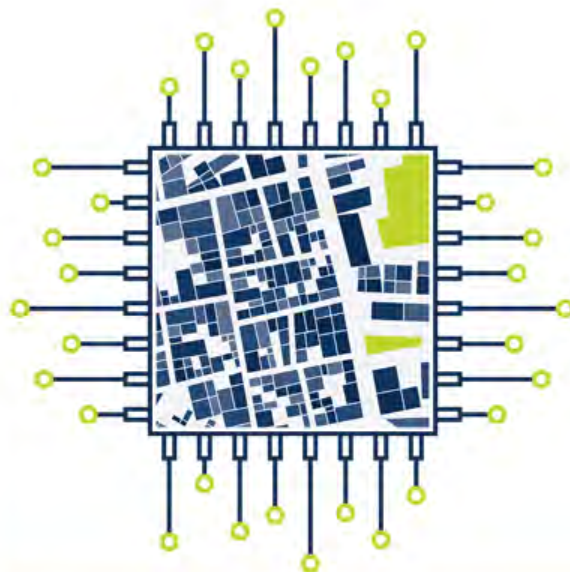


# The Art of Data

## Leveling Up Your Creative Game



Solving Problems &  
Impacting Communities  
With Data

Kendall Shawhan | [kendall.shawhan@snoco.org](mailto:kendall.shawhan@snoco.org)

Stephanie Patterson | [stephanie.patterson@snoco.org](mailto:stephanie.patterson@snoco.org)

Data & Program Analysts

Snohomish County, WA

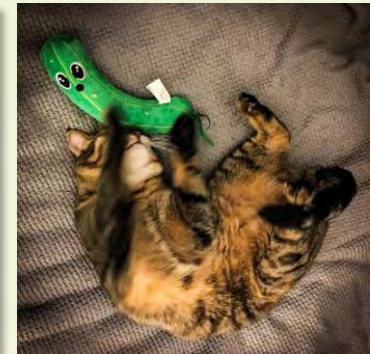
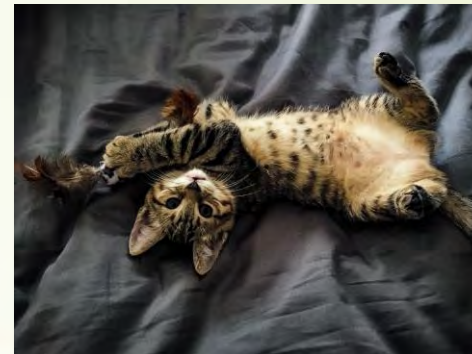
# Kendall Shawhan

- And her amazing Pomeranian, Echo!
- Joined the Snohomish County HMIS Team in May 2017.
- Has worked in data/marketing for 13 years.



# Stephanie Patterson

- And her amazing cat, Scout!
- Joined the Snohomish County HMIS Team in November 2015.
- Work experience looks like this:  
Tech, social services, tech, social services,  
“soc-tech-services,” etc.





**Do you remember how long Tom's memory  
was from the movie 50 First Dates?**

# Ten seconds!



And you have even less  
time to grab your audience's attention!

People take, on average, 7 seconds to decide if  
they want to continue viewing your media.



# Consumers and Discerners of Information

- According to the [Stanford Persuasive Technology Lab](#), 46% of site visitors say a website's design, including font size, color scheme, layout, and site navigation, is the **#1 criterion** for discerning the credibility of the company.
- According to 3M, human beings process visuals [60,000 times faster than text](#). This means that within a fraction of a second, **half** of all your visitors decide that they can't trust you – purely based on what they see, and not what you say.

[Source](#)



# The Authority of Design...via Netflix



1999

Over 2,600 DVDs to rent!



The Easiest Way  
to Rent a DVD!



**The Avengers**  
*Stylish Action*

**SONY Pick the Flix**  
*Click Here!*



**Armageddon**  
*Blockbuster Thriller*



**Out of Sight**  
*Classy Crime Drama*

[New Visitor Registration](#)   [Returning Visitor Check In](#)

[Pioneer and Toshiba DVD Player Owners Click Here!](#)   [News!](#)   [Rent from Netflix.com](#)   [Buy from Amazon.com!](#)   [Get the Details!](#)

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FlixFinder ▶

Go!

**Featured DVDs for Sunday, January 17, 1999:**

 <p><b>Blade</b> Rent It - \$4.00 <a href="#">Remind Me!</a></p> <p><a href="#">Wesley Snipes</a> is <a href="#">Blade</a>, a half-human, half-vampire sworn to protect humanity by wiping out bloodsucking evil wherever he finds it. Can he stop an ambitious vampire (<a href="#">Stephen Dorff</a>) who plans to magically summon the "Blood God" and make the world an inhuman feast?</p> <p>Check out more vampire tales like <a href="#">Bram Stokers Dracula</a> in our <a href="#">Bloodsucking Blockbusters</a> Collection!</p>	<p><b>Six Days, Seven Nights</b> Rent It - \$4.00 <a href="#">Remind Me!</a></p> <p><a href="#">Six Days, Seven Nights</a> sounds like a vacation -- but when <a href="#">Harrison Ford</a> and <a href="#">Anne Heche</a> crash on a South Seas desert island, it's anything but fun in the sun. <a href="#">Ivan Reitman</a> directed this castaway couple comedy, with <a href="#">Ford</a> and <a href="#">Heche</a> as an unlikely couple in paradise.</p> <p>If you long to see more aching hearts, check out our <a href="#">Complicated Couples</a> Collection for other great DVDs.</p>
 <p><b>Young Cinematographer</b></p>	<p><b>The Mask of Zorro</b></p>

**First Time to Netflix.com?**  
Get Your First DVD Rental **Free!**

Get a FREE DVD Rental from Netflix.com. How? It's easy! The first DVD rental that you put into your shopping cart will be priced at \$0. [Let us tell you more!](#)

(Offer limited to one per customer; the first time you rent from Netflix.com. Regular Shipping and Handling charges apply. Offer not available for DVD rental reservations. [Get more information about our free rental!](#))

**It's The Easiest Way to Rent a DVD!**  
Order your DVDs, and they arrive via mail in 2-3 days. Keep the DVDs for 7 full days. When you're finished, use the pre-addressed, pre-paid mailer, and drop them back in the mail. [Find out more!](#)

- 7-Day Rental for just \$4. [Save when you rent 4 or more!](#)
- Virtually all DVD titles! [Find them fast!](#)
- Earn \$\$\$ as a [Netflix.com Associate!](#)
- Netflix.com vs. DVD rental comparison chart.





2004



**NETFLIX** The #1 Online DVD Rental Service with nearly 3,000,000 members! [Buy / Redeem Gift](#) | [Member Sign In](#)

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2012

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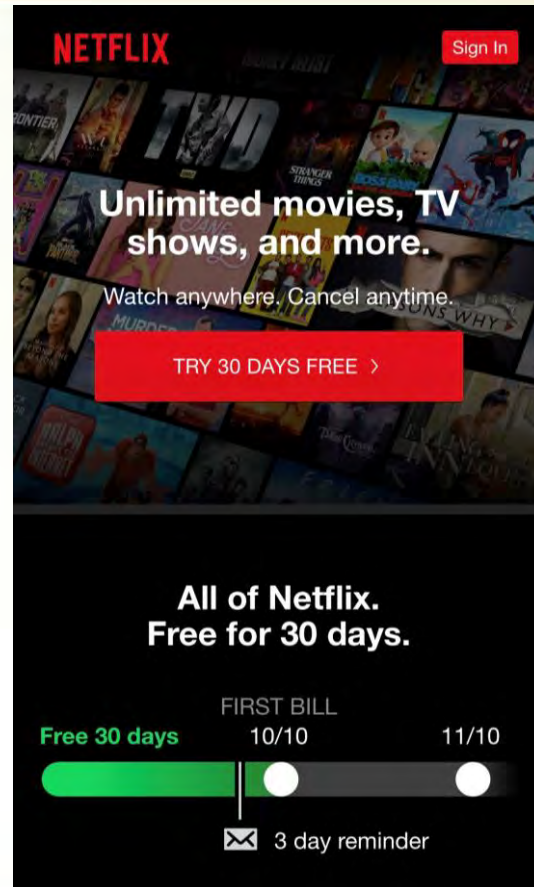
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Use of the Netflix service and this Web site constitutes acceptance of our [Terms of Use and Privacy Policy](#).  
© 1997-2012 Netflix, Inc. All rights reserved. U.S. Patent Nos. 6,864,486; 7,024,361; 7,031,323; 7,403,910; and 7,617,127. (us-east-1 648/7013 US) |



2019



**NETFLIX** Sign In

**Unlimited movies, TV shows, and more.**

Watch anywhere. Cancel anytime.

**TRY 30 DAYS FREE >**

**All of Netflix.  
Free for 30 days.**

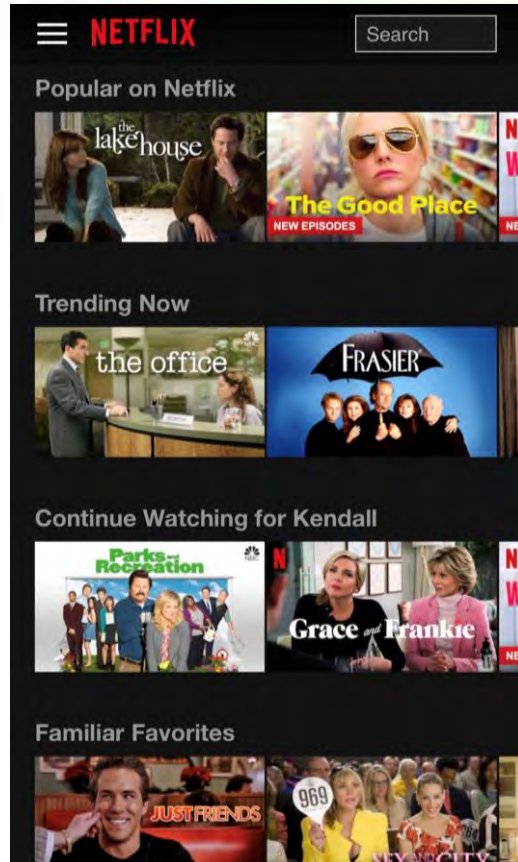
FIRST BILL

Free 30 days 10/10 11/10

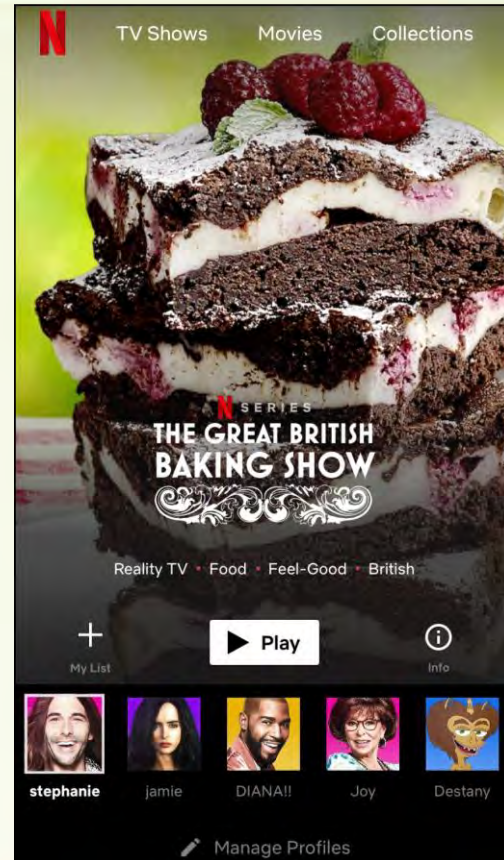
3 day reminder



...and  
beyond



Kendall



Stephanie



**You're trying to raise funds  
for a summer project.**

**Which do you think  
is more engaging?**



Microsoft Word ribbon: FILE, MESSAGE, INSERT, OPTIONS, FORMAT TEXT

Clipboard: Paste, Basic Text

Send: To... Prospective Donor, Cc..., Bcc...

Subject: Summer Programming Needs

Dear prospective donor,

Our summer program is in need of the following items:

- Reusable Water Bottles
- Sunglasses
- Flipflops – various sizes...

or...



- Reusable Water Bottles
- Sunglasses
- Flip Flops - various sizes
- Draw String Backpacks
- Beach Towels
- Gift Cards - To Purchase Swimwear
- Sunscreen
- Bug Spray
- Chapstick



# What Makes a Good Infographic?

Keep this in mind when creating:

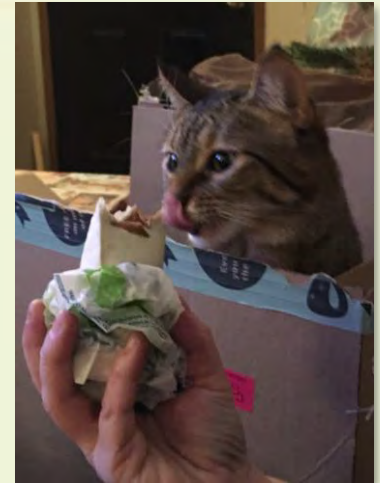
1. It tells a story
2. It takes your eye on a predefined journey
3. It's well structured
4. It's visually appealing
5. It's accurate and well researched



[Source](#)

## Activity Time!

You have to go away on a business trip, but your pets, Echo and Scout, need to be fed while you're gone.



**Using no words, list the steps your pet-sitter will need to take to feed your fur babies.**

Don't let your pets go hungry!





**Anyone willing to share their visual?**

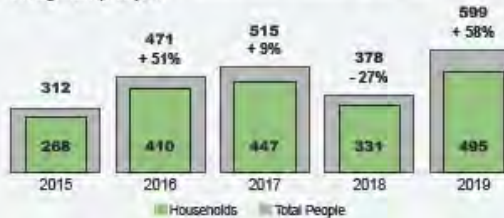


# Is this a data visualization or an infographic?

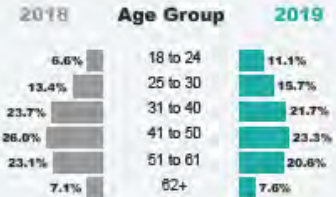
## Homeless Point-in-Time Count Overview Night of January 22, 2019

### Unsheltered Point-in-Time Count

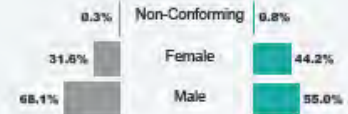
Change from prior year



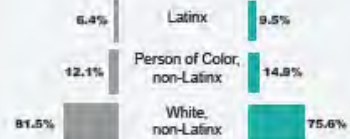
### Unsheltered Adults



### Gender



### Race/Ethnicity



Unknown values excluded.

### Number of Persons Housed, Sheltered, and Unsheltered

Point-in-Time Count





# Infographics vs. Data Visualizations (“vizzes”)

**Infographics** tell a purposeful story to guide the audience to specific conclusions.

**Data visualizations** let the audience draw their own conclusions...to an extent.

**Infographics** are visual representations of numbers, facts, events, or information that reflect patterns and align to a story.

- Best for telling a **predefined story**
- **Guide your audience** to conclusions or **point out relationships**
- Created **manually** for one **specific dataset or goal**

**Data visualizations** use charts and graphs to help the audience comprehend aggregated, and perhaps otherwise “dry,” data.

- Best for allowing the audience to **draw their own conclusions** based on the data presented
- Ideal for understanding data **at a glance**
- Often **“refreshed”** to present the same points of interest with **new data** (e.g., monthly, quarterly, annually)



# When to use which

## Infographics:

- Use graphics and other visual metaphors to drive readers to a conclusion
- Topic-centered, used to help audiences comprehend data
- Are “one-and-done” rather than “refreshable”

## When to use:

- Marketing Content
- Case Studies
- Summary Insights

## Data Visualizations:

- Use multiple types of charts
- Data-centered, used for people to get a higher-level look at information
- Enables decision-makers to see numbers visually so they can identify concepts and trends

## When to use:

- Data Dashboards
- Scheduled Reporting
- Some online options include interactivity



# Types of Charts to Consider

## COMPARE VALUES



Bar Chart



Line Chart

## ANALYZE TRENDS



Line Chart



Bar Chart

## DISTRIBUTION OF DATA



Scatter Plot



Line Chart



Bar Chart

## RELATIONSHIP BETWEEN DATA SETS



Line Chart



Scatter Plot



Bubble Chart

## INDIVIDUAL PARTS OF A WHOLE



Pie Chart



Stacked Bar



Stacked Column



## Quick Shape Fill How-to:



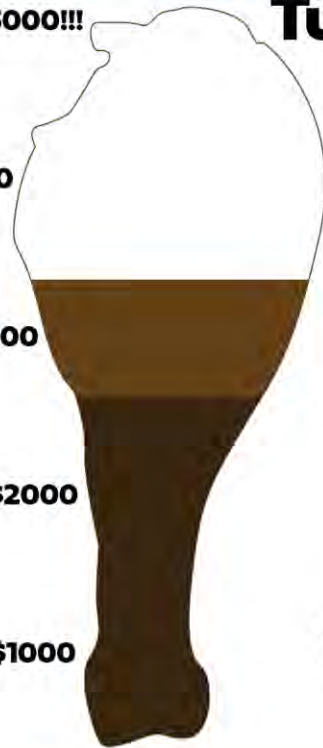
\$5000!!!

\$4000

\$3000

\$2000

\$1000



# Turkeyville Food Bank Thanksgiving Fundraiser

To donate, visit:  
[turkeyvillefoodbank.com](http://turkeyvillefoodbank.com)

Help us stock the  
food bank in time for  
Thanksgiving!



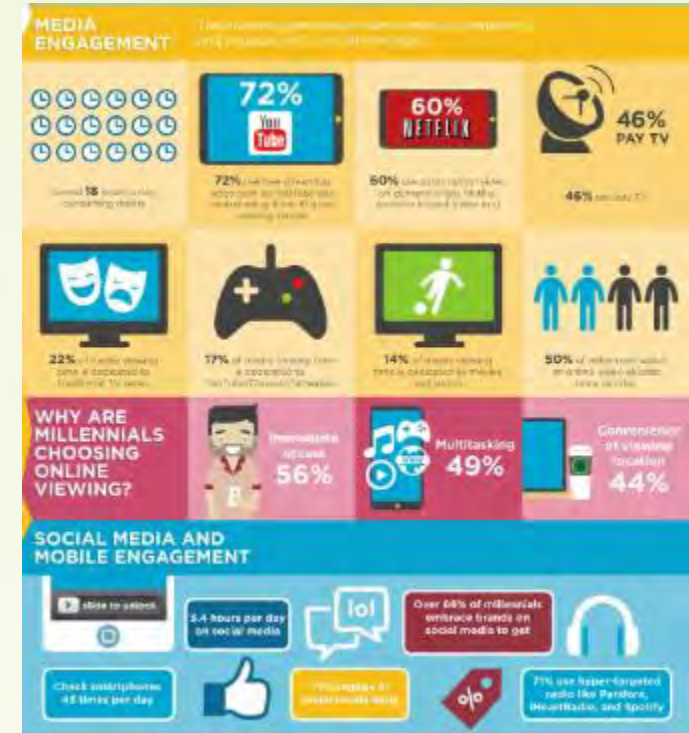
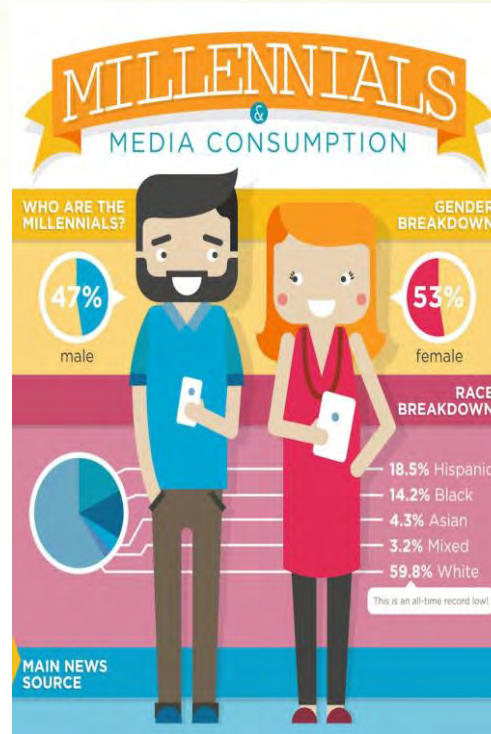
# Types of Infographics





# Mixed Charts

- Best used when you want to communicate many statistics, facts and figures to your audience.
- Infographic will use different types of charts and graphs.
- Examples in HMIS Adminland: PIT Summary, Data Quality Improvements



[Source](#)



## PETS IN SUMMER SERIES SNAKEBITES IN FAMILY PETS

### Reducing the risk

- BUILD A SNARE FENCE FENCE
- KEEP YOUR PROPERTY FREE FROM RUBBISH PILES
- KEEP YOUR PROPERTY FREE FROM OBJECTS WHERE SNAKES MAY HIDE
- KEEP THE GRASS CUT ON YOUR PROPERTY
- KEEP YOUR DOG ON A LEAD NEAR BUSHY AREAS, WETLANDS, SAND DUNES

### Recognising the signs

10 SIGNS YOUR DOG OR CAT MAY HAVE BEEN BITTEN BY A SNAKE

### Reported snakebite instances

Year	Reported Snakebite Instances
2007	85
2008	107
2009	119
2010	74

### The way dogs and cats get bitten

WAYS DOGS GET BITTEN

SWALLOWING THROUGH MOUTH

WAYS CATS GET BITTEN

CLIMBING AND CHASING

### What to do

### What will your vet do?

ADMINISTER AN ANTI-VENOM SHOT

#### Facts on antivenom

PRODUCED BY GRABBERLY BIRMINGHAM WORKS TO THE VENOM OF A SPECIES OF SNAKE

THE HONEY BLOOD IS THEN COLLECTED, THE SERUM IS SEPARATED OUT AND FILTERED TO MAKE THE ANTIVENOM

ANTIVENOM CONTAINS ANTIBODIES THAT COUNTERACT THE VENOM FROM THE SNAKE VENOM

THEY ARE EXPENSIVE TO PRODUCE AND HAVE LIMITED SHELF LIFE, HENCE IT IS BEST TO TAKE IT TO THE VET

#### ANTI-VENOM FACTS

IF YOU WERE UNABLE TO IDENTIFY THE TYPE OF SNAKE THE VET WILL DO A BLOOD OR URINE TEST TO IDENTIFY WHETHER YOUR PET HAS BEEN BITTEN BY A SNAKE AND WHICH TYPE

### Stats

### What not to do

[Source](#)



## Information or List

- Uses mostly text and does not rely heavily on graphs or charts.
- Information is enhanced by color scheme and icons, creating a visual path for consuming the information.
- Examples in HMIS Adminland: PIT volunteer checklist, New User Onboarding checklist



Source



## ✓ CHECKLIST FOR WINTER



### TOQUE

This is the common name for a knitted winter hat. The term toque is unique to Canada and northern areas of the United States close to the Canadian border.



### BOOTS

Make sure you have well insulated and water proof boots for those cold winter days. Your toes are going to thank you in the end.



### SOCKS

Just like boots, thick warm socks are essential in foot warmth. It doesn't hurt to have a couple of pairs handy either. No one likes cold toes.



### GLOVES

Not only are these guys going to keep your fingers warm from the blistering cold, but will assist you in snowball making. Gloves are one of the most important pieces of clothing you could forget on cold days.



### SCARF

Scarfs are highly under-rated these days. Not only do they block the wind from getting in the little cracks of your jacket, but add a stylish feel to your overall winter attire.



### JACKET

A nice warm jacket is your life preserver in any winter situation. Even if it is a little funny looking, how would anyone survive below freezing temperatures without one?

[Source](#)

## 5 Tips To Keep Your Chin Up

**1**   
**Do something impulsive.**  
Do something impulsive that you haven't planned every day. It's better to have no plan so we can seize the opportunities that may arise.

**2**   
**Have rituals.**  
We are less who we are than what we do. Do 3 things that you love every day. As a result, feeling the gratitude will help you better sleep. Better sleep helps to be in a better mood. A better mood helps to make better decisions.

**3**   
**Exercise at least 10 minutes a day.**  
Exercising has an influence on your brain, on your mood, on your ability to reflect and on your health.

**4**   
**Take breaks.**  
Prevent burnouts by stopping what you are doing and do something else. Create a different atmosphere, add some novelties in your daily routine.

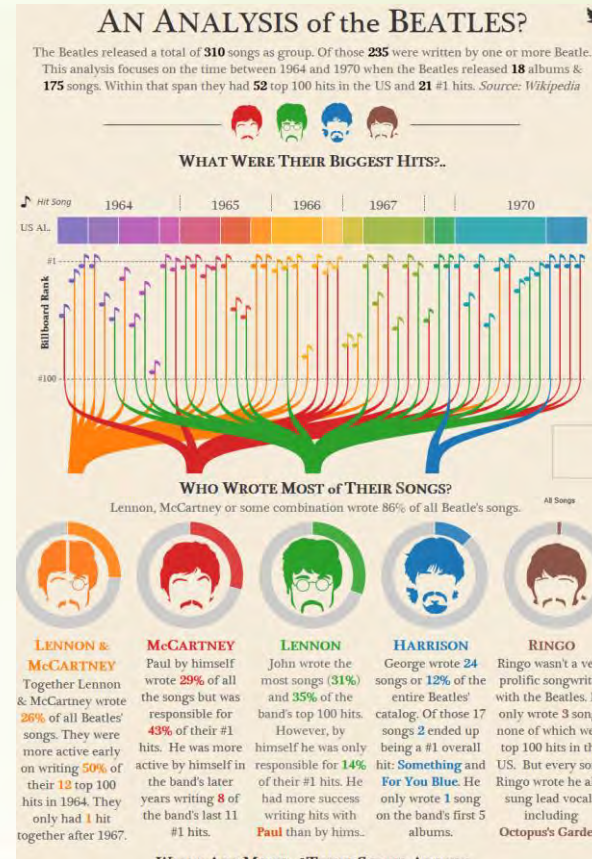
**5**   
**Learn something new.**  
Learning helps to create new connections in your brain and to come up with new ideas and new opportunities.

Source

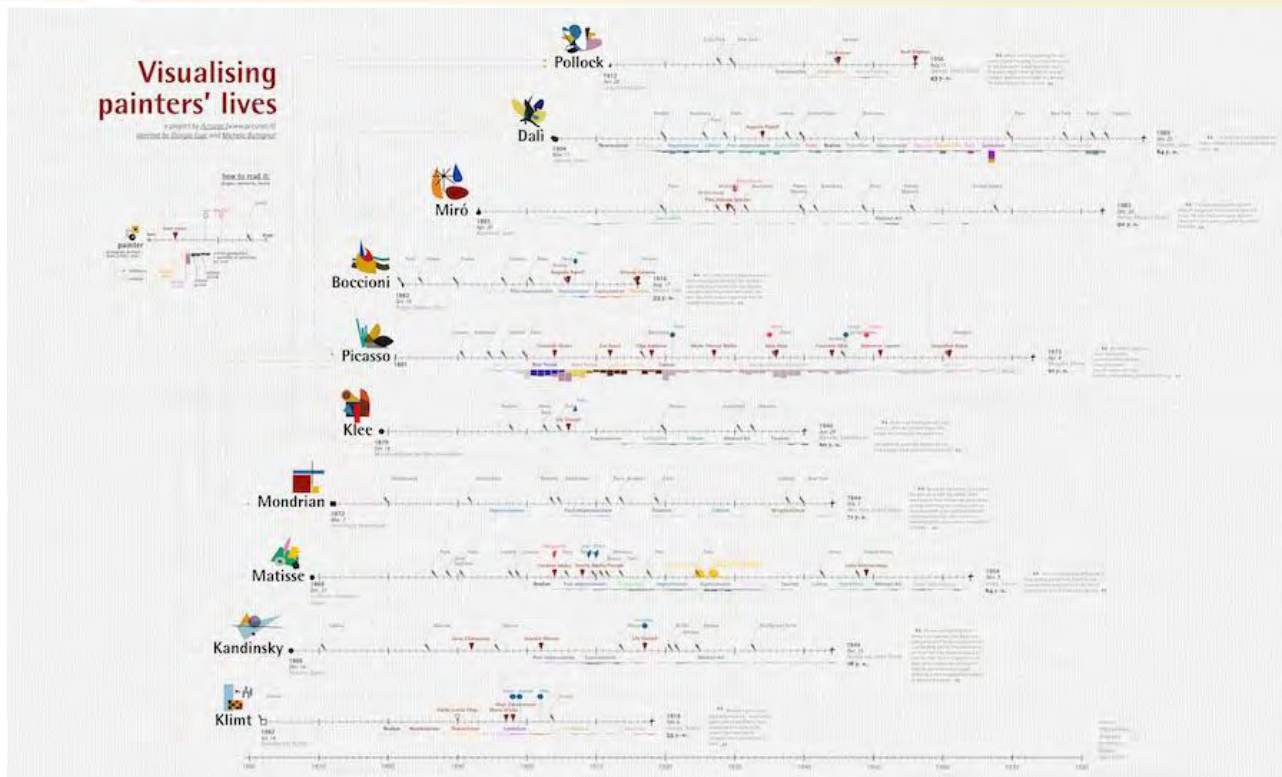
[Source](#)

# Timeline

- Use this type of infographic when you want to tell a story over time.
- Best used to tell a story that is in chronological order.
- Examples in HMIS Adminland: History of the PIT



[Source](#)



[Source](#)