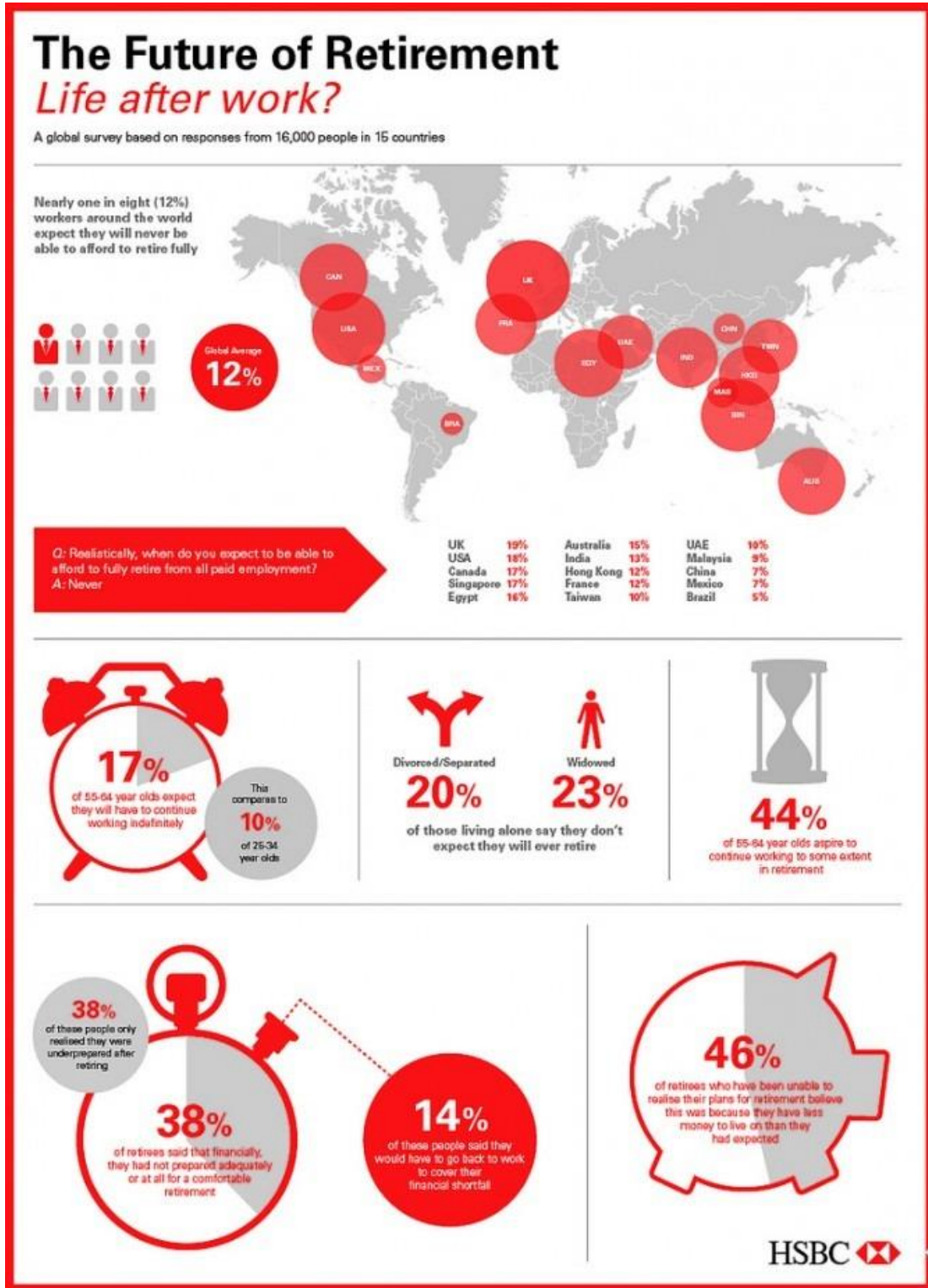


資訊如何圖像化？

簡單四步驟，製作吸睛的資訊圖表

《Yahoo 奇摩媒體發展部製作人 廖怡潔》



資訊圖表 (infographics) ，顧名思義就是將資訊視覺化或圖表化，整合文字、圖片及設計的內容呈現型式。因為人是影像思考優於文字，因此資訊視覺圖表才會這麼受歡迎。根據調查資料顯示：

- 在過去 5 年內人們上網搜尋 infographics 的數量增加 25 倍*
- 分享資訊視覺圖表可以增加 12% 的網站流量*

如果你所處的產業是需要比較複雜的資訊來溝通與教育，例如新聞傳媒、金融、保險、DIY 產品等，最適合使用資訊圖表，不僅可以讓資訊生動活潑引起興趣，更可以幫助讀者容易消化吸收和記憶。

那麼，你的內容行銷已經採用了以視覺力主導的 infographics 嗎？如果不確定該從何做起，你可以根據以下提供的四步驟，逐步開始創造具高相關價值的資訊圖表。

步驟一：建立明確的主題

- 首先，要想想你要談的議題是甚麼。對你的消費者而言，是否有高相關度價值？你可以提供目標消費群什麼樣有用的內容？你是否擁有可靠的研究資料數據來支持你的論點？
- 盡量將主題縮小範圍，可以用一句不超過 10 個字的標題列出，例如你要講的是理財，但理財範圍很廣，你可以聚焦主題在「退休理財計畫」，記住：Less is more. Simple is powerful!

首圖為 HSBC 針對世界各地的人做的退休生活觀點調查的資訊圖表，提醒大家應該要及早做退休生活的理財規劃。

步驟二：內容編輯，聚焦重點

- 根據經驗值，大部分的消費者只會花 3 分鐘的時間瀏覽一則 infographic，因此，不要貪心想要一次講很多，否則本來是要使資訊簡化，結果卻是把資訊更複雜化。記住，請把焦點放在重要訊息，捨棄那些不具附加價值的內容。

POPULATION

Food for Thought

There will soon be seven billion humans on Earth, but how does that number compare to other species on the planet? We are certainly outnumbered by ants. Harvard biologist and ant expert Edward O. Wilson has estimated that there are a thousand trillion to ten thousand trillion ants at any one time.* That would be about a million ants for every one of us. And doesn't it seem like that when they invade our kitchens?

Estimating animal populations, especially wild ones, is hard, but here's a look at one category of animals we can count: the ones we eat. —Nigel Holmes

**7
SEVEN
BILLION**

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Number of animals killed for food Worldwide, 2009

1.7 million camels



24 million water buffalo



293 million cows



398 million goats



518 million sheep



633 million turkeys



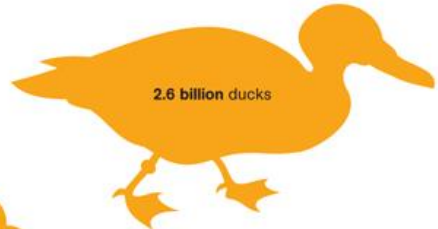
1.1 billion rabbits



1.3 billion pigs



2.6 billion ducks



52 billion chickens



*And they're edible. Ants are a good source of protein and are considered a delicacy in many parts of the world.

ART: NIGEL HOLMES. SOURCE: FAO

國家地理雜誌在報導內容中加上 infographic，直接用圖像大小呈現內容，沒有其它冗長的訊息，讓讀者可以不到 3 分鐘，就抓到世界人口食用肉品的現況重點。

步驟三：組織內容，起承轉合

- 資訊圖表是在說故事，以最重要的訊息開頭吸引讀者的興趣繼續往下看
- 以訊息的重要程度來編排內文，引導讀者有效率地吸收訊息
- 最後有一個總結，幫助記憶重點
- 更重要的是記得置入 Call To Actions 連結，讓消費者可以立即採取行動

步驟四：內容設計視覺化

- 資訊圖表的視覺設計是要用來幫助閱讀與記憶，設計元素要跟主題相關，而不是只是放一些漂亮的圖片裝飾
- 排版上有一個主視覺，讓內容走文動線清楚、長幼有序
- 以直式動線設計為佳，符合電腦或行動裝置的閱讀方式
- 整體用色以同一色系為優，最好不要用超過 3 個主色

下圖 Five Column 圖表設計公司製作的資訊圖表是很好的範例：

1. 主題明確，標題置頂簡明清楚，引導讀者繼續往下閱讀；
2. 各類運動數據對齊呈現，透過顏色與形狀的一致性來強化讀者的閱讀動線；
3. 設計元素與主題相關，不是用來裝飾，而是成為圖表的一部分輔助說明；
4. 內文排版整齊乾淨，以等比例區塊的方式對齊呈現，並用相同的留白比例分隔，讓閱讀更順暢。

視覺資訊圖表將原本看似生硬的主題訊息變得生動活潑，進而激起閱讀的興趣。

每一種內容的形式都有其特性，要視你的產業及內容來評估其適切性。資訊圖表最適用於溝通比較複雜、或生硬枯燥的文字訊息，透過圖像或表格來引起注意、強化印象。這些圖表不但易於瀏覽閱讀，也易於分享、產生病毒擴散效益，更能提升品牌的領域專業度。

身處資訊爆炸的數位時代，內容可說是以秒殺的速度在產出。內容行銷業者的挑戰在於，如何協助觀看者在最短的時間，就可以抓到你要提供的重點是什麼，否則消費者很快就會放棄、轉往下一個目標。

何不現在就開始嘗試使用資訊圖表，提高內容的價值力與影響力？

BANK SHOTS

WHICH PROFESSIONAL SPORT IS WORTH THE EFFORT?

Everybody wants to be a professional athlete—the glamour, the girls and, best of all, the folding green. But which professional athletes make the most in a career? Is longevity a factor in determining the most profitable career in sports?

FAR FROM AVERAGE



National Basketball Association players stand to make the most of all professional athletes—even though the average NBA career is almost a year shorter than average careers in professional baseball or hockey.

WORTH EVERY PENNY

When you break down star players' salaries into piecemeal, you realize just how much these guys get paid.

▲ 2012 PLAYER SALARY

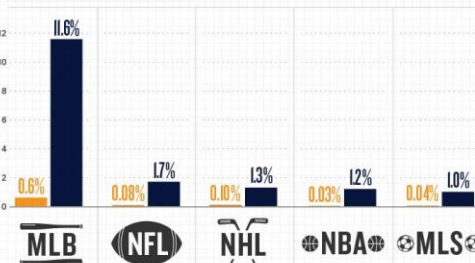


Kobe Bryant makes more money in two field goals than the average American worker makes in a year.

LITTLE MR. BIG LEAGUE

The probability of living out your childhood dream of becoming a professional athlete is a lot less likely than you'd think.

PROBABILITY OF GOING PRO, U.S. ATHLETES ONLY



Major League Baseball is the only sport with a >2% probability of making it to the big leagues.



In terms of probability, payroll, and cost per stat, Major League Baseball is your best bet in scoring a lucrative professional sports career.

PLAY BALL!

SOURCES: Forbes // SB Nation // Business Insider // Baseball Reference ESPN // Pro Football Reference // Bureau of Business & Economic Research // RAM Financial Group

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