A
Accord: 30 Years of American Craftsmanship, 88, 89
accuracy, 272–280
    audience impact, 274
    bar charts, 274, 275
    circle sizes, 277–280
    pie charts, 272–274
Acorn, 317
AddThis, 144
AddToAny, 144
Adobe Creative Suite, 308, 309, 314
Adobe Illustrator, 217, 308
Adobe InDesign, 208, 309
Adobe Photoshop, 217, 314, 315
advertisements, 69
    goal, 83
    infographic, 83–88
    marketing campaigns, 84
    product message, 86
AIGA, 107
alt text description, 142–143
Amazing Infographics, 168
Amazon.com, 258
American Lung Association, 74, 75, 76
Anderson, Michael, 174–176
    animated GIF files, 42
    animated infographics, 42–44
Apple, 45, 93, 97
    Apple iBooks, 215
application tracking systems, 204–205
area
    bar charts, 276–277
    calculating, 276–280
    circle sizes, 277–280
    stacked, 185
    visualizing, 274–280
area charts, 184
Arden, Paul, 172
Aschenbrenner, Claude, 41
B
Bachman, Jess, 6, 50
BackyardOcean.com, 62
    bar chart, 17, 187, 318, 320
    accuracy, 274, 275
    animated, 42
    area, 276–277
    calculations, 276–277
    clustered, 253
    design changes, 260, 261
    opposing, 244
    quantitative research data, 253
    relative experience, 187, 188, 201, 203
    sales and profit visualization, 244
    The BBC-o-Gram, 240, 242–243
    Beautiful Evidence (Tuft), 338
    Beautiful Visualization (Steele and Ilinisky), 337
    Bedford, TX, 238, 240–241
    Behance, 25
    infographic resumes on, 210
    Berne Convention Implementation Act, 99
    Besharatian, Faz, 177–179
    bias
        data visualization, 19, 73
        persuasive infographics, 73
    big data, 11, 14
    big fonts, 288–289
    Bin Laden, Osama, 127, 128–129
    Bing, 105, 116, 117, 328
    Bitly.com, 151
    blog design platforms, 60
    Blogger, 58
blogs, 41
    company communication channels, 150, 251
    data sources, 298
    description text, 142
    embed codes, 144–148
    evaluating, 156–157
    going viral, 118–119
    infographic sharing, 31, 42, 45, 60
    infographics, 161–163
    PR infographics, 88
    topic-specific, 155–159
Boluga, 224
Brain Rules (Medina), 14
brand logos, 21
breaking news, 127, 128–129
Brenman, Jeff, 45
bubble charts, 190, 326
budget posters, 238, 239, 241
budgets
    federal, 127, 130–131
    visual comparison, 275–280
    visualizing, 238–243
Burj Khalifa Tower, 29
Burton, Kevin, 212, 213
Business Insider, 174
business process visualization, 246–250
C
Cáceres, Anibal Maíz, 201, 203
The Caffeine Poster, 285, 287
Cairo, Alberto, 337
calendar format, 262
call-to-action, 29
Can Soap Make You Sick?, 76, 79
cancer, 76, 77
cave paintings, 2
CC. See Creative Commons
cease-and-desist letters, 99
Chalmers, Rachel, 9
character icons, 257
Chart Porn, 166
Chartle, 320
charts, 57
  area, 184
  bar, 17, 187, 318, 320
  accuracy, 274, 275
  animated, 42
  area, 276–277
  calculations for, 276–277
  clustered, 253
  design changes, 260, 261
  opposing, 244
  quantitative research data, 253
  relative experience, 187, 188, 201, 203
  sales and profit visualization, 244
bubble, 190, 326
clustered bar, 253
flow, 246–247, 310
grid-based, 254
improving design, 294–295
legends, 293–295
line, 6, 184, 318, 320
  quantitative research data, 251
  opposing bar, 244
pie, 255, 318, 320
incorrect, 272–274
quantitative research data, 251
PowerPoint
  design changes, 260, 261
  templates, 259, 260
price, 2, 4
stock price, 4
ChartsBin, 321
Cheetah infographic, 42, 43
Chen, Tina, 201, 202
circle sizes, 238–240, 241
  area, 277–280
diameter, 279–280
  hierarchical data, 240, 262
  radius, 280
Cisco Visual Networking Index, 11
Citation Flow, 157
clickable infographics, 37–41
clickable PDF files, 40
cloud-based storage, 71
clustered bar charts, 253
Column Five Media, 127, 128–129
combined infographic resume designs, 208–210
The Common Cook’s How-Many Guide to Kitchen Conversions, 69, 70
company communication channels, 148–150
company logos and icons infographic resumes, 192–200
LinkedIn profiles, 196
company social accounts, 150–153
comparison values, 18
Compete, 157
comScore, 116
conclusion, 29
confidential data, 234
  fear of, 236–237
  online design sites, 332
context
  communicating statistics, 288–289
  infographic landing page, 138
  language, 16–19
  numeric values, 16–18
  persuasive infographics, 73
  SEO, 138
  text providing, 136, 138
  word clouds, 320
controversial topics, 281
The Conversation Prism 4.0, 103
Cool Infographics, xiv, 25, 45, 155, 158, 161–163, 165, 174, 284
copyright, 98–100, 103, 107–108
copyright infringement, 98
copyright license, 300
corporate infographics, 234
Could You Be a Failure?, 6, 7
CrashPlan, 71
Creative Commons (CC), 98, 100–102, 300, 327
credibility, 73
credit listings, 301
critical thinking, 73
Crooks, Ross, 338
Cutts, Matt, 115, 123, 124
cvgram, 223, 224
D
Daily Infographic, 168
data sources
  lists of, 296–297
  online, 328–330
  questionable, 298
  spreadsheets, 299
  vague, 297
data transparency, 295–299
  best practices, 298–299
  questionable sources, 298
  sources lists, 296–297
  vague sources, 297
data visualizations, 1, 4, 6, 48, 57
  area charts, 184
  benefits of, 288
  bias, 19, 73
  defining, 2
  infographic design, 288–290
internal information, 234, 238–259
  budgets, 238–243
  business processes, 246–250
  qualitative research data, 255–259
  quantitative research data, 251–255
  sales and profits, 244–245
  strategies, 251–259
language of context, 16–19
donstandard shape sizes, 277
online tools, 317–327
relative experience designs, 187, 189, 190
resumes, 174, 180
Data.gov, 297, 328
DataMarket, 328
Death & Taxes, 127, 130–131, 240
decision making, 10
Dennett, Daniel, 9
dependency, 331–332
description text, 141–142
design
accuracy, 272–280
chart legends, 293–295
charts, 294–295
company logo, 299–300
copyright license, 300
data transparency, 295–299
best practices, 298–299
questionable sources, 298
sources lists, 296–297
vague sources, 297
desktop software tools
image editing, 314–317
vector graphics, 306–313
diagramming tools, 310, 324
diagrams, 57
network, 93, 310, 324, 326
rose, 190
Sankey, 190
Venn, 320
"Did You Know? Shift Happens," 45, 47
disk encryption, 237
DIY Chart, 322
document shredding policies, 237
Domain Authority, 156–157
Dow Jones Industrial Average, 2, 4

E
Easel.ly, 332, 333
Elliance, 115
e-mail tracking, 237
embed code, 144–148
Enge, Eric, 123
Excel, 208, 234
Extra Space Storage, 67, 8

F
face recognition, 138
Facebook, 33, 150
cvgram connecting, 223
fan pages, 136
infographic resumes, 204
infographic sharing, 135
infographics sharing, 162
link half-life, 151
Privacy Policy, 319
FactBrowser, 329
Fair Use Doctrine, 98
infographic resumes, 197
Fast Company, 174
federal budget, 127, 130–131
file encryption, 237
Fisch, Karl, 45
5-second rule, 284–285, 290
Flagg, James Montgomery, 23, 24
Flickr, 25, 58, 89, 150
infographic resumes, 210
infographic sharing, 135, 163
infographics sharing, 162
flow charts, 246–247, 310
FlowingData, 174
footers, 302
Frazao Foreaux, Ana, 190, 191
free infographic submission sites, 165–166
The Functional Art (Cairo), 337
Furness, John, 246, 248–249

G
Garofalo, Reebee, 93
gauges, 320
Genealogy of Pop/Rock Music, 93, 94–95
The Genealogy of Pop/Rock Music, 34
geographic designs, 190–192, 193
Gephi, 323
Gibson, Ben, 93
GIF files
animated, 42, 43
static infographics, 31
GIMP, 316
Gizmodo, 25
Gliffy, 324
going viral, 118–119
GOJO Industries, 76, 78
GOOD Magazine, 160
Google, 11, 105, 115, 117, 284–285, 286, 328
infographic relevance, 123
Google+, 33, 150
Google Blog Search, 155
Google Chrome, 156
Google Docs, 299
Google PageRank, 114–115, 119, 155, 156
Google Public Data, 329
Gormley, Larry, 93
graphic designers
credit, 301
demonstrating ability, 177, 179
resumes, 176
graphs, 57
Graphs.net, 164
Graves, Joni, 262
greyscale elements, 212
grid-based charts, 254
Guasco, Suzanne Cooper, 80
Gude, Karl, xiv
H
Hagley, Jack, 213, 214
handouts, 262–265
Heiler, Chris, 251
hierarchical data, circle sizes, 240, 262
hieroglyphics, 1, 2
Hilbert, Martin, 11
History of Halloween, 127, 132–133
The History of Swimwear, 62–63
HistoryShots, 34, 93
Hockey: History of the Stanley Cup, 92
Hoffman, Rae, 82
Honda, 88, 89
horizontal layouts, 58–66
Hotel Price Index (HPI), 90, 91
Hotels.com, 60, 61, 90, 91
How Affiliate Marketing Works, 82, 250
How Far is it to Mars?, 42, 44
How Our Laws Are Made, 80–81
How to Pair Wine with the Bright, Bold Flavors of Southeast Asia, 84, 85
Howard, Phillip, 35
HPI. See Hotel Price Index
H&R Block, 120, 122–123
HTML Image Map, 37, 40
HTML links, 37, 38
PDF files, 217
HTML5, 35
The Humane Society, 297
IBM Cognos, 326
IBM Research, 326
iCharts, 325
icons, 327
character, 257
chart legend replacements, 294–295
infographic resumes, 192–200, 215, 217
LinkedIn profiles, 196
rows, 254
software, 201–203
sources, 327, 334
Iliinsky, Noah, 337
illustrations
business process visualization, 246
intellectual property issues, 105–107
image editing, 314–317
Acorn, 317
Adobe Photoshop, 314, 315
GIMP, 316
Pixelmator, 314, 315
image files, 31, 33
search engine views, 136–138
vector graphics, 306–307
images
intellectual property issues, 105–107
resizing, 307
searching, 138
static, 31, 33
stock, 105–106
infogr.am, 333–334
Info-Graphic, 169
infographic advertisements, 83–88
goal, 83
product message, 86
Infographic Elements, 106
Infographic Gallery, 168
Infographic Journal, 167
infographic landing page, 138
Infographic Love, 168
infographic posters, 90–97
infographic resumes, 174, 175
benefits, 180
defining, 176
designing, 181–203
challenge, 182
company logos and icons, 192–200
geographic designs, 190–192, 193
print, 211–215
relative experience, 187–190
skills visualization, 187, 189, 190
software application logos, 201–203
timelines, 183–187
tools, 217–227
growth of, 176–177
information types in, 182
on iPad or tablets, 215–217
opinions of, 174
poorly designed, 181
risks, 180–181
using, 204–217
combined design, 208–210
job application systems, 204–205
publishing online, 210–211
standalone, 205–208
infographic submission sites
free, 165–166
paid, 166–169
infographics, 1, 57
accuracy in, 272–280
animated, 42–44
clickable, 37–41
copyrighting, 107–108
credibility, 73
defining, 2, 6
going viral, 119
Google relevance, 123
growth in, 8
image filename, 142
informative, 69–71
interactive, 48–51
internal communications, 234
levels of complexity, 31
media formats, 31–51
persuasive, 71, 73–78
pop-up, 37, 38
posting schedules, 152
PR, 88–90
presentations using, 259–268
one-page handouts, 262–266
reasons for effectiveness, 14–26
release strategy, 135–169
relevance, 123–125
resumes incorporating principles, 173–174
static, 31–33
storytelling, 6, 8
video, 42, 45–48
visual explanations, 78, 80–82
zooming, 34–36
Infographics Archive, 168
infographics blogs, 161–163
infographics sharing sites, 161–163
Infographics Showcase, 167
Infographics: The Power of Visual Storytelling (Lankow, Ritchie, and Crooks), 338
Infojocks, 92
Information Aesthetics, 25
Information Age, 11
information graphics, 6
information overload, 9
informative infographics, 69–71
informavores, 9–10
Ingram, David P., 197, 200
Inkscape, 312
InMaps, 226, 227
innocent infringement, 99
The Insanely Great History of Apple, 97
Inside Super PACs, 50, 51
intellectual property, 98–108
interactive infographics, 48–51
internal communications
credibility and, 296
improving, 234–235
kickoff sharing, 153–154
objectives, 236–237
online design sites, 332
PR, 159
presentations, 259–268
internal information
communication objectives, 236–237
company needs from, 234
data visualization, 238–259
budgets, 238–243
business processes, 246–250
qualitative research data, 255–259
quantitative research data, 251–255
sales and profits, 244–245
strategies, 251–259
restrictions on, 236
sharing, 235
Internet. See also online infographics; Search Engine Optimization blogs
data sources, 298
evaluating, 156–157
topic-specific, 155–159
copyright issues, 100, 105, 300
data visualization tools, 317–327
infographic visualization sites
free, 165–166
paid, 166–169
infographics changed, 8
infographics self-publishing sites, 163–164
infographics sharing sites, 161–163
information overload, 9
information quality, 73
informavores and, 9
news and information source, 58
news media sites, 159–161
number of users, 18, 19
online data sources, 328–330
online lifespan, 126–134
prior art searches, 282
size of, 116
traffic growth, 11, 14
Internet Archive, 282
Internet World Stats, 329
introduction/foundation, 28
iOS apps, 37
iPad, 124–125, 215–217
OmniGraffle app, 310, 311
iStockPhoto.com, 105–106
iTunes App Store, 37, 224
J
James Bond: 50 Years of Movies, 120–122
JavaScript, 35
JESS3, 103
job application systems, 204–205
K
key message, 283–287, 291
Keynote, 45, 263, 293
keywords, 138–139, 285
kickoff sharing, 153–154
Knapp, Randall, 183, 184
Kuntze, Sascha, 197, 198–199
L
landing pages, 135–136
alt text, 142–143
description text, 141–142
embed code, 144–148
image filename, 142
infographic, 138
infographic resumes, 210
keywords, 138–139
page title, 141
search engine image problem, 136–138
social media sharing buttons, 143–144
title tag, 140
URL, 139–140, 300–301
Landscape Leadership, 251, 252
language of context, 16–19
Lankow, Jason, 338
Lasseter, John, 304
layouts
blog design platforms, 60
horizontal, 58–66
vertical, 58–66
websites, 60
Lee, Kenneth, 221, 222
The Lifespan of Storage Media, 71, 72
Lima, Manuel, 338
line charts, 6, 184, 318, 320
quantitative research data, 251
link bait, 120–123
LinkedIn, 33, 158, 196
connection maps, 215, 216, 226, 227
cvgram connecting, 223
importing profile information, 217
infographic resumes, 204, 211
InMaps, 226, 227
links in resumes, 217
ResumUP connecting, 221
vizualize.me connecting, 221
links
half-life, 151–152
HTML, 37, 38
landing pages, 136
locations, 149–150
PDF files, 217
Lion, Will, 23
logo-only resumes, 193, 194–195
logos
brand, 21
company design, 299–300
infographic resumes, 192–200, 215, 217
LinkedIn profiles, 196
resumes, 193, 194–195
software application, 201–203
trademarked, 103, 104
Loman, Sam, 25, 26
Love Infographics, 164
M
main event, 28
MajesticSEO Site Explorer, 157
Making an Organic Choice, 86, 87
Many Eyes, 326, 329
map visualizations, 190, 191
maps, 57
marketing
campaigns, 84
storytelling, 67
Mashable, 160, 174
Maslow’s Hammer, 273
McCandless, David, 240, 338
McGraw-Hill Higher Education, 263, 266
McKean, Duncan, 185, 186
McLeod, Scott, 45
Medina, John, xviii, 14
MesotheliomaHelp.net, 76
Meyers, Dean, xv
Microsoft, 35, 45, 116, 117
Microsoft Office
infographic resume creation, 217
internal data sharing, 234
Microsoft Word, 204, 208
infographic resumes, 210
Miller, George, 9
mind maps, 262
Mobile Youth: Teens & Cell Phones, 58, 59
Monroe’s Motivated Sequence, 76
Morera, Marc, 291
Most Polluted Cities in the United States 2012, 74, 75
Mulligan, Patrick, 93
N
NASDAQ, 2, 4
Neatorama, 25
NerdGraph, 166
network diagrams, 93, 310, 324, 326
network maps, 215, 226, 227
The New York Times, 48, 49
News I Like, 166
news media sites, 159–161
The Next Web, 160
NextWorth, 124–125, 302
nonconfidentiality, 332
nonstandard shape sizes, 277
The Noun Project, 327
NowSourcing, 284
Nuance Communications, 31, 32
number lines, 184
numerical values
area visualizations, 274
circle size designs, 279
communicating, 2, 4
context, 16–18
interactive infographics, 48, 49
relative experience designs, 187, 190
OCR. See optical character recognition
Ogilvie, Ginger, 35
Omni Group, 310
OmniGraffle, 310, 311
O’Neal, Jacob, 42
one-page infographic handouts, 262–266
online data sources, 328–330
online data visualization tools, 317–327
online infographics types, 67–97
width, 60
online infographics design sites, 330–336
online lifespan, 126–134
OpenSiteExplorer, 156
opposing bar charts, 244
optical character recognition (OCR), 138
Ostrofsky, Marc, 112
Our Amazing Planet: Top to Bottom, 65, 66
outreach, 155–169
free infographic submission sites, 165–166
infographics sharing sites, 161–163
news media sites, 159–161
paid infographic submission sites, 166–169
self-publishing sites, 163–164
topic-specific blogs, 155–159
overlapping activities, 183
overlapping shapes, 184
Ownership of Beer Brands and Varieties 2010, 35–36

P
page title, 141
PageRank, 114–115, 119, 155, 156
PageRank Status, 156
paid infographic submission sites, 166–169
Pairing of Wine & Food, 134
Paliwoda, David, 42
Palo Alto Research Center, 9
Parisi, Mino, 205–208
pattern recognition, 15–16, 158, 289
PDF files, 31, 40
HTML links, 217
infographic resumes, 208, 210
ResumUP generating, 221
Shine generating, 225
vizualize.me generating, 221
Pearlman, Nathaniel, xv, 93
Periodic Table of Visualization Methods, 318
persuasive infographics, 71, 73–78
persuasive speeches, 76
P.F. Chang’s, 84, 85
pictograms, 1
Picture Superiority Effect, 20–26, 86
infographic resumes and, 180, 182
presentation elements, 260
pie charts, 255, 318, 320
incorrect, 272–274
quantitative research data, 251
Piktochart, 334–335
Pinker, Steven, 9
Pinterest, 33, 63, 64, 150
infographic resumes, 210
infographics sharing, 162
Pixelmator, 314, 315
PNG files, 321
Pop Chart Lab, 93, 97
pop-up infographics, 37, 38
posters, 90–97
budget, 238, 239, 241
one-page handouts, 262, 264–265
posting schedules, 152
The Power of Infographics (Smiciklas), 337
PowerPoint, 45, 234–235, 253, 263
chart design changes, 260, 261
chart legends, 293, 295
chart templates, 259, 260
design templates, 235
vector graphics editing, 313
PR. See public relations
PR infographics, 88–90
PR Newswire, 161
Prajapati, Bharat, 166
PRChecker.info, 155
PrepaidPhones.com, 58
presentations
infographics improving, 259–268
Picture Superiority Effect, 260
Prezi, 263, 266–268
press releases, 88, 90, 160–161
Prezi, 45, 263, 266–268
price charts, 2, 4
printing
choices for, 211
infographic resume design, 211–215
prior art, 282–283
PRLog, 161
PRWeb, 161
public domain, 105
public relations (PR), 88–90, 159–161

Q
qualitative research data, 255–259
accuracy in presentation, 255–257
presenting literally, 257
quantitative, 255, 256
statistical significance, 255, 256
word clouds for, 257–259
Quantcast, 157, 330
quantitative research data, 251–255
chart types, 251
clustered bar chart, 253
grid-based chart design, 254
statistical significance, 255
questionable data sources, 298

R
Raj, Navdeep, 187, 189
A Raw Chocolate History, 38, 39, 40
reading, 289
registered copyright, 99
relative experience designs, 187–190
release strategy, 135–169
  key steps, 135
  landing pages, 135–148
  outreach, 155–169
  self-promotion, 148–154
relevance, 123–125
"Remind Me" (music video), 45, 46
Reynolds, Garr, 270
resumes, 173–174. See also
  infographic resumes
    full-text, 176–178, 192, 205, 207, 208
  graphic designers, 176
  logo-only, 193, 194–195
  time reading, 180
ResumUP, 221, 223
retail channels, 245
revu, 218, 219
Ritchie, Josh, 338
Robertson, Chris, 192, 193
Rodgerson, Dave, 215–217
rose diagrams, 190
RothIRA.com, 29
royalty-free stock image sites, 105
Royksopp, 45, 46

S
Saker, Adrian, 193, 194–195
sales and profit data, 244–245
sales channels, 245
Sankey diagrams, 190
S.B. Lattin Design, 69, 70
Scalable Vector Graphics (SVG), 312
Search Engine Optimization (SEO), 113
  alt text description, 142–143
  description text, 141–142
  embed codes, 144–148
  images, 136–138
  infographics image filename, 142
  keywords, 138–139
  link bait, 120–123
  objectives, 118–119
  online lifespan, 126–134
  page title, 141
  relevance, 123–125
  social media sharing buttons, 143–144
search engines
  algorithm changes, 115, 155
  algorithm updates, 124, 126
  business of, 115
  evaluating, 117
  image problem, 136–138
  image recognition, 138
  infographic design, 71
  page ranking, 114
  usage, 115
security policies, 237
self-promotion, 148–154
  company communication channels, 148–150
  company social accounts, 150–153
  kickoff sharing, 153–154
  posting schedules, 152
  self-publishing sites, 163–164
SEO. See Search Engine Optimization
SEOmoz, 156
SerialMapper, 41
shapes
  nonstandard, 277
  overlapping, 184
  rows, 254
ShareThis, 144
sharing button aggregator services, 144
Shine, 224–226
Shutterstock.com, 105
Siltala, Matt, xv
Simple Square, 246, 248–249
skills visualization, 187, 189, 190
sliders, 190
Smashing Magazine, 160
Smiciklas, Mark, 56, 337
Smith, Dustin, 166
social media sites, 33
  company accounts, 150–153
  content strategies, 251, 252
  infographic resumes, 210
  sharing buttons, 143–144
software application logos, 201–203
Solis, Brian, 103
Solar Savings: A Solar Innovation Story, 67, 68
SoNice, 86, 87
soy milk, 86
S&P 500, 2, 4
spreadsheets
  circle size calculations, 279, 280
  data communication, 4
data sources, 299
  Google Docs, 299
stock price chart, 4
stacked area design, 185
standalone infographic resumes, 205–208
Star Wars, 291, 292
static images, 31, 33
static infographics, 31–33
statistical information
  context in communicating, 289
  data graphics communicating, 5
  online data sources, 329–330
  qualitative research data, 255–256
  quantitative research data, 253
  significance of, 255, 256
  sports, 92
text-only display, 289
  visuals enhancing, 290
Statue of Liberty, 29
Steele, Julie, 337
stock image sites, 105–106
stock price chart, 4
StockTouch, 5
Stone Temple Consulting, 115, 116
storytelling
  art of, 27–30
  conclusion/call-to-action, 29
  infographics, 6, 8
  introduction/foundation, 28
  key message focus, 285
  main event, 28
  marketing, 67
  persuasive, 74
  three-part format, 27
Streamlining Your Digital Life with the New iPad, 124–125, 302
Submit Infographics, 166
subway map, 41
Sugarrae.com, 82
SVG. See Scalable Vector Graphics
Swallow, Erica, 218, 220
T
Tableau Public, 49, 50
Tableau Software, 49
tables, 57
tablet computers, 215–217
tall infographic format, 58–66
Tate, Karl, 65
telling one story well, 285
Tesar, Hana, 187, 188
text
  alt text description, 142–143
  chart legends, 294–295
  context and, 16, 17
  description, 141–142
  blog submissions, 159
  free submission sites, 166
  paid submission sites, 168–169
  self-publishing sites, 164
  embed code, 144–147
  image context, 136, 138
loss on reposting, 299
minimizing, 291–293
page title, 141
Picture Superiority Effect, 22
press releases, 88, 90
resumes, 176, 177, 178, 192, 205, 207, 208
statistic presentation, 289, 290
title tag, 140
zooming infographics, 34, 35
text links, 141–142
timeline designs
  business process visualization, 246, 248–249
  infographic resumes, 183–187
  overlapping activities, 183
  stacked area, 185
Timeplots, 93, 96
title tag, 140
Top 26 Most Promising Wine Apps, 37, 38
topics
  choosing, 281–282
  controversial, 282
trending, 281
topic-specific blogs, 155–159
Tower of Beer, 29, 30
trademarks, 98, 103, 104
  infographic resumes, 197
treemaps, 240, 243, 326
trending topics, 281
Trust Flow, 157
Tufte, Edward, 4, 338
Tumblr, 33, 58
Twitter, 33, 150
  blog author contact, 158
  link half-life, 151
2012 Statistical Abstract, 293
U
Uncle Sam, 23, 24
Underskin, 25, 26
United States Copyright Office, 99
URLs
  cvgram, 223
  landing page, 139–140, 300–301
  ResumUP, 221
  visualize.me, 221
U.S. Census Population data, 293–295
V
vague data sources, 297
vector graphics, 306–313
  Adobe Illustrator, 308
  Adobe InDesign, 309
  image editing and, 314
  Inkscape, 312
  OmniGraffle, 310, 311
  PowerPoint, 313
  stock, 105–106, 295
Veloso, Tiago, 165
Venn diagrams, 320
Venngage, 335
vertical layouts, 58–66
video infographics, 42, 45–48
video sharing sites, 45
Vimeo, 45
VinTank, 37
viral phenomenon, 118, 119
Visual Complexity: Mapping Patterns of Information (Lima), 338
visual explanations, 78, 80–82
A Visual History of the American Presidency, 93, 96
Visual Loop, 165
The Visual Mapping Blogroll, 41
The Visual Miscellaneum (McCandless), 338
Visualize This (Yau), 337
VisualizeUs, 164
visualizing area, 274–280
Visualizing.org, 164
Visual-Literacy.org, 318
Visually, Inc., 50
Visual.ly, 163–164, 336
  infographic resumes, 210
Vizualize.me, 221, 222
Vizworld, 25
W

W3C, 312
Watson, Thomas J., 232
*A Website Designed*, 248–249

websites
eMBED code, 144–148
free infographic submission, 165–166
infographic, 138
infographic self-publishing, 163–164
keywords, 138–139
landing page URL, 139–140
layout, 60
link locations, 149–150
rank checking tools, 155, 156–157
title tag, 140
traffic estimation, 157
Webspam, 115, 123

What Guests Want, 60, 61
What’s so hard about search?, 116
Where’s Google making its money?, 284, 286
Wikipedia, 298, 330
Williams, Jesse, 42
Wilson, Vanessa, 208–209
Wirth, Mike, 80, 184–185
Wisconsin Crash Calendar, 262, 264–265
Wolfram Alpha, 330
word clouds, 257–259, 319–320, 326
Wordle.net, 258, 319–320
WordPress, 58
WordStream, 284, 285, 286
world maps, 326

X

Xerox, 9

XML, 312
XPLANE, 48
XTS-AES, 237

Y

Yau, Nathan, 337
Years, Stephen, 218, 219
Yingling, Jeremy, 92
Yonker, Bill, 93
YouTube, 45, 271
link half-life, 152

Z
zooming infographics, 34–36
zooming user interface (ZUI), 263
Zoom.it, 35–36
ZUI. See zooming user interface