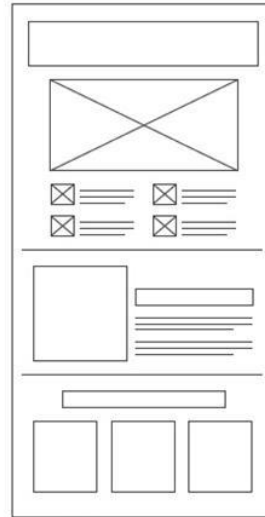


Инфографика: ОСНОВНЫЕ МАКЕТЫ

Inna Romanova

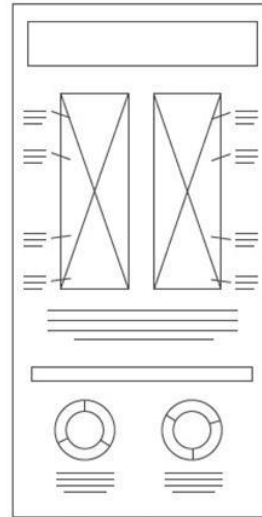
Infographic Layout Cheat Sheet

by SeeMei Chow



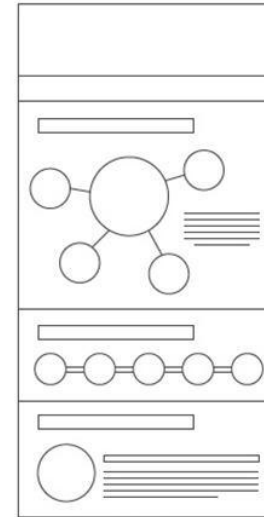
Useful Bait

Works well with most of the data
Easy to read and good usability



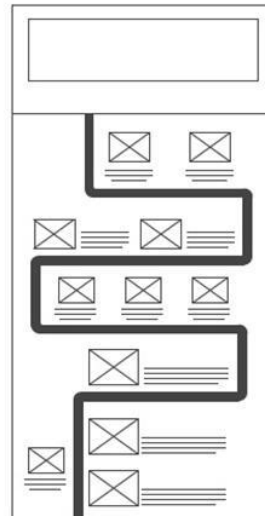
Versus/ Comparison

Works well with a lot of informations
Design(visual) is very important
Informations have to be very interesting



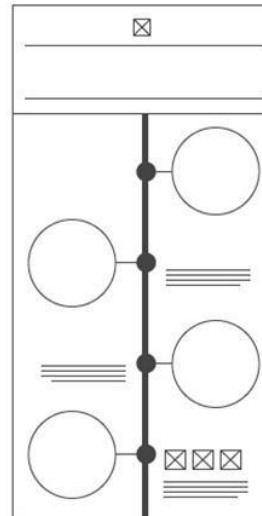
Heavy Data (numbers porn)

Works well with marketing strategy
Timeline for project
Can extend to a flowchart



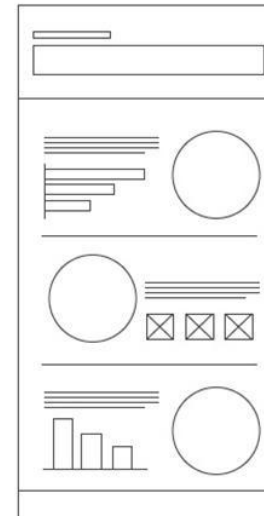
Road Map

Good for storyline/journey
Can be used as a timeline too



Timeline

Can be a comparison
Good for timeline or journey too
From simple to complex
(depends on your data)



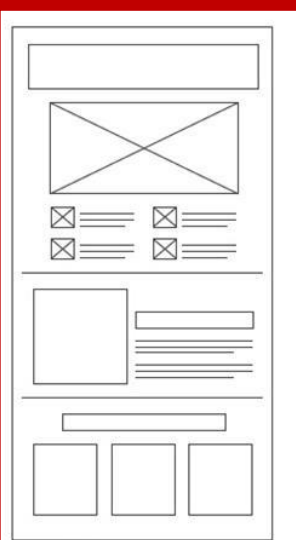
Visualized Article

Needs strong title
Works well with heavt content
Easy to read and understand

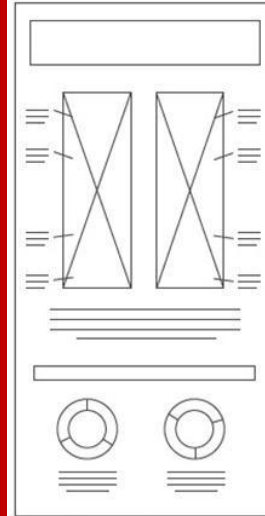
ЭФФЕКТИВНАЯ ПРИМАНКА

Infographic Layout Cheat Sheet

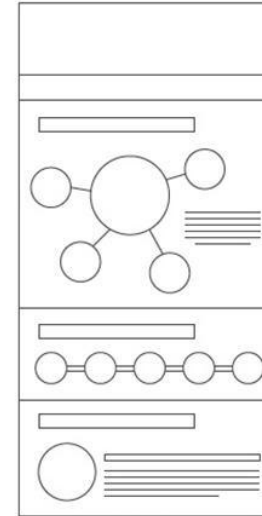
by SeeMei Chow



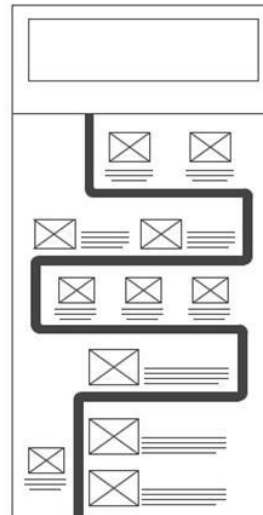
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Easy to read and good usability



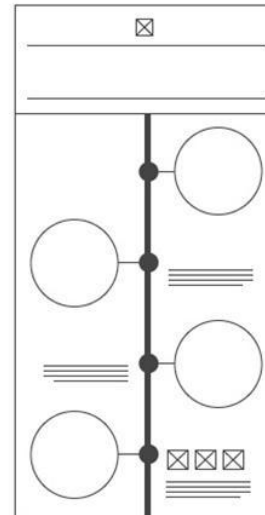
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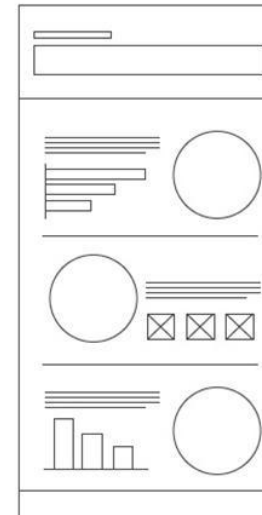
Heavy Data (numbers porn)
Works well with marketing strategy
Timeline for project
Can extend to a flowchart



Road Map
Good for storyline/journey
Can be used as a timeline too



Timeline
Can be a comparison
Good for timeline or journey too
From simple to complex
(depends on your data)



Visualized Article
Needs strong title
Works well with heavt content
Easy to read and understand



Cranberry juice can deliver the same nutritional lift you would receive from eating a handful of the small but mighty fruit.



DRINK UP!

According to research*, an 8 ounce beverage containing at least 27% cranberry juice will deliver the same health benefits you would receive from eating 1 1/2 cups of fresh cranberries.

BENEFITS OF CRANBERRIES



Heart healthy and promote urinary tract health.



Rich source of antioxidants.

0%
FAT & CHOLESTEROL

No fat, no cholesterol, very little sodium, good source of dietary fiber.

CHECK THE NUTRITION LABEL

Look at the label for guidance. Cranberry juice should be the very first juice listed! Ingredients are always in order from the ingredient that weighs the most to the one that weighs the least.



10 CRANBERRY JUICES TO LOOK FOR

1. 365 Organic (Whole Foods) 100% Juice Cranberry
2. Kirkland Signature Cranberry Juice Cocktail
3. L&A All Cranberry
4. Lakewood Pure Cranberry
5. Langers Cranberry Juice Cocktail
6. Ocean Spray Cranberry Juice Cocktail
7. Roundy's Cranberry Juice Cocktail
8. RW Knudsen Family Just Cranberry
9. Trader Joe's 100% Cranberry Juice
10. Wild Harvest (SuperValu Inc.) Cranberry 100% Juice

* Vissan JA, Boer R, Pruthi L, et al. Cranberries and Cranberry Products: Powerful in Vitro, in Vivo, and in Vivo Sources of Antioxidants. *J Agric Food Chem* 2006; 54(24): 5884-91.

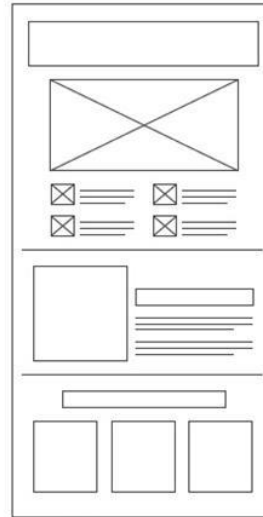
* Vissan JA, et al. Phenolic Antioxidant Quantity and Quality in Foods. *Fruits, J Agric Food Chem* 2002; 49: 5325-5322.

* Holmerson BL, et al. Content of redox-active compounds (or antioxidants) in foods consumed in the United States. *Am J Clin Nutr* 2006; 84: 95-135.

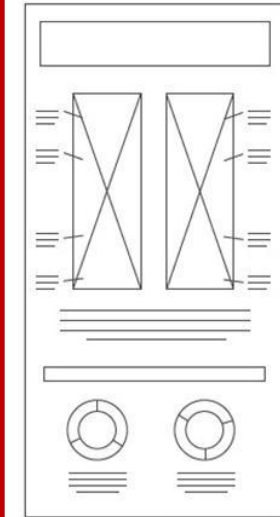
СРАВНЕНИЕ

Infographic Layout Cheat Sheet

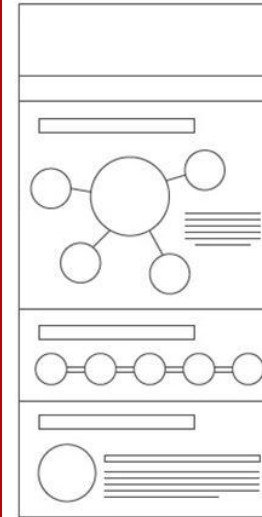
by SeeMei Chow



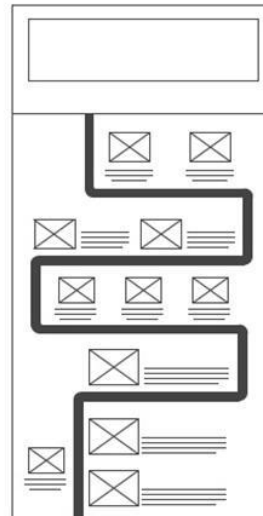
Useful Bait
Works well with most of the data
Easy to read and good usability



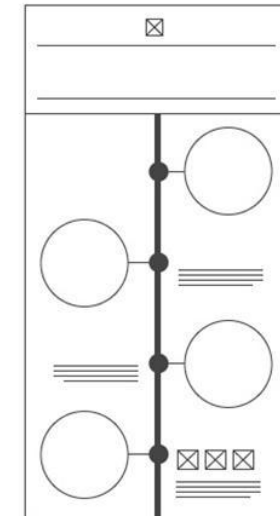
Versus/ Comparison
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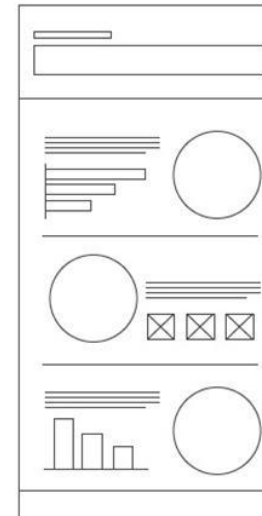
Heavy Data (numbers porn)
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Timeline for project
Can extend to a flowchart



Road Map
Good for storyline/journey
Can be used as a timeline too



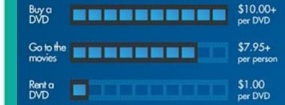
Timeline
Can be a comparison
Good for timeline or journey too
From simple to complex
(depends on your data)



Visualized Article
Needs strong title
Works well with heavt content
Easy to read and understand

The Movie Industry Overview

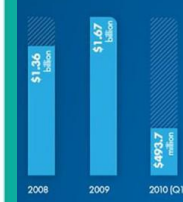
Rental services are the cheaper way of watching movies:



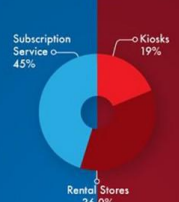
Most Americans have the technology to watch movies at home:



Netflix revenue



Rental Market in 2009



Redbox revenue



Netflix pros and cons

- ✓ Price: \$8.99 per month
1 DVD out at a time
- ✓ Selection: 100,000 titles
- ✗ Rental system: DVD-by-mail
The delivery usually takes 1 business day
- ✓ Movie stream
Unlimited instant movies
- ✓ No additional fees
Even if you keep the DVD for an extra day

Redbox pros and cons

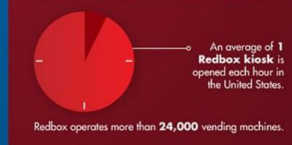
- ✗ Price: \$30 per month
If you rent and return 1 DVD every day for a month.
- ✗ Selection: 200 titles
- ✓ Rental system: kiosks
The customer can rent DVDs anytime
- ✗ There's no movie stream
Redbox will probably launch a web service
- ✗ Late fee
\$1 per day

Netflix advantage: Unlimited Web viewing



The movies are streamed via Internet and consoles like Wii™.

Redbox advantage: Convenience

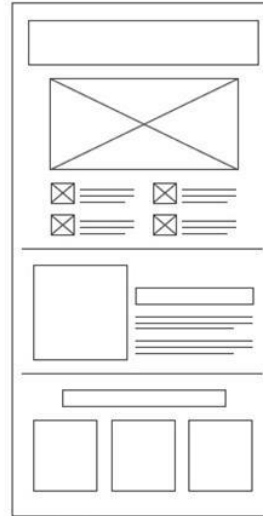


Redbox operates more than 24,000 vending machines.

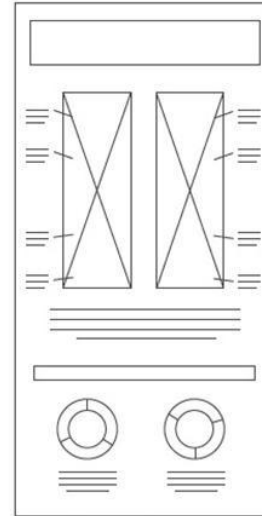
БОЛЬШИЕ ЧИСЛА

Infographic Layout Cheat Sheet

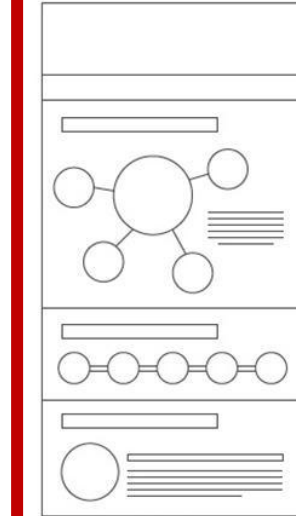
by SeeMei Chow



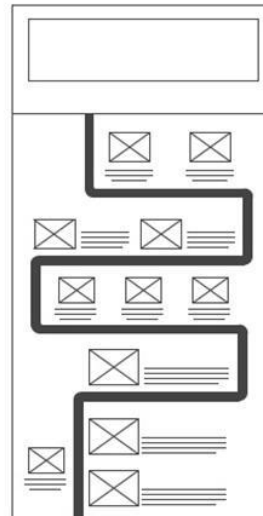
Useful Bait
Works well with most of the data
Easy to read and good usability



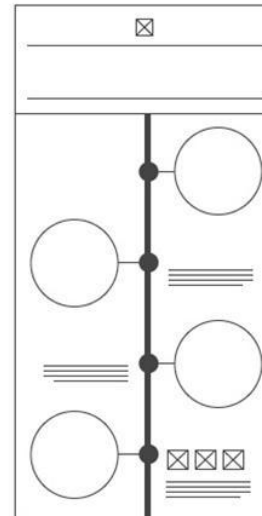
Versus/ Comparison
Works well with a lot of informations
Design(visual) is very important
Informations have to be very interesting



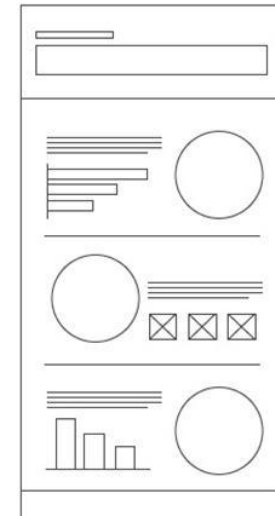
Heavy Data (numbers porn)
Works well with marketing strategy
Timeline for project
Can extend to a flowchart



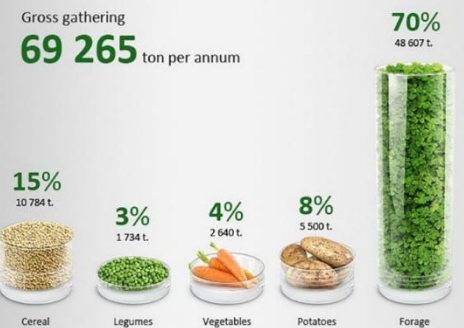
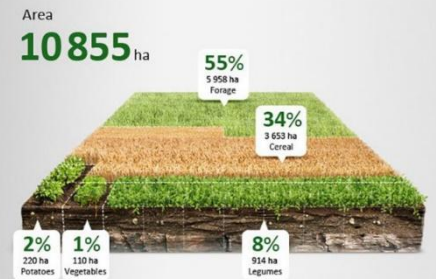
Road Map
Good for storyline/journey
Can be used as a timeline too



Timeline
Can be a comparison
Good for timeline or journey too
From simple to complex
(depends on your data)



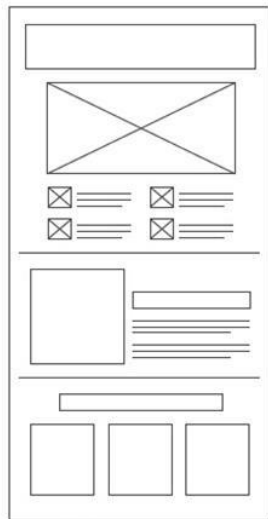
Visualized Article
Needs strong title
Works well with heavt content
Easy to read and understand



Дорожная карта

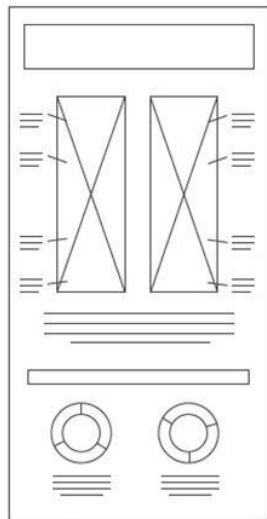
Infographic Layout Cheat Sheet

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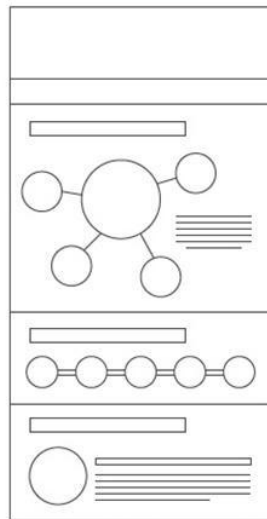
Useful Bait

Works well with most of the data
Easy to read and good usability



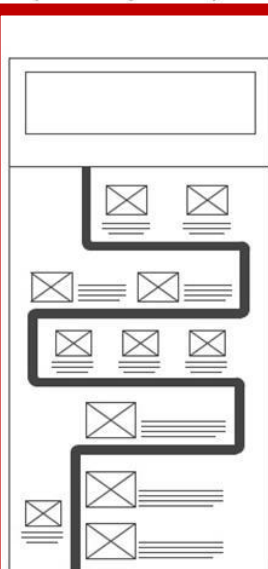
Versus/ Comparison

Works well with a lot of informations
Design(visual) is very important
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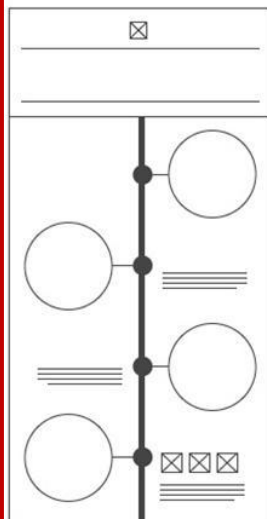
Heavy Data (numbers porn)

Works well with marketing strategy
Timeline for project
Can extend to a flowchart



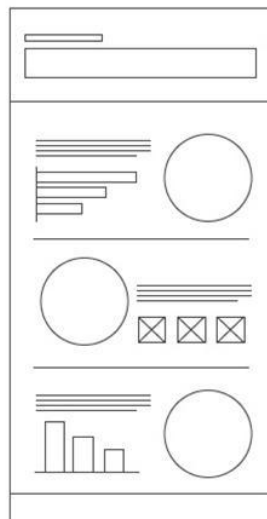
Road Map

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Can be used as a timeline too



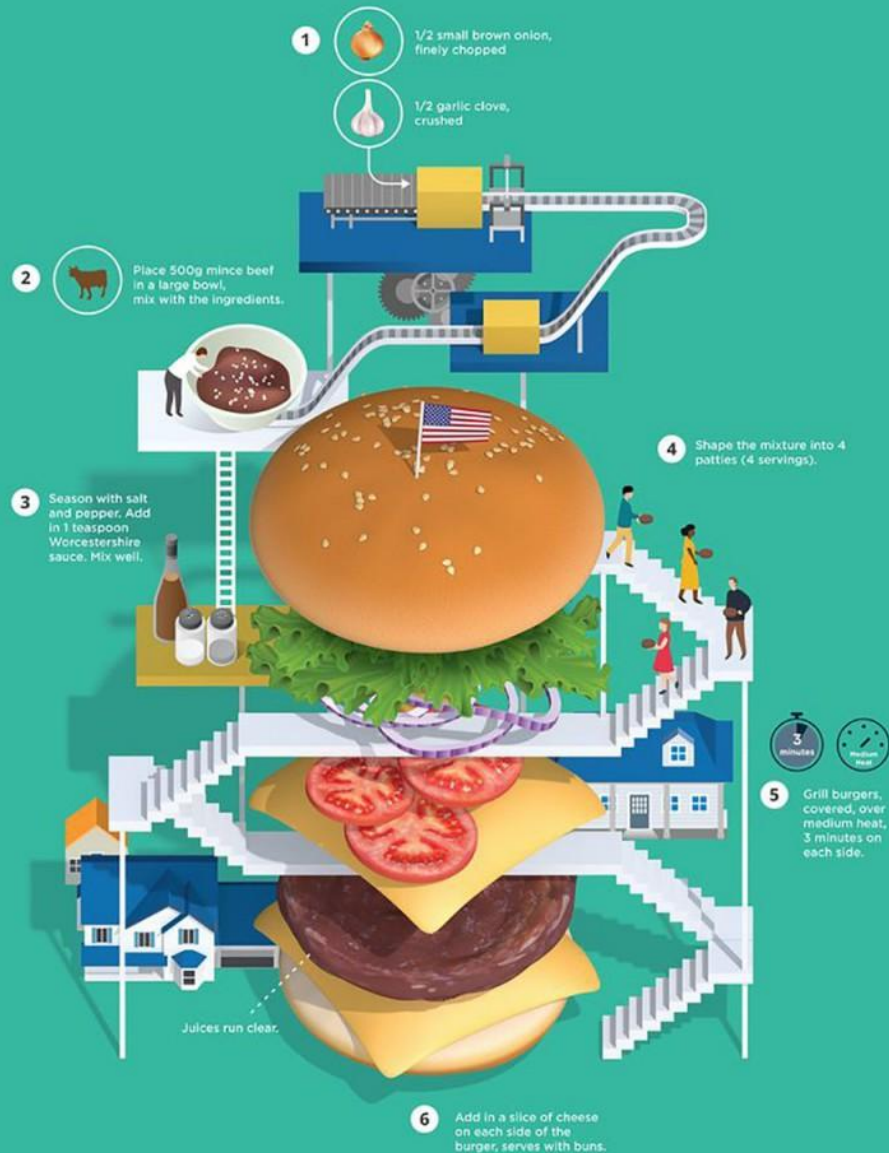
Timeline

Can be a comparison
Good for timeline or journey too
From simple to complex
(depends on your data)



Visualized Article

Needs strong title
Works well with heavy content
Easy to read and understand



Useful Data
Works well with most of the data
Easy to read and good usability

Versus/Comparison
Works well with a lot of information
Comparisons is very important
Information has to be very pleasing

Heavy Data (numbers porn)
Works well with marketing strategy
Timeline for project
Can extend to a footprint

Road Map
Good for storytelling
Can be used as a timeline too

Timeline
Can be a comparison
Good for timeline of journey too

Visualized Article
Needs strong title
Works well with least content
Easy to read and understand

What Will Enterprise Mobility Look Like in 2020?

7 ...and over the next seven years?

Companies are beginning to realize how to gain a competitive advantage with transformation mobile strategies. How much will enterprise mobility grow over the next 7 years? Let's take a look at enterprise mobility; now and the future. A time when tablets replace mounds of brochures and supporting material that salespeople had to lug from meeting to meeting. "The adoption rate is like nothing we've seen before," said Rich Aducci, CIO of Boston Scientific. "[The tablets] are a home run."

Enterprise Mobility Adoption



62% of companies will allow BYOD policies in the workplace by the end of 2013.¹

By 2014, most organizations will deliver mobile apps to workers via private application stores.²

Mobile apps in the enterprise space are due to expand through 2016 and expected to bring in over 40 billion dollars in revenue.⁷

25% of all enterprises are expected to adopt their own app store by 2017.⁸

The global enterprise mobility market will bring in \$140 billion a year by 2020, representing a 15% annual growth in revenue for the next seven years.⁹



The Mobile First Landscape

Mobile's moving fast. How fast? eMarketer estimates that for the first time in 2013, time spent on mobile apps will surpass time spent online on desktop and laptop computers. Some experts predict that by 2020 the mobile apps market will be as big as the Internet. See our timeline for more predictions about the growth of mobile.



This infographic brought to you by: **Mediafly**
Turning enterprise content and data into compelling mobile experiences | www.mediafly.com

According to ABI Research the value of the mobility market for apps alone will be \$27 billion by the end of 2013.¹

By 2014, there will be more than 70 billion mobile app downloads from app stores every year.²

Gartner predicts that by 2015, mobile app development projects will outnumber native PC projects by a ratio of four to one.⁴

The world's mobile worker population will reach 1.3 billion by 2015.⁵ That's roughly 18% of Earth's total population in 2015.⁶

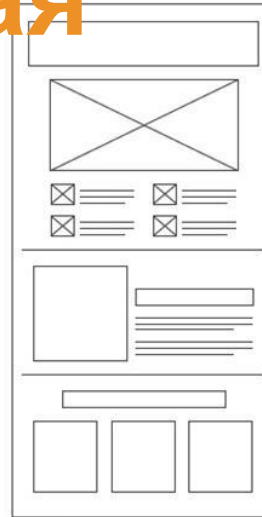
Analyst ABI Research predicts there will be more than 30 billion Internet connected devices by 2020 (Compared to approx. 10 billion today in 2013).⁹

ТАЙМЛИНИНГ

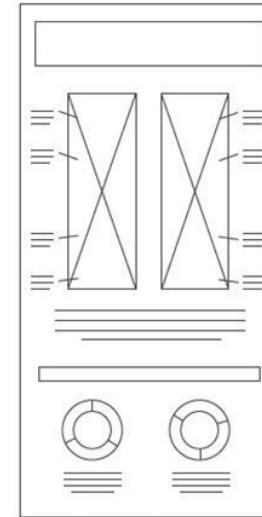
Визуализированная статья

Infographic Layout Cheat Sheet

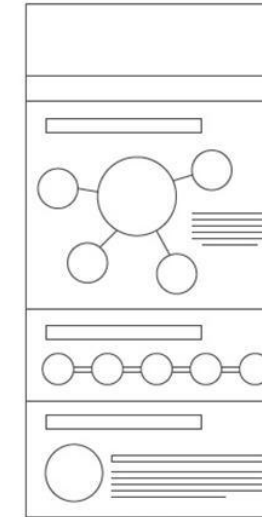
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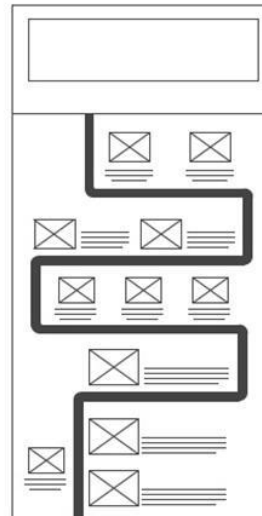
Useful Bait
Works well with most of the data
Easy to read and good usability



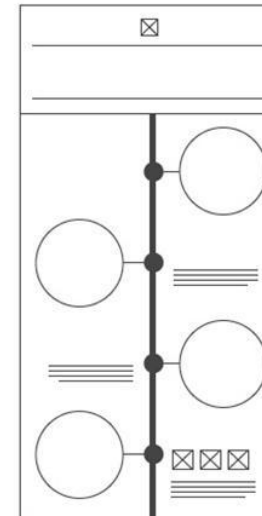
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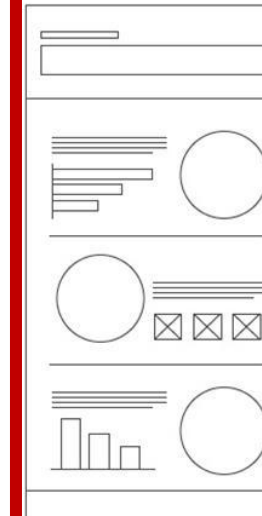
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Road Map
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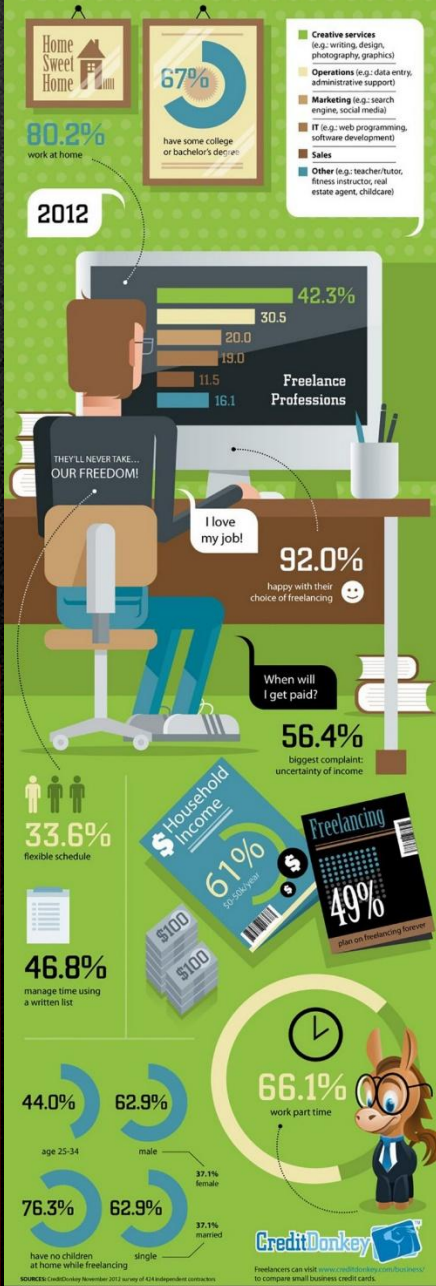
Timeline
Can be a comparison
Good for timeline or journey too
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Visualized Article
Needs strong title
Works well with heavt content
Easy to read and understand

Portrait of a freelancer

When you think of someone who works as a freelancer you probably picture a woman with children working at home in her fuzzy slippers. right? Wrong! A recent CreditDonkey.com survey paints a picture of today's freelancer that is quite the opposite, although HE actually does work at home.



COMMON DOUBTS ON

BLOOD DONATION

" I'm on medication."



Taking medication does not affect your eligibility as a blood donor.

Many medications, including allergy medicines, vitamins, aspirins, birth control and blood pressure pills, does not affect your eligibility as a blood donor.

" I have a habit of smoking cigarettes."

Yes, you can still be a blood donor. No one is perfect.



Although blood donation center does not prohibits cigarette smoker to donate blood, however just like any intended donor, they are to have a normal blood pressure rate which will be examined before the process begins.

" I'm not supposed to eat before donating."



It's very important to stay hydrated prior to donating.

It is very important to drink plenty of fluids and eat a good meal within 4 hours before donating.

" I'm too old to donate. "

Yes, you can still be a blood donor. No one is perfect.



Although blood donation center does not prohibits cigarette smoker to donate blood, however just like any intended donor, they are to have a normal blood pressure rate which will be examined before the process begins.



Legally eligible age 18 and above



Minimum 12.5% of haemoglobin



Bring a valid identification such as a driver's license, DMV identification card, passport, etc.



Minimum body weight of 45kg

Sources:

<http://www.thebloodcenter.org/donor/BloodMyths.aspx>
<http://www.bloodcenters.org/docs/excuses.pdf>

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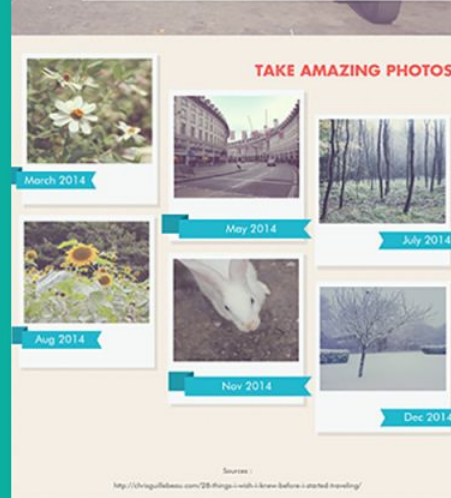
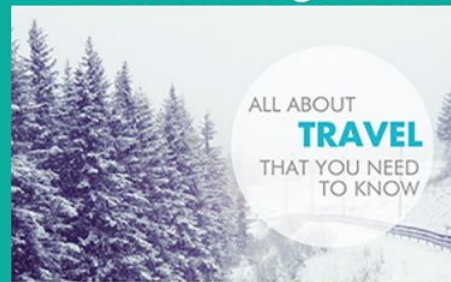
Minimum body weight of 45kg



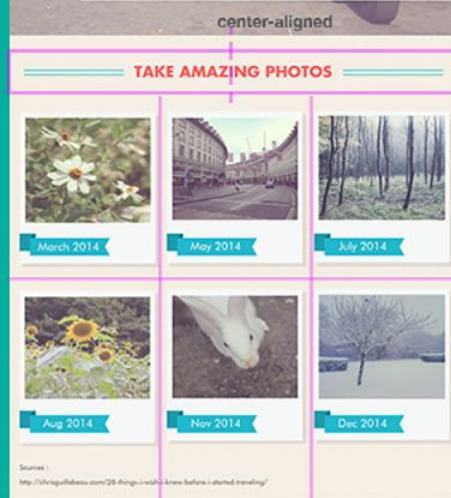
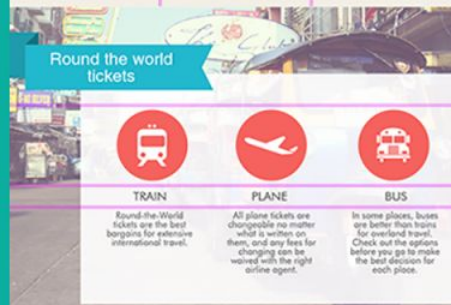
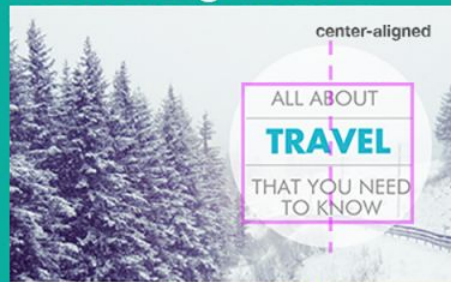
Sources:

<http://www.thebloodcenter.org/donor/BloodMyths.aspx>
<http://www.bloodcenters.org/docs/excuses.pdf>

Without Alignment vs. With Alignment



unorganized and cluttered



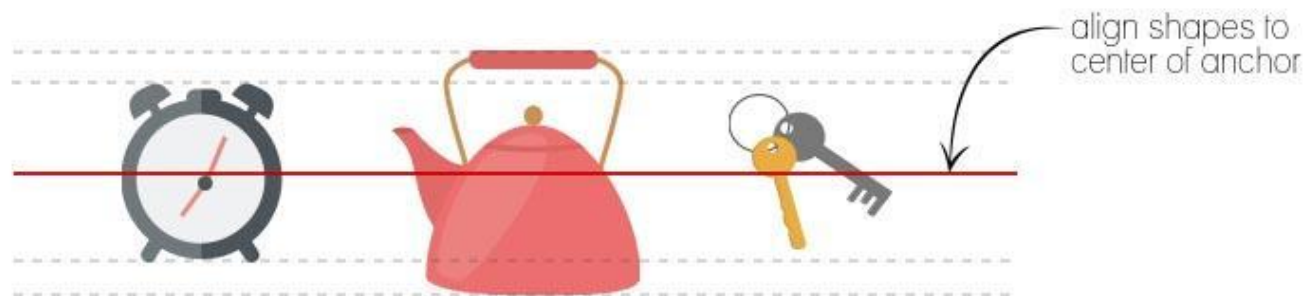
organized and clear

Alignment for Images and Icons

Edge Alignment



Center Alignment



Alignment: 4 Common Text Alignments

Full Justified



Best use for formal occasions. May be difficult to read, but very neat when designed cleverly.

Left Aligned

30 million population in Malaysia.

10 million subscribe to 3G network.

47% of people in Malaysia own more than 1 smartphone.

35% of mobile users in Malaysia uses smartphones.

Most common alignment. Friendlier and less formal approach. Requires less effort on designing.

Right Aligned

SEO
Drawing traffic from free, organic, editorial, or natural listing on search engines



SEM
Promoting websites by increasing their visibility in search engine result pages (SERPs).



SOCIAL MEDIA
Gain website traffic or attention through social media sites.



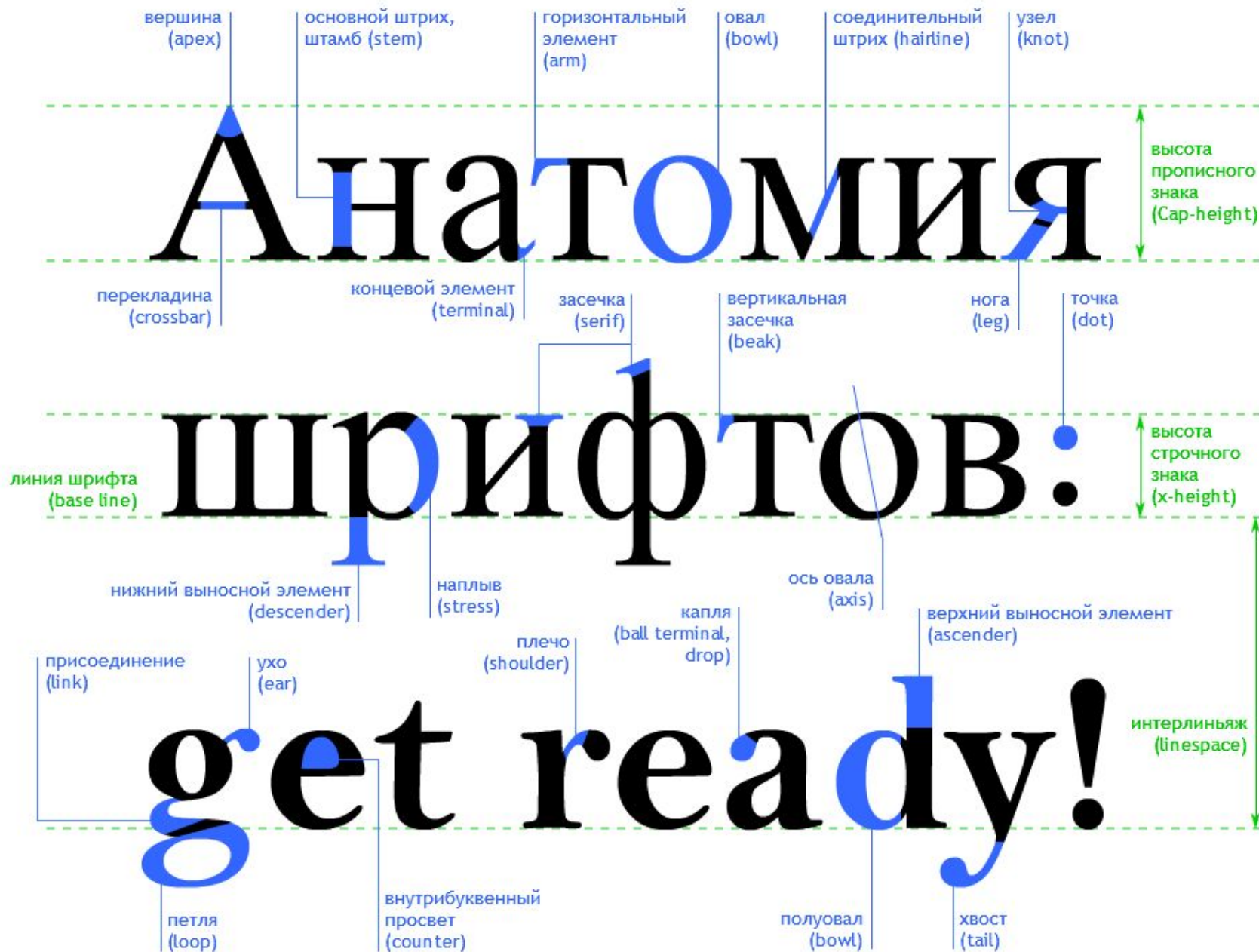
Least common among all. When aptly used, for instance, with right-aligned accompanying visuals, can be neater compared to others.

Center Aligned

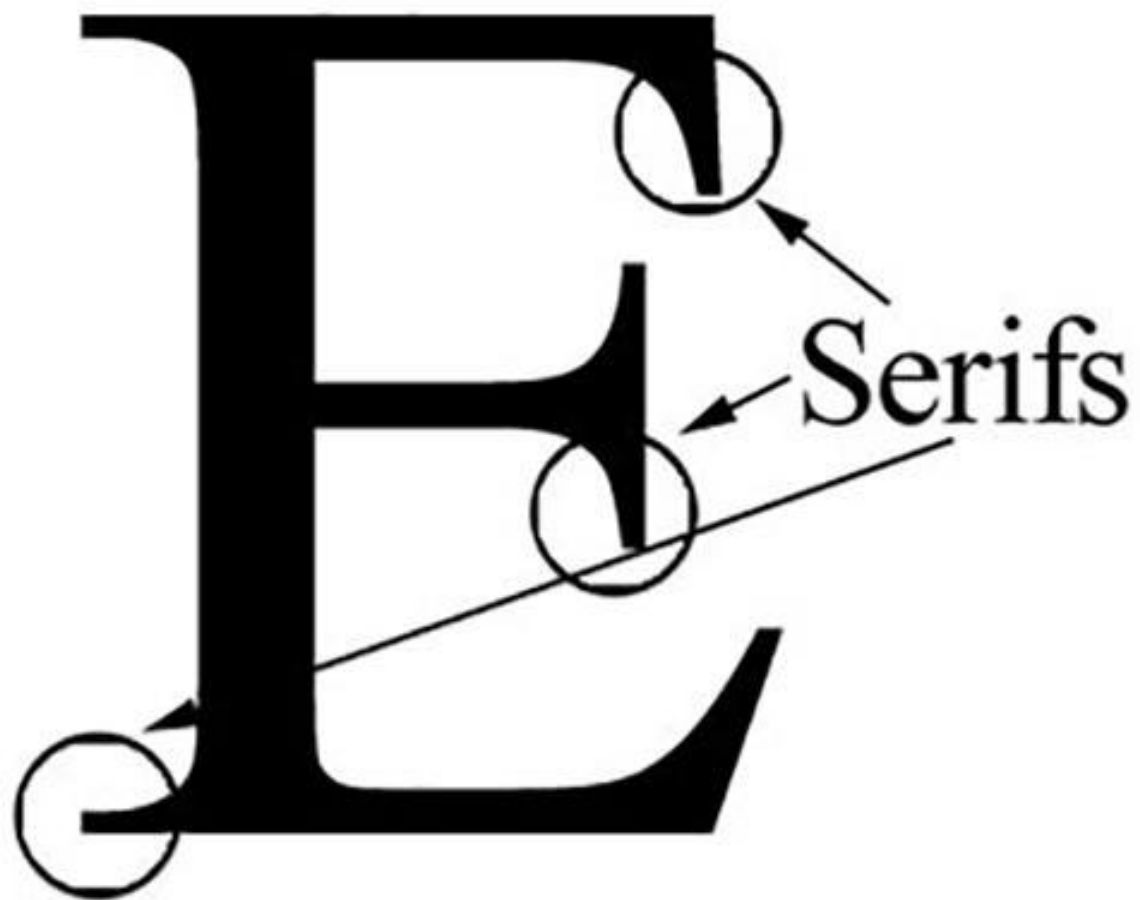


Just focus on what's important, capture the good times, develop from the negatives, and if things don't turn out - take another shot.

Commonly used. Works very well with visuals in round shapes. Typically works well as headers or sub headers.



SERIF



SANS-SERIF



Typography Part 1

Business Serious Typefaces

Times New Roman

Helvetica

Futura

Lato

Note: These fonts are sleek and easy to read. Not too fancy or decorative.



Alfa Slab

Glegoo

Ropa Sans

Diplomata

Note: They are too clumsy to be used as business font.



Typography Part 1

Fun & Creative Typefaces

Cabin Sketch

Loved by the King

Pacifico

Lobster

Note: Fun and catchy. They are easy to read and get spotted.



CODYSTAR

MONOTON

ALL Script

Lovers Quarrel

Note: They are fancy but give poor readability to the viewers.



Typography Part 1

Personal Typefaces

Didact Gothic

Montserrat

Satisfy

League Gothic

Note: When these are used in personal website, they are eye-catching enough to read.



Comic Sans MS

Unkempt

BENTHEM

Eraser

Note: These fonts will create a not-so-sleek layout.



Applying typeface base on content



Typefaces: Montserrat & Lanenar



Typefaces: Satisfy & Marcellus SC



Typefaces: Rancho, Oleo Script
& Loved by the king



Typefaces: Sacramento & Pompeiere



Typefaces: Almendra SC & Helvetica



Typefaces: Oranienbaum & NotCourierSan