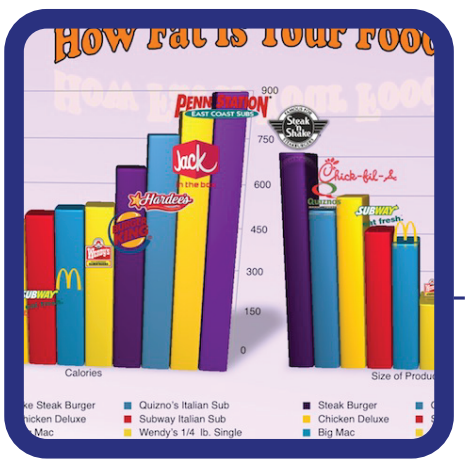
Show What You Mean

part 1



Uses logos and side by side bar graphs to deliver message

Use Appropriate Visualizations for the Data

Can the reader understand the visualizations easily?

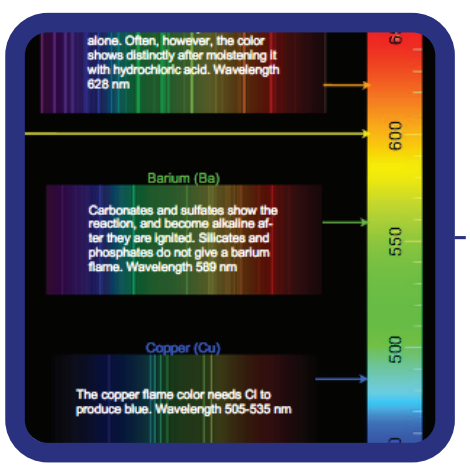
Are the icons clear or easily explained with a legend?

Do differences in color and size represent differences in the data?

Are the color, size and images consistent?

What visual (and textual) elements and techniques convey useful ideas about the issue?

Calendar and color coding show tornado frequencies over a decade



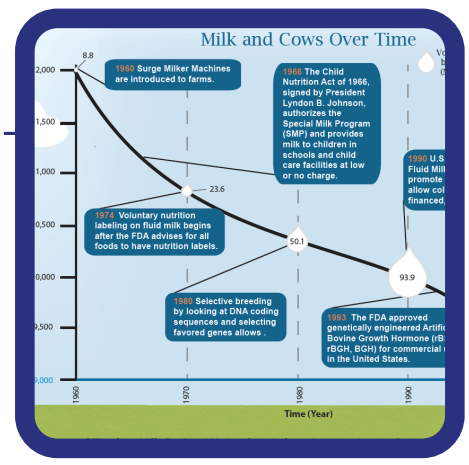
Spectrum along side is linked to the elements that generate the colors in fireworks

Make Meaningful Patterns

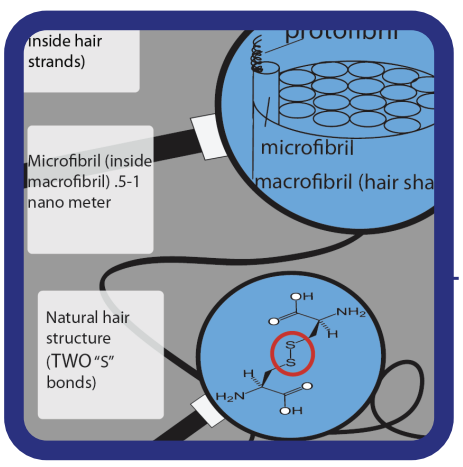
Are elements placed on the page to communicate relationships?

Are relationships between ideas visually organized or linked?

Does the infographic tell a story or illustrate scientific ideas with the visual elements?



Shows the number of cows and milk production in the US over several decades, noting events that influenced both



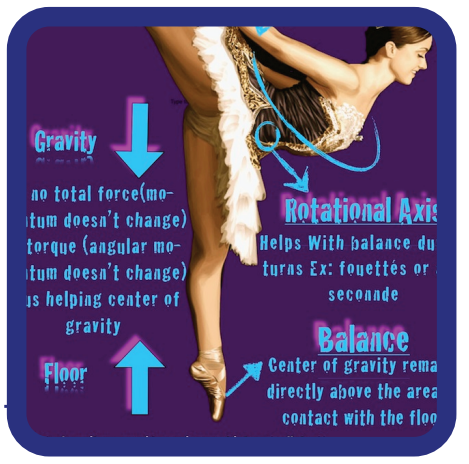
Follows chemistry conventions of molecular structure and biology conventions to show change in scale

Follow Data Presentation Rules

Does the infographic use accepted ways of representing ideas and science?

Are all of the data labeled and pieces of the graphic with the units that the experts in the field use?

Are stereotypes avoided?



Follows physics conventions with use of force arrows

www.science-infographics.org

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