

High unemployment Medium unemployment Low unemployment

Re entry

20000

NASA X-43A

7,546 MPH - 2004

UNMANNED SCRAMJET HYPERSONIC PLANE.
THE FASTEST JET PROPELLED AIRCRAFT



X-15 ROCKET PLANE

5,519 MPH - 1967

THE ROCKET PROPELLED X-15 SET SPEED AND ALTITUDE RECORDS IN THE EARLY 1960S, REACHING THE EDGE OF OUTER SPACE. PILOTS INCLUDED NEIL ARMSTRONG

15000

SR71 BLACKBIRD

2,194 MPH - 1976

FASTEST MANNED JET POWERED AIRCRAFT

EUROFIGHTER - TYPHOON

1550 MPH - 1994

THE WORLD'S MOST ADVANCED COMBAT AIRCRAFT
JOINTLY DEVELOPED BY UK, SPAIN, GERMANY AND ITALY

High Hypersonic
Mach >10.0

10000

CONCORDE

1,450 MPH - 1969

TURBOJET-POWERED SUPERSONIC PASSENGER AIRLINER
RUNNING COMMERCIAL FLIGHTS FOR 27 YEARS

THRUST SSC

763 MPH - 1997

A BRITISH JET-PROPELLED CAR BECAME THE FIRST
CAR TO OFFICIALLY BREAK THE SOUND BARRIER

Hypersonic
Mach 5.0-10.0

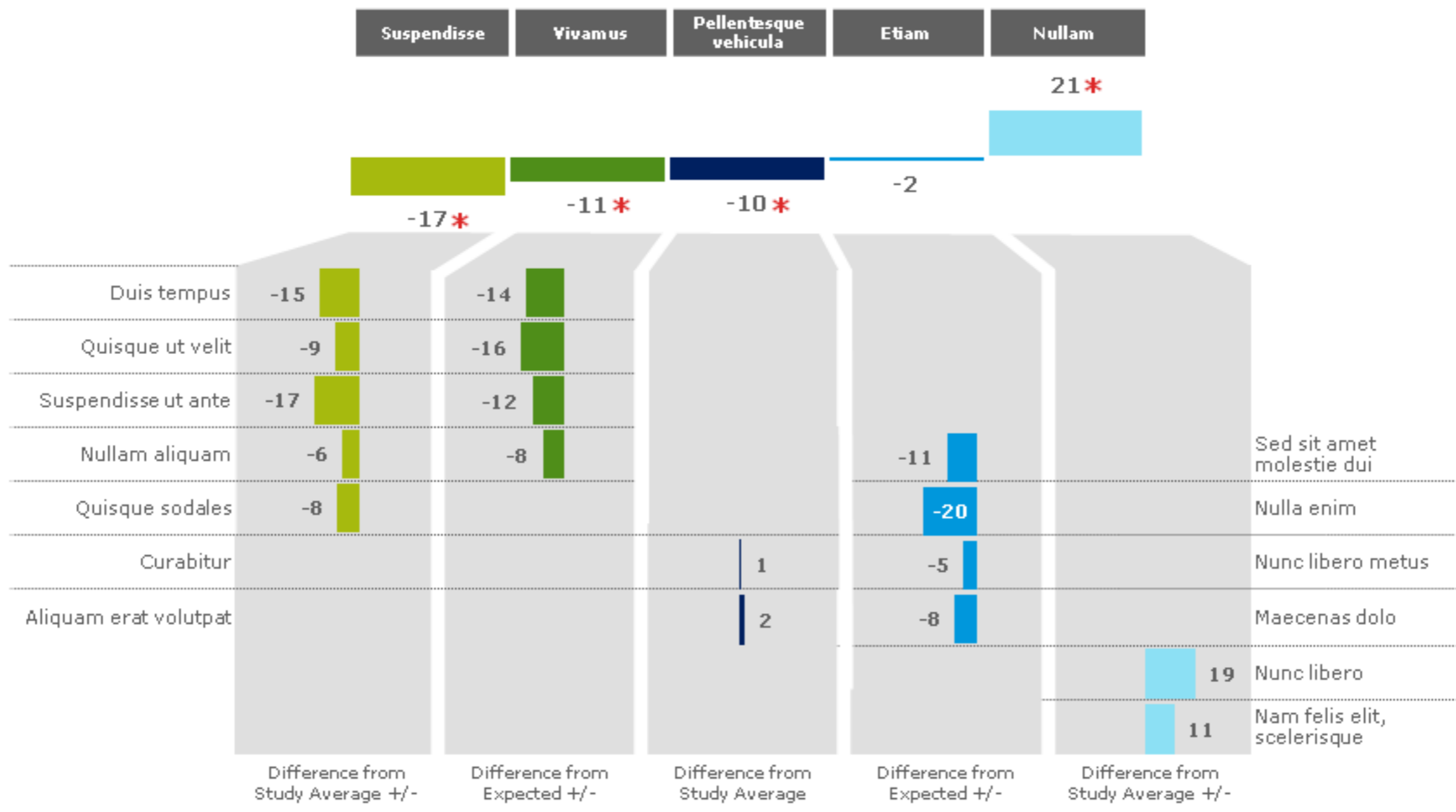
5000

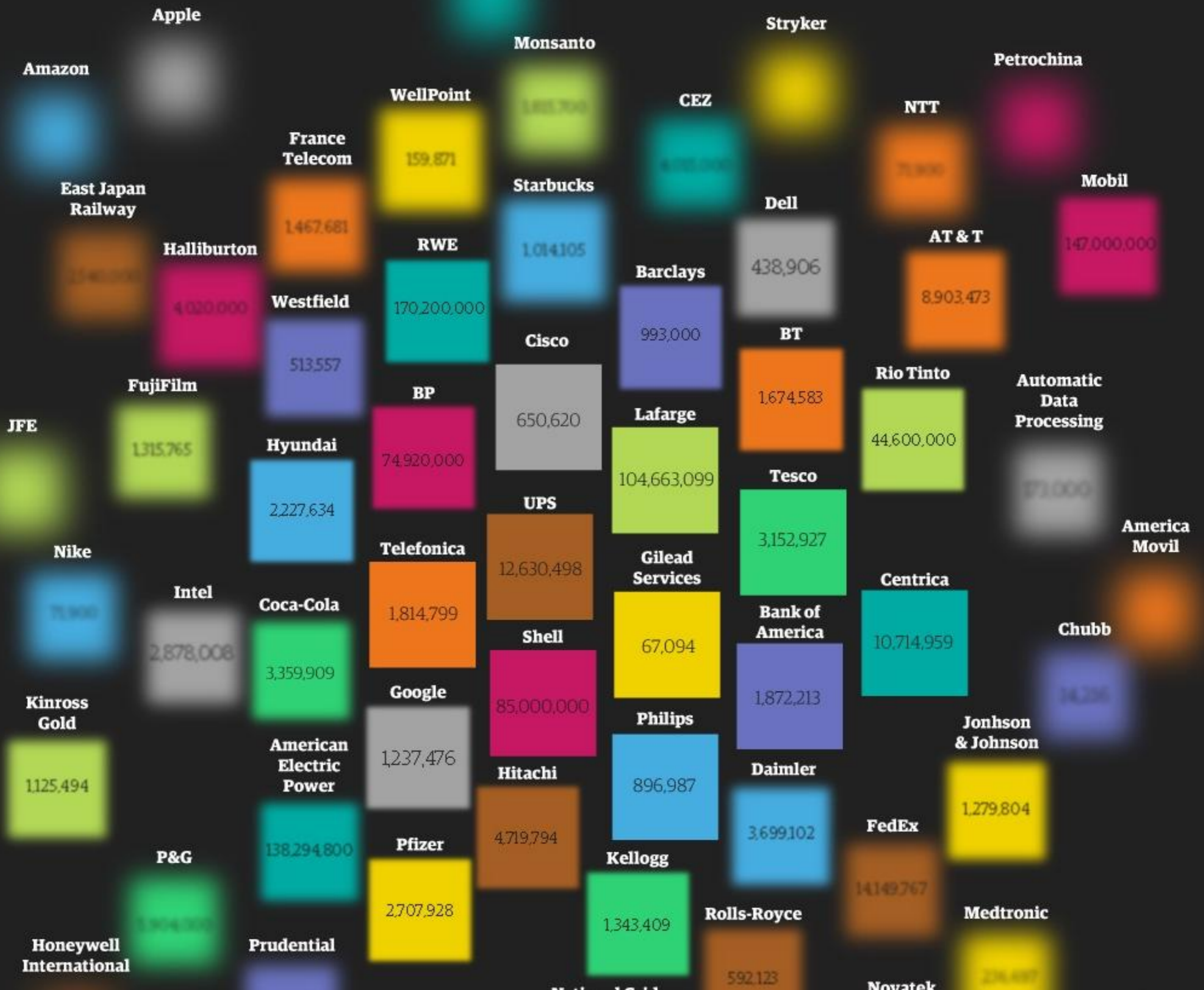
COMMERCIAL FLIGHT

600 MPH

CRUISE SPEED OF A COMMERCIAL
PASSENGER AIRCRAFT





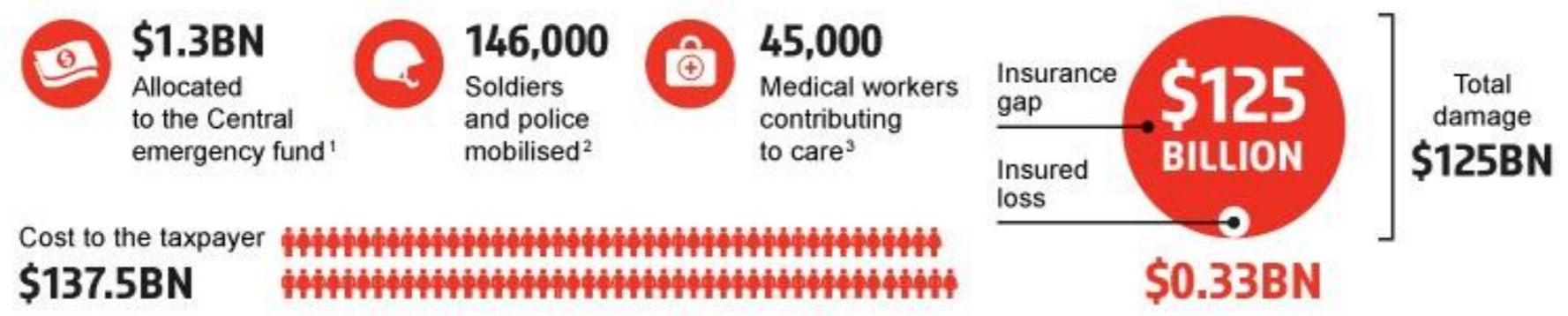


A TALE OF TWO ECONOMIES

How much did it cost each country to rebuild?



In May 2008, the Sichuan Province of China was struck by an earthquake measuring 7.9 on the Richter scale.



Tesco £41.7bn

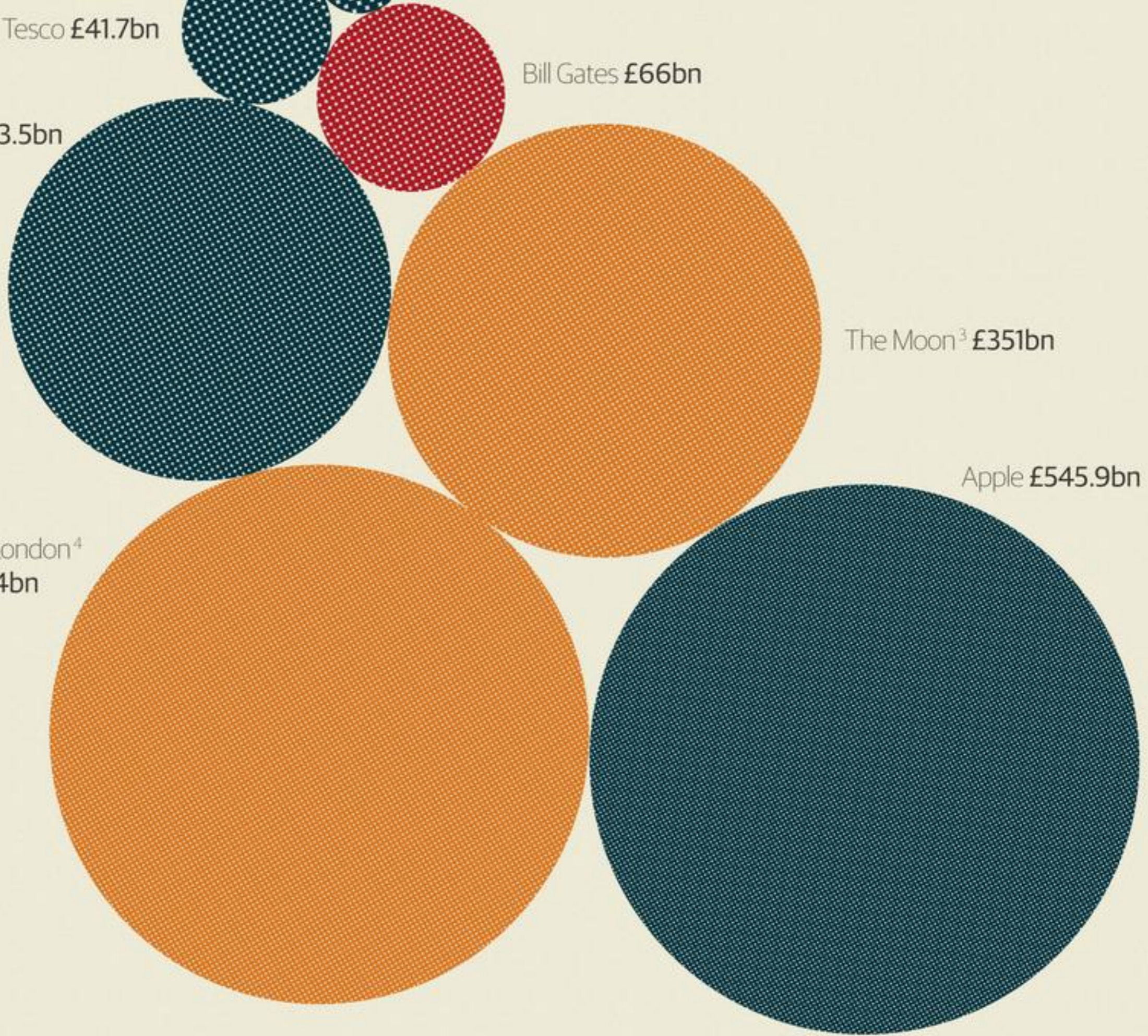
Bill Gates £66bn

Microsoft £273.5bn

The Moon³ £351bn

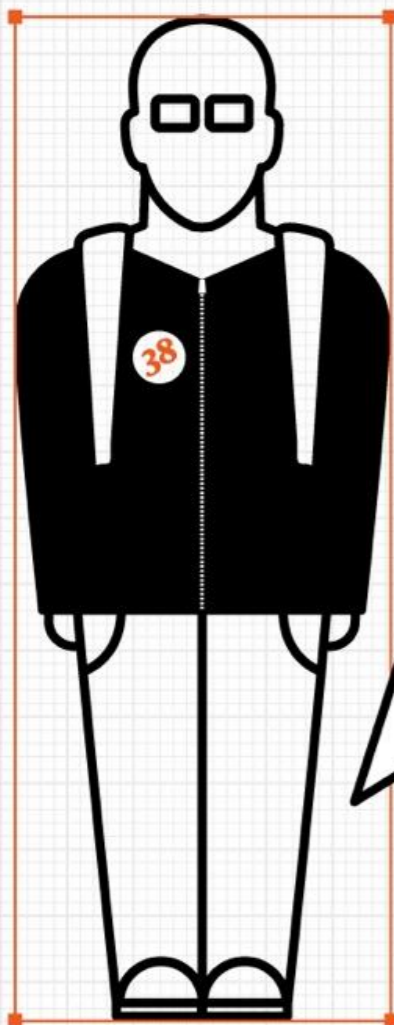
Apple £545.9bn

Inner London⁴
£543.4bn



Design

How do you measure up?



There are 232,000 designers¹ in the United Kingdom.

Who are they?

The average designer¹ is white, male and 38.



50% of all designers work in London, the South East & the East¹



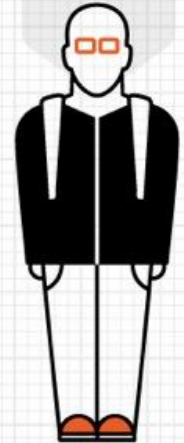
£38k



Architect

How do they compare with other professions?⁴
(average salary for mid-level roles)

£30k



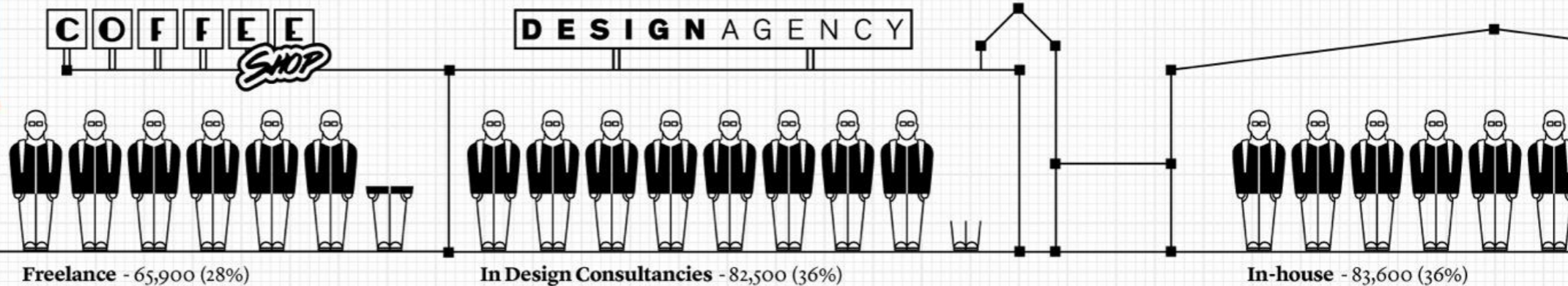
Designer

£36k



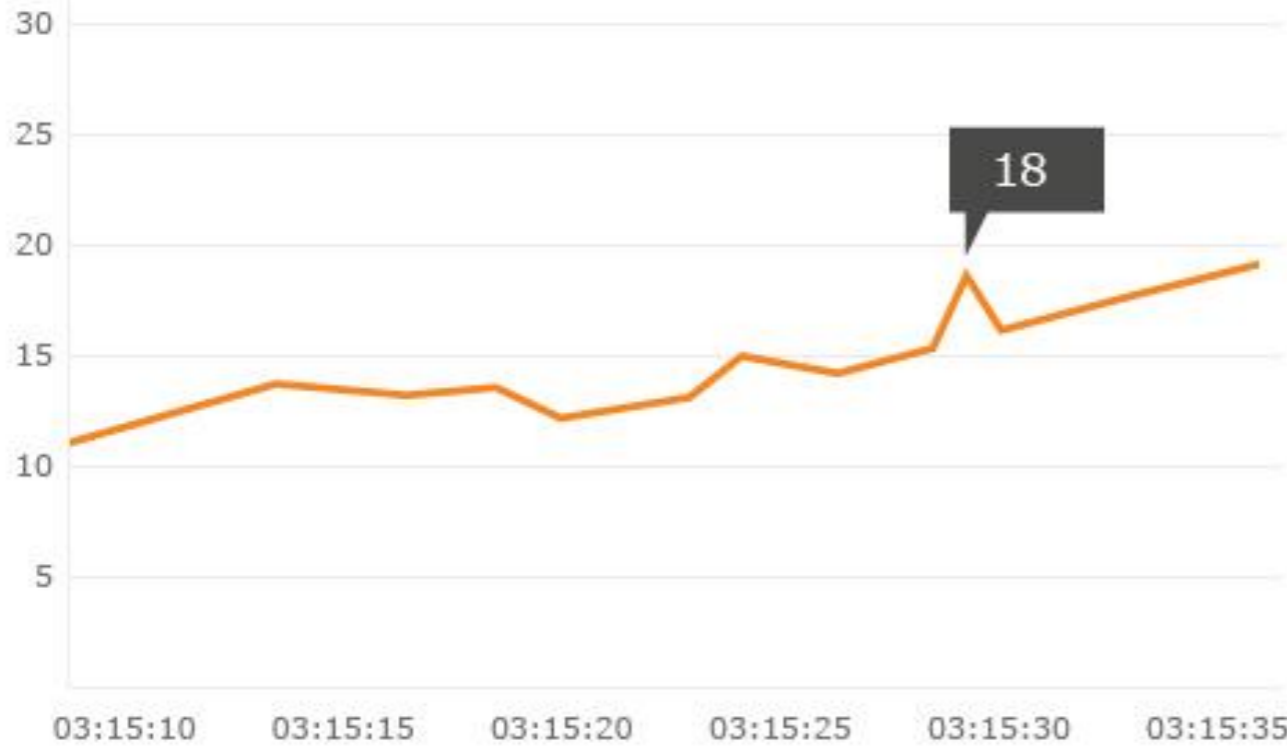
Marketing

Where do they work?



1. Design Council Survey 2010 2. Major Players Salary Survey 2012 3. Consultancy digital agency rate/career survey 2011 4. Major

LIVE TWITTER FEED ANALYSIS



Total tweets today



Tweets per minute



LATEST TWEETS

RT @twittername Lorem ipsum dolor sit amet, consectetur elit, sed do eiusmod. #kantar
 Reply ↩ Retweet ↻ Favourite ☆

[Follow us on Twitter](#)

EMAIL ALERTS

Be the first to find out about our latest reports.

[Sign up for email updates](#)

[Log in to change email preferences](#)

Username	Password
----------	----------

TWEET CONSOLE TITLE

▼ Select a filter for the word cloud below

Cameron **Clegg** **Milliband** **Salmond**



Popularity on Twitter

■ Positive
 ■ Indifferent
 ■ Negative



taxcuts reducedpension
 data Politics NHS Business
 ukgovernment
 Global Economics Innovation
 debate voters generalelection
 education Parliament

RT @twittername Lorem ipsum dolor sit amet, consectetur elit, sed do eiusmod. #kantar
 Reply ↩ Retweet ↻ Favourite ☆

RT @anewtwittername Sed do eiusmod incididunt

39%

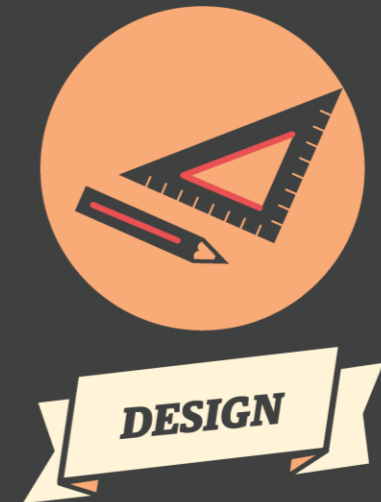
**THINK THEIR JOB
IS LESS SAFE THAN
A YEAR AGO**

UP FROM 34% IN AUGUST



Data Visualisation

Merge form and function to create outstanding infographics.





CONSIDER THIS



DO THIS



USE ONE OF THESE



USE THESE TOOLS



TO PRODUCE



DATA

Is it a credible and comprehensive dataset?

Seek out interesting patterns and trends in the data

*Web Producer
Data Analyst
Journalist*



INTEGRITY



STORY

What does your audience care about?

Find a story in the data that will resonate with your audience

*Web Producer
Data Analyst
Journalist*



MEANING



CONSIDER THIS



DO THIS



USE ONE OF THESE



USE THESE TOOLS



TO PRODUCE



CHART

Which charts will bring your story to life?

Choose the best chart for your story.

Data Analyst Designer



FUNCTION



DESIGN

Does your chart look good?

Experiment with colour, space and text until the information is beautiful...

Designer



FORM

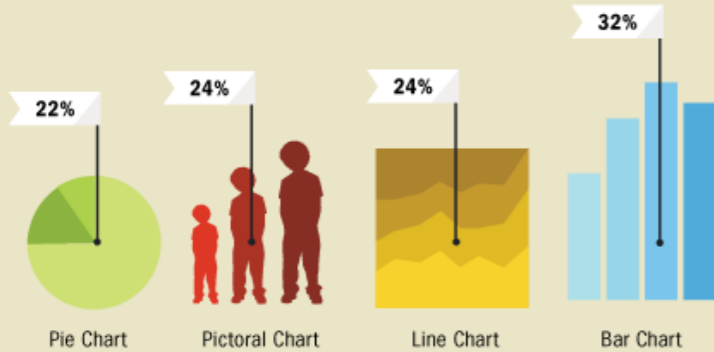
INFOGRAPHIC OF INFOGRAPHICS

Data visualization is a popular new way of sharing research. Here is a look at some of the visual devices, informational elements, and general trends found in the modern day infographic.

DESIGN

CHART STYLE

Percentage of infographics with the following charts:



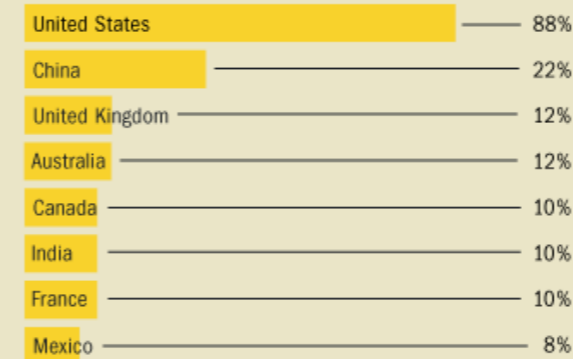
FONT

■ Sans Serif
 Condensed Sans Serif
 ■ Serif



CONTENT

COUNTRIES FEATURED



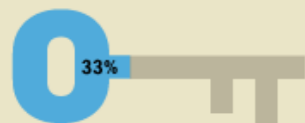
THEME

Relative popularity of different infographic themes:



KEY INFO

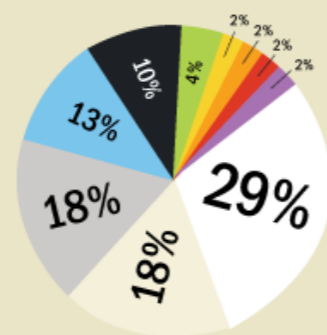
Percentage of infographics with key:



Average number of symbols per key: 5.1

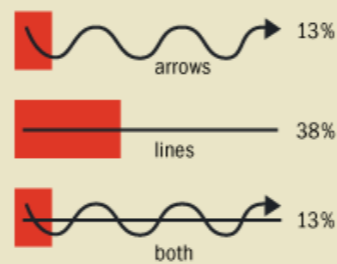


BASE COLOR



NAVIGATIONAL ICONOGRAPHY

Frequency of arrows & connecting lines in infographics:



SECTIONS



CREDITED SOURCES

Average number of sources per infographic: 2.29



TITLE

Average number of words per infographic title: 4.36

“RICHEST AND POOREST AMERICAN NEIGH

Profile of the UK Private Sector

These graphs show a profile of the UK's private sector split by number of employees; region and industry type.

By Size (employees)

- 500 - or more
- 250 - 499
- 200 - 249
- 100 - 199
- 50 - 99
- 20 - 49
- 10 - 19
- 5 - 9
- 2 - 4
- 1
- Sole Trader

Turnover

The total turnover of the UK private sector is estimated at £3,200 billion **. SMEs generate 48.7% of this total.

Employment

SMEs provide 59.1% of jobs.

Enterprises

SMEs account for 99.9% of the UK's private sector.



By Region

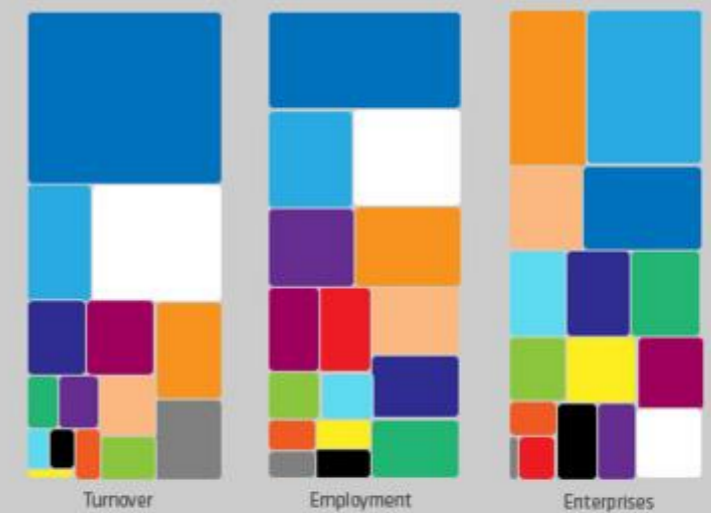
- North East
- North West
- Yorkshire and the Humber
- East Midlands
- West Midlands
- East of England
- London
- South East
- South West
- Wales
- Scotland
- Northern Ireland



London provides employment to the most people (15.8%) and contributes the highest proportion of turnover (30.5%).

The South East has the largest number of enterprises (16.3% as compared to London's 15.8%).

By Industry



- Other Service Activities
- Arts, Entertainment and Recreation
- Human Health and Social Work Activities
- Education
- Administrative and Support Service Activities
- Professional, Scientific and Technical Activities
- Real Estate Activities
- Financial and Insurance Activities
- Information and Communication
- Accommodation and Food Service Activities
- Transportation and Storage
- Wholesale and Retail Trade
- Construction
- Manufacturing
- Mining and Quarrying
- Agriculture, Forestry and Fishing

Whilst construction accounts for 20% of all enterprises in the UK, wholesale and retail trade employ the largest percentage of people (21%).

Of the data available for turnover***, wholesale and retail trade make the biggest contribution to turnover across all industries 37% (estimated at £1,186 billion).

*As defined by the ONS (see Source)
 ** Turnover estimates include VAT
 *** No data is provided for turnover from financial and insurance activities.
 Source: All data is taken from the Business Population Estimates for the UK and Regions 2010 issued by the Department for Business Innovation and Skills, published by the ONS. Detail here: <http://stats.bis.gov.uk/09/09a/>

Tall Buildings in Numbers

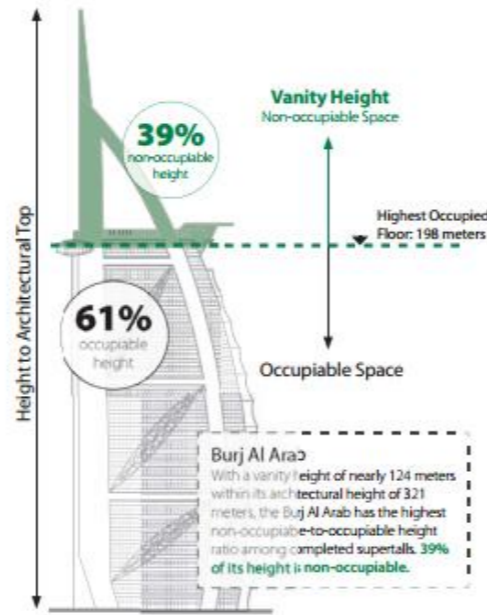
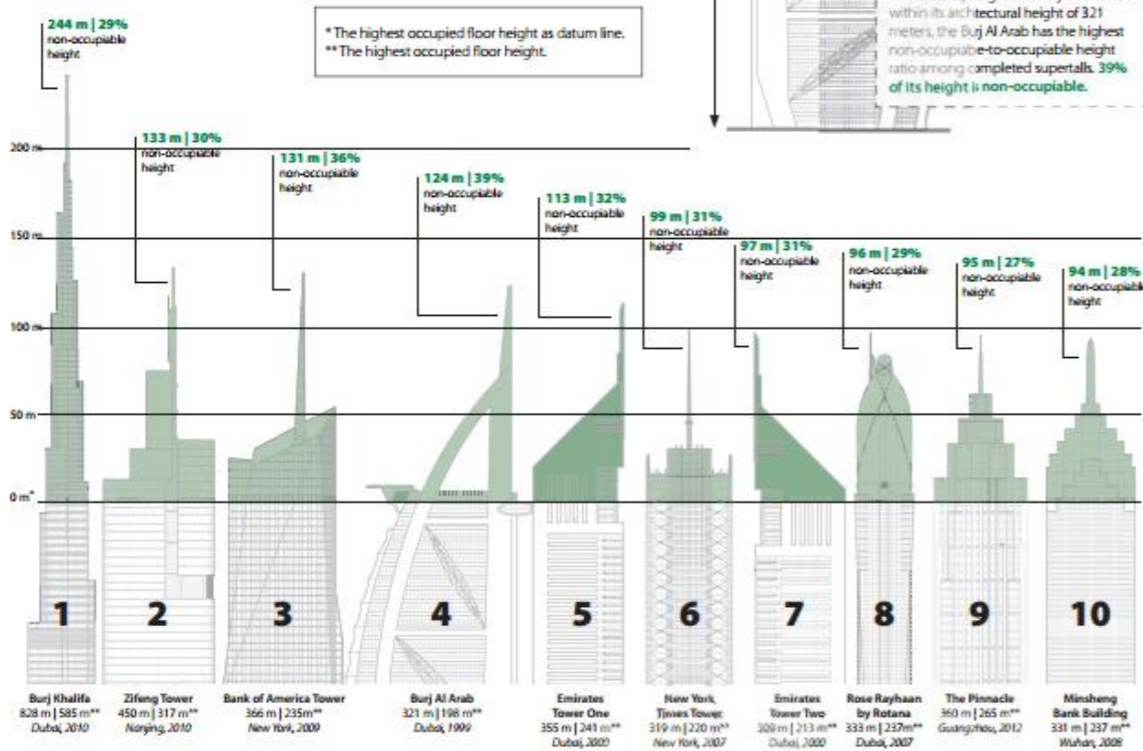
Vanity Height: the Empty Space in Today's Tallest

We noticed in Journal 2013 Issue I's case study on Kingdom Tower, Jeddah, that a fair amount of the top of the building seemed to be an unoccupied spire. This prompted us to explore the notion of "vanity height" in supertall buildings, i.e., the distance between a skyscraper's highest occupiable floor and its architectural top, as determined by CTBUH Height Criteria.²

Note:
¹Historically there have been 74 completed supertalls (300+ m) in the world, including the now-demolished One and Two World Trade Center in New York.
²For more information on the CTBUH Height Criteria, visit <http://criteria.ctbuh.org>

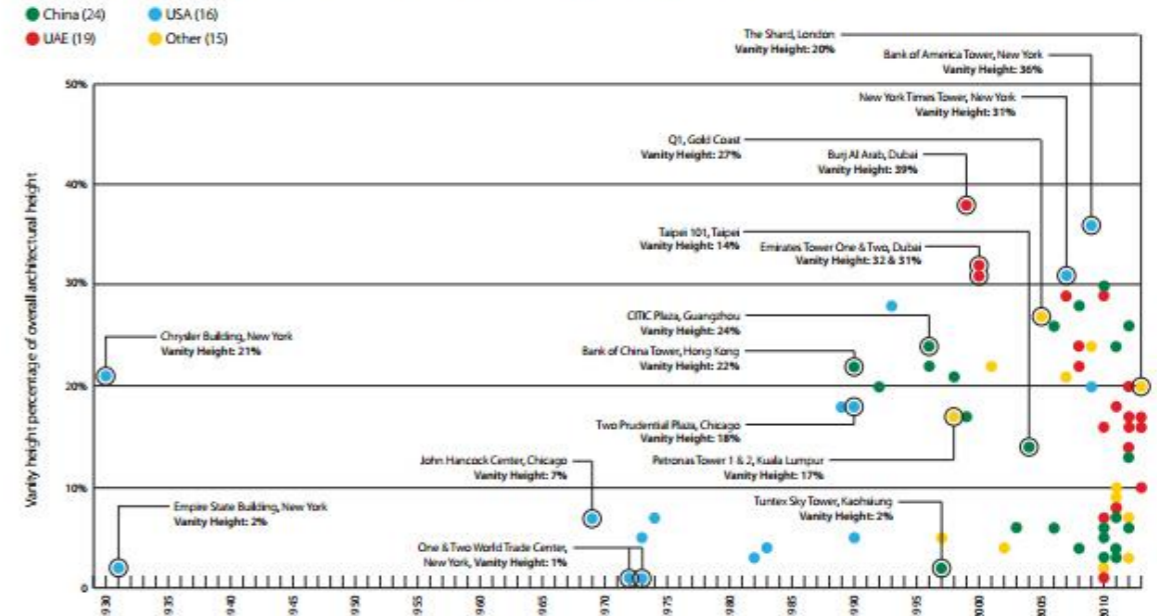
World's Ten Tallest Vanity Heights (as of July 2013 data)

Below are the ten tallest "Vanity Heights" in today's completed supertalls.



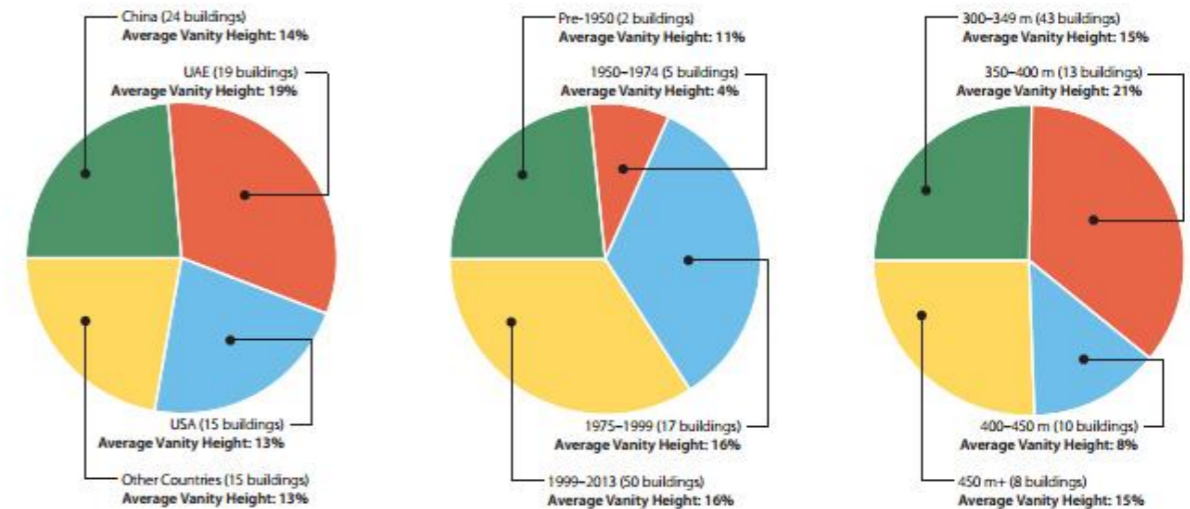
History of Vanity Height

The graph below charts Vanity Height as a percentage of overall architectural height for some of the world's 74 completed supertalls.¹



Vanity Height in Detail

The graphs below examine the average Vanity Height of completed supertalls by country, date of completion, and architectural height.



Without Vanity Height, 44 (61%) of the world's 72 supertalls¹ would measure less than 300 meters, losing their supertall status. The tallest of these is Guangzhou's 390-meter CITIC Plaza.

According to current CTBUH Height Criteria regarding telecommunications towers, a 50% vanity height would deem any structure a non-building!

At 244 meters, the Burj Khalifa's Vanity Height would be an impressive stand-alone skyscraper. If built in Europe, it would become the continent's 11th-tallest building.

With no spire, The Index, in Dubai, has a vanity height of only 4 meters – just 1% of the building's overall height.

New York City contains two of the tallest 10 Vanity Heights – and is set to gain a third with the completion of One World Trade Center in 2014.

The Ukraina Hotel in Moscow, Russia (206 m, b. 1955) has 42% Vanity Height – the "vainest" building overall in the CTBUH database.

The True Size of Africa

A small contribution in the fight against rampant *Immappancy*, by Kai Krause

Graphic layout for visualization only (some countries are cut and rotated)
But the conclusions are very accurate: refer to table below for exact data

COUNTRY	AREA x 1000 km ²
China	9.597
USA	9.629
India	3.287
Mexico	1.964
Peru	1.285
France	633
Spain	506
Papua New Guinea	462
Sweden	441
Japan	378
Germany	357
Norway	324
Italy	301
New Zealand	270
United Kingdom	243
Nepal	147
Bangladesh	144
Greece	132
TOTAL	30.102
AFRICA	30.221

In addition to the well known social issues of *illiteracy* and *innumeracy*, there also should be such a concept as "*immappancy*", meaning *insufficient geographical knowledge*.

A survey with random American schoolkids let them guess the population and land area of their country. Not entirely unexpected, but still rather unsettling, the majority chose "*1-2 billion*" and "*largest in the world*", respectively.

Even with Asian and European college students, geographical estimates were often off by factors of 2-3. This is partly due to the highly distorted nature of the predominantly used mapping projections (such as *Mercator*).

A particularly extreme example is the worldwide misjudgement of the true size of *Africa*. This single image tries to embody the massive scale, which is larger than the *USA*, *China*, *India*, *Japan* and *all of Europe*..... combined!



Top 100 Countries

Area in square kilometers, Percentage of World Total
Sources: Britannica, Wikipedia, Almanac 2010

	AREA km ²	%	
1	Russia	17.098.242	11,50
2	Canada	9.984.670	6,70
3	China	9.596.961	6,40
4	United States	9.629.091	6,40
5	Brazil	8.514.877	5,70
6	Australia	7.692.024	5,20
7	India	3.287.263	2,30
8	Argentina	2.780.400	2,00
9	Kazakhstan	2.724.900	1,80
10	Sudan	2.505.813	1,70
11	Algeria	2.381.741	1,60
12	Congo	2.344.858	1,60
13	Greenland	2.166.086	1,50
14	Saudi Arabia	2.149.690	1,40
15	Mexico	1.964.375	1,30
16	Indonesia	1.860.360	1,30
17	Libya	1.759.540	1,20
18	Iran	1.628.750	1,10
19	Mongolia	1.564.100	1,10
20	Peru	1.285.216	0,86
21	Chad	1.284.000	0,86
22	Niger	1.267.000	0,85
23	Angola	1.246.700	0,85
24	Mali	1.240.192	0,83
25	South Africa	1.221.037	0,82
26	Colombia	1.141.748	0,76
27	Ethiopia	1.104.300	0,74
28	Bolivia	1.098.581	0,74
29	Mauritania	1.025.520	0,69
30	Egypt	1.002.000	0,67
31	Tanzania	945.087	0,63
32	Nigeria	923.768	0,62
33	Venezuela	912.050	0,61
34	Namibia	824.116	0,55
35	Mozambique	801.590	0,54
36	Pakistan	796.095	0,53
37	Turkey	783.562	0,53
38	Chile	756.102	0,51
39	Zambia	752.612	0,51
40	Myanmar	676.578	0,45
41	Afghanistan	652.090	0,44
42	Somalia	637.657	0,43
43	France	632.834	0,43
44	C. African Rep	622.984	0,42
45	Ukraine	603.500	0,41
46	Madagascar	587.041	0,39
47	Botswana	582.000	0,39
48	Kenya	580.367	0,39
49	Yemen	527.968	0,35
50	Thailand	513.120	0,34
51	Spain	505.992	0,34
52	Turkmenistan	488.100	0,33
53	Cameroon	475.442	0,32
54	Papua New Guinea	462.840	0,31
55	Uzbekistan	447.400	0,30
56	Morocco	446.550	0,30
57	Sweden	441.370	0,30
58	Iraq	438.317	0,29
59	Paraguay	406.752	0,27
60	Zimbabwe	390.757	0,26
61	Japan	377.930	0,25
62	Germany	357.114	0,24
63	Rep o.t. Congo	342.000	0,23
64	Finland	338.419	0,23
65	Vietnam	331.212	0,22
66	Malaysia	330.803	0,22
67	Norway	323.802	0,22
68	Côte d'Ivoire	322.463	0,22
69	Poland	312.685	0,21
70	Oman	309.500	0,21
71	Italy	301.336	0,20
72	Philippines	300.000	0,20
73	Burkina Faso	274.222	0,18
74	New Zealand	270.467	0,18
75	Gabon	267.668	0,18
76	Western Sahara	266.000	0,18
77	Ecuador	256.369	0,20
78	Guinea	245.857	0,17
79	United Kingdom	242.900	0,16
80	Uganda	241.038	0,16
81	Ghana	238.539	0,16
82	Romania	238.391	0,16
83	Laos	236.800	0,16
84	Guyana	214.969	0,14
85	Belarus	207.600	0,14
86	Kyrgyzstan	199.951	0,13
87	Senegal	196.722	0,13
88	Syria	185.180	0,12
89	Cambodia	181.035	0,12
90	Uruguay	176.215	0,12
91	Suriname	163.820	0,11
92	Tunisia	163.610	0,11
93	Nepal	147.181	0,10
94	Bangladesh	143.998	0,10
95	Tajikistan	143.100	0,10
96	Greece	131.957	0,09
97	Nicaragua	130.373	0,09
98	North Korea	120.538	0,08
99	Malawi	118.484	0,08
100	Eritrea	117.600	0,08
TOP 100 TOTAL		132.632.524	89,34



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CONSIDER THIS



DO THIS



USE ONE OF THESE



USE THESE TOOLS



TO PRODUCE



CHART

Which charts will bring your story to life?

Choose the best chart for your story.

Data Analyst Designer



FUNCTION



DESIGN

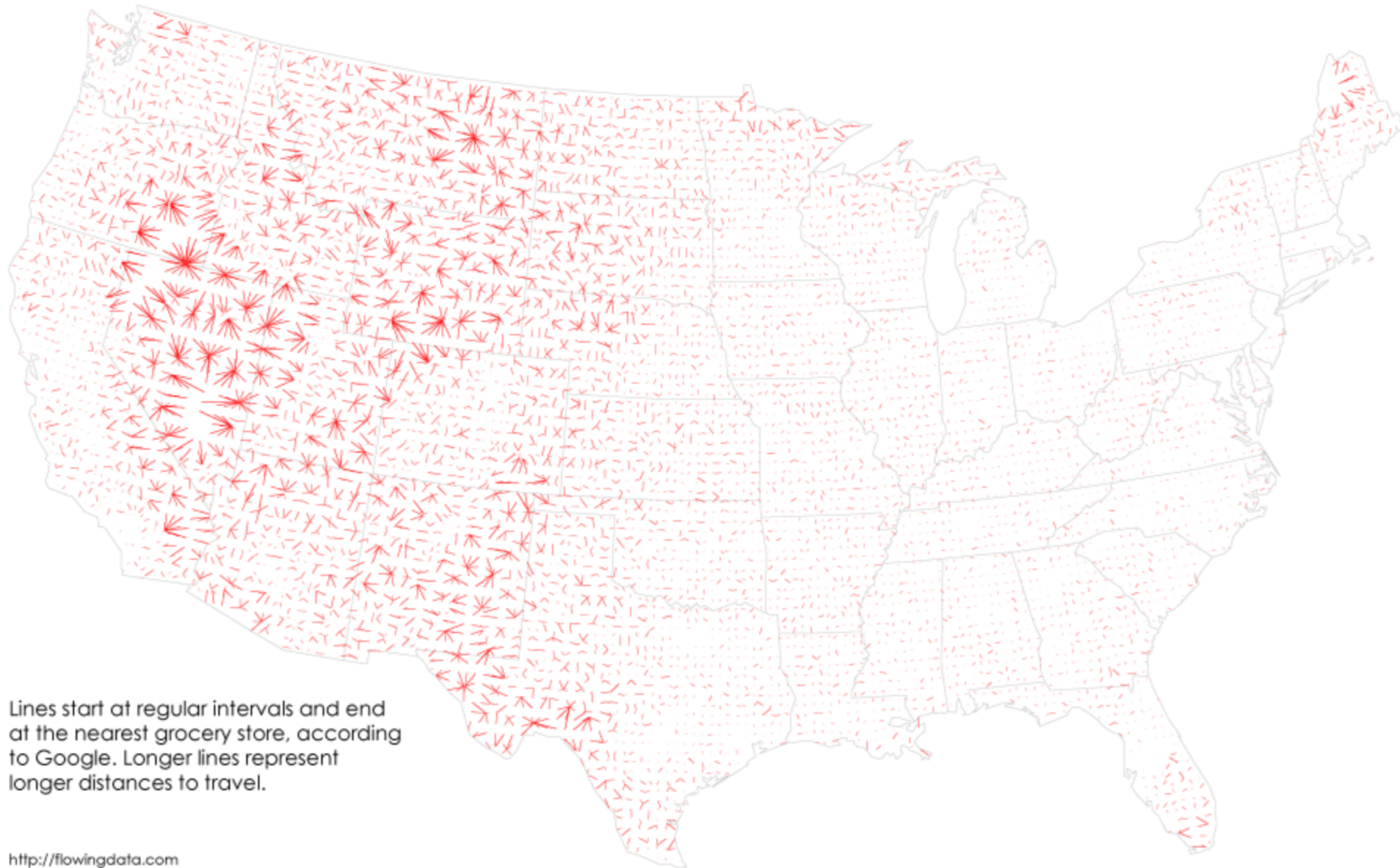
Does your chart look good?

Experiment with colour, space and text until the information is beautiful...

Designer



FORM



Lines start at regular intervals and end at the nearest grocery store, according to Google. Longer lines represent longer distances to travel.

<http://flowingdata.com>

Left

Right

GOVERNMENT ← **GOVERNMENT**

COMMUNIST **LABOUR** **DEMOCRATS** **PARTIES** | **PARTIES** **REPUBLICAN** **CONSERVATIVE** **NATIONALIST**

PROGRESSIVE NATURE	LOOKS TO THE FUTURE	EGALITARIAN	IDEALISM	EQUALITY	LIBERAL PROGRESSIVE	EQUITY	LAW OF THE JUNGLE	SURVIVAL OF THE FITTEST	LOOKS TO THE PAST	CONSERVATIVE NATURE	CONSERVATIVE TRADITIONAL
--------------------	---------------------	-------------	----------	----------	----------------------------	--------	-------------------	-------------------------	-------------------	---------------------	---------------------------------

TRADE: fair trade	SUPPORT: workers	GOAL: personal freedom	FOCUS: society	FOCUS: individual	GOAL: economic freedom	SUPPORT: employers	TRADE: free trade
-------------------	------------------	------------------------	----------------	-------------------	------------------------	--------------------	-------------------

ECONOMY: regulated economy, business & industry = **TAX AND SPEND** | **ECONOMY:** de-regulated economy, business & industry = **DON'T TAX AND SPEND**

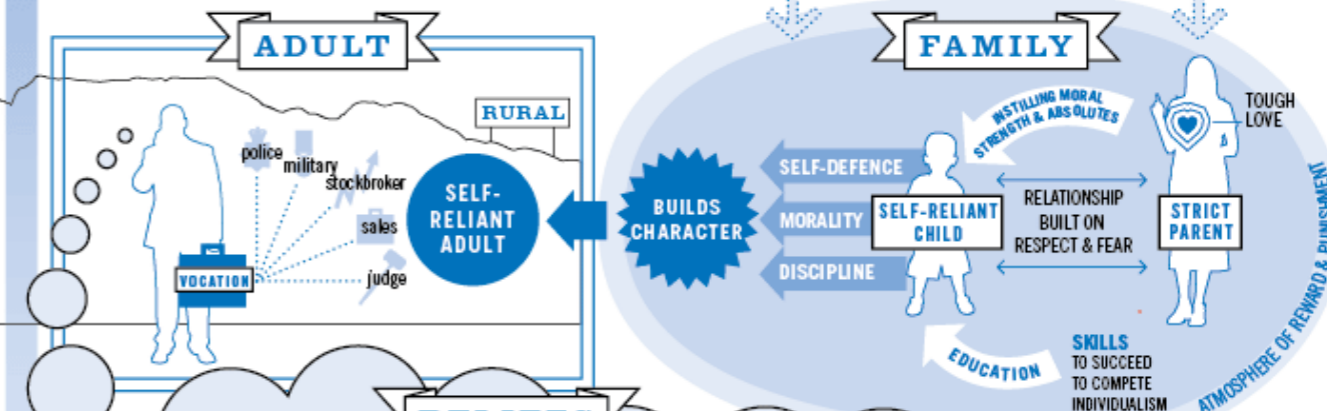
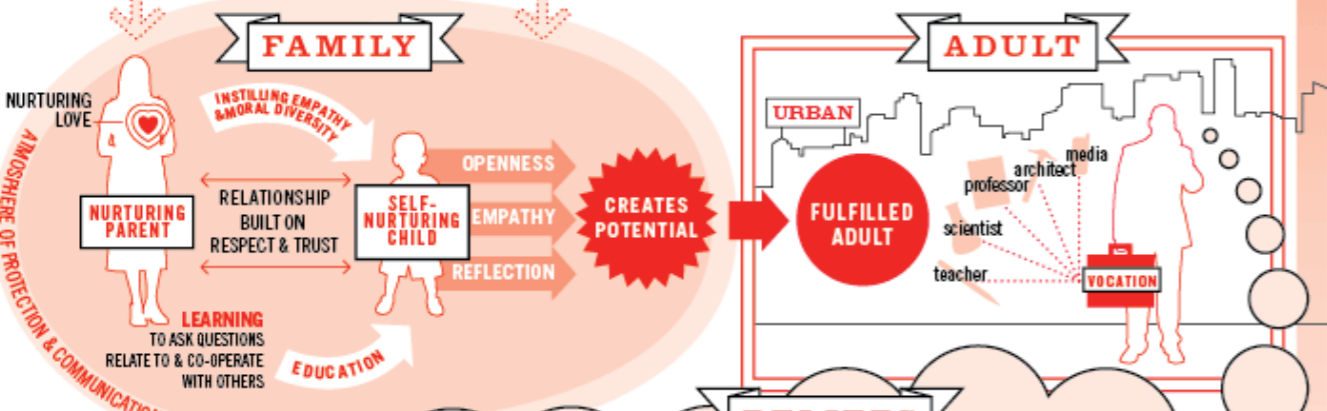
INTERFERE WITH SOCIAL LIVES

DON'T INTERFERE WITH SOCIAL LIVES

SOCIAL PROGRESS=EVOLUTION | **SOCIETY & CULTURE** | **SOCIETY & CULTURE** | **SOCIAL PROGRESS=STATUS QUO**

COMMUNITY BASED ON **ETHICS** | "The world can be improved" (UTOPIANISM) | **INCLUSIVE MULTICULTURAL EVOLVING**

COMMUNITY BASED ON **MORALS** | "The world is fine as it is" (PRESERVATION) | **EXCLUSIVE NATIONALISTIC CONSERVATIVE**



BELIEFS

EQUALITY is a level playing field

FREEDOM is freedom from power, abuse and inequality

but which is best?

EQUALITY

PROTECT MINORITIES

RELIGION: scientific, non-organized, unconventional

RIGHTS: others must observe

CRIMINALS: social and economic victims

HOMELESS: downtrodden, victims of the system

SOCIETY: "ONE FOR ALL AND ALL FOR ONE"

BELIEFS

EQUALITY is opportunity

FREEDOM is the chance to achieve or fail

but which is best?

FREEDOM

IMMIGRATION CONTROL

RELIGION: theistic, organized, conventional

RIGHTS: others must not interfere

CRIMINALS: choose to be criminals

HOMELESS: no work ethic, no sense of shame

SOCIETY: "SURVIVAL OF THE FITTEST"

VOTES FOR:

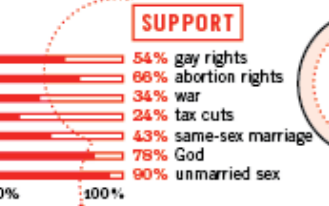
FAIRNESS	✓	DIPLOMACY	✓
HELPING THOSE WHO CANNOT HELP THEMSELVES	✓	PACIFISM	✓
POSITIVE ROLE MODELS	✓		
CHAMPIONS OF DOWNTRODDEN	✓		

DOVES → **GOVERNMENT**

VOTES FOR:

AGGRESSION	✓	UPHOLDING ORDER	✓
MILITANCY	✓	HELPING THOSE WHO HELP THEMSELVES	✓
		STRONG ROLE MODELS	✓
		CHAMPIONS OF OPPORTUNITY	✓

HAWKS ← **GOVERNMENT**



CREATIVE CREDIT: David McCandless & Stefanie Posavec // v1.0 // Oct 09
InformationIsBeautiful.net / ItsBeenReal.co.uk

Order a signed, limited edition poster
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Translation: "It's gorgeous". Find out more

INEVITABLE CAPITALIST AGENDA
from the new infographic book of visual exploria
The Visual Miscellaneum

And I Love Her

1965

1964

Blowin' in the Wind

1963

1962

Wooden Heart

1961

1960

1959

1958

Yesterday

1966

Michelle

1967

Eleanor Rigby

1968

Hey Jude

1969

Eleanor Rigby

1970

Let It Be

1971

Got to Be There

1972

Superstition

1973

You Are the Sunshine of My Life

1974

Eleanor Rigby

1975

We've Got a Good Thing Going

1981

Crazy Little Thing Called Love

1980

1979

1978

Let It Be

1977

Yesterday

1976

1985

1984

1983

1982

Back in the U.S.S.R.

1987

1986

1988

1989

1990

1991

1992

1993

1994

1995

2005

2004

We Will Rock You

2003

Imagine

2002

Sunday Bloody Sunday

2001

2000

1999

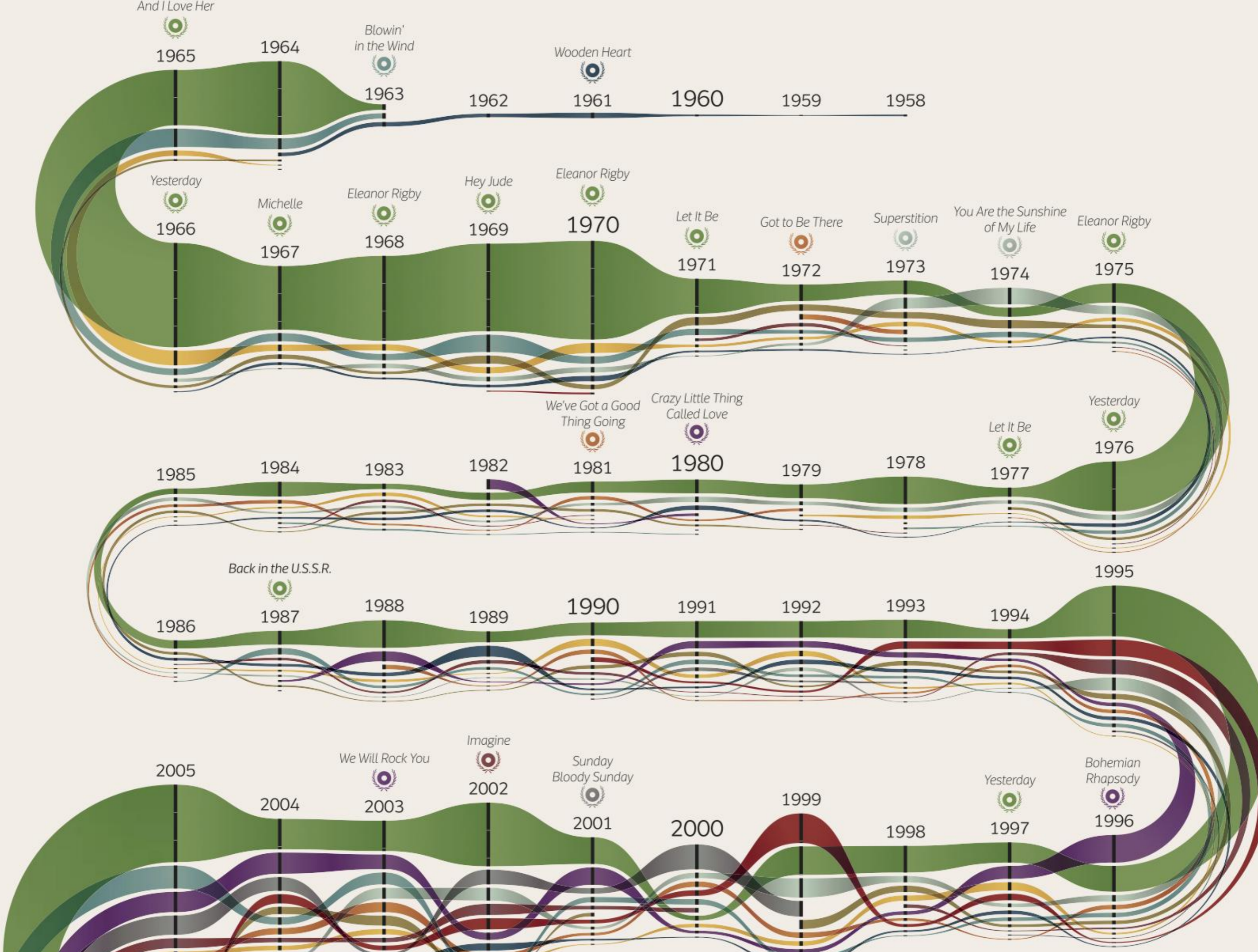
1998

Yesterday

1997

Bohemian Rhapsody

1996



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@skelington

@adamfrostuk

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facebook.com/TellingData

