

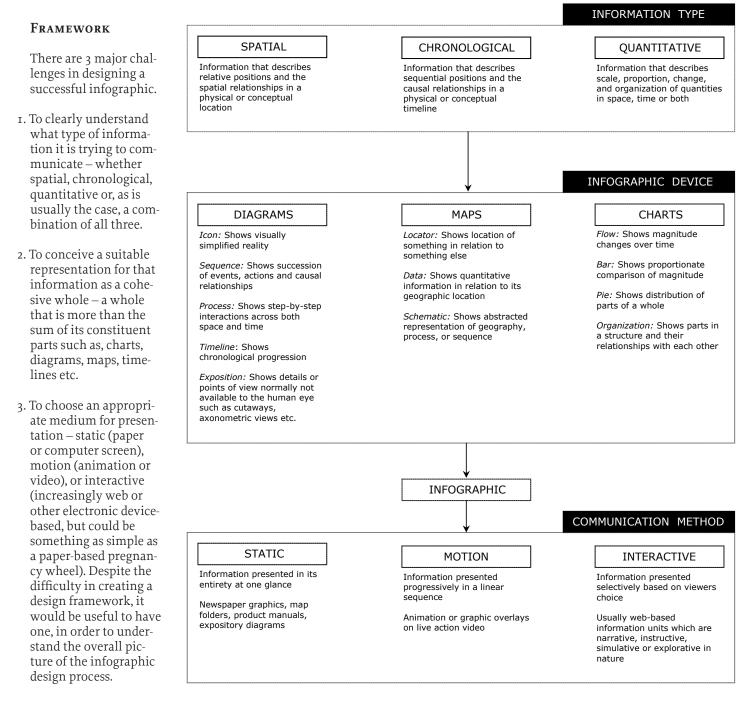
Alessandro Segalini, Dept. of Communication Design: alessandro.segalini@ieu.edu.tr – homes.ieu.edu.tr/~asegalini

INFOGRAPHIC

Think of the expression of an idea as a map to its meaning.

Infographics, because they use a combination of images, words, and numbers, operate in a hybrid system of both the verbal and the visual. Consequently they offer us the greatest opportunity to increase the effectiveness of our communication.

A given representation can be characterized by its degree of abstraction. The ease of interpretation varies with the level of abstraction of the representation. As highly concrete, realistic representations are simplified, they become easier to interpret – up to a point, beyond which further abstraction begins to obscure its meaning. We get best results by eliminating non-characteristic details and exaggerating defining features. Representations that successfully manage to communicate are *easily visible, simple, immediate, cohesive & general in nature.*



Courtesy of Prof. VENKATESH RAJAMANICKAM — Infographics Seminar, 10 October 2005 National Institute of Design Ahmedabad, Industrial Design Centre Indian Institute of Technology Bombay. www.informationdesign.org/downloads/Infographic_Handout.pdf