

Keynote Frédéric Ruys

Q&A

- What can we learn as SAI?
 - 1. know what you want to tell
 - 2. be objective when you look at the design
- Do I understand it? Show it to others: do they understand it? Everyone has the right to understand
- Experience?
 - As info designer: you have to understand it, before you can make the visual(s)!
- Can you make info graphics by yourself without skills?
 - Cut and paste data
 - Online tools
 - Helps to get a grip of the data
 - We are in design area
 - Everyone thinks about visualization
 - Be prepared prior to a briefing with an information designer
- Hans Rosling uses live data?
 - Use live data for court of audit
 - Show progress over time
 - Animation useful when evolution over time
 - Use the best form
- How much time does it take to make a visualisation?
 - Normally we use the time there is
 - Focus on storytelling
 - When you have more time
 - Rearranging info and show it to management
 - Other way of seeing things
 - Don't tell, show them
 - Its about making choices
 - Best way to explain the story
- Response from manager: it takes too many time...
 - Writing
 - Fine tuning
 - Rewriting
 - Making visual is similar to writing
- What type of software do you use?
 - Illustrator & Photoshop for print graphic
 - Sketchup
 - GIS
 - Prepare data: online tools
 - Generate images and fine tune them in Photoshop
 - Maya & Aftereffects for animation

Additional Resources

- The functional Art by Albert Cairo
- <http://vizualism.com/>
- <http://www.informationisbeautiful.net/>
- Edward Tufte

Bio

- Data visualization
- Professional data journalist
- How can visualisation & info graphics help to communicate complex information?
- Added value of visualisation
- How visualisation in audits can help to understand
- Info designer
 - Make charts at school
 - Collected data about teachers who are ill
- Visualize information
 - Visual summary
 - AD newspaper: entire issue with visualizations
 - AD: info graphic on 9/11 attack on front page
 - Difficult to get hold of situation
 - Good research
 - Steps
 - Car accident
 - What happened
 - Created an illustration
 - Send it to insurance company
 - The solution took only 3 years
 - Visualisation doesn't always help
- Twitter: @fruys

What is info design?

- Ask your self
 - Informative?
 - What does it miss?
- Tip: do provide context!
- Anna frank house
 - Add extra info
 - Guidance
 - Filtering most important locations
 - Help audience to make it understandable
 - Add colour/ smaller text
- Novelist
 - Wrote a book
 - Book: The selective works of TS Spivit
 - Added info graphics
 - <http://youtu.be/4IN6zPbtffHs>
- Reif Larsen
 - Video about infogasm
 - Experience?
 - Intense way
 - See amazing piece of work
 - Spike of excitement
 - Yes I understand it
 - Do I understand it?
 - Layer: more meanings
 - Story gradually emerges
 - Processing info
- Look at visuals
 - Do they look nice?
 - Do you understand the info that is communicated?

The infogasm

- Leonardo Davinci (1452-1519) Visualised schematics
- William Playfair (1759-1823) Pike chart
- John Snow (1813-1858) (doctor)
 - Social statement
 - Mapped out person who died
 - Mapped out where wells where
 - Found out that one well could cause problems
 - Well was shutdown: people didn't die from that infected well
- Miami herald (1992)
 - Hurricane Andrew
 - Computer made data analysis possible
 - Combine weather data & damaged houses
 - Data journalism
 - Data is used to tell a story
- Enterprises use info graphics to sell products
- Government & NGO
 - Explain what they do
 - Obama uses a lot of visualisations
 - Open Data
 - Share knowledge
 - http://www.ted.com/talks/hans_rosling_at_state.html
 - Short video: <http://www.youtube.com/watch?v=jksRLYSojo>
 - Used data to explain complex statistics (poorness of countries)
 - Time laps of countries developing from 1810 - 2009
 - Most people live in the middle
 - Differences between low and high
- Hans Rosling (2009)
 - Lesson
 - Great way to communicate
 - Help people to understand
- Report: Nederland van boven
 - Almost only visuals in the report
 - Clarify info without simplifying it
 - Best possible way
 - Awarded Dutch info graphic award 2013

Evolution of info graphics

- This mind map was created at YOUNG EUROSAI 2013 congress
- Legend
 - Clockwise
 - Please, read: From center to outside
 - Per branch from top to bottom
 - Links in this PDF are clickable

8 pitfalls in data visualisation

- 1. It is all about information, not decoration!
 - No focus
 - Hard to read
 - No labels
 - Facts and figures spread over a page
 - What does a nice animation tell?
 - It is about story!
- 2. Check your sources
 - It is obvious
 - Don't forget
 - It is important
 - Example: An Inconvenient Truth
 - In rush of deadline not real data usage
- 3. Respect structure of the data
 - Where: map
 - When: timeline
 - How/ why: relationships
 - Look at the story to tell, the solution is in the visualisation
 - Its about picking the right one
 - Level of interest compared to debt of government
 - Respect the data
 - Greece was on top
 - There was lots of space
 - Don't fill the space with photos
 - The space tells the story
 - Reconstruction of Alphen aan den Rijn murder
 - Where the murderer came in
 - Where the first police car entered
 - Different perspective
- 4. Keep focus on audience
 - Design info
 - Information designer
 - Art director
 - Communication agency
 - Marketing department
 - Content expert
 - Process
 - Example: Energy Supply in Germany
 - Direct communication
- 5. Involve the expert
 - It has to have a purpose
 - Positive Blue
 - Danger Red
 - Crisis
 - Added labels
 - Dutch stock exchange
 - Green is good
 - Red bad
 - Colour
 - Red and blue are distinctive
 - Green and red more or less same
 - Turn it in to black and white
 - Choose the right colours
- 6. Form follows function
 - Takes months to make
 - Argumentenkaart
 - Have an opinion about topics
 - Illustrate as much as possible
 - Flowcharts
 - Add illustration to it
 - Use less text
- 7. Illustrate
 - It is about clarity
 - Complex data turned into live info
 - Mid west
 - Rocky mountains
 - It explains a lot
 - Live wind map
 - Land vs water (Deltares) of Holland
 - When you clarify, you make choices
 - Do everyday something new
 - The Netherlands mapped
 - Holland from above
- 8. Clarify, but not simplify