

NEOMAM'S  
**12**  
**TYPES**  
OF INFOGRAPHIC



# CONTENT

## Intended uses

12 types: breakdown

Outcomes

## PRACTICAL



Flowchart How-to



World Maps / Countries That...



How to Guides



Illustrated How-Tos



The Guide to...



Photo Guides

## EDITORIAL



Visual Answer to a Question



Versus Infographic



Statement with Proof

## SOCIAL



50 Facts



Lists Using Illustrations



Visual Map



Flowchart How-to



How to Guides



The Guide to...



World Maps / Countries That...



Illustrated How-Tos



Photo Guides

How to **do** / **solve** / **answer** somethingIntellectual **insight**Provide **knowledge**

12



**Timely** - responds to a calendar event



Presents **intelligent reputable data**



Sharer appears to have **knowledge**.  
Refer to social proof concept in  
Jonah Berger's 'Contagious'.

## EDITORIAL

When will  
**Google fiber**  
take over the World? 

Google Fiber might be fast...  
Google runs fibre lines directly into homes to provide speeds of up to 1Gb.  
That's as much as **83 times quicker** than the average UK broadband connection.

  **120 Mb**  
Faster UK wide-area download speed

**Visual Answer  
to a Question**

**TECH  
COLD  
WAR**

**FACEBOOK VS. GOOGLE**

GOOGLE AND FACEBOOK ARE AT WAR, SPENDING BILLIONS ON APPS

**Versus Infographic**

**THE COST OF  
LIVING ON THE  
MOON**

Some believe the next 'giant leap for mankind' will be the colonisation of the moon. To celebrate the 45th anniversary of the moon landing take a look at how much it would cost to live for one year on our celestial neighbour.

**Statement  
with Proof**

12



Creates a **visual buzz**



Quirky content & **dynamic, engaging design**

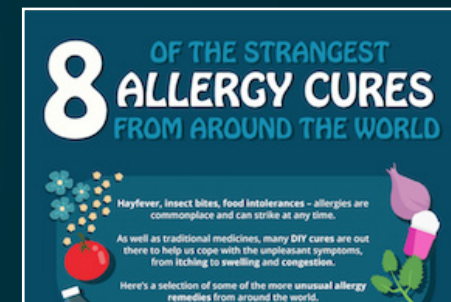


Provides sharer with '**cool factor**'

## SOCIAL



50 Facts



Lists Using Illustrations



Visual Map



# CONTENT

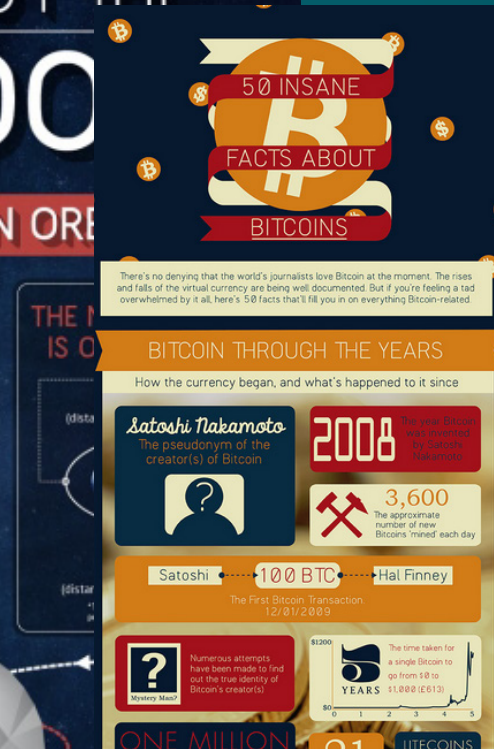
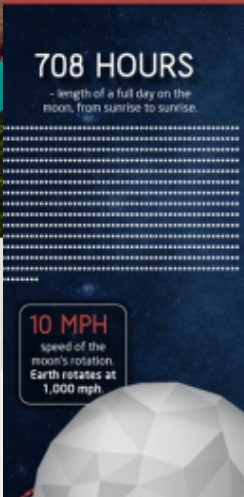
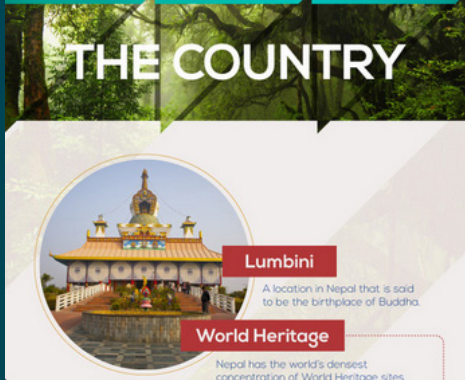
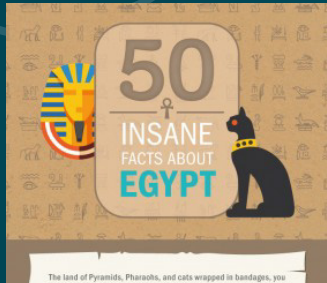
Intended uses

**12 types: breakdown**

Outcomes

# 12 TYPES

## 1. 50 FACTS ABOUT...



### Purpose

- Social Currency
- Look cool/interesting
- Trigger – talked about every day

### Focus

- Variety in fact display
- Visualize as much as possible
- Engaging approach for niche topics



# 12 TYPES

## 2. VISUAL ANSWER TO A QUESTION



### Purpose

- Trigger for editorial calendar
- Timely (not evergreen)

### Focus

- Visual storytelling
- Keep interest throughout in content and design
- Use clear sections to aid user navigation
- Analytical and data-dependent – needs to be easy to understand
- Triggers different editorial approach in the eyes of journalists by posing questions

# 12 TYPES

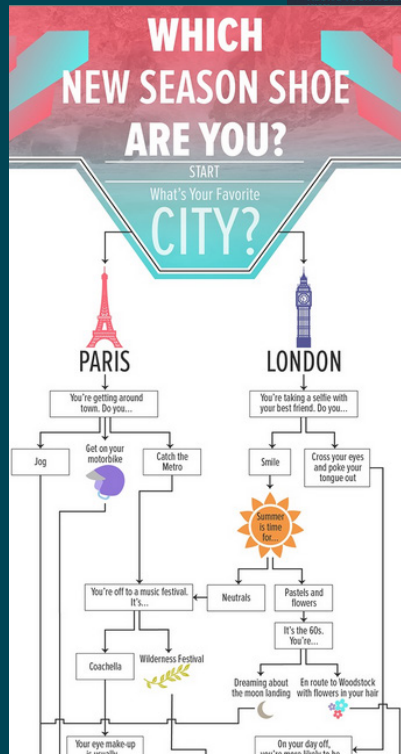
## 3. FLOWCHART HOW-TO

### Purpose

- True practical or entertainment value

### Focus

- Practical, so must be easy to follow
- Logical hierarchy of information and flow
- Basic data visualization principles
- A well produced flowchart should be visualized as a 'poster on the fridge' scenario
- Great opportunities for social media versions - highly shareable



# 12 TYPES

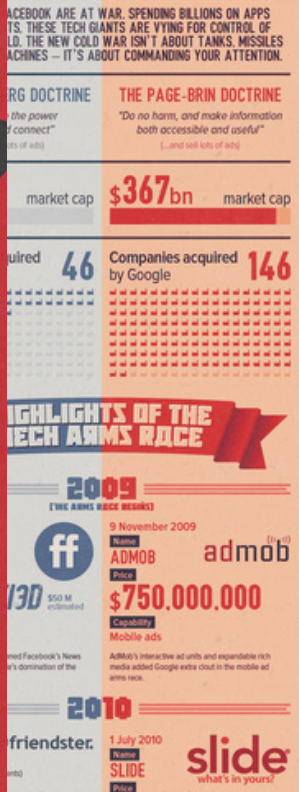
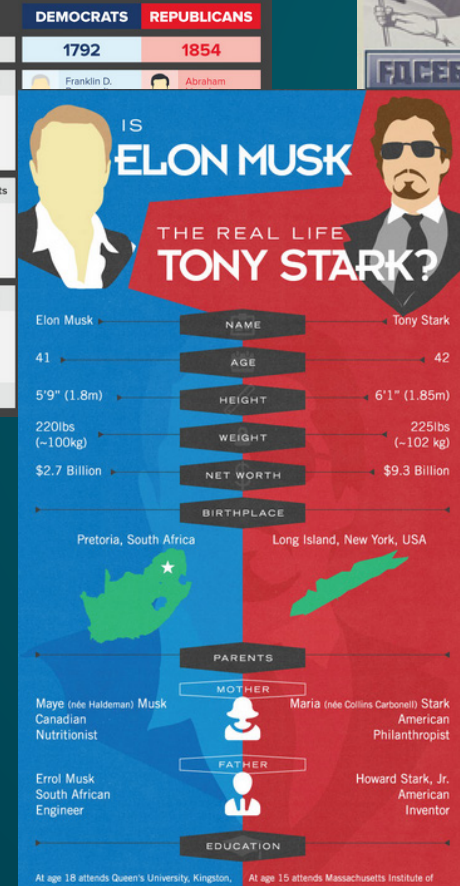
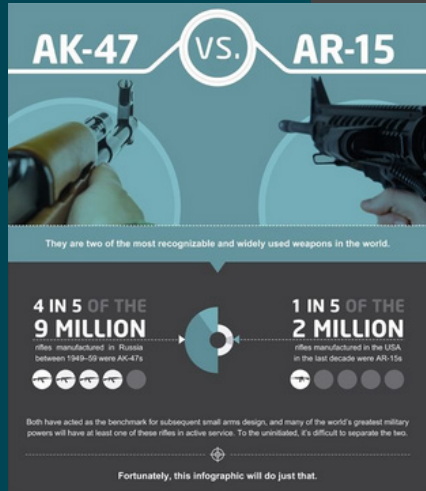
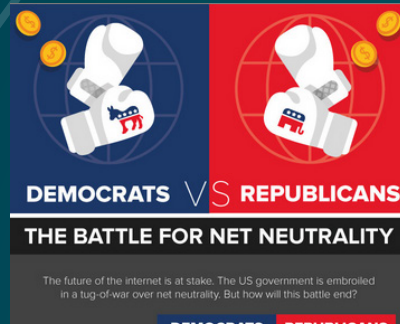
## 4. VERSUS INFOGRAPHIC

### Purpose

- Timely like movies and games
- Social currency

### Focus

- Clear like-for-like comparison
- Data elements adjacent
- Use data visualization principles
- Great accompanying pieces for editorial content around the topic
- Direct visual comparisons allow for instant understanding of the parallels drawn (immediate transferrance of concept) - ignites engagement and commentary



# 12 TYPES

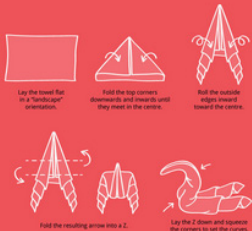
## THE ULTIMATE TOWEL FOLDING GUIDE

Many cruise ships and hotels will present you with a clever piece of animal-themed towel origami each time your room is cleaned. Here's a quick guide for replicating those quirky towel animals.



### THE SWAN TOWEL

You'll need: 1 bath towel



## HOW TO GROW YOUR OWN INDOOR HERB GARDEN

When it comes to cooking, herbs are the ace up a chef's sleeve. And the best way to always have fresh herbs at your fingertips is to make your own indoor herb garden.

### BUILD YOUR PLANTER

**Step 1** Choose a container large enough to hold 6 inches tall or larger and make sure it has simple drainage holes.

**Step 2** Find a tray for underneath your pot to collect and drain off excess water.

**Step 3** Layer the bottom of your container with gravel to ensure suitable drainage.

**Step 4** Mix best draining potting soil with sand and fill your container about three quarters of the way up.

**Step 5** Water the soil lightly until moist but not wet.

**Step 6** Add pebbles to light rack made from puffed volume grains. This will keep your soil from compacting, and also help it drain properly.

### THE HERBS

**Step 7** Remove the herbs from their containers, taking care not to damage the roots.

**Step 8** Add the plant, making sure you cover to the top of the root ball with soil.

**Step 9** Let the soil drain lightly and water well when damp.

## HOW TO Make a Roman Blind

### 13 Simple Steps to Make Your Roman Blind

**What you'll need:** [List of materials]

**What to do:** [List of steps]

## HOW TO Make a Roman Blind with a Pull Cord

**What you'll need:** [List of materials]

**What to do:** [List of steps]

## HOW TO Make a Roman Blind with a Sublimation Machine

**What you'll need:** [List of materials]

**What to do:** [List of steps]

## How to MEMORIZE a Speech

**1 Visualize Your Speech**

**2 Blow It Up**

**3 Place Your Images**

# 5. HOW TO GUIDES

## Purpose

- Trigger / timely
- High practical value

## Focus

- Actionable steps
- Clear, easy to follow diagrams
- High editorial success

## HOW TO DISAPPEAR ONLINE

The Internet has made it possible for personal details to be a quick search term away. From prospective jobs to prospective partners, there are some parts of our lives we don't want published on the Internet. So restore your online dignity and take back your digital identity with the following steps.

### STEP ONE

#### DEACTIVATE PRIMARY ACCOUNTS

Begin deleting the profiles that you know exist.

**FACEBOOK** Go to your Account Settings

**TWITTER** Go to your Account Settings

Click Security

At the bottom of the page, click on Deactivate my Account

your Post Tweet. A link will be ready to be deactivated

Deactivate my account

Twitter will prompt you to enter

# 12 TYPES



## 6. THE GUIDE TO...

### Purpose

- Trigger for big audiences
- Practical value
- Solve a problem
- Social currency

### Focus

- Topics vary widely
- Clear, understandable, logical, usable
- Visualized guides have achieved great success throughout different audiences

# 12 TYPES

## 6. THE GUIDE TO...



### HOW MUCH IN-FLIGHT WIFI CAN SAVE U.S. BUSINESSES

When in-flight WiFi began back in 2008, it was hardly a flying success. But as new technology takes off, US companies with jet-setter employees can save a lot of time and money by working up in the air.

Inland business flights take US employees offline for long hours on business days.

Businesses in Flight	Frequent Flyers	In-flight Offline
<b>452,000,000</b> The number of long-distance business trips in the US per year.	<b>3</b> Average number of business trips by air by average US traveller per year.	<b>44%</b> Average portion of flight duration covered by WiFi.
<b>16%</b> Of those trips are made by air.	<b>816 miles</b> The average distance of US business trip by air.	<b>53 min</b> On a 2-hour flight, that is
<b>72,320,000</b> The number of business trips by air a year in the US.	<b>827 mi</b> The distance between Portland and Los Angeles.	<b>106 min/trip</b> Average WiFi-time on short average return flight.
<b>127,765,333</b> Number of lost working hours without in-flight WiFi per year in the US.	<b>31,694</b> lost working days for business travellers in the US per year.	



### ~ Divide et Impera ~ A Historical Guide to Poker Strategies

Many of history's greatest generals approached major battles as one might approach a game of strategy. In this infographic, we show how learning from these great tacticians can help you outwit your friends at the poker table and thrive at the game you love.

**TAG (Tight-Aggressive)**  
Frederick the Great

- Hopelessly outnumbered, Frederick the Great of Prussia won battles by attacking only one or two places at a time, despite being surrounded.
- He who defends everything defends nothing.
- Only enter the pot with premium hands, and be aggressive when you do.
- Don't spread yourself too thin - it is better to act in concentration than to overreach yourself.

# 12 TYPES 7. WORLD MAPS / COUNTRIES THAT...

## COUNTRIES WHO BLOCK SOCIAL MEDIA

**WHO'S BANNED FROM WHAT?**

Social media isn't just a place for pictures of cats. Uprisings in Egypt and the Ukraine have shown that it is also a place where people can band together to create revolutions.

Some governments around the world feel threatened by this, and so have limited internet usage in their respective countries.

Here's a quick snapshot of just a few countries censoring social media today.

**HOW TO GET AROUND THE BANS**

Except for North Korea, many people can bypass the bans and access social media through:

- PROXY SERVERS**  
These change the location of where you sign in to different websites. These services can either be free or paid for.
- VPNS**  
A VPN (virtual private network) provides encrypted links directly to private networks in other countries, allowing computers to behave as if it were in another country.
- BROWSEES**  
The most popular anonymous browser is Tor. Traffic is routed through the Tor network, where a number of encrypted routes cover your tracks so no observer is able to tell where data is coming from.

## GLOBAL GUIDE TO TIPPING

When a service charge isn't included in the bill, many of us are stuck with that post-dining quandary of how much to tip. And with so much variation in tipping habits across the globe, it's no wonder there's so much confusion.

**TIPPING AROUND THE WORLD**

Whether you're a jet-setting diner or just curious about tipping customs around the world, here's a failsafe guide to gauging your gratuity.

**EUROPE**

In France, a service charge of 15% is normally added, which you can see itemized on your bill.

69% always tip

## INTERNET CENSORSHIP WORLD MAP

The Internet, and our freedom to use it as we please, is a contentious issue. Whereas access in some countries can be unrestricted for any materials its design legal, in others censorship ranges from governments' dissemination of political opinion, to blacklisting pornographic media websites.

Legend:

- Limited access with blocks and monitoring on many sites
- Access with heavy restrictions, censorship and sanctions
- No access, country with heavy censorship
- Data not available

## THE GAY MARRIAGE WORLD MAP

In April 2001 an event took place that changed the world we live in forever. The first same-sex marriage took place in Amsterdam. Since the Netherlands became the first country to allow same-sex marriages 12 years ago, another 15 countries have followed suit, with certain states in the USA, parts of Mexico and the latest being the Australian Capital territories legalizing same sex marriages.

It would, on the surface appear more countries will change their law to allow same-sex unions, however there are still countries where homosexuality is punished with imprisonment and in some cases death.

Here is a list of the countries and their laws and status on Gay and Human rights.

**STATUS ON GAY AND LESBIAN MARRIAGES**

- Gay Marriage legal
- Same-Sex Union
- Same-Sex marriages recognized
- No Laws Allowing Same-Sex Unions or Criminalizing Homosexuality
- Homosexuality Criminalized
- Death Penalty for Homosexuality

### Purpose

- Trigger (media)
- Practical value

### Focus

- Try to include an overview of the map in heading for editorial purposes
- Clarity in data set
- Make sure it tells the story of the data
- Care in perfection of maps - online communities are passionate about accuracy of their country's representation


# 12 TYPES

## 8. LISTS USING ILLUSTRATIONS

### ECCENTRIC HABITS OF THE TECH ELITE

It's often said that geeks and nerds are the best of the best, and it wouldn't surprise you that the elite of technology would all have their own eccentric habits and quirks.


Here are 10 of the most interesting habits that tech elite keep themselves occupied.



Generates high tech ideas using an antique alarm clock.

"I always have nice color pens, and it's great for brainstorming when I'm with other people, and even sometimes by myself."

**BILL GATES**  
FOUNDER AND TECHNOLOGY ADVISOR



Releases each meeting in his 24 hour gold-lined "Cabin Room".

### THE EVOLUTION OF THE BAT SUIT ON FILM

THIS YEAR MARKS THE 75TH ANNIVERSARY OF BATMAN AND THE UNVEILING OF A NEW BAT SUIT FOR THE BATMAN/SUPERMAN CROSSOVER IN 2009. TO CELEBRATE THE DARK KNIGHT'S CONTINUED SUCCESS ON THE SILVER SCREEN LET'S TAKE A LOOK AT THE EVOLUTION OF THE BAT SUIT ON FILM - FROM KITSCHY SPANDEX TO INTENSELY COMBAT ARMOR.

**BATMAN 1943**

DIRECTOR LAMBERT HILLIER ET AL

MATERIAL: FABRIC

BAT SYMBOL

ACTOR LEWIS WILSON

UTILITY BELT: GOLD BELT WITH A BRASS-STYLE BUCKLE AND ZIPPING COMPARTMENTS SEEN IN THE ORIGINAL COMICS BOOK.

FIRST KNIGHT - FAITHFUL TO THE TIGHTS-AND-TRENDS SUIT OF THE EARLY COMICS, BUT WITH FINISHED BLACK GLOVES, HOLES IN TIGHTS - BATMAN'S GREATEST FOE

### AROUND THE WORLD IN 31 COFFEES

"Variety is the spice of life" said William Cowper back in 1795. Like life, there's great diversity in our daily grind. There's no better way of seeing how diverse the world is than by looking at how the locals take their coffee.




### 8 OF THE STRANGEST ALLERGY CURES FROM AROUND THE WORLD

Hayfever, insect bites, food intolerances - allergies are commonplace and can strike at any time.

As well as traditional medicines, many DIY cures are out there to help us cope with the unpleasant symptoms, from itching to swelling and congestion.

Here's a selection of some of the more unusual allergy remedies from around the world.



#### 1 FACIAL HAIR

**ALLERGY TREATED:** Dust particles, hay fever and others.

**HOW TO USE:** Grow a moustache or beard.

**WHY?** Facial hair acts as a natural filter for pollen, dust and other allergens.

**DOES IT WORK?** Yes - according to a recent study, facial hair demonstrates properties against allergens.



### The History BEHIND YOUR FAVOURITE FOODS

← 🍰 🍷 🍝 🍣 🍜 →

WAS ICE CREAM INVENTED IN ITALY? IS SUSHI EVEN JAPANESE?

This guide will give you insight into the surprising - or surprisingly predictable - histories of your favourite foods from across the globe.

**ICE CREAM** **CHINA** A.D. 618



**HISTORY**

King Tang of Shang employed six ice men to prepare his frozen buffalo and goat's milk yogurt. Ice-like sorbet first appeared in Italy, France and Spain during the 1600s.

**POPULAR BECAUSE** **DID YOU KNOW?**

### FRANCE SUSHI CAKE



sushi rice, rice vinegar, dried seaweed, salmon, avocado oil, cucumber, avocado, sesame seeds, sugar, salt

### USA 'SUSHIRITTOS' (SUSHI BURRITO)



Choice of Latin-Asian fusion sushi fillings

sushi rice, dried seaweed

### CANADA SUSHI PIZZA



Hot pepper, salmon, avocado

### Purpose

- Trigger - Interest

### Focus

- Illustrations do the talking
- Increase the speed of transference
- Make text into labels / graphic features / part of illustration
- Mixture of photos & illustrations works well
- Keep content to minimum in order to convey the concept, allowing maximum space for impactful visuals
- Great potential for visualized articles through use of segments with written text which supports the concept



# 12 TYPES

## 9. ILLUSTRATED HOW-TOS



### The Pros of a Tech-free Vacation

In our tech-obsessed era of constant connectivity we rarely take a vacation from work. So when we do, what's the best way to relax and recharge?

### Are You Overworking?

People in the U.S. spend most of the year at work, but it's important to get plenty of rest and recuperation, too.



Category	Days
Work days	250 days
Public holidays	10 days
Weekends	105 days

By putting away the tech, you can get yourself out of the working mindset and **give your brain a rest**. That's why many health professionals are promoting **tech-free vacations** as an essential part of a healthy lifestyle.

### 15 WAYS TO BEAT JET LAG

#### BEFORE YOU GO

- 1 Change your sleep routine:** Your circadian rhythm responds to your eyes detecting light. Controlling your exposure to natural and artificial light can help change it.  
**Going west?** Start going to bed later a few days before travel.  
**Going east?** Start going to bed earlier.
- 2 Wear sunglasses:** Your circadian rhythm responds to your eyes detecting light. Controlling your exposure to natural and artificial light can help change it.
- 3 Plan a stopover:** If possible, try to have a stopover on the way to allow the body to adjust gradually to the new time zone.
- 4 Keep calm:** Stress can make jet lag worse, but little things such as check-ins online can alleviate worry.

#### DURING YOUR FLIGHT

- 5 Time your activities:** Try to eat and sleep according to the local time of your destination, phase-shifting your circadian rhythm forwards or backwards.
- 6 Use remedies with caution:** Sleeping medication isn't recommended as it won't help your body adjust naturally to new sleep patterns.
- 7 Drink water:** Dehydration makes jet lag symptoms worse. Avoid alcohol and caffeine – they dehydrate you.
- 8 Get comfortable:** Use earplugs and an eye mask to help create the right conditions for sleep.
- 9 Keep active:** When flying long distances, take walks around the cabin and stretch regularly.

#### WHEN YOU ARRIVE

- 10 Spend the day outdoors:** Exposure to daylight helps you adjust to the new time zone quicker.
- 11 Going west?** Get more morning light when you arrive and avoid the afternoon sun to shift your circadian rhythm backwards.
- 12 Going east?** Seek afternoon light instead to move it forwards, towards the 'sleep phase'.

### Purpose

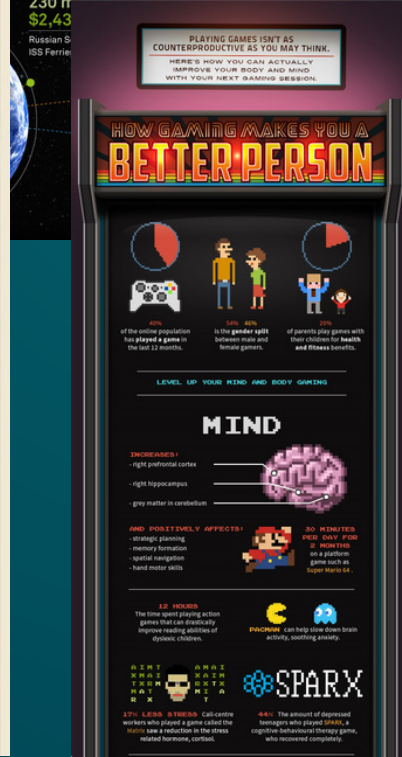
- Social and practical
- Wide appeal and are practical

### Focus

- Maximize illustration (or would be article)
- Scenario-heavy
- Travel industry love these
- Bright colours, dynamic, positive, engaging
- Feel-good factor

# 12 TYPES

## 10. STATEMENT WITH PROOF



### Purpose

- Based on a topical issue
- Sharer looks knowledgeable

### Focus

- Evidence will be from high-end sources
- Look viable, believable, scientific
- Hypothetical situations based on existing data
- Build up the case visually alongside content
- Visuals are to enhance understanding, not cloud it - allow journalists to create their own angle

# 12 TYPES

## 11. VISUAL MAP

### Purpose

- Map-orientated
- Highly social

### Focus

- All data requires top map for context
- Detail below
- In contrast to 'World Maps', where a specific location/country/region is featured, rather than a global view
- Narrow/niche topic which appeals to a specialized community
- Combination of photo and illustration works well

### Irish Chefs & their world cup dishes

Kick off the World Cup in style with some dishes inspired from around the world - and brought to you by Ireland's very own award winning chefs and restaurants.



<b>1</b> James McAlester The Mountain Star Barbecued Lamb Burger with Sausage & Super Chickpea Salad Inspired by Greece	<b>2</b> Joery Castel The Best House Restaurant Pork Sausage Inspired by Indonesia/Netherlands	<b>3</b> Ian Orr The Best House Restaurant Honey BBQ Sirloin Steaks with Italian Sauce, Black Olives & Roasted Potato Inspired by Italy
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## WHO ARE THE ENEMIES OF INTERNET FREEDOM?

Who are those who seek to control the web for their own purposes? Who justify censorship and surveillance under the pretense of national security? Reporters Without Borders have singled out the following as enemies of the free and open internet in 2014.



<b>17</b> United States Offending Department: NATIONAL SECURITY AGENCY (NSA) Weakening privacy: Project Bullion aimed to weaken online privacy by inserting vulnerabilities into commercial encryption systems.	Monitoring citizens: Under the auspices of the Foreign Intelligence Surveillance Act, the NSA's surveillance program set out to monitor electronic exchanges among users of Google, Facebook and Skype.
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<b>24</b> UK Offending Department: GOVERNMENT COMMUNICATION HEADQUARTERS (GCHQ) Tempora program: With help from telecom firms, including BT and Virgin, GCHQ placed data interceptors on fibre-optic cables carrying internet data in and out of the UK.	Edgewise program: This program aimed to break encryption codes used by 15 major internet companies and 300 virtual private networks (VPNs) by 2015.
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## A VEGAS MOVIE TRAVEL GUIDE

A SPECIAL KIND OF GLITZ AND GLAMOUR IS ASSOCIATED WITH LAS VEGAS, AND IT'S NO WONDER HOLLYWOOD'S MOVIEMAKERS CAN'T STAY AWAY.

HERE'S HOW A FEW SCREEN HEROES HAVE FARED ON THE STRIP - AND HOW THE REAL-LIFE LOCATIONS LOOK TODAY.



### Viva Las Vegas

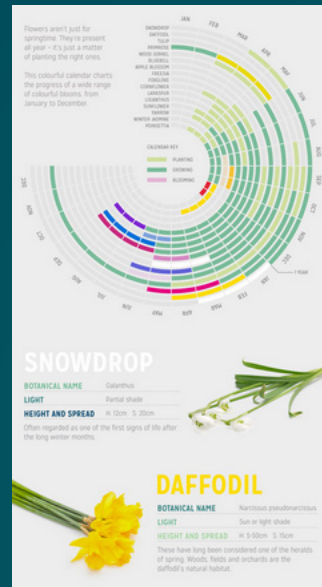
<b>1</b> VIVA LAS VEGAS (1964) In the movie (actor) driver Lucky Jackson (Eddie Presley) marries Rusty Martin (Ann-Margret) here.	<b>THE LITTLE CHURCH OF THE WEST</b> Real-life stars who tied the knot here include Judy Garland, Mickey Rooney, Chady Crawford & Richard Gere, and Angelina Jolie & Billy Bob Thornton.
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### THE GODFATHER

<b>1972</b> THE GODFATHER (1972) The casino where Michael attempts to buy out Moe Greene.	<b>TROPICANA</b> Until 2009, the Tropicana hosted the Follies Bergere - the quintessential Vegas showgirl act.
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# 12 TYPES

# 12. PHOTO GUIDES



## Purpose

- Practical

## Focus

- Another 'poster on the fridge' scenario
- Works well within travel and lifestyle industries
- Photos provide instant transference and visual appeal
- Keep it simple
- Visualize everything (such as the steps within 'A Guide to DIY Cleaning Products')



# **CONTENT**

Intended uses

12 types: breakdown

**Outcomes**

# DESIRED OUTCOMES



Robotic templated design  
Copy, paste, change the colour  
"Do this one, but about giraffes."



Trying new things  
Creative, unusual approaches  
Within an organised framework

## ALWAYS ASK:

What is the **purpose**?

Where is the **value**?

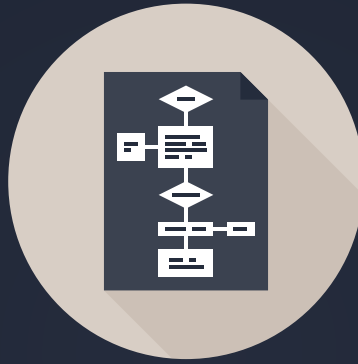
Why will people **share** it?

How can I **maximise** that?

## ALWAYS DO:



Visualise as much  
as possible to  
**aid understanding**



Always have a clear  
**hierarchy of  
information**



Explore and  
**push  
boundaries**

THE DESIGN IS TO **AID UNDERSTANDING & GENERATE APPEAL**



NeoMam Studios 

QUESTIONS?  
COMMENTS?  
IDEAS?



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