

INFOGRAFIKE

GKR - 5.3.2020.

ŠTO JE INFOGRAFIKA?

Vizualna prezentacija informacija, podataka ili znanja.
Infografike su čitke, jasne i pregledne.
Pojednostavljaju komplicirane teme.

Online (Internet) i offline mediji (tisak).

LJUDI SU VIZUALNA BIĆA

40% ljudi bolje reagira na vizualni sadržaj koji im se nudi od onog tekstualnog.

Vizualni sadržaj je jednostavniji za konzumaciju.

Infografika se lakše dijeli na društvenim mrežama od teksta.



Područje Gorskog kotara bilježi prosječnu zimsku temperaturu od svega -5°C . Što se tiče visine snijega, prosječno ga padne 80 cm, dok je prosječna količina napadalog snijega 3 metra. Zanimljivo je spomenuti i da stanovnici Gorskog kotara prosječno potroše oko 15 m^3 da bi zagrijali svoje domove.

FAZE U IZRADI INFOGRAFIKA

- 1 prikupljanje podataka / istraživanje
- 2 izrada nacрта / wireframe
- 3 prilagodba teksta
- 4 dizajn (boje-font-kontrasti-razmaci-hijerarhija..)
- 5 objava

VRSTE INFOGRAFIKA

- 1 Informacijske
- 2 Brojevi
- 3 Grafikoni i pite
- 4 Timeline
- 5 Karte / geografske
- 6 Usporedne
- 7 Procesne
- 8 Mix

INFORMACIJSKA INFOGRAFIKA

- naglasak na tekst
- dodatno: ikone, grafike, boje i ostali vizualni elementi

5 Tips

To Keep Your Chin Up

1



Do something impulsive.

Do something impulsive that you haven't planned every day. It's better to have no plan so we can seize the opportunities that may arise.

2



Have rituals.

We are less who we are than what we do. Do 3 things that you love every day. As a result, feeling the gratitude will help you better sleep. Better sleep helps to be in a better mood. A better mood helps to make better decisions.

3



Exercise at least 10 minutes a day.

Exercising has an influence on your brain, on your mood, on your ability to reflect and on your health.

4



Take breaks.

Prevent burnouts by stopping what you are doing and do something else. Create a different atmosphere, add some novelties in your daily routine.

5



Learn something new.

Learning helps to create new connections in your brain and to come up with new ideas and new opportunities.

BROJEVI

- **naglasak na brojeve**
- **kombinacija grafikona, ikona, slika**
- **jaki kontrasti između brojeva i teksta**

HEATHROW IN NUMBERS



• 500,000 passengers flying in for the London 2012 Olympic and Paralympic Games

500,000

• 10,000 athletes, 20,000 members of the media, 150 heads of state. Most will arrive via Heathrow

10,000
20,000
150

• 203,000 bags squeezed onto the baggage system – 35% more than normal and 13,000 more than it is designed to handle



• 1,000 local volunteers ready to help everyone off their planes and welcome them to London

1,000

• The Paralympics is a **third** of the size of the Olympics but it is still a huge challenge

1/3

2/3

• Heathrow will have to deal with a month's worth of wheelchair users in just a week - about 1,800 in total

1,800

• 13 new scissor lifts, 100 new ramps and six new powered stair climbers for large wheelchairs

• 15,000 oversized bags including canoes, javelins, bikes and poles for the pole vault. 980 firearms plus ammunition to check

15,000
980

• A specially constructed Games terminal has been built at Heathrow for use by the Olympic family. Located next to Terminal 4 it has 31 check-in desks and seven security lanes

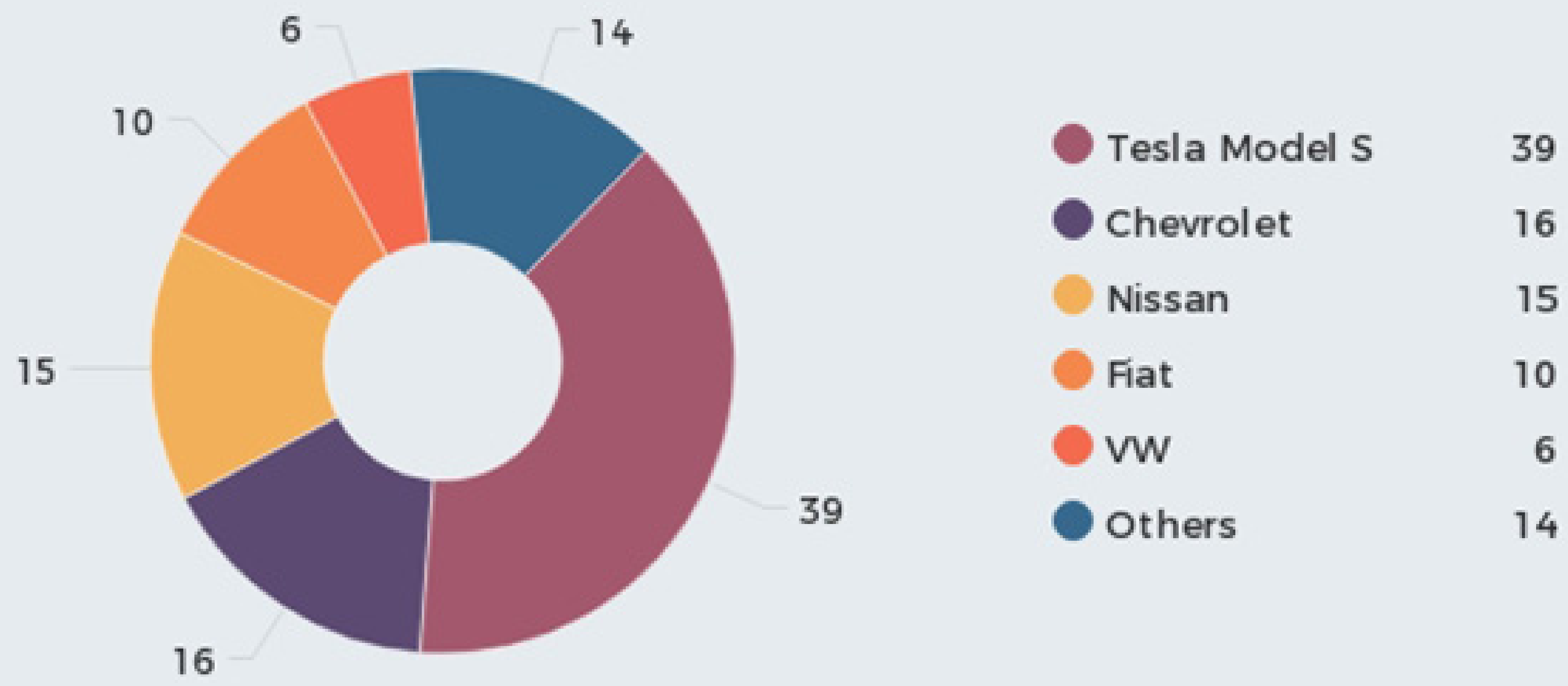
31

GRAFIKON / PITA

- **savršen za usporedbu podataka**
- **boje, grafike, ikone za naglašavanje i lakše objašnjenje**

Electric Vehicle

SALES SHARE

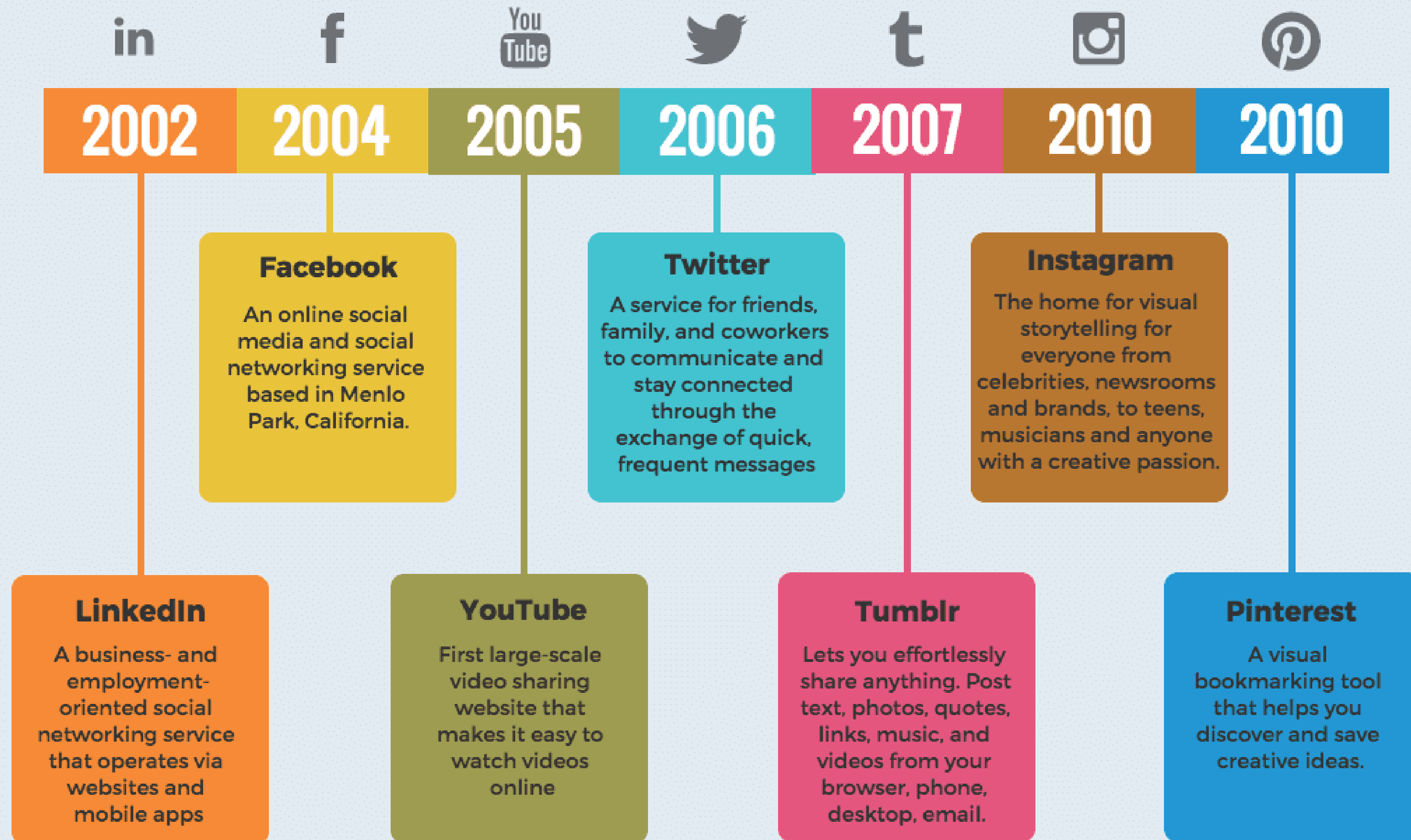


TIMELINE - CRTA VREMENA

- kronološki prikaz informacija / promjena kroz vrijeme
 - odlična za duže priče
 - crte, datumi, godine, ikone, fotografije, kratki tekst
 - zadržati preglednost i čitkost
- 3 osnovna stila: vertikalni, horizontalni i oblik zmije (količina informacija)

TIMELINE

History of Popular Social Media Platforms



Kuda nas je ponijela i kamo odnijela rođa...

POGURAJMO BIBLIOBUS
Akcija prikupljanja sredstava za novi gradski bibliobus
GKR

Putešestvije

Najsimpatičniji momenti

- ★ Kreativna coworking ekipa koja je kampanji dala šareno ruho: Studio Artlan, Cipmann, Kreativni kolektiv Kombinat, Manufaktura, Molekula kreativna agencija
- ★ Mali bibliobusi od tetrapaka izrađeni u Dječjem vrtiću Krješnica
- ★ Rijeka pub kviz posvećen bibliobusu
- ★ Posveta izvedbe lutkarske predstave Doktor Dolittle u Gradskom kazalištu lutaka Rijeka posvećen bibliobusu
- ★ Nastanak priče Bubani biblić za klince u DV Mirta
- ★ Druženje na Art Bazaaru s rukovodcima
- ★ Volontersko pomaganje Studentskog čitateljskog kluba kada je god potrebno
- ★ Stripaoničarske vizije bibliobusa medijem stripa
- ★ Maketa i puzzle bibliobusa od šperploče umjetnika Ive Matošića
- ★ Anagažman HDLU Rijeka i donacija slika likovnih umjetnika
- ★ Poljora prijatelja bibliobusa: Lungomare, Botel Marina, Rimeteo, Sluga print, Tikara Susak, Bookmark, Udruge za razvoj civilnog društva SMART, Hoću bedž, Coworking Croatia, Crowdfunding.hr, Booksa, Rotaract Rijeka...
- ★ Izdavači koji su donirali knjige: Frakura, Castronpi, Leo commerce, Znanje, VBZ, Naklada Ljevak, Algoritam, Mozaik knjiga...
- ★ Medijski prijatelji bibliobusa: Novi list, Tportal, Poslovni dnevnik, Edukacija.hr, Posao.hr, Kvarner News, Moderna vremena info, HCL.hr, Lider, Tekić, Automanija, Kiinfo.hr, Rijeka klik, Plan B, Hoću Ri, Kvarnerski.com, SEBiz.eu, Moja Rijeka, Kanal Ri, Radio Rijeka, Radio Korzo, Vizikultura, Korzo.net, Liburnija.net, Rijeka danas, Soundset, Muzika.hr...
- ★ Poduzeća i poduzetnici koji su stali iza bibliobusa donacijama: INA, Metronef, Fidal, KD Kozala, Proplan, Eidos, Vertax BS, Montelektro...

Brojevi

- 21 poznato riječko lice u video podršci bibliobusu
- 20 internetskih portala podržalo akciju bannerima
- 150 knjiga zahvale za donaciju
- 23 likovna umjetnika donirala slike
- 250 potpisanih građana na donacijskim listama
- 100 najepnica
- 500 bojanki
- 500 kemijskih olovaka
- 200 bedževa

52 308,10 kn
DONACIJE GRAĐANA I SPONZORSTVA

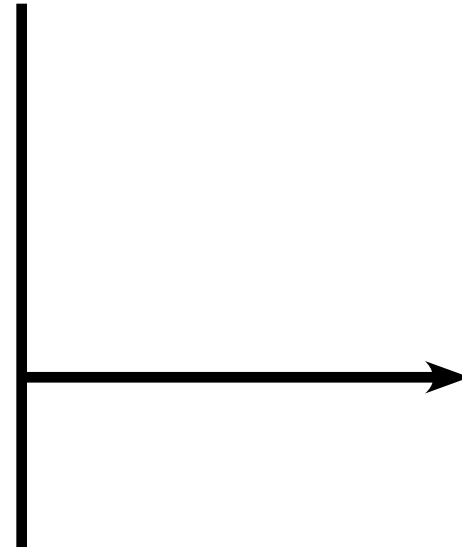
363 000,00 kn
GRIK (IZOVLJENO)

NOVI BIBLIOBUS

Roda leti i traži...

...donacije i sponzorstva za potpunu nadogradnju i uređenje bibliobusa.

bibliobus.gkr.hr



KARTA / GEOGRAFSKA INFOGRAFIKA

- prikaz lokacije, geografsko područje, demografske podatke
- usporedba podataka
- kombiniranje s grafikonima i ikonama (zanimljivije)



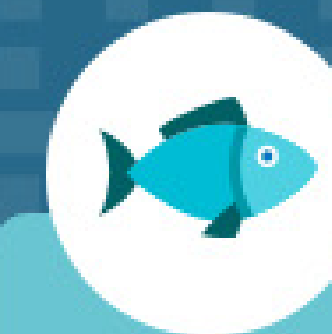
Nordic island country in Europe, located in the **North Atlantic Ocean**.



There are **no mosquitoes** due to Icelandic conditions and lack of breeding grounds.



Seabirds are a vital part of Iceland's animal life. Puffins nest on sea cliffs.



One of Iceland's primary natural resources is **freshwater fish**.



The country's climate is **subarctic** and is mostly cold and windy year-round.

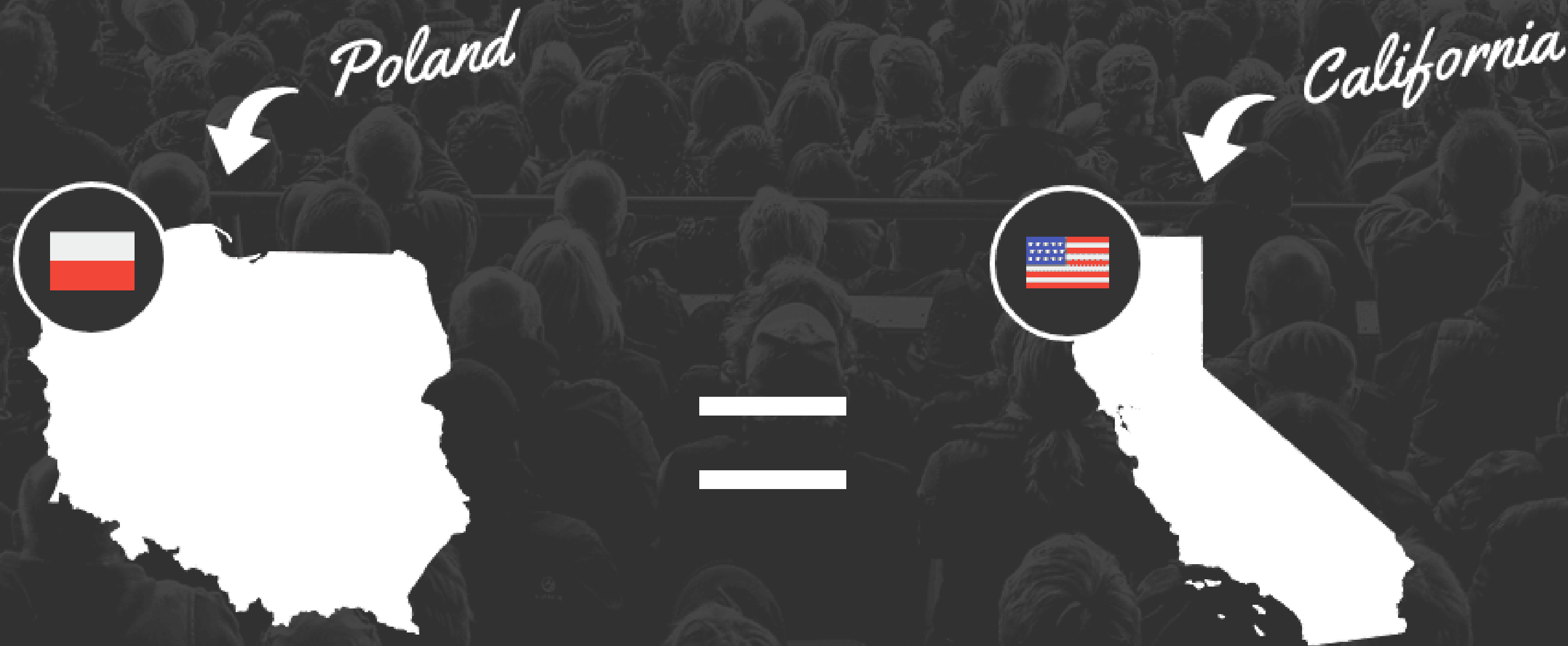


Hvannadalshnjukur Peak is the country's highest point at 2,110 m.



Facts about **ICELAND**

Did you know?



The entire population of Poland and California are both 38 million.

Poland has a higher population density.

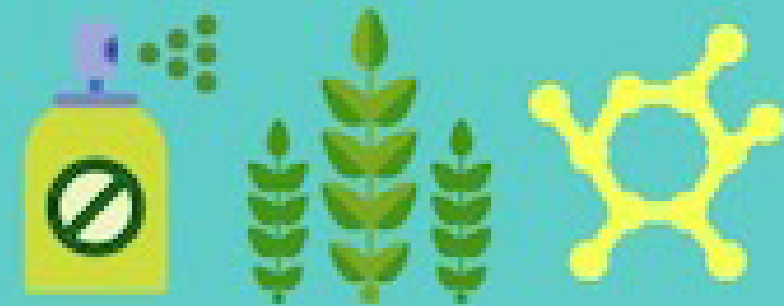
USPOREDNA INFOGRAFIKE

- uporedba 2 ili 3 događaja, proizvoda, ideje, ljudi...
- prikaz prednosti i nedostataka
- središnja crta koja razvaja horizontalno ili vertikalno s prikazom podataka sa strane

GENETICALLY-MODIFIED AND IMPORTED FOODS



FRESH AND ORGANIC LOCAL FOODS



1 GMO FARM:
Grown non-locally
with pesticides.

2 IMPORTED:
Preservatives are
added to prolong
long transport and
travel for delivery.



1 LOCAL FARM:
Locally and
organically grown.

2 SERVED FRESH:
Delivered fresh at
our restaurants with
no preservatives or
additives.



PROCESNA INFOGRAFIKA

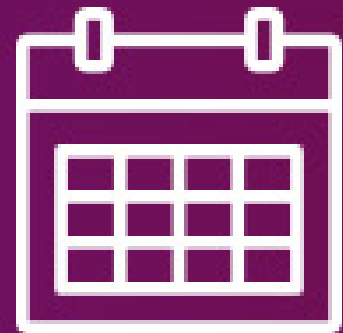
- savršena za prikaz koraka u nekom procesu, planu...
- složen program / plan pojednostavljujemo i razbijamo na manje dijelove
- prikaz u horizontalnom, vertikalnom i u obliku zmije
- preporučljivo koristiti brojeve i strelice

4 Steps to Planning the Perfect Mother's Day for Your Partner

#

1

Make plans ahead of time



So your partner may be the planner in the household and the kids may be too little to improvise and organize the perfect Mother's Day outing.

Be sure to plan ahead by booking reservations in advance and syncing everyone's schedules.

#

2

Create a custom card



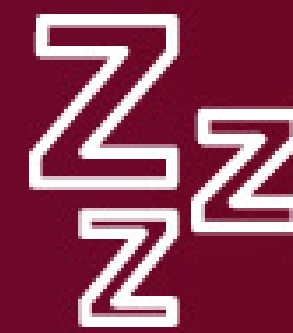
Nothing is more touching for a Mother than to receive a handwritten or custom-made card. It expresses thoughtful devotion and sentiment.

Have the kids create a custom card using one of Venngage's card templates to make the perfect Mother's Day card.

#

3

Let your partner sleep in



Being a mom is exhausting. Give her the gift of sleeping in.

If you have young kids, then get up with them and handle all of the morning duties and responsibilities. Maybe even take them out for the morning so the house is peaceful and quiet.

#

4

Get the kids involved



Moms love it when the kids are involved in some way. Part of your job around Mother's Day is raising awareness in your kids that they should be grateful for their mom and everything she does. It's an opportunity to teach them how to express appreciation and love for her.

MIX

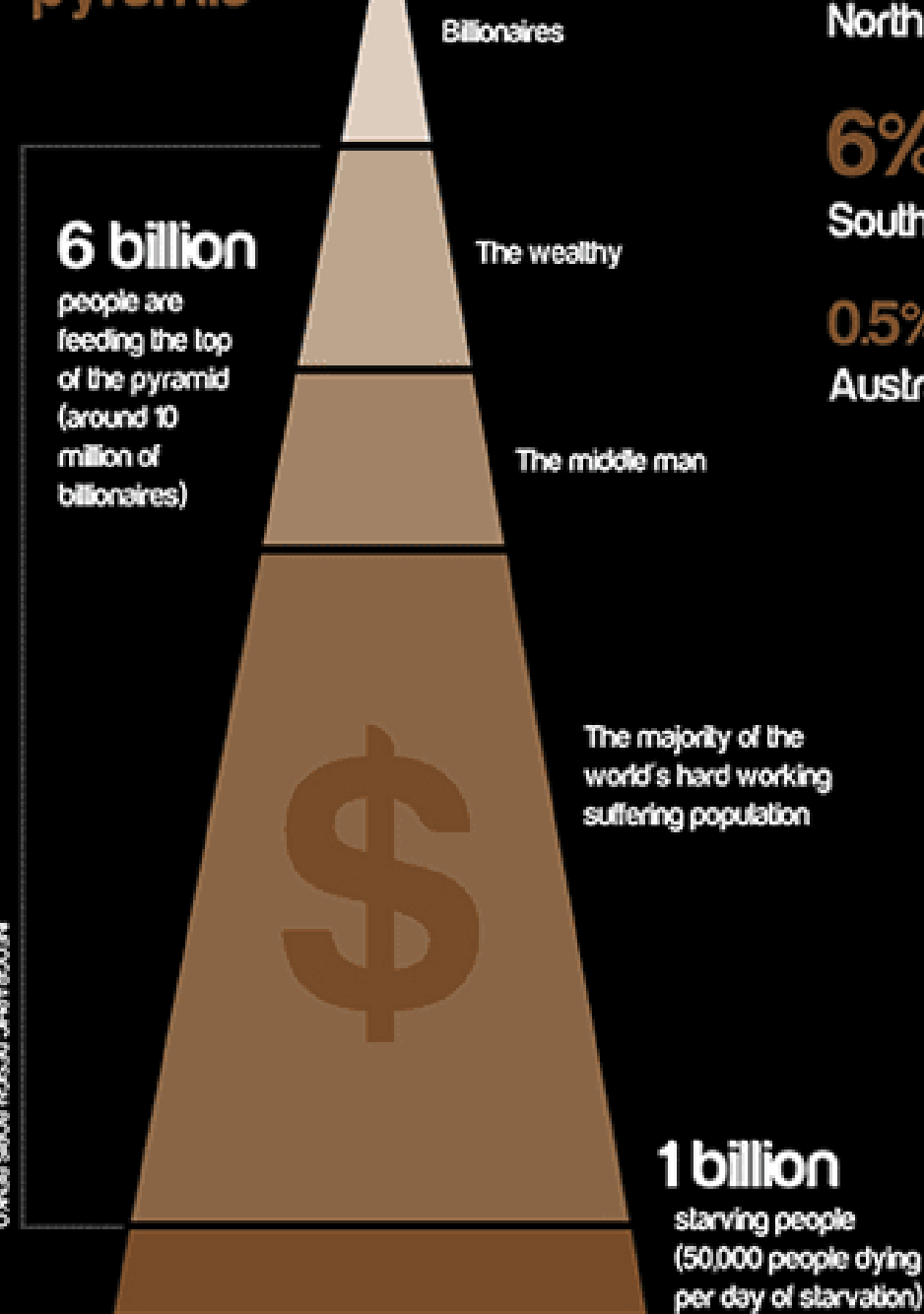
- savršena za kompleksne i različite informacije
 - kombiniramo različite crte vremena, pitu, karte i infografike
- za usporedbe

7 billion people

and still growing ...

From the point of creation of man, it took until 1804 A.D. for the population of Earth to reach the first billion. According to UN information, just last year, 207 years later, the number has exceeded seven billion. It is a world of great differences where many don't have the same living conditions. In Japan one can live to be 82.7 years old while in the Central African Republic one can live to be only 45.9 years old.

World population pyramid



60% Asia

The largest and most populated continent with 60% of total population

14% Africa

Africa

11% Europe

Europe

8% North America

North America

6% South America

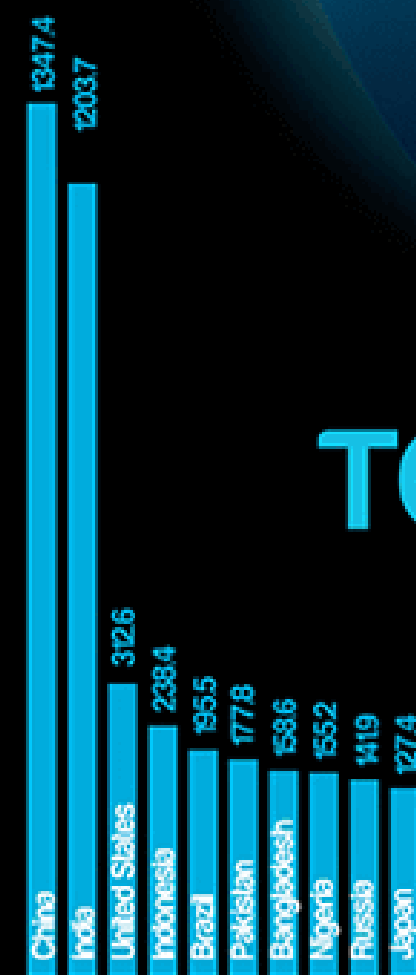
South America

0.5% Australia

Australia

TOP 10

Countries with the largest total population (in million)



SOURCES: wikipedia.org, UN Population Division (World Population and Urbanization prospects 2009-2010) onestorm.org

The fastest growing country in the world is Qatar with 514 new inhabitants daily. Moldova, on the other hand, is on its way to extinction with a growth rate of -0.002. The UN warns that if the growth of the world's population continues in this upward trend, by the year 2030 we will require the equivalent of two Earths to support us.



man
3.53 billion

women
3.47 billion

3.43 billion of total population are today in rural areas

3.57 billion of total population are today in cities and towns

Tokyo

World's most populous city

37.7M



Every hour there are:

6,418 deaths

15,347 births

9.3 billion (2050)

Chronological World population growth

500 million (1500)



ŠTO ČINI DOBRU INFOGRAFIKU?

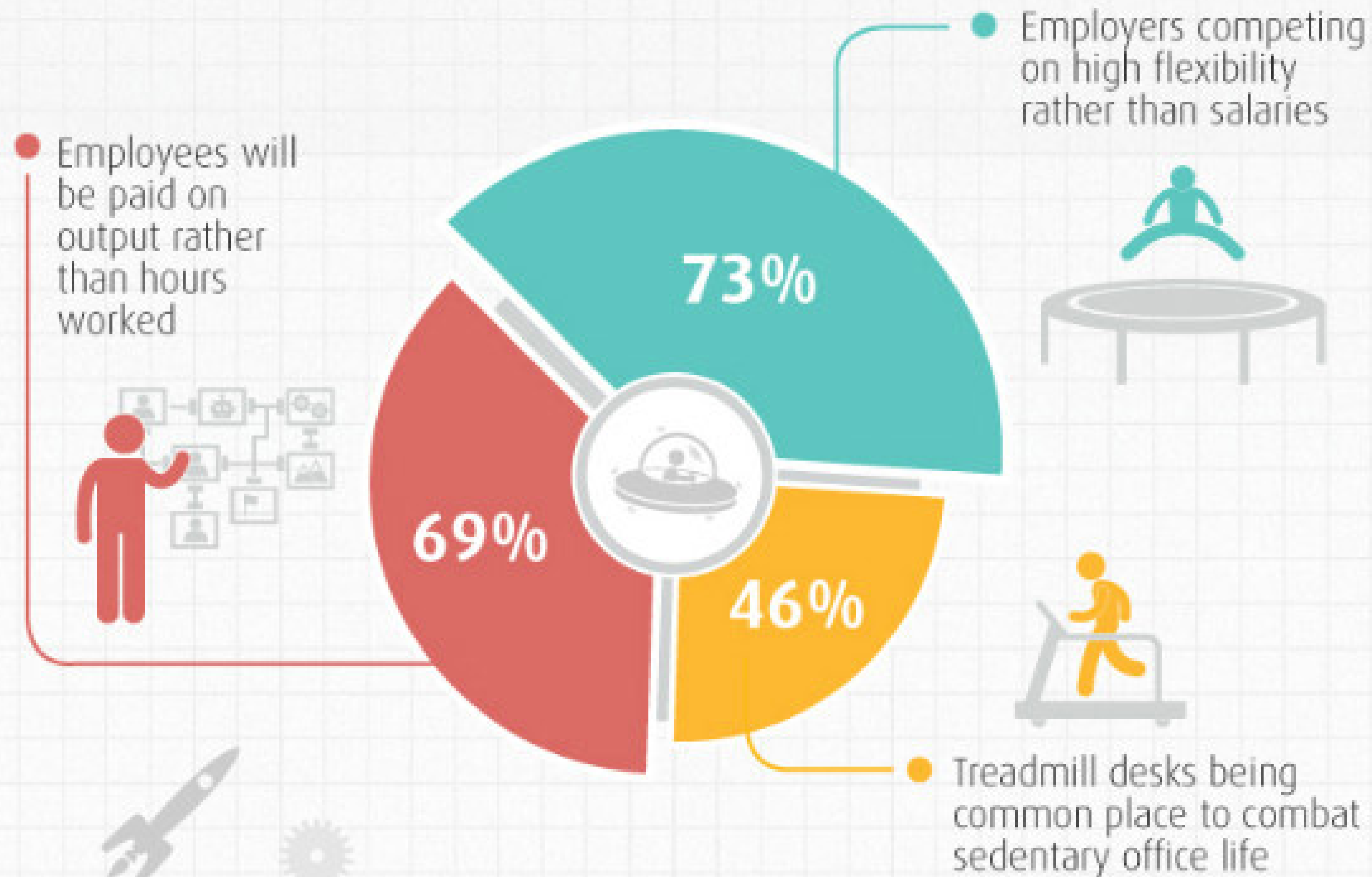
- poruka infografike - priča
- dobar naslov
- držati se jedne teme
- hijerarhija
- tekst - kratak i jasan (gramatika)
- jednostavne boje
- podloga u boji
- font
- ikone i ilustracije
- konzistentnost (svi elementi)
- bijeli prostor / balans
- točne informacije / podaci
- sve nepotrebno maknuti
- navesti izvor

KAKO POGRIJEŠITI

- stock fotografije
- previše teksta / informacija
- ilustracije ili slike koje su već ranije viđene / korištene
- krivi podaci, statistika
- predugačke infografike
- previše različitih fontova ili neprimjerenih za tu temu
- prešareno, previše boja

BIGGEST FUTURE CHANGES IN THE WORKPLACE?

In a survey of HR professionals, changes forecasted in the workplace varied from:



ALATI

- **Piktochart**
- **Canva**
- **Venngage**
- **Visme**
- **Easel.ly**
- **Vizualiaze.me**
- **Piktochart**
- **Vizzlo**
- **Infogr.am**
- **Adobe Illustrator / Sketch**

PITANJA?