What's New in BA Web Infographics
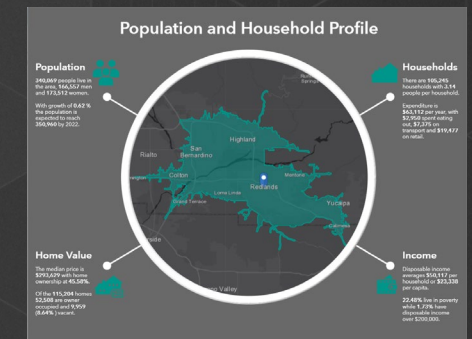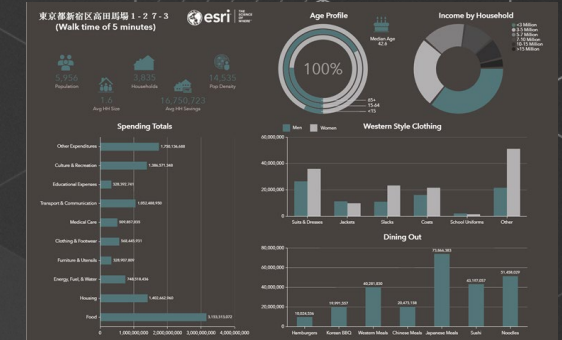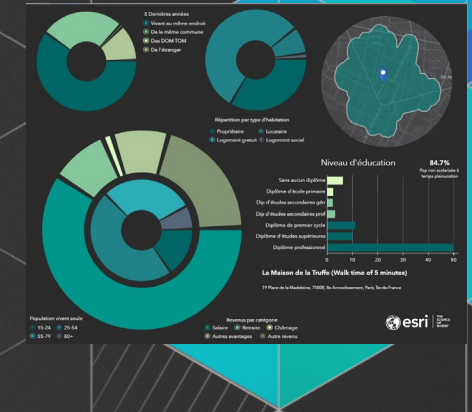
Helen Thompson

Ben Wilson

Esri

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

        - Esri Retail Network

            - https://www.linkedin.com/groups/7060168/

        - Esri Banking & Financial Services Group

            - https://www.linkedin.com/groups/6984969

        - Esri Insurance Special Interest Group

            - https://www.linkedin.com/groups/3779408

- We will host questions at the end of the presentation.

Today's Presenter

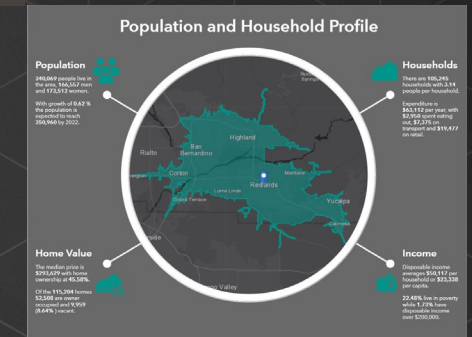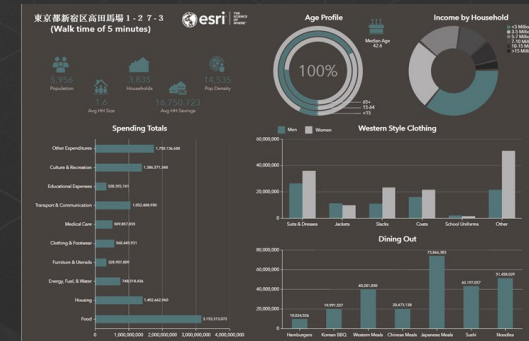**Helen Thompson**

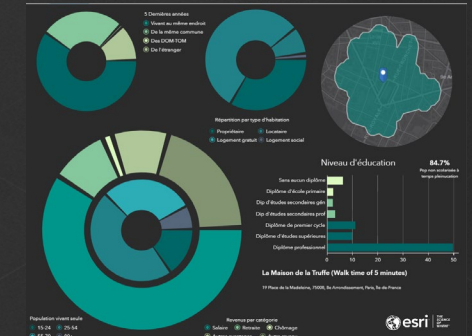**Commercial Industry Manager**

Esri

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
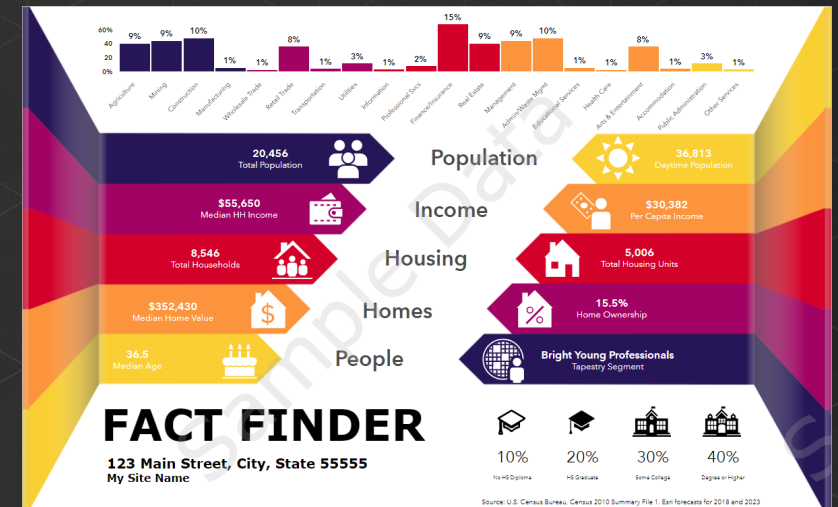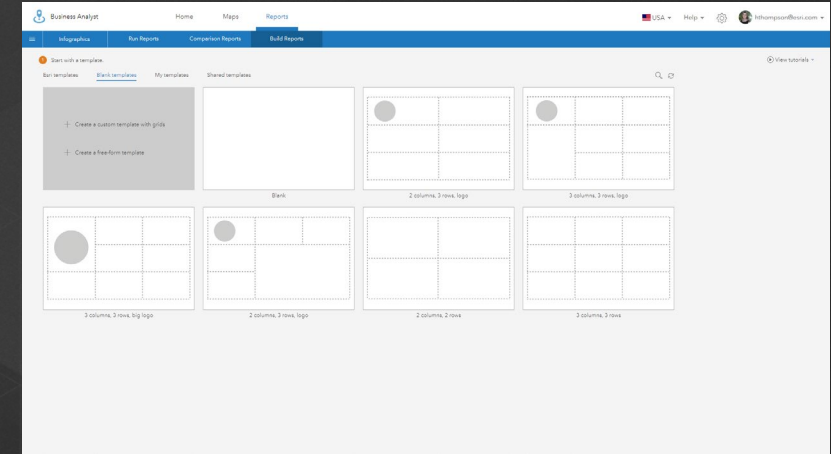 - Context
  - Cause and effect

Business Analyst Infographic Vocabulary

Template
- Master design
  - Defines the element layout

- Structured whiteboard
  - Grid - rows and columns
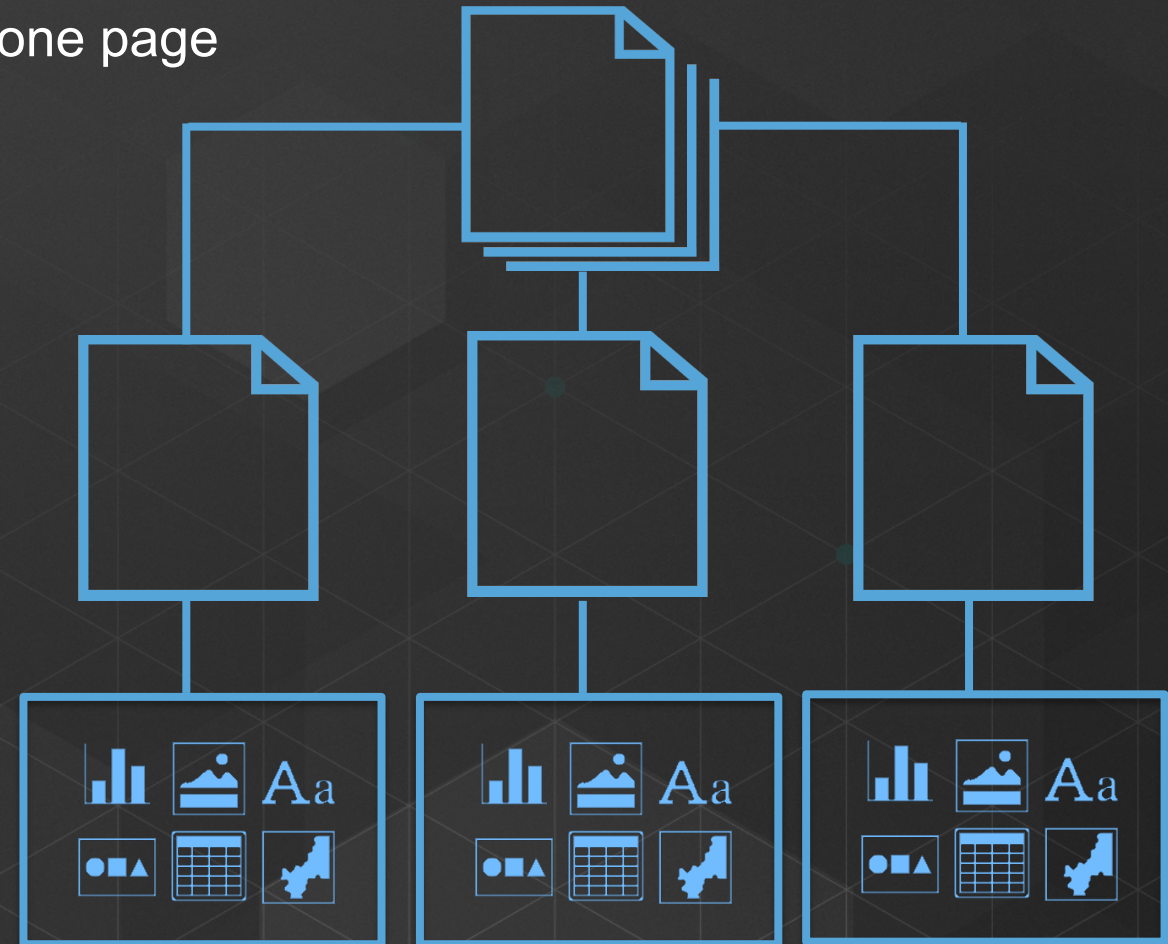 - Free form - floating canvas

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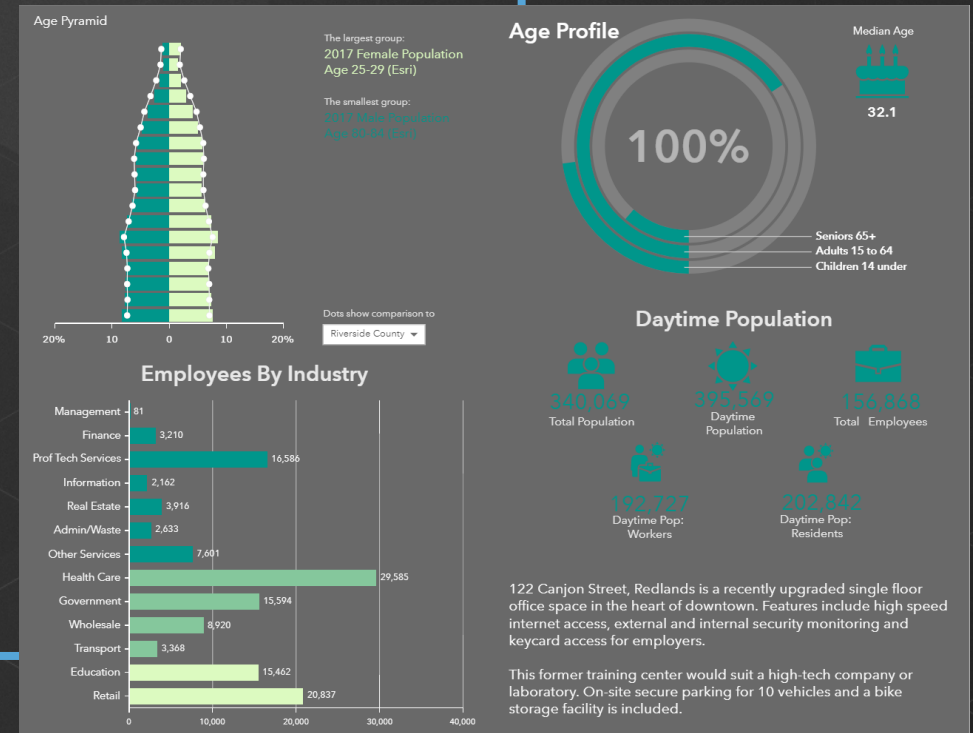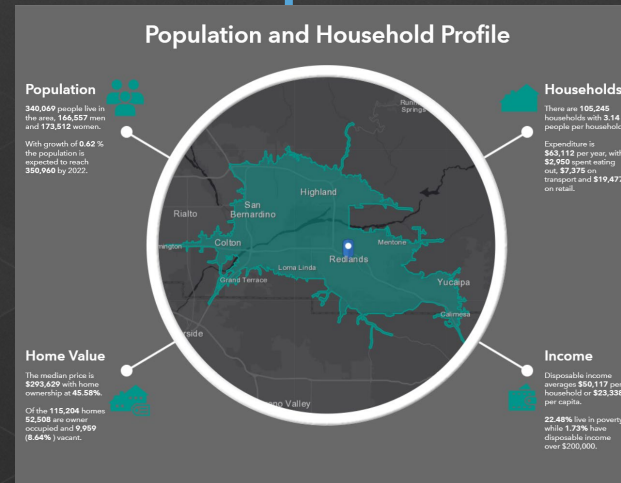 - Donut chart
  - Ring chart
  - Gauge chart

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

Infographics   Run Reports   Comparison Reports   **Build Reports**

1 Start with a template.   ▶ View tutorials ▾
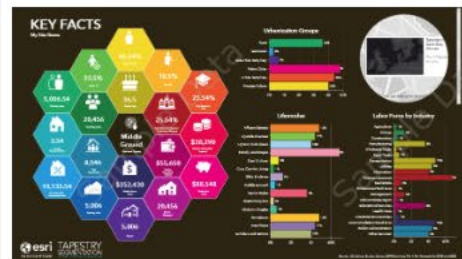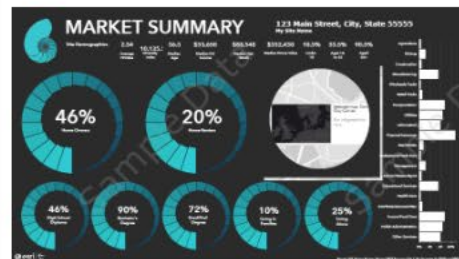
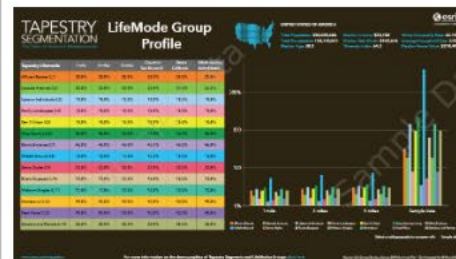Esri templates   Blank templates   My templates   Shared templates   + Add template from file
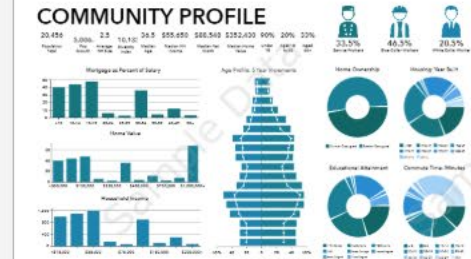
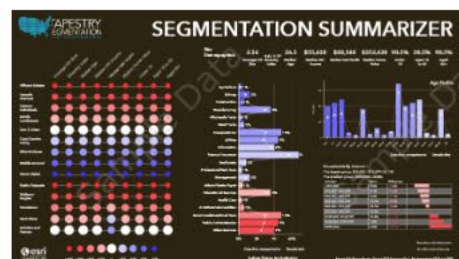Tapestry Demographic Summary

Nautilus Chart
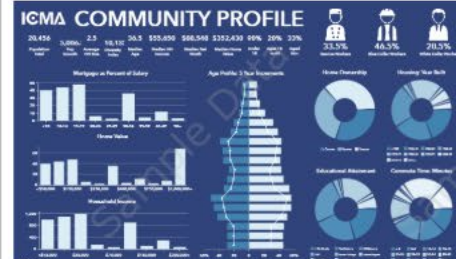
Tapestry Comparison

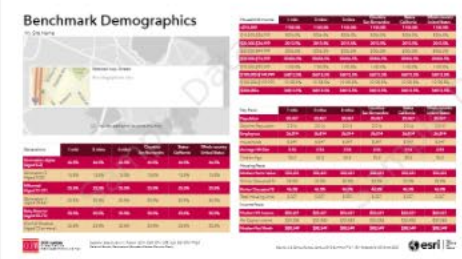Green Community Profile

Housing Affordability

Segmentation Summary

ICMA Community Profile

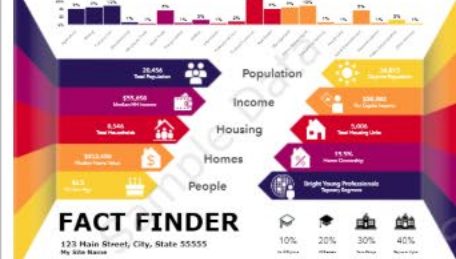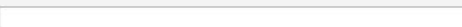Bubbles

CCIM Multi-area Benchmark Infographic

Chain Link

Side Banners

Curves Cover Landscape

Three Focused Topics

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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in helensthompson

🐦 @SiAction