
Infographic
Final
Project

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DGM 2271 Digital Design 1

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Infographic Theme

Theme: Video Stats for 2017

Question: How is video being used?

After going over many data sets, stats, and facts I came to three possible themes. The themes are: bizarre deaths, online videos stats, and BYU vs. UVU stats. I decided to go with online video stats.

The online video stats will allow me to show more data visualization by using graphs and charts. The data shows different statistics for video usage on the web in the beginning of 2017. It shows data such as number of videos watched and number of business that used video to promote their business.

Samples:

1. By 2017, online video will account for 74% of all online traffic.
2. 55% of people watch videos online every day.
3. 55% of people watch videos online every day.
4. 65% of video viewers watch more than $\frac{3}{4}$ of a video
5. 85% of Facebook video is watched without sound
6. 59% of executives agree that if both text and video are available on the same topic, they are more likely to choose video
7. 54% of senior executives share work related videos with colleagues weekly

Data Source Samples:

Agency, citing data released by the National Internet Development Center, India from IAMA, Indonesia from APJII / eMarketer.

syndacast.com/video-marketing-statistics-trends-2015

Consumers in the Micro-Moment, Google/Ipsos, U.S., March 2015, n=5,398 based on internet users

Google Data, Aggregated, anonymized data from Google Analytics, U.S., April 2016; Google Analytics, retailer aggregated data, US, March 2016

<https://www.youtube.com/yt/press/statistics.html>

<https://animoto.com/blog/business/video-marketing-cheat-sheet-infographic/>

http://www.stateofinbound.com/?__hstc=20629287.78f114c0498d047374acfd5d58d9.1474573707702.1491408558043.1491416575884.152&__hssc=20629287.1.1491416575884&__hsfp=851015459

Infographic Evaluation

1

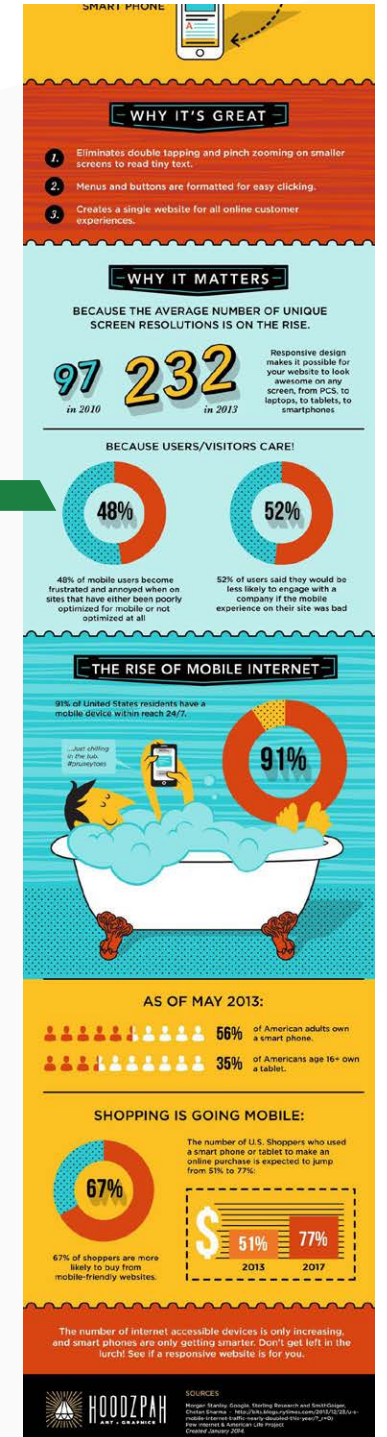
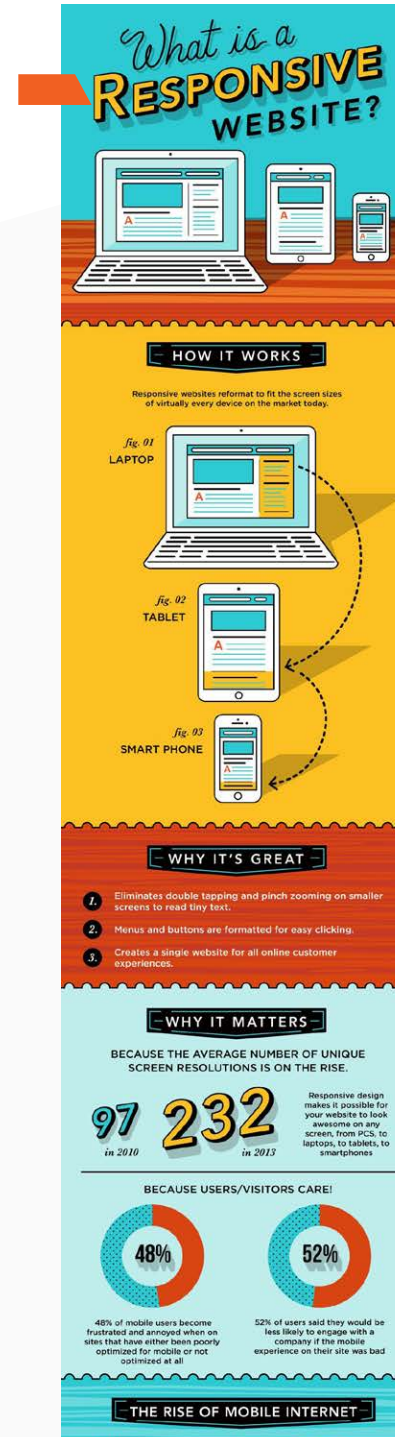
This is mostly a visualized article type infographic. The infographic teaches about what a responsive website is. It starts by showing what it is and giving points on why it should be used. The rest of the infographic shows data and facts about the usage of responsive design.

Aesthetically I like how it looks. The typography looks good. The title of the infographic gets your attention. The diagonal alignment makes it more dynamic. Every element of the infographic has plenty of space. It doesn't feel cluttered.

The texture on the doughnut chart is not necessary and is distracting.

The layout is very nice. The content makes sense. They displayed the data in different ways, mostly by doughnut charts. I do not see any problems with contrast. The layout is well balanced, there isn't a section that is distracting.

The data looks accurate and realistic. They did provide the sources to the data in the footer.



Infographic Evaluation

2

This infographic is more of a tutorial for promoting your company video through social media. The reason I believe this is a tutorial is because the infographic walks you through step by step the things you need to do to promote your video.

The color theme for the infographic works. The colors work together and don't compete for attention. There almost isn't any textures I would of liked more textures. The typography is readable but some sections the font size is a little too small. It is a creative effect they made with the magnifying glass.

This infographic has a flat design. They didn't use drop shadows. The content makes sense. There is a lot going on overall, it makes it more interesting. There is a few contrast problems. The red icon with a red background and the red text with the yellow background doesn't work very well.

The data looks accurate. More numbers would of been nice. They did provide the sources to the data in the footer.

HOW TO PROMOTE YOUR COMPANY VIDEO ON Social Media

PEOPLE LIKE WHAT

With social media such a huge part of many people's lives, it's no wonder that they've also discovered how it can be used to promote videos. Whether it's a video about your business or testimonial singing the praises of your product or service, social media provides the perfect place to share.

We present this infographic to open your eyes to the many, wonderful ways that you can use social media to promote your video!

SOCIAL MEDIA
 # HUMAN INTERACTION
 # FOOD
 # PLAYING WITH PETS
 # DANCING

WHY SHARE VIDEO ON SOCIAL MEDIA

90% According to Cisco, 90% of all the traffic on the internet in the next five years will be from video. So if you're not using video to promote your business you're losing out [1]

By 2015, nearly 50% of all ad openings was directed toward video content. The ad industry finally gets it! [2]

HOURS SPENT ON SOCIAL MEDIA MONTHLY [3]

FACEBOOK	7 HOURS
YOUTUBE	3.5 HOURS
HULU	2.5 HOURS
TUMBLR	1.5 HOURS
PINTEREST	1.6 HOURS
TWITTER	21 MINS

1ST PLACE **CREATE A STELLAR VIDEO**

Is your video... **UNIQUE ENTERTAINING FUN SHARE WORTHY OF REAL VALUE**

Keep your videos short. According to Marketing Profs, the typical length of a watched internet video is just under three minutes [4]

Create a video with high-quality production values. Not many people want to spend time watching a video that's fuzzy and blurry

03:00

MAKE PEOPLE WANT TO SHARE YOUR VIDEO

Choose only video websites that let you share your video on social networks [5]

HELLO my name is

Choose a title that accurately reflects what your video is about. Include a two- to three-paragraph description that clearly outlines what's in your video, and don't forget to include relevant tags [6]

OPTIMIZE YOUR VIDEO SO EVERYONE CAN FIND IT

53X According to Forrester Research, videos are 53 times more likely than text to appear on page one of Google search results [7]

Use YouTube's keyword tool to help you pick the top keywords that are the most popular based on monthly search statistics

COME UP WITH A PROMOTIONAL SHARING PLAN

Share your video on the most widely used social media sites

1.3 BILLION **300 MIL** **200 MIL** **110 MIL** **70 MIL**

EXECUTE YOUR SHARING STRATEGY WELL

Use Facebook ads to promote video reviews and other content. By simply sharing your video in your Facebook status update, you'll not be able to promote the post to reach a larger audience

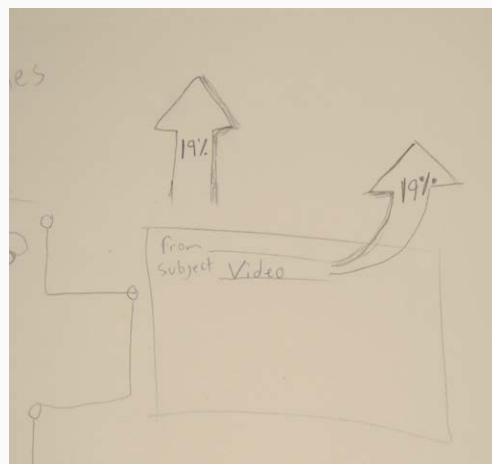
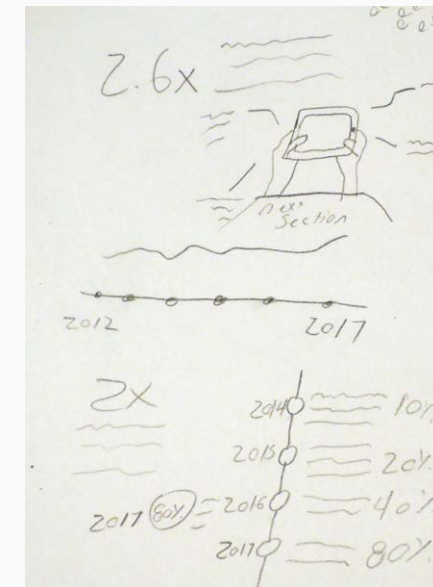
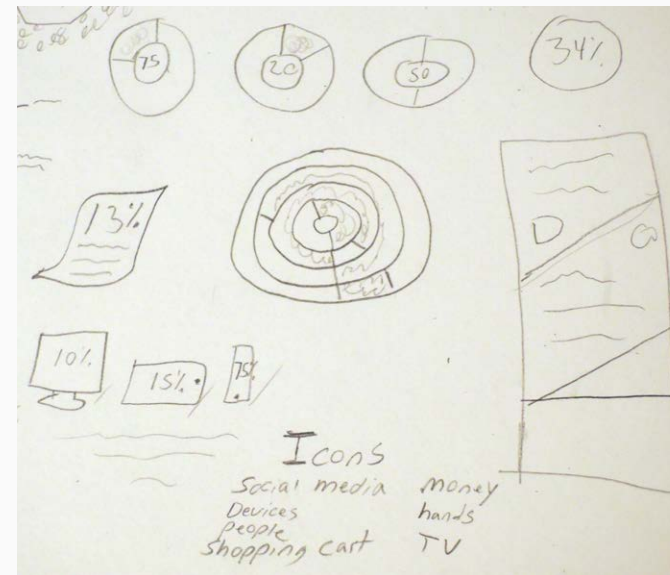
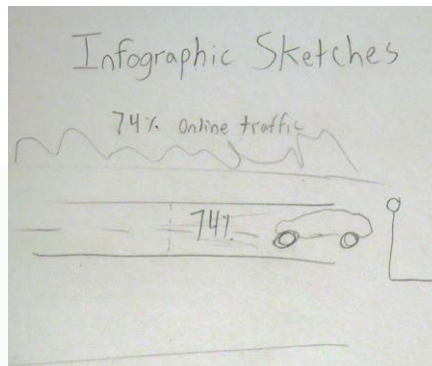
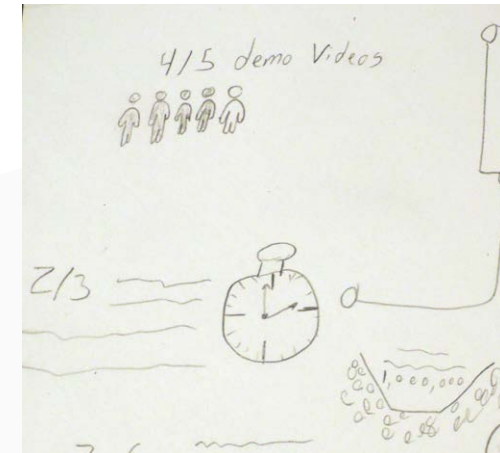
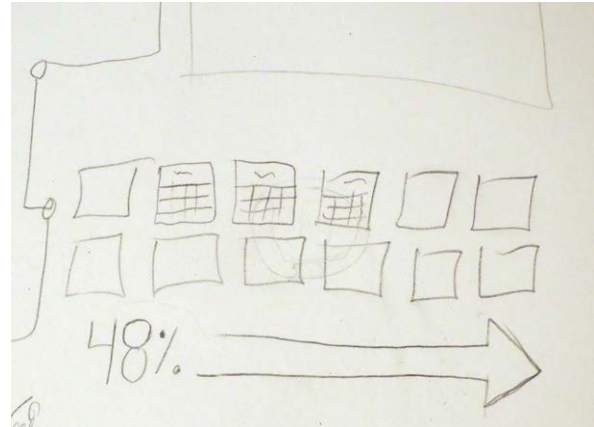
SHARE!

Share other people's videos and posts. Doing so will increase the chances of them reciprocating and sharing your videos as well

HELP OTHERS LEARN ABOUT HOW TO SUCCESSFULLY PROMOTE THEIR VIDEOS BY SHARING THIS INFOGRAPHIC!

fiverr

Preliminary Sketches



For the sketches I tried doing different ideas for graphs and charts. Most of the data is percentages. I will need to find more data for different kinds of graphs and charts. I did get a few ideas that will probably go in the infographic. For the design, I wanted to get ideas on layout and icons.

Outline

Title: Video on the Web.

Intro

The first ever video was uploaded June 24, 1993. It was a band performance by “Severe Tire Damage.” Since then millions and billions of videos have been uploaded on the web. Businesses, Companies, Schools, Universities, and other organizations rely on video streaming. There are websites dedicated to just video. Now you can view video anywhere using a phone, tablet, computer, screens, watches, and even on your refrigerator. How is video being used as of 2017?

https://en.wikipedia.org/wiki/Streaming_media#History

Section Headers


- Video in 2017
- Businesses using Video
- Videos and Shoppers
- Social Media and Video

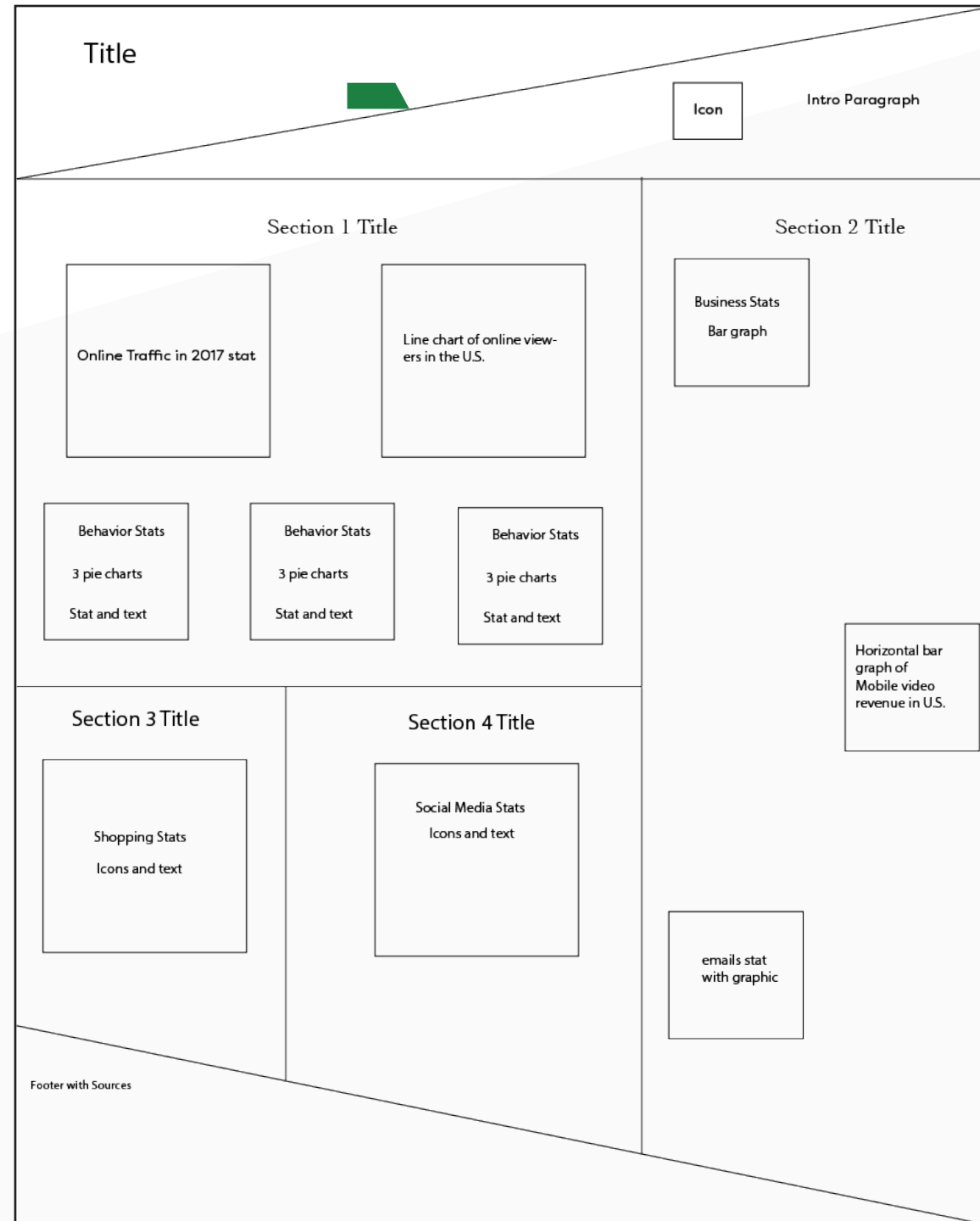
Footer: Source Data, Attributions including image credits, your personal logo and URL.

1. Agency, citing data released by the National Internet Development Center, India from IA-MAI, Indonesia from APJII / eMarketer.
2. syndacast.com/video-marketing-statistics-trends-2015
3. Consumers in the Micro-Moment, Google/Ipsos, U.S., March 2015, n=5,398 based on internet users
4. Google Data, Aggregated, anonymized data from Google Analytics, U.S., April 2016; Google Analytics, retailer aggregated data, US, March 2016
5. <https://www.youtube.com/yt/press/statistics.html>
6. <https://animoto.com/blog/business/video-marketing-cheat-sheet-infographic/>
7. http://www.statebound.com/?__hstc=20629287.78f114c0498d047374acfd5d5e8
8. <http://tubularinsights.com/forbes-insights-releases-2010-study-clevel-executives-video/>
9. <http://digiday.com/media/silent-world-facebook-video/>

Wireframe

The wireframes were made using adobe illustrator. The dimensions are 800px x 1000px, Skyscraper Format. This is the revised version.

I had to make one change on the final draft.  The diagonal line had to change angles to give the intro paragraph more room.



Design Guide

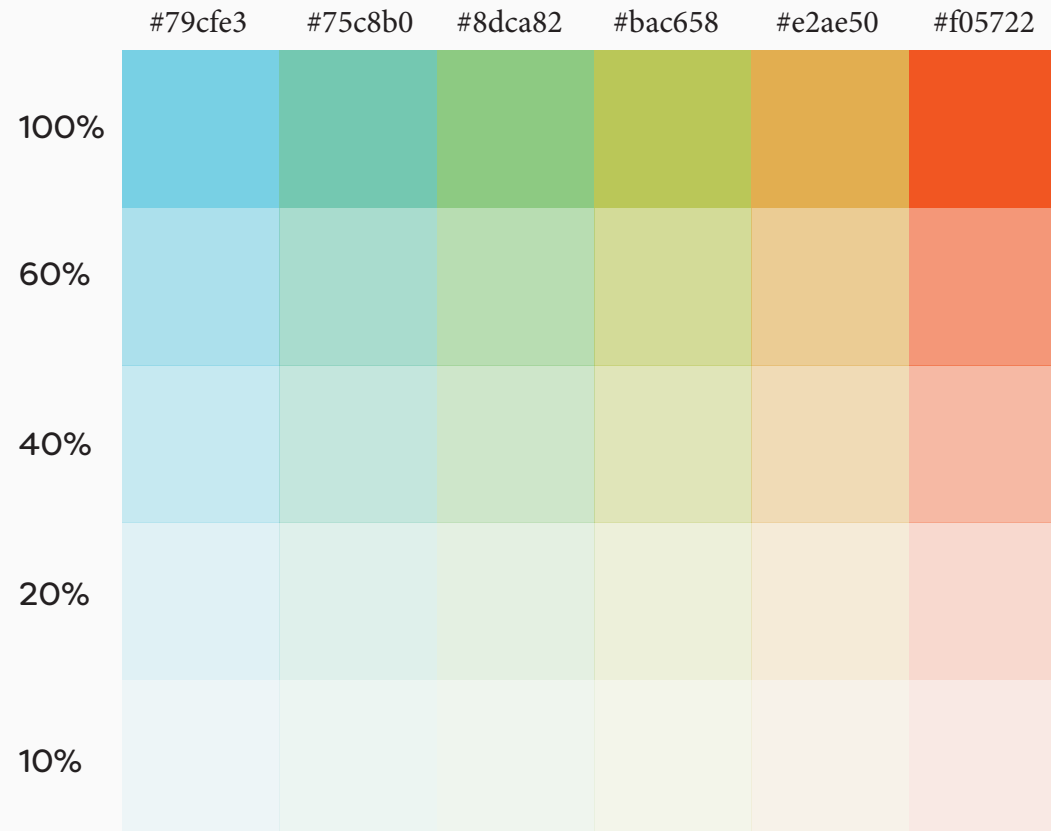
Typography

Adobe Garamond Pro
Main Title 30 pt.

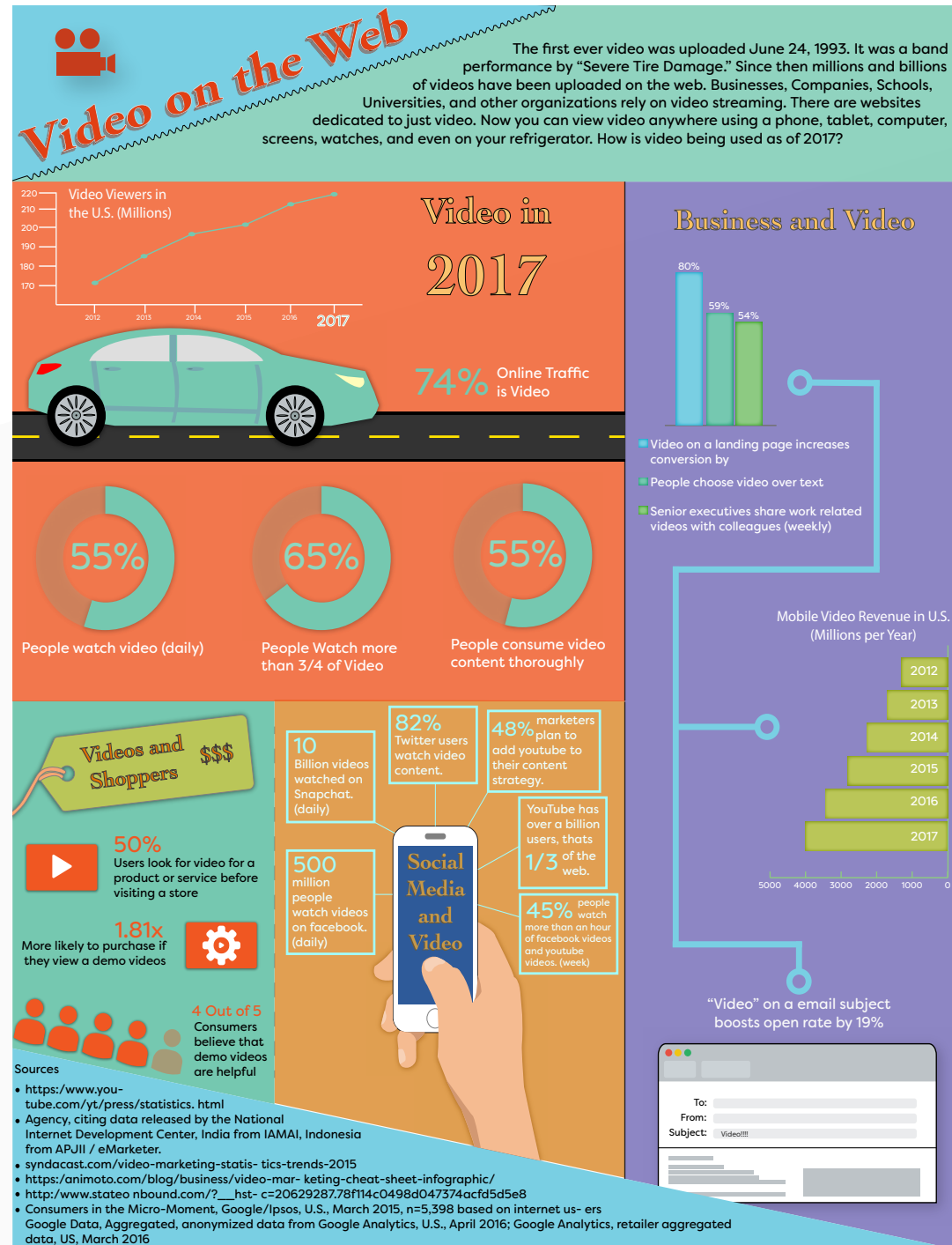
Cochin
Sub-Headings 18 pt. - 24 pt.

Filson Soft
Body Text 10 pt. - 12 pt.
Graph Labels 6 pt. - 10 pt.

Color Palette

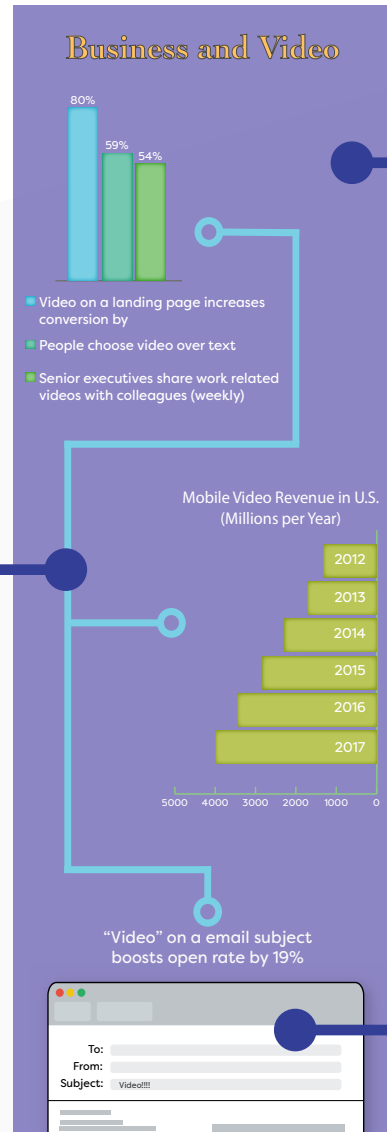


Final Infographic



Design Process

This design element idea came from doing sketches. I thought this section would be good place to include it because of it's vertical layout.



For this section of the infographic I had to choose a different color not in my color palette. It was the only color that had good contrast.

The idea for this illustration also came from my sketches

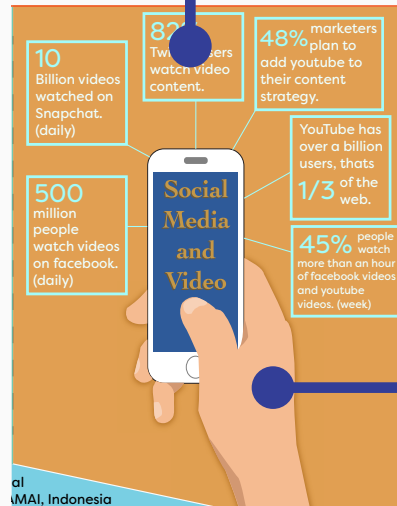
Design Process

This sections is about videos used for making purchases. I got the idea to put the title on a price tag illustration.



This came from the sketches. I found good data to use it on.

I had to make the stroke thicker for better contrast. The blue color has more white also for better contrast.



For these illustrations and the other icons, I placed an image on the background and I traced it with the pen tool to make it into a vector shape.

