

# Değerlendirme

Umut AI

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CONNIE MALAMED

VISUAL

DESIGN

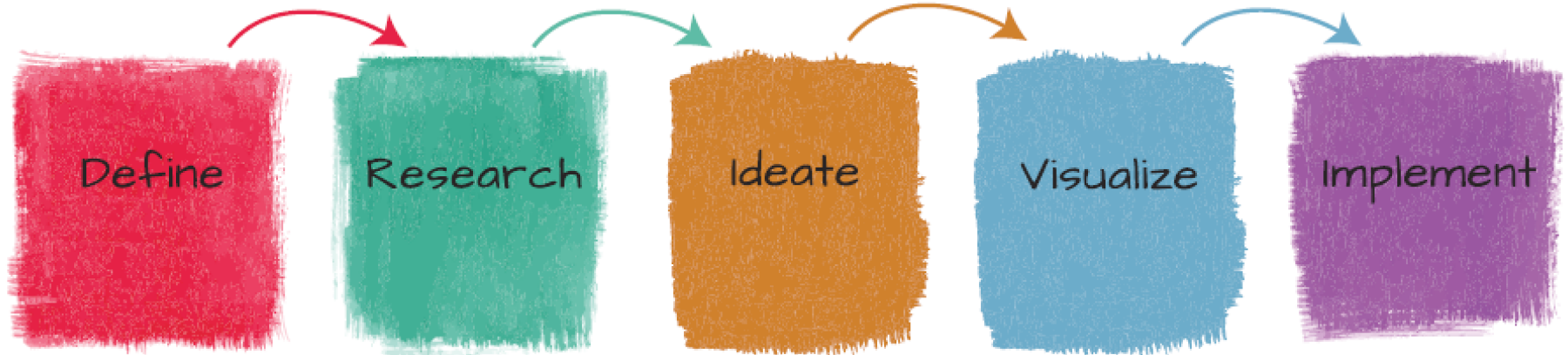
SOLUTIONS

Principles and Creative Inspiration for Learning Professionals

atd  
PRESS

WILEY

## A Design Process



**FIGURE 2.1.** *A design process that takes you from idea to implementation.*





◀ More Realistic

Less Realistic ▶



It is easier to find a text color that has sufficient contrast when the background gradient has a small range of colors.

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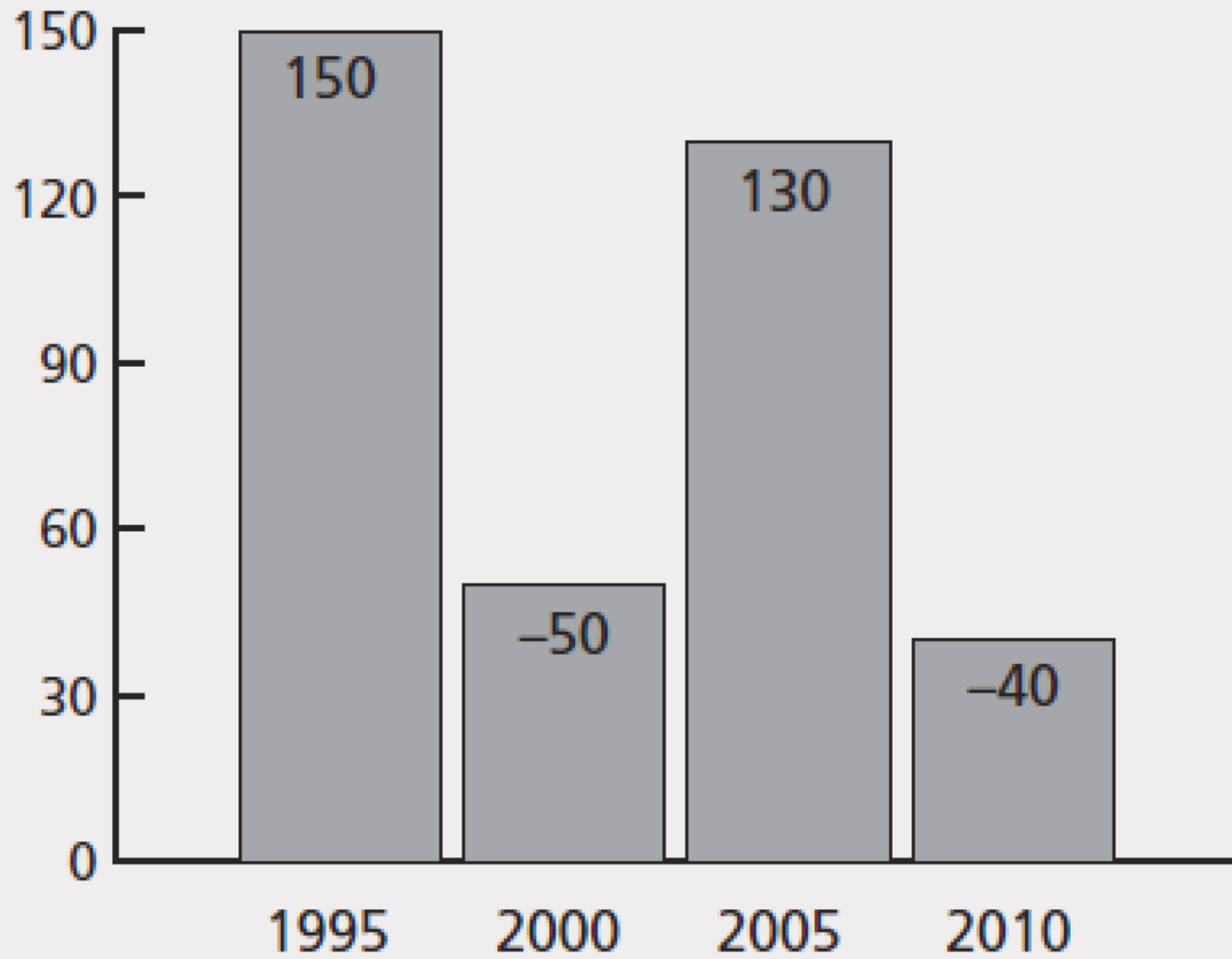
8

WAYS TO  
IMPROVE  
HEALTH

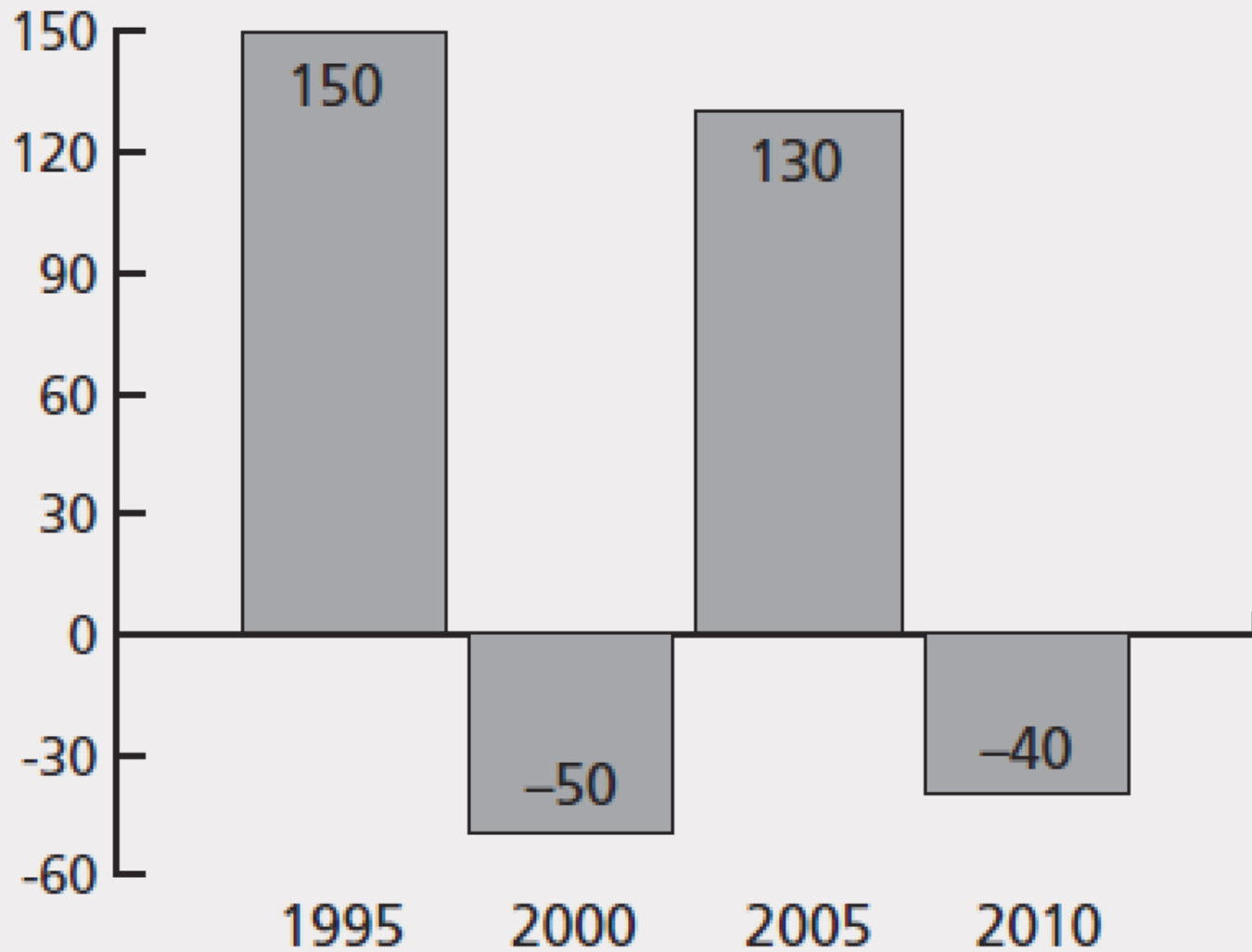




## Change in Number of Applications



## Change in Number of Applications



# AMOUNT OF CAFFEINE IN COFFEE DRINKS

 = 25mg

Brewed  
coffee (8 oz)



up to 200 mg

Latte (8 oz)



up to 175 mg

Instant



up to 173 mg

Espresso



up to 75 mg

Brewed,  
decaffeinated



up to 12 mg

Source: Mayo Clinic

## HANGİ MEVSİMDE, HANGİ BALIK YENİR ?

	OCAK	ŞUBAT	MART	NİSAN	MAYIS	HAZİRAN	TEMMUZ	AĞUSTOS	EYLÜL	EKİM	KASIM	ARALIK	Fırın	Haşlama	buğulma	tava	Izgara	
	1	2	3	4	5	6	7	8	9	10	11	12						
Hamsi													Y				Y	Y
Kefal													Y	Y	Y	Y		
Sardalya													Y		Y		Y	
İstavrit													Y				Y	Y
Lüfer													Y	Y	Y	Y		
Palamut													Y		Y	Y	Y	
Uskumru													Y				Y	Y
Levrek													Y	Y			Y	
Mezgit													Y	Y			Y	Y
Barbun													Y	Y			Y	Y
Tekir													Y				Y	
Kalkan																	Y	Y
Çipura																	Y	Y
Torik													Y				Y	
Kılıç													Y					Y



Halkın en lezzetli zamanı.



Halkın yenebileceği zamanlar.



Fırın



Haşlama



Buğulama



Tava



Izgara

Uemek

# How to Lie with

# Statistics

By  
DARRELL HUFF

Pictures by IRVING GELS



*31st printing*



\$45,000



\$15,000



\$10,000



← **ARITHMETICAL AVERAGE**

\$5,700



\$5,000



\$3,700



← **MEDIAN** (the one in the middle)  
12 above him, 12 below

\$3,000



← **MODE**  
(occurs most frequently)

\$2,000

# BY ACTUAL TEST (one test)



Science proves that tossed pennies come up heads 80 per cent of the time.

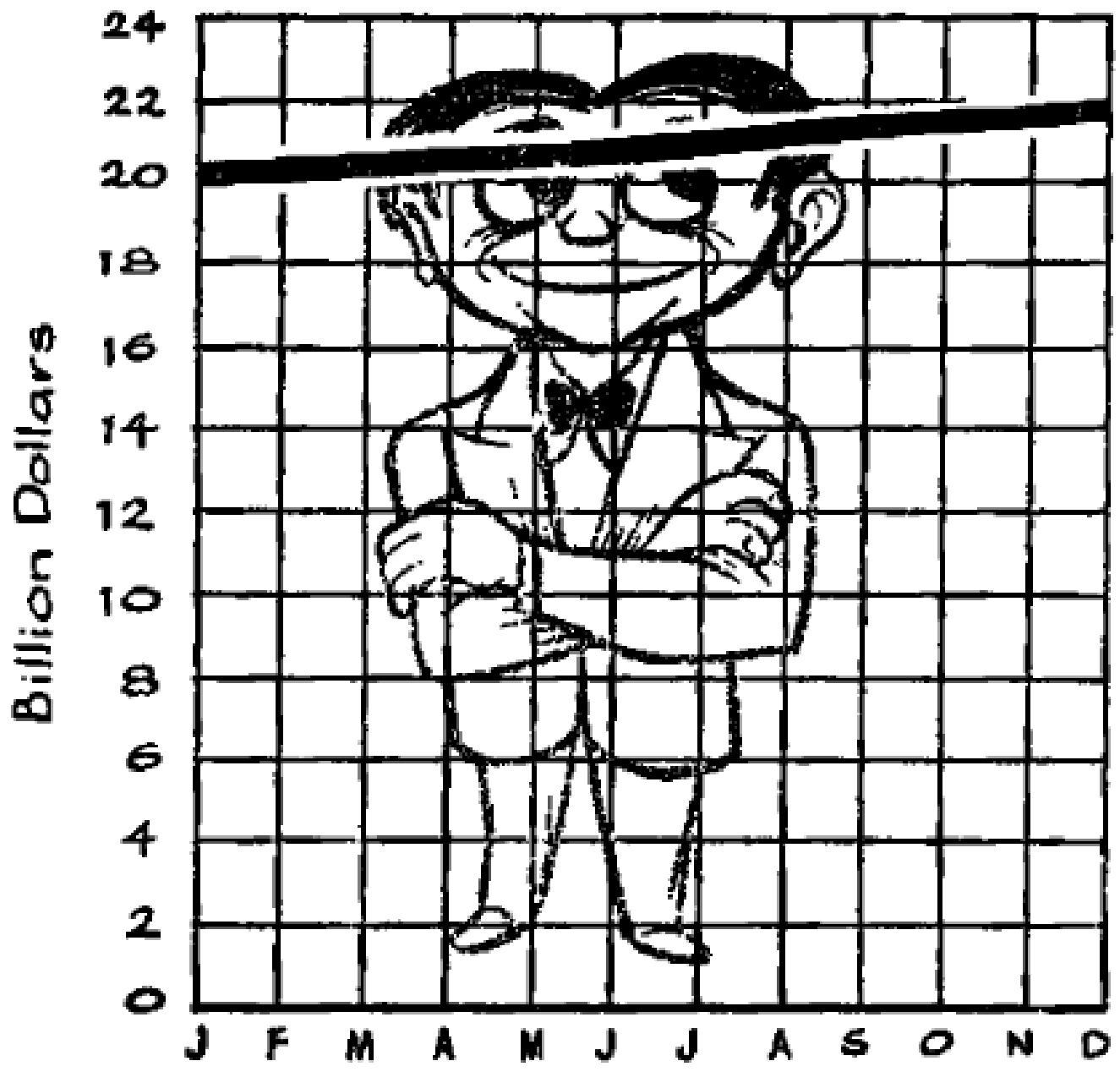


# FOUR POSSIBILITIES

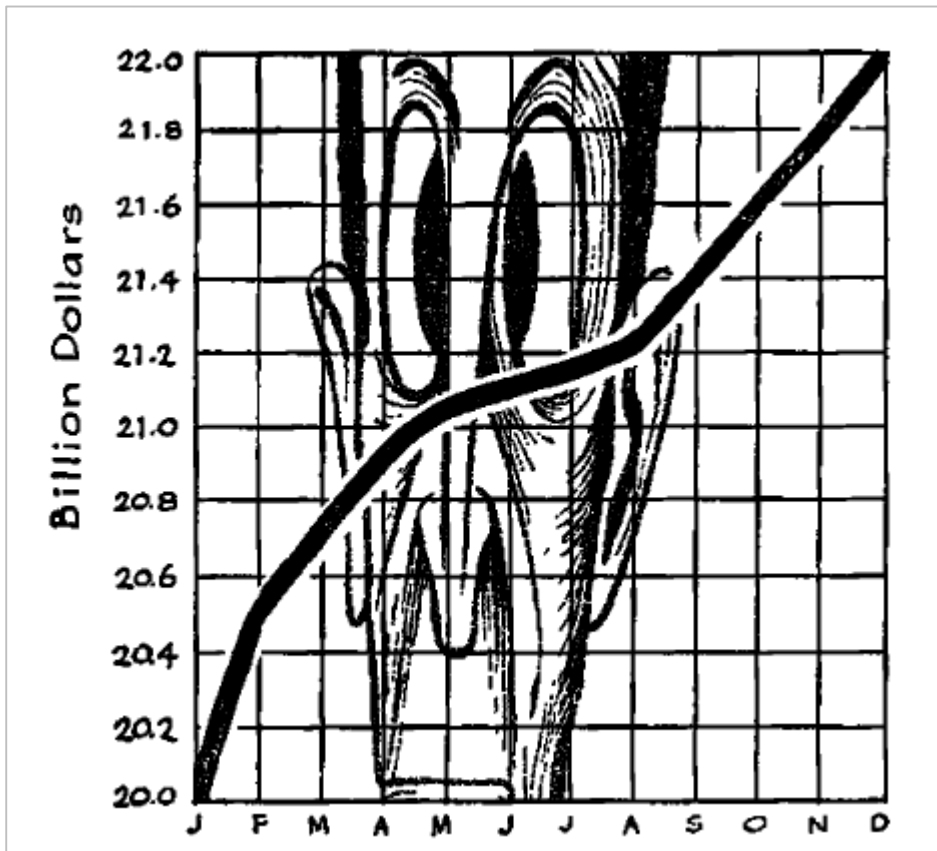
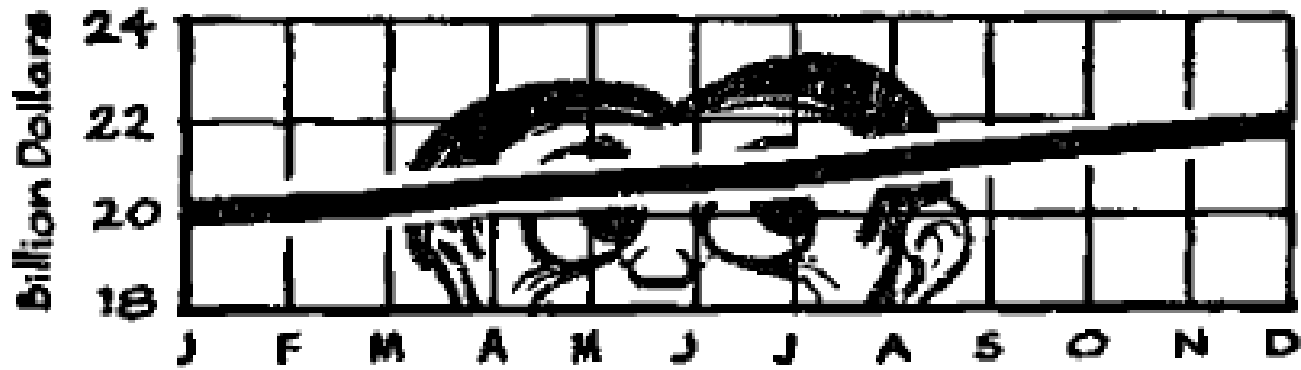


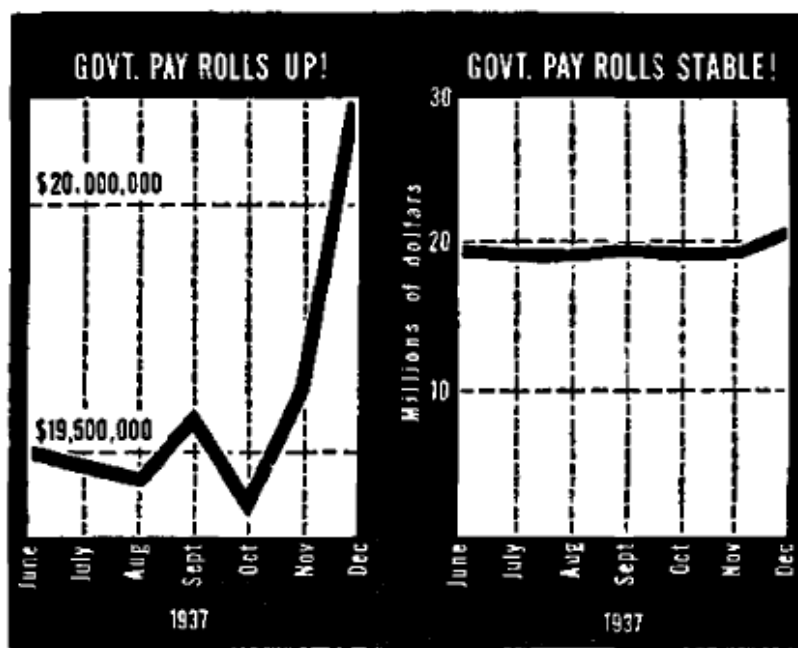
4



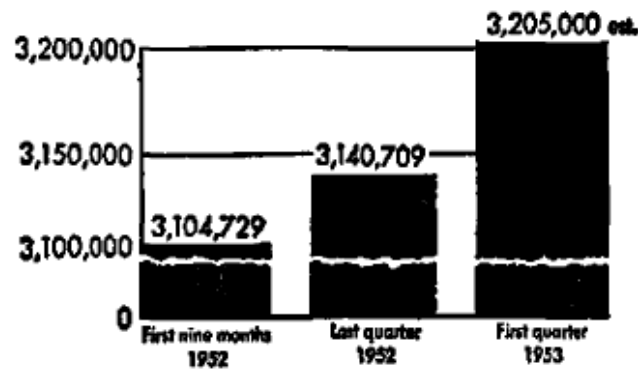




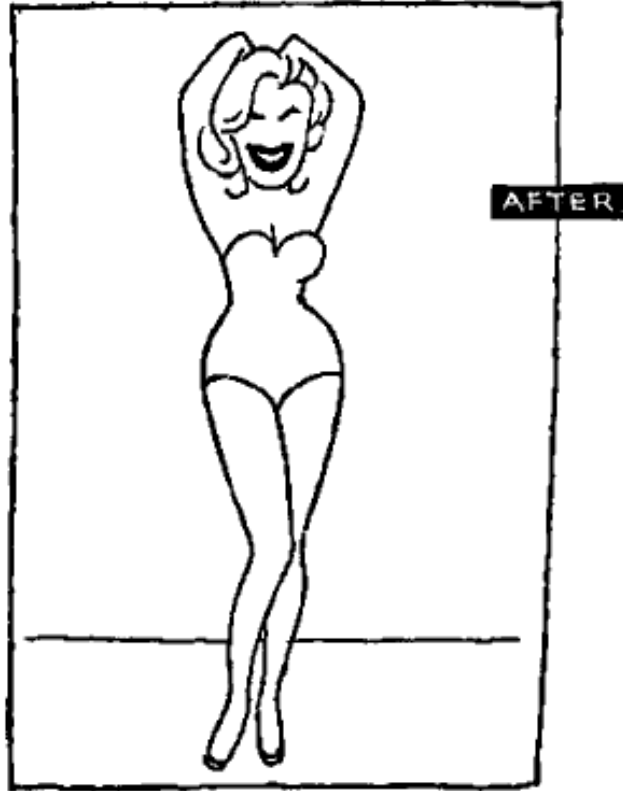




*Collier's* has used this same treatment with a bar chart in newspaper advertisements. Note especially that the middle of the chart has been cut out:

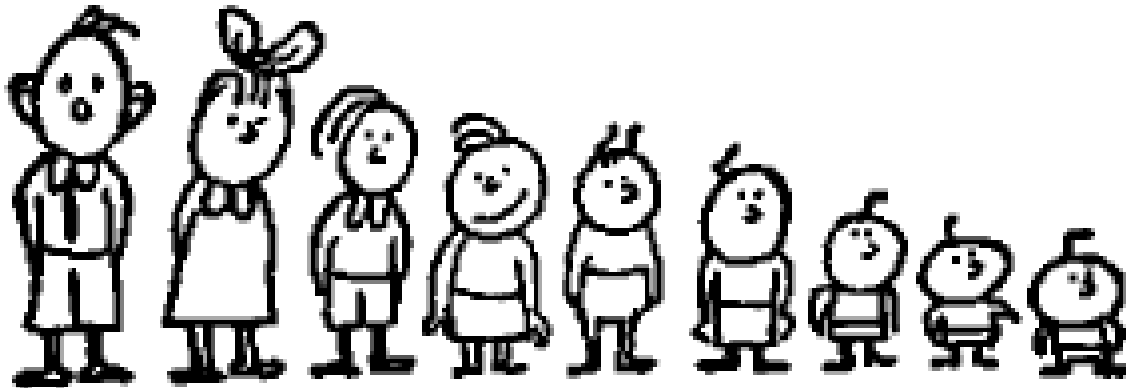


*From an April 24, 1953, newspaper advertisement for COLLIER'S*



# How to Make <sup>\$</sup>22,500 a year (gross)

1. Acquire at least 1 (one) wife and 13 children.
2. Calculate the U.S. per capita income.  
(answer - \$1,500 per year, approx.)
3. Multiply by 15. (ans.  $15 \times \$1,500 = \$22,500$ )



# Cool Infographics

Effective Communication with  
Data Visualization and Design

By  
Randy Krum



WILEY

There are approximately

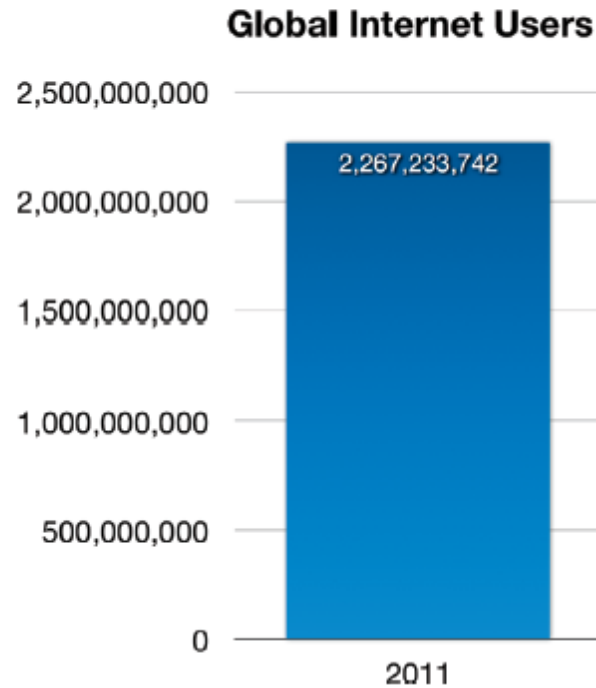
# 2,267,233,742

global Internet users

InternetWorldStats.com  
Dec. 31, 2011

**FIGURE 1-12:** A text number by itself has no context. <sup>(14)</sup><sup>(15)</sup>

**FIGURE 1-12:** A text number by itself has no context. <sup>(14)</sup><sup>(15)</sup>



**FIGURE 1-13:**  
A bar chart with  
only one bar doesn't  
provide context.

**FIGURE 1-14:**  
Providing a  
second value for  
comparison creates  
context. [14] [15]

There are approximately

**2,267,233,742**

global Internet users

internetWorldStats.com  
Dec 31, 2011



Approximately

**311,591,917**

Total people in the U.S.

U.S. Census Bureau (USCB)  
July 2012

**FIGURE 1-15:**  
Providing a different second value for context

There are approximately

**2,267,233,742**

global Internet users

InternetWorldStats.com  
Dec 31, 2011



Approximately

**7,009,000,000**

Total people on Earth

US Census Bureau (USCER)  
July 2012





Starbucks Corporation



Apple, Inc.



The Coca-Cola Company



Nike, Inc.



The Home Depot U.S.A. Inc.



Budwiser, Anheuser-Busch

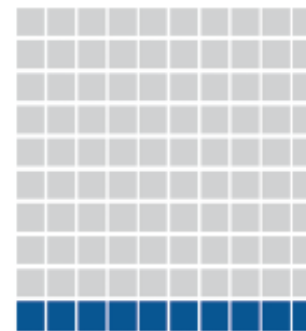


FedEx Corporation

**FIGURE 1-16:**  
Consumers are more likely to remember a company's logo than the text of the company name

## Picture Superiority Effect

Memory retention after 3 days

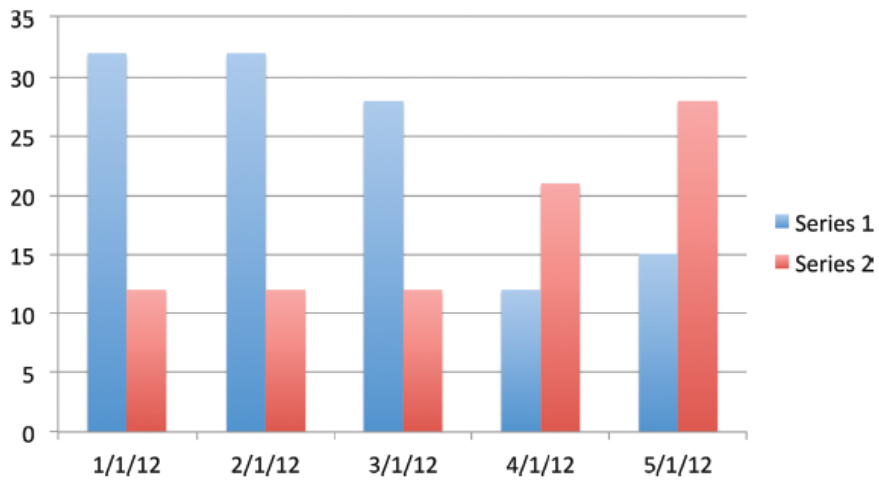


10%  
Text or Audio Only



65%  
Text + Picture





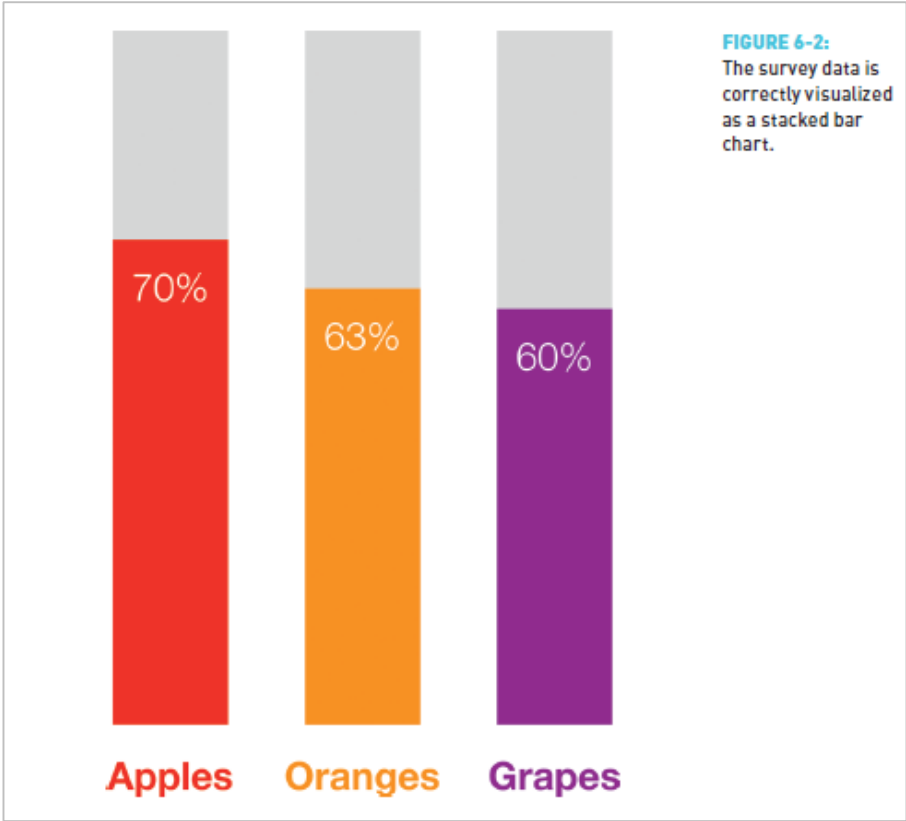
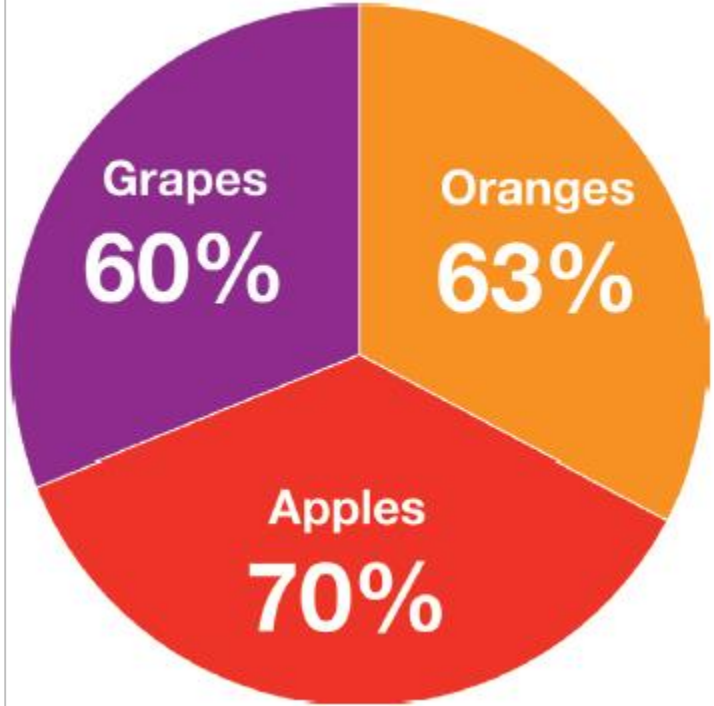
**FIGURE 5-16:**  
Original chart  
created with a  
PowerPoint  
template

You don't want your audience to remember that you used PowerPoint; you want them to remember your specific information. For the Picture Superiority Effect to be effective, the visual elements have to be related to the information. So you need to make the visual elements of your charts relevant to your data.



**FIGURE 5-17:** Chart redesigned in PowerPoint

**FIGURE 6-1:**  
WRONG! Pie charts  
MUST add up to 100  
percent.



**FIGURE 6-2:**  
The survey data is  
correctly visualized  
as a stacked bar  
chart.

# 64%

Parents look at the contents of their child's cell phone

**FIGURE 6-8:**  
Big fonts are NOT data visualizations.

**FIGURE 6-9:**  
Visualized data is perceived as more important.



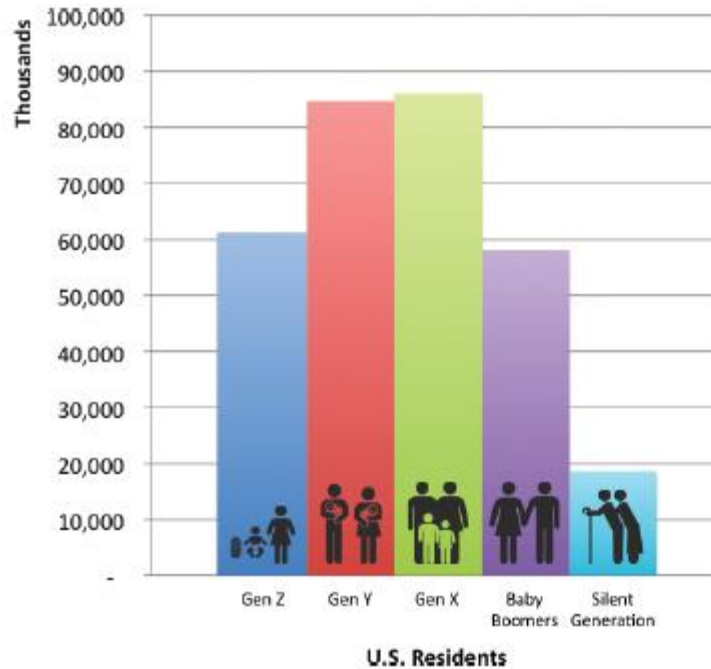
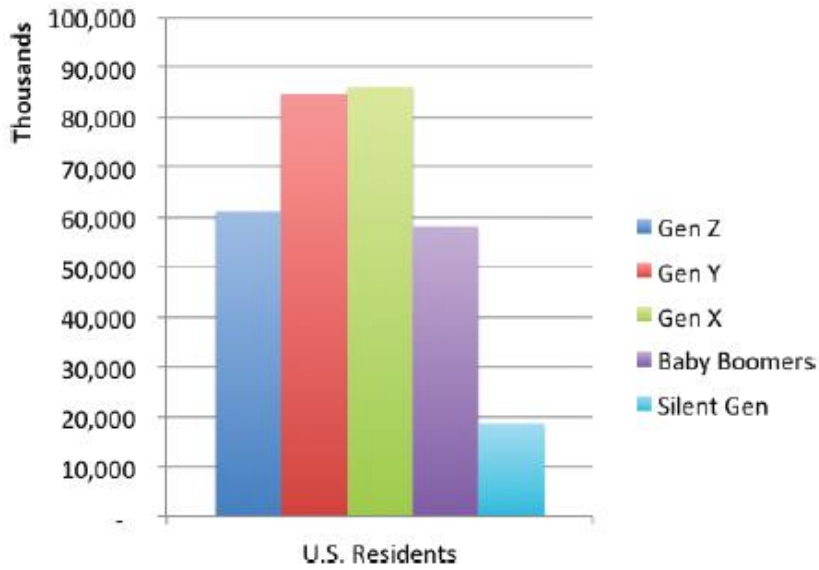
# 48%

Parents use the phone to monitor their child's location

# 64%

Parents look at the contents of their child's cell phone

**FIGURE 6-11:** PowerPoint automatically creates a chart legend by default.



**FIGURE 6-12:** PowerPoint chart with icons embedded into the chart to eliminate the chart legend

# the Power of Infographics

Using pictures to  
communicate and  
connect with  
your audiences

Foreword by **Guy Kawasaki**, author of *Enchantment*  
and former chief evangelist of Apple

que

Mark Smiciklas



# Visualizing Who, When, and Where



Your audience can also be interested in other important information about your organization, including who you are, what you stand for, company-related timelines, and location-based information.

Infographics can be used to humanize your business in the following ways:

- They can give audiences insight into your organization's personality and values.
- They can build trust through visualizing product, service, or company history.
- They can present geographic bearings or scope via mapping.





**FIGURE 4.6** NHL entry draft statistics.

*This infographic breaks down the 2011 NHL entry draft by country. (Source: Dan Gustafson, SixteenWins.com)*

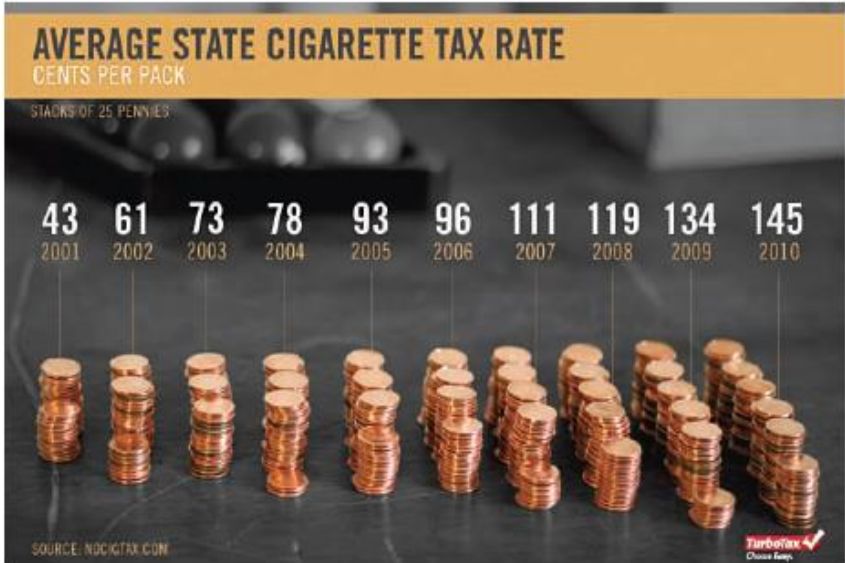
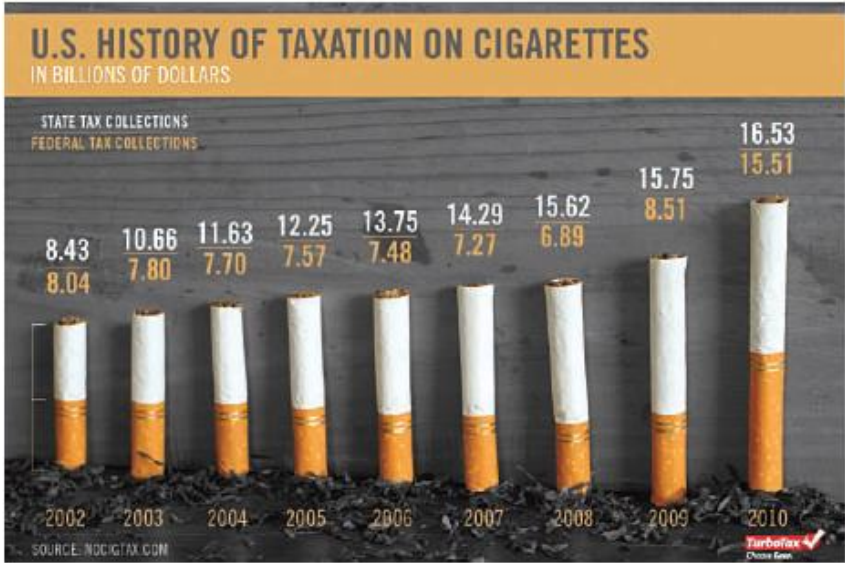


FIGURE 7.3 Cigarette taxes represented by photos.



**Male**



**Female**



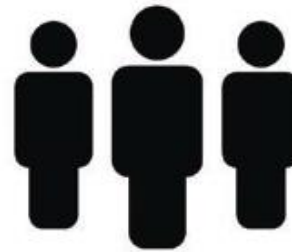
**Young**



**Elderly**



**Single User**



**Group**



**Family**



**Business Person**

FIGURE 11.6 People icons.

# Yararlanılan Kaynaklar

- ❑ Huff, D. (1954). *How to lie with statistics*. New York: W.W. Norton & Company.
- ❑ Krum, R. (2014). *Cool infographics: Effective communication with data visualization and design*. Indianapolis: Wiley.
- ❑ Malamed, C. (2015). *Visual design solutions: Principles and creative inspiration for learning professionals*. New Jersey: Wiley.
- ❑ Smiciklas, M. (2012). *The power of infographics: Using pictures to communicate and connect with your audiences*. Indianapolis: Que Publishing.