

Index

A

Accord: 30 Years of American Craftsmanship, 88, 89
accuracy, 272–280
 audience impact, 274
 bar charts, 274, 275
 circle sizes, 277–280
 pie charts, 272–274
Acorn, 317
AddThis, 144
AddToAny, 144
Adobe Creative Suite, 308, 309, 314
Adobe Illustrator, 217, 308
Adobe InDesign, 208, 309
Adobe Photoshop, 217, 314, 315
advertisements, 69
 goal, 83
 infographic, 83–88
 marketing campaigns, 84
 product message, 86
AIGA, 107
alt text description, 142–143
Amazing Infographics, 168
Amazon.com, 258
American Lung Association, 74, 75, 76
Anderson, Michael, 174–176
animated GIF files, 42
animated infographics, 42–44
Apple, 45, 93, 97
Apple iBooks, 215
application tracking systems, 204–205
area
 bar charts, 276–277
 calculating, 276–280
 circle sizes, 277–280
 stacked, 185
 visualizing, 274–280

area charts, 184
Arden, Paul, 172
Aschenbrenner, Claude, 41

B

Bachman, Jess, 6, 50
BackyardOcean.com, 62
bar chart, 17, 187, 318, 320
 accuracy, 274, 275
 animated, 42
 area, 276–277
 calculations, 276–277
 clustered, 253
 design changes, 260, 261
 opposing, 244
 quantitative research data, 253
 relative experience, 187, 188, 201, 203
 sales and profit visualization, 244
The BBC-o-Gram, 240, 242–243
Beautiful Evidence (Tufte), 338
Beautiful Visualization (Steele and Iliinsky), 337
Bedford, TX, 238, 240–241
Behance, 25
 infographic resumes on, 210
Berne Convention Implementation Act, 99
Besharatian, Faz, 177–179
bias
 data visualization, 19, 73
 persuasive infographics, 73
big data, 11, 14
big fonts, 288–289
Bin Laden, Osama, 127, 128–129
Bing, 105, 116, 117, 328
Bitly.com, 151
blog design platforms, 60
Blogger, 58

blogs, 41
company communication
 channels, 150, 251
data sources, 298
description text, 142
embed codes, 144–148
evaluating, 156–157
going viral, 118–119
infographic sharing, 31, 42, 45, 60
infographics, 161–163
PR infographics, 88
topic-specific, 155–159
Boluga, 224
Brain Rules (Medina), 14
brand logos, 21
breaking news, 127, 128–129
Brennan, Jeff, 45
bubble charts, 190, 326
budget posters, 238, 239, 241
budgets
 federal, 127, 130–131
 visual comparison, 275–280
 visualizing, 238–243
Burj Khalifa Tower, 29
Burton, Kevin, 212, 213
Business Insider, 174
business process visualization, 246–250

C

Cáceres, Aníbal Maíz, 201, 203
The Caffeine Poster, 285, 287
Cairo, Alberto, 337
calendar format, 262
call-to-action, 29
Can Soap Make You Sick?, 76, 79
Cancer, 76, 77
cave paintings, 2
CC. See Creative Commons

- cease-and-desist letters, 99
 Chalmers, Rachel, 9
 character icons, 257
 Chart Porn, 166
 Chartle, 320
 charts, 57
 area, 184
 bar, 17, 187, 318, 320
 accuracy, 274, 275
 animated, 42
 area, 276–277
 calculations for, 276–277
 clustered, 253
 design changes, 260, 261
 opposing, 244
 quantitative research data, 253
 relative experience, 187, 188, 201, 203
 sales and profit visualization, 244
 bubble, 190, 326
 clustered bar, 253
 flow, 246–247, 310
 grid-based, 254
 improving design, 294–295
 legends, 293–295
 line, 6, 184, 318, 320
 quantitative research data, 251
 opposing bar, 244
 pie, 255, 318, 320
 incorrect, 272–274
 quantitative research data, 251
 PowerPoint
 design changes, 260, 261
 templates, 259, 260
 price, 2, 4
 stock price, 4
 ChartsBin, 321
Cheetah infographic, 42, 43
 Chen, Tina, 201, 202
 circle sizes, 238–240, 241
 area, 277–280
 diameter, 279–280
 hierarchical data, 240, 262
 radius, 280
 Cisco Visual Networking Index, 11
 Citation Flow, 157
 clickable infographics, 37–41
 clickable PDF files, 40
 cloud-based storage, 71
 clustered bar charts, 253
 Column Five Media, 127, 128–129
 combined infographic resume designs, 208–210
The Common Cook's How-Many Guide to Kitchen Conversions, 69, 70
 company communication channels, 148–150
 company logos and icons
 infographic resumes, 192–200
 LinkedIn profiles, 196
 company social accounts, 150–153
 comparison values, 18
 Compete, 157
 comScore, 116
 conclusion, 29
 confidential data, 234
 fear of, 236–237
 online design sites, 332
 context
 communicating statistics, 288–289
 infographic landing page, 138
 language, 16–19
 numeric values, 16–18
 persuasive infographics, 73
 SEO, 138
 text providing, 136, 138
 word clouds, 320
 controversial topics, 281
The Conversation Prism 4.0, 103
 Cool Infographics, xiv, 25, 45, 155, 158, 161–163, 165, 174, 284
 copyright, 98–100, 103, 107–108
 copyright infringement, 98
 copyright license, 300
 corporate infographics, 234
Could You Be a Failure?, 6, 7
 CrashPlan, 71
 Creative Commons (CC), 98, 100–102, 300, 327
 credibility, 73
 credit listings, 301
 critical thinking, 73
 Crooks, Ross, 338
 Cutts, Matt, 115, 123, 124
 cvgram, 223, 224

D

- Daily Infographic, 168
 data sources
 lists of, 296–297
 online, 328–330
 questionable, 298
 spreadsheets, 299
 vague, 297
 data transparency, 295–299
 best practices, 298–299
 questionable sources, 298
 sources lists, 296–297
 vague sources, 297
 data visualizations, 1, 4, 6, 48, 57
 area charts, 184
 benefits of, 288
 bias, 19, 73
 defining, 2
 infographic design, 288–290
 internal information, 234, 238–259
 budgets, 238–243
 business processes, 246–250
 qualitative research data, 255–259
 quantitative research data, 251–255
 sales and profits, 244–245
 strategies, 251–259

- language of context, 16–19
 nonstandard shape sizes, 277
 online tools, 317–327
 relative experience designs, 187,
 189, 190
 resumes, 174, 180
- Data.gov, 297, 328
 DataMarket, 328
 Death & Taxes, 127, 130–131, 240
 decision making, 10
 Dennett, Daniel, 9
 dependency, 331–332
 description text, 141–142
 design
 accuracy, 272–280
 chart legends, 293–295
 charts, 294–295
 company logo, 299–300
 copyright license, 300
 data transparency, 295–299
 best practices, 298–299
 questionable sources, 298
 sources lists, 296–297
 vague sources, 297
 desktop software tools
 image editing, 314–317
 vector graphics, 306–313
 geographic, 190–192, 193
 key message focus, 283–287
 5-second rule, 284–285
 telling one story well, 285
 minimizing text, 291–293
 online data visualization tools,
 317–327
 online infographics sites,
 330–336
 original landing page URL,
 300–301
 prior art search, 282–283
 templates, 331
 topic choice, 281–282
 visualization, 288–290
 benefits, 288
 fonts, 288–289
 importance of visuals, 290
- Design Business and Ethics*, 107
 design templates, 218, 224
 PowerPoint, 235
 designer credit, 301
 desktop software tools, 306–317
 image editing, 314–317
 Acorn, 317
 Adobe Photoshop, 314, 315
 GIMP, 316
 Pixelmator, 314, 315
 vector graphics, 306–313
 Adobe Illustrator, 308
 Adobe InDesign, 309
 Inkscape, 312
 OmniGraffle, 310, 311
 PowerPoint, 313
 diagramming tools, 310, 324
 diagrams, 57
 network, 93, 310, 324, 326
 rose, 190
 Sankey, 190
 Venn, 320
 "Did You Know? Shift Happens,"
 45, 47
 disk encryption, 237
 DIY Chart, 322
 document shredding policies, 237
 Domain Authority, 156–157
 Dow Jones Industrial Average, 2, 4
- E**
- Easel.ly, 332, 333
 Elliance, 115
 e-mail tracking, 237
 embed code, 144–148
 Enge, Eric, 123
 Excel, 208, 234
 Extra Space Storage , 67, 8
- F**
- face recognition, 138
 Facebook, 33, 150
 cvgram connecting, 223
 fan pages, 136
- infographic resumes, 204
 infographic sharing, 135
 infographics sharing, 162
 link half-life, 151
 Privacy Policy, 319
 FactBrowser, 329
 Fair Use Doctrine, 98
 infographic resumes, 197
 Fast Company, 174
 federal budget, 127, 130–131
 file encryption, 237
 Fisch, Karl, 45
 5-second rule, 284–285, 290
 Flagg, James Montgomery, 23, 24
 Flickr, 25, 58, 89, 150
 infographic resumes, 210
 infographic sharing, 135, 163
 infographics sharing, 162
 flow charts, 246–247, 310
 FlowingData, 174
 footers, 302
 Frazao Foreaux, Ana, 190, 191
 free infographic submission sites,
 165–166
The Functional Art (Cairo), 337
 Furness, John, 246, 248–249
- G**
- Garofalo, Reebee, 93
 gauges, 320
Genealogy of Pop/Rock Music, 93,
 94–95
The Genealogy of Pop/Rock Music,
 34
 geographic designs, 190–192, 193
 Gephi, 323
 Gibson, Ben, 93
 GIF files
 animated, 42, 43
 static infographics, 31
 GIMP, 316
 Gizmodo, 25
 Gliffy, 324
 going viral, 118–119
 GOJO Industries, 76, 78

- GOOD Magazine, 160
 Google, 11, 105, 115, 117, 284–285, 286, 328
 infographic relevance, 123
 Google+, 33, 150
 Google Blog Search, 155
 Google Chrome, 156
 Google Docs, 299
 Google PageRank, 114–115, 119, 155, 156
 Google Public Data, 329
 Gormley, Larry, 93
 graphic designers
 credit, 301
 demonstrating ability, 177, 179
 resumes, 176
 graphs, 57
 Graphs.net, 164
 Graves, Joni, 262
 grayscale elements, 212
 grid-based charts, 254
 Guasco, Suzanne Cooper, 80
 Gude, Karl, xiv
- H**
- Hagley, Jack, 213, 214
 handouts, 262–265
 Heiler, Chris, 251
 hierarchical data, circle sizes, 240, 262
 hieroglyphics, 1, 2
 Hilbert, Martin, 11
 History of Halloween, 127, 132–133
The History of Swimwear, 62–63
 HistoryShots, 34, 93
Hockey: History of the Stanley Cup, 92
 Hoffman, Rae, 82
 Honda, 88, 89
 horizontal layouts, 58–66
Hotel Price Index (HPI), 90, 91
 Hotels.com, 60, 61, 90, 91
- How Affiliate Marketing Works*, 82, 250
How Far is it to Mars?, 42, 44
How Our Laws Are Made, 80–81
How to Pair Wine with the Bright, Bold Flavors of Southeast Asia, 84, 85
 Howard, Phillip, 35
HPI. See Hotel Price Index
 H&R Block, 120, 122–123
 HTML Image Map, 37, 40
 HTML links, 37, 38
 PDF files, 217
 HTML5, 35
 The Humane Society, 297
- I**
- IBM Cognos, 326
 IBM Research, 326
 iCharts, 325
 icons, 327
 character, 257
 chart legend replacements, 294–295
 infographic resumes, 192–200, 215, 217
 LinkedIn profiles, 196
 rows, 254
 software, 201–203
 sources, 327, 334
 Iliinsky, Noah, 337
 illustrations
 business process visualization, 246
 intellectual property issues, 105–107
 image editing, 314–317
 Acorn, 317
 Adobe Photoshop, 314, 315
 GIMP, 316
 Pixelmator, 314, 315
 image files, 31, 33
 search engine views, 136–138
 vector graphics, 306–307
- images
 intellectual property issues, 105–107
 resizing, 307
 searching, 138
 static, 31, 33
 stock, 105–106
 infogr.am, 333–334
 Info-Graphic, 169
 infographic advertisements, 83–88
 goal, 83
 product message, 86
Infographic Elements, 106
 Infographic Gallery, 168
 Infographic Journal, 167
 infographic landing page, 138
 Infographic Love, 168
 infographic posters, 90–97
 infographic resumes, 174, 175
 benefits, 180
 defining, 176
 designing, 181–203
 challenge, 182
 company logos and icons, 192–200
 geographic designs, 190–192, 193
 print, 211–215
 relative experience, 187–190
 skills visualization, 187, 189, 190
 software application logos, 201–203
 timelines, 183–187
 tools, 217–227
 growth of, 176–177
 information types in, 182
 on iPad or tablets, 215–217
 opinions of, 174
 poorly designed, 181
 risks, 180–181
 using, 204–217
 combined design, 208–210

- job application systems, 204–205
- publishing online, 210–211
- standalone, 205–208
- infographic submission sites
- free, 165–166
 - paid, 166–169
- infographics, 1, 57
- accuracy in, 272–280
 - animated, 42–44
 - clickable, 37–41
 - copyrighting, 107–108
 - credibility, 73
 - defining, 2, 6
 - going viral, 119
 - Google relevance, 123
 - growth in, 8
 - image filename, 142
 - informative, 69–71
 - interactive, 48–51
 - internal communications, 234
 - levels of complexity, 31
 - media formats, 31–51
 - persuasive, 71, 73–78
 - pop-up, 37, 38
 - posting schedules, 152
 - PR, 88–90
 - presentations using, 259–268
 - one-page handouts, 262–266
 - reasons for effectiveness, 14–26
 - release strategy, 135–169
 - relevance, 123–125
 - resumes incorporating principles, 173–174
 - static, 31–33
 - storytelling, 6, 8
 - video, 42, 45–48
 - visual explanations, 78, 80–82
 - zooming, 34–36

Infographics Archive, 168

infographics blogs, 161–163

infographics sharing sites, 161–163

Infographics Showcase, 167

Infographics: The Power of Visual Storytelling (Lankow, Ritchie, and Crooks), 338

Infojocks, 92

Information Aesthetics, 25

Information Age, 11

information graphics, 6

information overload, 9

informative infographics, 69–71

informavores, 9–10

Ingram, David P., 197, 200

Inkscape, 312

InMaps, 226, 227

innocent infringement, 99

The Insanely Great History of Apple, 97

Inside Super PACs, 50, 51

intellectual property, 98–108

interactive infographics, 48–51

internal communications

 - credibility and, 296
 - improving, 234–235
 - kickoff sharing, 153–154
 - objectives, 236–237
 - online design sites, 332
 - PR, 159
 - presentations, 259–268

internal information

 - communication objectives, 236–237
 - company needs from, 234

data visualization, 238–259

 - budgets, 238–243
 - business processes, 246–250
 - qualitative research data, 255–259
 - quantitative research data, 251–255
 - sales and profits, 244–245
 - strategies, 251–259
 - restrictions on, 236
 - sharing, 235

Internet. *See also* online infographics; Search Engine Optimization blogs

 - data sources, 298
 - evaluating, 156–157
 - topic-specific, 155–159

copyright issues, 100, 105, 300

data visualization tools, 317–327

infographic submission sites

 - free, 165–166
 - paid, 166–169

infographics changed, 8

infographics self-publishing sites, 163–164

infographics sharing sites, 161–163

information overload, 9

information quality, 73

informavores and, 9

news and information source, 58

news media sites, 159–161

number of users, 18, 19

online data sources, 328–330

online lifespan, 126–134

prior art searches, 282

size of, 116

traffic growth, 11, 14

Internet Archive, 282

Internet World Stats, 329

introduction/foundation, 28

iOS apps, 37

iPad, 124–125, 215–217

 - OmniGraffle app, 310, 311

iStockPhoto.com, 105–106

iTunes App Store, 37, 224

J

James Bond: 50 Years of Movies, 120–122

JavaScript, 35

JESS3, 103

job application systems, 204–205

K

key message, 283–287, 291

Keynote, 45, 263, 293

keywords, 138–139, 285

kickoff sharing, 153–154

Kinzaa, 218, 220

Knapp, Randall, 183, 184

Kuntze, Sascha, 197, 198–199

L

landing pages, 135–136
alt text, 142–143
description text, 141–142
embed code, 144–148
image filename, 142
infographic, 138
infographic resumes, 210
keywords, 138–139
page title, 141
search engine image problem, 136–138
social media sharing buttons, 143–144
title tag, 140
URL, 139–140, 300–301
Landscape Leadership, 251, 252
language of context, 16–19
Lankow, Jason, 338
Lasseter, John, 304
layouts
blog design platforms, 60
horizontal, 58–66
vertical, 58–66
websites, 60
Lee, Kenneth, 221, 222
The Lifespan of Storage Media, 71, 72
Lima, Manuel, 338
line charts, 6, 184, 318, 320
quantitative research data, 251
link bait, 120–123
LinkedIn, 33, 158, 196
connection maps, 215, 216, 226, 227
cvgram connecting, 223
importing profile information, 217
infographic resumes, 204, 211
InMaps, 226, 227
links in resumes, 217
ResumUP connecting, 221
vizualize.me connecting, 221

links

half-life, 151–152
HTML, 37, 38
landing pages, 136
locations, 149–150
PDF files, 217
Lion, Will, 23
logo-only resumes, 193, 194–195
logos
brand, 21
company
design, 299–300
infographic resumes, 192–200, 215, 217
LinkedIn profiles, 196
resumes, 193, 194–195
software application, 201–203
trademarked, 103, 104

M

main event, 28
MajesticSEO Site Explorer, 157
Making an Organic Choice, 86, 87
Many Eyes, 326, 329
map visualizations, 190, 191
maps, 57
marketing
campaigns, 84
storytelling, 67
Mashable, 160, 174
Maslow's Hammer, 273
McCandless, David, 240, 338
McGraw-Hill Higher Education, 263, 266
McKean, Duncan, 185, 186
McLeod, Scott, 45
Medina, John, xviii, 14
MesotheliomaHelp.net, 76
Meyers, Dean, xv
Microsoft, 35, 45, 116, 117
Microsoft Office
infographic resume creation, 217

internal data sharing, 234

Microsoft Word, 204, 208
infographic resumes, 210
Miller, George, 9
mind maps, 262
Mobile Youth: Teens & Cell Phones, 58, 59
Monroe's Motivated Sequence, 76
Morera, Marc, 291
Most Polluted Cities in the United States 2012, 74, 75
Mulligan, Patrick, 93

N

NASDAQ, 2, 4
Neatorama, 25
NerdGraph, 166
network diagrams, 93, 310, 324, 326
network maps, 215, 226, 227
The New York Times, 48, 49
News I Like, 166
news media sites, 159–161
The Next Web, 160
NextWorth, 124–125, 302
nonconfidentiality, 332
nonstandard shape sizes, 277
The Noun Project, 327
NowSourcing, 284
Nuance Communications, 31, 32
number lines, 184
numerical values
area visualizations, 274
circle size designs, 279
communicating, 2, 4
context, 16–18
interactive infographics, 48, 49
relative experience designs, 187, 190

O

OCR. *See* optical character recognition
Ogilvie, Ginger, 35

Omni Group, 310
OmniGraffle, 310, 311
O'Neal, Jacob, 42
one-page infographic handouts, 262–266
online data sources, 328–330
online data visualization tools, 317–327
online infographics
 types, 67–97
 width, 60
online infographics design sites, 330–336
online lifespan, 126–134
OpenSiteExplorer, 156
opposing bar charts, 244
optical character recognition (OCR), 138
Ostrofsky, Marc, 112
Our Amazing Planet: Top to Bottom, 65, 66
outreach, 155–169
 free infographic submission sites, 165–166
 infographics sharing sites, 161–163
 news media sites, 159–161
 paid infographic submission sites, 166–169
 self-publishing sites, 163–164
 topic-specific blogs, 155–159
overlapping activities, 183
overlapping shapes, 184
Ownership of Beer Brands and Varieties 2010, 35–36

P

page title, 141
PageRank, 114–115, 119, 155, 156
PageRank Status, 156
paid infographic submission sites, 166–169
Pairing of Wine & Food, 134
Paliwoda, David, 42
Palo Alto Research Center, 9

Parisi, Mino, 205–208
pattern recognition, 15–16, 158, 289
PDF files, 31, 40
 HTML links, 217
 infographic resumes, 208, 210
 ResumUP generating, 221
 Shine generating, 225
 vizualize.me generating, 221
Pearlman, Nathaniel, xv, 93
Periodic Table of Visualization Methods, 318
persuasive infographics, 71, 73–78
persuasive speeches, 76
P.F. Chang's, 84, 85
pictograms, 1
Picture Superiority Effect, 20–26, 86
 infographic resumes and, 180, 182
 presentation elements, 260
pie charts, 255, 318, 320
 incorrect, 272–274
 quantitative research data, 251
Piktochart, 334–335
Pinker, Steven, 9
Pinterest, 33, 63, 64, 150
 infographic resumes, 210
 infographics sharing, 162
Pixelmator, 314, 315
PNG files, 321
Pop Chart Lab, 93, 97
pop-up infographics, 37, 38
posters, 90–97
 budget, 238, 239, 241
 one-page handouts, 262, 264–265
posting schedules, 152
The Power of Infographics (Smiciklas), 337
PowerPoint, 45, 234–235, 253, 263
 chart design changes, 260, 261
 chart legends, 293, 295
 chart templates, 259, 260
 design templates, 235
 vector graphics editing, 313
PR. *See* public relations

PR infographics, 88–90
PR Newswire, 161
Prajapati, Bharat, 166
PRChecker.info, 155
PrepaidPhones.com, 58
presentations
 infographics improving, 259–268
 Picture Superiority Effect, 260
 Prezi, 263, 266–268
press releases, 88, 90, 160–161
Prezi, 45, 263, 266–268
price charts, 2, 4
printing
 choices for, 211
 infographic resume design, 211–215
prior art, 282–283
PRLog, 161
PRWeb, 161
public domain, 105
public relations (PR), 88–90, 159–161

Q

qualitative research data, 255–259
 accuracy in presentation, 255–257
 presenting literally, 257
 quantitative, 255, 256
 statistical significance, 255, 256
 word clouds for, 257–259
Quantcast, 157, 330
quantitative research data, 251–255
 chart types, 251
 clustered bar chart, 253
 grid-based chart design, 254
 statistical significance, 255
questionable data sources, 298

R

Raj, Navdeep, 187, 189
A Raw Chocolate History, 38, 39, 40
reading, 289
registered copyright, 99

- relative experience designs, 187–190
- release strategy, 135–169
- key steps, 135
 - landing pages, 135–148
 - outreach, 155–169
 - self-promotion, 148–154
- relevance, 123–125
- "Remind Me" (music video), 45, 46
- Reynolds, Garr, 270
- resumes, 173–174. *See also*
- infographic resumes
 - full-text, 176–178, 192, 205, 207, 208
 - graphic designers, 176
 - logo-only, 193, 194–195
 - time reading, 180
- ResumUP, 221, 223
- retail channels, 245
- re.vu, 218, 219
- Ritchie, Josh, 338
- Robertson, Chris, 192, 193
- Rodgerson, Dave, 215–217
- rose diagrams, 190
- RothIRA.com, 29
- royalty-free stock image sites, 105
- Royksopp, 45, 46
- S**
- Saker, Adrian, 193, 194–195
- sales and profit data, 244–245
- sales channels, 245
- Sankey diagrams, 190
- S.B. Lattin Design, 69, 70
- Scalable Vector Graphics (SVG), 312
- Search Engine Optimization (SEO), 113
- alt text description, 142–143
 - description text, 141–142
 - embed codes, 144–148
 - images, 136–138
 - infographics image filename, 142
 - keywords, 138–139
- link bait, 120–123
- objectives, 118–119
- online lifespan, 126–134
- page title, 141
- relevance, 123–125
- social media sharing buttons, 143–144
- search engines
- algorithm changes, 115, 155
 - algorithm updates, 124, 126
 - business of, 115
 - evaluating, 117
 - image problem, 136–138
 - image recognition, 138
 - infographic design, 71
 - page ranking, 114
 - usage, 115
- security policies, 237
- self-promotion, 148–154
- company communication channels, 148–150
 - company social accounts, 150–153
 - kickoff sharing, 153–154
 - posting schedules, 152
- self-publishing sites, 163–164
- SEO. *See* Search Engine Optimization
- SEOMoz, 156
- SerialMapper, 41
- shapes
- nonstandard, 277
 - overlapping, 184
 - rows, 254
- ShareThis, 144
- sharing button aggregator services, 144
- Shine, 224–226
- Shutterstock.com, 105
- Siltala, Matt, xv
- Simple Square, 246, 248–249
- skills visualization, 187, 189, 190
- sliders, 190
- Smashing Magazine, 160
- Smiciklas, Mark, 56, 337
- Smith, Dustin, 166
- social media sites, 33
- company accounts, 150–153
 - content strategies, 251, 252
 - infographic resumes, 210
 - sharing buttons, 143–144
- software application logos, 201–203
- Solis, Brian, 103
- Solar Savings: A Solar Innovation Story*, 67, 68
- SoNice, 86, 87
- soy milk, 86
- S&P 500, 2, 4
- spreadsheets
- circle size calculations, 279, 280
 - data communication, 4
 - data sources, 299
 - Google Docs, 299
- stacked area design, 185
- standalone infographic resumes, 205–208
- Star Wars*, 291, 292
- static images, 31, 33
- static infographics, 31–33
- statistical information
- context in communicating, 289
 - data graphics communicating, 5
 - online data sources, 329–330
 - qualitative research data, 255–256
 - quantitative research data, 253
 - significance of, 255, 256
- sports, 92
- text-only display, 289
- visuals enhancing, 290
- Statue of Liberty, 29
- Steele, Julie, 337
- stock image sites, 105–106
- stock price chart, 4
- StockTouch, 5

Stone Temple Consulting, 115, 116
storytelling
 art of, 27–30
 conclusion/call-to-action, 29
 infographics, 6, 8
 introduction/foundation, 28
 key message focus, 285
 main event, 28
 marketing, 67
 persuasive, 74
 three-part format, 27
Streamlining Your Digital Life with the New iPad, 124–125, 302
Submit Infographics, 166
subway map, 41
Sugarrae.com, 82
SVG. *See Scalable Vector Graphics*
Swallow, Erica, 218, 220

T

Tableau Public, 49, 50
Tableau Software, 49
tables, 57
tablet computers, 215–217
tall infographic format, 58–66
Tate, Karl, 65
telling one story well, 285
Tesar, Hana, 187, 188
text
 alt text description, 142–143
 chart legends, 294–295
 context and, 16, 17
 description, 141–142
 blog submissions, 159
 free submission sites, 166
 paid submission sites,
 168–169
 self-publishing sites, 164
 embed code, 144–147
 image context, 136, 138
 loss on reposting, 299
 minimizing, 291–293
 page title, 141
 Picture Superiority Effect, 22
 press releases, 88, 90

resumes, 176, 177, 178, 192, 205,
 207, 208
statistic presentation, 289, 290
title tag, 140
zooming infographics, 34, 35
text links, 141–142
timeline designs
 business process visualization,
 246, 248–249
 infographic resumes, 183–187
 overlapping activities, 183
 stacked area, 185
Timeplots, 93, 96
title tag, 140
Top 26 Most Promising Wine Apps,
 37, 38
topics
 choosing, 281–282
 controversial, 282
 trending, 281
topic-specific blogs, 155–159
Tower of Beer, 29, 30
trademarks, 98, 103, 104
 infographic resumes, 197
treemaps, 240, 243, 326
trending topics, 281
Trust Flow, 157
Tufte, Edward, 4, 338
Tumblr, 33, 58
 infographics sharing, 162
Twitter, 33, 150
 blog author contact, 158
 link half-life, 151
2012 Statistical Abstract, 293

U

Uncle Sam, 23, 24
Underskin, 25, 26
United States Copyright Office, 99
URLs
 cvgram, 223
 landing page, 139–140, 300–301
 ResumUP, 221
 vizualize.me, 221

U.S. Census Population data,
 293–295

V

vague data sources, 297
vector graphics, 306–313
 Adobe Illustrator, 308
 Adobe InDesign, 309
 image editing and, 314
 Inkscape, 312
 OmniGraffle, 310, 311
 PowerPoint, 313
 stock, 105–106, 295
Veloso, Tiago, 165
Venn diagrams, 320
Venngage, 335
vertical layouts, 58–66
video infographics, 42, 45–48
video sharing sites, 45
Vimeo, 45
VinTank, 37
viral phenomenon, 118, 119
Visual Complexity: Mapping Patterns of Information (Lima),
 338
visual explanations, 78, 80–82
A Visual History of the American Presidency, 93, 96
Visual Loop, 165
The Visual Mapping Blogroll, 41
The Visual Miscellaneum
 (McCandless), 338
Visualize This (Yau), 337
VisualizeUs, 164
visualizing area, 274–280
Visualizing.org, 164
Visual-Literacy.org, 318
Visually, Inc., 50
Visual.ly, 163–164, 336
 infographic resumes, 210
Vizualize.me, 221, 222
Vizworld, 25
Voice is King, 31, 32

W

- W3C, 312
Watson, Thomas J., 232
A Website Designed, 248–249
websites
 embed code, 144–148
 free infographic submission, 165–166
 infographic, 138
 infographic self-publishing, 163–164
 keywords, 138–139
 landing page URL, 139–140
 layout, 60
 link locations, 149–150
 rank checking tools, 155, 156–157
 title tag, 140
 traffic estimation, 157
Webspam, 115, 123

What Guests Want, 60, 61

- What's so hard about search?*, 116
Where's Google making its money?, 284, 286

Wikipedia, 298, 330

- Williams, Jesse, 42
Wilson, Vanessa, 208–209
Wirth, Mike, 80, 184–185
Wisconsin Crash Calendar, 262, 264–265
Wolfram Alpha, 330
word clouds, 257–259, 319–320, 326
Wordle.net, 258, 319–320
WordPress, 58
WordStream, 284, 285, 286
world maps, 326

X

- Xerox, 9

XML, 312

- XPLANE, 48
XTS-AES, 237

Y

- Yau, Nathan, 337
Years, Stephen, 218, 219
Yingling, Jeremy, 92
Yonker, Bill, 93
YouTube, 45, 271
 link half-life, 152

Z

- zooming infographics, 34–36
zooming user interface (ZUI), 263
Zoom.it, 35–36
ZUI. *See* zooming user interface