

Webinar: Accelerating Evaluation Use Through Infographics and Visual Design

The Basics.

Pick a description of the product you'd like to see accompany your evaluation in the column on the left. In the middle column, click on its linked name for an example, a full description of what that design element is, sample phrasing for your statement of work, plus its associated strengths and weaknesses.

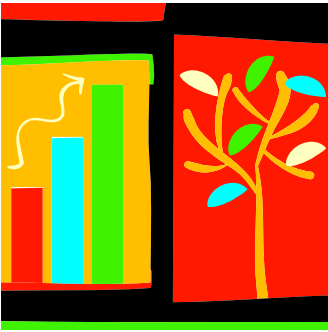
What product do we want?	What is the corresponding infographic or visual design element?	Complexity scale: 1-10 1 = Do it yourself 10 = Call the experts
Diagram of a simple process, structure, or hierarchy	SmartArt	1
Free visual elements	Clip art	1
A one-page summary of the evaluation	One-pager	1
Visual data presentation	Statistical graphic	2
Chronological narrative	Timeline	2
Presenting individual pieces of data about a topic	By the numbers	3
One object or topic depicted in a realistic photograph	Photo infographic	4
Comparison of two things	Versus infographic	5
Reference tool and/or website attention seeker	Useful bait	6
Diagram of a more complicated process with multiple pathways, resource streams, or decision points	Flowchart	7
GIS data or geographic content	Mapping	8
One story containing multiple visual elements	Visual article	9
Complex data analysis via graphics	Data visualization	10


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Statistical graphic	Description	Statement of work	Strengths	Weaknesses
visual data presentation				
	<p>Visualization of quantitative data. Microsoft Office provides multiple options for do-it-yourself charts: column, line, bar, pie, bar, scatter, doughnut, radar, and more. Click on <i>Insert</i> and <i>Chart</i> in the Illustrations group in Excel or Word to view options.</p>	<p>“Contractor will present summary statistics and any related data analysis conducted as part of the evaluation through statistical graphics in draft and final reports. Plans for data collection, analysis, and presentation through charts and graphs will be included in the evaluation methodology section. “</p>	<p>Many options available. Quick and easy to create. No additional software needed beyond Microsoft Office.</p>	<p>Popular options often not the most accurate or informative. Must select the appropriate type of chart for the data or the graphic is not useful. Charts or graphs can easily become misleading or difficult to interpret.</p>
<p>Example: Microsoft Office templates</p>			<p>https://templates.office.com/Templates</p>	

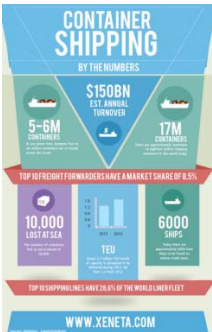
SmartArt	Description	Statement of work	Strengths	Weaknesses
pre-designed diagrams				
	<p>Graphics in Microsoft Office that allow you to add text and pictures to diagrams of lists, processes, cycles, hierarchies, relationships, and more. Click on <i>Insert</i> and select <i>SmartArt</i> in the Illustrations group in Excel or Word to view options.</p>	<p>“Contractor will identify any related processes, cycles, hierarchies, or relationships through SmartArt graphics as part of draft and final reports. “</p>	<p>Many options available. Quick and easy to create. No additional software needed beyond Microsoft Office.</p>	<p>Overused graphics lose meaning. Designs not exhaustive of all processes.</p>
<p>Example: Microsoft Office support</p>			<p>https://support.office.com/en-ca/article/Create-a-SmartArt-graphic-fac94c93-500b-4a0a-97af-124040594842</p>	



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Clip art	Description	Statement of work	Strengths	Weaknesses
free visual elements				
	<p>Pre-made images and illustrations available for free online and through Microsoft Office via Bing image search. Click on <i>Insert</i> and select <i>Clip Art</i> in the Illustrations group in Excel or Word to view options.</p>	<p>“Contractor will apply graphics to report as needed, including clip art and other low cost or free visual aids as part of draft and final reports.”</p>	<p>Free.</p>	<p>Graphics are pre-designed and cannot be manipulated. Microsoft Office replaced the clip art gallery with Bing image search in Dec. 2014 and some images may be protected by copyright.</p>
<p>Example: Microsoft Office search https://support.office.com/en-au/article/Search-for-pictures-or-clip-art-online-0a01ae25-973c-4c2c-8eaf-8c8e1f9ab530</p>				


Timeline	Description	Statement of work	Strengths	Weaknesses
chronological narrative				
	<p>Visual representation of a sequence of events through pictures, text, or additional data. Describes the program background, or visualizes the steps in the evaluation methodology. Combine with other deliverables, such as project photographs.</p>	<p>“Contractor will develop a timeline of major program milestones based on literature reviews, key informant interviews, focus group discussions, and computer-administered surveys, plus photographs of field sites from implementing partners.”</p>	<p>Replaces a text-based narrative with a larger variety of information about the program history, the evaluation tactics, or any chronological sequence of events related to the evaluation.</p>	<p>Visual timelines are an art—not a science. Too many events will crowd out the image. Evaluators will need assistance in gathering relevant historical markers, which may not even be apparent and can shift per interview or document.</p>
<p>Example: Lego Brick 50th Anniversary Timeline http://www.infographicdesign.org/projects/10-great-timeline-infographics/</p>				

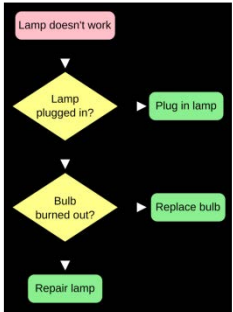
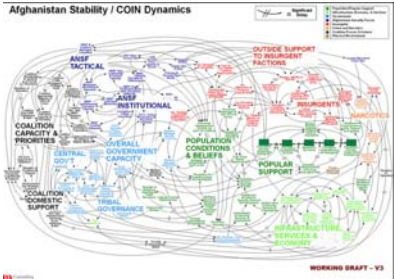
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By the numbers	Description	Statement of work	Strengths	Weaknesses
summarizing data				
	<p>Data and statistics compiled into one visual design. Summarizes program inputs or outputs; describes an evaluation-related sector or industry discussion, a project activity, or the entire program.</p>	<p>“As part of the evaluation report, contractor will provide contextual research in the form of a by the numbers visual that summarizes major changes in the energy sector within the province over the last ten years.”</p>	<p>Summarizes a lot of content while providing basic context on a topic.</p>	<p>Single pieces of numerical information can underrepresent trends or focus on only one aspect of a subject.</p>
<p>Example: Container Shipping by the Numbers</p>	<p>https://www.xeneta.com/blog/container-shipping-by-the-numbers-infographic/</p>			

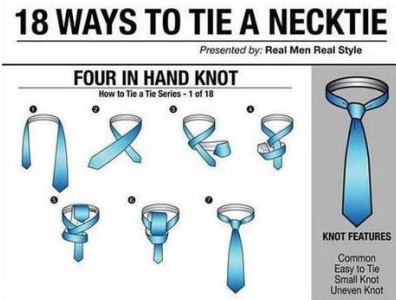
Mapping	Description	Statement of work	Strengths	Weaknesses
GIS data or geographic content				
	<p>Combine geographic information with additional graphics, data, color coding, or other design elements to communicate program outcomes or inform project design.</p>	<p>“Final deliverables will include mapping the project sites with a visual display of funding amounts next to public opinion poll results and keyword summary derived from the qualitative content analysis per site.”</p>	<p>Condenses large amounts of information to visually compare the desired geographic units (project site, municipality, village, town, city, state, country, region) in one snapshot.</p>	<p>Your map could look like this.</p> 
<p>Example: Jobs Tied to International Trade http://asiasociety.org/blog/asia/map-day-five-facts-about-us-you-should-know-%E2%80%94-and-one-you-cant-ignore</p> <p>Weaknesses example: 16 Useless Infographics http://www.theguardian.com/news/datablog/gallery/2013/aug/01/16-useless-infographics</p>				

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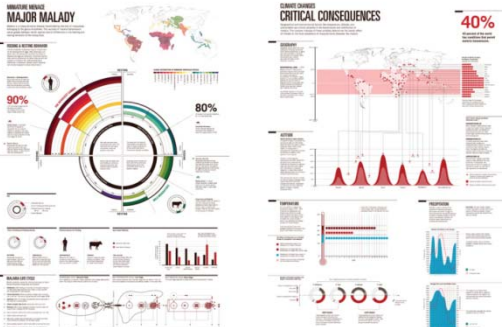
Visual article one story, multiple graphic elements	Description	Statement of work	Strengths	Weaknesses
	<p>A full-length narrative on one topic expressed through multiple visual elements.</p>	<p>“Final deliverable should include a visual article infographic describing the program background by illustrating statistical changes in the gender composition of local governance units over the past twenty years.”</p>	<p>Covers an entire topic rather than just one aspect.</p>	<p>Article quality contingent upon trifecta of designer ability, availability of data, and visual content—though you could say the same about any of these visuals, really.</p>
<p>Example: A Visual Guide to Article Optimization</p>			<p>http://visual.ly/visual-guide-article-optimization</p>	

Flowchart describing a process	Description	Statement of work	Strengths	Weaknesses
	<p>Diagram that illustrates a process.</p>	<p>“As part of evaluation methodology, contractor will observe and document the process of registering newly arrived internally displaced persons for inclusion in the deliverables as a flowchart.”</p>	<p>Documents a process for communication to others.</p>	<p>Complicated processes can be tricky to document and interpret; see below.</p> 
<p>Example: Lamp Quality Control Flowchart Weaknesses example: Afghanistan Stability</p>			<p>http://www.brighthubpm.com/methods-strategies/97835-working-with-flowcharts-for-tqm/ http://www.theguardian.com/news/datablog/2010/apr/29/mcchrysal-afghanistan-powerpoint-slide</p>	

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Useful bait	Description	Statement of work	Strengths	Weaknesses
reference tool, web attention seeker				
 <p>18 WAYS TO TIE A NECKTIE Presented by: Real Men Real Style</p> <p>FOUR IN HAND KNOT How To Tie a Tie Series - 1 of 18</p> <p>KNOT FEATURES Common Easy to Tie Small Knot Uneven Knot</p>	A reference tool, visual explanation, or otherwise utilitarian graphic often used to increase website traffic.	“Deliverables will include useful bait infographic, <i>Five ways to link smallholder farmers to markets</i> , provided in .jpg format for implementing partner website.”	Simple visual instructions meant to attract an audience; designed to “go viral” if that’s what you’re after.	If it does “go viral” and your website doesn’t have the bandwidth, prepare for a crash. Not intended for time sensitive information or to provide a novel form of analysis.

Example: 18 Ways to Tie a Necktie

Data visualization	Description	Statement of work	Strengths	Weaknesses
complex data analysis via graphics				
 <p>MAJOR MALARIA 90% 80%</p> <p>CRITICAL CONSEQUENCES 40%</p>	Graphical representation of data designed to visually communicate a unique analysis for descriptive or exploratory purposes.	“Contractor will propose ideas in the evaluation methodology for interactive online data visualization about emergency response management written in JavaScript and based on given data sets.”	Easier to absorb large amounts of information. Relationships and patterns are easier to detect.	Lots of potential for misleading audiences. Can be confusing, distracting, overly complex, ambiguous, hideous, or many other terrible adjectives.

Example: Understanding Malaria

<http://arcadenw.org/article/scientific-visualization>

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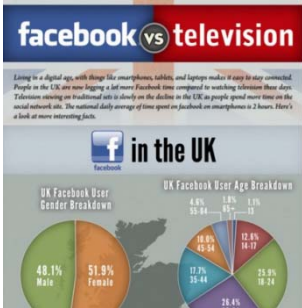

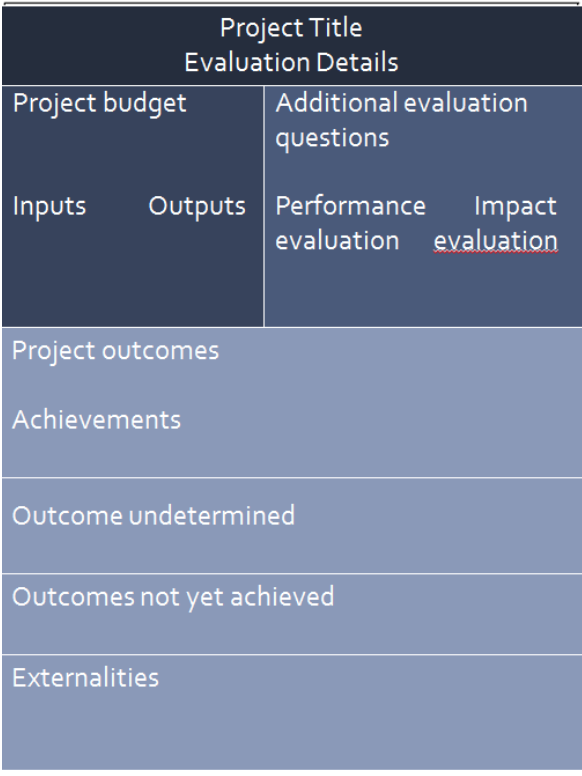
Versus infographic comparing two things	Description	Statement of work	Strengths	Weaknesses
 <p>The infographic titled "facebook vs television" compares the two. It includes a pie chart for "UK Facebook User Gender Breakdown" showing 48.1% Male and 51.8% Female. Another pie chart shows "UK Facebook User Age Breakdown" with segments for 18-24 (12.8%), 25-34 (34.4%), 35-44 (17.7%), 45-54 (28.0%), and 55-64 (6.1%).</p>	<p>Visual comparison of two things.</p>	<p>“Contractor will address pros and cons of cold storage provision compared to food preservation through smoking or chemical methods as part of the value chain analysis and provide versus infographic documenting any cost-benefit discrepancies.”</p>	<p>Can assist the decision-making process by presenting pros and cons of two alternate options.</p>	<p>Limited to comparison of two things—any more can be a jumble.</p>
<p>Example: Facebook vs. Television</p>			<p>http://visual.ly/facebook-vs-television</p>	

Photo infographic one topical object	Description	Statement of work	Strengths	Weaknesses
 <p>The infographic titled "THE FACTS BEHIND OIL PRICES" features a central image of a red gas can. It is divided into several sections: 1. GLOBAL DEMAND, 2. OPEC, 3. TAXES, 4. ENVIRONMENTAL POLICIES, 5. CURRENCY FLUCTUATIONS, and 6. CHANGING SUPPLY LANDSCAPE. Each section contains a brief explanation of its impact on oil prices.</p>	<p>Realistic photo with text and numbers to describe an issue or answer a question.</p>	<p>“Final deliverables to include solar irrigation photo infographic summary of project outcomes to date.”</p>	<p>Simple, powerful design.</p>	<p>Contingent upon audience interest and a compelling image.</p>
<p>Example: The Facts Behind Oil Prices</p>			<p>http://www.cmegroup.com/trading/energy/images/infographic-whats-behind-oil-prices_small.jpg</p>	

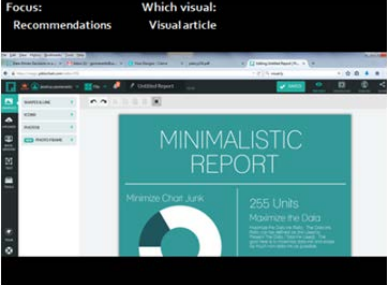
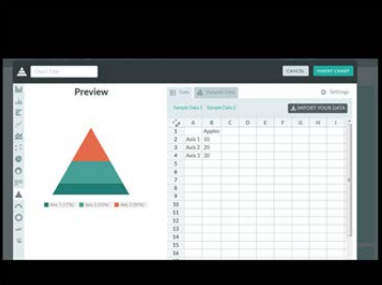
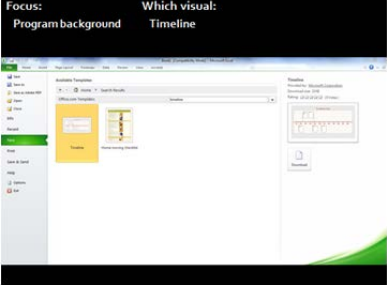
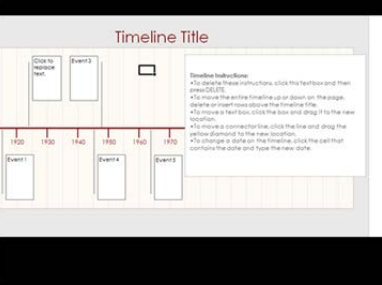
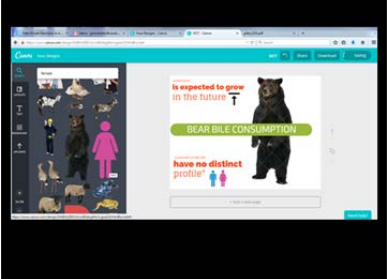

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One-pager	Description	Statement of work	Strengths	Weaknesses
a one-page summary of the evaluation				
	A very, very brief version of the evaluation.	“Final deliverables to include one-pager in the attached format detailing evaluation information, any additional evaluation questions raised by implementing partners following the conclusion of the evaluation period, and a summary of project outcomes, achievements, unachieved project objectives, and any recorded externalities arising from project implementation as of mid-term.”	Time-saving essentials of the evaluation.	Loss of detail.
Example: Author-created				

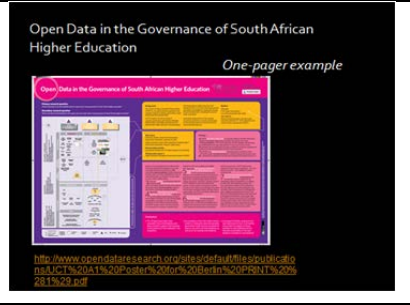


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A Listing of References and Resources from the Webinar


In order of appearance

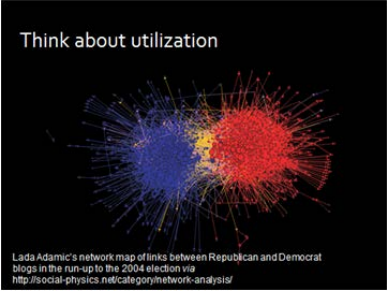
Creating your own infographic after the evaluation has concluded		Visual article
Tool		
		Website http://piktochart.com/
Creating your own infographic after the evaluation has concluded		Timeline
Tool		
		Website https://templates.office.com/
Creating your own infographic after the evaluation has concluded		Photo infographic
Tool		
		Website https://www.canva.com/


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<p>One-pager with a process model</p> <p>Example</p>	<p>Open Data in the Governance of South African Higher Education</p>
	<p>Website http://www.opendataresearch.org/sites/default/files/publications/UCT%20A1%20Poster%20for%20Berlin%20PRINT%20%281%29.pdf</p>
<p>Using text and color only</p> <p>Example</p>	<p>50 Breakthroughs; Institute for Globally Transformative Technologies, Lawrence Berkeley National Lab</p>
	<p>Website https://ligtt.org/sites/all/files/page/50BTs-List.pdf</p>
<p>Visualize responsibly</p> <p>Example</p>	<p>16 Useless Infographics; The Guardian</p>
	<p>Website http://www.theguardian.com/news/datablog/gallery/2013/aug/01/16-useless-infographics</p>

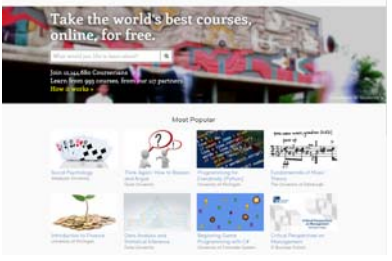
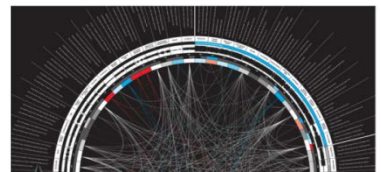
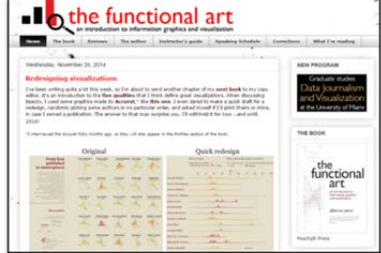
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<p>Visualize responsibly</p>	<p>Data Visualization Checklist, Stephanie Evergreen</p>
<p>Tips</p> 	<p>Website http://stephanieevergreen.com/dataviz-checklist/</p>


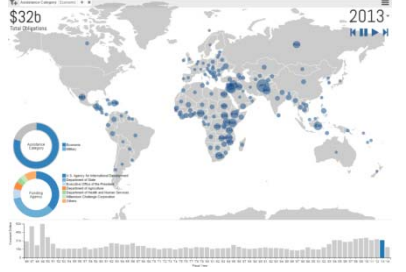

<p>Visualize responsibly</p>	<p>Lada Adamic's network map of links between Republican and Democrat blogs in the run-up to the 2004 election</p>
<p>Example</p> 	<p>Website (via) http://social-physics.net/category/network-analysis/</p>

<p>External resources</p>	<p>Chartsbin</p>
<p>Maps</p> 	<p>Website http://chartsbin.com/</p>



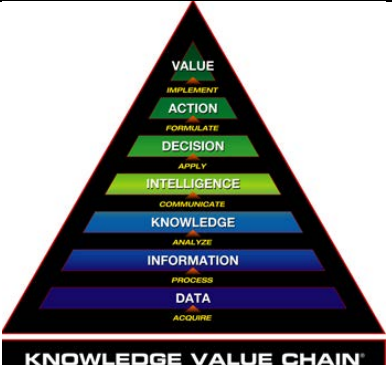
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<p>External resources</p> <p>Courses</p>	<p>Coursera</p>
	<p>Website https://www.coursera.org/</p>
<p>External resources</p> <p>Tools</p>	<p>Over 100 Incredible Infographic Tools and Resources</p>
<p>Over 100 Incredible Infographic Tools and Resources (Categorized)</p> 	<p>Website http://dailytekk.com/2012/02/27/over-100-incredible-infographic-tools-and-resources/</p>
<p>External resources</p> <p>Tips</p>	<p>Alberto Cairo, blog, The Functional Art</p>
	<p>Website http://www.thefunctionalart.com/</p>

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<p>External resources</p> <p>Tips</p>	<p>Visual.ly, blog</p>
	<p>Website http://blog.visual.ly/category/visualization/</p>
<p>Internal resources</p> <p>Data, maps</p>	<p>USAID Foreign Aid Explorer</p>
	<p>Website explorer.devtechlab.com</p>
<p>Internal resources</p> <p>ArcGIS</p>	<p>USAID GeoCenter</p>
	<p>Website http://www.arcgis.com/home/group.html?owner=usaidgeocenter&title=USAID%20GeoCenter</p>

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<p>Internal resources</p> <p>Maps</p>	<p>USAID Interactive Map</p>
	<p>Website http://map.usaid.gov/</p>
<p>Internal resources</p> <p>Data extraction, APIs</p>	<p>USAID Developer Resources</p>
	<p>Website http://www.usaid.gov/developer</p>
<p>Knowledge Value Chain</p> <p>Diagram</p>	<p>Tim Powell, Competing in the Knowledge Economy</p>
	<p>Website http://www.knowledgevaluechain.com/</p>