Değerlendirme

Umut Al

umutal@hacettepe.edu.tr
CONNIE MALAMED

VISUAL DESIGN SOLUTIONS

Principles and Creative Inspiration for Learning Professionals
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.
8 WAYS TO IMPROVE HEALTH

8 WAYS TO IMPROVE HEALTH
Change in Number of Applications

- 150 in 1995
- 130 in 2005
- 40 in 2010
# AMOUNT OF CAFFEINE IN COFFEE DRINKS

- **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
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)
$3,000

12 above him, 12 below

$2,000

MODE (occurs most frequently)
Science proves that tossed pennies come up heads 80 per cent of the time.

Four Possibilities:

1 2 3 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 $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 x $1,500 = $22,500)
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. [14][15]
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.

US 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.

Approximately 7,009,000,000 total people on Earth.

US Census Bureau (USCB), 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 5-14:** Word cloud of positive customer product reviews on Amazon.com

**FIGURE 5-15:** Word cloud of negative customer product reviews on Amazon.com
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 5-16:** Original chart created with a PowerPoint template

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

**2012 Store Openings**

<table>
<thead>
<tr>
<th>Month</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>12</td>
</tr>
<tr>
<td>Feb</td>
<td>12</td>
</tr>
<tr>
<td>Mar</td>
<td>12</td>
</tr>
<tr>
<td>Apr</td>
<td>21</td>
</tr>
<tr>
<td>May</td>
<td>15</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Series 1</th>
<th>Series 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>32</td>
<td>32</td>
</tr>
<tr>
<td>28</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>12</td>
</tr>
<tr>
<td>15</td>
<td>12</td>
</tr>
</tbody>
</table>
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.
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.
FIGURE 11.6 People icons.

- Male
- Female
- Young
- Elderly
- Single User
- Group
- Family
- Business Person
Yararlanılan Kaynaklar