

Principii generale de vizualizare a datelor

Februarie 2017

PATTERNURI DE ANALIZĂ A INFORMAȚIEI VIZUALE

- 90% din informația transmisă creierului este informația vizuală;
- Oamenii respectă indicațiile urmate de imagini de 323% mai bine decât fără ele;
- Receptorul este interesat de text;
- Scanarea vizuală se începe cu colțul stîng;
- Paragrafele lungi creează disconfort;
- Elementele vizuale de dimensiuni mai mari atrag atenția în primul rînd;
- Titlul prezintă o importanță sporită.



PATTERNURI DE ANALIZĂ A INFORMAȚIEI VIZUALE



PATTERNURI DE ANALIZĂ A INFORMAȚIEI VIZUALE

Media: Diapers-01.jpg
Time: 00:00:00.000 - 00:00:06.033
Participant filter: All



Extra gentle for the most sensitive skin.

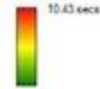
So gentle for sensitive skin, add the chemicals and moisture of a diaper and you have diaper rash.

Baby Wipes's unique high-absorbency natural-blend cotton provides cotton-soft, extra thick, gel-free protection for your baby's sensitive skin. The chlorine-free materials and absorbent polymers is non-toxic and non-irritating. Clinically tested and pediatrician recommended for babies with allergies and sensitive skin.



If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com

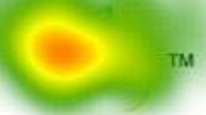
Participant filter: All



Extra gentle for the most sensitive skin.

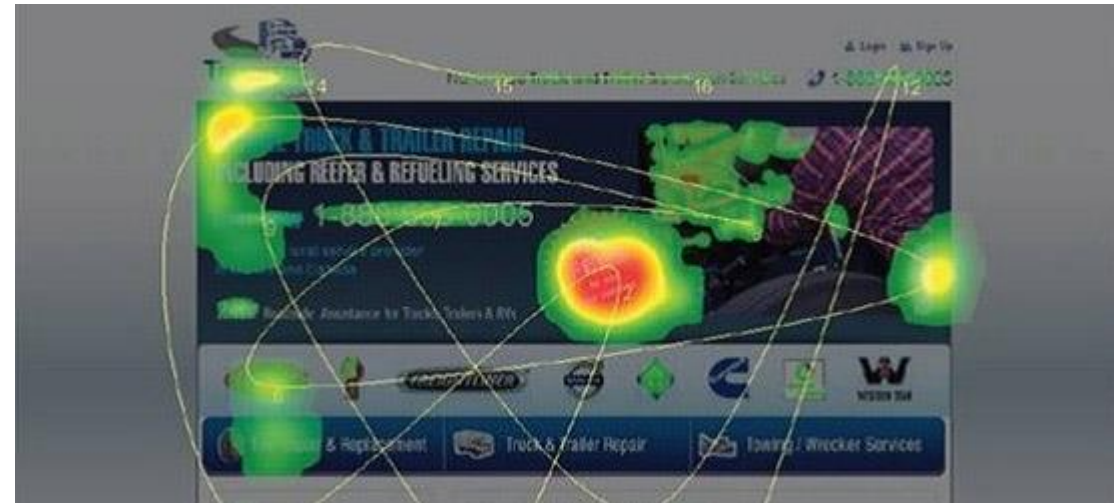
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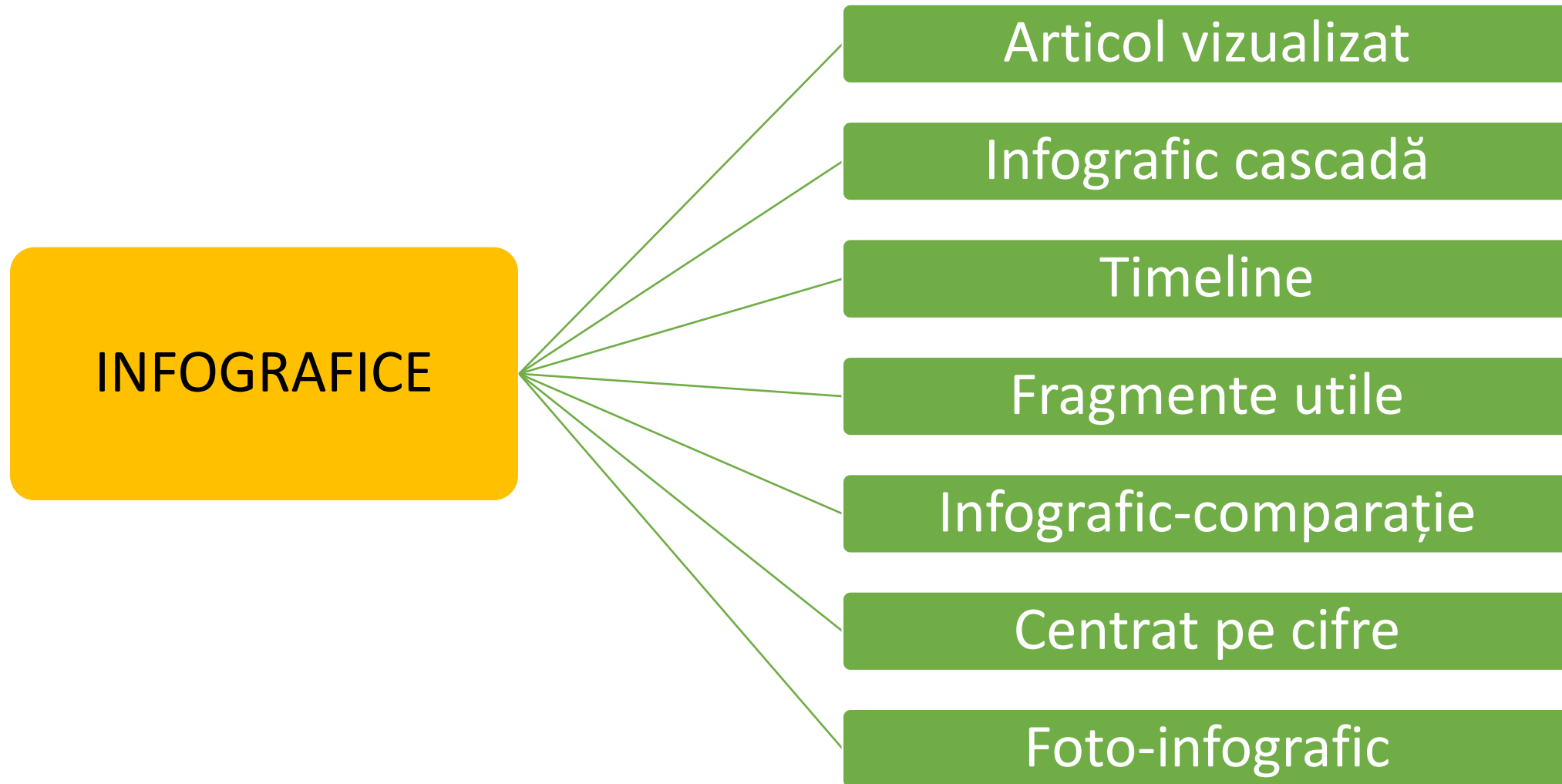
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PATTERNURI DE ANALIZĂ A INFORMAȚIEI VIZUALE



TIPURI DE INFOGRAFICE

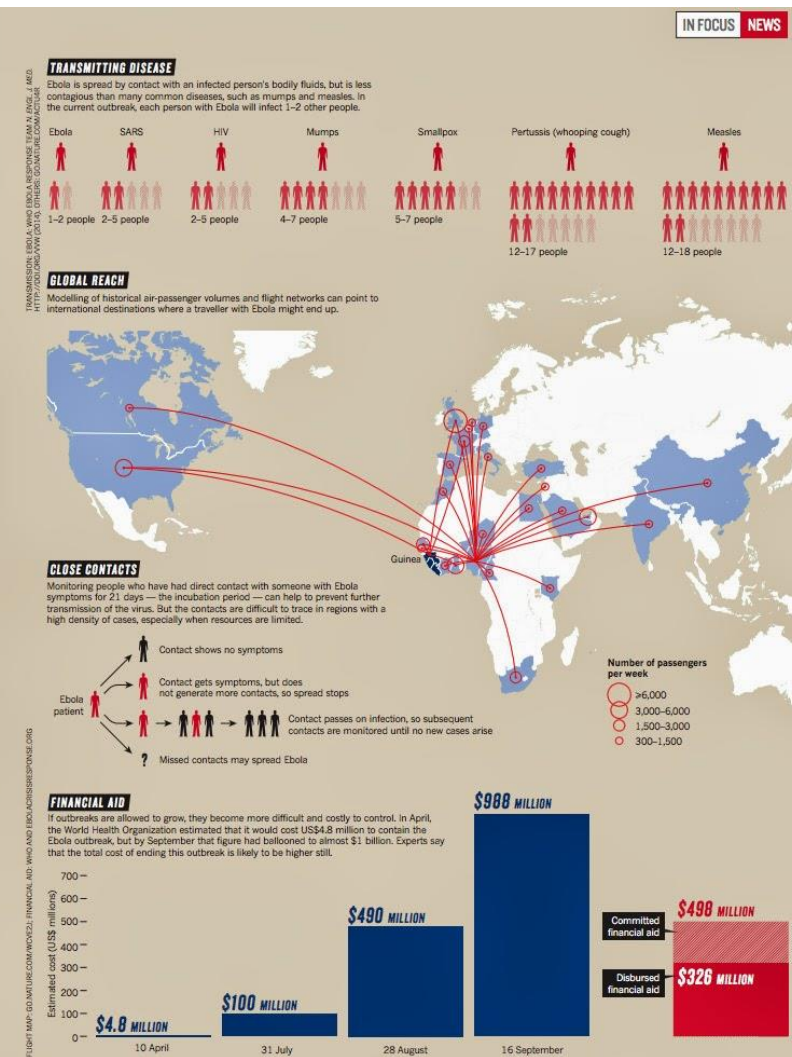
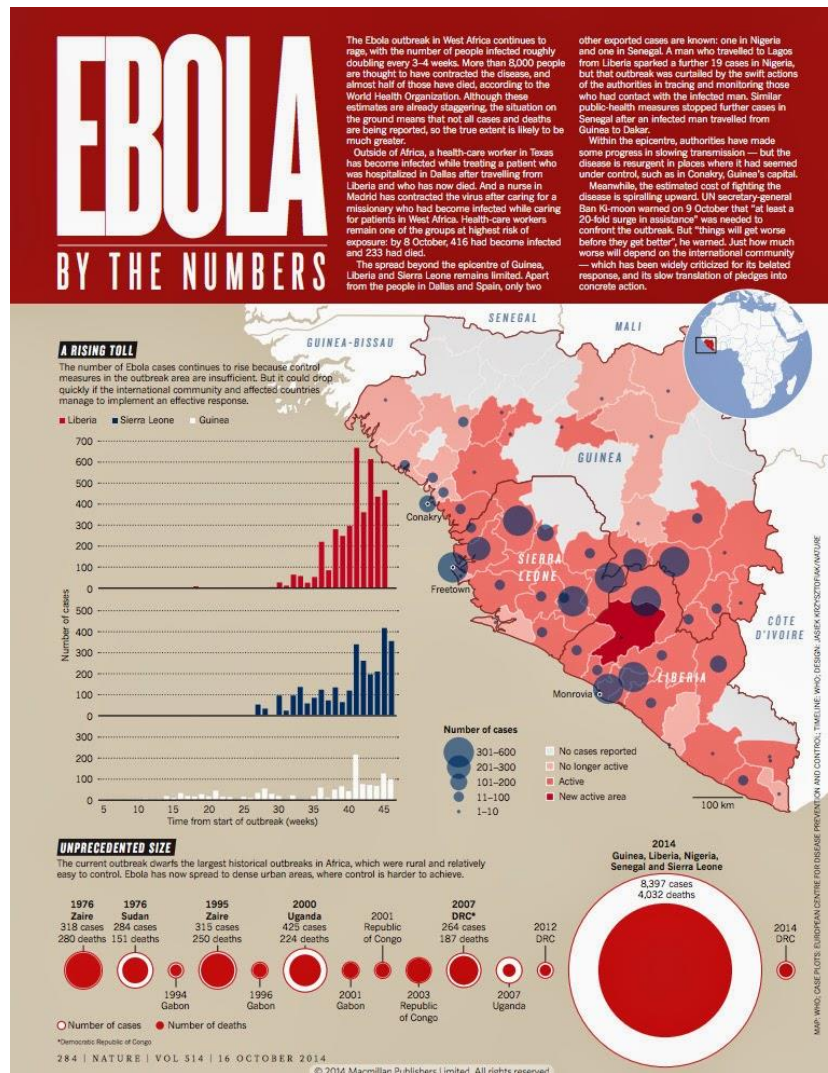
TIPURI DE INFOGRAFICE



ARTICOL VIZUALIZAT

Fragmente de informație corelate între ele

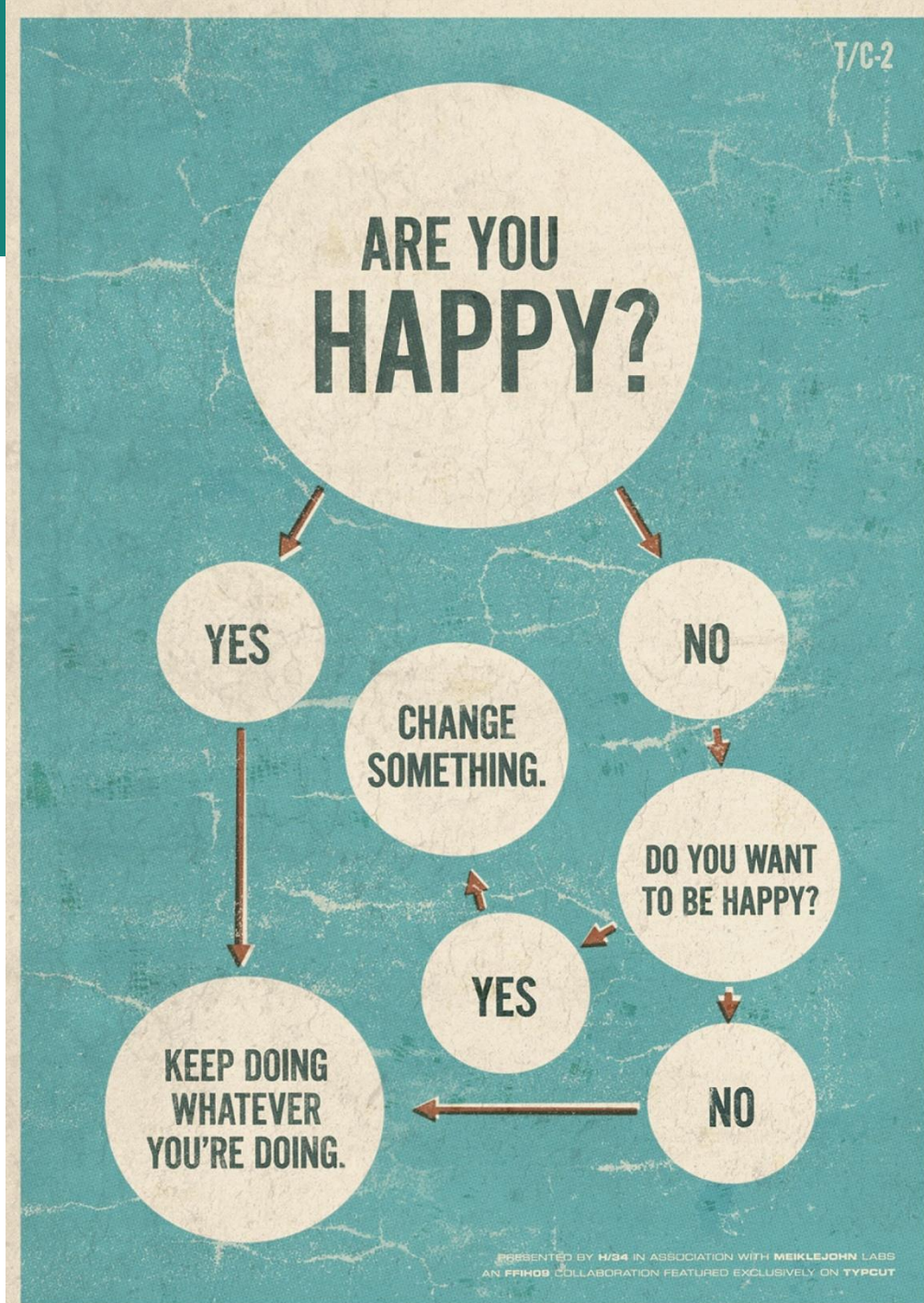
- Titlu atractiv;
- Este comod de utilizat în cazul unui volum sporit de conținut;
- Potrivit pentru rețele de socializare.



INFOGRAFIC CASCADĂ

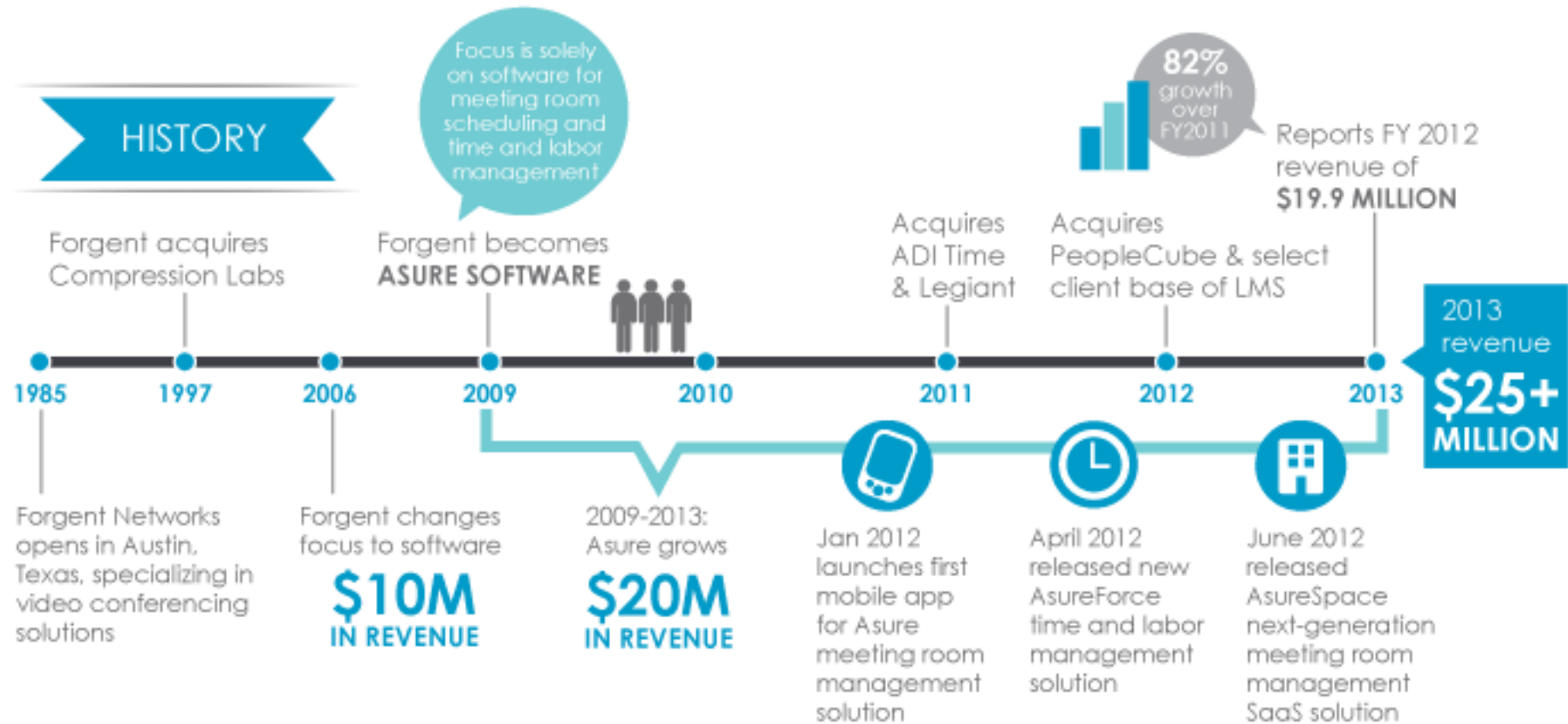
Informația este aranjată sub formă de schemă logică

- Design simplu;
- Aerisite și ușor de citit;
- Se potrivesc pentru rețele de socializare.



TIMELINE

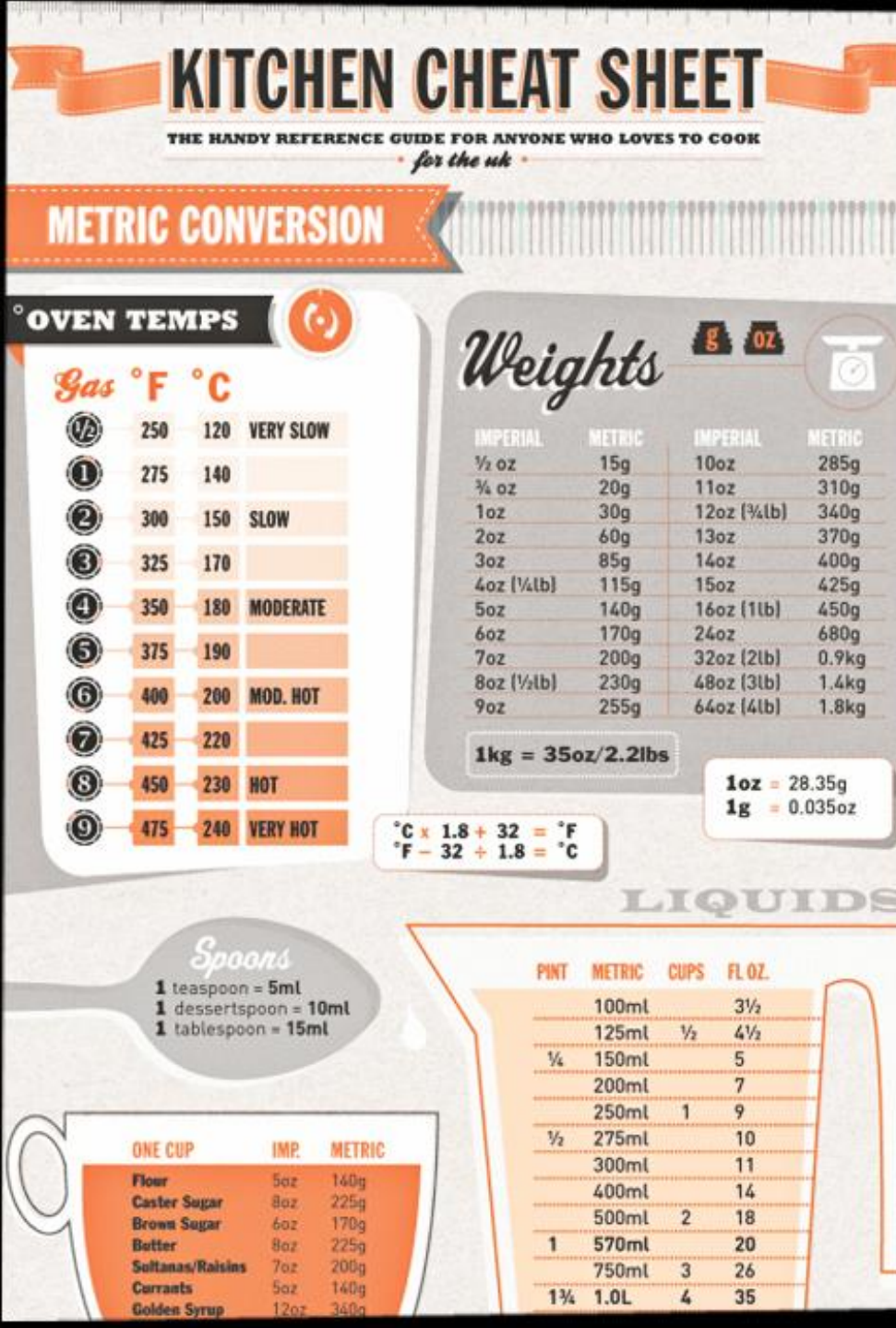
- Leagă faptele;
- „Călătorie imaginară”;
- Pot fi simple sau complexe.



FRAGMENTE-UTILE

Oferă răspunsuri vizuale la anumite întrebări sau explică clar informația

- Accentul se pune mai mult pe utilitate;
- Versiunile printate sunt comod de utilizat;
- Se potrivesc platformelor specializate.



KITCHEN CHEAT SHEET
THE HANDY REFERENCE GUIDE FOR ANYONE WHO LOVES TO COOK
for the uk

METRIC CONVERSION

OVEN TEMPS

Gas	°F	°C	
1/2	250	120	VERY SLOW
1	275	140	
2	300	150	SLOW
3	325	170	
4	350	180	MODERATE
5	375	190	
6	400	200	MOD. HOT
7	425	220	
8	450	230	HOT
9	475	240	VERY HOT

Weights

IMPERIAL	METRIC	IMPERIAL	METRIC
1/2 oz	15g	10oz	285g
3/4 oz	20g	11oz	310g
1oz	30g	12oz (3/4lb)	340g
2oz	60g	13oz	370g
3oz	85g	14oz	400g
4oz (1/4lb)	115g	15oz	425g
5oz	140g	16oz (1lb)	450g
6oz	170g	24oz	680g
7oz	200g	32oz (2lb)	0.9kg
8oz (1/2lb)	230g	48oz (3lb)	1.4kg
9oz	255g	64oz (4lb)	1.8kg

1kg = 35oz/2.2lbs

1oz = 28.35g
1g = 0.035oz

LIQUIDS

PINT	METRIC	CUPS	FL. OZ.
	100ml		3 1/2
	125ml	1/2	4 1/2
1/4	150ml		5
	200ml		7
	250ml	1	9
1/2	275ml		10
	300ml		11
	400ml		14
	500ml	2	18
1	570ml		20
	750ml	3	26
1 1/4	1.0L	4	35

Spoons

- 1 teaspoon = 5ml
- 1 dessertspoon = 10ml
- 1 tablespoon = 15ml

ONE CUP

IMP.	METRIC
5oz	140g
8oz	225g
6oz	170g
8oz	225g
7oz	200g
5oz	140g
12oz	340g

INFOGRAFIC-COMPARAȚIE

Accentuează diferența dintre câteva lucruri sau compară ceva

- Designul este foarte important pentru accentuarea diferenței;
- Conțin un volum sporit de date;
- Trezesc interes.

MARKETING ARTISTS VS MARKETING SCIENTISTS

In recent years, technology has transformed marketing into an accountable, data-driven department, capable of testing, measuring, and optimizing campaigns to perfection. Marketing scientists, or marketers focused on operations, have taken their place next to the traditional marketing artists, changing the way the modern marketing departments operate. Let's take a look at what both sets of marketers bring to the table.

PHILOSOPHY:

Marketing is about engaging with your customers on an emotional level.

QUOTED SAYING:

"I think this will really resonate with our audience."

FAVORITE TOOLS:

WordPress Twitter
Photoshop Email

STRENGTHS:

- Creative
- Innovative

TYPICAL PROJECTS:

- Email Campaigns
- Content Creation
- Thought Leadership

PHILOSOPHY:

Data is the key to improving marketing accuracy and effectiveness.

QUOTED SAYING:

"Here are the ROI numbers for that last campaign."

FAVORITE TOOLS:

Pardot Excel
Analytics Adwords

STRENGTHS:

- Organized
- Detail-Oriented

TYPICAL PROJECTS:

- Forecasting
- Lead Management
- Reporting & Analytics

A PERFECT COMBINATION

While artists and scientists are both tremendous assets, it is the alliance between the two that will push marketing departments forward. The combination provides marketing departments with the tools and structure to deliver only the best marketing to our customers and accurately tie campaigns back to ROI.



For more information on how to improve your marketing, visit Pardot.com



AXAT PE DATE

Se axează pe prezentarea unui număr mare de cifre

- Poate îngloba un volum sporit de conținut;
- Accentuează cifre sau diagrame;
- Necesită design atractiv pentru a „menține interesul utilizatorului”.

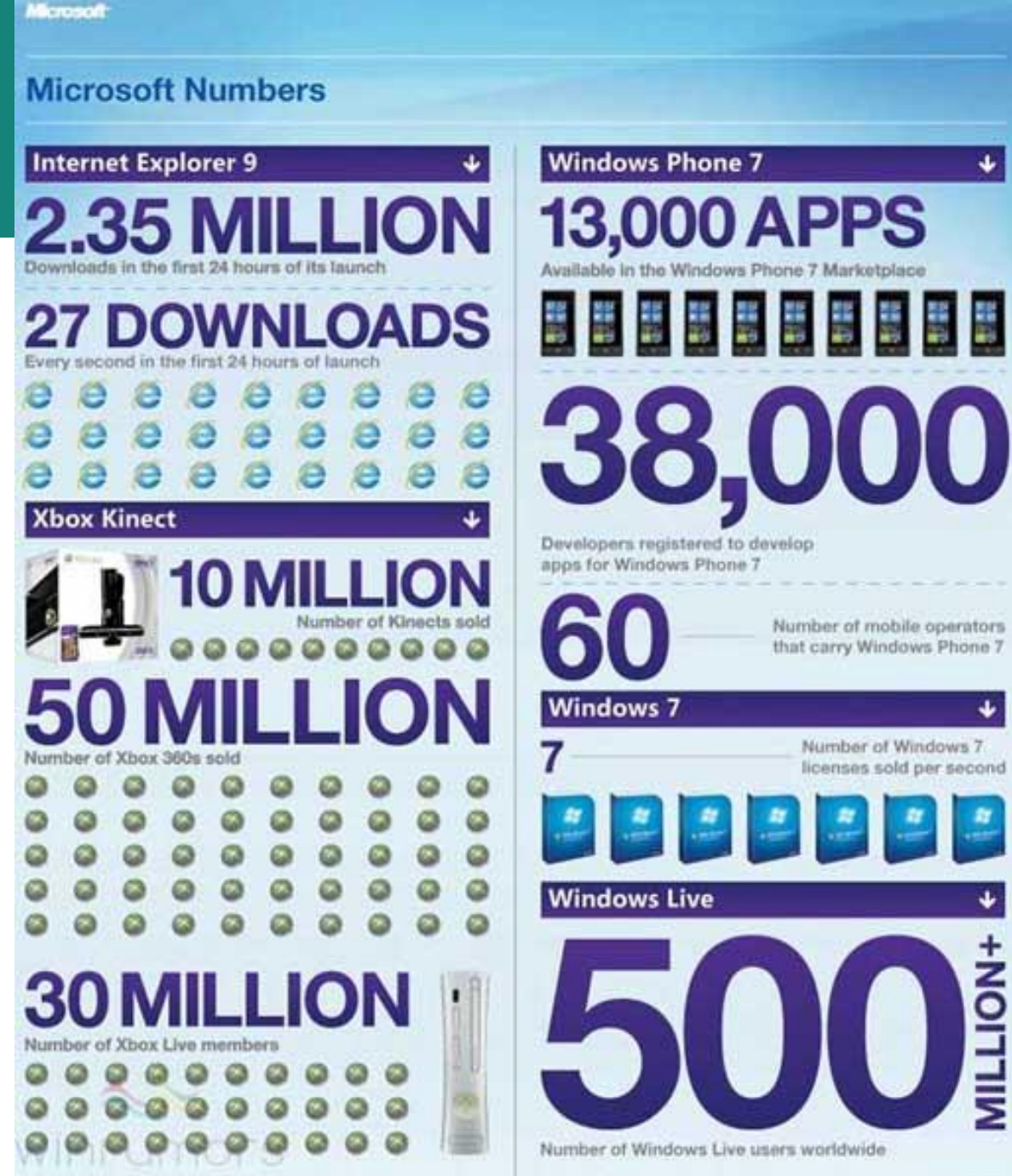


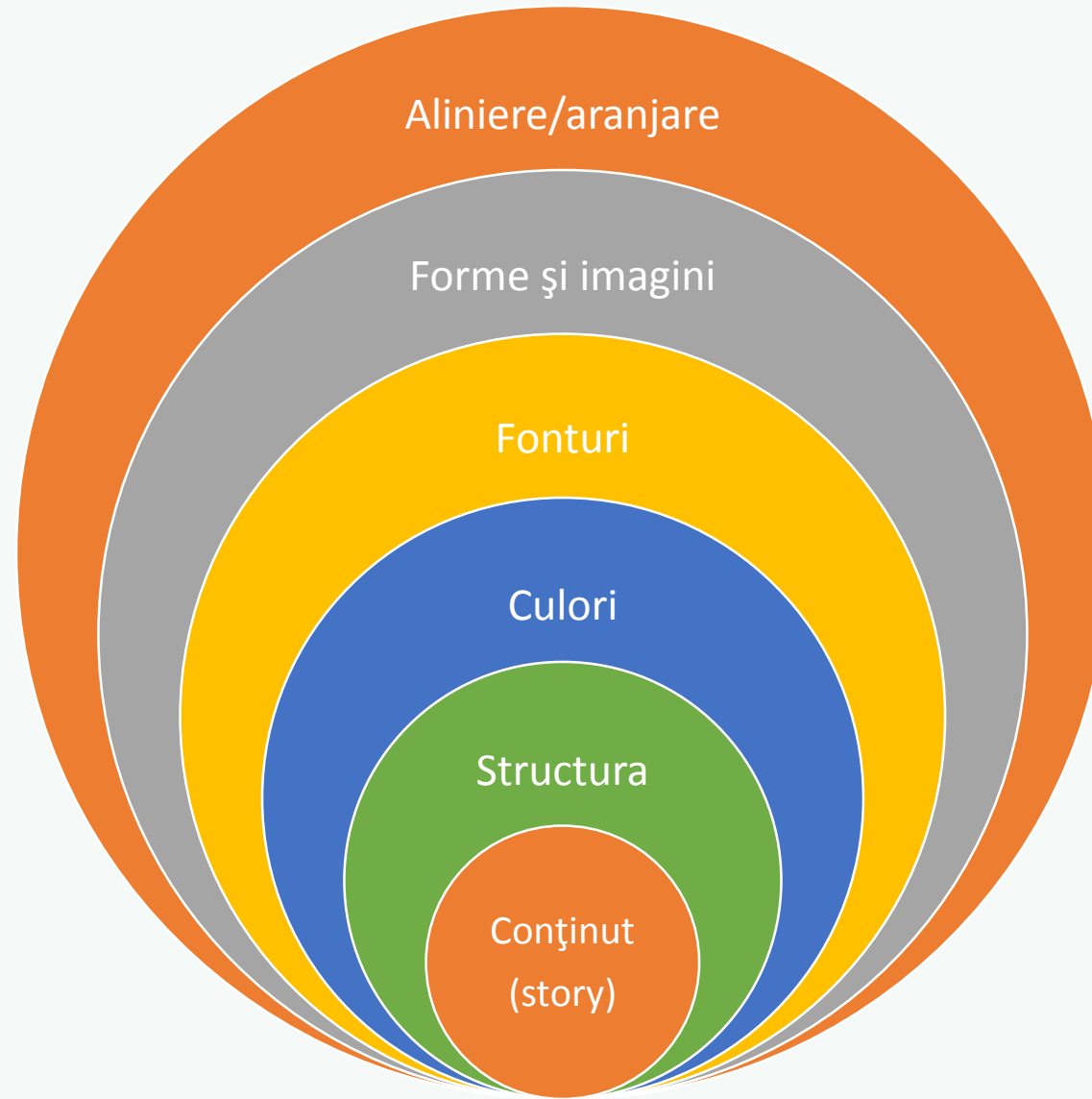
FOTO INFOGRAFIC

Ca bază pentru vizualizare sunt fotografiile

- Sunt simple, clare și atrag atenția;
- Textul joacă un rol important;
- Implică creativitate.



ELEMENTE ALE UNUI INFOGRAFIC

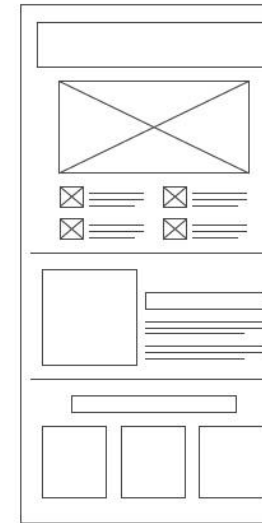


STRUCTURA

Structura infograficului se concepe în dependență de tipul de date, până la formatare.

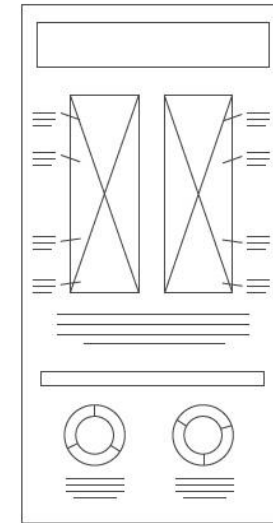
Infographic Layout Cheat Sheet

by SeeMei Chow



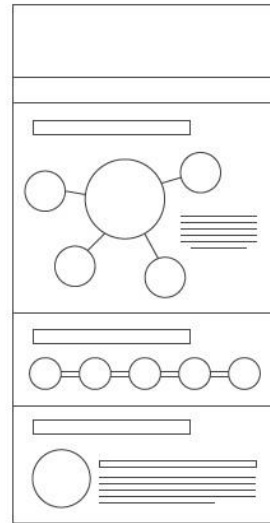
Useful Bait

Works well with most of the data
Easy to read and good usability



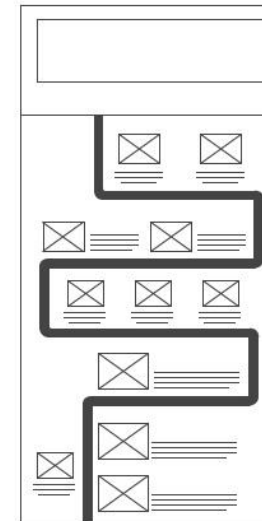
Versus/ Comparison

Works well with a lot of informations
Design(visual) is very important
Informations have to be very interesting



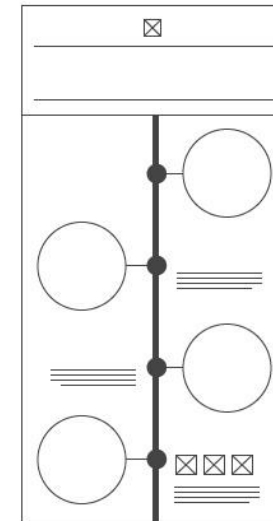
Heavy Data (numbers porn)

Works well with marketing strategy
Timeline for project
Can extend to a flowchart



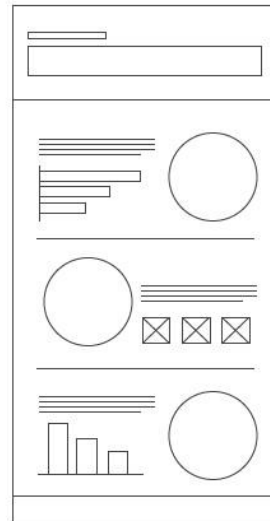
Road Map

Good for storyline/journey
Can be used as a timeline too



Timeline

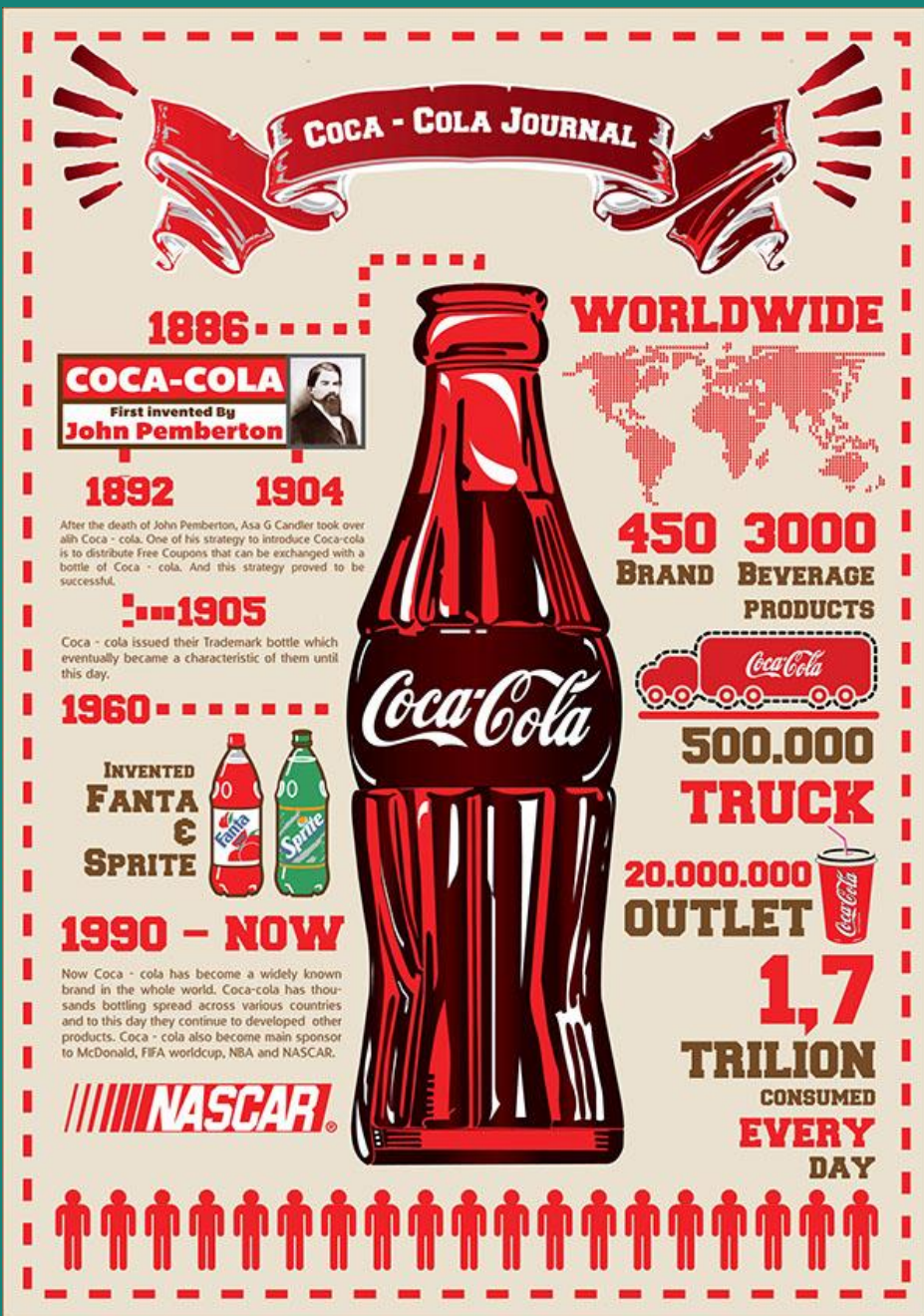
Can be a comparison
Good for timeline or journey too
From simple to complex
(depends on your data)



Visualized Article

Needs strong title
Works well with heavt content
Easy to read and understand

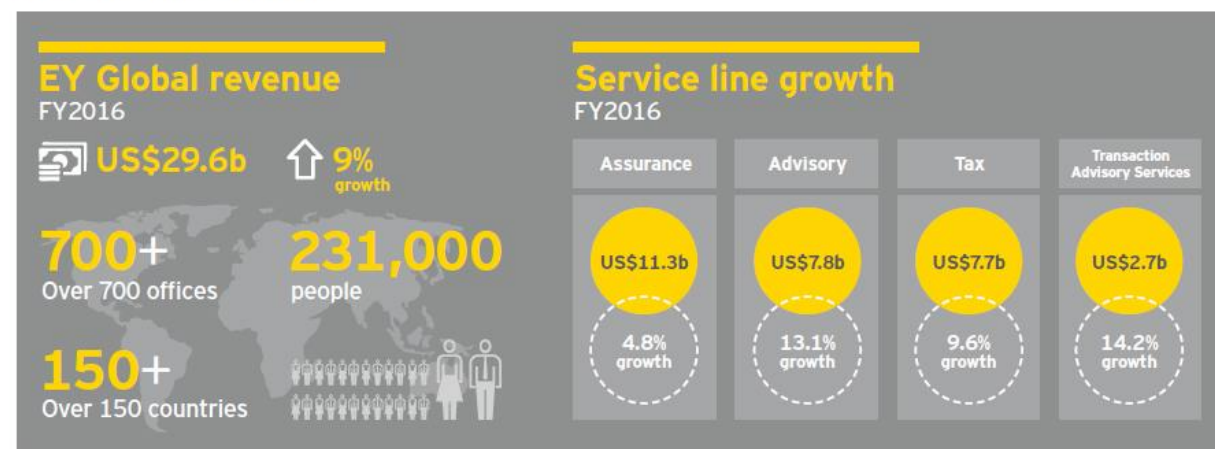
CULORI



EY Kazakhstan highlights




EY in the world




COMBINAREA CULORILOR










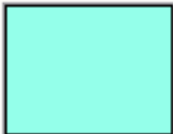
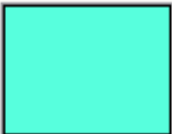



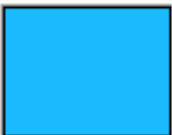
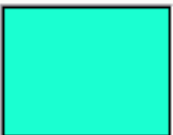
<http://www.colorschemer.com/online.html>


 **COLOR SCHEMER ONLINE v2**
Enter an RGB or HEX value, or click on the Color Palette below

Current Color



R: 255
G: 26
B: 71
Set RGB
FF1A47
Set HEX
Lighten Scheme
Darken Scheme

 255.26.71 #FF1A47	 255.94.26 #FF5E1A	 255.209.26 #FFD11A	 186.255.26 #BAFF1A
 255.26.186 #FF1ABA	 255.87.120 #FF5778	 255.148.169 #FF94A9	 71.255.26 #47FF1A
 209.26.255 #D11AFF	 148.255.234 #94FFEA	 87.255.221 #57FFDD	 26.255.94 #1AFF5E
 94.26.255 #5E1AFF	 26.71.255 #1A47FF	 26.186.255 #1ABAFF	 26.255.209 #1AFFD1

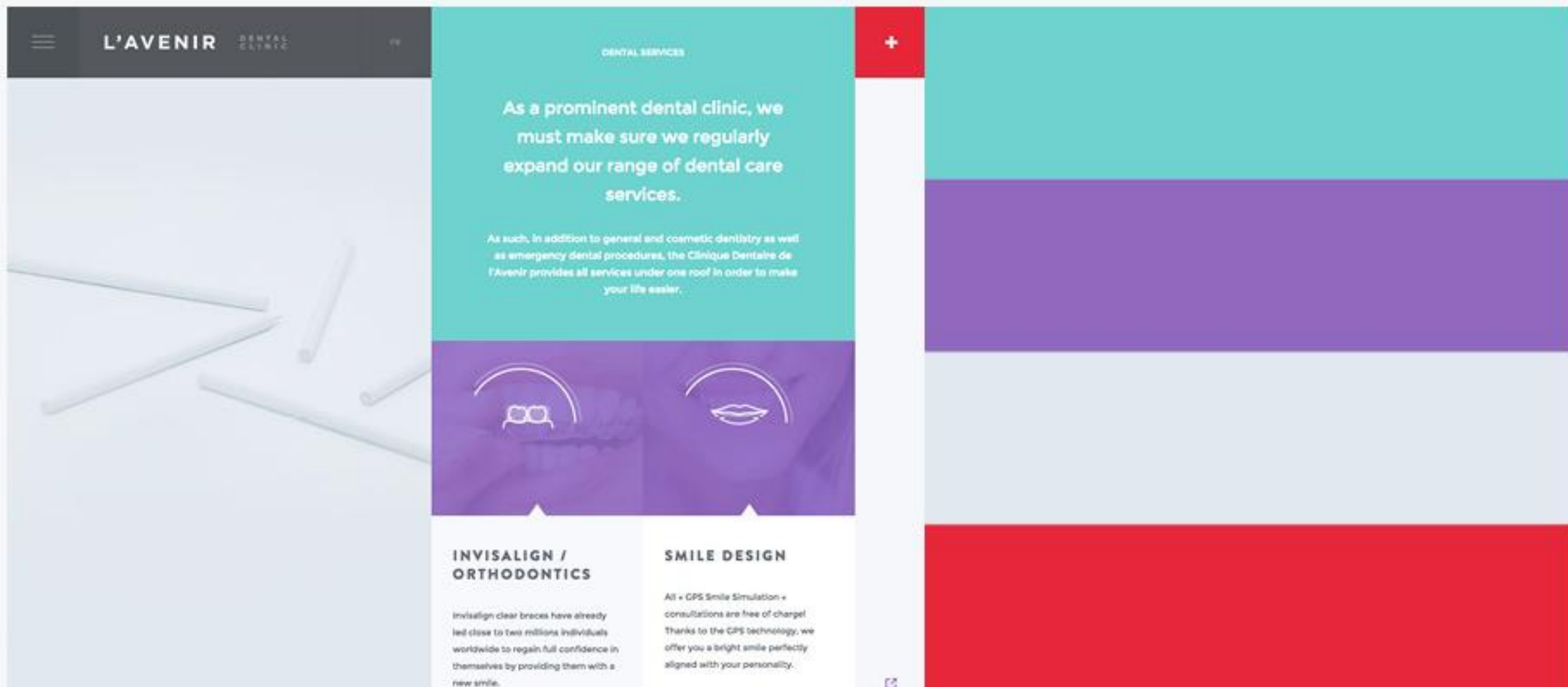


Alegem culoarea și facem dublu click pe ea.

Culorile pe orizontală, verticală și diagonală formează combinații reușite

Ajustați nuanțele

CULORI REUȘITE – DESIGN REUȘIT



Most Popular ▾



vintage card

28 views 26 likes 0 comments



Phaedra

12 views 11 likes 0 comments



Graceful

8 views 10 likes 0 comments



Copia di Cam...

10 views 9 likes 0 comments



Sunshine ove...

14 views 9 likes 0 comments



Blush Teal

11 views 9 likes 0 comments



Kadence tran...

7 views 8 likes 0 comments



site lycée

3 views 6 likes 0 comments



Branding AMS

3 views 6 likes 0 comments



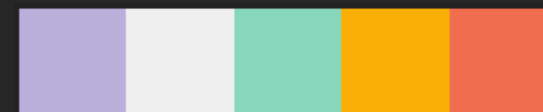
DuoappHome

8 views 6 likes 0 comments



Tema de colo...

5 views 6 likes 0 comments



Haring - alter...

1 view 5 likes 0 comments



Bladet Ø

10 views 5 likes 0 comments



Warm Summ...

5 views 5 likes 0 comments



Color Theme 3

1 view 5 likes 0 comments



Fun

4 views 5 likes 0 comments



Color Theme 2

4 views 5 likes 0 comments



PixelMoth-FL...

7 views 5 likes 0 comments



マイ Color テ...

2 views 5 likes 0 comments



Neutral Blue

2 views 5 likes 0 comments

FONTURI

FONTURI
BUSINESS

Arial
Futura
Times New Roman
Lato
Helvetica

FONTURI
MINIMALISTE

Lanear
Nanum Gothic
Nixie
Aaux Next

FONTURI
CREATIVE

Didact Gothic
Montseratt
Satisfy
League Gothic

FONTURI
PERSONALIZATE

Cabin Scretch
Loved by the King
Pacifico
Lobster

FONTURI PENTRU TITLURI/SUBTITLURI/CONȚINUT

Utilizați fonturi apropiate stilistic

Georgia Italic
Times New Roman

Puteți utiliza un singur font

Futura medium
Futura

Bold
Culoare

Futura
Futura

Mărime

Georgia
Georgia

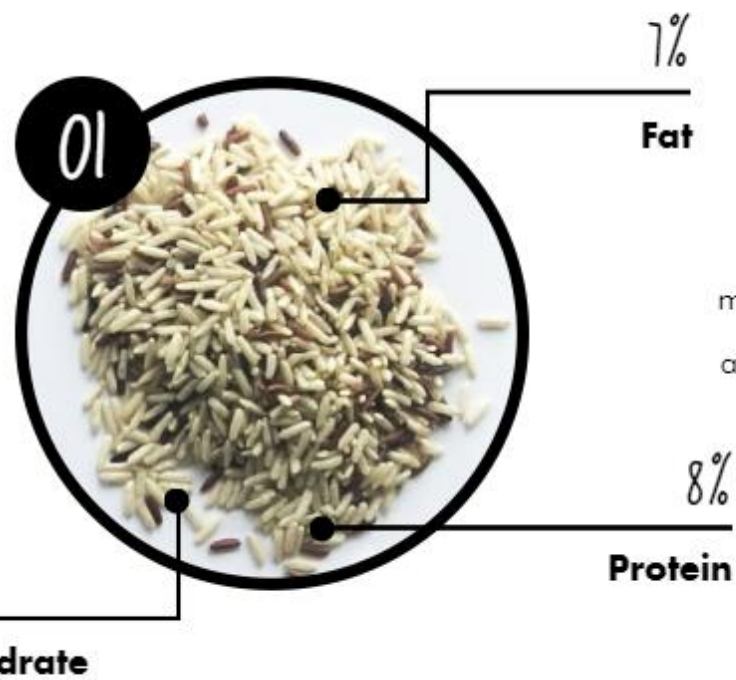
SPAȚIUL GOL

- Asigură structură spațiului/conținutului;
- Conferă infograficului lejeritate în vizualizare;
- Pune accent pe elementele-cheie;
- Golul-alb balansează culorile.

GRAINS

WHAT ARE GRAINS ?

Grains are small, hard, dry seeds, with or without attached hulls or fruit layers, harvested for human or animal consumption. The two main types of commercial grain crops are cereals such as wheat and rye, and legumes such as beans and soybeans.



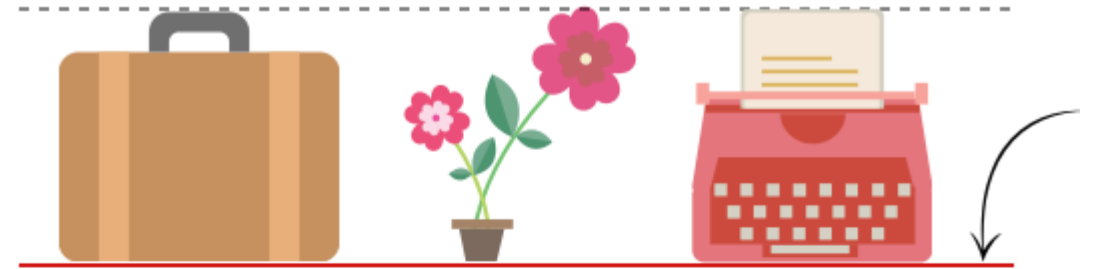
BROWN RICE

Brown rice is whole grain rice. It has a mild, nutty flavor, and is chewier and more nutritious than white rice, but goes rancid more quickly because the bran and germ—which are removed to make white rice—contain fats that can spoil.

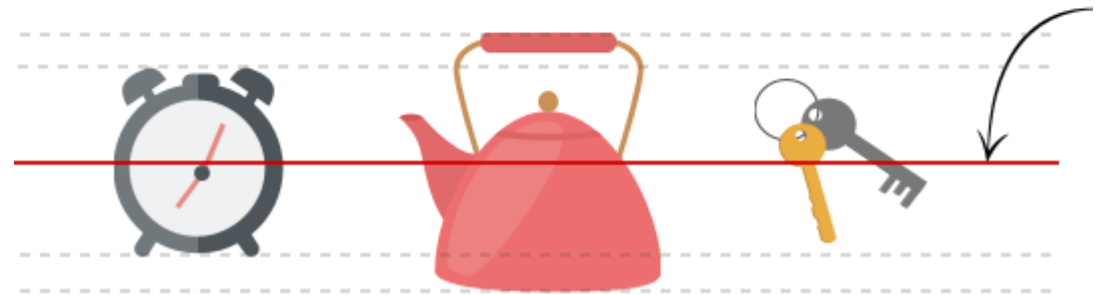
ALINIAREA

- Creează o senzație de finalizare și armonie;
- Facilitează lectura;
- Implică creativitate.

Alinierea după extreme



Alinierea pe centru



ALINIAREA

Text justificat



Alinierea pe stînga

30 million population in Malaysia.

10 million subscribe to 3G network.

47% of people in Malaysia own more than 1 smartphone.

35% of mobile users in Malaysia uses smartphones.

ALINIAREA

Alinierea pe dreapta

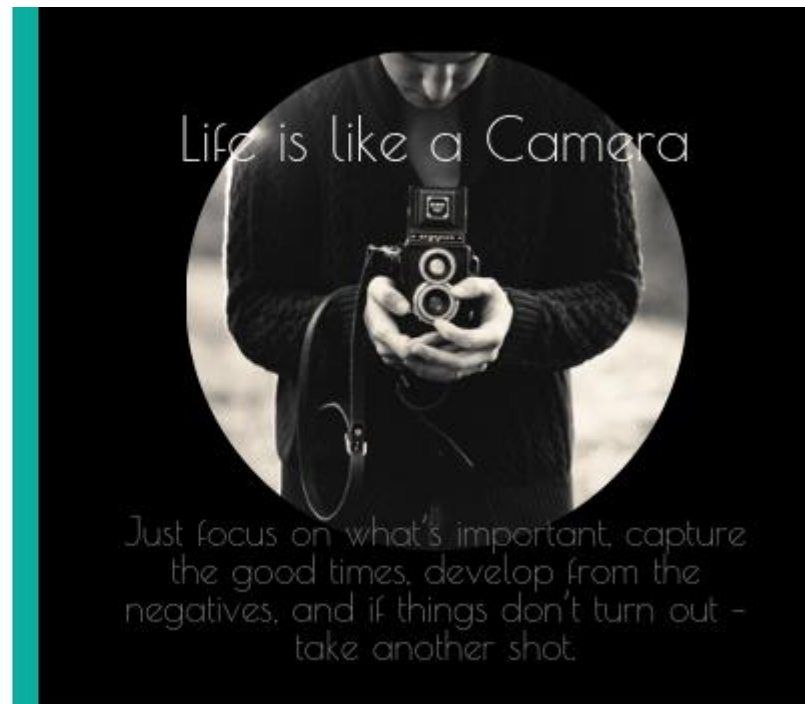
SEO
Drawing traffic from free, organic, editorial, or natural listing on search engines

SEM
Promoting websites by increasing their visibility in search engine result pages (SERPs).

SOCIAL MEDIA
Gain website traffic or attention through social media sites.

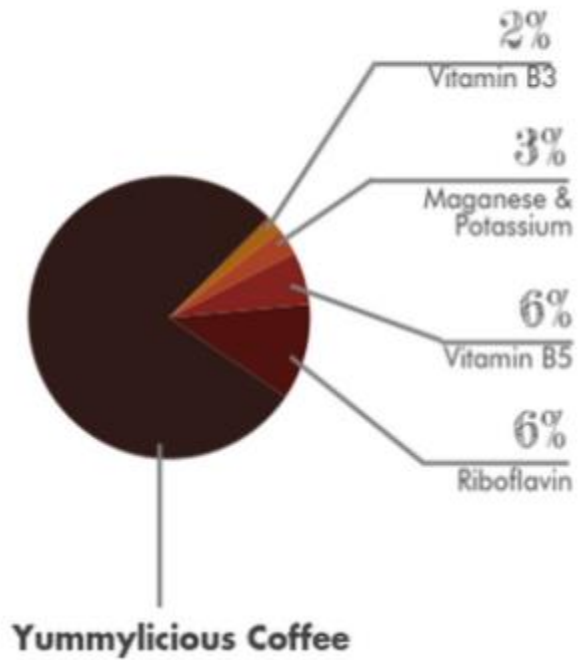


Alinierea pe centru

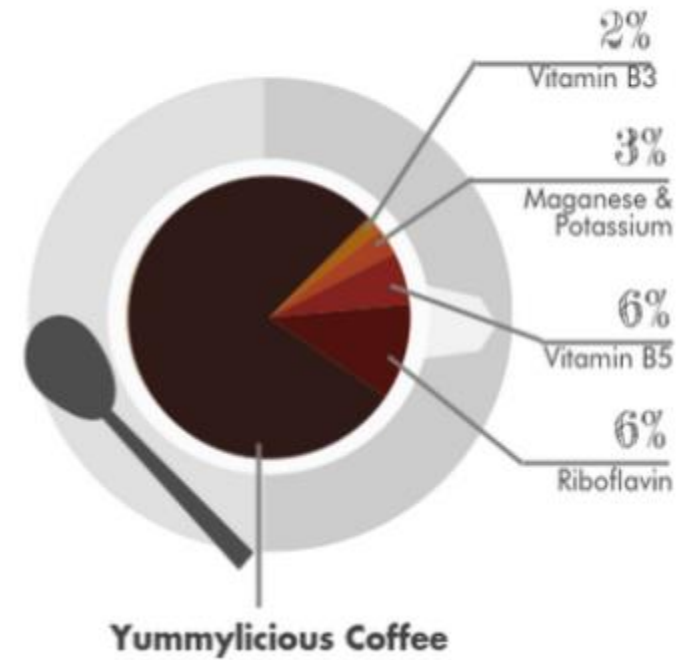


GRAFICE INTERACTIVE

Essential Nutrients in Coffee



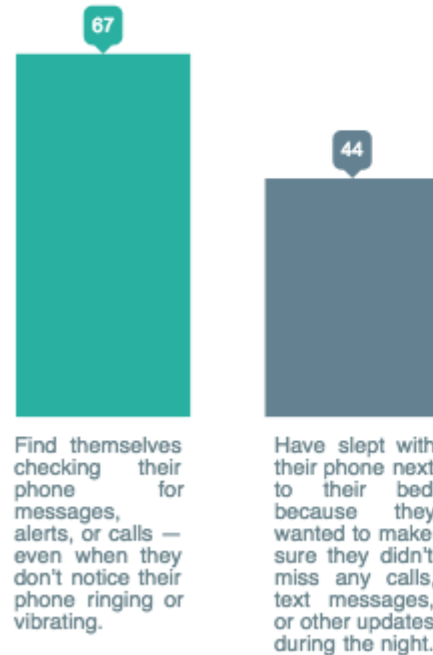
Essential Nutrients in Coffee



GRAFICE INTERACTIVE

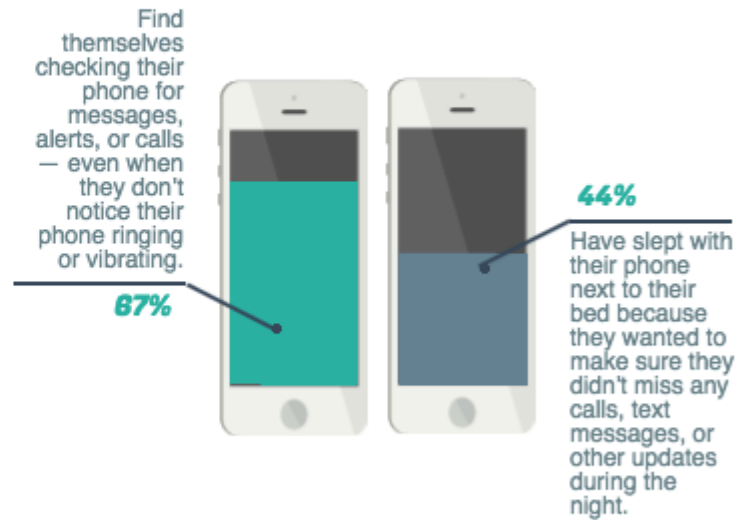
SMARTPHONES

Consumer Behaviour



SMARTPHONES

Consumer Behaviour



GRAFICE INTERACTIVE

