

Info Graphics
INFORMATION GRAPHICS
assembled by Cynthia

Greater attention is being paid to the role of graphics in printed communications.
A Visual Age

Designers and artists are moving into the editorial rooms of newspapers and the offices of advertising and public relations firms.

The Purpose of Information Graphics

Restate the main point of the story or stand alone and contain additional related information not found in the story.

Working With Art

Evaluate the message you want to tell and ask questions.

What Visuals Do for the Page

Improve Readability

More on Visuals

Can give the reader or viewer a sense of place.

Getting the Visual Advantage

Understand how art gets from idea to printed page.

To Hold the Readers Attention

According to the Gallup Applied Science Partnership, a device called the Eye-Trac indicates readers use photos and graphic images as

Essentials of an Effective Graphic

Selection: type of graphic (chart, diagram, or map?)

Essentials of an Effective Graphic

Headline: easy to read, short

BYE BYE

Press Command + Q to Quit