

MIS0855: Data Science

In-Class Exercise on Wed, Feb 11 – Creating Infographics with Piktochart

Objective: Learn how to create an infographic using Piktochart.

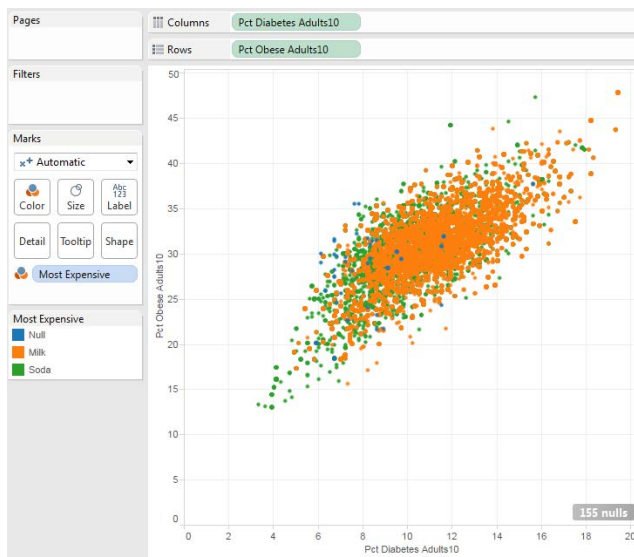
Learning Outcomes:

- Import graphics made in Tableau into Piktochart
- Create relevant content for an infographic
- Export a finished graphic from Piktochart

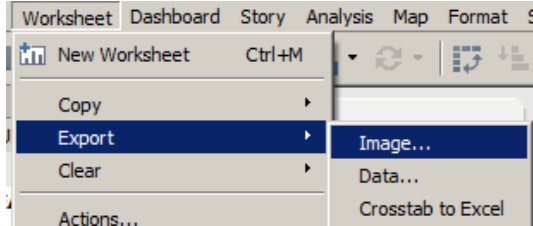
This tutorial will take you through the process of creating and infographic using Piktochart, a free Web-based tool. You'll be using the graphics you created using Tableau based on the FoodAtlas data set (plus one more I created for you).

Part 1: Export the graphics you'll need from Tableau.

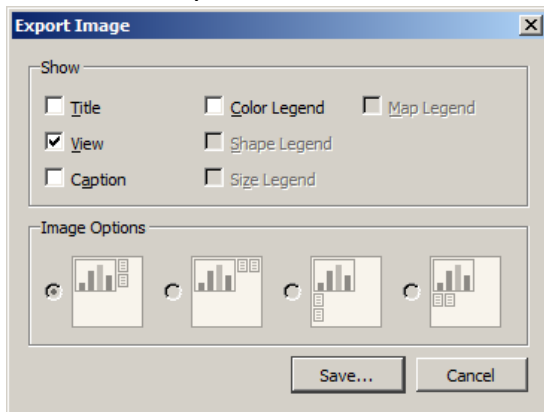
- 1) Open the Tableau workbook you created for the “Getting Familiar with Tableau” in-class exercise (Day 9 - 11). You can download from <http://community.mis.temple.edu/mis0855002spring2015/2015/02/06/tableau-in-class-exercise-in-feb-2-6-solution-file/> (password – the classroom number)
- 2) Go to the “Impact of Beverage Prices” worksheet. You'll see this scatterplot:



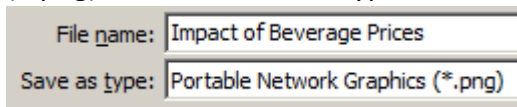
- 3) Export the image by going to the Worksheet menu and selecting Export > Image.



- 4) Make sure only the “View” box is checked. Then click “Save...”



- 5) Navigate to the location where you store your files. You’ll need this file soon!!
- 6) Use the default name “Impact of Beverage Prices” and select “Portable Network Graphics (*.png)” from the Save as type menu. Click Save.

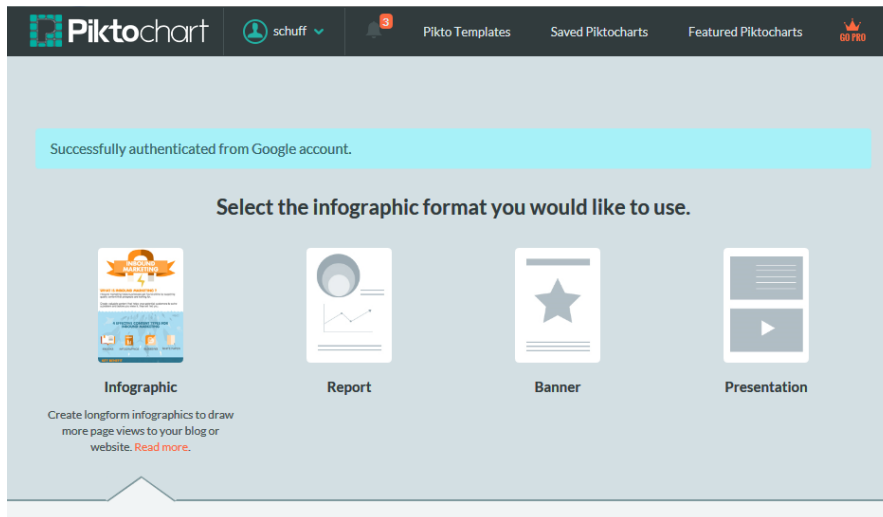


- 7) Do the same thing for the “Obesity Rates by County” tab.
- 8) Close Tableau.
- 9) There’s one more graphic you’ll need. Go to the Community Site post for this activity and right-click on the link “Philadelphia Area Obesity Rates” and save it to your computer in the same location as the other graphic files.

Part 2: Sign in to Piktochart

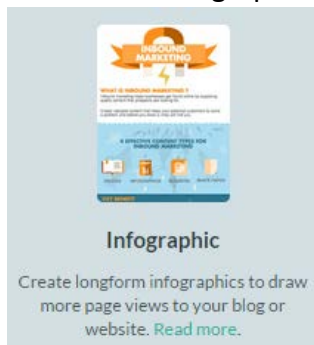
- 1) Open your browser and go to <http://www.piktochart.com>.
- 2) If you don’t have an account, click on Sign Up. Otherwise, click Login.

- 3) Click on “Sign In with Google”
- 4) Enter your Temple email address (AccessNetID@temple.edu) and password.
- 5) It may ask you to sign in again at a Temple “Google Apps” page. It’s annoying, but just do it.
- 6) It may ask you for permission to give Piktochart access to your Google Account. Allow it.
- 7) You’re now signed in to Piktochart. You’ll see something like this:

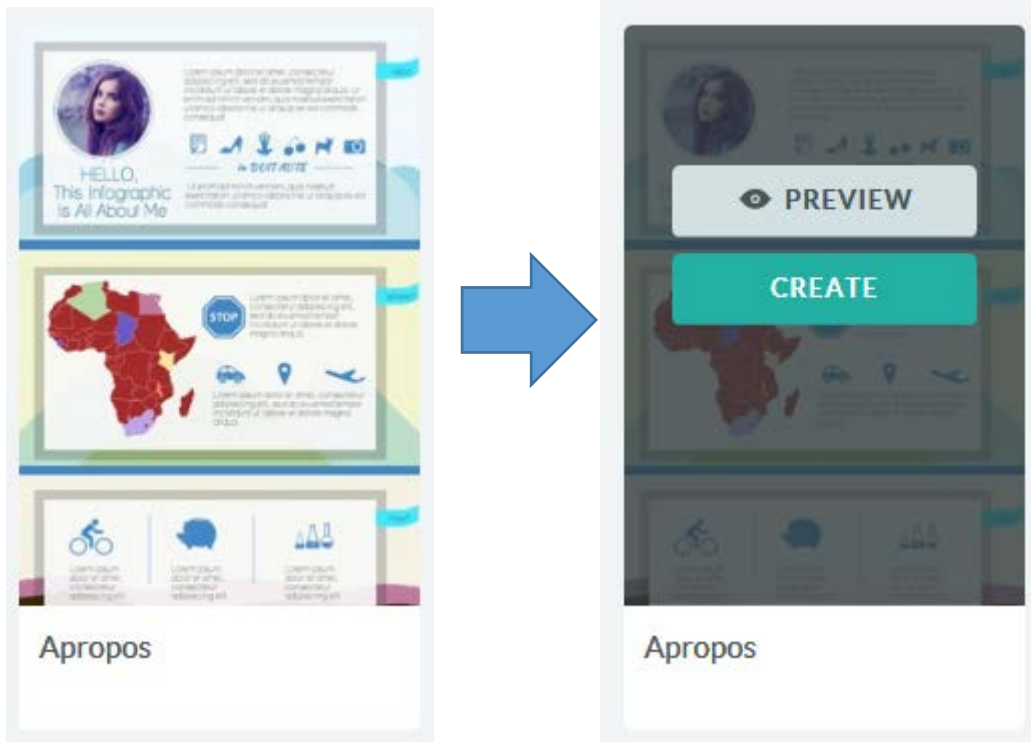


Part 3: Create your infographic template and upload your images

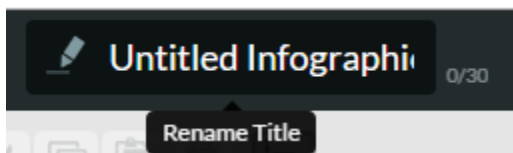
- 1) Choose the infographic icon on the far left (the first option).



- 2) Scroll down until you see “Apropos.” Run your mouse over the image and click “Create”

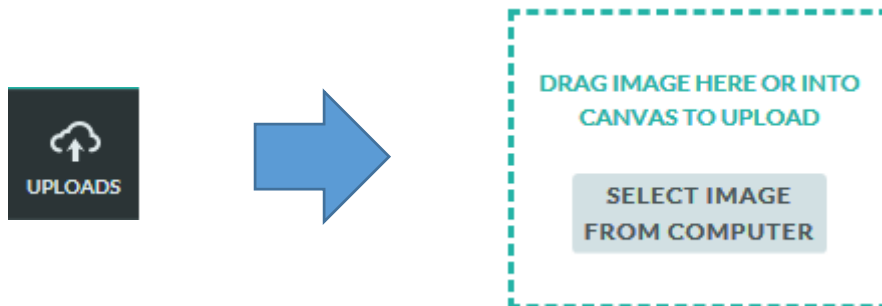


3) Retitle your infographic to “Obesity Facts!”



4) You’ll see the template for your infographic. It’s ready to be filled in.

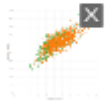
5) Upload your graphics. Click on the Uploads button on the left and then click on “Select Image From Computer”



- 6) Find the graphic “Impact of Beverage Prices” and click “Open.” You’ll see a thumbnail of the image under UPLOADED IMAGES:

UPLOADED IMAGES

Image Uploaded: 1/20



- 7) Now upload “Obesity Rates by County” and “Philadelphia Area Obesity Rates.” They will also appear under UPLOADED IMAGES.

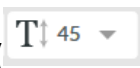
Part 4: Add your content

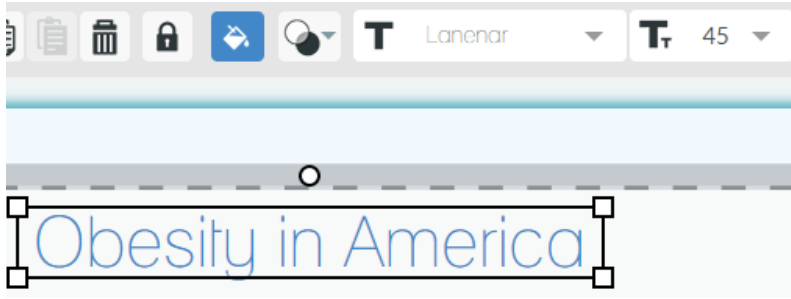
- 1) Click the first content block and delete everything except the two text blocks at the bottom. You can delete each element by clicking on it and pressing the delete key.



- 2) Double-click the text area on the left and change the text to read “Obesity in America”




- 3) Change the size of the text to 45 point (), resize the box so it fits on one line, and move it to the top left corner of the white space.



- 4) Double-click the text area on the right-bottom and change the text to read:

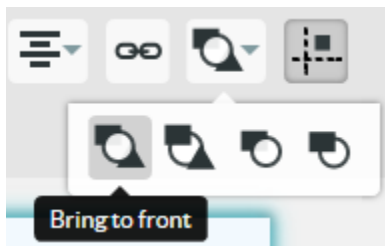
National Adult Obesity Rates (2012): 29%
National Child Obesity Rates (2011): 14%

- 5) Change the font typeface to Georgia () and resize it so it fits nicely in the bottom-right corner of the white space.
- 6) Click on Uploads and drag the Obesity by County map



underneath the “Obesity in America” text. Resize the graphic so it starts to overlap the text.

- 7) Click on each text box and select “Bring to Front” from the menu.



- 8) The first content block should look something like this:



- 9) Click anywhere in the second content block. Remove all the content except for the textbox in the top right corner:



10) Drag the scatterplot “Impact of Beverage Prices” to the left side of the content area.



11) Click on the “Text” Button in the left sidebar and select “Body Text.”



12) Edit the new text to read

Green: Soda more expensive
Orange: Milk more expensive

And change the font typeface to Georgia and the size to 15 point. Then resize the block so that it fits on two lines and put it in the lower right corner of the plot.



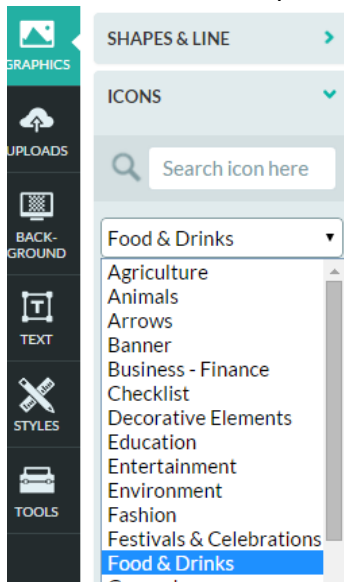
13) Double-click on the other text block (that starts with “Lorem ipsum...”) and edit it to read:

“Is it economics?

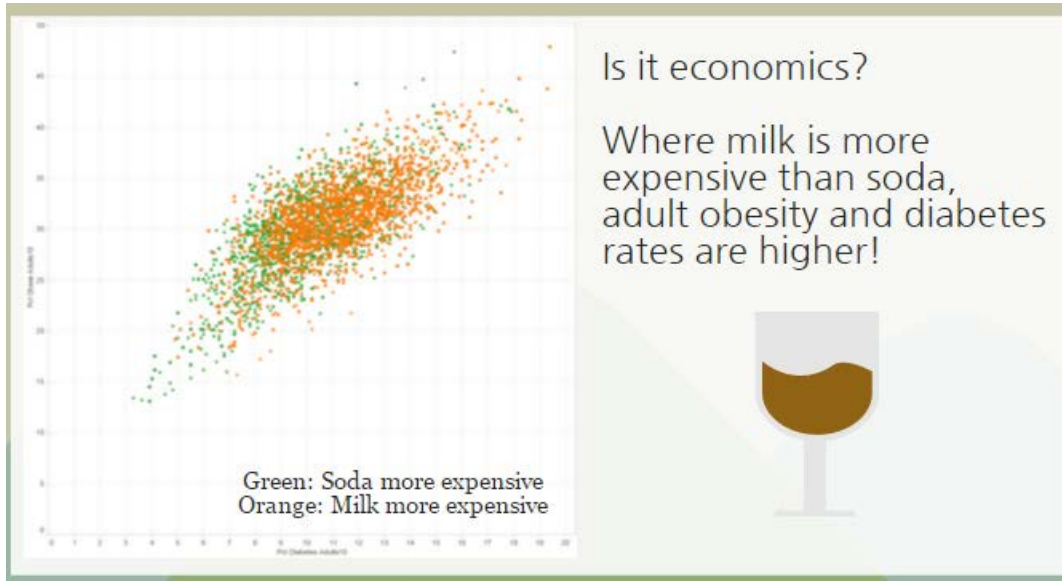
Where milk is more expensive than soda, adult obesity and diabetes rates are higher!”

14) Change the font typeface to Nanum Gothic and the font size to 23.

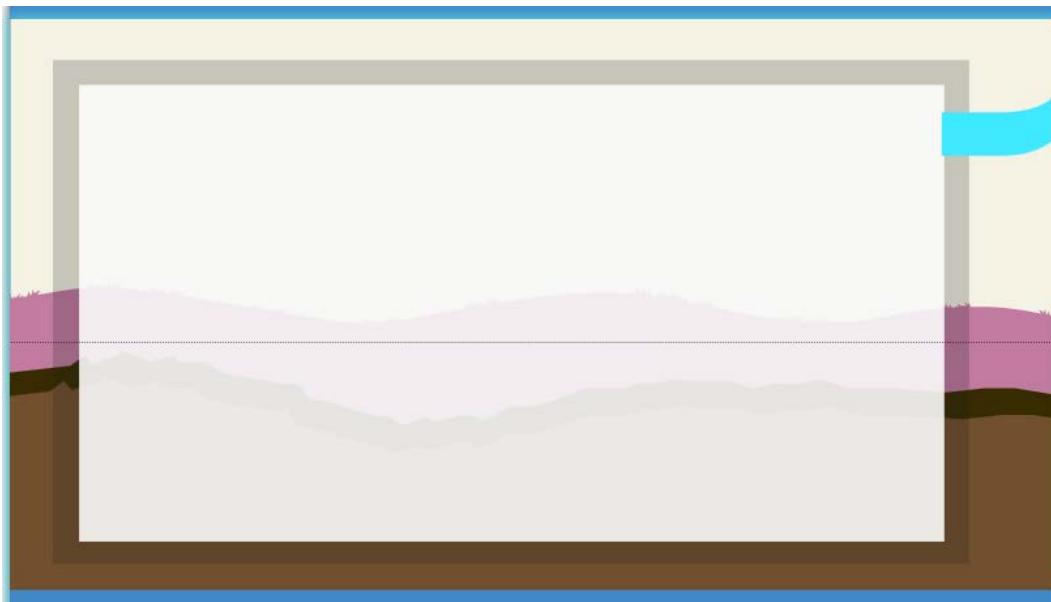
15) Finally, click on the “Graphics” button in the left sidebar, select “Icons”, and select “Food & Drinks” from the drop-down menu. Choose an image to place under the text.



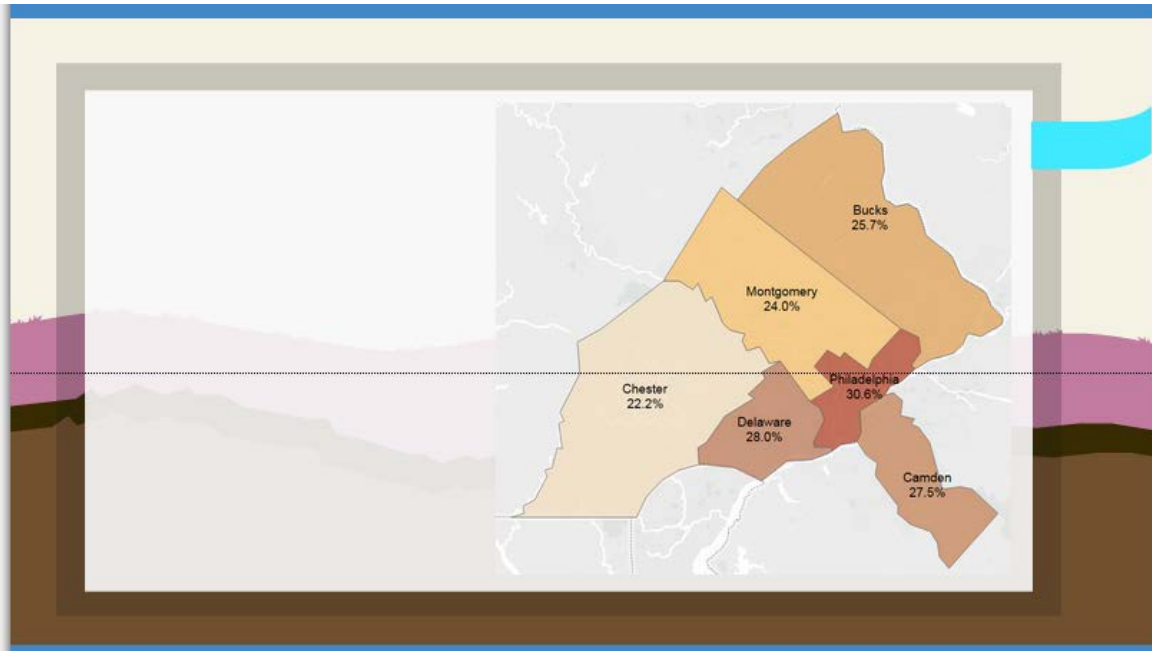
16) The second content block should wind up looking something like this:



17) Click on the third content block to select it and remove everything from the block.



18) Drag the “Philadelphia Area” graphic to the right side of the blank space in the third (empty) content block. Resize it as needed.



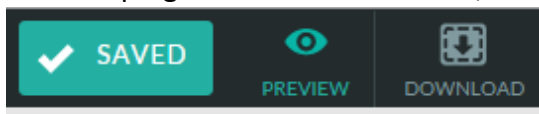
Part 5: Finish the infographic

Insert text and graphics to finish the third content area. How will you finish the story the infographic is telling?

Part 6: Export the infographic as a graphics file

Click Save button on the upper-right area, and your infographic is automatically saved to your online Piktochart account. You can also download the file as a graphic to use other places.

1) At the top right corner of the screen, click “Download.”



2) Choose the image resolution (A4 is higher quality than Web), and the file type (PNG generally looks better than JPG, but not always).

3) Follow the instructions to save the graphic to your computer.

4) Rename the file with your name and upload it on Blackboard.