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 Problem: How to utilize the „Pool of Information“
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
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

Gotthard Tunnel

Weird Borders

Communes

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

© www.reygrafik.ch
Augmentation Function

- Space / Time
- Theme
- Background Info

Tools / Realization

- Graphics
- Interactive diagrams

Atlases – Functionality of Infographics

www.atlasderschweiz.ch
Atlases – Functionality of Infographics

Storytelling Function

- Interconnections
- Background infos
- Immersion

Tools / Realization

- Storyline
- Guided Tour
- Action Points
- Animations
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)
Thank you for your attention

Further ideas are welcome!

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