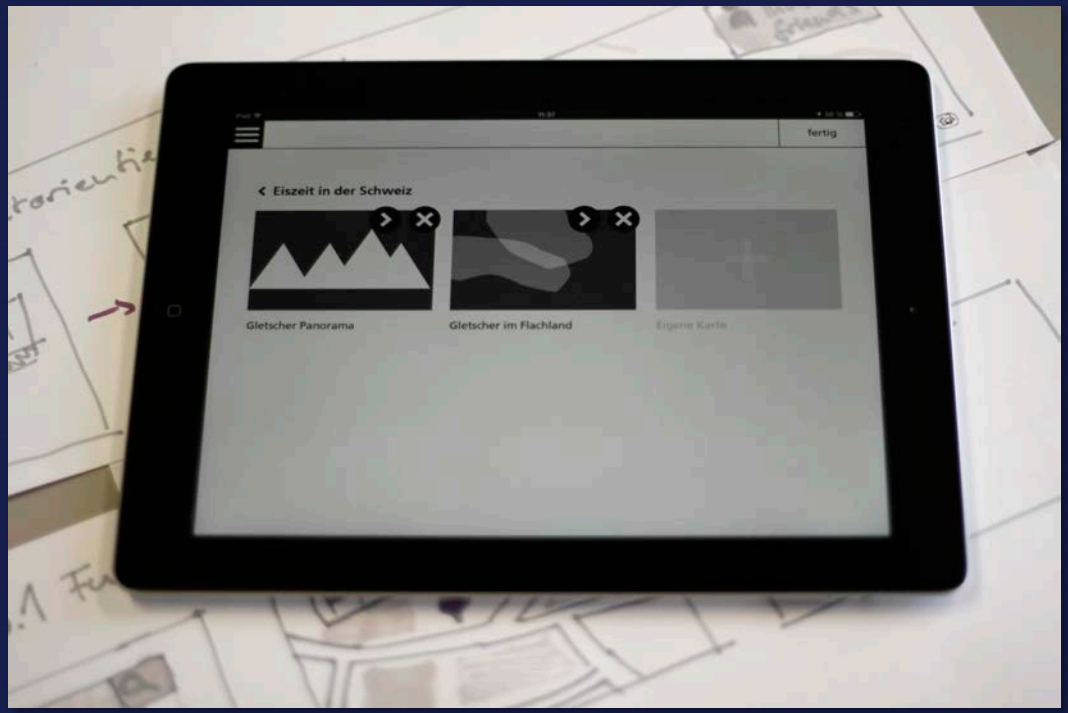
Atlases and Infographics

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