EASY AND CONVENIENT PRESENTATION OF INFORMATION MODERN METHOD

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This article: *talks about infographics, its structure, types and features. The reason is that infographics are useful in attracting the attention of the general public to information material even in the direction of news delivery today. It helps in covering events related to various areas of society and reflecting its results.*

Keywords: *Infographic, visualization, diagram, timeline, icon, graph, map, online journalism, data, Canva, colors*

INTRODUCTION

Today new ways of conveying information to the audience are developing widely. Accordingly, journalistic contents are also different. Text content attracts less user attention than image content. Especially at a time when the Internet enters every home without any barriers and people prefer online communication, modern forms of information distribution are gaining importance. For example, today infographics, which are widely used in marketing, sociological and research fields in addition to journalism, serve as a very easy and convenient form of visual communication of information.

MATERIAL AND METHODS

According to the sources, the word "infographics" is derived from the Latin words "informatio" - "awareness" and "grafikos" - "I draw", and it is a combination of complex information and information with images and text. is to express graphically. In general, infographics are widely used in geography, education, statistics andsociological research fields, along with journalism. According to experts, an infographic is a presentation of information or ideas in the form of visualization aimed at conveying complex information to the audience in a quick and understandable way. In addition to images, infographics tools include graphs, charts, diagrams, tables, maps, lists. Infographics are usually created by graphic designers, sometimes illustrators.

INFOGRAPHICS HAVE SEVERAL UNIQUE ADVANTAGES:

1) First of all, infographics play an important role in conveying long-readable information and information to the audience in a quick and easy way, visually;

2) There is an opportunity to present information more clearly and comprehensibly through infographics;

3) Information in the form of an interesting picture and this type of format have the ability to attract the audience more;

4) Regardless of the language of the audience, the information in the infographic will be equally understandable for everyone;

5) Statistical data, annual reports and research results can be prepared in a convenient way.

RESULTS AND DISCUSSION

While the first infographics were used to present more

statistical information to the public, today they are used in almost all types of media. New types of presentation of infographics are emerging in modern media, especially in online journalism. According to the information provided
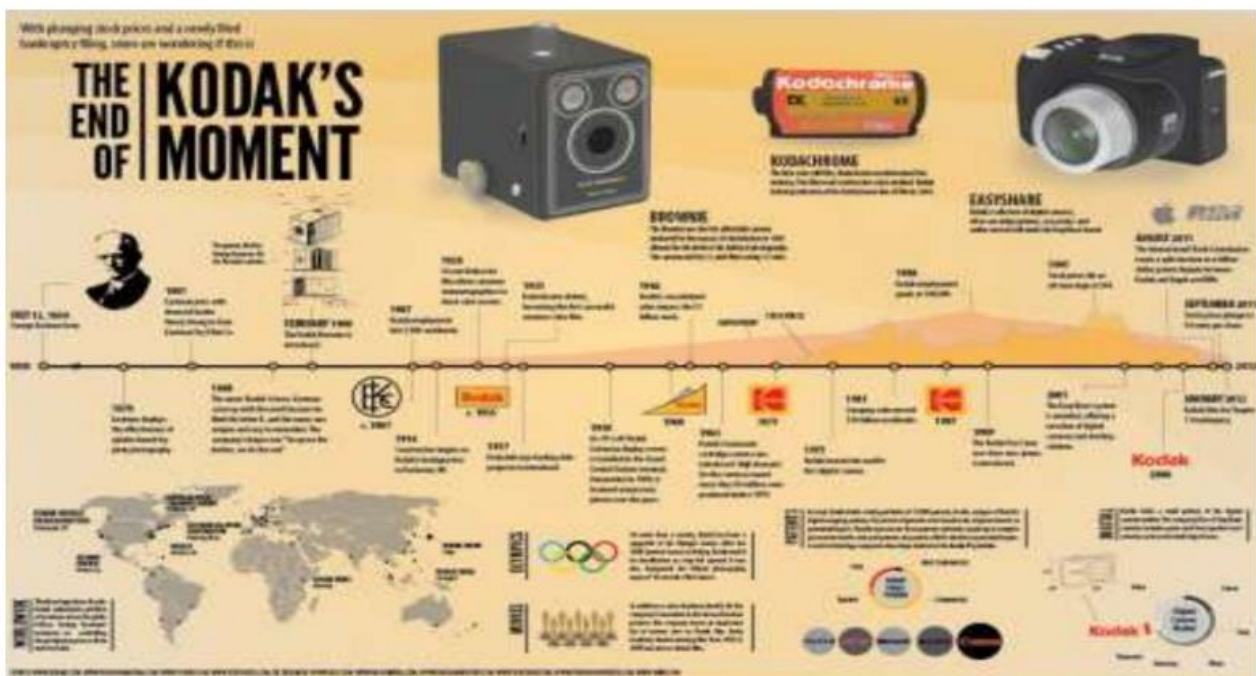
on the, at the moment there are about 20 new views in terms of content. We will consider some of them below. ***Chronological infographic***. Chronological infographics reflect the stages of development of companies and technologies, the period of the professional or creative life path of individuals, changes in trends in any field. A common way to represent time in this type of infographic is a timeline. Important dates in the timeline are represented by symbols, dates, illustrations or photographs. Usually, such infographics are

presented in a vertical or horizontal format (in most cases, they are used to describe information that is difficult to read.

The infographic above shows the history of Kodak

COMPARATIVE INFOGRAPHIC

A comparative infographic is designed to compare two or more things, approaches, ideas, or events. Such infographics often use a vertical shape to visually show the relationship between opposing elements.

If this type of infographic is intended to show similarities and differences, to lead the viewer to a solution or conclusion, then it is better to end it with a conclusion.

Infographic about the composition of useful and harmful fats for the human body

GEOGRAPHICAL INFOGRAPHIC

Infographics are created based on maps to display geographic or demographic information. It is convenient to provide different information on regions in this type of images. For example, in order to show urban development and population density in different continents, countries on the world map can be visually displayed with separatelight beams, colors, and separate fragments. The facts and figures included in the infographic are written in large and bold fonts.

STATISTICAL INFOGRAPHIC

This type of infographics is used to visually present the results of sociological, marketing and other scientific research. For example, it is useful to show the level of happiness of the population of any country in the world or to define the target audience in marketing.

HISTORICAL INFOGRAPHIC

It helps to visually form large-scale historical realities and

remember events in a sequential order. This type of infographics is created in the form of a timeline. For example, pandemics that have occurred in the time of mankind can be presented in a historical infographic.

HIERARCHICAL INFOGRAPHIC

This type of infographic helps to organize system elements according to their importance (importance) and shows their interaction with each other. Its appearance can be built on the basis of a branching structure, such as a pyramid or a family tree. For example, Anton Pchelkin, the designer of" Bird in Flight", illustrated the Buendia family tree in Gabriel García Márquez's novel "One Hundred Years of Solitude" in an infographic to show readers how the members of the Buendia family are related. This method helps the reader who is reading the novel not to get confused during the reading.

SOCIAL INFOGRAPHICS

We can find infographics of this type in almost all eras and non governmental institutions. The reason is that any social posters hanging on the walls are examples of this type of infographics. Social infographics encourage thinking about a specific problem in society, help to assess the scale of the problem and prospects for its solution.

INFOGRAPHIC CORONAVIRUS SYMPTOMS

In addition, there are also types of infographics such as table, diagram, pictogram, infocard and simile timeline3. Colors are especially important in infographics.

The reason is that it is convenient to describe the information to be given through them separately and to show it clearly to the public. When creating infographics, as much as possible, unnecessary and irrelevant information is abandoned. Details excess decorations are removed. Generally, today there are various programs that prepare infographics. But there are the following blogs and websites that are rich in

modern methods and templates4:

Information Aesthetics is the relationship between design and information.

Visualizing.org5 – Understanding complex issues through data and design.

Visual Complexity – A resource related to the visualization of complex networks.

Daily Infographic6 - new infographics every day.

Information Is Beautiful7 – Visualizing ideas, problems, knowledge, data – everything.

Infographics Archive8 is a visual library with infographics.

VisualJournalism9 – 80% of news in the form of infographics. Many online services that facilitate the creation of infographics are currently very popular, including Canva, Easel.ly, Piktochart, Venngage, Creately, etc.

CONCLUSION

In conclusion, it should be noted that infographics are not only an effective method of visual presentation of information, but can be used both in online journalism and in traditional journalism. Data visualization helps readers and users to easily receive information, analyze it, remember and draw

conclusions. Sometimes people remember images more than written or spoken words, so infographics are important in this regard. This allows the

recipient to more easily remember all the information they received at a given time. Therefore, it should be simple, attractive design and understandable.

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