What's New in BA Web Infographics

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Webinar Logistics

• Today’s presentation is being recorded.
  - The video will be posted to STDB Learning
  - You may also want to join or follow:
    - Esri Real Estate Special Interest Group
      - [https://www.linkedin.com/groups/6985260](https://www.linkedin.com/groups/6985260)
    - Esri Retail Network
      - [https://www.linkedin.com/groups/7060168/](https://www.linkedin.com/groups/7060168/)
    - Esri Banking & Financial Services Group
      - [https://www.linkedin.com/groups/6984969](https://www.linkedin.com/groups/6984969)
    - Esri Insurance Special Interest Group
      - [https://www.linkedin.com/groups/3779408](https://www.linkedin.com/groups/3779408)

• We will host questions at the end of the presentation.
Agenda

• Quick recap on BA Web infographics and why infographics are useful

• Managing your infographic library

• Template infographics

• Multi-area Infographic versus Reports

• Multi-page Infographics aka pitch books
What Are Infographics and Why Are They Important?

• Visual presentations of information that use design to display content

• Communicate data quickly and clearly
  ▪ Express complex messages and ideas simply
  ▪ Enhances understanding and comprehension
  ▪ Self-contained summary of what the reader needs or values
  ▪ Effectively compress and display

• Present insights in impactful ways
  ▪ Context
  ▪ Cause and effect
Business Analyst Infographic Vocabulary

Template
- Master design
  - Defines the element layout
- Structured whiteboard
  - Grid - rows and columns
  - Free form - floating canvas

Element
- Infographics
- Tables
- Images
- Text
- Maps
- Charts
  - Bar graph
  - Line graph
  - Pie chart
  - Donut chart
  - Ring chart
  - Gauge chart
Best Practices for Infographics

- Infographics are reports - they can be more than one page
- Build a library of pages for fast compilation
  - Title/Cover Pages
  - Contacts
  - Key Themes/Topics
    - Population & Employment
    - Age & Education
    - Spending and Lifestyle
  - Site attributes & photographs
- Build a library of charts, tables and images
- Use themes and color libraries
Best Practices for Infographics

122 Cajon Street, Redlands, CA, 92373

Population and Household Profile

Employees By Industry

Age Profile

Daytime Population

122 Cajon Street, Redlands is a recently upgraded single floor office space in the heart of downtown. Features include high-speed internet access, external and internal security monitoring, and keyless access for employers. This former training center would suit a high-tech company or laboratory. On-site secure parking for 16 vehicles and a bike storage facility is included.
10 Tips for Better Infographics

• Design it, then build it
• Remove complexity - “Less is more”
• Think brand - create a theme/color library
• Organize data into topics and sections
• One focused topic per page
• Make every infographic object a reusable element
• Create a “library” infographic of your most used elements
• Use overlays and custom elements to improve the design and usability
• Choose the best presentation type to communicate the most important information
• Resize for screen, print and web
Q&A
Thank You

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