

3/4

Créer des infographies

pour communiquer ses chiffres

Atelier de l'information n°34 - 21/5/2013 - Jessica Jouffroy & Jean-Michel Mermet

% of students
think tablets

Le but des infographies est de transmettre rapidement des informations longues ou complexes à décrire par des textes ou des images isolées. Ce mode de transmission combinant des éléments de design graphique peut éclairer le lecteur et l'aider à appréhender les problèmes d'une nouvelle manière.

Le but des infographies 

est de transmettre rapidement 

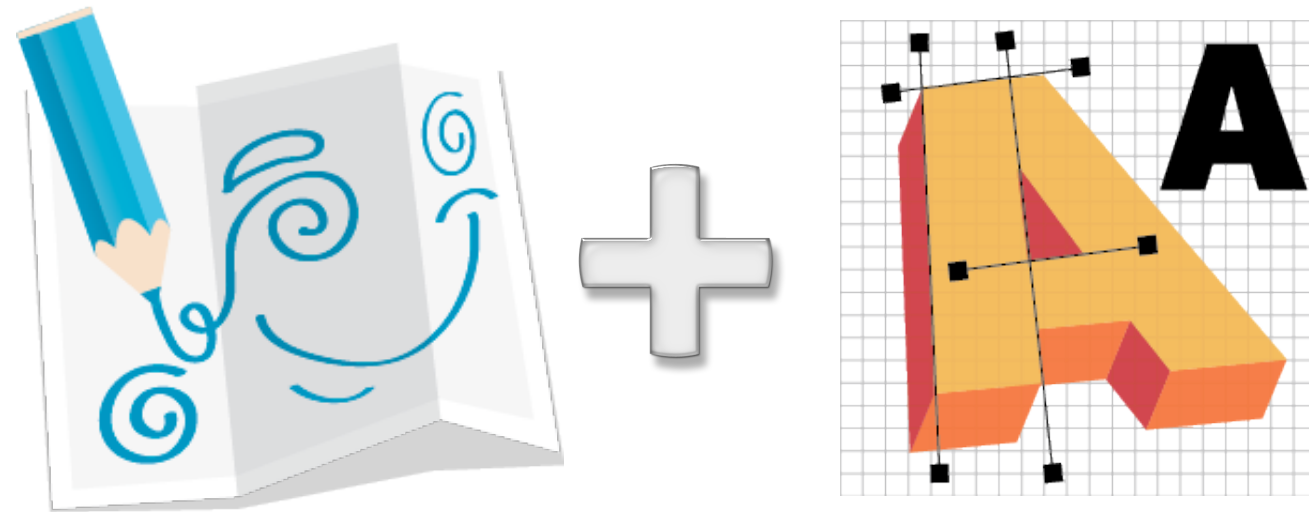
des informations longues  ou complexes à décrire


par des textes  ou des images isolées.



Ce mode de transmission...


...combinant des éléments de design graphique



peut éclairer le lecteur  et l'aider à appréhender

les problèmes  d'une nouvelle manière.





Grands principes
des infographies

Les données à illustrer

bien choisir les données
qu'on veut illustrer



Bien vérifier les données
qu'on veut illustrer



bien comprendre les données
qu'on veut illustrer



rendre crédit



ncipes
phies

L'histoire

rendre crédit



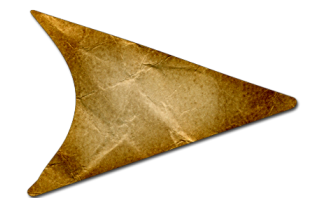
définir son but



trouver un fil conducteur



prévoir un sens de lecture



travailler sur la progression



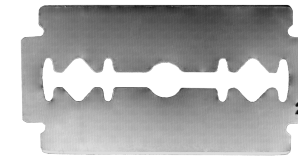
avoir une idée AVANT
de commencer



être original



rester concis



rester clair



être attractif



Le style

Le style

utiliser les couleurs



varier son style



utiliser sa créativité



utiliser la typographie



rester simple





- Create
- From a Color
- From an Image
- Themes
- Community
- Pulse BETA
- Links

- Select a Rule
- Analogous
 - Monochromatic
 - Triad
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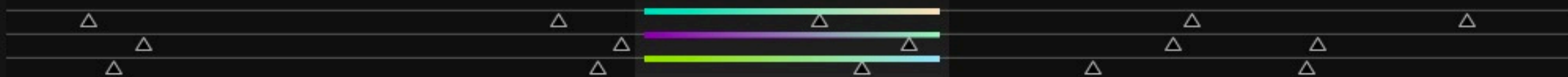
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 CMYK 43 0 23 57
 LAB 43 -22 9
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 RGB 197 251 231
 CMYK 22 0 8 2
 LAB 95 -21 4
 HEX C5FBE7

HSV 148 34 90
 RGB 151 229 188
 CMYK 34 0 18 10
 LAB 85 -33 12
 HEX 97E5BC

HSV 49 42 79
 RGB 201 185 116
 CMYK 0 8 42 21
 LAB 75 -4 37
 HEX C9B974

HSV 4 83 66
 RGB 168 38 29
 CMYK 0 77 83 34
 LAB 37 52 38
 HEX A8261D

Grands principes des infographies

Le type



La classification périodique



la carte géographique



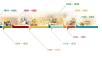
le diagramme de Venn



l'organigramme



le nuage de mots



la ligne de temps



le mindmap



les éléments proportionnels



le diagramme en barre



le diagramme en camembert



le radar



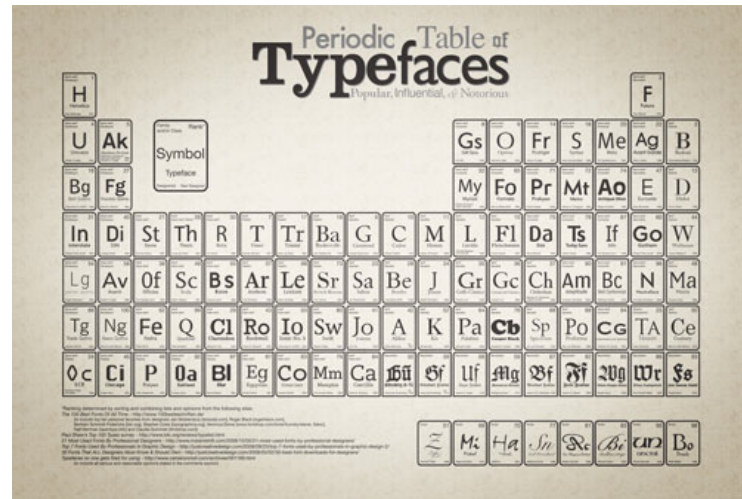
le tableau



le jeu de l'oie



la bande dessinée



La classification périodique



la carte géographique



le diagramme de Venn



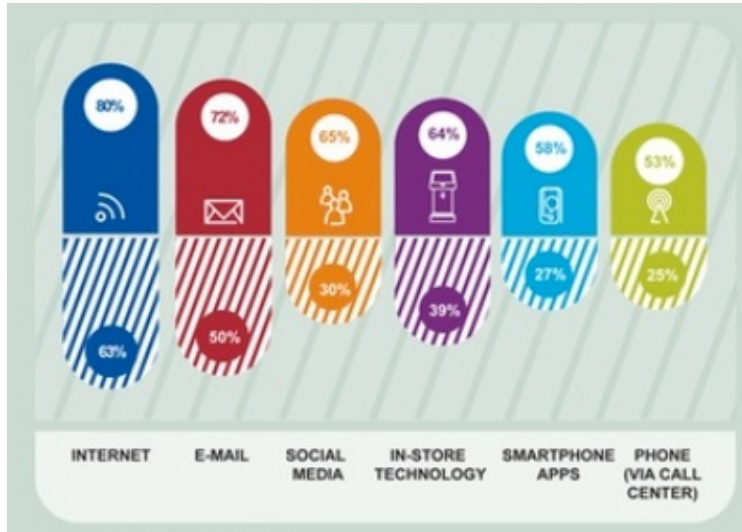
l'organigramme



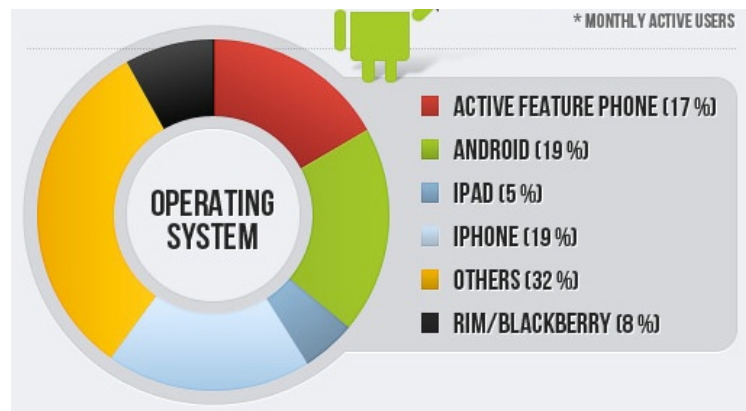
le mindmap



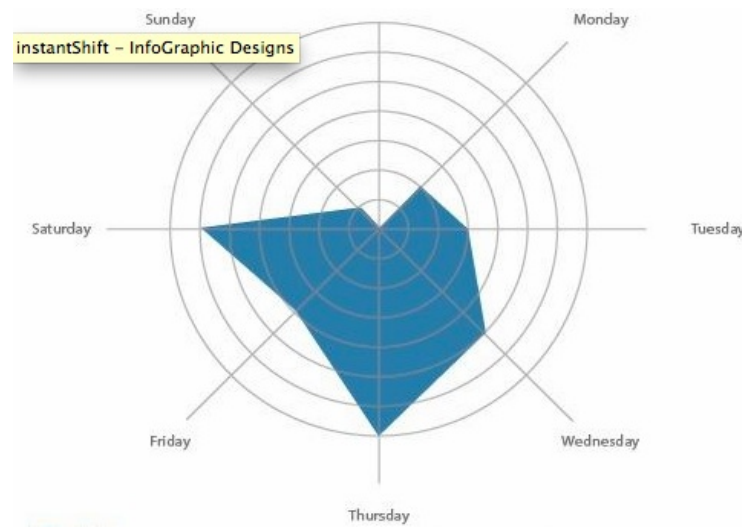
les éléments proportionnels



le diagramme en barre



le diagramme en camembert



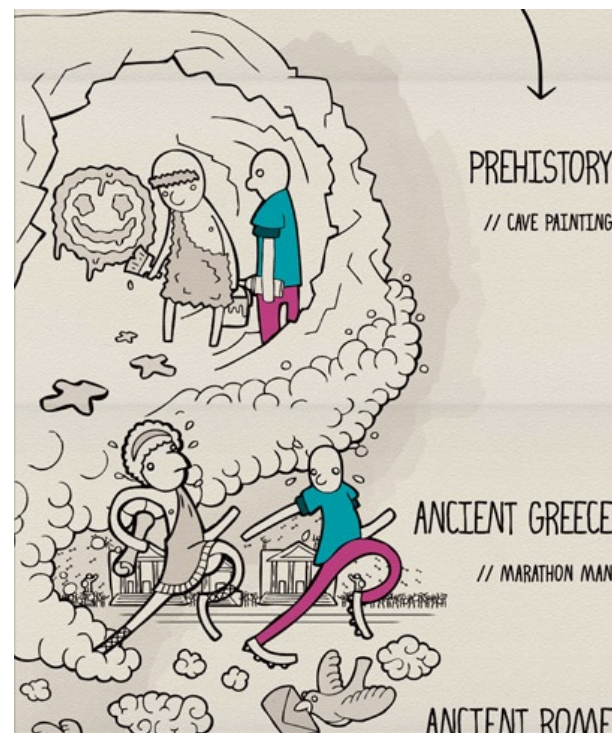
le radar



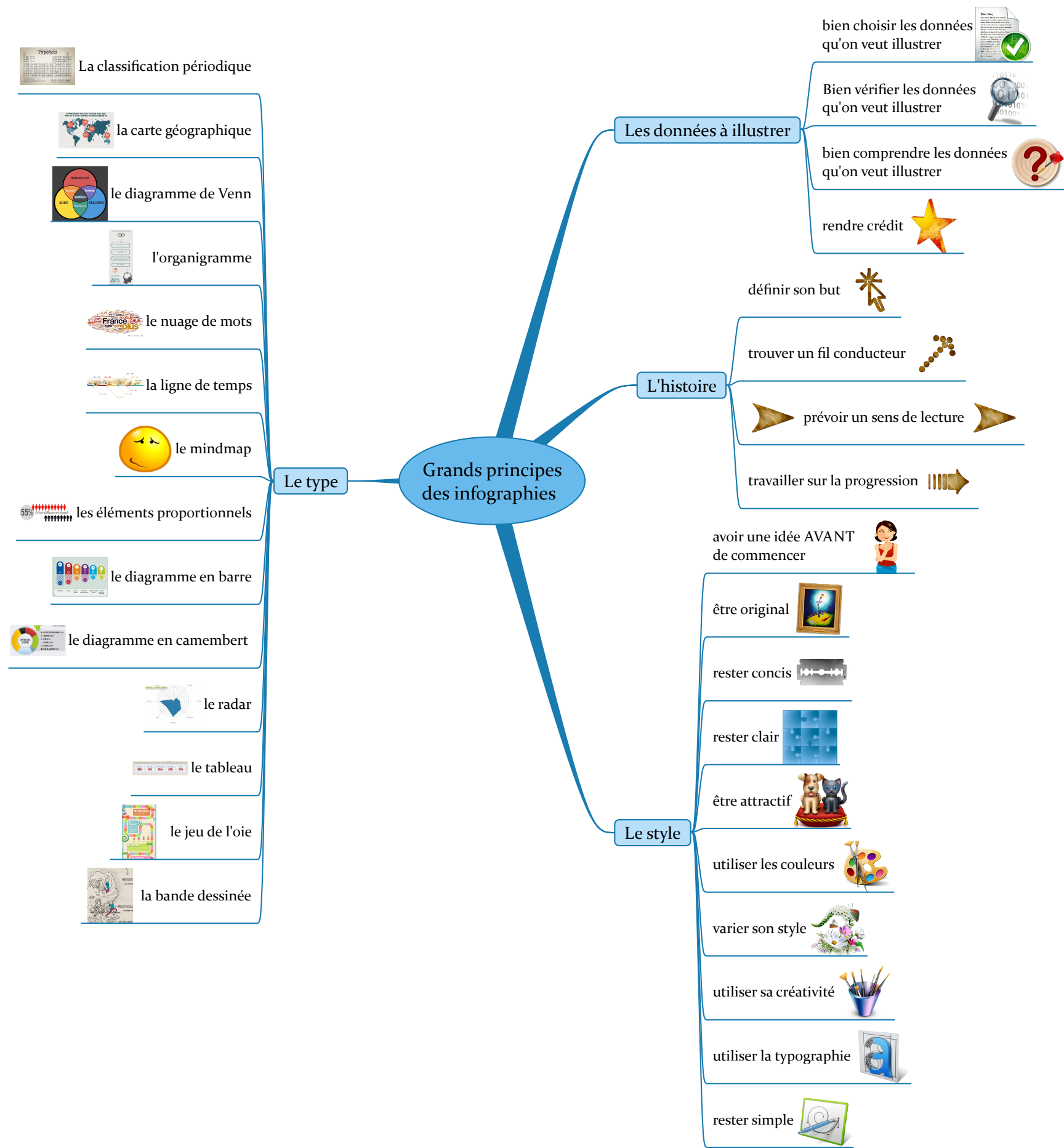
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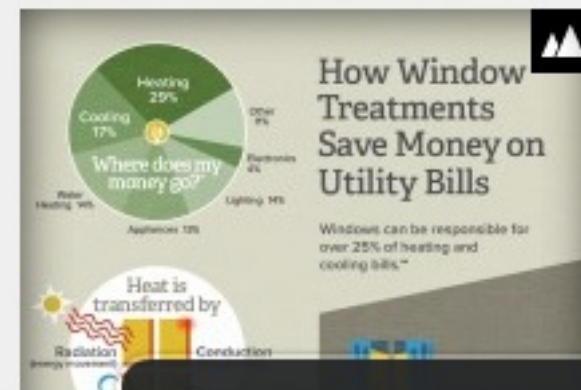
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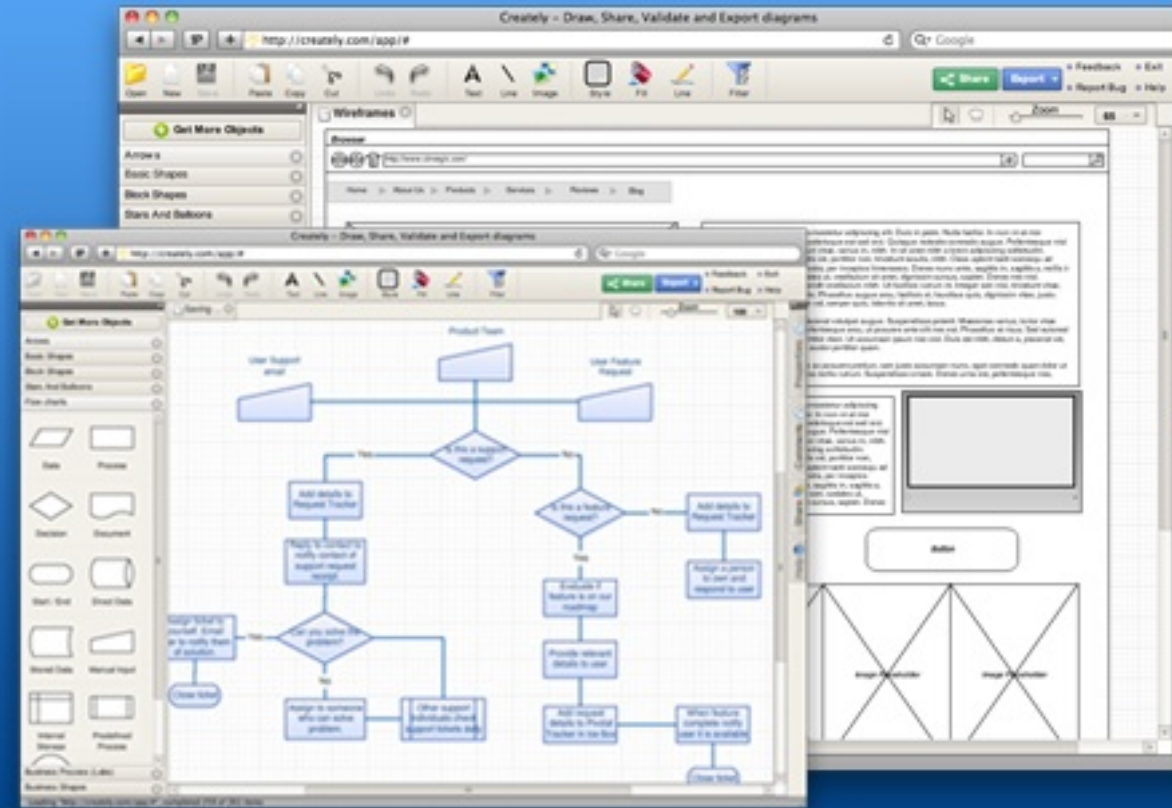
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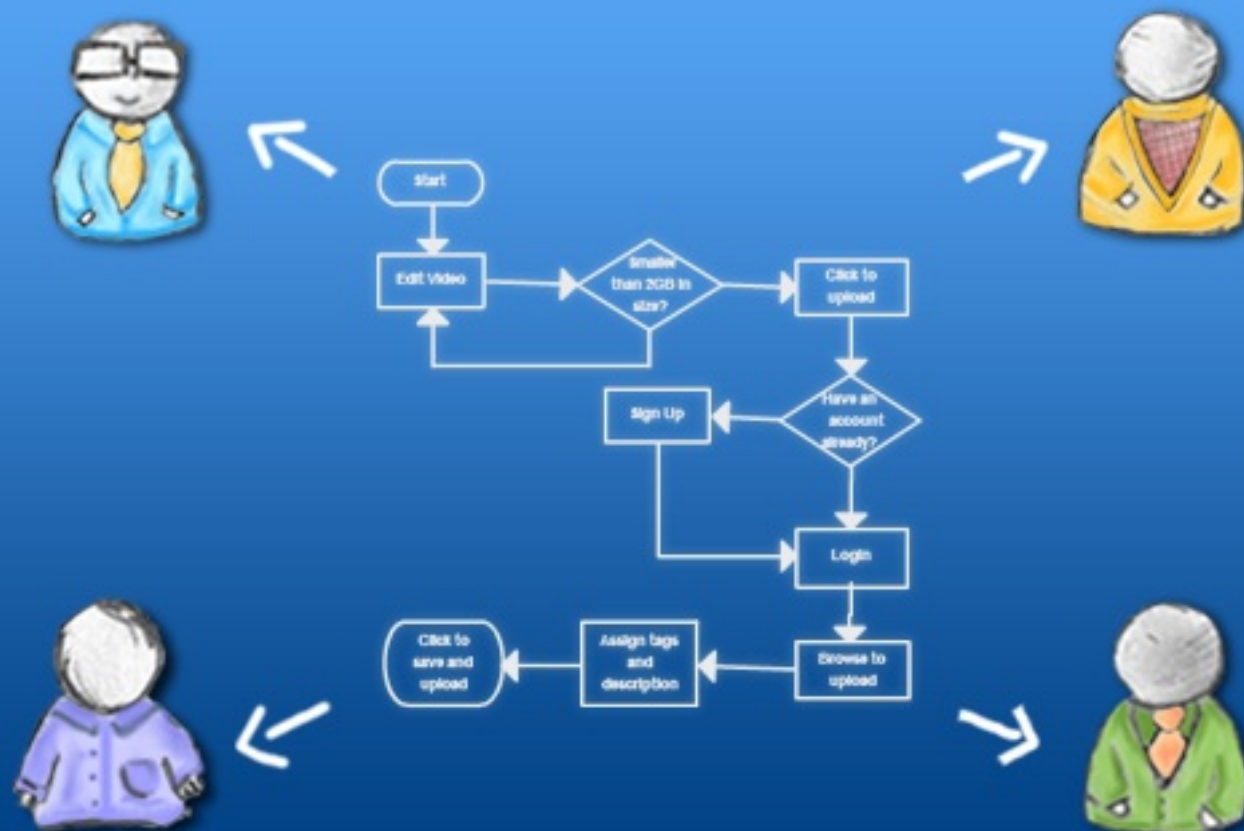

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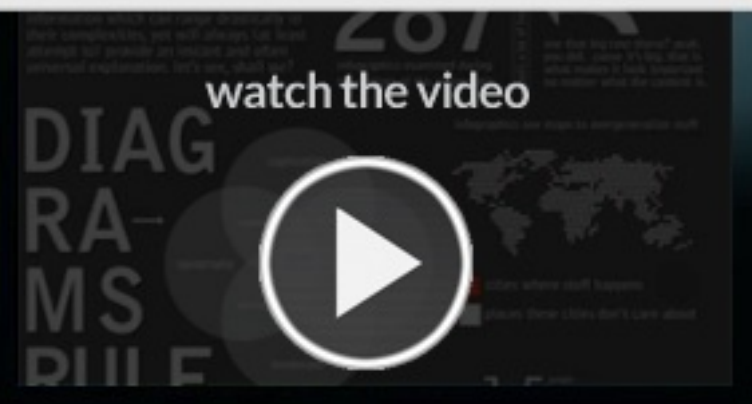
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Smart diagrams and objects suggests connectors, draws as you type and adds data to your diagrams.

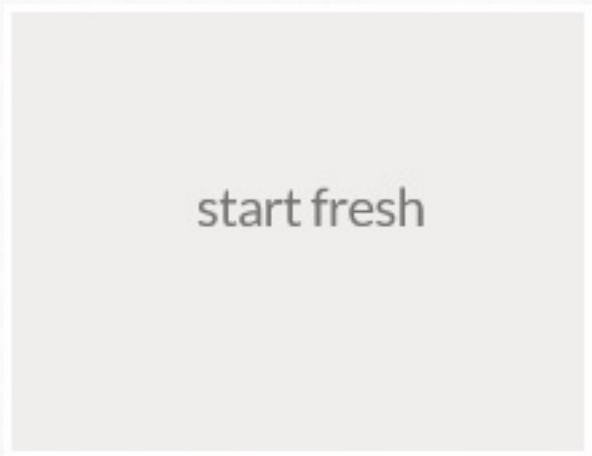
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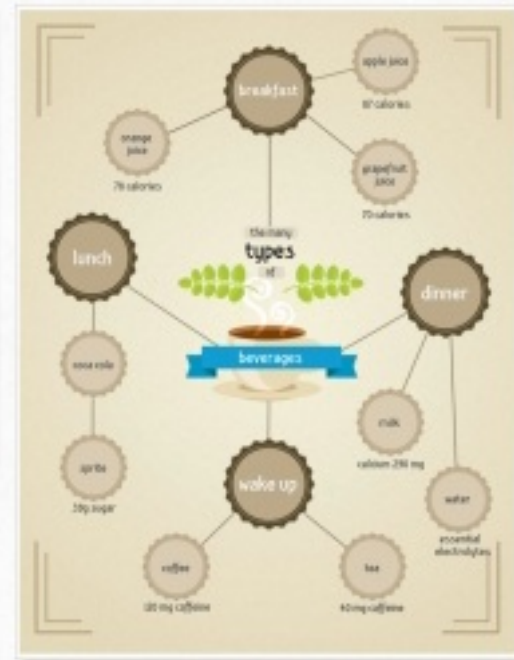


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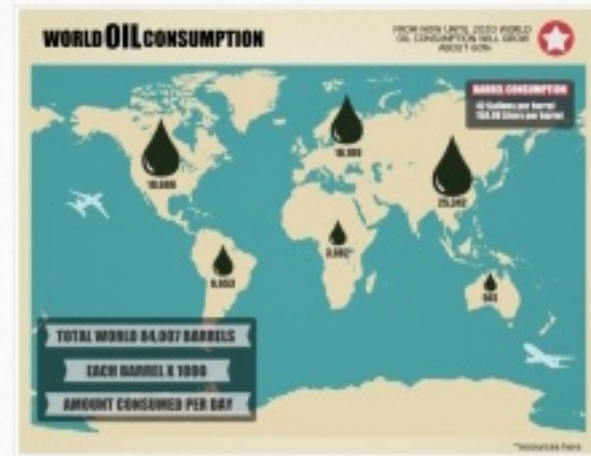
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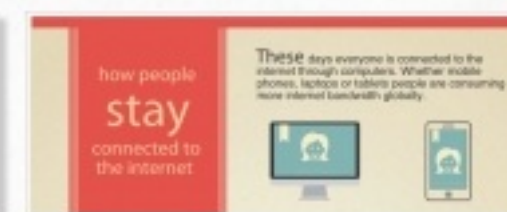
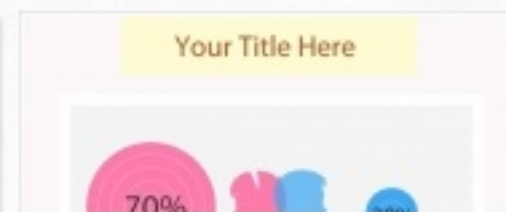
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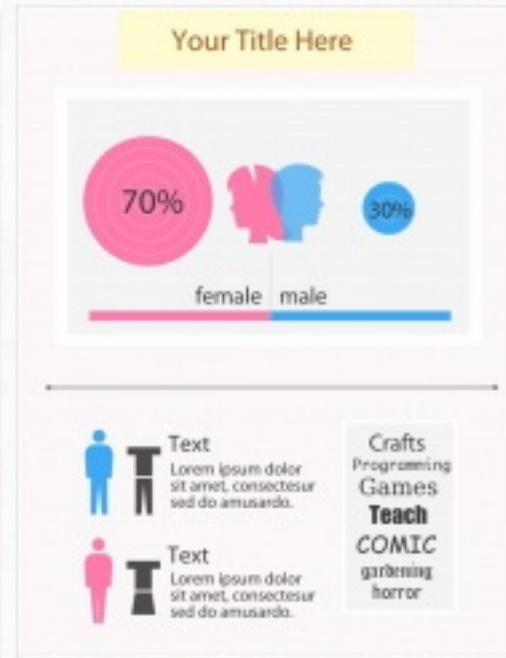
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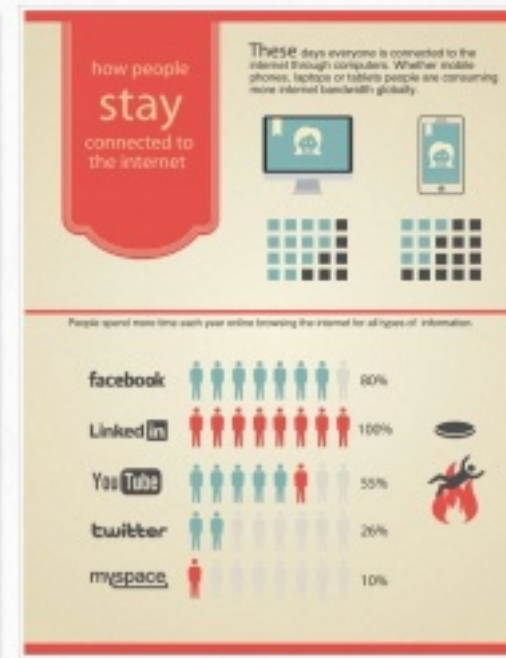
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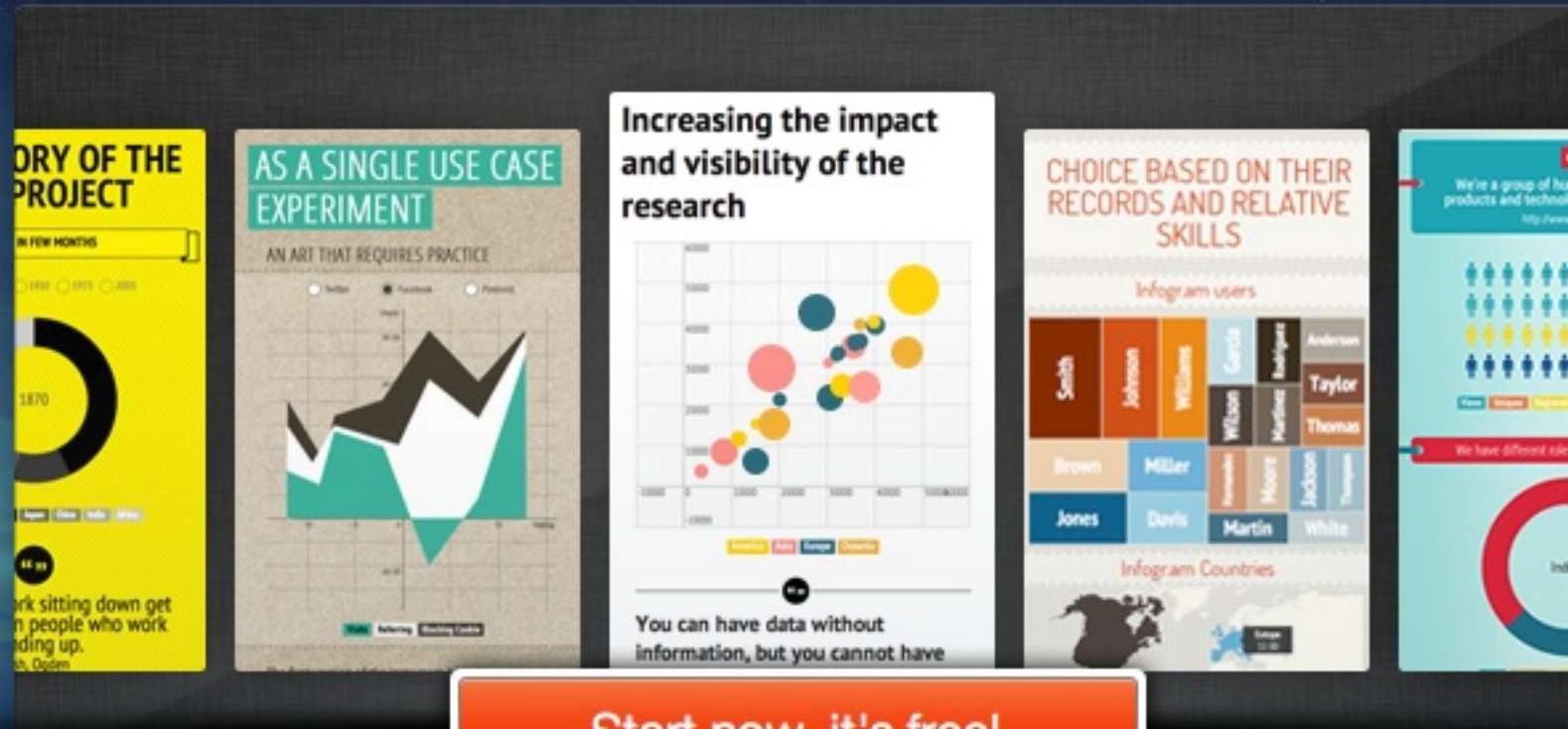
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2	Western Europe	367	902	1396	4096	7857				
3	USA	98	517	1455	3536	8430				
4	Japan	25	71	160	1242	2699				
5	China	189	241	244	739	6187				
6	India	134	204	222	494	2267				
7	Africa	45	79	203	549	1322				
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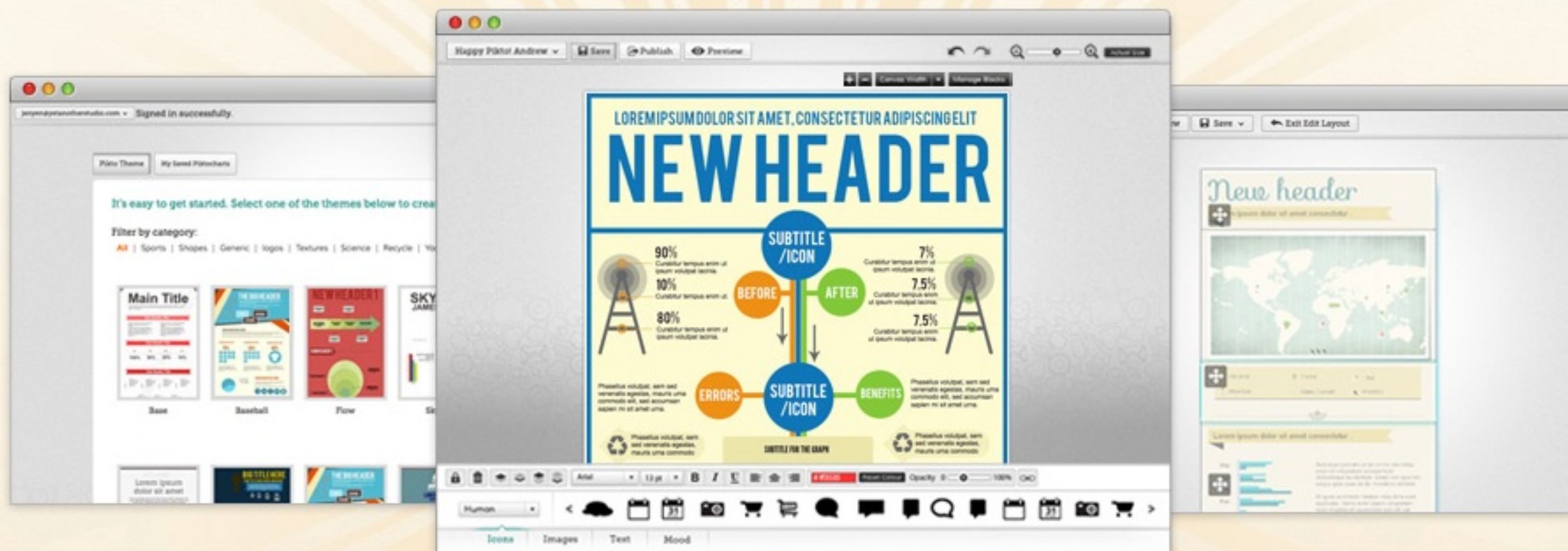
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<http://www.learnstuff.com/assets/Graduating-with-Technology.gif>

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