

2019 - 2020

Sarah Vierstraete

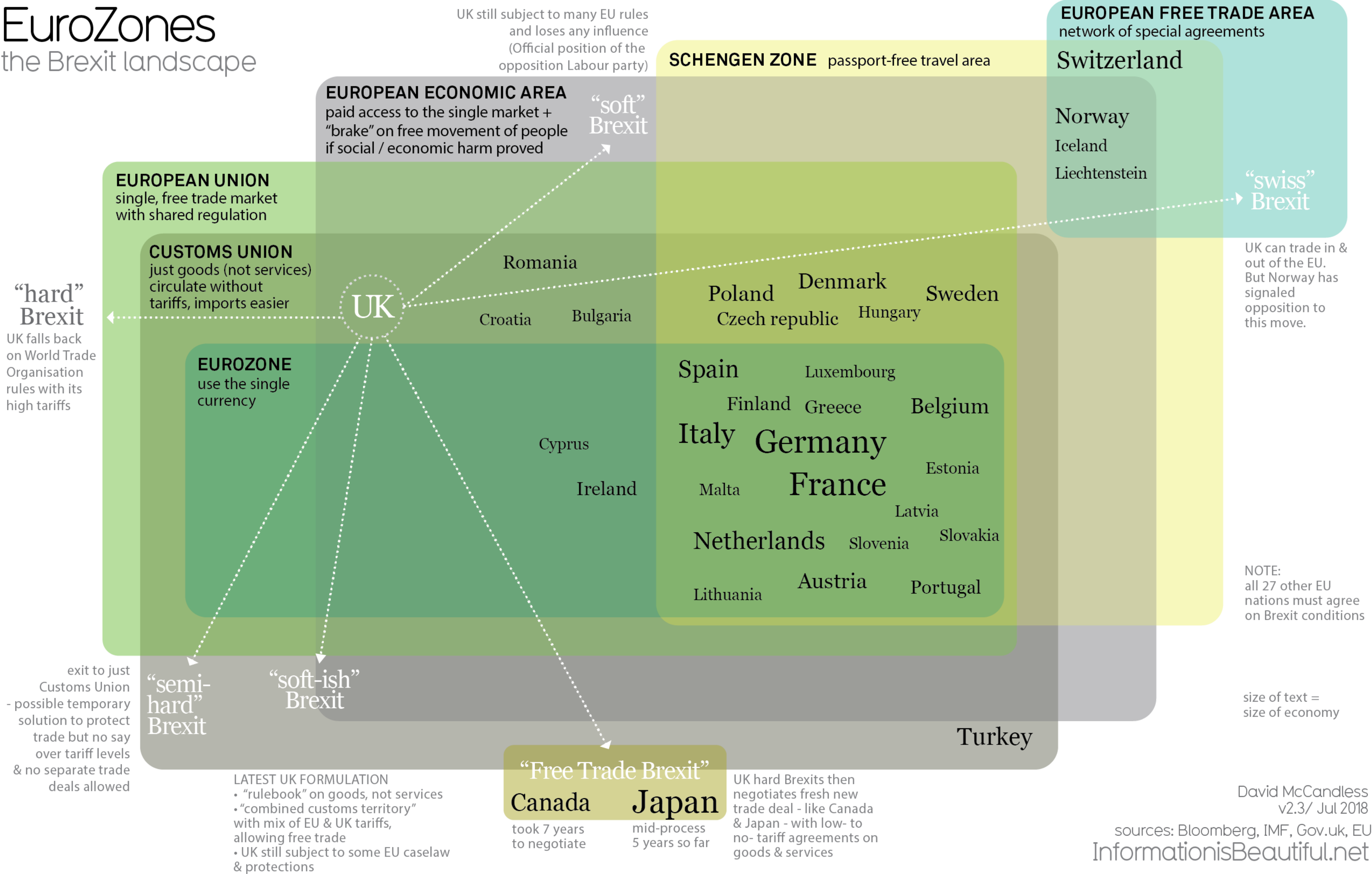
SKILLS

His



EuroZones

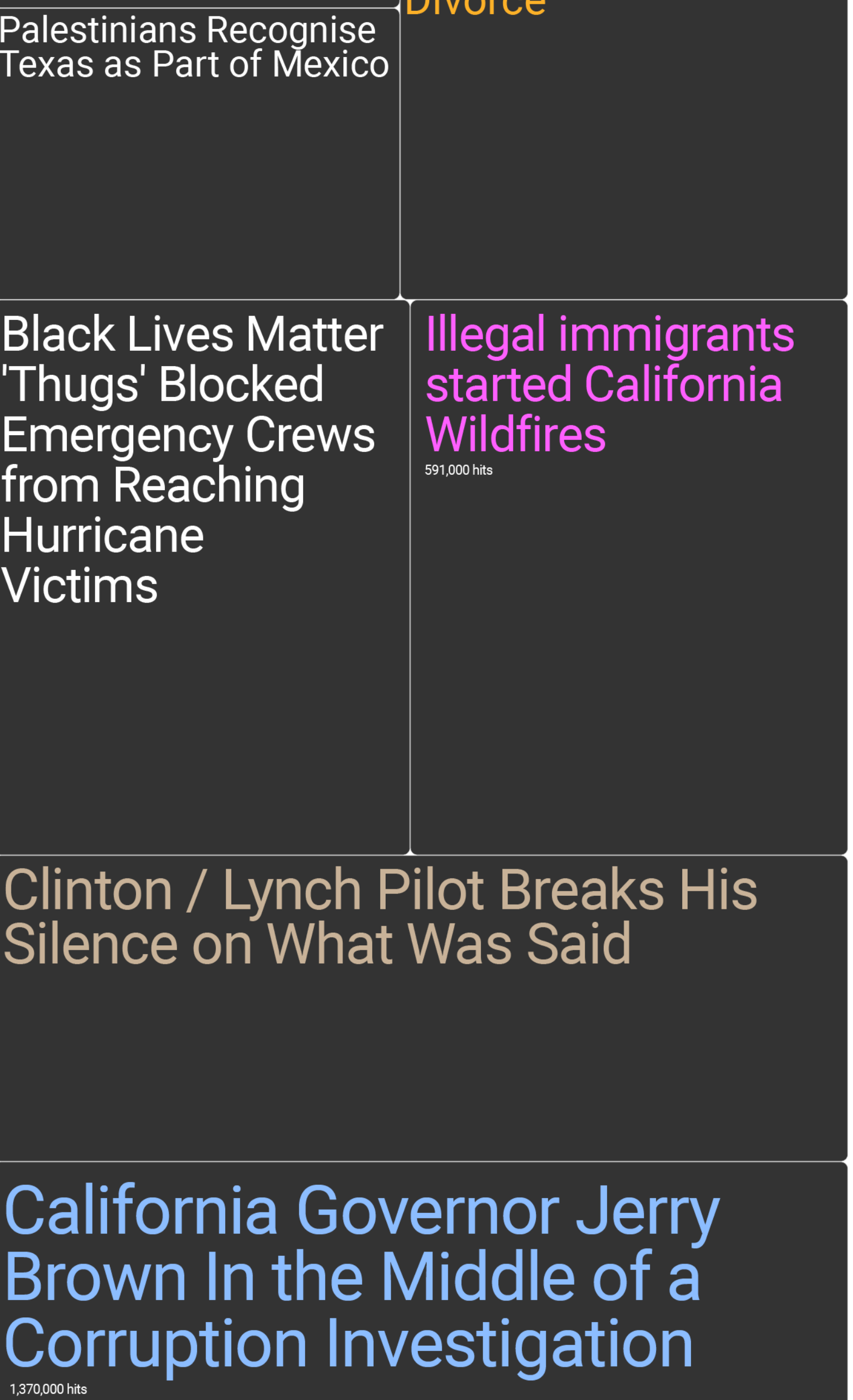
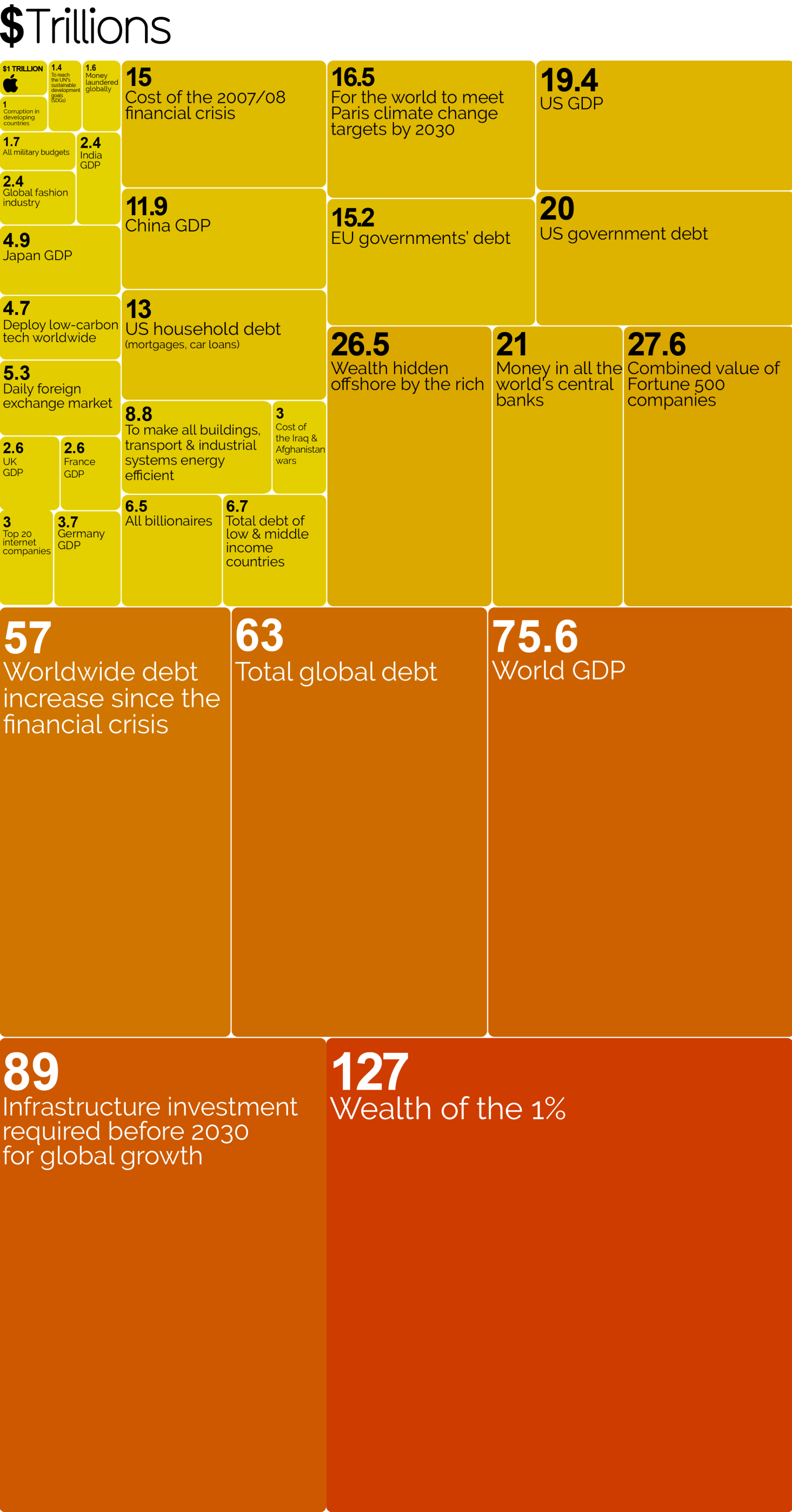
the Brexit landscape



data visualisation

vs

infographic



infographic

een grafische presentatie om
complexe informatie, data en
kennis op een snelle en duidelijke
manier te communiceren

1 ready, set, aim

doelgroep
doel
boodschap





2

data analysis

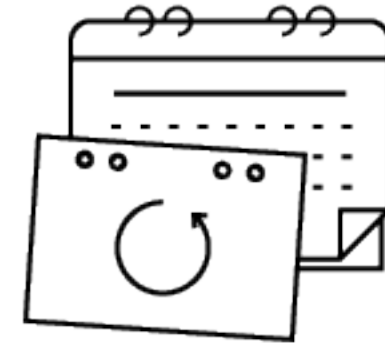
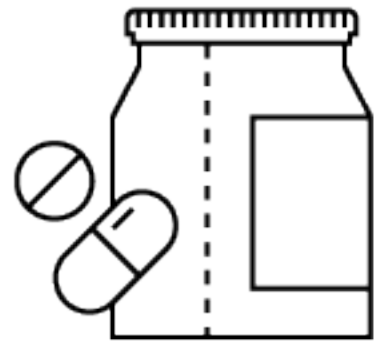
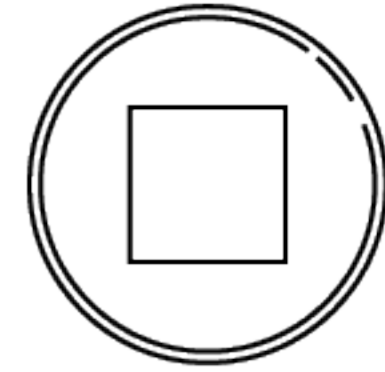
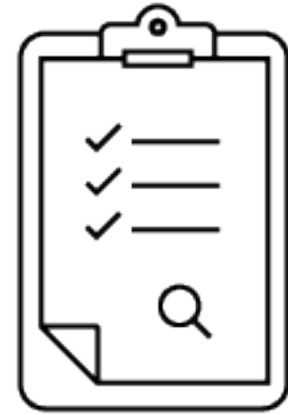
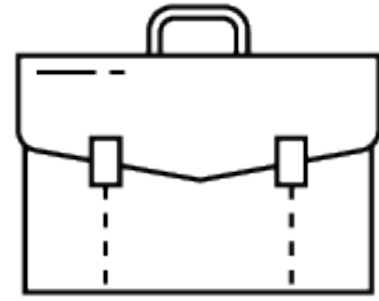
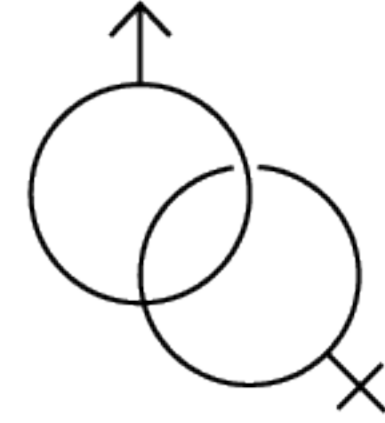
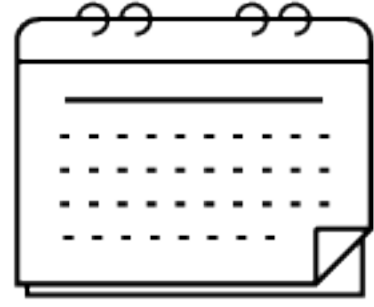
data verzamelen

relevante zaken selecteren

3 the art of visualising

▶ **wie/wat is belangrijk
visuele voorstelling**

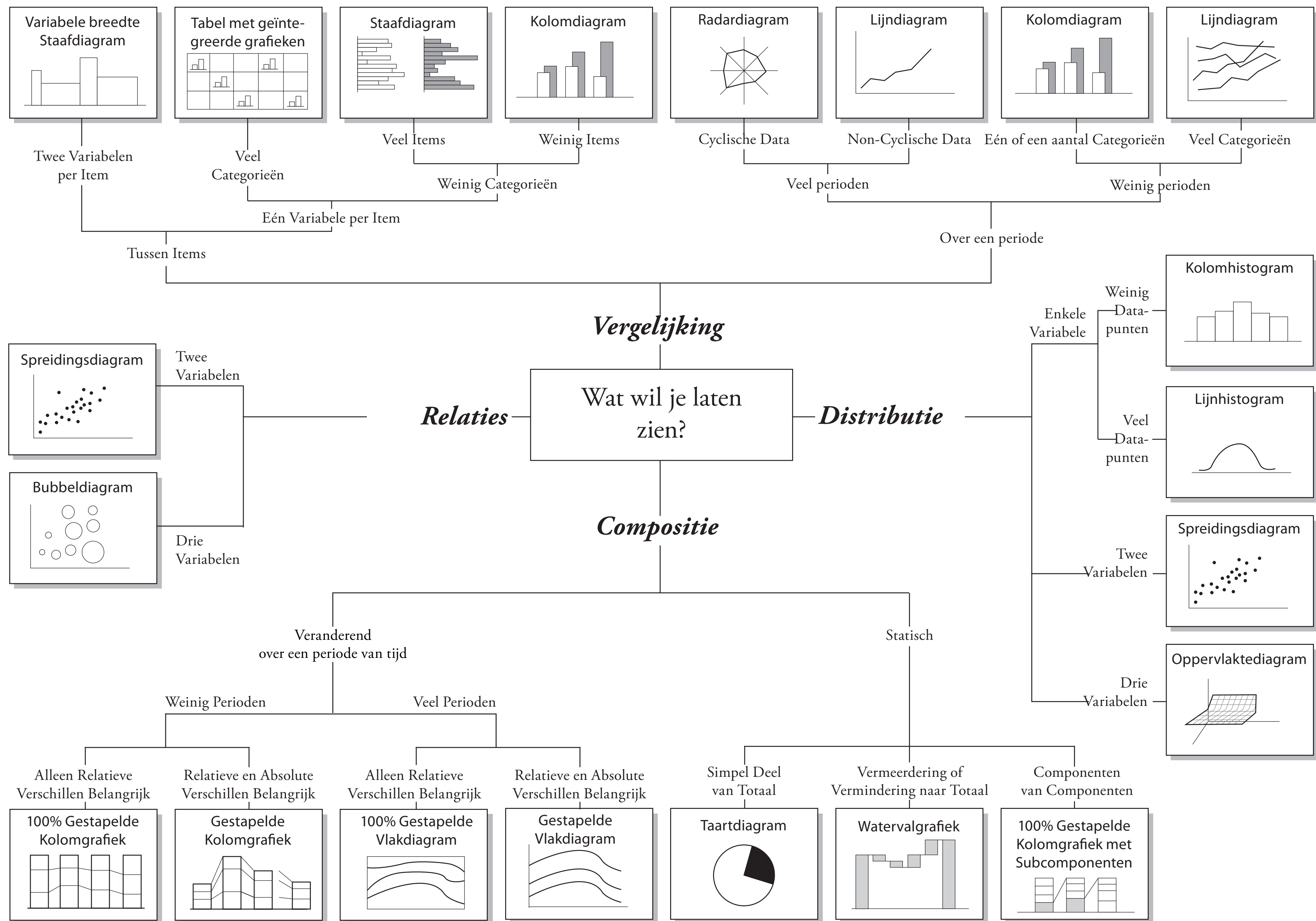




4 relations

trends,
evoluties,
vergelijkingen,
...





5 big ideas

▶ **and not so big ideas
hoofd- en bijzaken**

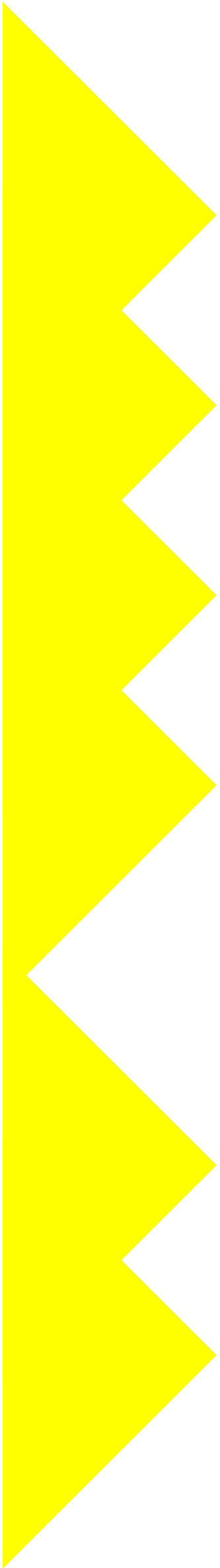


6 mood board

inspiratie

stijl

brand vs editorial infographic



pinterest.com

images.google.com

dribble.com

behance.net

colourlovers.com

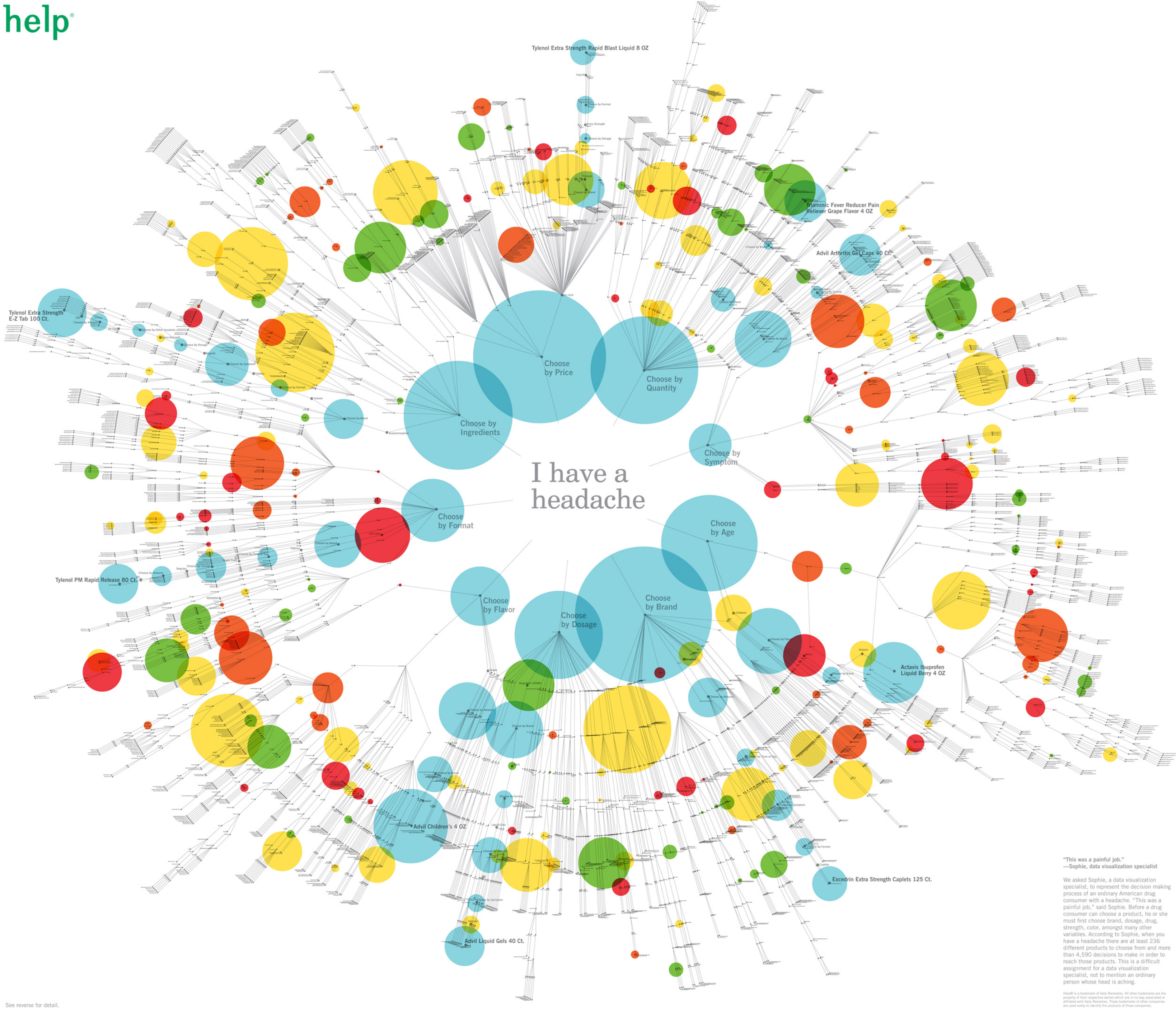
color.adobe.com



7 storytelling

statistieken & data

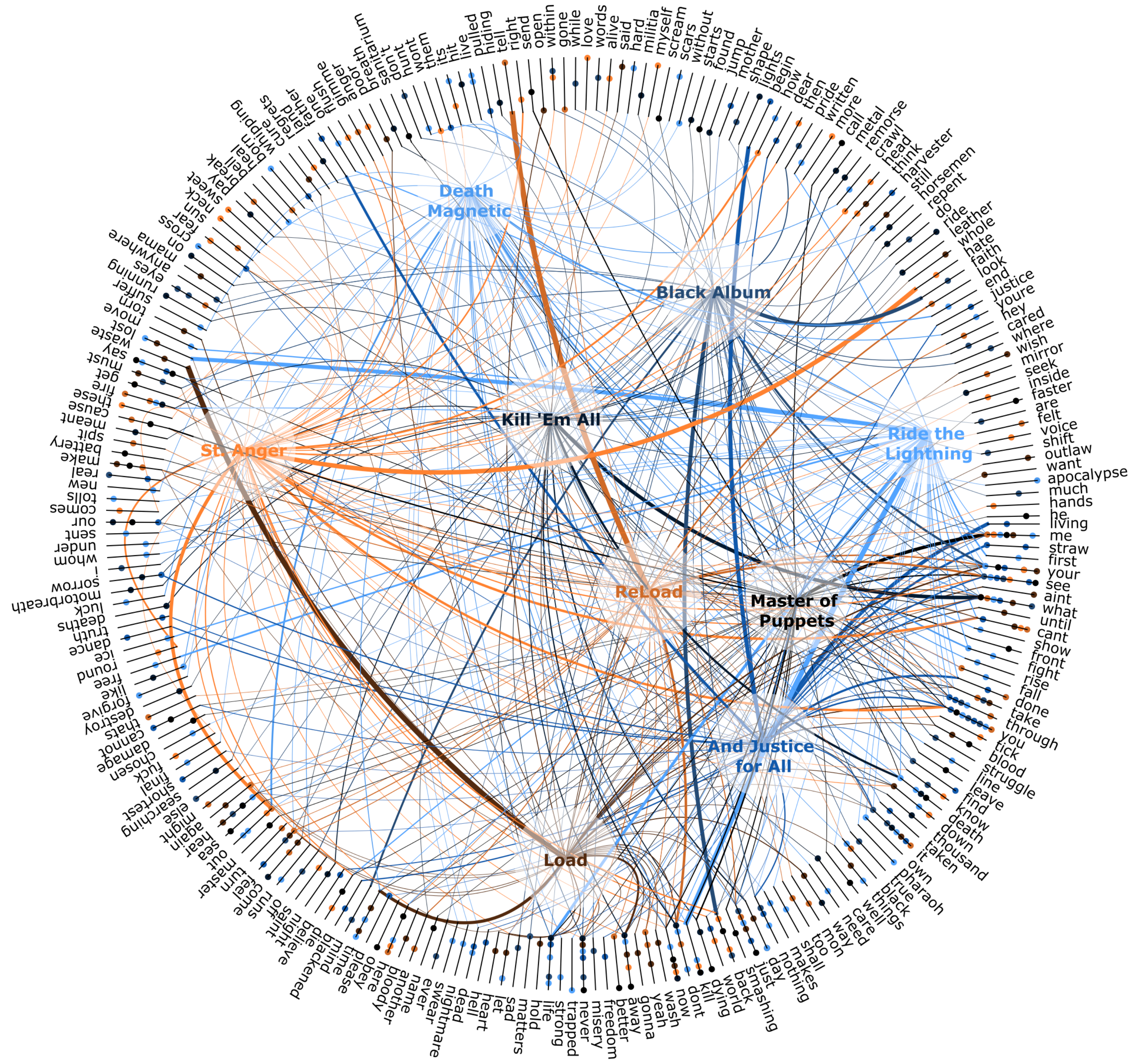


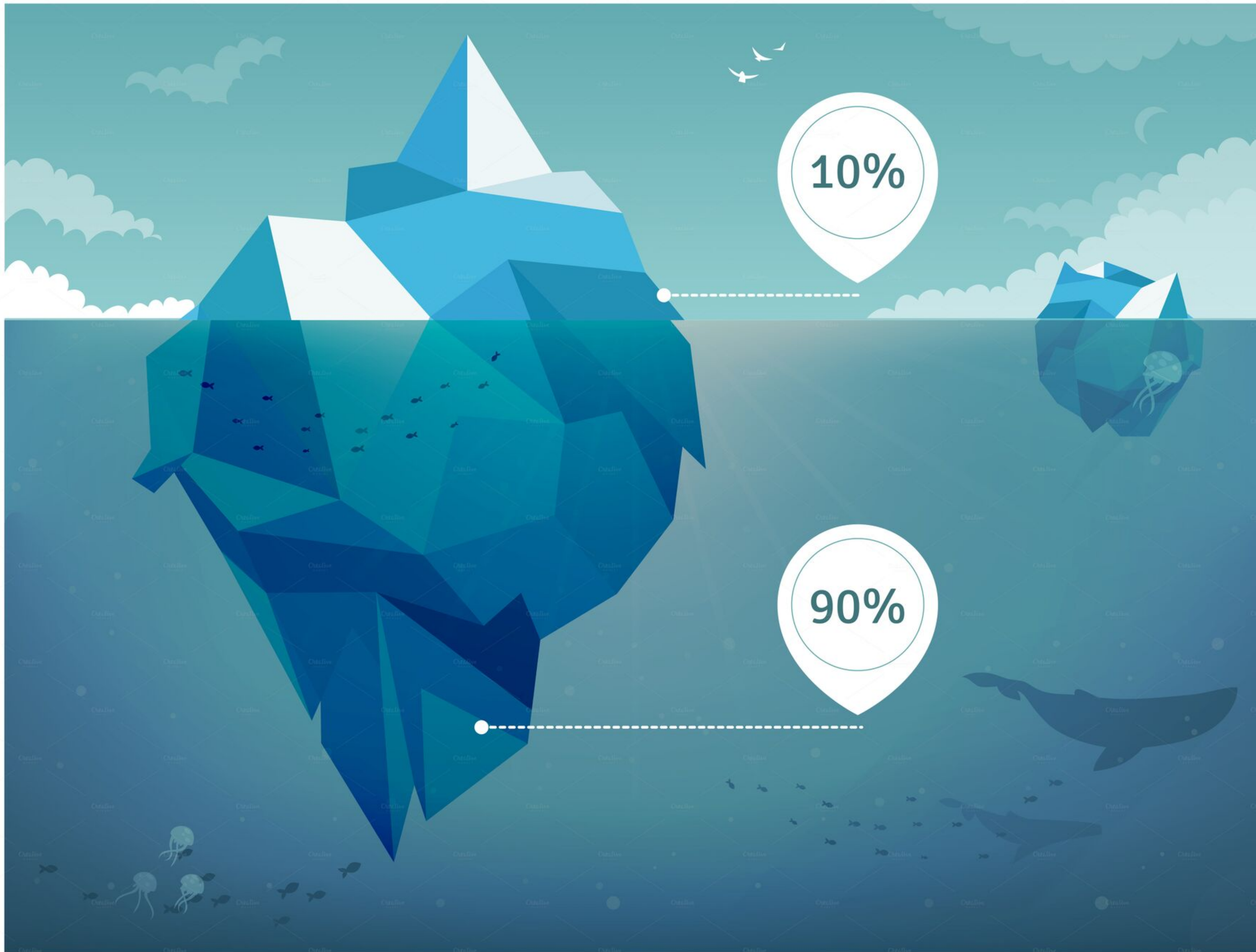


"This was a painful job."
—Sophie, data visualization specialist

We asked Sophie, a data visualization specialist, to represent the decision making process of an ordinary American drug consumer with a headache. "This was a painful job," said Sophie. Before a drug consumer can choose a product, he or she must first choose brand, dosage, drug, strength, color, amongst many other variables. According to Sophie, when you have a headache there are at least 236 different products to choose from and more than 4,590 decisions to make in order to reach those products. This is a difficult assignment for a data visualization specialist, not to mention an ordinary person whose head is aching.

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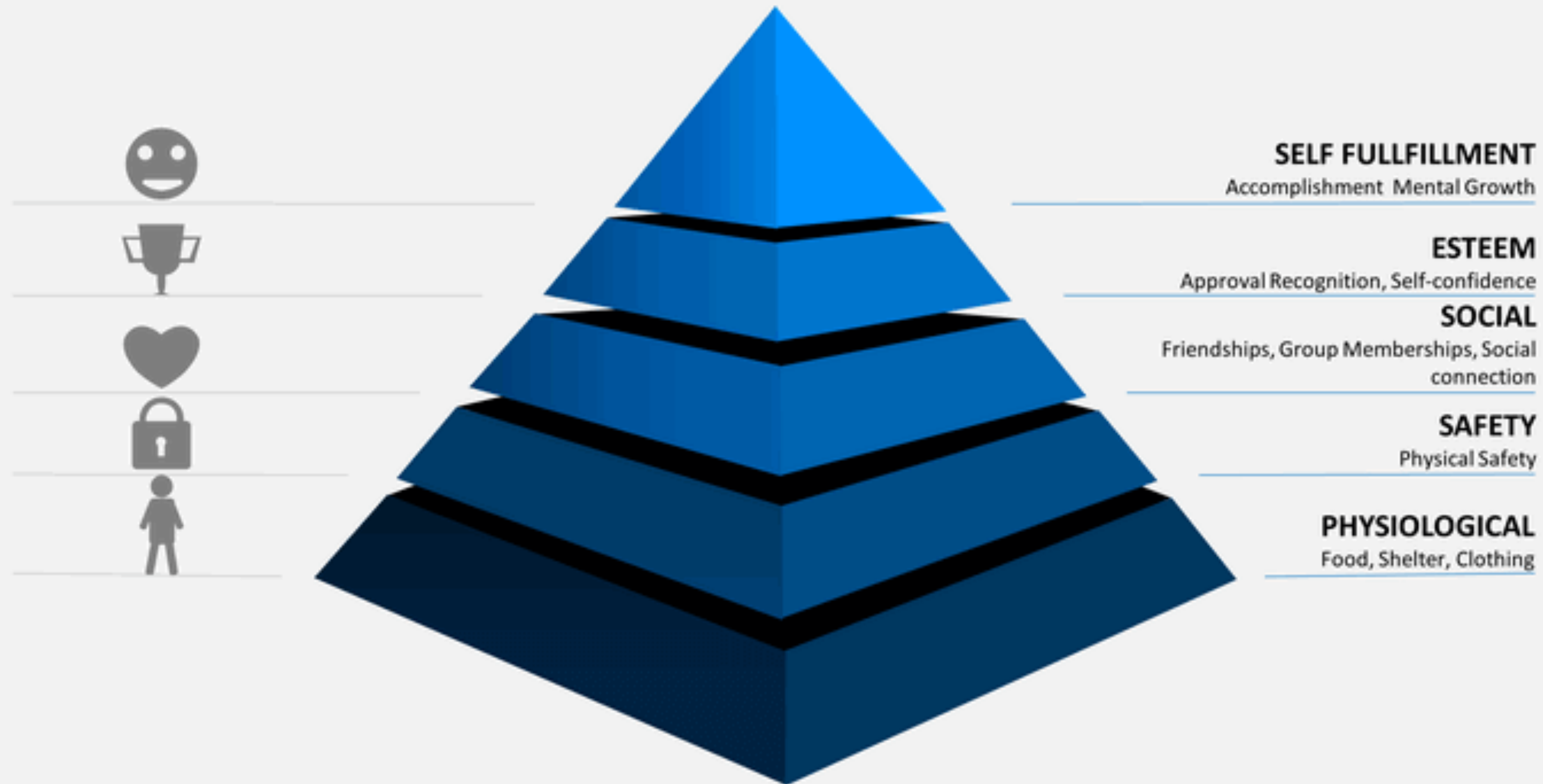




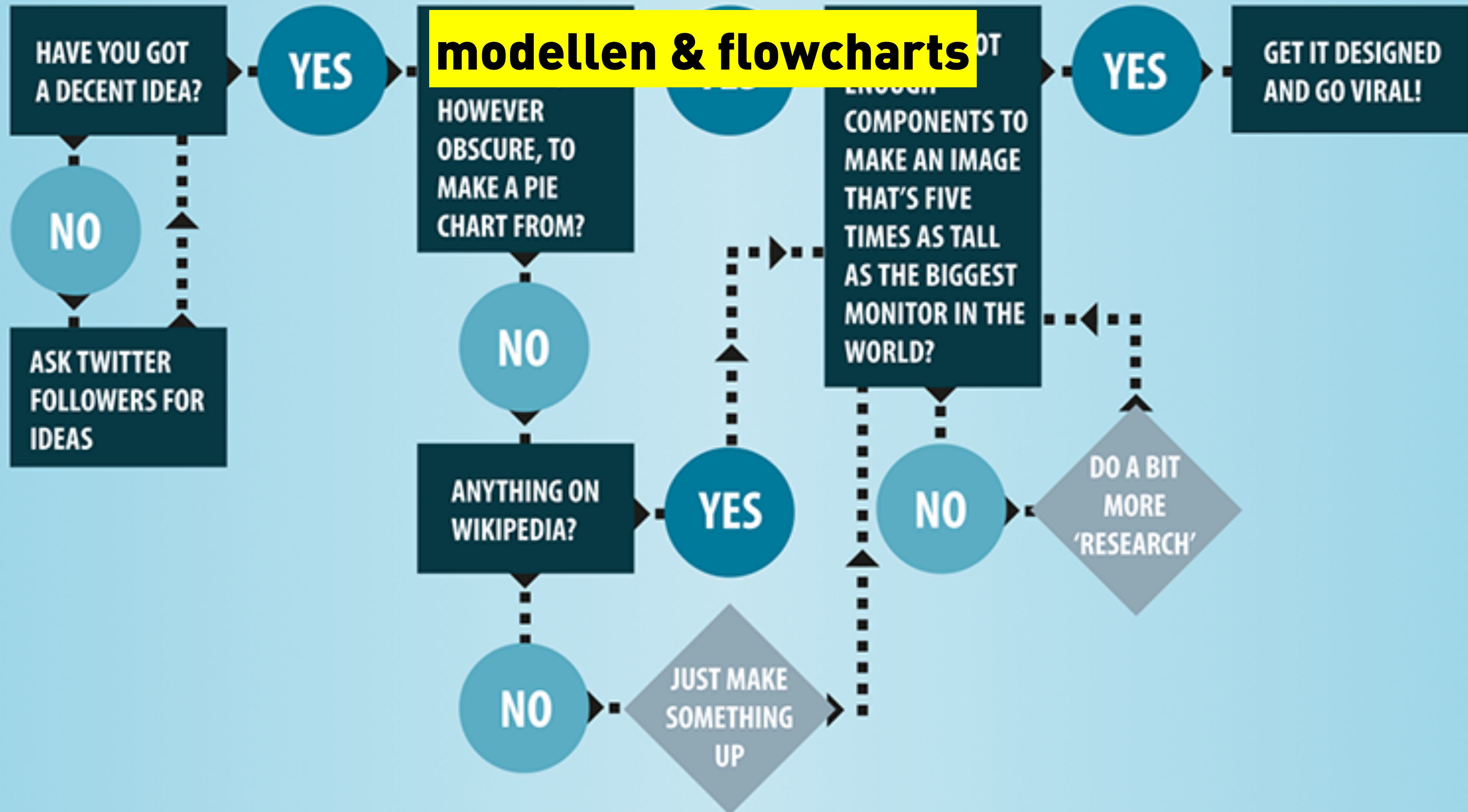
concepten & ideeën

MASLOW'S HIERARCHY OF NEEDS

Enter your sub headline here



HOW TO CREATE AN INFOGRAPHIC



GENOME KEY



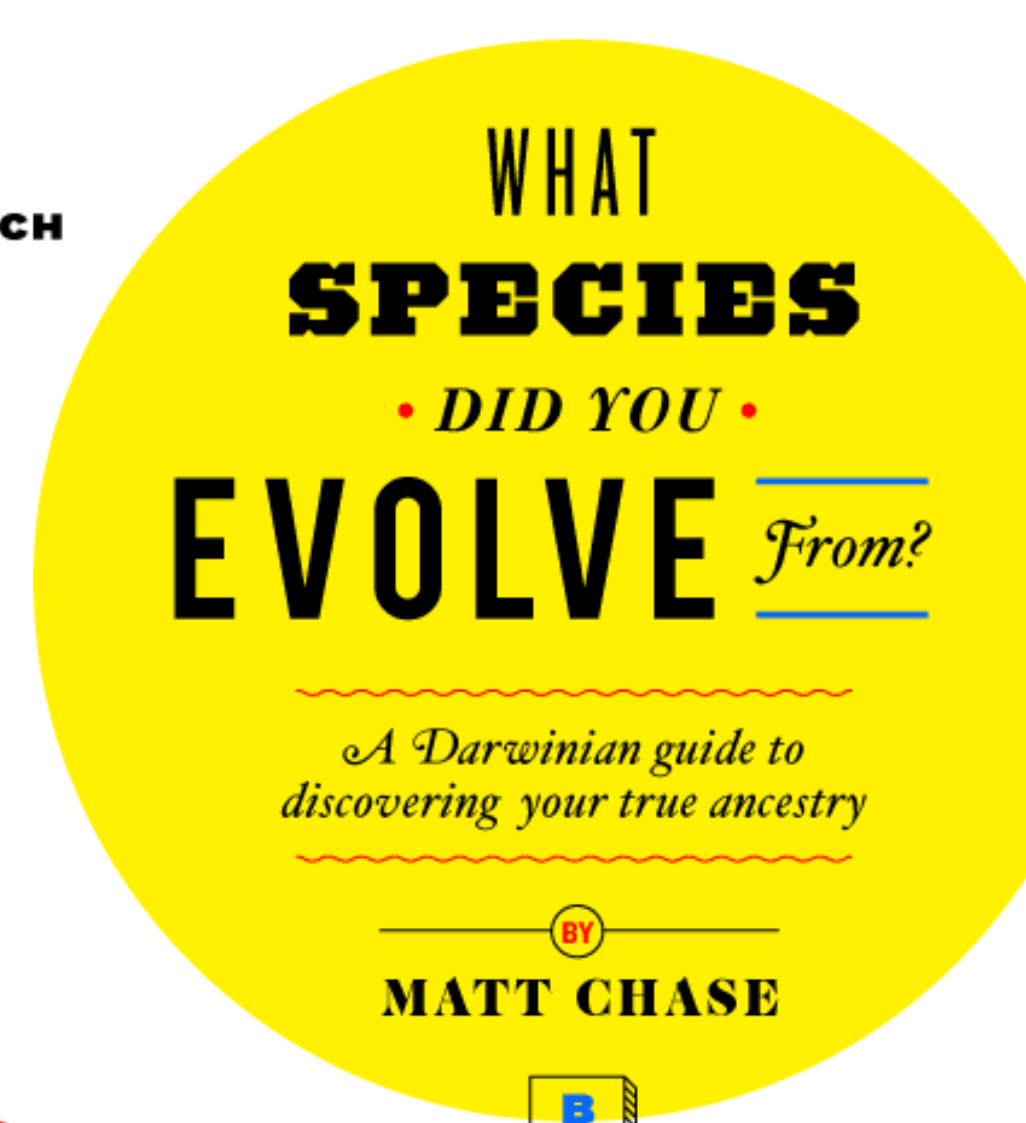
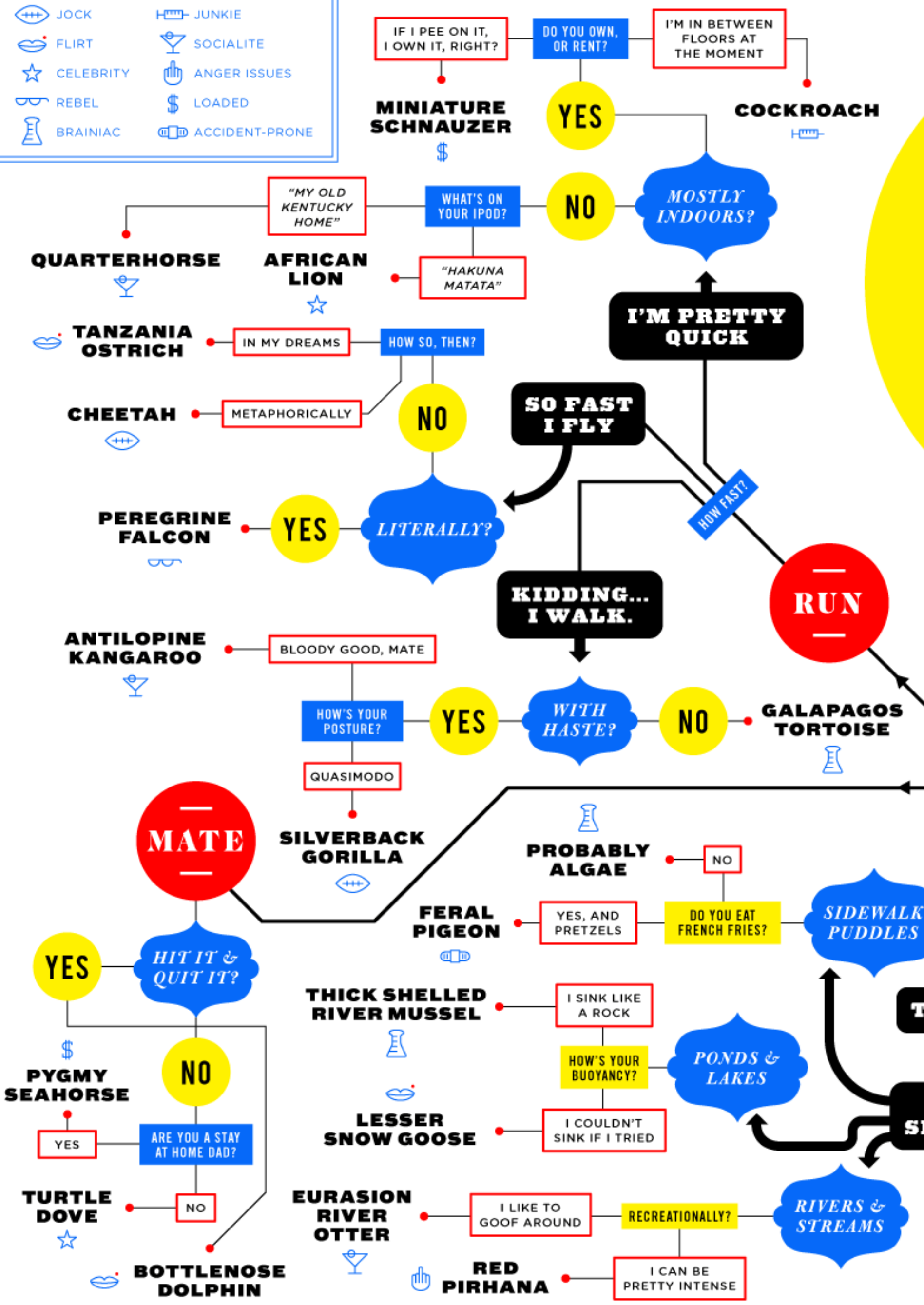
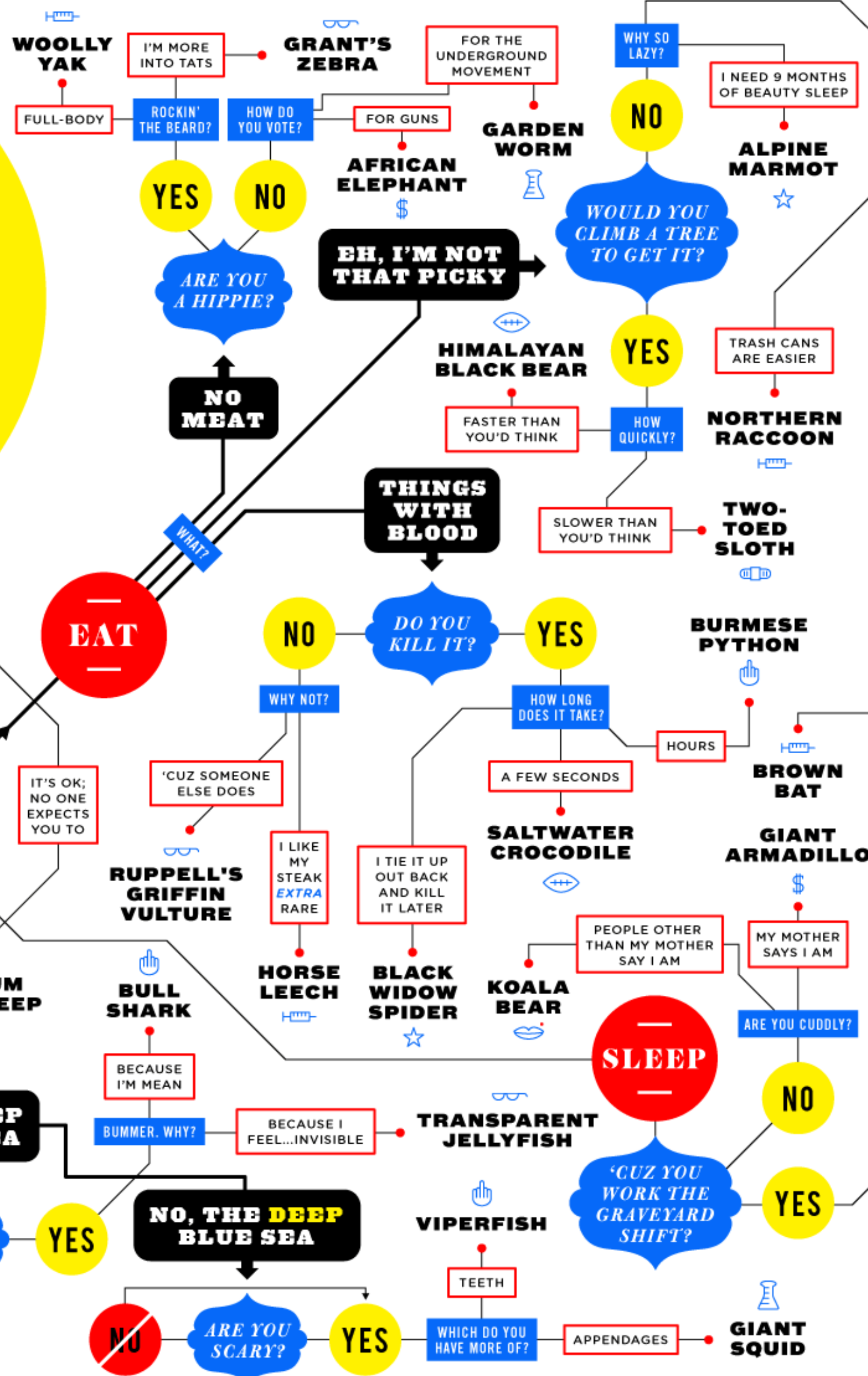
WHAT SPECIES DID YOU EVOLVE From?

A Darwinian guide to discovering your true ancestry

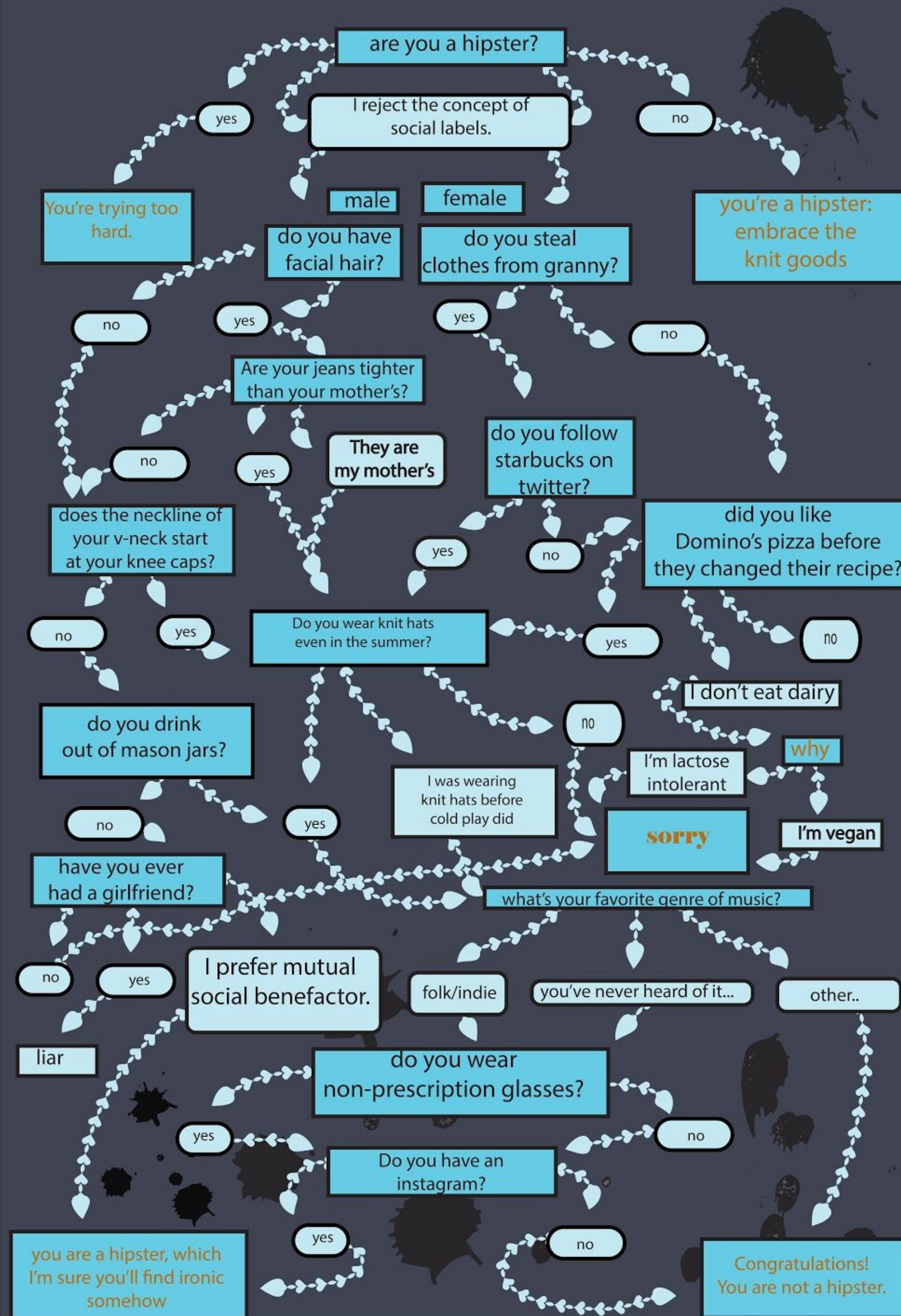
BY MATT CHASE

BEGIN

My FAVORITE THING TO DO IS



Are you a hipster?



informatie

Veel komt van ver

Om de gemiddelde Nederlander een jaar lang te laten consumeren, is een oppervlakte van 0,6 hectare nodig. Dit komt in totaal neer op 10 miljoen hectare voor voeding, hout, katoen en dergelijke.

De opbrengst per hectare landbouwgrond is hoog, als het gaat om Nederlandse productie. Daar liggen twee redenen aan ten grondslag. Ten eerste beschikt Nederland in eigen land over vruchtbare agrarische gronden. Ten tweede behoort de Nederlandse landbouwtechnologie tot de wereldtop.



Per Nederlander is 0,6 hectare nodig. Dat is iets minder dan een UEFA voetbalveld



Voor alle Nederlanders betekent dat een oppervlakte van 3 keer Nederland

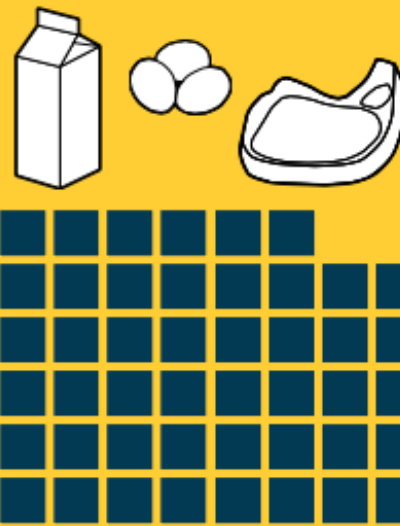


De meeste gronden voor Nederlandse consumptie liggen buiten Nederland

Voor de Nederlandse consumptie van plantaardige voedselproducten is 1,8 miljoen hectare grond nodig.



Voor de Nederlandse consumptie van vlees, zuivel en eieren is, middels veevoerteelt, 2,3 miljoen hectare grond nodig.



■ = 50.000 hectare



West-Europa



Zuid-Amerika



Noord-Amerika



Nederland



Centraal-Europa



Azië



Afrika



Rusland



1963

The band: Mick Jagger, Keith Richards, Charlie Watts, Brian Jones and Bill Wyman.



1968

Brian Jones is unable to continue with the band due to drug abuse.



1969

Mick Taylor replaces Brian Jones on the line-up a month before Jones dies.



1974

Mick Taylor quits the band, being replaced by Faces guitarist Ronnie Wood.



The current line-up: Mick Jagger, Keith Richards, Charlie Watts and Ronnie Wood.

1964 - 1965



The Rolling Stones
April 16, 1964



12 X 5
October 17, 1964



The Rolling Stones #2
January 15, 1965



The Rolling Stones, Now!
February 13, 1965



Out of Our Heads
September 24, 1965



1965 - 1968



December's Children
December 4, 1965



Aftermath
April 15, 1966



Between the Buttons
January 20, 1967



Their Satanic Majesties Request
December 8, 1967



Beggars Banquet
December 6, 1968

1969 - 1974



Let It Bleed
December 5, 1969



Sticky Fingers
April 23, 1971



Exile on Main St.
May 12, 1972



Goats Head Soup
August 31, 1973



It's Only Rock 'n' Roll
October 18, 1974



1976 - 1983



Black and Blue
April 23, 1976



Some Girls
June 9, 1978



Emotional Rescue
June 20, 1980



Tattoo You
August 24, 1981



Undercover
November 7, 1983

1986 - 2005



Dirty Work
March 24, 1986



Steel Wheels
August 29, 1989



Voodoo Lounge
July 11, 1994



Bridges to Babylon
September 29, 1997



A Bigger Bang
September 5, 2005

Did you know?

The Rolling Stones started off as the band **Little Boy Blue and the Blue Boys**. After founders Ian Stewart and Brian Jones joined the group, Jones

named the band The Rollin' Stones to pay tribute to 'Rollin' Stone' by Muddy Waters.

Their first international number 1 hit 'Satisfaction' is still #2 on the Rolling Stone 500 Greatest Songs of All Time list.

Lifetime Achievement Award in 1986 and Best Rock Album of the Year in 1995 for Voodoo Lounge



DE GENTSE FEESTEN IN CIJFERS

Dit jaar verwachten de Gentse Feesten

1.300.000

bezoekers, of gemiddeld zo'n 100.000 per dag

ETEN EN DRINKEN

48

EETSTANDEN

2.819

M² EXTRA TERRAS

39

BIJKOMENDE
TAPINSTALLATIES

SANITAIR

153

TOILETPOTTEN
(33 MEER DAN VORIG JAAR)

€120

BOETE VOOR
WILDPLASSEN
(IN 2014 NOG €60)

70

KROSSUNITS
(URINOIRS VOOR 4 MANNEN)

VEILIGHEID

193

AGENTEN
PER DAG

26

CAMERA'S

230

PERSONEELSLEDEN
BRANDWEER

MOBILITEIT

3.403

EXTRA FIETSPAR-
KEERPLAATSEN

4.000

PARKEERPLAATSEN
AAN THE LOOP

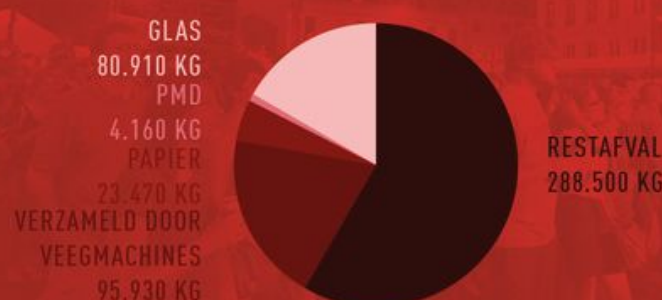
192.800

MENSEN MET DE
TRAM (IN 2014)

AFVAL

492.970

KG AFVAL (IN 2014)



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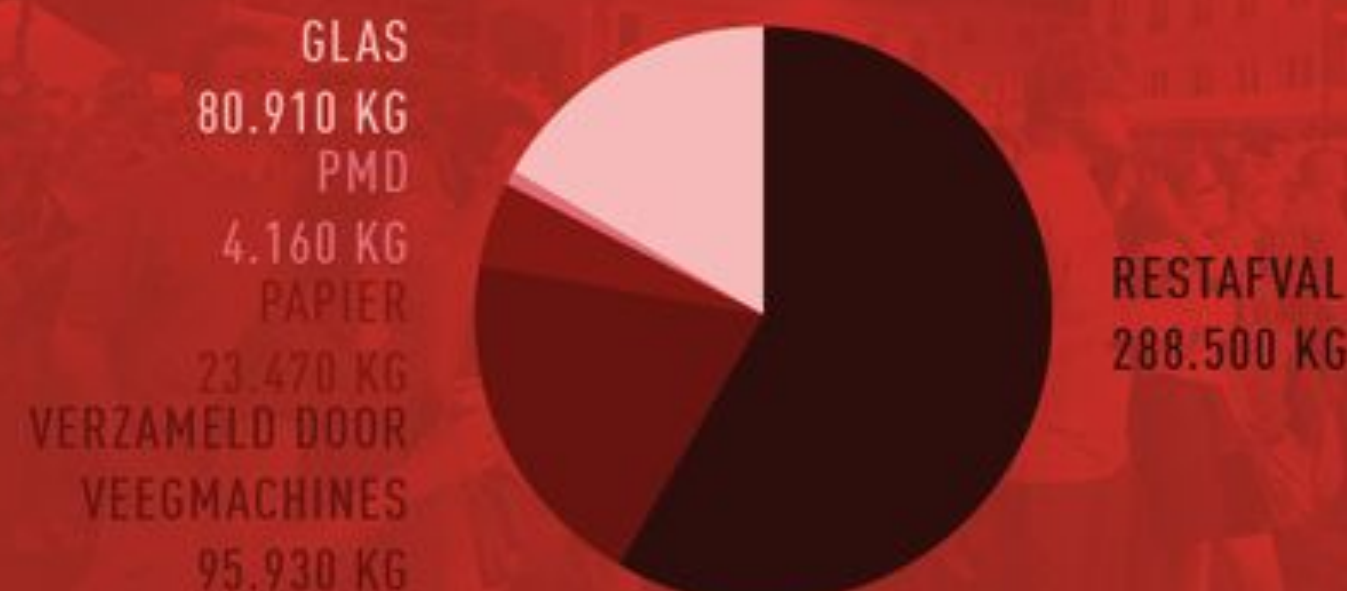
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GOING HYPER-LOCAL

How Sponsoring an Event (Like Goat Yoga or a Garlic Festival) Can Grow Your Business

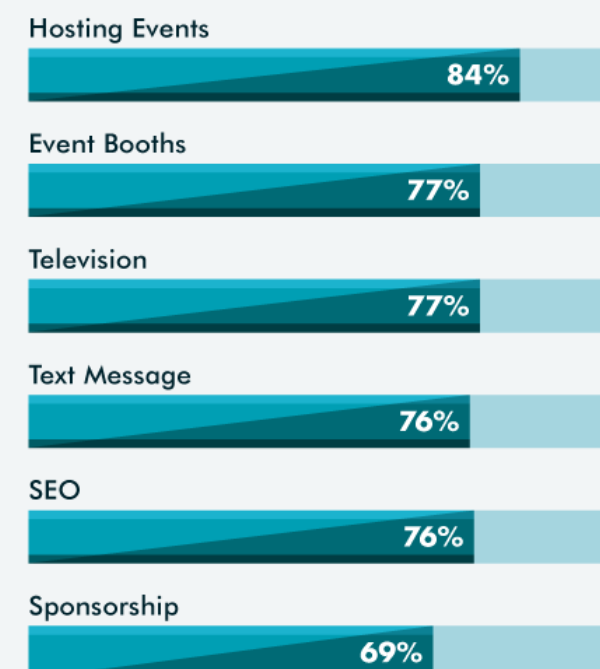


CORPORATE SPONSORSHIP is one of the most effective marketing channels, but most business haven't tried it

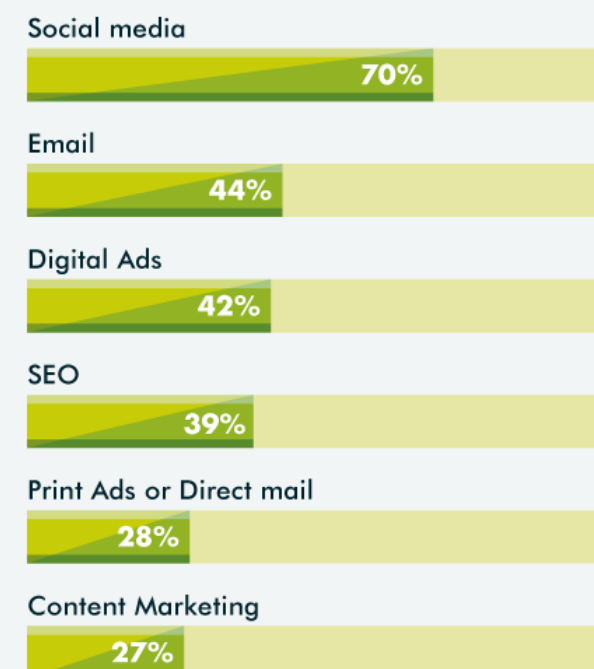
Micro-target Local CONSUMERS

Most effective channels for local marketing*

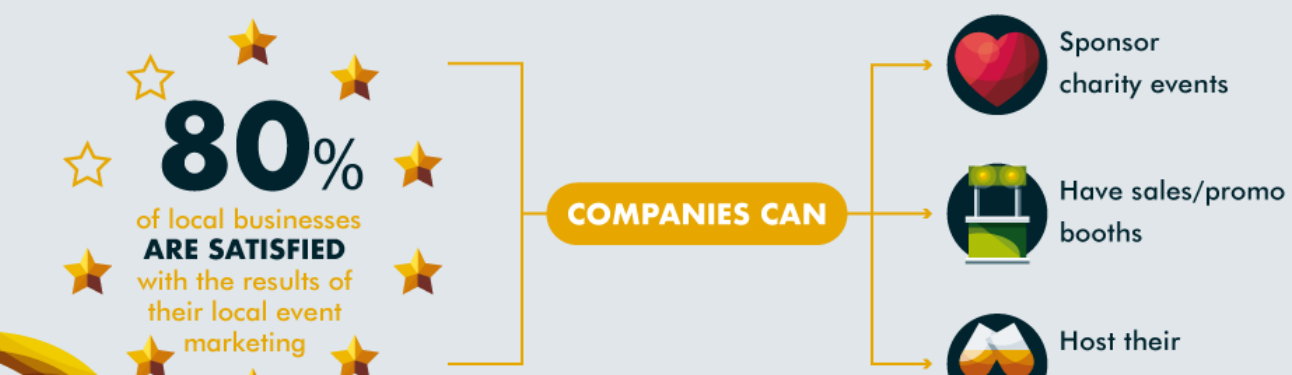
*Based on the 2017 BrandMuscle Effectiveness Index



Marketing channels most used by businesses



HOW EVENT SPONSORSHIP WORKS



YOU CAN SPONSOR ANY KIND OF LOCAL EVENT
A SATURDAY MORNING 5K, CHILDREN'S LITTLE LEAGUE,
OR A LOCAL CHARITY PICNIC

Events attract people who are ready to buy, sorting out the "window-shoppers"

2016-2017, companies who used event marketing saw, on average



BUDWEISER SPONSORS THE ANNUAL DUCK TAPE FESTIVAL IN AVON, OHIO, WHICH FEATURES THE DUCK TAPE PARADE AND A DUCK TAPE FASHION SHOW

IN 2017, SEARCHES FOR "STORES OPEN NOW" OR "FOOD OPEN NOW" MORE THAN DOUBLED — HELP CUSTOMERS FIND YOUR BUSINESS

Build Local SEARCH VISIBILITY

HOW LOCAL SEO WORKS

SEO gets your website seen across the entire internet and targets an audience closer to home



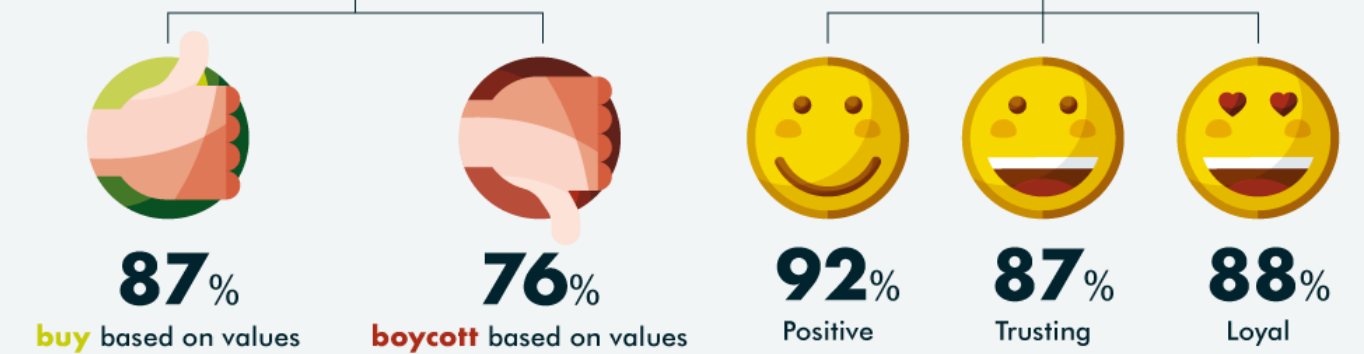
Promote YOUR VALUES

WHEN PURCHASING A PRODUCT, MOST AMERICANS CONSIDER THE COMPANY'S VALUES

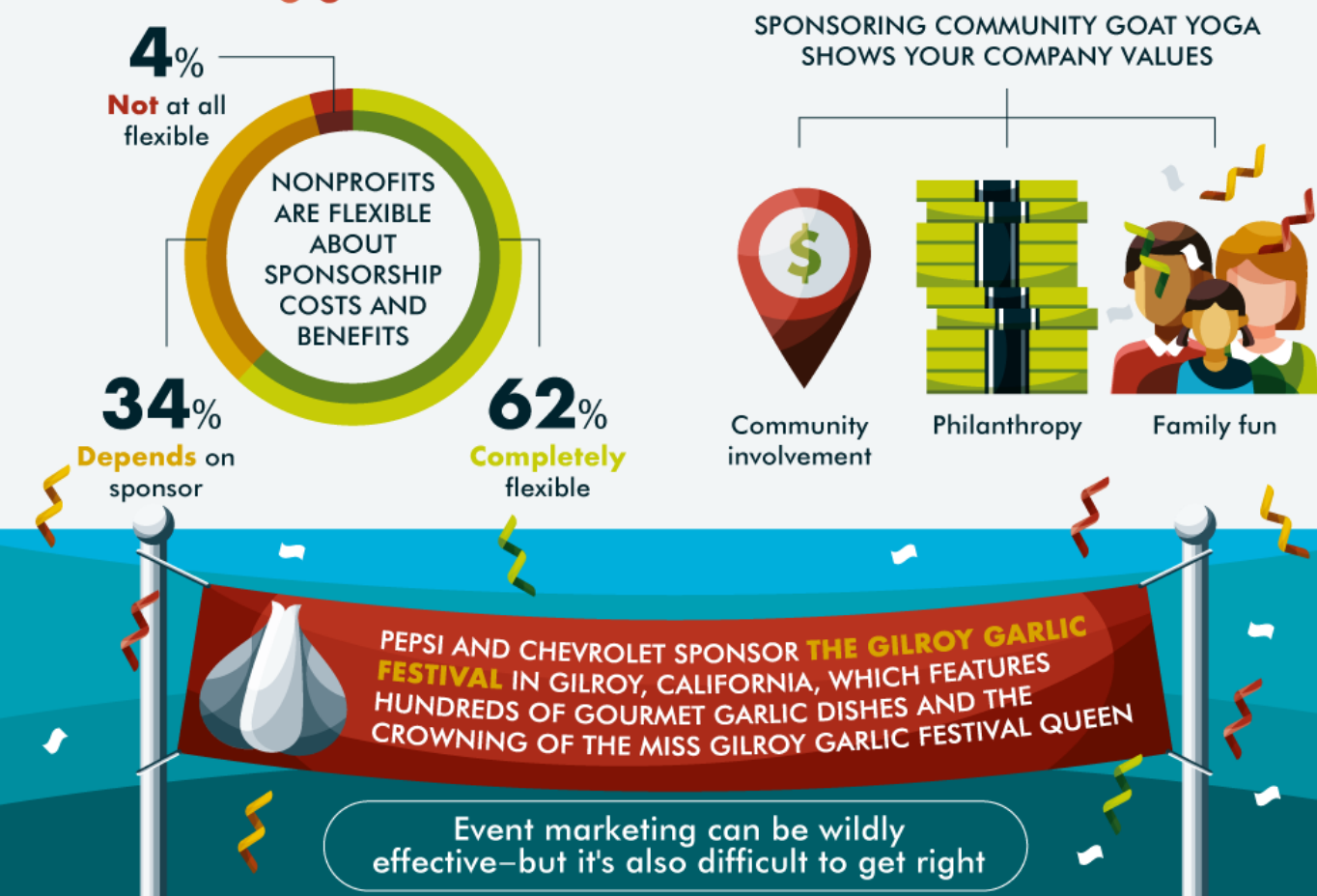
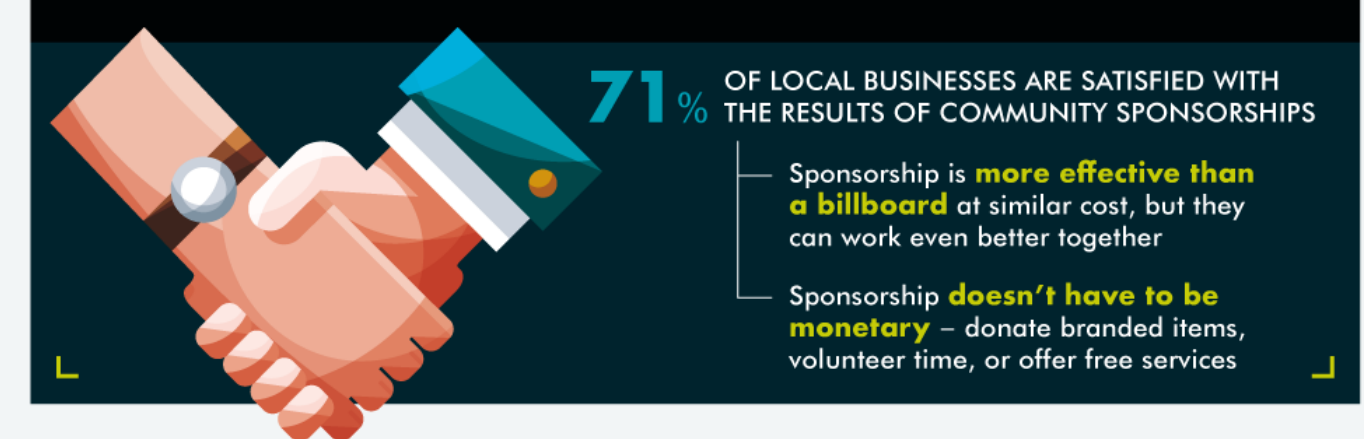
WHEN PURCHASING A PRODUCT, MOST AMERICANS CONSIDER THE COMPANY'S VALUES

Consumers support or reject companies based on the positions they advocate

When companies support issues they care about, people are more likely to feel



HOW CORPORATE SPONSORSHIP WORKS



Get the BEST RESULT

Companies give more than \$17 billion to nonprofits each year, but nonprofits find it difficult to

Maximize your investment by sponsoring the right event



16

BLOCKCHAIN DISRUPTIONS

Blockchain is one of the most revolutionary technologies to emerge in recent years. Many experts believe it will change our world in the next 20 years, as much as the internet has over the last two decades. Let's find out how businesses from top industries use blockchain technology.

WHAT IS BLOCKCHAIN TECHNOLOGY?

BLOCKCHAIN TECHNOLOGY

It is a decentralized ledger of all transactions across a P2P network.

HOW BLOCKCHAIN TECHNOLOGY WORKS

- Transaction request
- Broadcast to a P2P network
- Validation of the transaction and the users status
- Combining the verified



Combining the verified transaction with another one to add a new block of data



Transaction is marked complete

WHY USE IT?

Using blockchain technology participants can confirm transactions without a need for a central clearing authority.

BLOCKCHAIN PROPERTIES



Mutual & Distributed
Owned equally by all.



Ledger
They are immutable
tamper proof records.



Public
Anyone can read and make
legitimate changes to the
chain/records.

WHY BUSINESSES SHOULD USE BLOCKCHAIN TECHNOLOGY

BENEFITS



Time & cost
efficiency



Fraud
reduction

BENEFITS



Time & cost
efficiency



Fraud
reduction



Security



Smart
contracts



Transparency



Privacy



Records
keeping

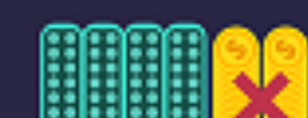


Decentral
ization

BLOCKCHAIN ENHANCES BUSINESS PERFORMANCE



Blockchain reduces the
costs of the total amount
for cross-border payments
by 2%-3%



Blockchain storage costs
can reduce the price of
cloud computing up to
50%-100%.



70% potential cost
savings on business
operations.

ADOPTION



9 out of 10 agree that blockchain
will disrupt the banking and
financial industry.

One-third of C-level executives are
considering adopting or are using
blockchain technology.



15%
15% of healthcare
applications have adopted
blockchain for commercial
deployment in 2017.

80%
80% of bankers
expect to see
commercial adop-
tion of blockchain
technology by 2020.



13%
13% of senior IT leaders say that
they have a clear plan to use
blockchain for their business.

INTERESTING FACT

Microsoft and Accenture teamed up to create a
prototype Blockchain based ID system for a
United Nations project aimed at providing
legal identification to more than 1B people in
the world in 2018.

A LOOK AT HOW COMPANIES USING BLOCKCHAIN TECH

1 BANKING



BENEFIT



Faster
transactions



Improve
security

IMPLEMENTATION FACTS

90% of major North American
and European banks are
exploring blockchain solutions.

Blockchain's
reducing ba-
costs is 30%



GANGNAM STYLE...

The 5 basic steps

tijdslijnen & stappenplannen

The sudden explosion of a South Korean entertainer

world on fire and has a set sequence. We simplify them for your perusal

★ When to use the steps during the chorus ★

Step 1

ahhhh... Gangnam style...

Step 2

Oh, oh oh oh oh, Oppa is Gangnam style...

Step 2

ahhhh... Gangnam style... Oh, oh oh oh oh, Oppa is Gangnam style...

Step 3 or Step 1 (in the last chorus)

Eeeehh- Sexy Lady...

Step 1 or Step 2 (in the last chorus)

Oh, oh oh oh oh, Oppa is Gangnam style...

Step 4

Eeeehh- Sexy Lady oh oh oh oh.

Step 5 (only at the end)

Oppa is Gangnam style.

Step 1

Riding the horse



Footsteps



Step 2

Lassoing the sexy lady



Footsteps



Step 3

Now everybody is looking at me



Footsteps A



Footsteps B



Step 4

Combine a few 'sexy' moves



Step 5

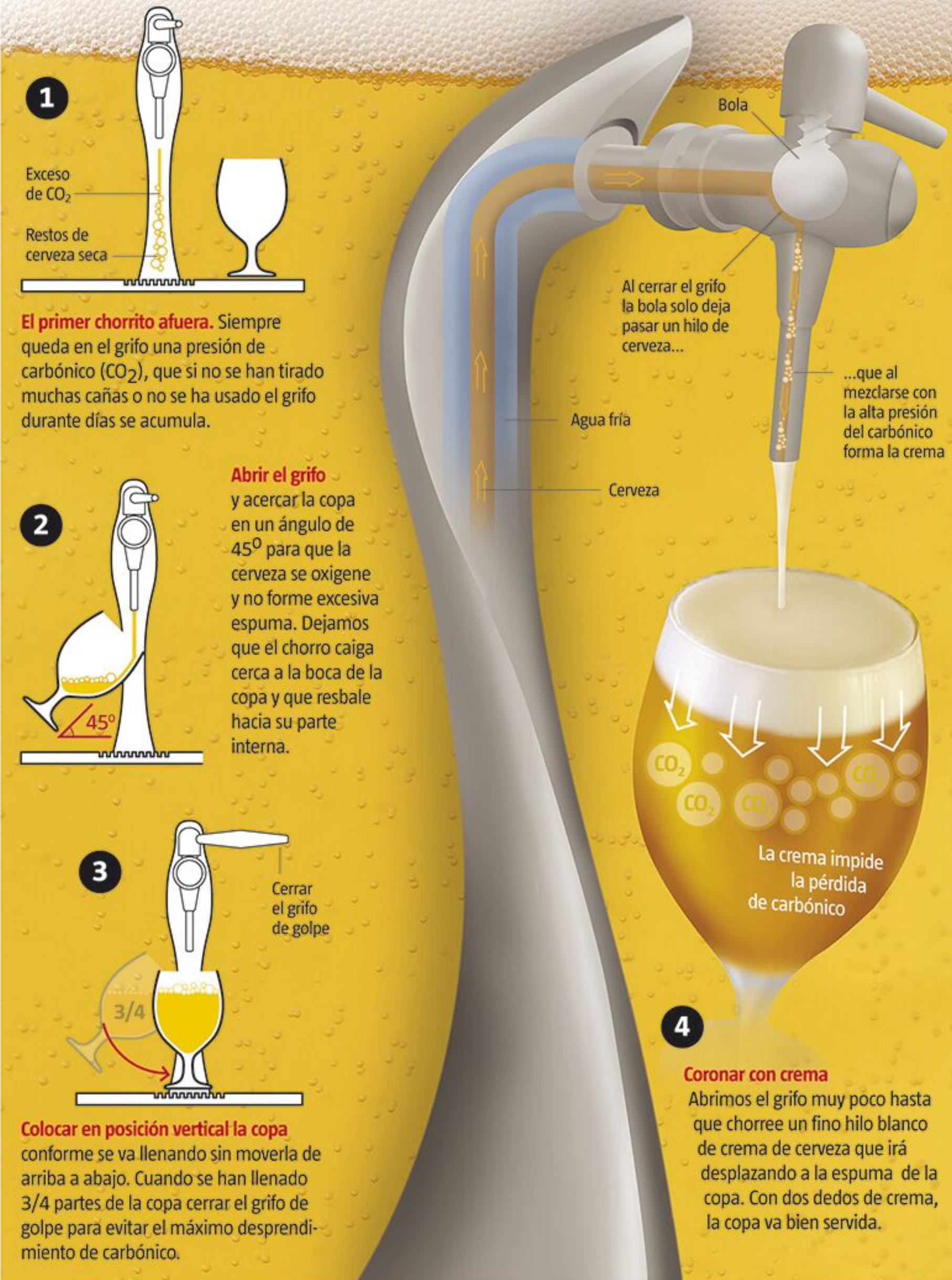
Finish with a cool pose



Spread your arms and raise your right leg (position A). Now get down quickly on your right leg and flex the left one. Now rotate your right arm and with your hand touch your chin doing a "L" shape with your thumb and index fingers (position B)

La caña... bien tirada por favor

No es solamente un ritual o ceremonia de “pub irlandés”, es la forma correcta de oxigenar la cerveza de barril y proteger sus virtudes. Una caña bien tirada tiene el sabor más intenso por la textura de la crema que mantiene mejor sus cualidades organolépticas

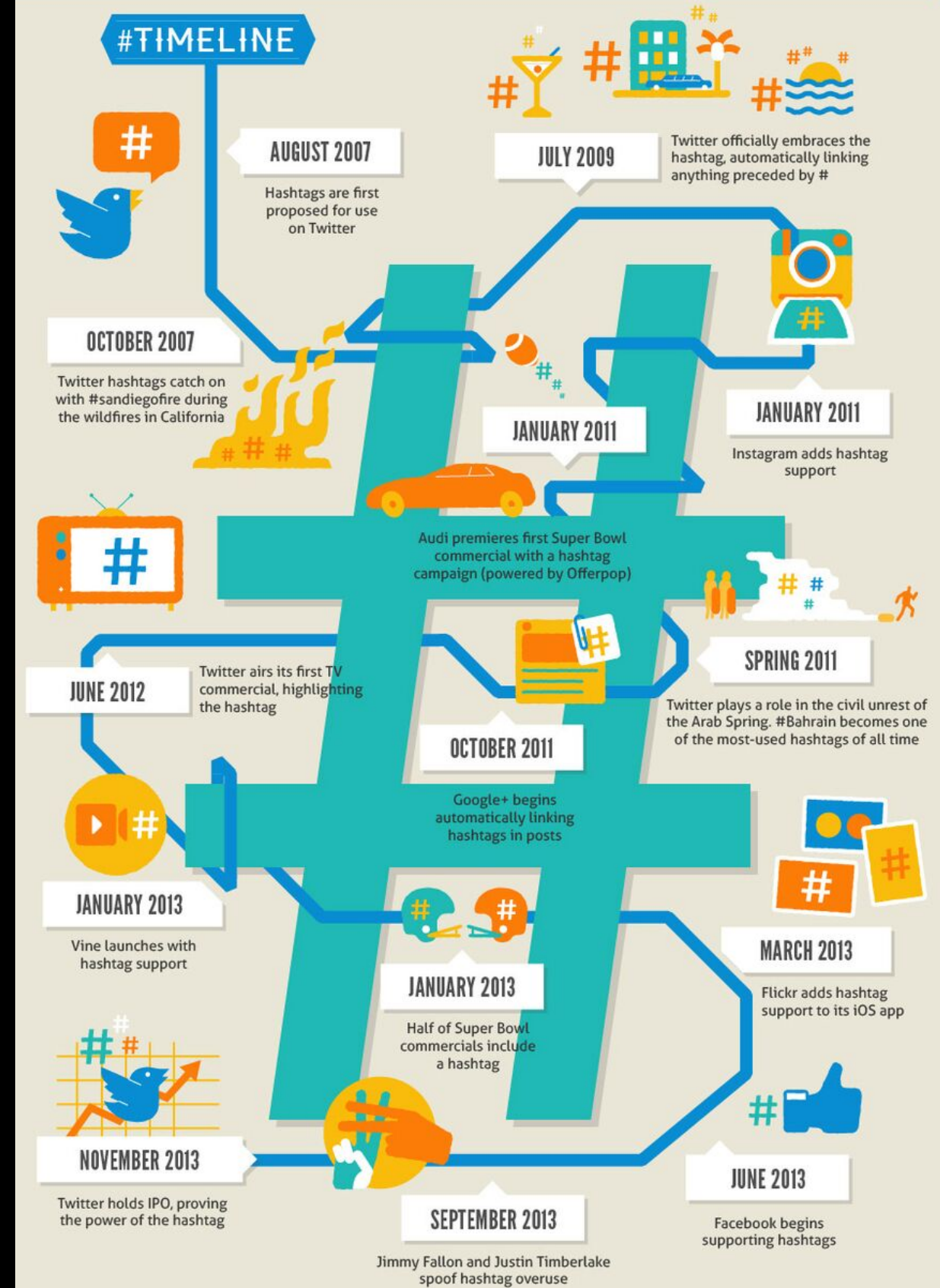


Fuente: Cervecería Damm

Infografía Ernesto Olivares

HISTORY OF #HASHTAGS

Twitter transformed the # symbol from humble pound sign to hyperlinked verb. Today it serves as a social media shorthand for message targeting and optimization.



#USERS

WHO USES HASHTAGS AND WHY

MORE THAN
70%
of people use hashtags on mobile

COMPARED WITH
30%
on desktop and laptop computers

TWEETS THAT CONTAIN HASHTAGS ARE...

55%
more likely to be retweeted than Tweets that don't

MORE THAN
50%
of users would share hashtags more often if they knew advertisers awarded discounts for using them

#USES

TURN # INTO \$ WITH HASHTAG SAVVY

BUILD A BRAND
Define a hashtag to get people talking about your brand

RUN A CAMPAIGN
Create a campaign-specific hashtag to generate unique user content

FOLLOW TRENDS
Make content relevant to trending hashtags to get noticed

offerpop

SOURCES: AdAge, Buffer official blog, BusinessToCommunity.com, Facebook Newsroom, HubSpot, Marketing Land, Mashable, Media Shower, Official Vine blog, PetaPixel, RadiumOne, YouTube.

Special thanks to Beutler Ink



8 copy



9 design



