INFOGRAPHICS AND METHODOLOGY FOR ITS CREATION

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ABSTRACT

The article presents options for determining the concept of "infographics". Options for classifying infographics in terms of the nature of visualization, type of object, technology are presented. The main functions of infographics (pictorial, cognitive, communicative, informational, educational) and its advantages are described. The methodology for creating an infographic, which includes two levels of development, is considered.

Keywords: Infographics, visualization, classification of infographics, functions of infographics, advantages of infographics, techniques for creating infographics.

INFOGRAFIKA VA UNI YARATISH METODOLOGIYASI

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ANNOTATSIYA

Maqolada "Infografika" tushunchasini aniqlash variantlari keltirilgan. Infografikani vizualizatsiya tabiati, ob'ekt turi, texnologiyasi nuqtai nazaridan tasniflash variantlari keltirilgan. Infografikaning asosiy funktsiyalari (tasviriy, kognitiv, kommunikativ, axborot, ta'lim) va uning afzalliklari tavsiflanadi. Rivojlanishning ikki darajasini o'z ichiga olgan infografikani yaratish metodologiyasi ko'rib chiqiladi.

Kalit so'zlar: infografika, vizualizatsiya, infografikaning tasnifi, infografikaning funktsiyalari, infografikaning afzalliklari, infografikani yaratish texnikasi.

ИНФОГРАФИКА И МЕТОДИКА ЕЕ СОЗДАНИЯ

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АННОТАЦИЯ

В статье представлены варианты определения понятия "инфографика". Представлены варианты классификации инфографики по характеру визуализации, типу объекта, технологии. Описаны основные функции инфографики (изобразительная, познавательная, коммуникативная, информационная, образовательная) и ее

преимущества. Будет рассмотрена методика создания инфографики, включающая два уровня развития.

Ключевые слова: инфографика, визуализация, классификация инфографики, функции инфографики, преимущества инфографики, техника создания инфографики.

INTRODUCTION

The modern world is characterized by a constant increase in information flows and a limited time to work with them. Nowadays, the number of means through which a person can receive daily information is growing rapidly. As a result, obtaining important and useful information is becoming a very difficult task.

One of the methods of presenting information is infographics [1, 2]. This is a visualization method that helps the author of the message to present information in a clear and attractive way and the reader to quickly perceive it. Infographics have a rich set of resources used in various areas of mass communications.

Main Part

Infographics (lat. informatio-information, explanation, presentation, from Greek. γραφικός writing, from γράφω I write) is a method of information visualization, allowing you to quickly and clearly present information to the reader. Infographic tools can include images, graphs, diagrams, flowcharts, tables, maps, lists. Infographics is also defined as a field of communicative design based on the graphic representation of information, relationships, digital data and knowledge. In foreign literature, the term "infographics" is understood not only as data visualization, but also as a combination of graphic design, illustration and text to create a single plot [3].

Classification of infographics

With the development of information technologies, infographics have entered a new stage. The options for presenting infographic objects have changed: it has become possible to create dynamic, controlled, interactive objects, reconstruct various phenomena and processes, and create volumetric structures.

The scope of use of infographics has expanded significantly - it is used in journalism, advertising, geography, statistics, education, etc. There are several types of classification of infographics. According to the nature of data visualization, two groups of infographic types are distinguished [1]:

☐ for representing quantitative (numerical) data: graphs, diagrams, histograms and nomograms, which, in turn, are divided into subgroups (dot, line, circle, etc.);

☐ for representing the totality of objects and qualitative data (for example, hierarchies): organizational charts; trend diagrams; plans-graphics, technological diagrams; drawings and diagrams, reconstructions; mental maps of knowledge, processes, objects; miniatures (pictograms, icons, indicators), etc.

From the point of view of the object of presentation, A. V. Avidenko [4] identifies nine main types of infographics: statistical, timeline, map, diagram, hierarchy, matrix, algorithm, photo, comparison.

From the point of view of technology, there are such types of infographics as static (reflecting facts, digital data and the relationships between them in the form of diagrams, tables, graphs), dynamic (reflecting the dynamics of development or progress), as well as video infographics, which are currently actively conquering television broadcasts.

The development of multimedia technologies allows a journalist or editor to adapt the final information product to the needs, capabilities and expectations of the target audience at a qualitatively new level. The trend of replacing traditional print media with electronic media is accompanied by a transition from static to multimedia, dynamic, interactive infographics, which requires the use of special software tools.

Creating infographics has become a popular activity for journalists due to the emergence of special services. They are a very simplified graphic editor with a focus on iconography and the creation of various types of graphics. Infographics created here can be posted on social networks, on a website, or saved as an image on a computer.

Infographic functions.

The functions of infographics can be divided into three main groups [1]:

 visual - is performed when achieving the originality and attractiveness of infographics; clarity and conciseness of visual information, graphic accentuation of key information;

 cognitive - manifests itself in the organization and systematization of information; figurative and abstract connections; integrity of perception; stimulation of analysis and synthesis of information; activation of associations;

 communicative - is performed in action instructions, visual instructions, determination of the importance of parts, visual recommendations; a guide to the assimilation of information.

For educational publications, the educational function of infographics is important. It is carried out in simplifying the process of perceiving information, explaining it with the help of graphic objects.

Advantages of infographics. One of the priority directions of modern design of periodicals is the tendency to maximize the visualization of content. Wanting to make the most of infographics, publishers around the world began to study the impact of visual information on the reader. According to research, the volume of infographics can change the perception model of the newspaper. If an article is supplemented with important infographics in the format, the reader prefers to study it before reading the text. Learning at the beginning of the visual element occurs even if the topic of the article is complex. The highest level of understanding is achieved by combining text and infographics.

Infographics have a number of advantages as a method of presenting information [5]:

- this is a message visualized through graphic objects. Since many modern readers better absorb information reflected in visual images, communication from the sender to the receiver (reader) is more successful;

- eliminates information noise as much as possible, it is characterized by sufficient, but not excessive information;

- any infographic conceptualizes the topic, since the choice of an image that visualizes the message involves a clear selection of graphic solutions.

Infographics correspond to the main trends of modern journalism. It is in demand by electronic and print publications, meets the conditions of digitization (transfer of content to a digital format), has a high concentration of content, the material is presented in a concise and capacious way, while occupying a small area or little airtime in print and Internet media. In addition, infographics are multimedia text: text, sound and image are combined in them.

A qualitative indicator of infographics is the high concentration of information in them. Due to these factors, infographics, which embody all the possibilities of multimedia text in the media, remain in demand in journalism today and are considered a kind of exclusive work of a team of editors and designers [6].

Infographic creation techniques.

Infographics involve data visualization, where not only graphic execution, but also real data play an important role. When creating a concept, it should be remembered that infographics should have the following properties: the ability to convey a holistic content through a system of visual images, the unity of text and images, the ability to interpret infographics by the audience in accordance with the author's purpose, information content combined with attractiveness and boredom.

Creating infographics involves its development at two levels: conceptual (strategic) and implementation level (tactical).

At the conceptual stage, the idea of an infographic is developed in detail. The stage includes the following actions [7]:

- choosing a topic, formulating the goal of creating infographics and determining the target audience;
- collection of information and materials on the topic;
- analysis and processing of the collected data, selection of data and their conversion into a convenient format for visualization;
- development of a graphic idea and selection of visualization tools depending on the amount of data, the goals of the publication format.

At the stage of implementing infographics, the following operations are performed:

- division of the text into separate components: time, place, digital data, comments, etc.;
- assessment of the possibility of visualizing these components or storing them in text format;
- selection of a specific or abstract image;
- assessment of its correlation with stereotypes and distribution among the audience;
- stylization of images, creating harmony between form and content;
- finding ways to convert statistical data into graphs and diagrams, combining visual forms in terms of composition;
- correlation of events and images over time using historical symbols (creation of timelines, selection of a symbolic or digital representation of time);
- systematization of information in the space of future graphics (identification of causal relationships between different parts of the text, distribution of events in order, determination of priorities for readers, selection or compilation of text additions, verification of the accuracy of information);

- creation of a final sketch of the graphic;
- creation of a title and subtitle;
- verification and editing of infographics (text, images, as well as copyright).

Thus, the following features of infographics can be noted:
- the presence of graphic objects;
- useful and relevant information;
- color work;
- clear and meaningful coverage of the topic.

CONCLUSION

Infographics can organize and present a lot of information in an attractive way, as well as show the significance of facts and objects in space and time, and illustrate trends. Due to this feature, it has become widespread in electronic and print media, in educational and scientific literature.

Knowledge of the theoretical foundations of infographics allows you to provide quality content for readers, taking into account modern trends in the publishing industry. A publication that wisely uses the possibilities of infographics can expand its audience, increase revenue and competitiveness in the market.

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