

Temple University

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Description of the infographic

The first graphic:

We use pictograph to make an info-graphic for the Pennsylvania Ballet challenge. In the first graph. It was made to help Pennsylvania Ballet to increase ticket sales and public awareness under multiple conditions.

The second graphic:

In this graph, we showed the relationship between the percentages of ticket sold in each of the U.S. regions. We found that the Northeastern region dominates in ticket sales, which proves that advertising should be focused on other particular regions.

The third graphic:

This graph shows the ticket sales in each month during the years 2013- 2016. We concluded that in the months of October and December that ticket sales are the highest.

The fourth graphic:

This section of the info-graph takes the data shown from the other graphs and explains where PAB should split their advertising budget.

We believe our info-graphic is effective because it creates a visualization of the areas that the Pennsylvania Ballet should target in hopes to expand their audience, thus creating more ticket sales and donations.