

# INFOgraphics

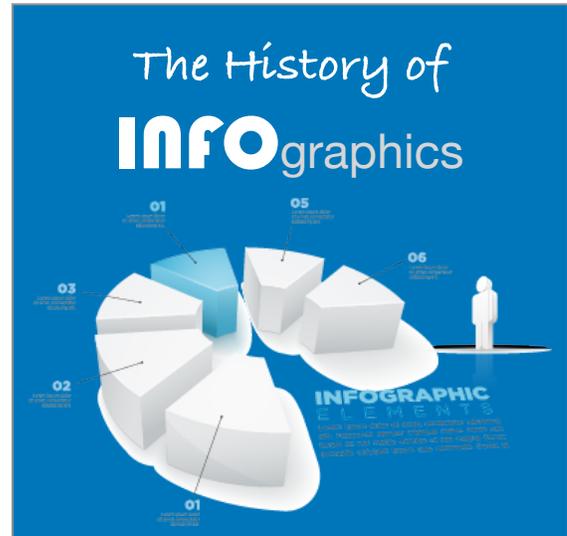
***and its relationship to the world of branding for food & beverage***  
By Robert S. Scott

**Infographics** are graphic visual representations of information, data or knowledge intended to present information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends. Similar pursuits are information visualization, data visualization, statistical graphics, information design, or information architecture. Infographics have evolved in recent years to be for mass communication, and thus are designed with fewer assumptions about the readers' knowledge base than other types of visualizations. Isotypes are an early example of infographics conveying information quickly and easily to the masses.

**In order to fully understand how infographics applies to product branding, one needs to have a look at its historical development...**

**Infographics** have been around for many years and recently the increase of a number of easy-to-use, free tools have made the creation of infographics available to a large segment of the population. Social media sites such as Facebook and Twitter have also allowed for individual infographics to be spread among many people around the world. Infographics are widely used in the age of short attention span.

In newspapers, infographics are commonly used to show the weather, as well as maps, site plans, and graphs for summaries of data. Snapshots in *USA Today* are also an example of simple infographics used to convey news and current events. Modern maps use infographic techniques to integrate a variety of information, such as the conceptual layout of the transit network, transfer points, and local landmarks. Public places such as transit terminals usually have some sort of integrated "signage system" with standardized icons and stylized maps.

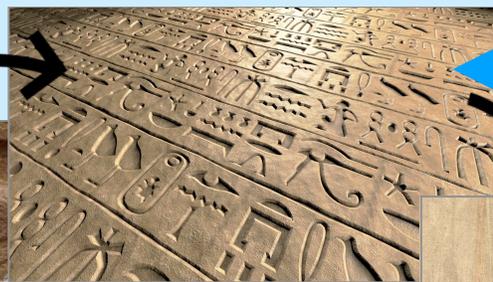


Graphics *reveal* data. Indeed graphics can be more precise and revealing than conventional statistical computations. While contemporary infographics often deal with "qualitative" or soft subjects. What they do is condense large amounts of information into a form where it will be more easily absorbed by the reader or viewer.

## The History of INFOgraphics began in a cave, 25,000 years ago



**SERRA DA CAPIVARA • 25,000 Yrs Old**  
The earliest graphical depictions of information occurred on cave walls.

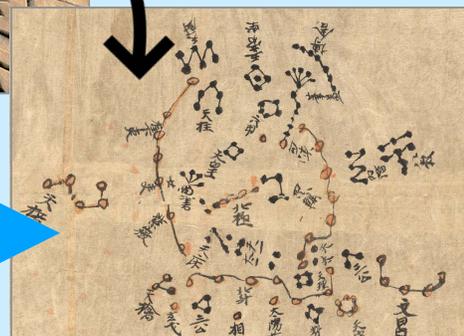


### Egyptian Hieroglyphics

Pictographic script explained the world with 1000 characters in the 32nd century BC.

### DUNHUANG STAR ATLAS

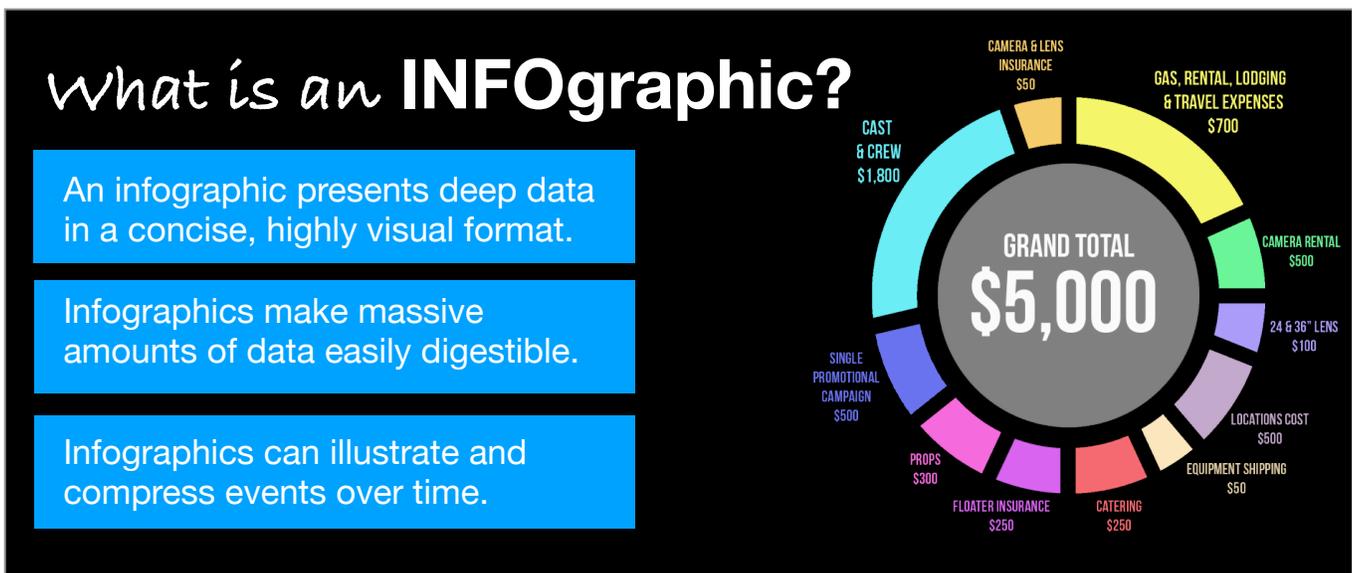
One of the first graphical representations of the stars dated to the Tang Dynasty (618 - 907).



A pioneer in data visualization, Edward Tufte, wrote a series of books – *Visual Explanations*, *The Visual Display of Quantitative Information*, and *Envisioning Information* – on the subject of information graphics. Referred to by The New York Times as the “da Vinci of Data”, Tufte began to give day-long lectures and workshops on the subject of infographics starting in 1993. In his 1983 "landmark book" *The Visual Display of Quantitative Information*, Edward Tufte defines "graphical displays" in the following passage:

**Graphical displays should:**

- show the data
- induce the viewer to think about the substance rather than about methodology, graphic design, the technology of graphic production, or something else
- avoid distorting what the data have to say
- present many numbers in a small space
- make large data sets coherent
- encourage the eye to compare different pieces of data
- reveal the data at several levels of detail, from a broad overview to the fine structure
- serve a reasonably clear purpose: description, exploration, tabulation, or decoration
- be closely integrated with the statistical and verbal descriptions of a data set.

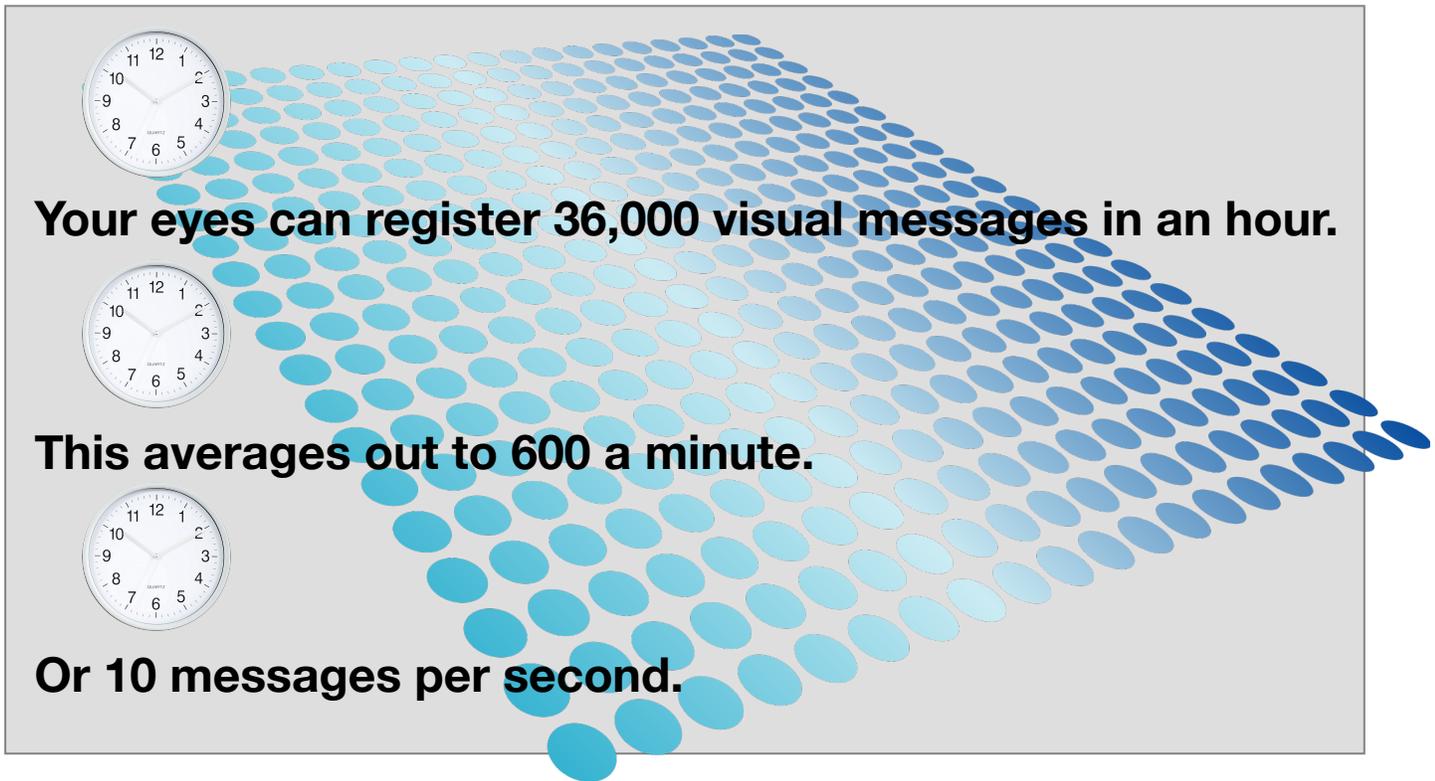


With vector graphics and raster graphics becoming ubiquitous in computing in the 21st Century, data visualizations have been applied to commonly used computer systems, including desktop publishing and Geographic Information Systems (GIS).

Closely related to the field of information graphics is **information design**, which is the creation of infographics. This is what WineLine Marketing does for the business of wine. Our unique process is the application of the review and study of the philosophy and sales directions of the winery which are then translated into concise visual language by Robert Scott, President and Founder of WineLine Marketing. His knowledge, techniques and vision have been honed by 35 years of designing and producing presentations for court trials. Nowhere is INFOgraphics more important than in litigation matters. A wide demographic audience in jury selection requires the case presentation to be easy to understand, retain and recall. Now, he brings this unique expertise to the food and beverage community. The ability to brand build using the science INFOgraphics can expand the reach and frequency of your brand’s awareness. Properly done and combined with the impact of social media marketing INFOgraphics can make a dramatic impact on your bottom line.



**Infographics** are effective because of their visual element. Humans receive input from all five of their senses (sight, touch, hearing, smell, taste), but they receive significantly more information from vision than any of the other four. Fifty percent of the human brain is dedicated to visual functions, and images are processed faster than text.



**The three parts of all infographics are the visual, the content, and the knowledge.** The visual consists of colors and graphics. There are two different types of graphics – theme, and reference. Theme graphics are included in all infographics and represent the underlying visual representation of the data. Reference graphics are generally icons that can be used to point to certain data, although they are not always found in infographics. Statistics and facts usually serve as the content for infographics and can be obtained from any number of sources, including census data and news reports. One of the most important aspects of infographics is that they contain some sort of insight into the data that they are presenting – this is the knowledge.

There are also three basic provisions of communication that need to be assessed when designing an infographic – **appeal, comprehension, and retention.** "Appeal" is the idea that the communication needs to engage its audience. Comprehension implies that the viewer should be able to easily understand the information that is presented to them. And finally, "retention" means that the viewer should remember the data presented by the infographic. This is especially important when it comes to decision making by juries or arbitrators. Being able to use infographics to put your case concept into the jury room creates a teacher - pupil relationship with the decision makers. Once you become the teacher, there is a psychological bond that takes place making it very difficult for the opposing counsel to break that bond.

#### **Visualization Tools:**

Infographics can be created by hand using simple everyday tools such as graph paper, pencils, markers, and rulers. However, today they are more often created using computer software, which is often both faster and easier. Diagrams can be manually created and drawn using software. Templates can be used to get users started on their diagrams. Additionally, the software allows users to collaborate on diagrams in real time over the Internet. There are also numerous tools to create very specific types of visualizations, such as creating a visualization based on embedded data in the photos on a user's smartphone. Users can create an infographic of their resume or a "picture of their digital life."

# 90%



of information transmitted to the brain is visual...

The INFOgraphics Designer must create visualizations that cause a reaction, tell a story and teach the viewer your lessons.

Those visualizations must “lock” into the viewers mind where they are indexed and stored until they are needed to complete an idea.

That idea must then move from the lock box to the conscious level where it is applied to make a decision.

## INFOflow



**The impact of INFOgraphics on consumers of your product** can be the difference between selection and rejection. It makes little difference if your product is a bottle of wine, an aged block of speciality cheese or any other food or beverage product. What must be done in order for your product to come out on top, is to be able to convey your branding message to the buyer in a clear concise and convincing manner. The design of the “information presentation” must take into consideration not only the demographic mix of the receivers of that information but, also their intellectual level. This does not mean that the designer must lower his presentation to the lowest common denominator. A middle ground must be found so that the information transfer finds a mid-point where it is understandable on the low end without boring the higher level of the scale. It is often said that a picture is worth a thousand words. Turning logos and other branding methodology into visual metaphors can make connecting to the intellectual scale a lot easier that relying on the spoken word. And, using pictures that move (animation) generates even more attention, understanding and recall. There are techniques of movement built into INFOgraphics that cause the viewer to lean forward and concentrate on what YOU are trying to convey. Can you learn these techniques out of a book? Probably not. One gains knowledge as one participates in the process of branding design. Here again, I cannot emphasize reducing your branding techniques to the lowest possible visualization. Your product’s public image must be conveyed to the consumer at a glance. If that “first look” at a bottle of wine on a crowded shelf causes it to leap off the shelf and “speak’ to the buyer then you have achieved your targeted promotional effort. The buyer **sees** your product. He may walk away but, he will **retain** the impact of that first encounter and **recall** your product when he is ready to buy.