**In-Class Exercise: Data Visualization**

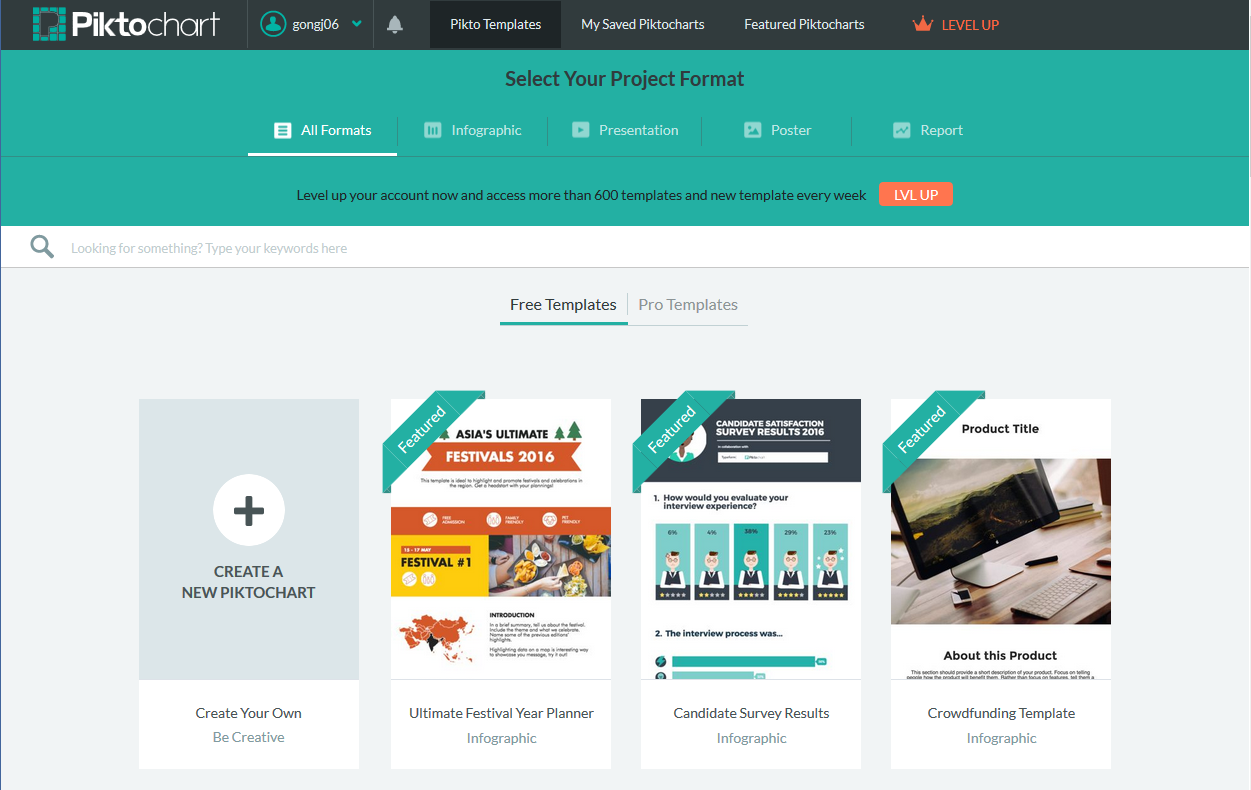
This tutorial will take you through the process of creating a map and an infographic using Piktochart, a free web-based tool.

**Before you begin:**

Download the files from the Community Site: (1) Impact of beverage prices, (2) Philadelphia Area Obesity Rates, and (3) “Obesity in America.xlsx.” Save these files to your desktop or flash drive.

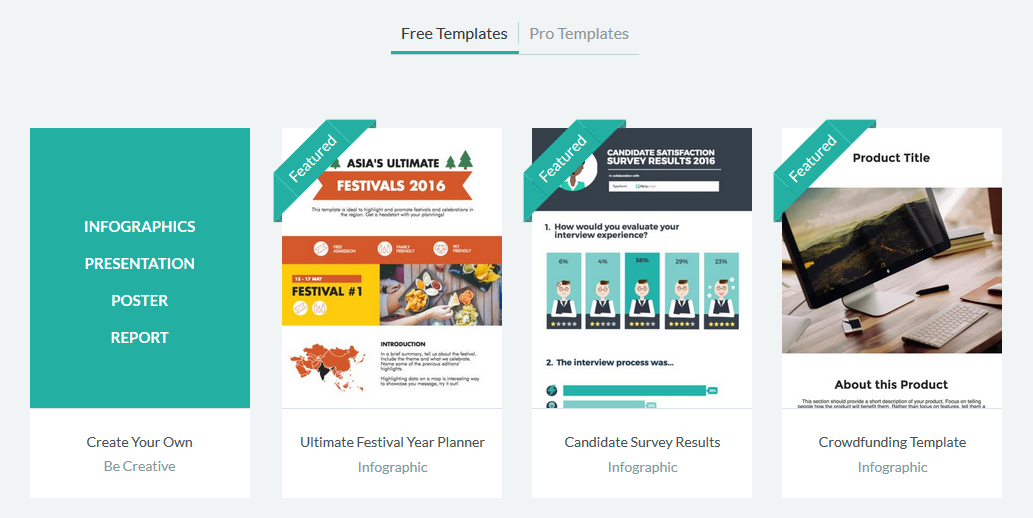
**Step 1: Sign in to Piktochart**

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 Sign In.
3. Click on “Sign In with Google”
4. Enter your Temple email address ([AccessNetID@temple.edu](mailto: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:



**Step 2: Create your infographic template and upload your images**

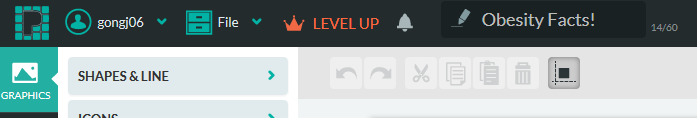
1. Choose the “CREATE A NEW PIKTOCHART” icon on the far left (the first option).
2. Choose “INFOGRAPHICS.”



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

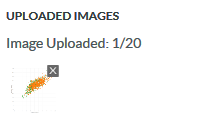


1. Name your infographic “Obesity Facts!”



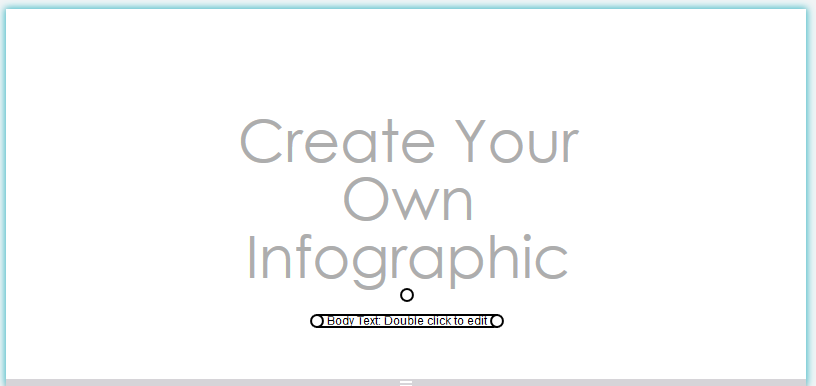
1. Upload your graphics. Click on the Uploads button on the left and then click on “Select Image From Computer”

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| --- | --- |
|  |  |

1. Find the graphic “Impact of beverage prices” and click “Open.” You’ll see a thumbnail of the image under UPLOADED IMAGES:  
     
   
2. Now upload “Philadelphia Area Obesity Rates.” It will also appear under UPLOADED IMAGES.

**Step 3: Add your content**

1. In the first content block add a text block. Click on the “Create Your Own Infographic Block,” then click on the “Text” Button in the left sidebar. Now select “Body Text.”



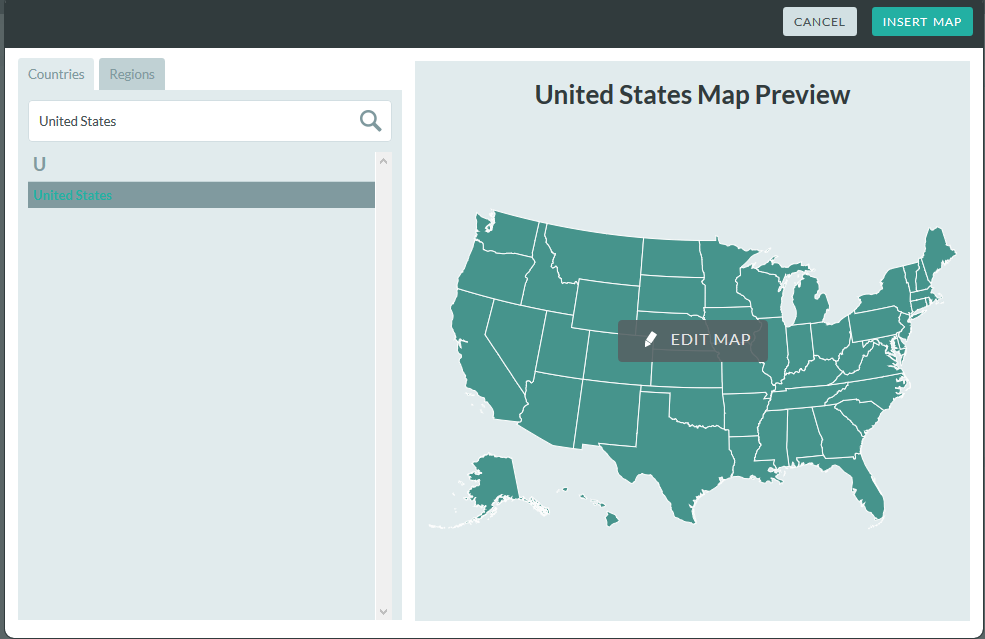
1. Double-click the text area ‘Create Your Own Infographic’ and change the text to read “Obesity in America.”
2. Change the size of the text to 45 point (), resize the box so it fits on one line, and move it to the top left corner of the white space.
3. In the same first content block add a second text block. Click on the “Text” Button in the left sidebar and select “Body Text.”
4. Double-click the text area that you added and change the text to read:  
     
   National Adult Obesity Rates (2012): 29%

National Child Obesity Rates (2011): 14%

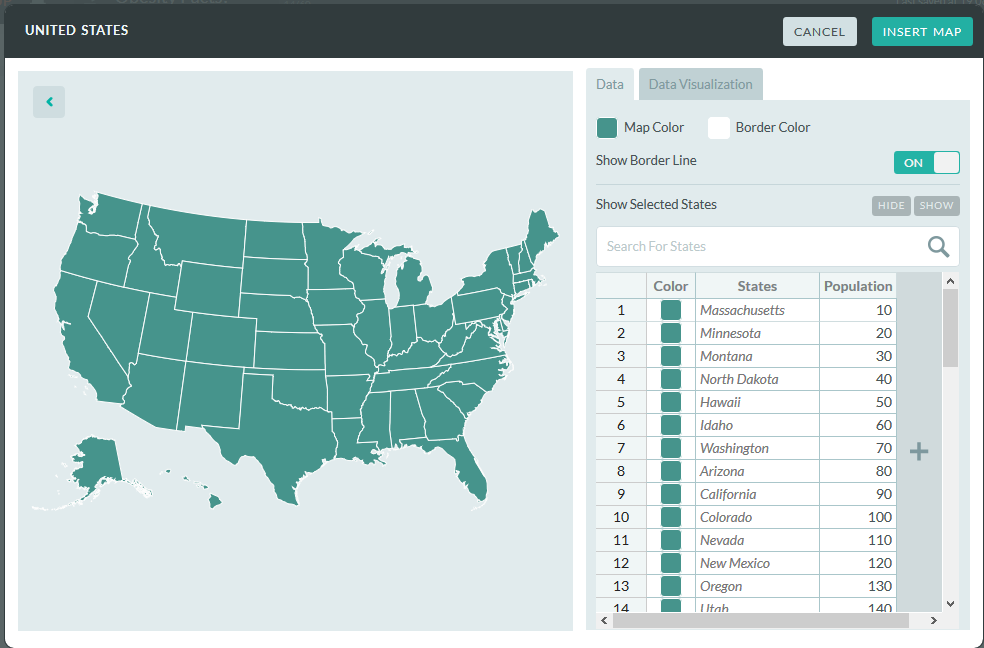
1. Change the font typeface to Georgia () and resize it so it fits nicely in the bottom-right corner of the white space.

**Step 4: Create a Map with Data**

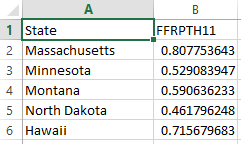
1. Next, we’ll add a map to the first content block. To do this, click on the “Create Your Own Infographic” box in the first content block, and delete this box. You can delete an element by clicking on it and pressing the delete key.
2. Then, click on the “Tools” Button in the left sidebar and select “Maps.”
3. In the search box on the top left, type in “United States,” and choose United States.



1. Click on “Edit Map” to edit the data for the US map. Here is where you can add the US data.

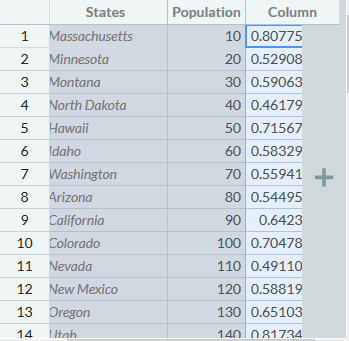


1. Click on the “+” icon in the data section to add a new column.
2. The data for this new column is stored in the “Obesity in America.xlsx” file. Open the downloaded file “Obesity in America.xlsx” in Microsoft Excel.   
     
   There are two columns of data – Column A lists the US states, and Column B (labeled as FFRPTH11) shows the average number of fast-food restaurants (per 1,000 population as of 2011) for each state.

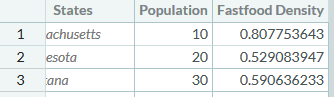


Notice that the states in the Excel file are organized in the same order as those in Piktochart. For example, Massachusetts is in the first row, and Minnesota is in the second row. This is important! You need to make sure that the data corresponds to the correct state.

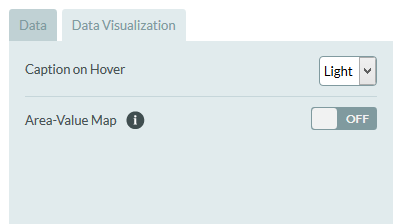
1. Copy cells B2 through B52 of the “Obesity in America.xlsx” file (the FFRPTH11 column without the header) and paste them into the new column in Piktochart.   
    *(HINT: In Excel, use Control-C to copy the values, switch to Piktochart, click in top cell in the new column and use Control-V to paste the values.)*



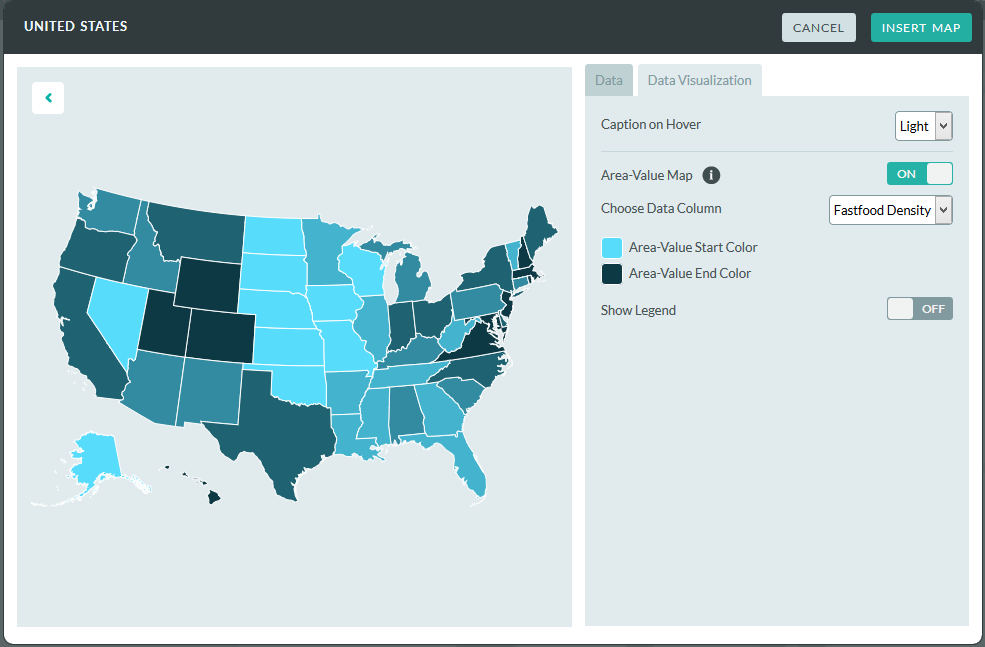
1. Change the column header to “Fastfood Density.”



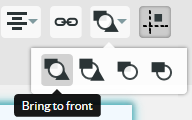
1. Click on the “Data Visualization” tab to change the appearance of the map.



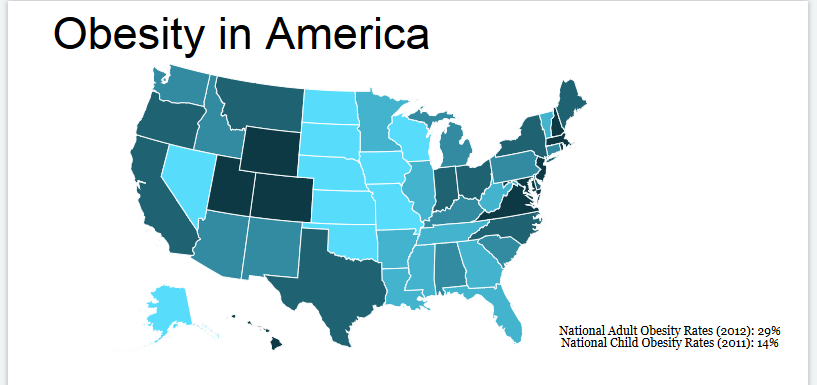
1. Make the following changes to the visualization (see screenshot on the next page):
   1. Change “Area-Value Map” from “Off” to “On.”
   2. Change “Choose Data Column” by selecting the column “Fastfood Density.”
   3. Change “Area-Value Start Color” to light blue.
   4. Change “Area-Value End Color” to dark blue. (Or just pick your favorite colors.)
   5. Change “Show Legend” from “On” to “Off.”



1. Click on “Insert Map.”
2. Resize the map so that it does not overlap with the text.
3. For the text boxes in the first content block, click on each text box and select “Bring to Front” from the menu.



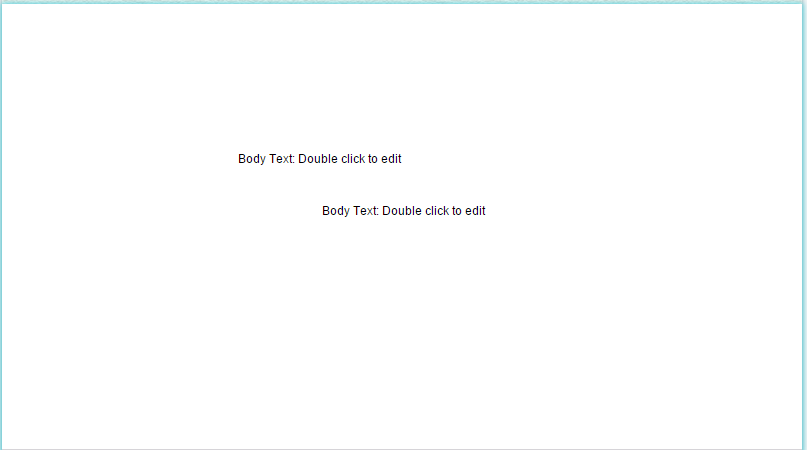
1. The first content block should look something like this:



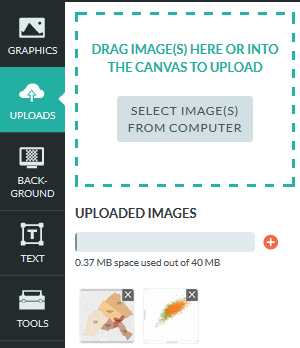
1. Change the background for the first block by clicking on background and selecting a background that works with the text and graphic.

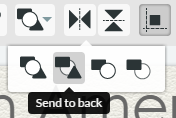
**Step 5: Add more content**

1. Click anywhere in the second content block. Remove all the content. You can delete an element by clicking on it and pressing the delete key. Add two text boxes by clicking on “Body Text” under “Text” twice. They’ll be on top of each other, so you’ll need to drag one away from the middle of the page to see both, like this:



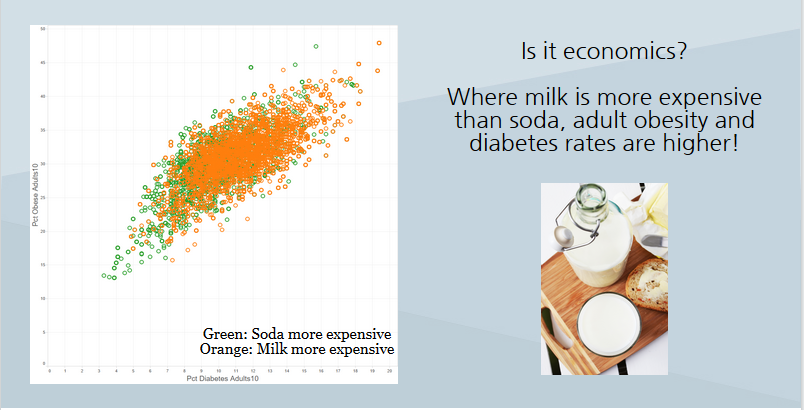
1. Click “Uploads” on the left panel to see uploaded images.



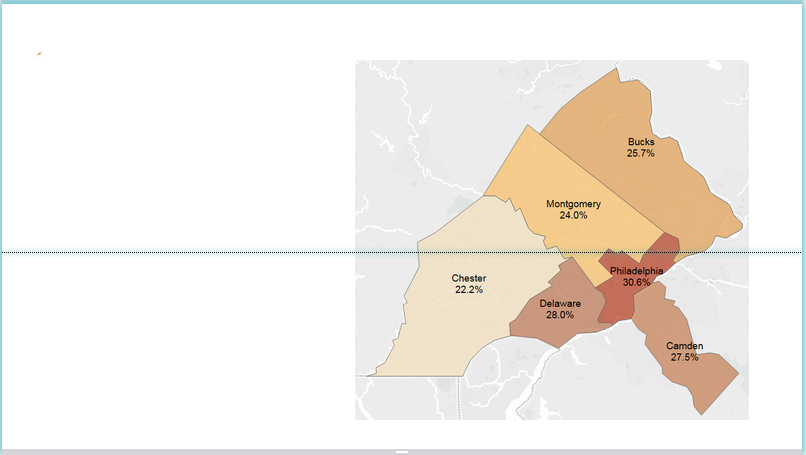
1. Drag the scatterplot to the left side of the content area. If it blocks the text boxes, send the scatterplot to back by selecting “Send to back” from the menu.  
     
   
2. Edit one text box to read  
     
   Green: Soda more expensive  
   Orange: Milk more expensive

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.

1. Double-click on the other text block and edit it to read:  
     
   Is it economics?  
     
   Where milk is more expensive than soda, adult obesity and diabetes rates are higher!
2. Change the font typeface to Nanum Gothic and the font size to 23.
3. Change the background for the second block. Be sure to choose something that sets it apart from the first block.
4. Finally, click on the “Graphics” button in the left sidebar. Under “Photos,” select “Food & Drinks” from the drop-down menu. Choose an image to place under the text.
5. The second content block should wind up looking something like this:



1. Click on the third content block to select it and remove everything from the block.
2. Drag the “Philadelphia Area” graphic to the right side of the blank space in the third (empty) content block. Resize it as needed.



**Step 6: Finish the infographic**Insert text, a background and graphics to finish the third content area. How will you finish the story the infographic is telling?

**Step 7: Export the infographic as a graphics file**

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 (original is fine for this assignment), and the file type (PNG generally looks better than JPG, but not always).
3. Follow the instructions to save the graphic to your computer.