# Infographics and Data Visualization as a Communications Tool Q&A

This handout provides answers from Hiram Henriquez to questions posed to him during a two-part webcast series he delivered on August 10 and 30, 2023 on infographics and data visualization.



## Any tips on presenting evaluation results in infographics?

Bullet graphs, candlestick charts, or Gantt charts.

## How much time (and money) went in to creating your infographic, likewise your data visualization.



The cost to create infographics depends on the size of the finished piece and scope of the visualization (how many charts and/or maps), as well as what the artist charges, based on either an hourly rate or an agreed flat rate.

Small charts and maps, meaning a one- or two-column size, (2 to 4 inches wide) can take anywhere between 1 and 2 hours and run you a couple of hundred dollars. Any graphic that is made up of multiple charts and maps, and takes up 1 or 2 pages, can take as much as 10-12 hours, and cost you anywhere from $600 to $1,250. And illustrated graphics, such as a process graphic with drawings, can be much more, depending if you want vector, hand-drawn, or 3D realistic, and how many drawings in all the project will need.

## What programs do you use for making infographics and data vis? (For data viz, we are using Tableau but were considering amCharts.)



I prefer Flourish, but use Illustrator a lot.



## Where do you get images for your infographics?

 iStockphoto.com, Shutterstock.com.

## I'm particularly interested in any software that can be used to make dynamic graphic content (like some heat maps or charts) more accessible, or the mechanisms that are used to achieve parity of accessibility (i.e., brief alt text, but then linking to the table that the data has been pulled from for the chart or map in the main text or somewhere else). And just best practices in general for making data visualization accessible for all users.



Flourish, Tableau, or amCharts allow you to do that with templates. But you can also use InDesign and Acrobat to set that up.

## Please talk about strategies for cognitive accessibility of materials for people with limited or no reading skills. What type of symbols are effective/ineffective for communicating with people with intellectual disabilities.



I have not had much experience in this, but I would refer you to this quick guide:

[*https://www.linkedin.com/advice/1/how-do-you-design-graphics-people-disabilities-skills-graphics#:~:text=Use%20clear%20and%20simple%20graphics&text=To%20ensure%20clarity%20and%20readability,to%20create%20a%20balanced%20composition.*](https://nam10.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.linkedin.com%2Fadvice%2F1%2Fhow-do-you-design-graphics-people-disabilities-skills-graphics%23%3A~%3Atext%3DUse%2520clear%2520and%2520simple%2520graphics%26text%3DTo%2520ensure%2520clarity%2520and%2520readability%2Cto%2520create%2520a%2520balanced%2520composition.&data=05%7C01%7Caclark-purnell%40air.org%7Cd6d25769433a4c9c9c8308db9c13bdc5%7C9ea45dbc7b724abfa77cc770a0a8b962%7C0%7C0%7C638275381319168869%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=TKAdGbRNXGvfcBXHt7%2FRqWVJEnED4tgGNJNj65bCD%2BI%3D&reserved=0)

## There is so much data on the need for a municipal accessibility strategy, and it is intellectually easy to comprehend. But understanding breaks down at the level of the practical impacts of lack of accessibility. I would like to get some pointers on how best to convey this to municipal councilors who have zero lived experience of this!



Same link as above.

## How can we translate data so that all stakeholders can understand the graphics?



The simpler the better. Don’t get too over-creative and use plenty of white space and proper alignment.



## Wondering if you have suggestions on how to present state-by-state data in a U.S. map in an accessible way.

Flourish and Tableau provide templates that do this. Or use a map from Freevectormaps.com and color it yourself.

## Presentation Links and Resources

### Dropbox links

<https://www.dropbox.com/scl/fo/gfrwx3flito9c37tsnroc/h?rlkey=2tidk55t2r78auwqadp6cmhdy&dl=0>

### Color contrast checking tools

* <https://color.adobe.com/create/color-wheel> (use five or less)
* 508 color picker: <https://www.tpgi.com/color-contrast-checker/>
* <https://webaim.org/resources/contrastchecker/>

### Flourish

* <https://flourish.studio>
* Free training courses: <https://flourish.studio/resources/training>

### Free vector maps

* <https://freevectormaps.com>

### Data Visualisation Catalogue

* <https://datavizcatalogue.com>