

# Today's Presenter



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Colorado State Library

# Data Visualization for the Rest of Us: A Beginner's Guide

Linda Hofschire

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[www.lrs.org](http://www.lrs.org) | [@lindahofschire](https://twitter.com/lindahofschire)

# SCHOOL LIBRARY IMPACT STUDIES



# School Libraries & Student Achievement

**School Librarians are Linked to Improved Standardized Reading Test Scores**

Studies conducted over the past two decades, both in Colorado and nationwide, show that students in schools with endorsed librarians score better on standardized achievement tests in reading, compared with students in schools without endorsed librarians.



This increase in scores exists regardless of:

Student Poverty Level<sup>1</sup>



In a Colorado study, the presence of school librarians positively impacted students' standardized reading scores even when controlling for student poverty (free and reduced-cost meal status).

Overall Staffing Losses<sup>2</sup>



In a national study, even if schools had overall staff declines between 2004 and 2008, students' standardized reading scores were better in schools that maintained or gained a librarian during this time period.

What other school library characteristics are associated with better test scores?

School Librarians Teaching Information Literacy Skills to Students<sup>3</sup>



Staffed by Endorsed Librarian<sup>4</sup>



Collaborative Planning Between School Librarians & Teachers<sup>5,6</sup>



Extended Library & Staff Hours<sup>7</sup>



School Librarians Providing In-Service Training to Teachers<sup>8</sup>



Larger & Newer Collections<sup>9,10</sup>



More Student Visits<sup>11</sup>



Flexible Scheduling<sup>12</sup>



Higher Expenditures<sup>13,14</sup>



See [www.lrs.org/data-tools/school-libraries/impact-studies/](http://www.lrs.org/data-tools/school-libraries/impact-studies/) for a list of school library impact studies.

1. Lantieri, K. C., & Haskins, J. (2010). Change in school librarian staffing linked with change in 2009 reading performance, 2002 to 2009. Retrieved from <http://www.lrs.org/data-tools/school-libraries/impact-studies/>

2. Lantieri, K. C., & Haskins, J. (2011). School librarian staffing and student achievement: A national study. Retrieved from <http://www.lrs.org/data-tools/school-libraries/impact-studies/>

3. Lantieri, K. C. (2010). The impact of school librarians on student achievement: A national study. Retrieved from <http://www.lrs.org/data-tools/school-libraries/impact-studies/>

4. Lantieri, K. C. (2010). The impact of school librarians on student achievement: A national study. Retrieved from <http://www.lrs.org/data-tools/school-libraries/impact-studies/>

5. Fuchs, D., & Fuchs, L. (2010). School librarians and student achievement: A national study. Retrieved from <http://www.lrs.org/data-tools/school-libraries/impact-studies/>

6. Fuchs, D., & Fuchs, L. (2010). School librarians and student achievement: A national study. Retrieved from <http://www.lrs.org/data-tools/school-libraries/impact-studies/>

# The Internet Is a Zoo

## The Ideal Length of Everything Online

Every piece of content should be as long as it takes to convey the message, and no longer.



### THE IDEAL CHARACTER COUNT

### SIDE NOTES

 TWEETS

71-100



 POSTS

40



 POSTS

60



 PARAGRAPHS

40-55



#### TWITTER

Tweets shorter than 100 characters have a 17% higher engagement rate.

#### FACEBOOK

Posts with 40 characters receive 86% more engagement than posts with a higher character count.

#### GOOGLE PLUS

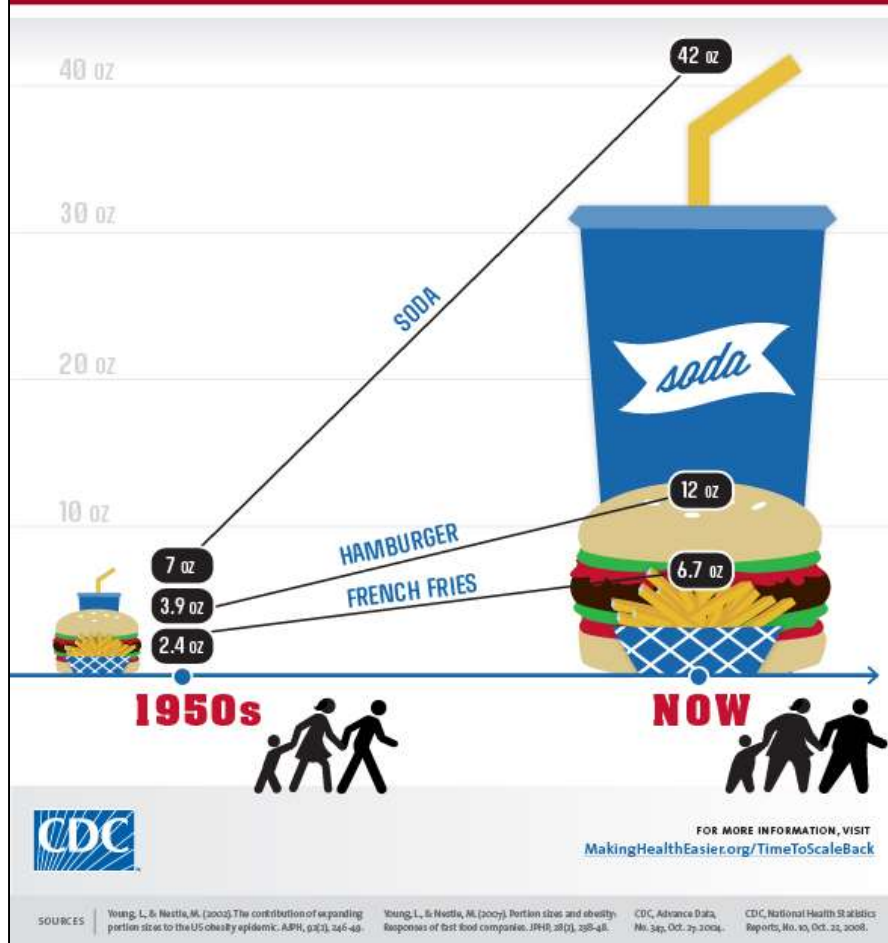
If your Google+ headline can't be contained in one line, your first sentence must be a gripping teaser to get people to read more.

#### PARAGRAPHS

Opening paragraphs with larger fonts and fewer characters per line make it easier for the reader to focus and jump quickly from one line to the next.

# THE NEW (AB)NORMAL

Portion sizes have been growing. So have we. The average restaurant meal today is more than four times larger than in the 1950s. And adults are, on average, 26 pounds heavier. If we want to eat healthy, there are things we can do for ourselves and our community: Order the smaller meals on the menu, split a meal with a friend, or eat half and take the rest home. We can also ask the managers at our favorite restaurants to offer smaller meals.



Numbers have an **important story** to tell. They rely on you to give them a **clear and convincing voice**.

—Stephen Few

**Stories** are how numbers talk to people.

-Thomas Davenport

By visualizing information, we turn it into a landscape that you can explore with your eyes, a sort of information map. And when you're lost in information, **an information map is kind of useful**.

—David McCandless

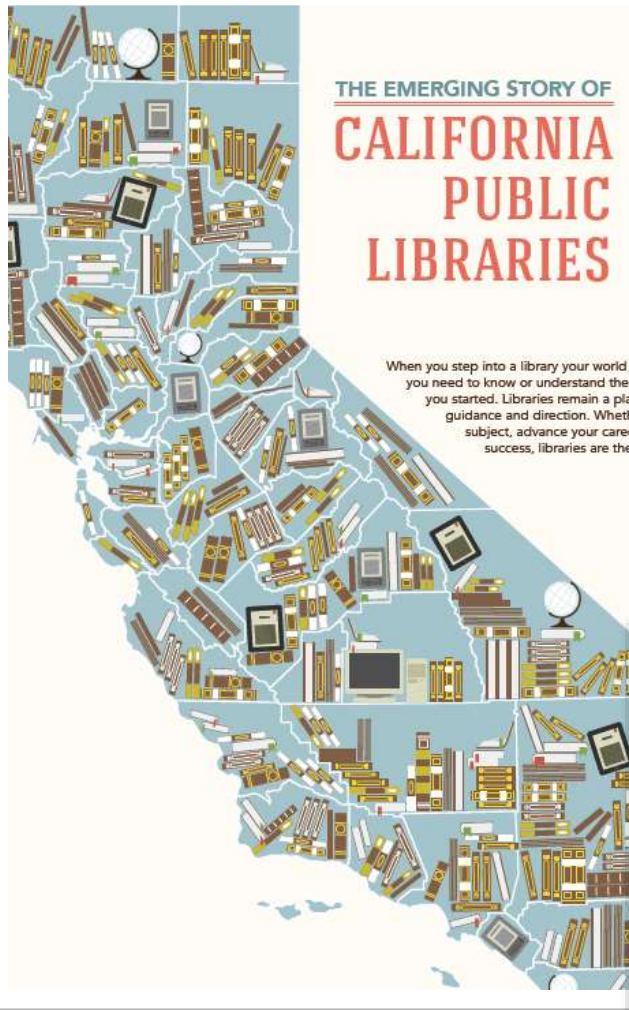
# The Data Visualization Continuum



Excel chart/  
number art in a  
report or  
presentation

Complex infographic  
that includes a variety  
of visual elements





THE EMERGING STORY OF  
**CALIFORNIA  
 PUBLIC  
 LIBRARIES**

*"When I got my library card, that's when my life began."*  
 - Rita Mae Brown

When you step into a library your world just got bigger. Whatever you need to know or understand the Public Library can get you started. Libraries remain a place to turn to for unbiased guidance and direction. Whether you want to learn a subject, advance your career, or ensure your child's success, libraries are the place to start.

**UNDERSTANDING THE  
 ROLE OF LIBRARIANS**

Just as Gutenberg reinvented the book, technology is reinventing libraries once again. The information revolution has raised the public's expectations. This means libraries have to digitize their collections, provide e-books, and embrace new technology to stay relevant. Libraries serve the culture they belong to. When the needs of the culture change, libraries must evolve to reflect the context.

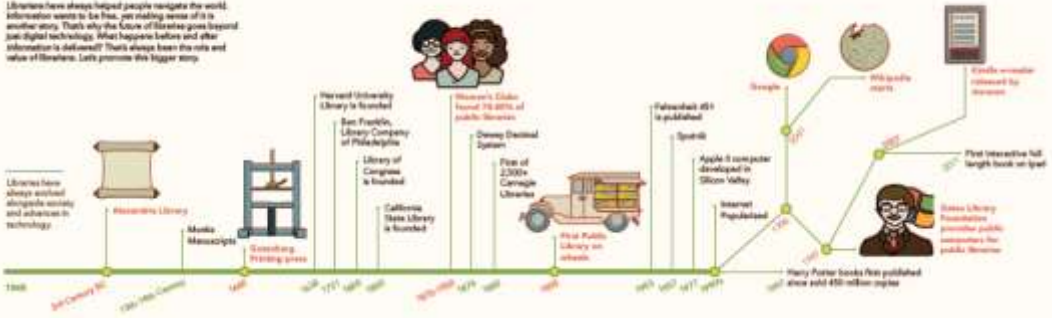
People feel overwhelmed by the new dynamics and roles of the 21st-century information on the rise. Whether you're trying to find a new job, learn new technology or ensure your child succeeds you're feeling under pressure. In a world of infinite knowledge, people don't know who to trust or what to believe. Moving forward doesn't happen in a straight line.

Librarians have always helped people navigate the world. Information wants to be free, yet rising noise of it is another story. That's why the future of libraries goes beyond just digital technology. What happens before and after information is delivered? That's always been the role and value of librarians. Let's promote the bigger story.

*"Libraries: The middle class of the soul"*  
 -Library of Thebes, inscription near the floor



Librarians have always done more than just deliver information. The real story is what happens before and after information gets to people's hands. Librarians help to make sense and meaning of the world.



# INVESTING IN OPPORTUNITIES FOR ADULTS

## Strengthening English Skills at the Library

OVER THE PAST YEAR, the Library has tripled the size of its free English for Speakers of Other Languages (ESOL) and Adult Literacy program in order to meet the needs of the city's growing number of immigrants from around the world.

With 38 percent of the city's population now born abroad, the Library aims to become

New York's first free school of literacy.

**\$180**



Amount first-grader Helen Stone raised for NYPL with her Upper West Side lemonade stand

The Library's free English classes are particularly important to low-income students who need to improve their English to get work, take classes, help their children in school, or pass their citizenship tests. Nearly two-thirds of the Library's ESOL students have a total family income of less than \$25,000 a year.

The Library now offers spots for more than 6,000 students in classes year-round at 29 libraries throughout the system, up from 17 last year. In the coming years, NYPL aims to expand the program tenfold while broadening it to 50 libraries.

While adding locations, the

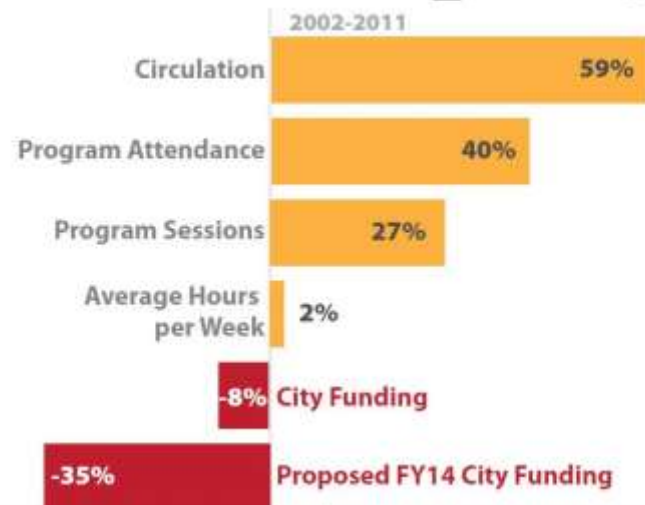
**64%**

of ESOL students at NYPL have a family income of less than \$25,000

greater variety of times, including evenings and weekends. The Library also now offers an array of classes, from beginner to advanced.

Last summer, the more than 1,500 students who enrolled in the program received a variety of services, including: Egyptian, Thai, and Thai receptionist training.

### NYC Libraries: Demand ↑ Funding ↓

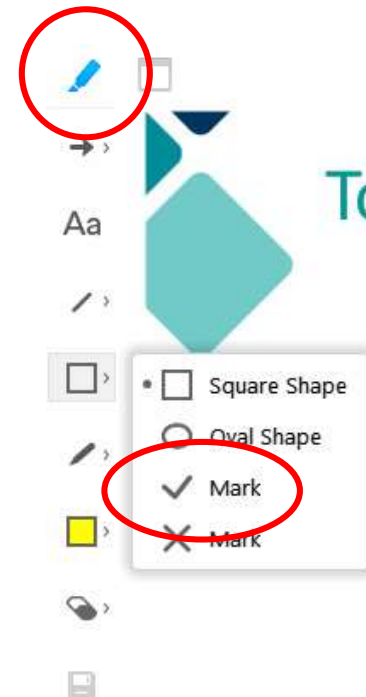


# ANNOTATION TOOLS

The tool buttons will open in a row on the left side of your screen, once you **click on the marker**, at the top left corner of the screen.

## Check mark

- Click on square, half-way down.
- Use the drop-down menu and choose the check mark.
- Click on slide to indicate choice.



# The Data Visualization Continuum



Excel chart/  
number art in a  
report or  
presentation

Complex infographic  
that includes a variety  
of visual elements

**Where are you on the continuum?**

# Evaluation Continuum



Please rate your evaluation skills:

I am new to or in the initial stages of learning about evaluation.

1



2



I have intermediate evaluation skills.

3



4



I have advanced evaluation skills.

5



How confident are you that you can act as a leader in your organization's evaluation efforts?

Not at all confident

1

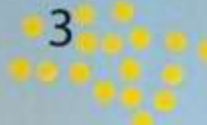


2



Confident

3

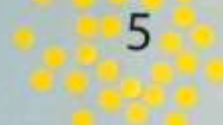


4



Very confident

5



Please describe your organization's commitment to evaluation:

My organization has little to no interest in evaluation.

1



2



My organization recognizes the value in evaluation but uses it sporadically.

3



4



Evaluation is central to my organization.

5



# Evaluation Continuum



Please rate your evaluation skills:

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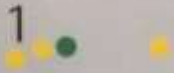
5



How confident are you that you can act as a leader in your organization's evaluation efforts?

Not at all confident

1



2

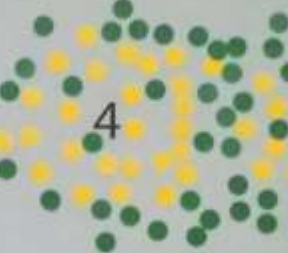


Confident

3



4



Very confident

5



Where do you want your organization's commitment to evaluation to be in the next 6 months?

My organization has little to no interest in evaluation.

1



2



My organization recognizes the value in evaluation but uses it sporadically.

3



4



Evaluation is central to my organization.

5





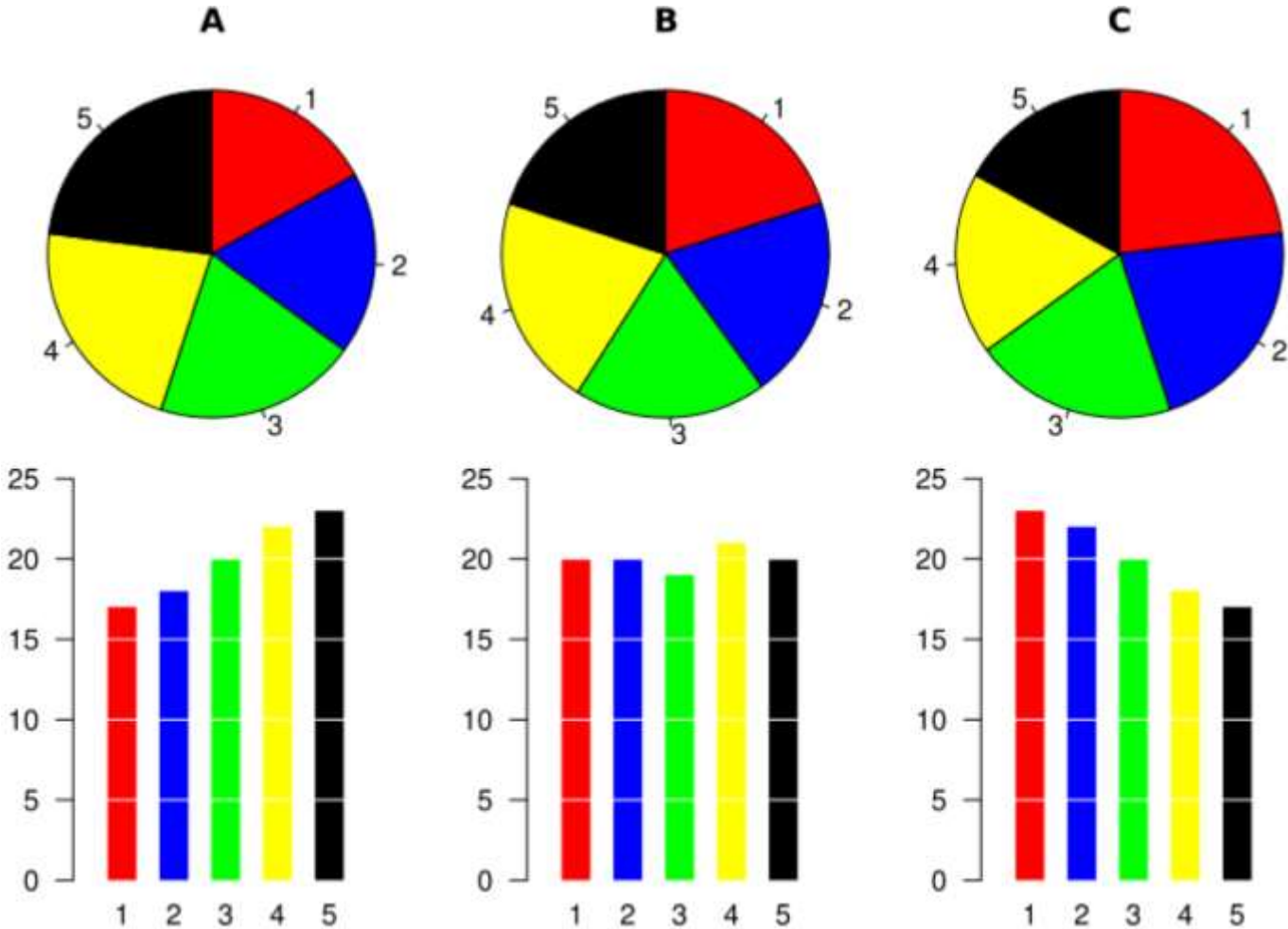
**4 simple tweaks to make numbers  
and charts more accessible**

# 1. PUT NUMBERS IN CONTEXT





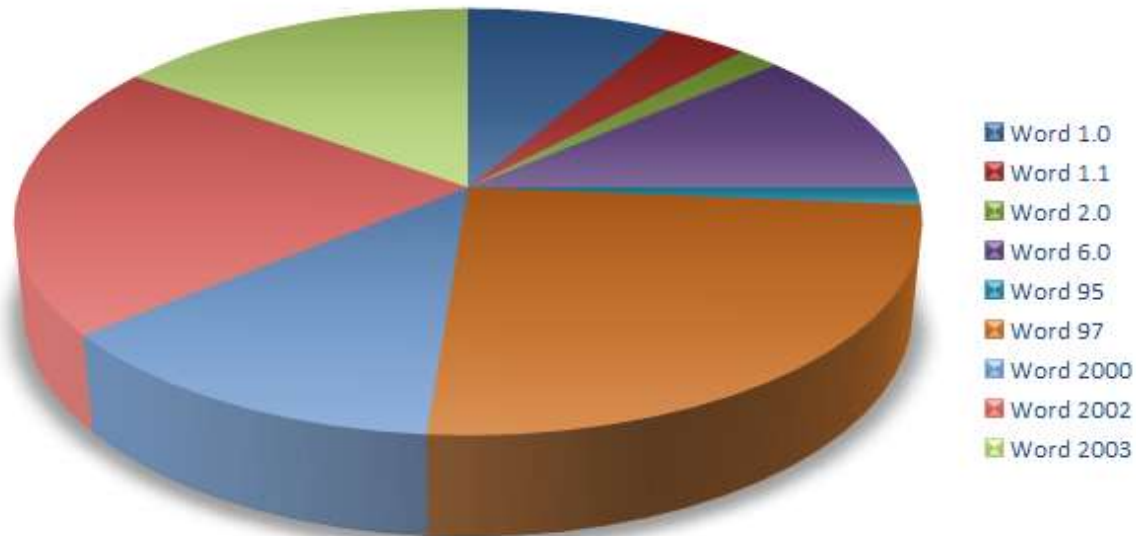
## 2. CHOOSE THE APPROPRIATE CHART



Source: Data is Beautiful/Reddit

## 2. CHOOSE THE APPROPRIATE CHART

Microsoft Word Features By Version Added



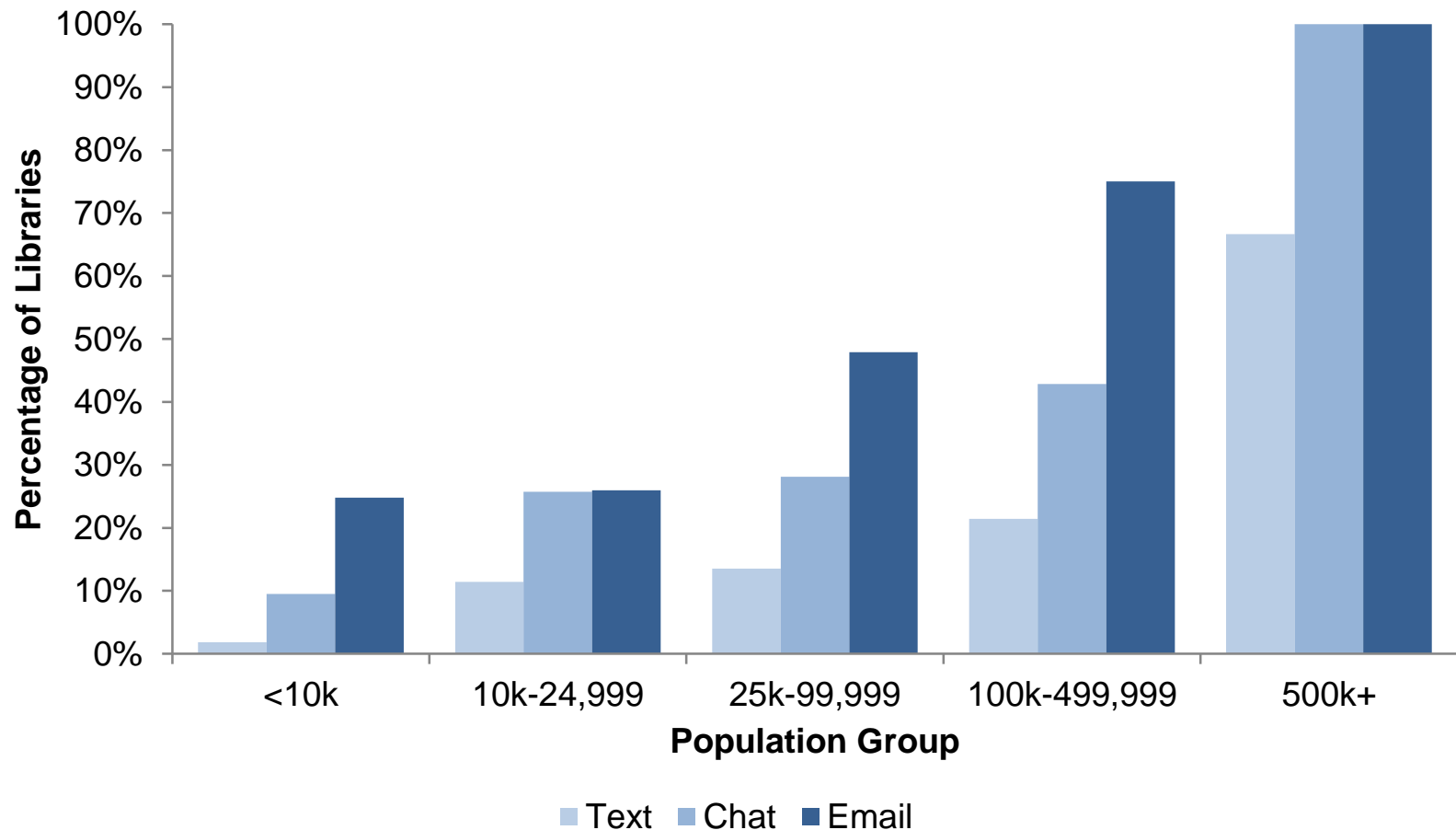
# 3. SIMPLIFY AND ESTABLISH A FOCAL POINT

I never thought it was possible but I actually understand soccer less after looking at this chart.



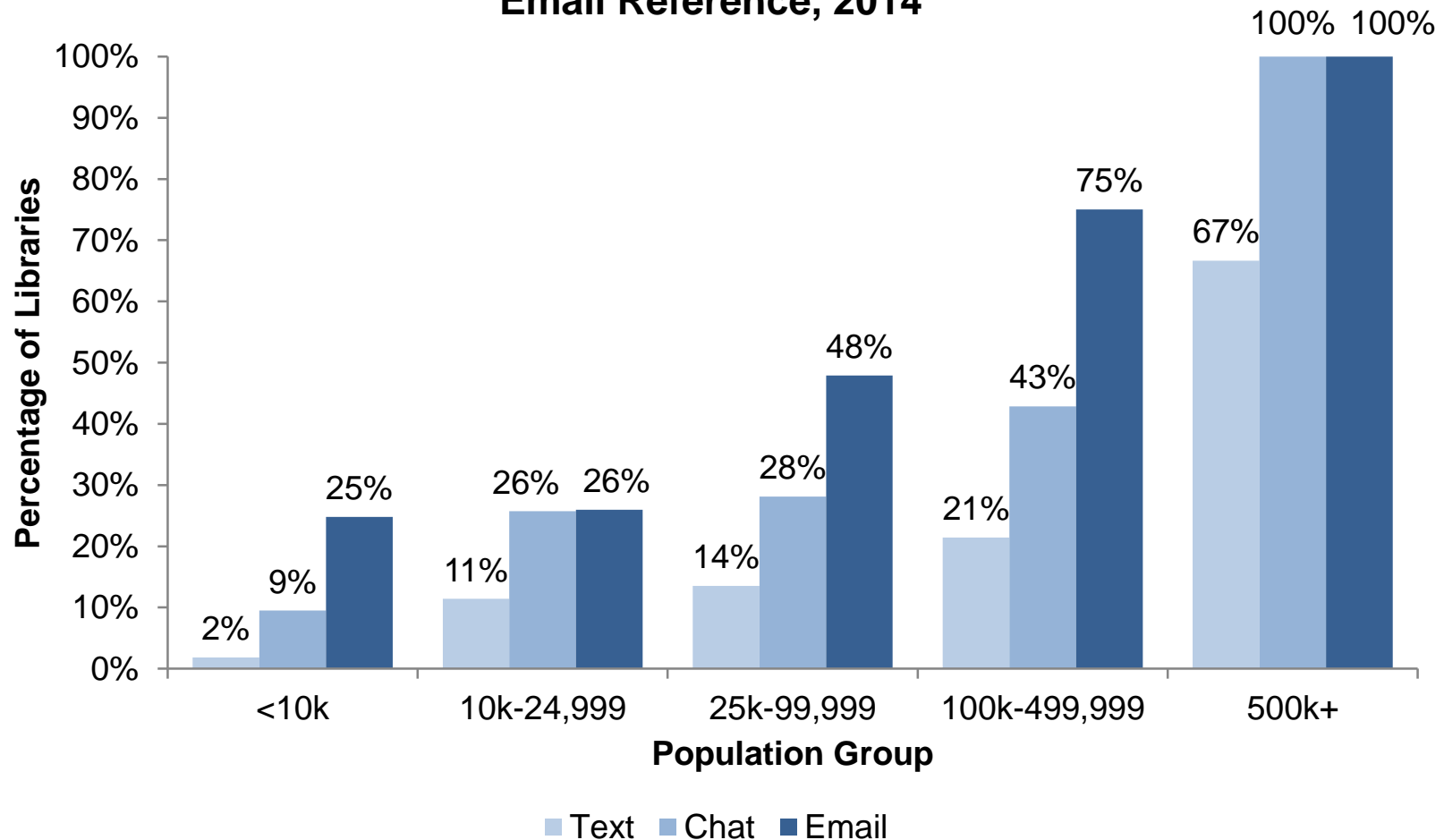
# 4. DON'T MAKE PEOPLE WORK TOO HARD TO FIND INFORMATION

Percentage of U.S. Public Libraries with Text, Chat, and Email Reference, 2014



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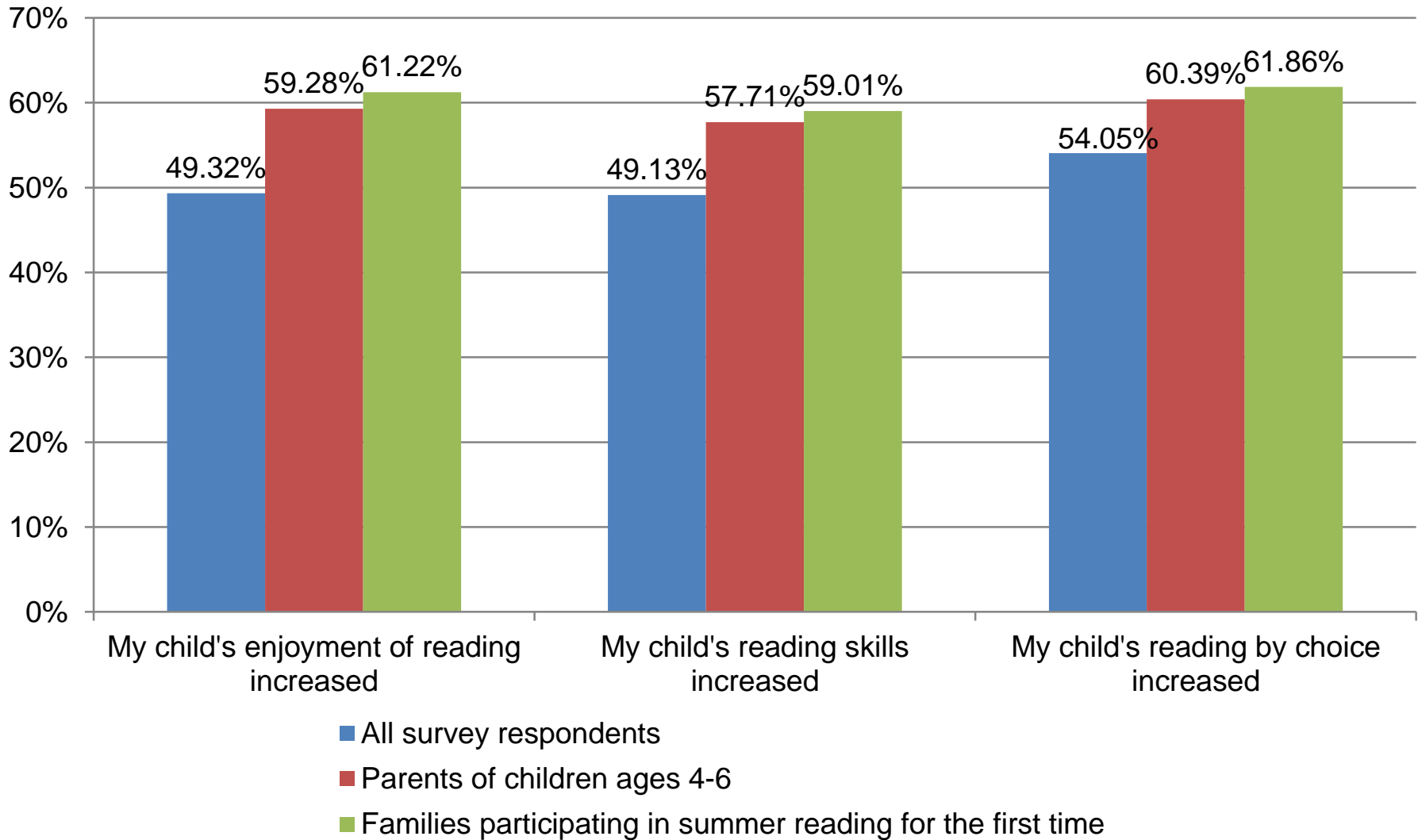
Percentage of U.S. Public Libraries with Text, Chat, and Email Reference, 2014



# CHART DISSECTION

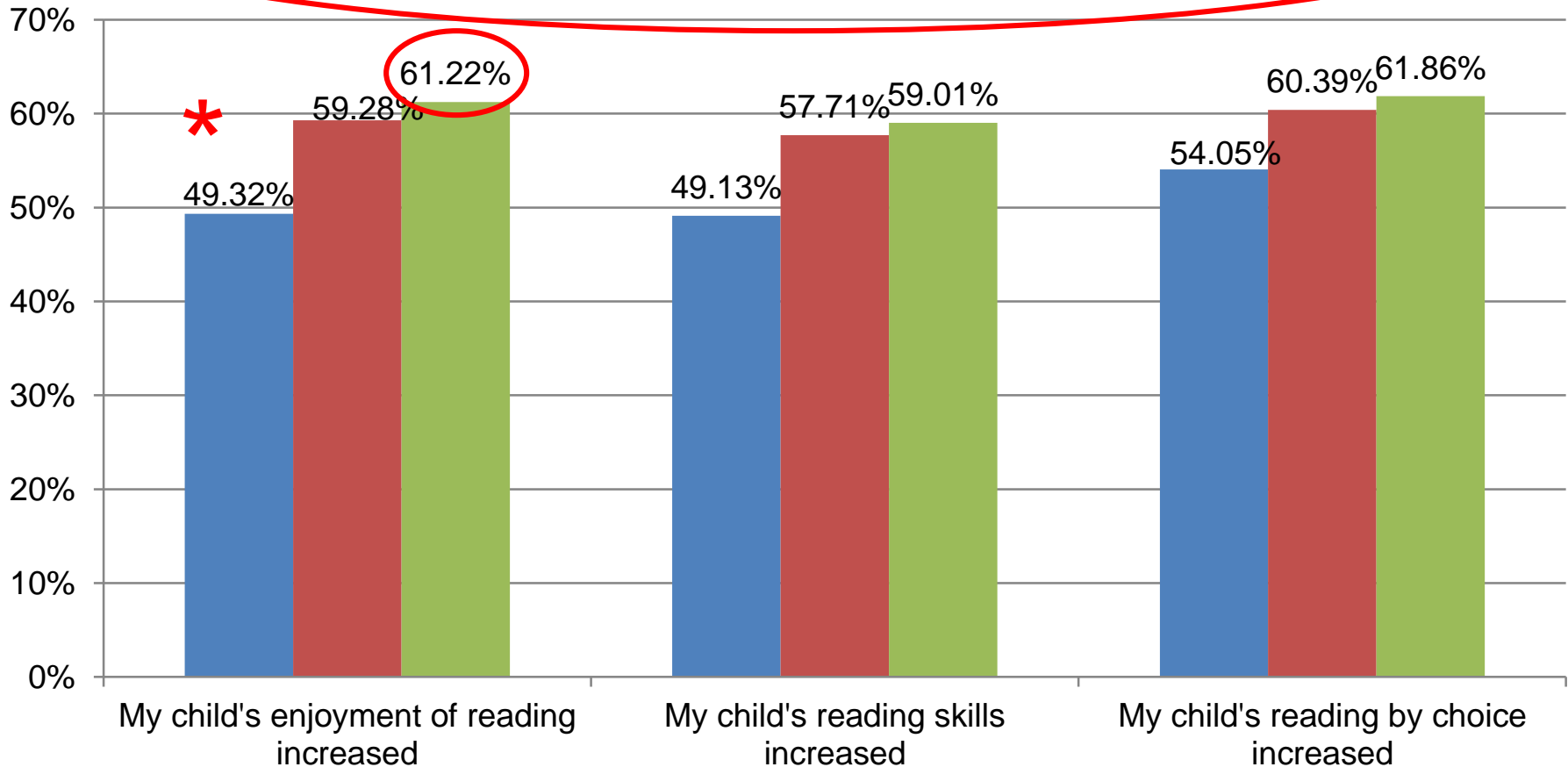


**Chart 3**  
**Percentages of Survey Respondents Indicating Their Child's  
Enjoyment of Reading, Reading Skills, and Reading by Choice  
Increased after Participating in Summer Reading**



**Chart 3**

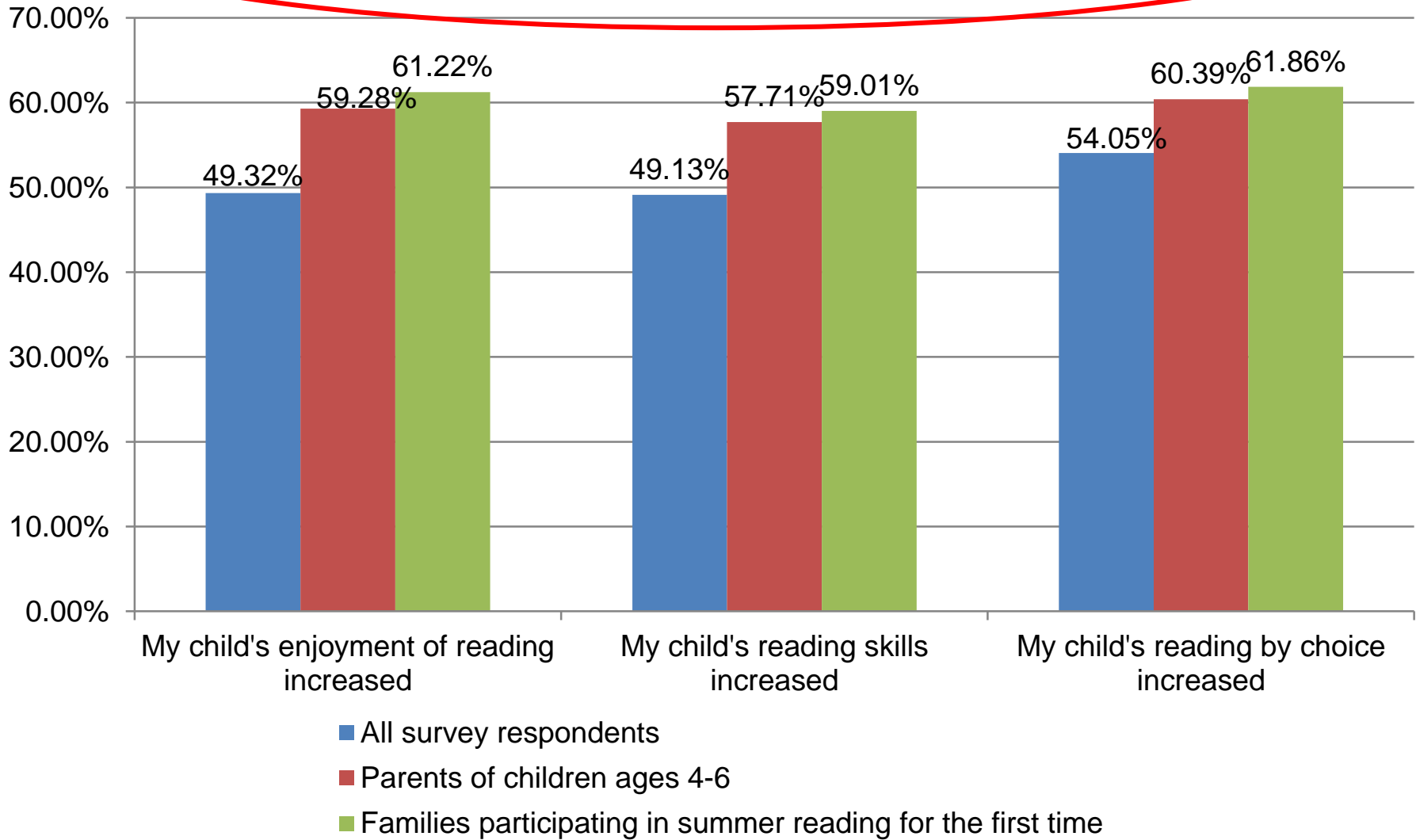
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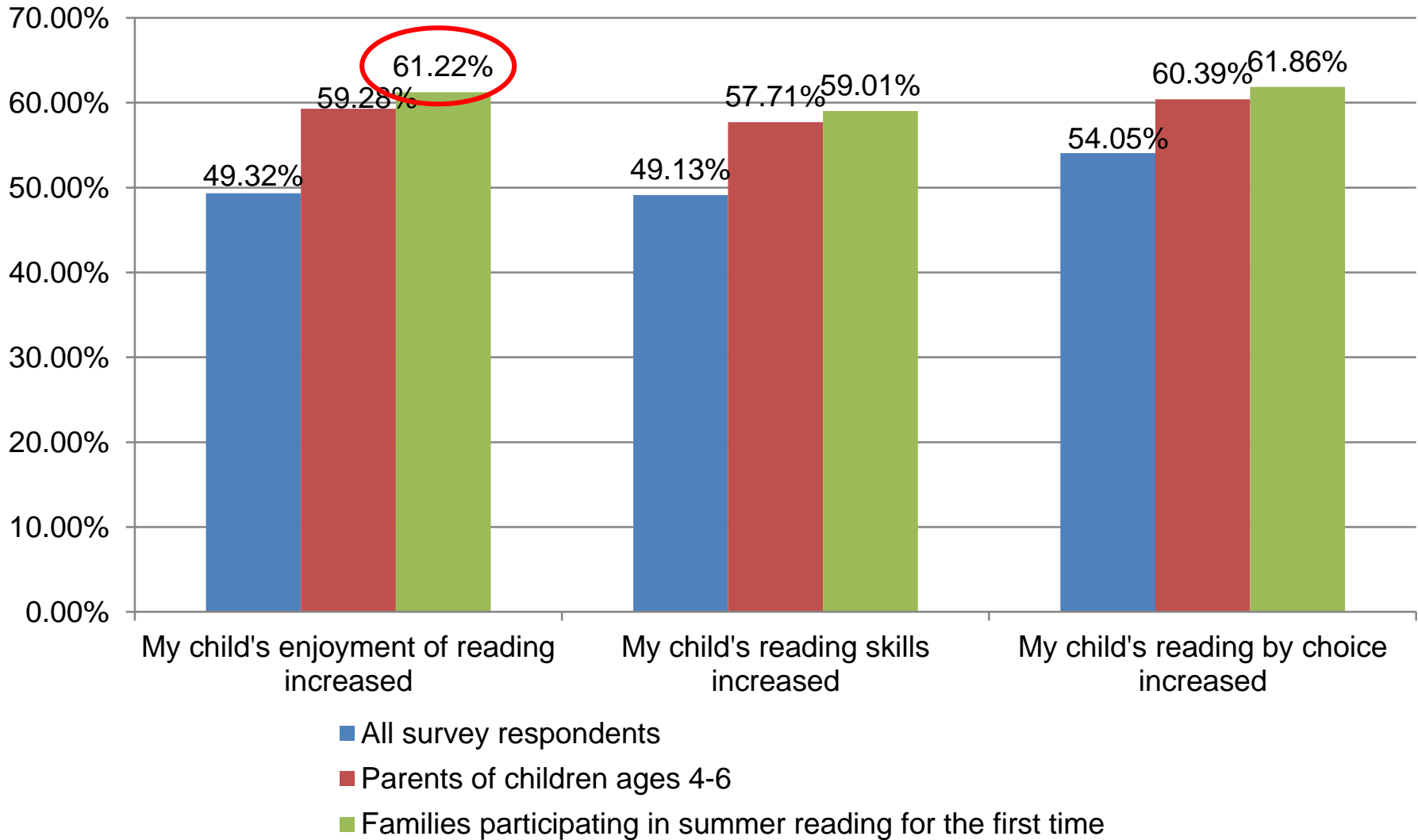
- All survey respondents
- Parents of children ages 4-6
- Families participating in summer reading for the first time



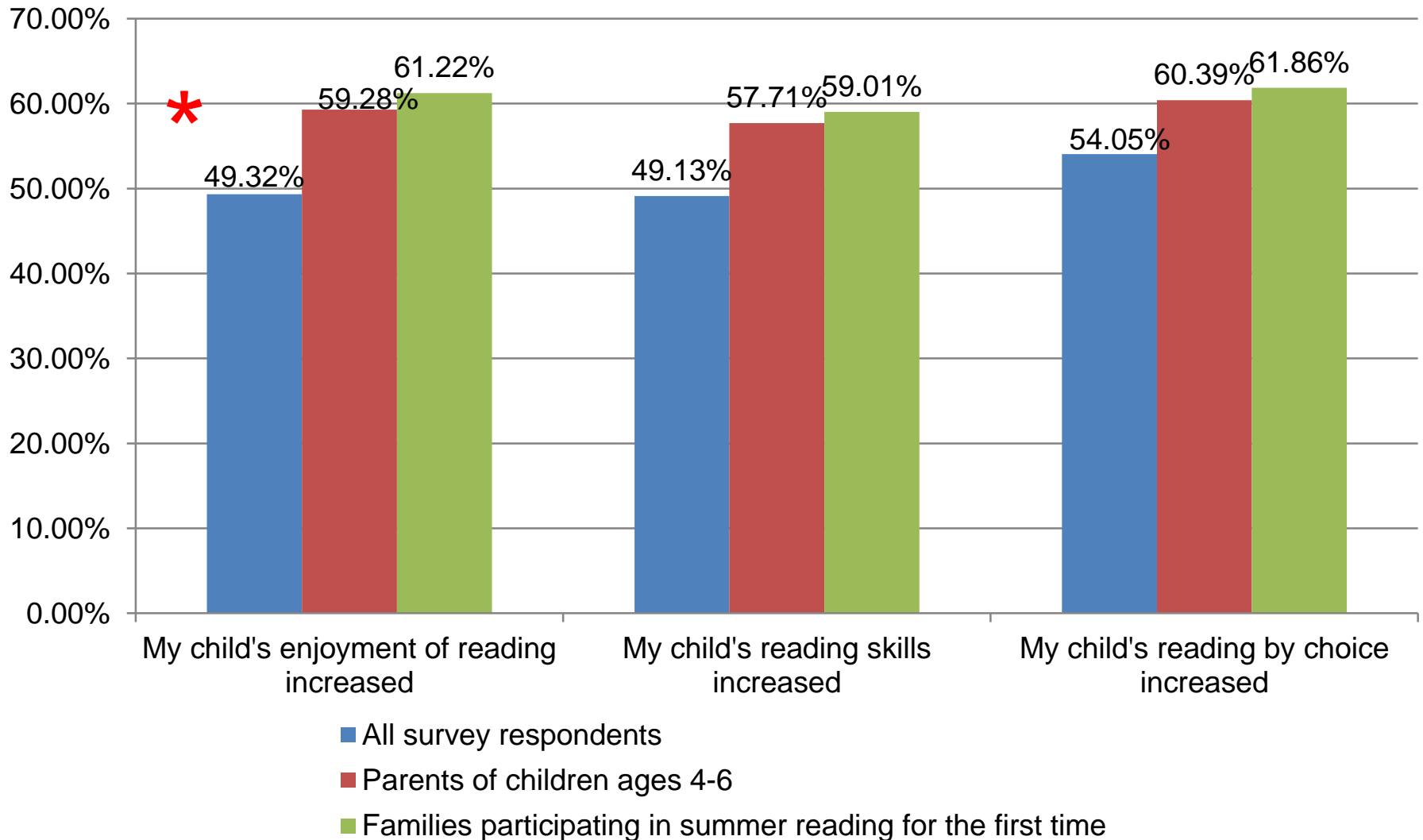
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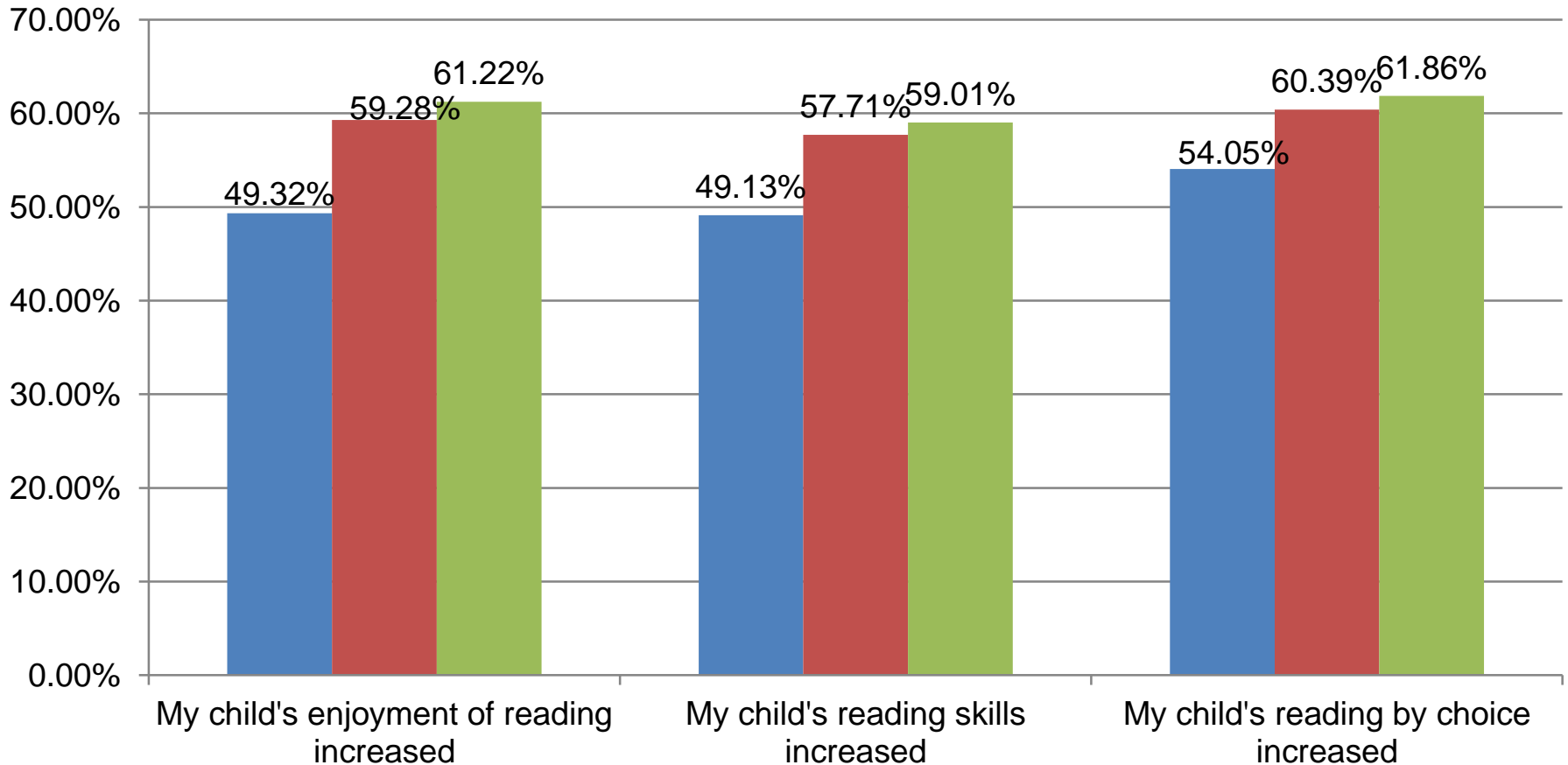
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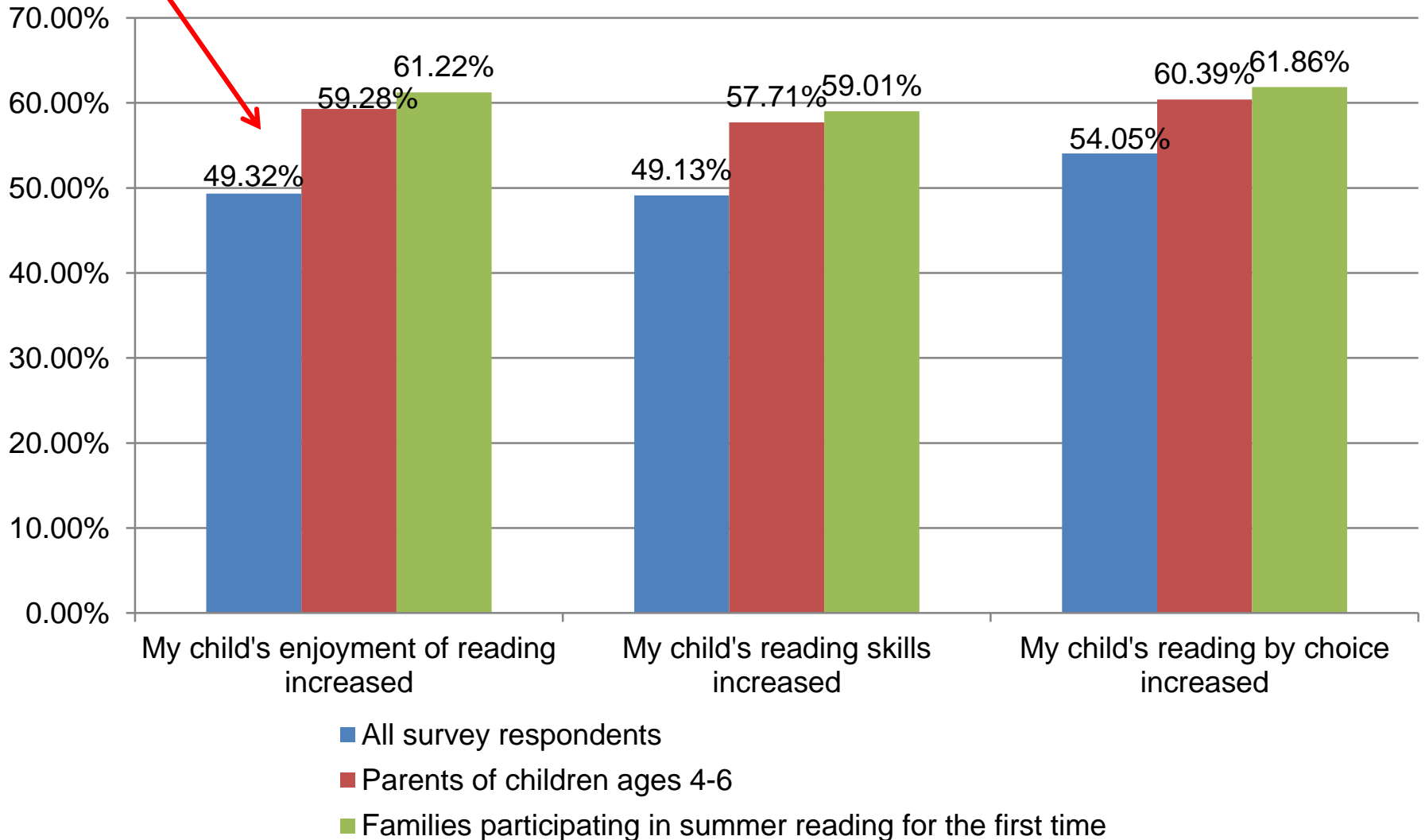


- All survey respondents
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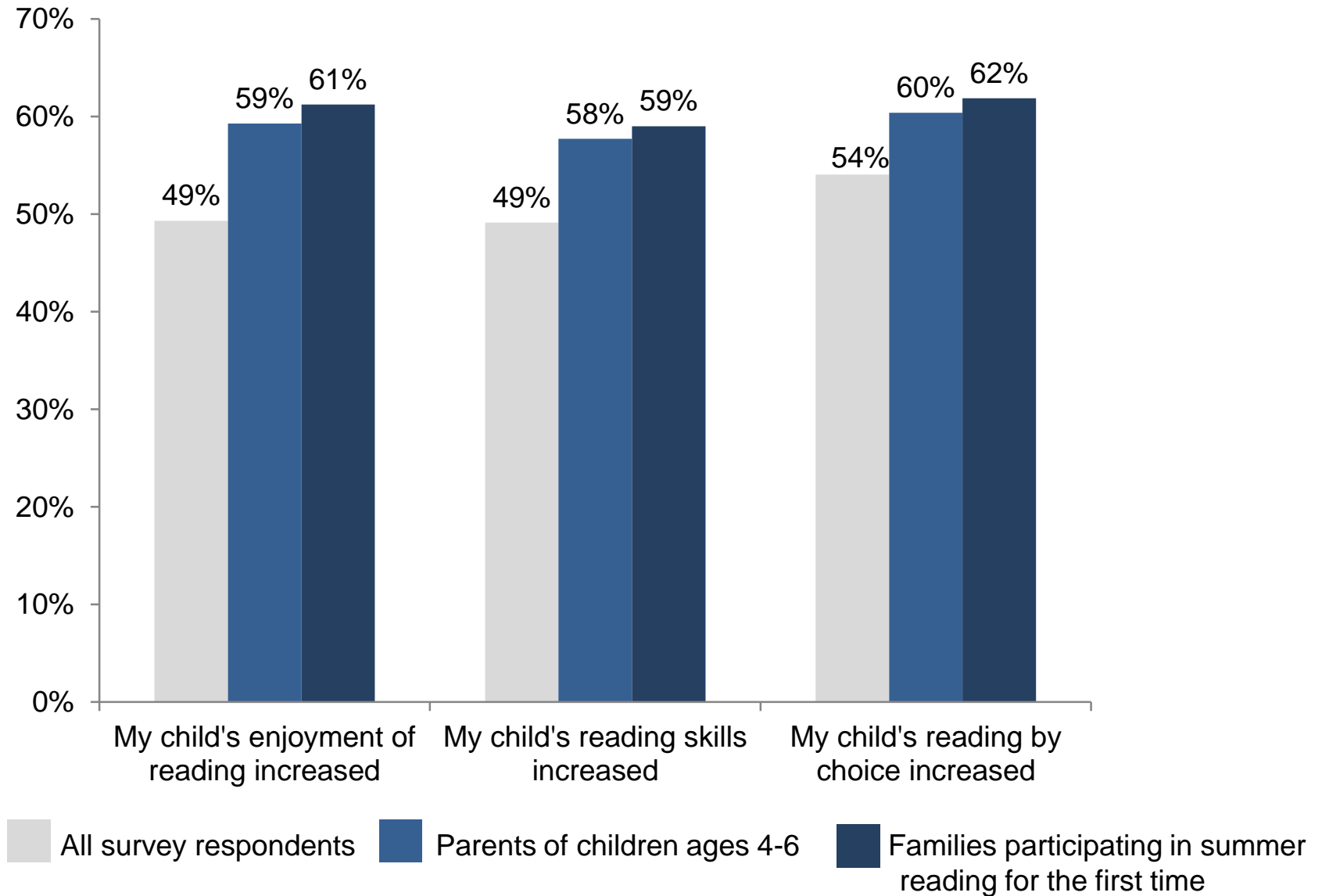
**Color**

**Chart 3**

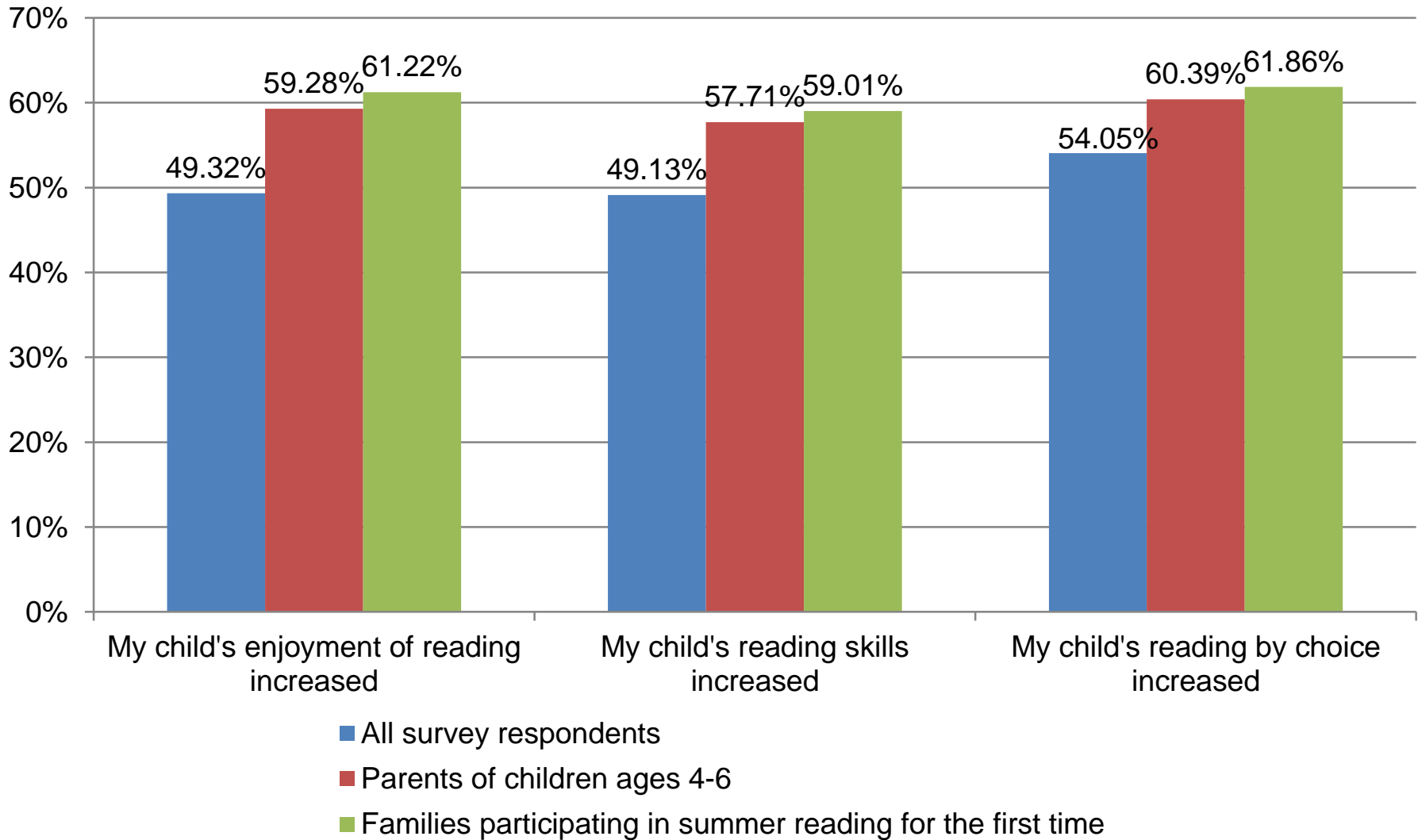
**Percentages of Survey Respondents Indicating Their Child's Enjoyment of Reading, Reading Skills, and Reading by Choice Increased after Participating in Summer Reading**



## The impact of summer reading was particularly pronounced for families participating in the program for the first time and children ages 4-6:



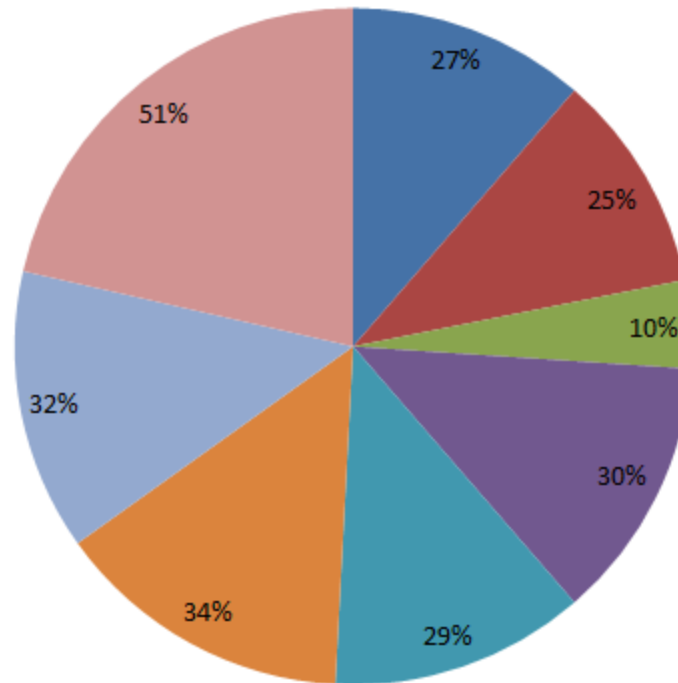
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**Percentages of Survey Respondents Indicating Their Child's Enjoyment of Reading, Reading Skills, and Reading by Choice Increased after Participating in Summer Reading**



# Activity: Chart Dissection

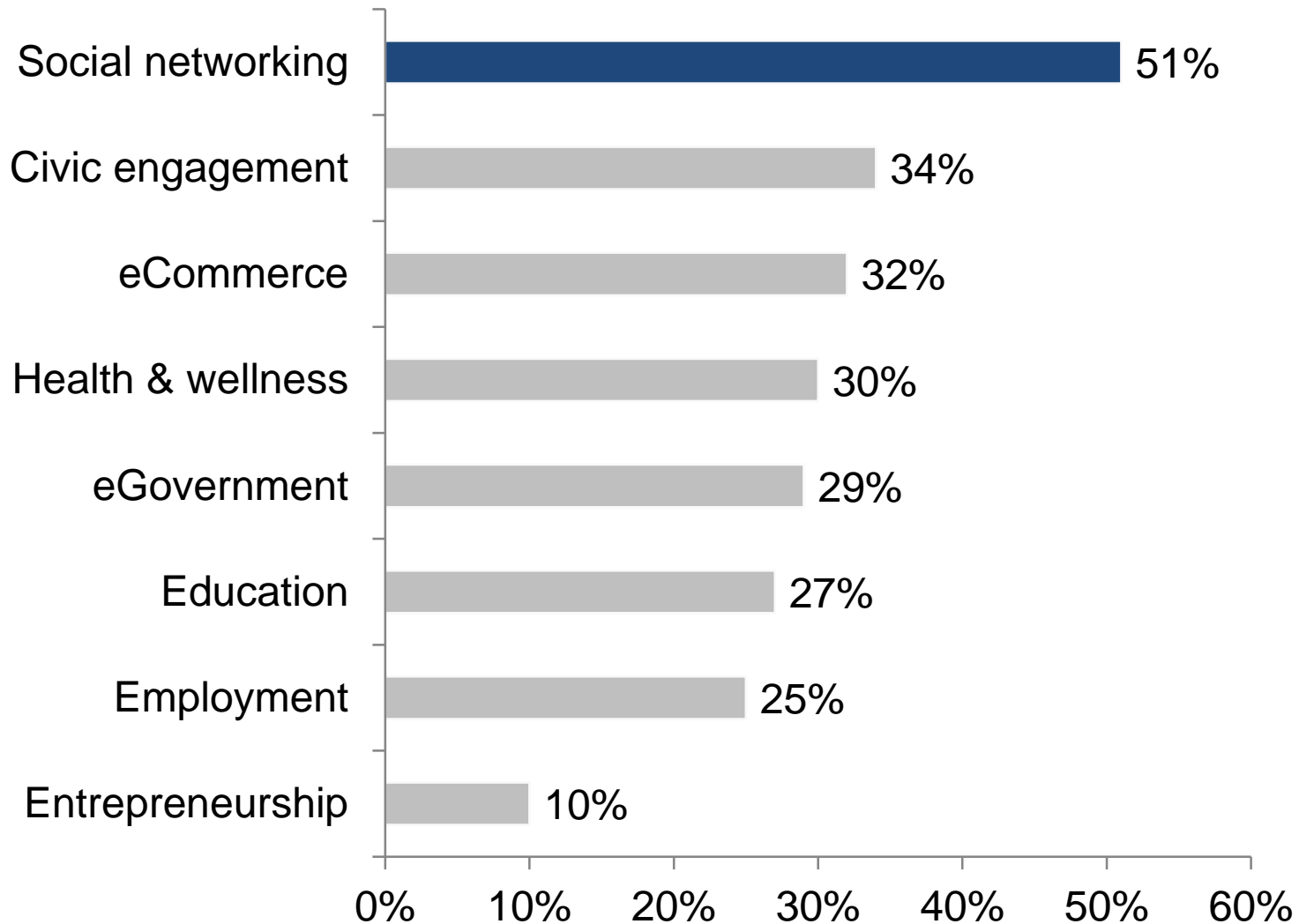


**Chart 3.2: Percentage of Rock Creek Public Library patrons who used PACs for the following activities:**

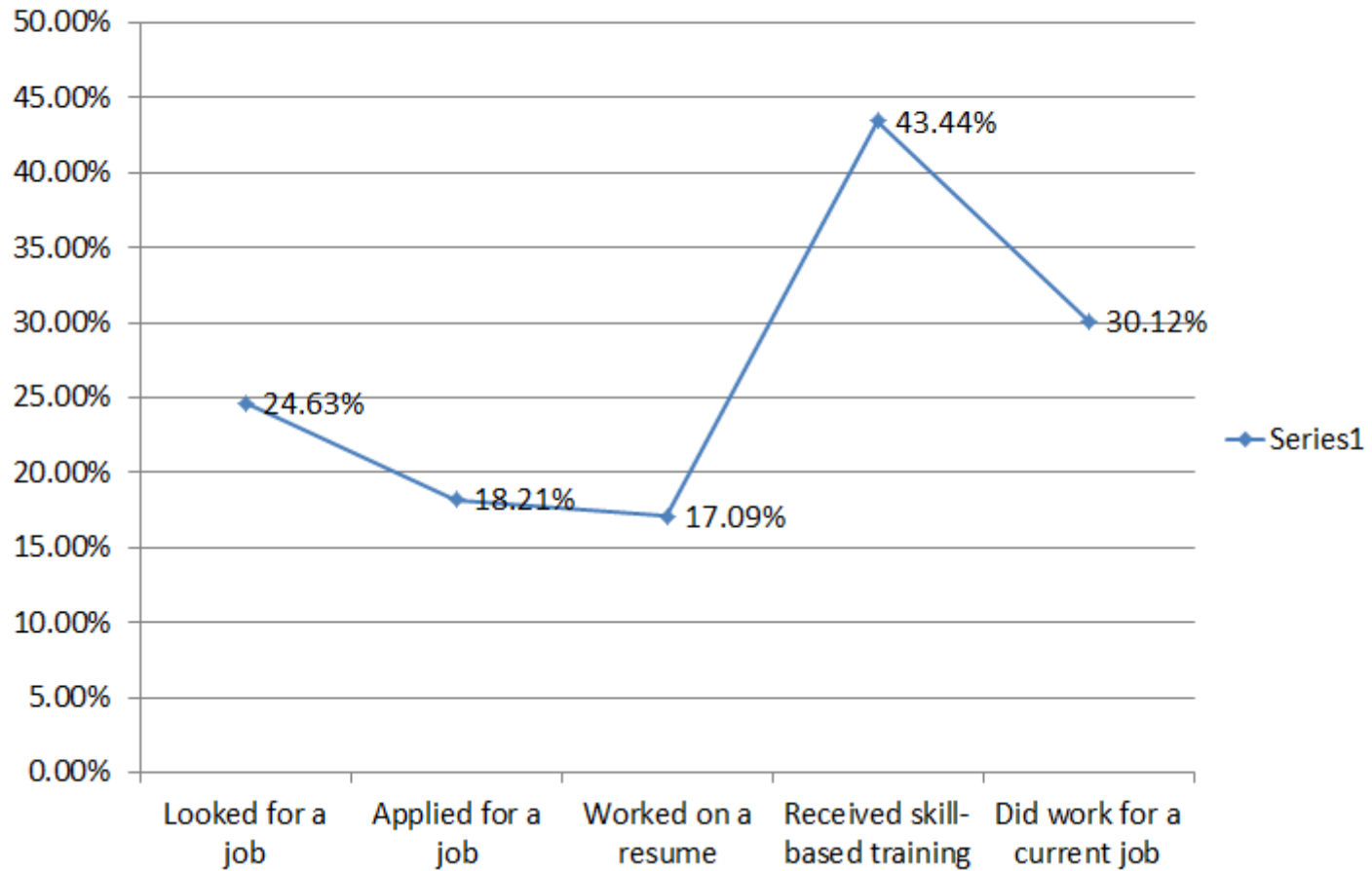


■ Education      ■ Employment      ■ Entrepreneurship      ■ Health & wellness  
■ eGovernment      ■ Civic engagement      ■ eCommerce      ■ Social networking

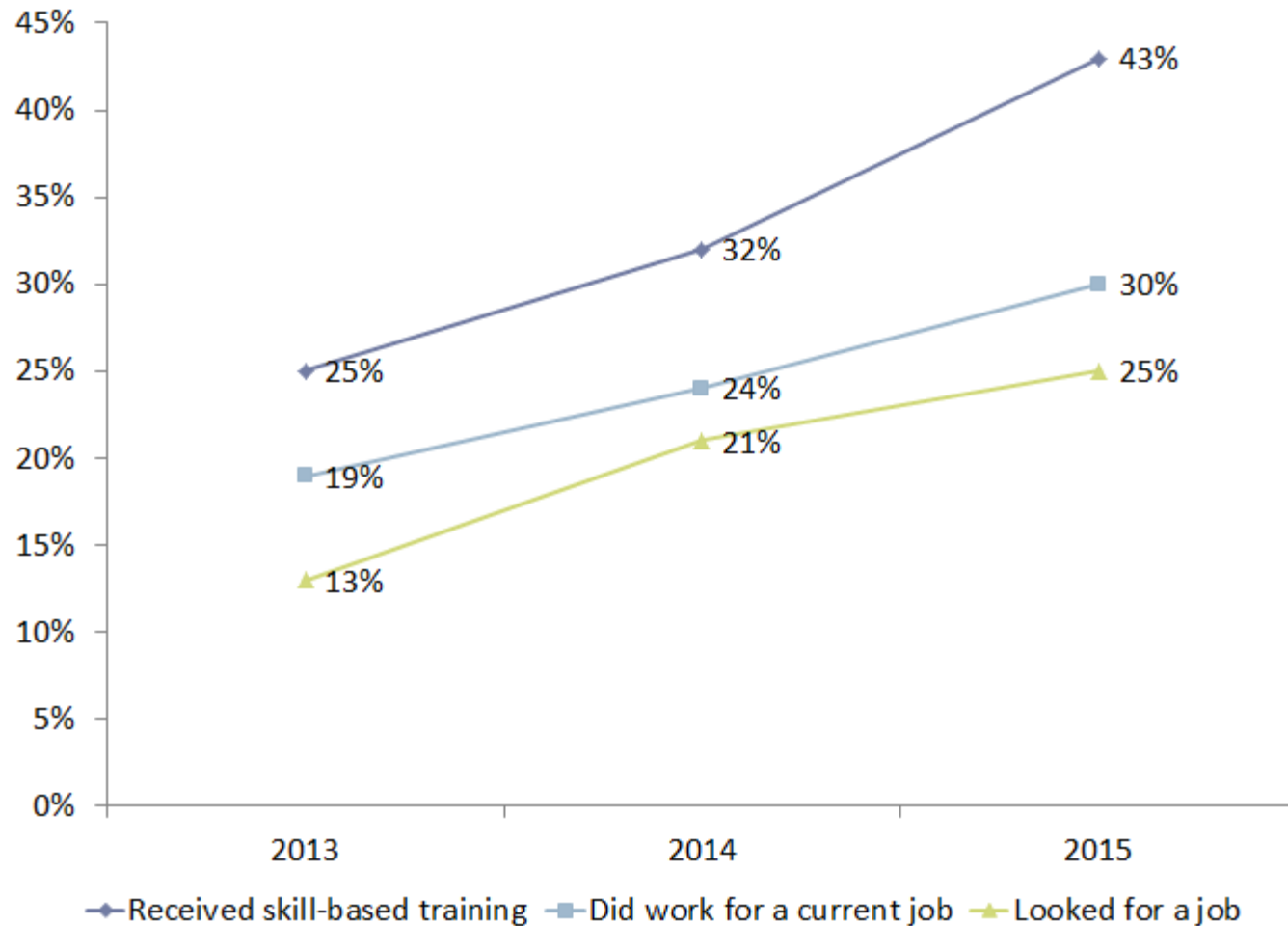
Using technology to stay in touch with family and friends and maintain social networks was the most popular activity on Rock Creek Public Library computers.

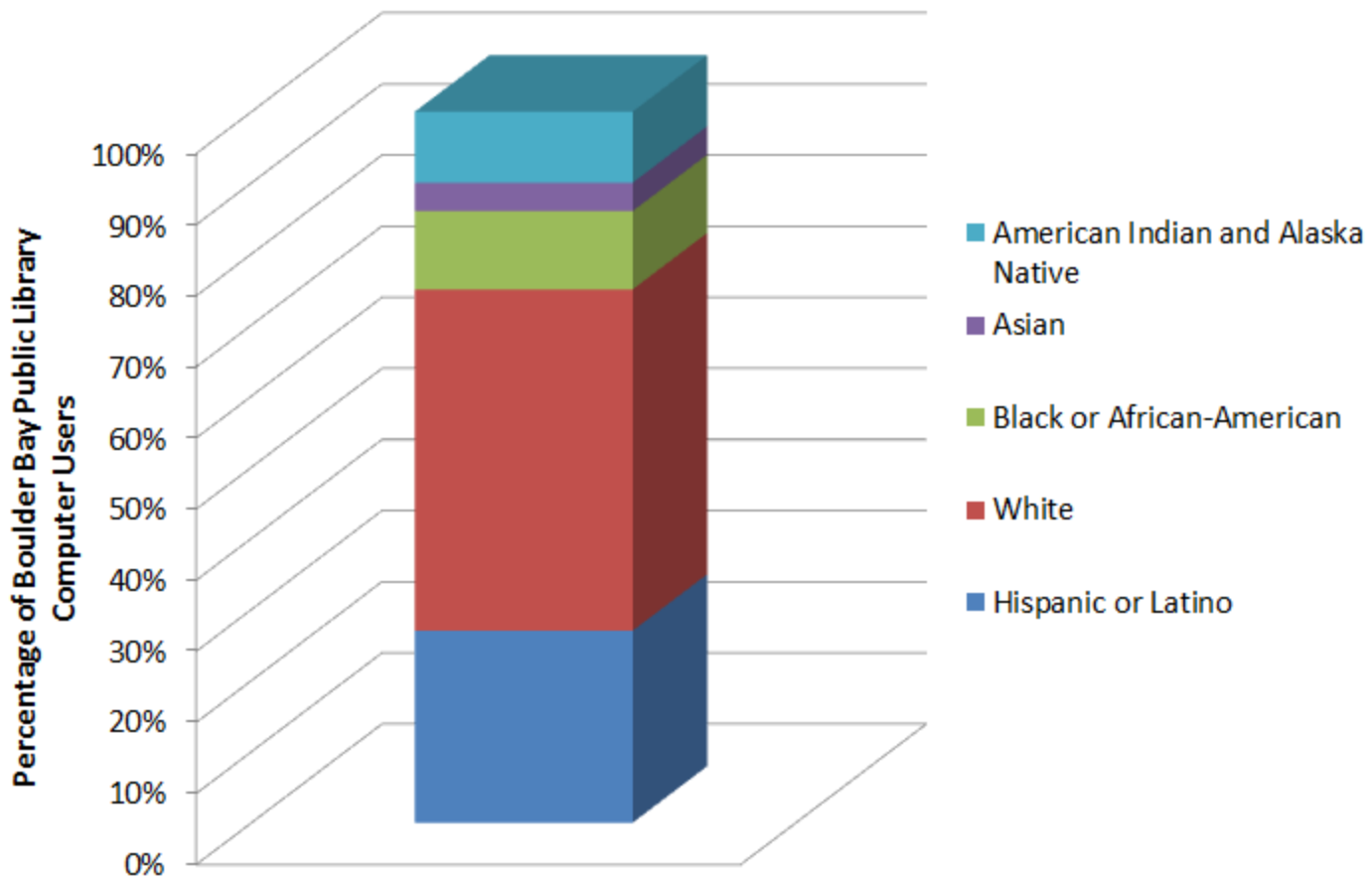


### Stony Brook Public Library: Employment Tasks Patrons Completed Using Library Computers

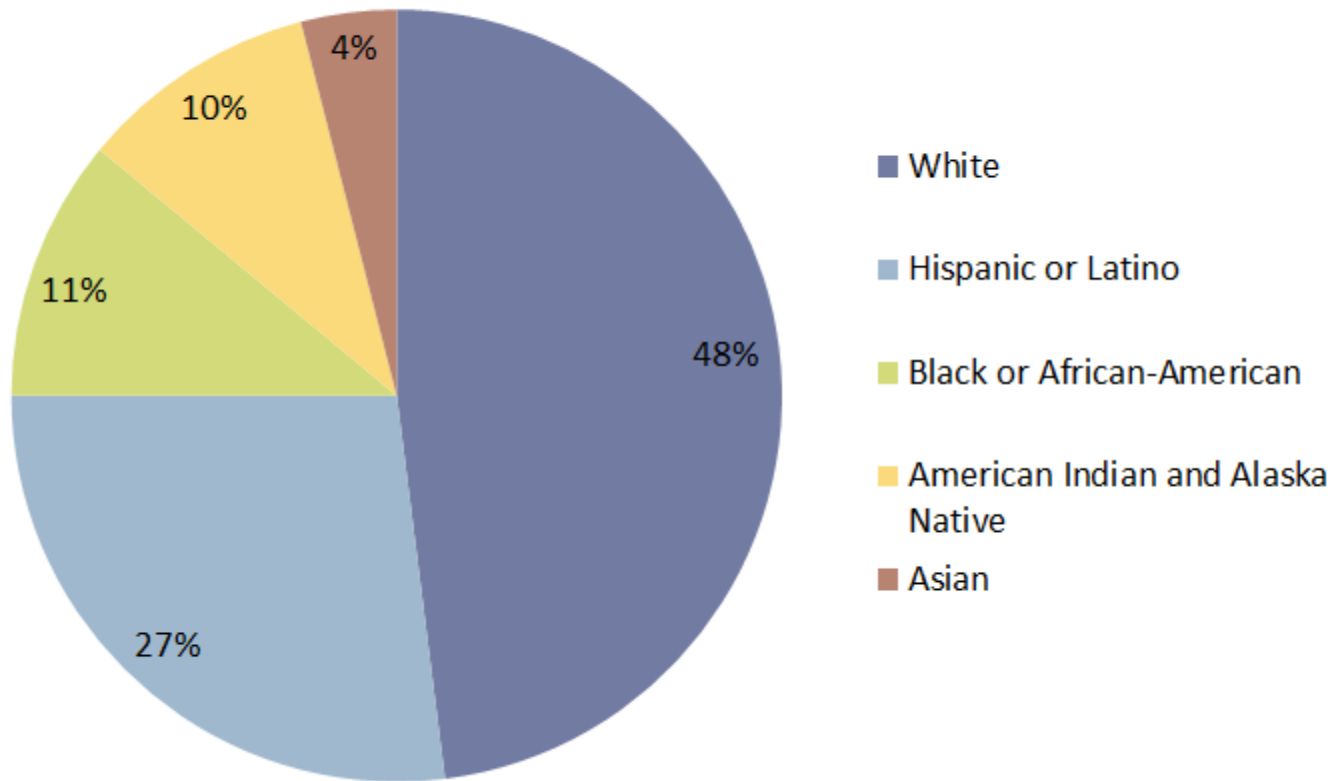


The percentages of Stony Brook Public Library computer users accomplishing work-related tasks have increased steadily since 2013.

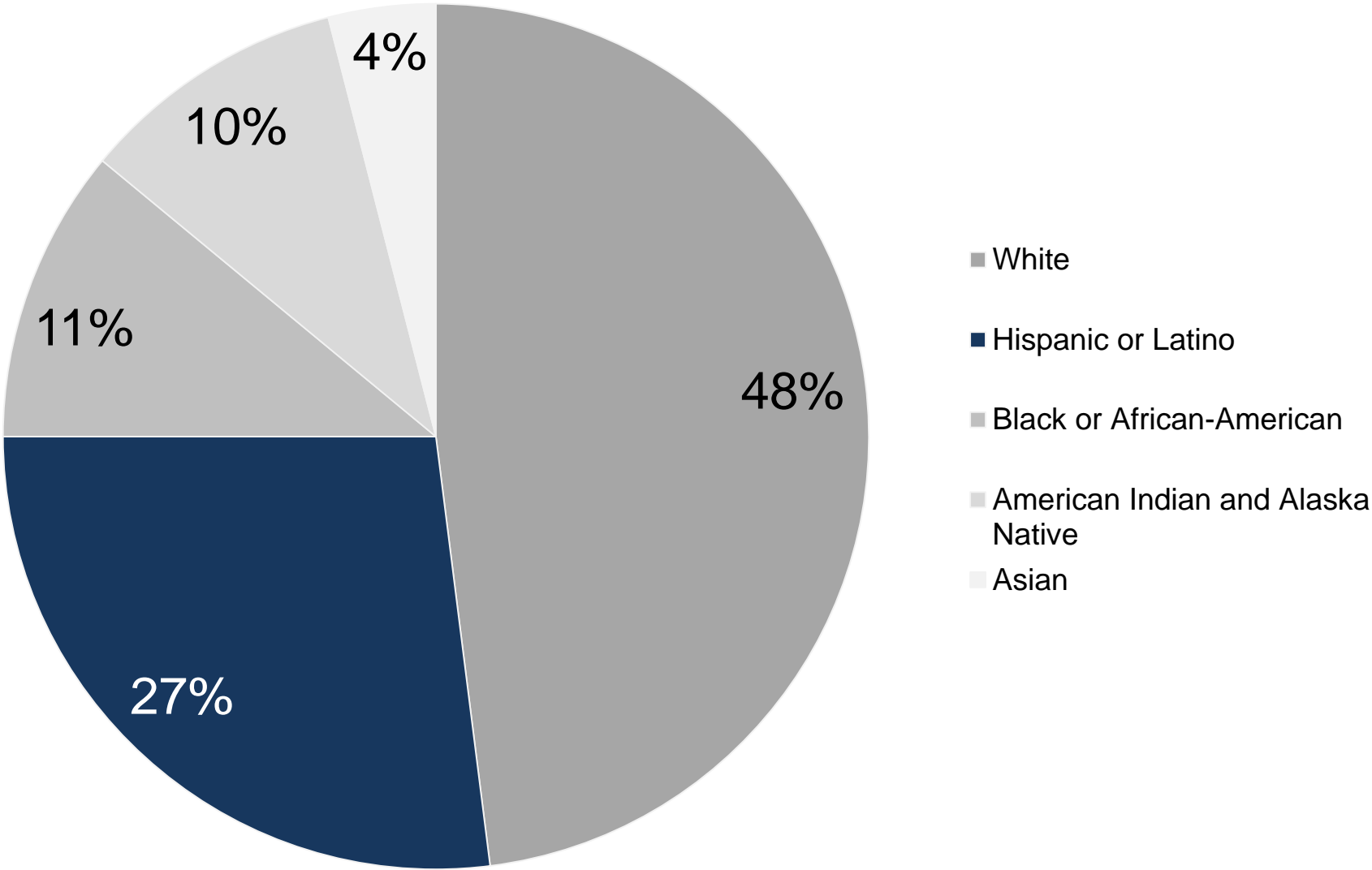




About half of Boulder Bay Public Library computer users are white, and more than 1 in 4 are Hispanic or Latino.



More than 1 in 4 Boulder Bay Public Library computer users are Hispanic or Latino.

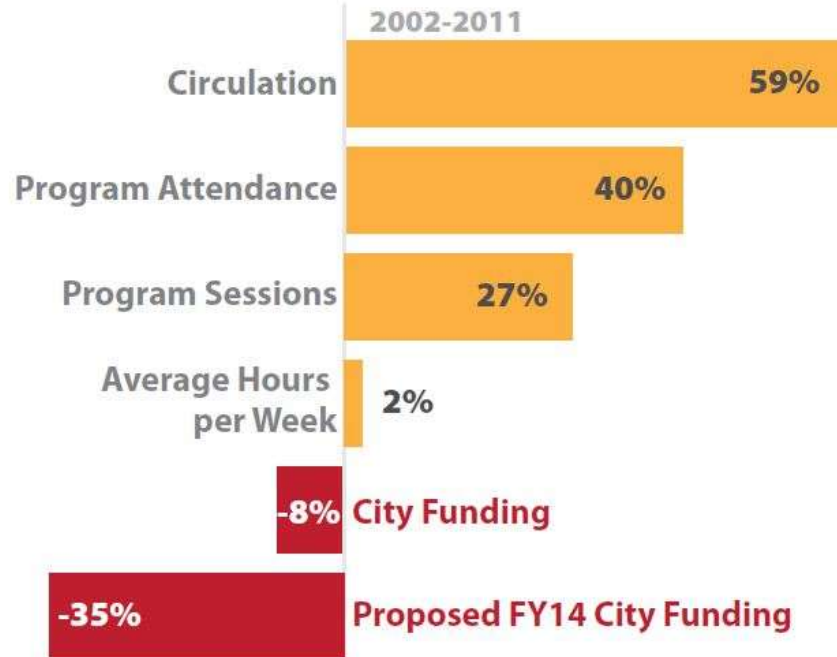


# 3 DESIGN GUIDELINES

1. **K.I.S.S.**
2. Show rather than tell
3. Colors and fonts



# NYC Libraries: Demand Funding



## Every Bit Helps

**\$25**   
provides 2 new children's books

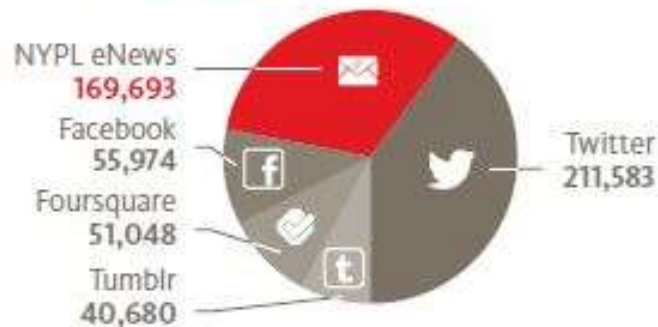
**\$40**   
provides a year of library service for 4 cardholders

**\$113**   
provides 1 research volume

**\$1,350**   
provides 1 job-search laptop, plus software

## NYPL Online Community

MORE THAN HALF A MILLION STRONG



## PEOPLE

MORE PEOPLE ARE VISITING THE LIBRARY THAN EVER BEFORE

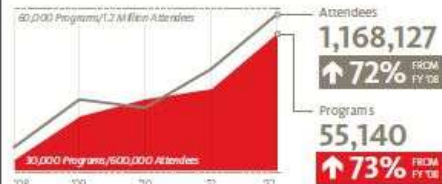
Total Library Visits

**18 Million** **12%↑** FROM FY '08

### Most Visited Libraries



### Programs and Attendance

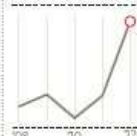


### Top Five Libraries for Programs

- 1 Stephen A. Schwarzman Building: 28,220 Participants | 571 Programs
- 2 Lower East Side Library: 24,228 Participants | 1,420 Programs
- 3 Mid-Manhattan Library: 23,876 Participants | 477 Programs
- 4 Library for the Performing Arts: 20,040 Participants | 228 Programs
- 5 Parkchester Library: 25,240 Participants | 1,165 Programs

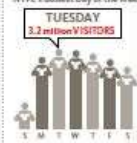
### Exhibition Attendance

**782,469** Visitors in FY '12



**87%↑** FROM FY '08

### NYPL's Busiest Day of the Week



### Busiest Day of the Year

**DECEMBER 2011**

**28**

**79,778 VISITORS**

## LEARNING AT THE LIBRARY

### Computer Classes

**7,694** Computer Classes **367%↑** FROM FY '11

### English As A Second Language (ESOL)

**1,857** NUMBER OF ESOL CLASSES

**34,575** TOTAL CLASS ATTENDANCE

### Borough Highlights

BRONX

MANHATTAN

STATEN ISLAND

**22,000 ft<sup>2</sup>**

Amount of new library space coming to Mariners Harbor Library and Stapleton Library

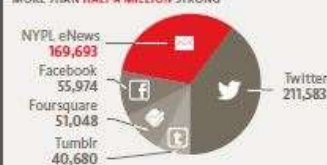
## OUR DIGITAL COMMUNITY

Visits to [nyp1.org](http://nyp1.org)

**32 Million** **15%↑** FROM FY '08

### NYPL Social Networking

MORE THAN HALF A MILLION STRONG



### Favorite Tweet

NY Public Library @nyp1  
 "Google can bring back a 100K answers. A librarian can bring you back the right one."  
 @mattlinsell RT if you ♥ libraries.<http://ow.ly/6PLtC>

## GIVING BACK

### Membership

**34,841** Number of Library Friends and Schomburg members

**\$180**

### We Love our Volunteers

1,593 LIBRARY VOLUNTEERS × 55.8 HOURS OF SERVICE PER VOLUNTEER = 88,889 HOURS OF VOLUNTEER SERVICE

Amount first-grader Helen Score raised for NYPL with her Upper West Side lemonade stand

2012 to 2014

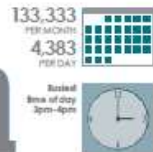
# Fresno County Public Library

## BY THE NUMBERS

More people than ever before turned to the public library between 2012 & 2014, seeking everything from books and e-books to computer classes, early learning services, literacy services, job search help, and more.

### Total Library Visits

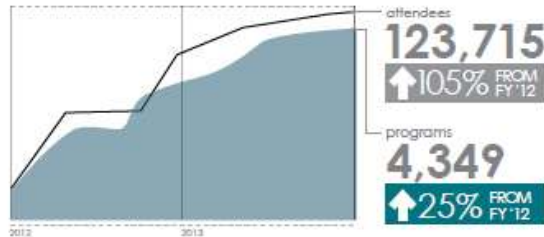
# 6 Million



### Most Visited Libraries



## programs and attendance



### Summer Reading Program

SRP helps kids & adults improve reading skills and foster a lifelong love of reading.

**2012**  
9,540 PARTICIPANTS

**2013**  
11,511 PARTICIPANTS

## our digital community

# 3.8 Million

Visits to [fresnolibrary.org](http://fresnolibrary.org)

### OUR MOST VISITED

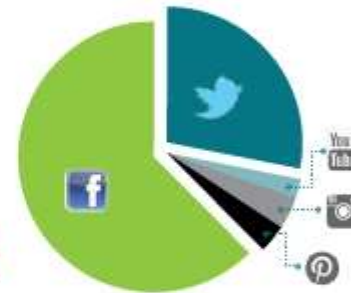
## YouTube Video

Chilton  
Auto Repair  
Manuals  
ONLINE @  
THE LIBRARY



# 10,534

Visits



Internet and information access is important to many Fresno County residents.

## Public Computer Sessions 691,572



# WiFi

12%↑

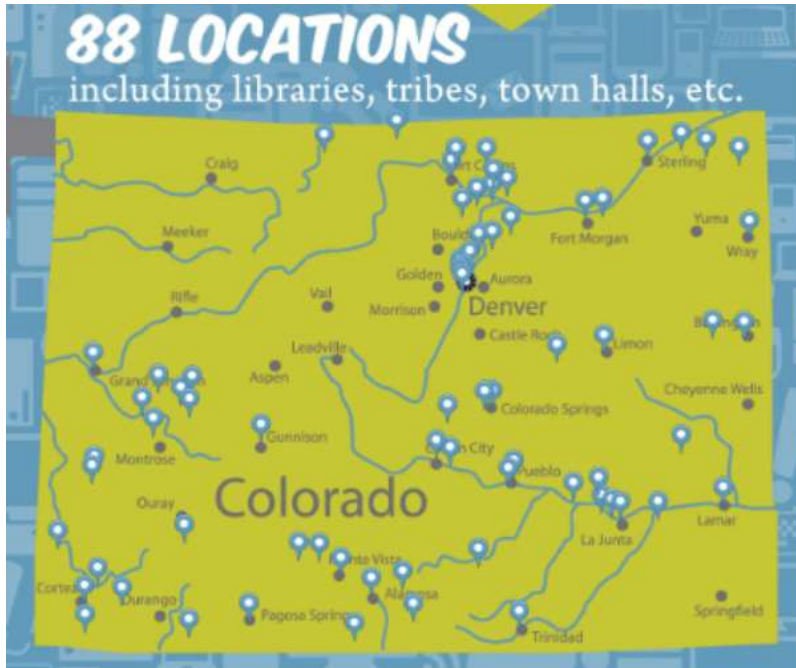
19 branches now have WiFi. More to come!

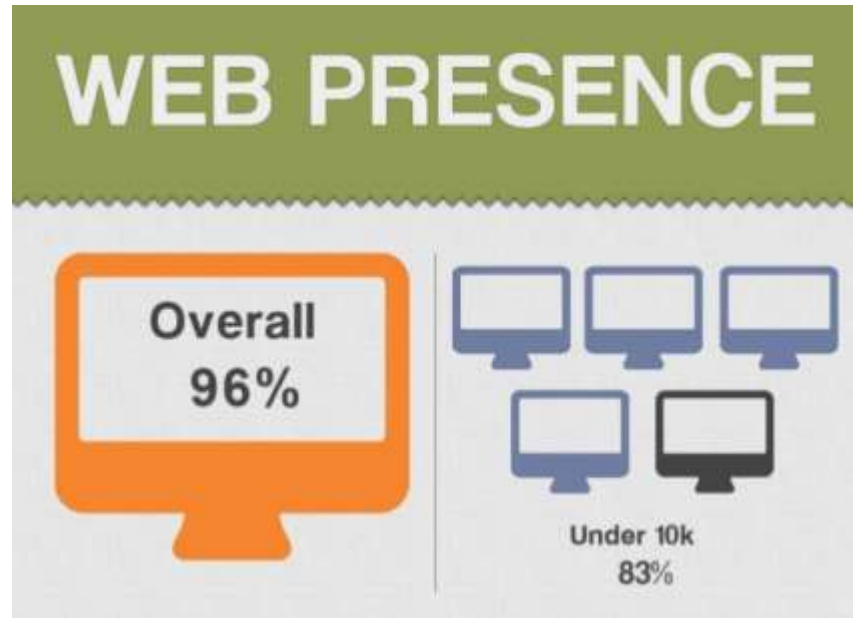
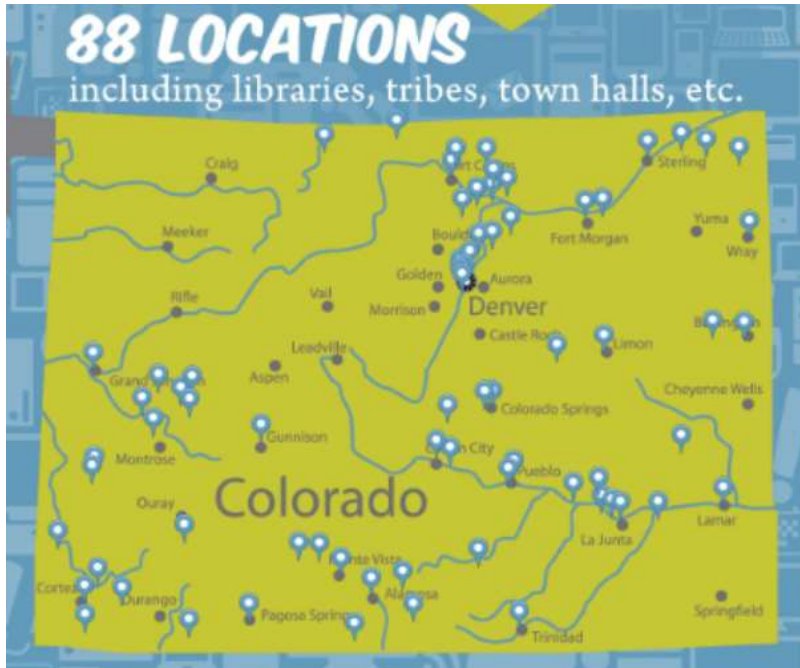
# 3 DESIGN GUIDELINES

1. K.I.S.S.
2. **Show rather than tell**
3. Colors and fonts

# 88 LOCATIONS

including libraries, tribes, town halls, etc.





# 3 DESIGN GUIDELINES

1. K.I.S.S.
2. Show rather than tell
3. **Colors and fonts**

# Center for an Urban Future

www.nycfuture.org  
@nycfuture

## Branches of Opportunity

New York City's public libraries are serving more people in more ways than ever before, but they have been undervalued by policymakers and face growing threats in today's digital age

Funded by the  
Charles H. Revson Foundation

## OUT OF 25 URBAN LIBRARIES NATIONWIDE

In program sessions per 1,000 residents:

Brooklyn ranked  
**2nd**

NYPL ranked  
**7th**

Queens ranked  
**5th**

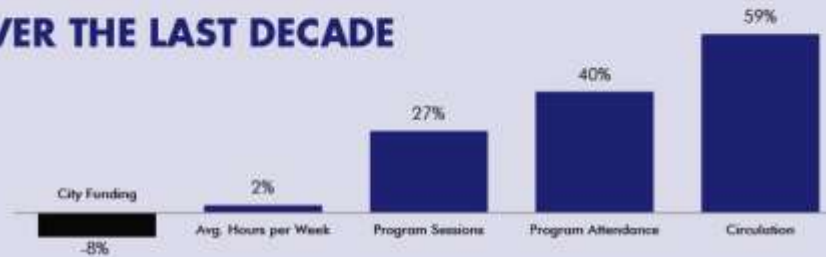
In average hours per week:

NYPL ranked  
**12th**

Brooklyn ranked  
**15th**

Queens ranked  
**20th**

## OVER THE LAST DECADE



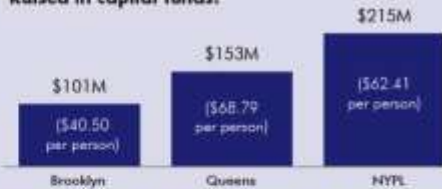
**48**

different branches citywide have at least doubled annual attendance at programs

**18**

different branches citywide have more than doubled their circulation

Raised in capital funds:



Since 2008, the libraries have seen city operating funds reduced by

**\$68M**

Because of the cuts, full time equivalent employment has dropped

**24%**

## WITH ADDITIONAL \$50M IN FUNDS

Hours per week would increase from 43 to

**50**

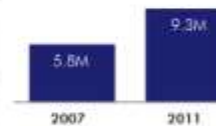
Program attendance would increase by

**500K**

Circulation would rise by

**10M**

Computer sessions at public libraries



In 2011, e-book checkouts across all three libraries rose

**179%**



# INFOGRAPHIC CREATION SOFTWARE

**PowerPoint**

**Adobe  
Illustrator**

**Piktochart**

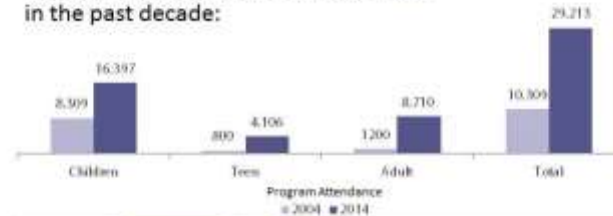
## 2014 By the Numbers: Stony Brook Public Library

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam libero enim, vestibulum nec fermentum a, sagittis id ligula. Mauris vulputate, neque sit amet venenatis blandit, justo urna condimentum sapien, quis egestas magna quam ac nulla.

**69,000 visits**  **7%** since 2013

2 visits per capita

Total program attendance almost tripled  
in the past decade:



  
**99,113**  
Items  
circulated

  
**72,982**  
reference  
questions  
answered

 **16,941** e-books borrowed

[www.stonybrooklibrary.org](http://www.stonybrooklibrary.org)  
109,520 website visits



**952** seniors completed a computer skills basics class series.

**78,112**  
wireless  
access uses



**233,844**  
public computer  
sessions



### In their own words...

Here's what patrons have to say about Stony Brook Library:

I loved being able to spend time with my child and bond over my love for books.  
-Storytime Participant

Probably the most valuable resource, dollar for dollar, available to the community. I have found jobs, researched, located tax information, and done schoolwork. Thank you!!  
-Public Computer User

The access to the internet afforded by the public library is most probably the only reason I'm not absolutely bereft of any and all computer skills. Were it not for the access, as well as the assistance rendered via classes offered, I would most likely be unemployed, if not unemployable.  
-Computer Class Participant

Summer Reading made a difference. I saw a marked increase in my son's reading ability and appreciation.  
-Summer Reading Participant

# School Libraries & Student Achievement

## School Librarians are Linked to Improved Standardized Reading Test Scores

Studies conducted over the past two decades, both in Colorado and nationwide, show that students in schools with endorsed librarians score better on standardized achievement tests in reading, compared with students in schools without endorsed librarians.



This increase in scores exists regardless of:

Student Poverty Level<sup>1</sup>



In a Colorado study, the presence of school librarians positively impacted students' standardized reading scores even when controlling for student poverty (free and reduced-cost meal status).

Overall Staffing Losses<sup>2</sup>



In a national study, even if schools had overall staff declines between 2004 and 2008, students' standardized reading scores were better in schools that maintained or gained a librarian during this time period.

What other school library characteristics are associated with better test scores?

School Librarians Teaching Information Literacy Skills to Students<sup>3</sup>



Staffed by Endorsed Librarian<sup>4</sup>



Collaborative Planning Between School Librarians & Teachers<sup>5,6</sup>



Extended Library & Staff Hours<sup>7</sup>



School Librarians Providing In-Service Training to Teachers<sup>8</sup>



Larger & Newer Collections<sup>9,10</sup>



More Student Visits<sup>11</sup>



Flexible Scheduling<sup>12</sup>



Higher Expenditures<sup>13,14</sup>



See [www.irs.org/data-tools/school-libraries/impact-studies/](http://www.irs.org/data-tools/school-libraries/impact-studies/) for a list of school library impact studies.

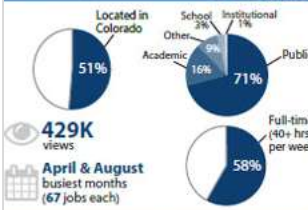
1. Wang, F. F., & Kessler, J. (2011). The impact of school librarians on students' standardized reading test scores: A meta-analysis. *Library Quarterly*, 83(4), 401-417.  
 2. American Library Association. (2012). *Library Services for All: A National Plan for the Future of Libraries*. Retrieved from <http://www.ala.org/ala/aboutala/advocacyandpolicy/advocacyandpolicy/2012nationalplanforthefutureoflibraries/>  
 3. Larson, K. C. (2006). The impact of school librarians on students' standardized reading test scores: A meta-analysis. *Library Quarterly*, 78(4), 401-417.  
 4. Larson, K. C. (2006). The impact of school librarians on students' standardized reading test scores: A meta-analysis. *Library Quarterly*, 78(4), 401-417.  
 5. Larson, K. C. (2006). The impact of school librarians on students' standardized reading test scores: A meta-analysis. *Library Quarterly*, 78(4), 401-417.  
 6. Larson, K. C. (2006). The impact of school librarians on students' standardized reading test scores: A meta-analysis. *Library Quarterly*, 78(4), 401-417.  
 7. Larson, K. C. (2006). The impact of school librarians on students' standardized reading test scores: A meta-analysis. *Library Quarterly*, 78(4), 401-417.  
 8. Larson, K. C. (2006). The impact of school librarians on students' standardized reading test scores: A meta-analysis. *Library Quarterly*, 78(4), 401-417.  
 9. Larson, K. C. (2006). The impact of school librarians on students' standardized reading test scores: A meta-analysis. *Library Quarterly*, 78(4), 401-417.  
 10. Larson, K. C. (2006). The impact of school librarians on students' standardized reading test scores: A meta-analysis. *Library Quarterly*, 78(4), 401-417.  
 11. Larson, K. C. (2006). The impact of school librarians on students' standardized reading test scores: A meta-analysis. *Library Quarterly*, 78(4), 401-417.  
 12. Larson, K. C. (2006). The impact of school librarians on students' standardized reading test scores: A meta-analysis. *Library Quarterly*, 78(4), 401-417.  
 13. Larson, K. C. (2006). The impact of school librarians on students' standardized reading test scores: A meta-analysis. *Library Quarterly*, 78(4), 401-417.  
 14. Larson, K. C. (2006). The impact of school librarians on students' standardized reading test scores: A meta-analysis. *Library Quarterly*, 78(4), 401-417.

## 2014: A Banner Year for Library Jobline

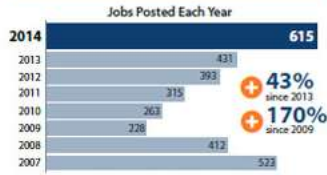
Recent statistics from Library Research Service  
**FAST FACTS**  
EDS111610No.331

Library jobs have officially recovered from the Great Recession, according to LRS's popular library job posting website, [LibraryJobline.org](http://LibraryJobline.org). In 2014, 615 jobs were posted—the most ever since the service's launch in 2007—and more than twice that of 2009's 228 jobs, a site low. We also saw the highest average starting wages for positions preferring the MLIS (\$24.45 per hour) and requiring the MLIS (\$25.31 per hour). Read on to learn more about how the rest of 2014 shaped up.

### 2014 QUICK STATS: 615 jobs posted



### LIBRARY JOBLINE TRENDS



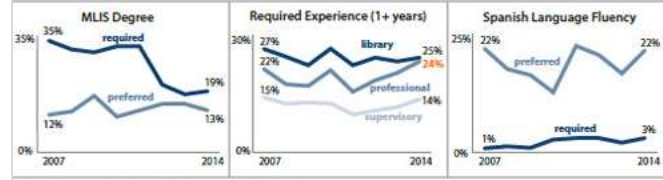
### SUBSCRIPTIONS



OTHER SALARY RESOURCES	2013	2014
2013 librarian estimated median pay, Bureau of Labor Statistics <sup>1</sup>	\$26.78	
2012 beginning librarian median pay, ALA-APA Salary Survey <sup>2</sup>	\$21.95	
2013 new MLIS graduate median pay, Library Journal Placements & Salaries survey <sup>3</sup>	\$20.46	

### REQUIREMENTS & PREFERENCES

When posting jobs on Library Jobline, employers have the option of specifying whether they prefer or require that applicants meet certain criteria. Here we've outlined the percentages in which employers indicated the criteria below. In 2014, the percentage of posts with at least a year of required professional experience hit a new high of 24%.



1. Among those postings that specified a degree requirement and a starting wage.  
 2. Bureau of Labor Statistics, U.S. Department of Labor, (2014). 35-4011 Librarians: Occupational Employment and Wages, May 2013. Retrieved from <http://www.bls.gov/oas/current/oes254021.htm>  
 3. Swadlow, L. (2012). 2012 ALA-APA Salary Survey: Librarian—Public and Academic. Chicago, IL: American Library Association—Allied Professional Association.  
 4. Swadlow, L. (2014). Placements & Salaries 2014: Explore All the Data. *Library Journal*. Retrieved from <http://libraryjournal.com/2014/10/placements-and-salaries-2014-survey/express-all-the-data-2014>

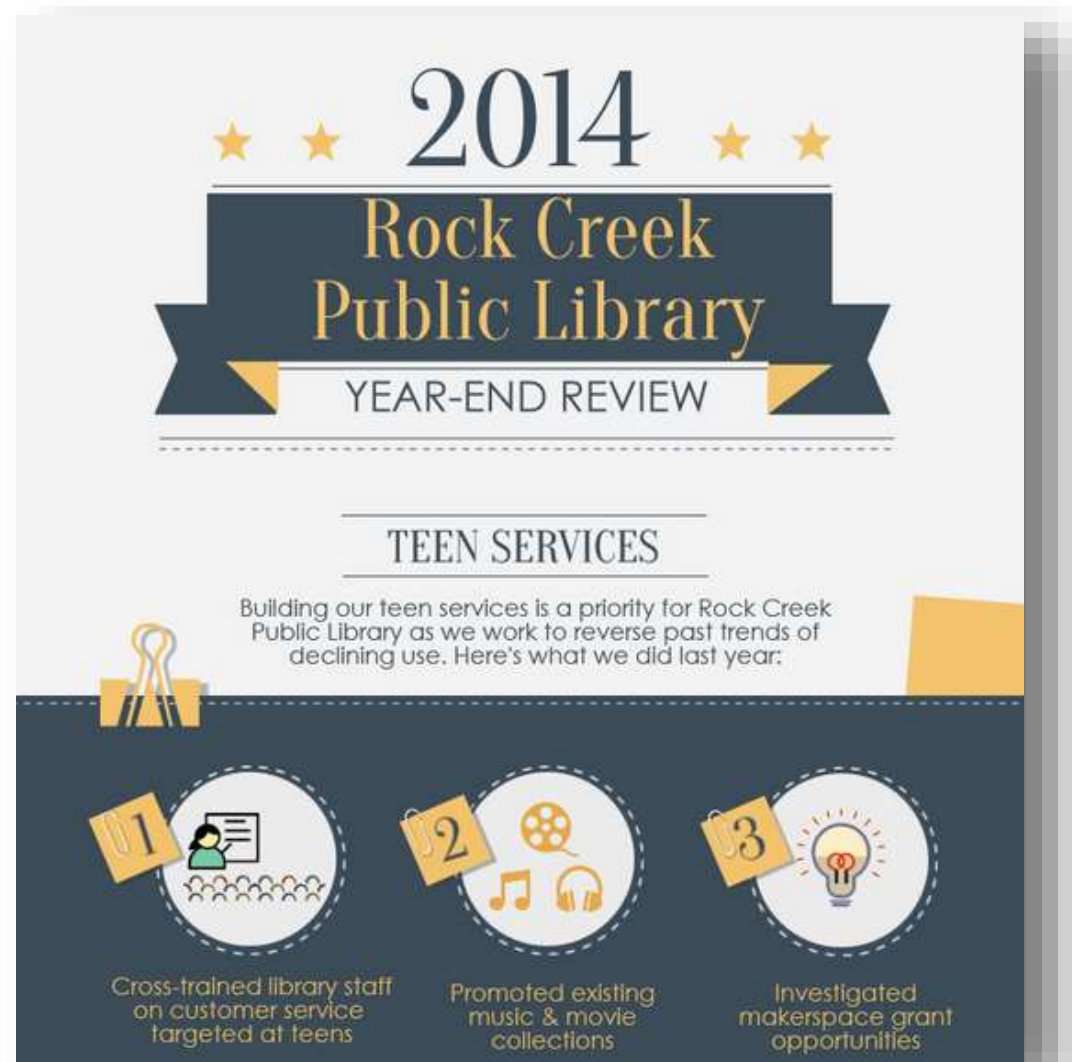
# INFOGRAPHIC CREATION SOFTWARE

**PowerPoint**

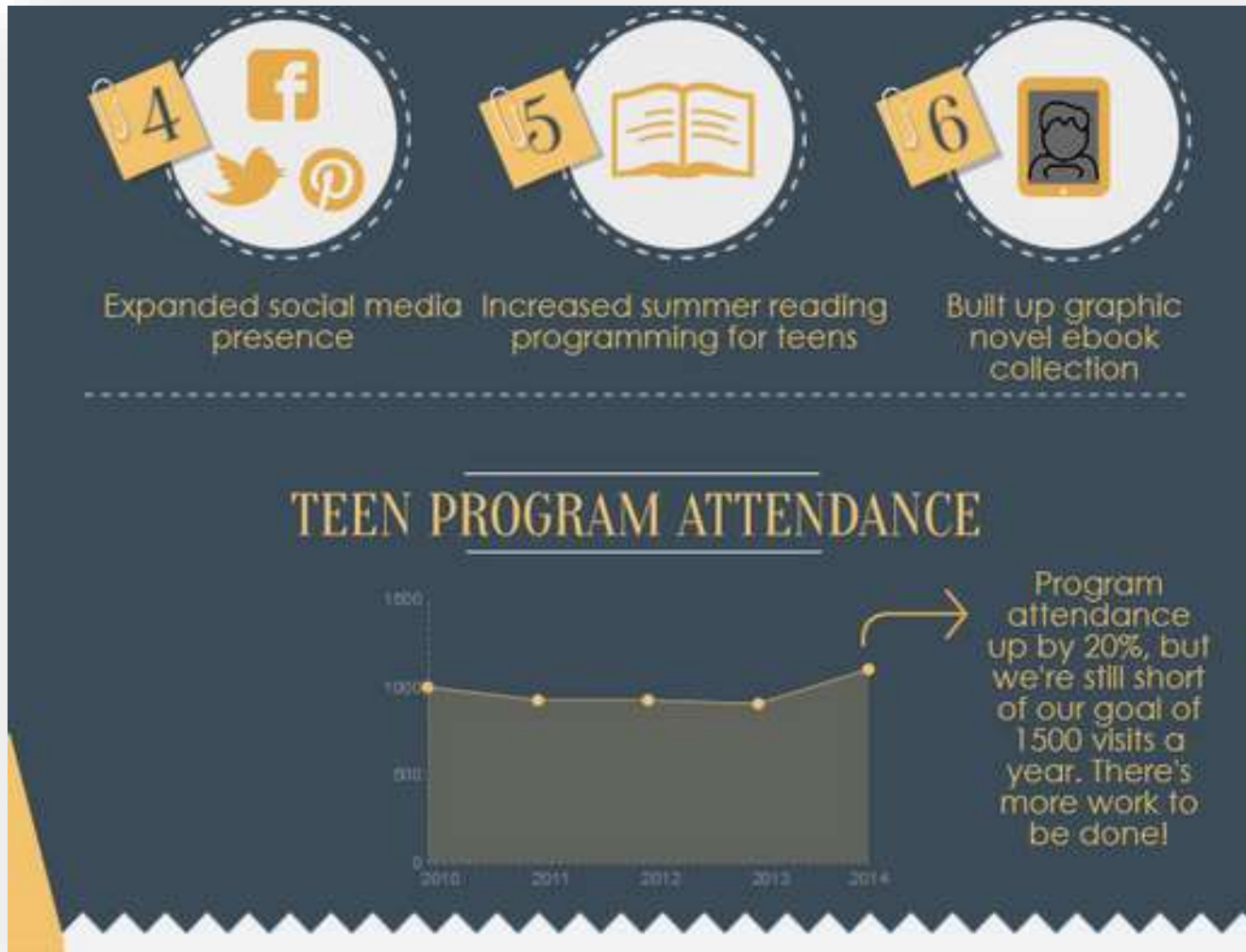
**Adobe  
Illustrator**

**Piktochart**

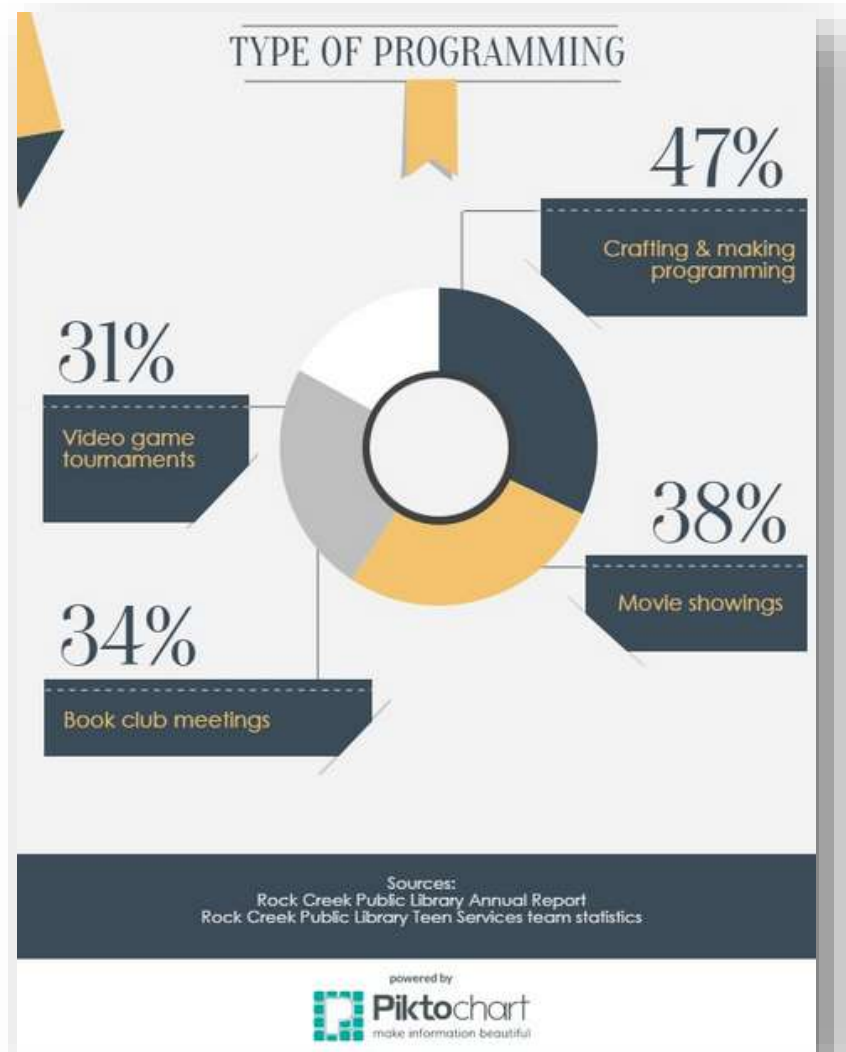
# PIKTOCHART



# PIKTOCHART



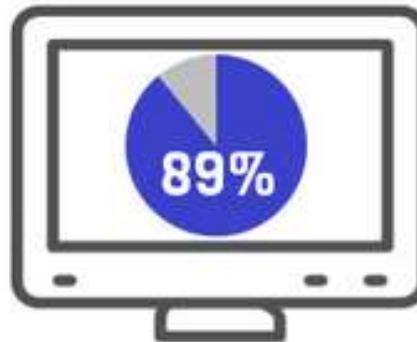
# PIKTOCHART



# PIKTOCHART

## Pebble Pond Public Library by the Numbers

Of survey respondents who received **one-on-one tech help** from library staff:



said it was **"very helpful"**





# RESOURCES

## **Infographic Software:**

[Selection Guide](#)

## **Tips and Inspiration:**

[Librarian Design Share](#)

[Stephanie Evergreen](#)

[Ann Emery](#)

[Flowing Data](#)

[Information is Beautiful](#)

[Ad/Lib](#)

[Storytelling with Data](#)

# RESOURCES

## **Software Tutorials:**

[Lynda](#)

[Creative Live](#)

## **Icon/Image Sources:**

[IconArchive](#)

[openclipart](#)

[morgueFile](#)

[Pexels](#)

[Pixabay](#)

# RESOURCES

## Symbol Font Sources:

[Modern Pictograms](#)

[StateFace](#)

[Cittadino](#)

[WebHostingHub Glyphs](#)

[The Top 15 Free Symbol Fonts](#)



# RESOURCES

## **Fonts:**

[MyFonts](#)

[Adobe Typekit](#)

[dafont](#)

## **Colors/Palettes:**

[ColourLovers](#)

[Adobe Color CC](#)

# RESOURCES

## **Color Blindness:**

[Compliant Color Use](#)

## **Chart Selection Guide:**

[Tableau Whitepaper: Which Chart or Graph is Right for You?](#)

# QUESTIONS?





# RIPL

RESEARCH INSTITUTE  
FOR PUBLIC LIBRARIES

September 30-October 3, 2016  
Registration opens January 26, 2016

[www.ripl.lrs.org](http://www.ripl.lrs.org)

#RIPLeffect



## Preconference:

Think, Do, Show: Practical Techniques for Analyzing, Using, and Visualizing Data to Improve Practice and Demonstrate Impact

Tuesday, April 5, 2016, 9:00 AM – 5:00 PM

[http://bit.ly/RIPL\\_PLA](http://bit.ly/RIPL_PLA)



# THANK YOU!

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