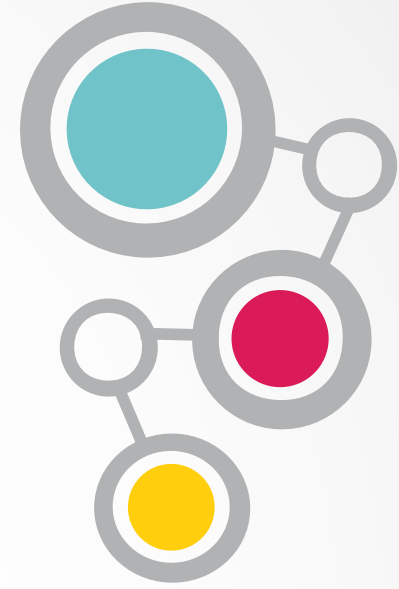


# تجسسيد



مسابقة تصميم الإنفوجرافيكس العربية

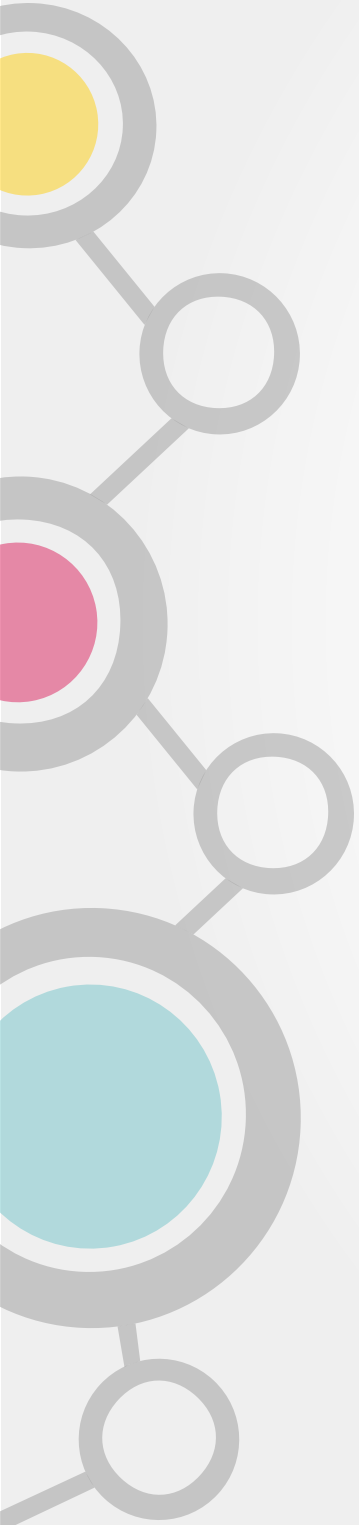
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ملف إرشادي لتصميم الإنفوجرافيكس

## المحتوى:

- ماهو الإنفوجرافيكس؟
  - خطوات تصميم إنفوجرافيك ناجح.
  - وبرامج ومواقع لتصميم الإنفوجرافيكس.
  - نماذج للإنفوجرافيكس.
- 





# ماهو الإنفو چرافيكس

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## ماهو الإنفوجرافيكس؟

الإنفوجرافيكس مصطلح يطلق على فن تحويل المعلومات والبيانات والمفاهيم المعقدة إلى صور ورسوم يمكن فهمها واستيعابها بوضوح وتشويق. فن الإنفوجرافيكس يلقي انتشارًا عالميًا واسعًا، ولكنه قليل ودون مستوى الطموح في العالم العربي ويقتصر في أغلب الحالات على ترجمة إنفوجرافيكس أجنبية.



خطوات

تصميم إنفوچرافيك ناجح

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## ماهي خطوات تصميم الإنفوجرافيك ناجح؟

### البحث عن فكرة رائعة

بوسعك الخروج بأفكار لتصميمك بتأمل الشبكات الاجتماعية الرائجة والأحداث المستحوذة على اهتمام الناس. أو بسؤال نفسك ما هي الأشياء التي أحبها؟ أو بالبحث عن موضوعات معقدة وتبسيطها للناس. اسأل نفسك: هل الفكرة سهلة الفهم وتكشف عن زاوية جديدة للموضوع؟ هل لدي مصادر موثوقة لدعم فكري؟ هل يمكن تحويل الفكرة إلى تصميم جذاب؟

ابحث في مواقع ذات مصداقية، مثل مواقع الهيئات الحكومية والمنظمات الدولية والمؤسسات التعليمية الرائدة. يمكنك الاستفادة من مجلاتهم ونشراتهم الأكاديمية. أو في المواقع التي وضعناها لك في هذا الدليل. اكتب أفكارك ورسوماتك المبدئية على الورق خلال بحثك.

### الرسم المبدئي

لابد أن تضمن أن يبدو العنوان والمقدمة والعناوين الفرعية ومختلف أجزاء التصميم وحدة متماسكة. انتبه لاختيارك الألوان في كل شيء، لأن الألوان تشكل أبعادًا مهمة لإيصال رسالتك.

## تنقيح التصميم

تأكد أن كل المحتوى المطلوب قد تمثيله في الصور والرسوم، وأنه بالإمكان فهم ما ترمي إليه الصور فور رؤيتها. تأكد من صحة الرسوم، وقدرتها على إقناع القارئ بمحتواها، وأخيرًا تأكد أن الأجزاء متصلة وتتبع نفس الفكرة الرئيسية.

## الإخراج النهائي

أضف البريق واللمعان لتصميمك، وتفحص التصميم جيدًا. تأكد من عدم وجود تكرار أو أجزاء لا حاجة لها. تأكد من أن الرسوم تساعدك على فهم الموضوع، لا أن تصرف انتباهك عن فهمه. تخلص من الأخطاء الإملائية والنحوية، وتأكد من إضافة مصادرك أسفل العمل.

## نصائح سريعة:

- احرص على بساطة التصميم، وقاوم رغبة وضع كل ما لديك في عمل فني واحد.
- احرص على تماسك البنية الأساسية للتصميم، والربط الجيد بين الصورة وما قبلها وما يليها.
- ابحث عن حقائق مثبتة وإحصائيات دقيقة، وأضف مصادرك والمراجع المستخدمة في العمل.
- اختر الألوان المناسبة للنص والصور والخلفية.
- تخلص من الأخطاء الإملائية والنحوية. استخدم المصحح الإملائي عند الحاجة.
- أضف بياناتك حتى يتواصل الناس معك.

## مصادر تساعدك على إيجاد البيانات:

○ إحصائيات عالمية في جميع المجالات.

<http://www.gapminder.org/data/>

○ كتاب الحقائق.

<https://www.cia.gov/library/publications/the-world-factbook/index.html>

○ موقع يبحث للبيانات عنك، استخدم محرك البحث.

<http://www.infochimps.com/>

○ قوغل داتا: استخدم محرك البحث.

<http://www.google.com/publicdata/directory#>

○ إحصائيات الإنترنت في العالم العربي.

<http://discoverdigitalarabia.com/>

○ إحصائيات عادات الملتيميديا للمستخدمين العرب.

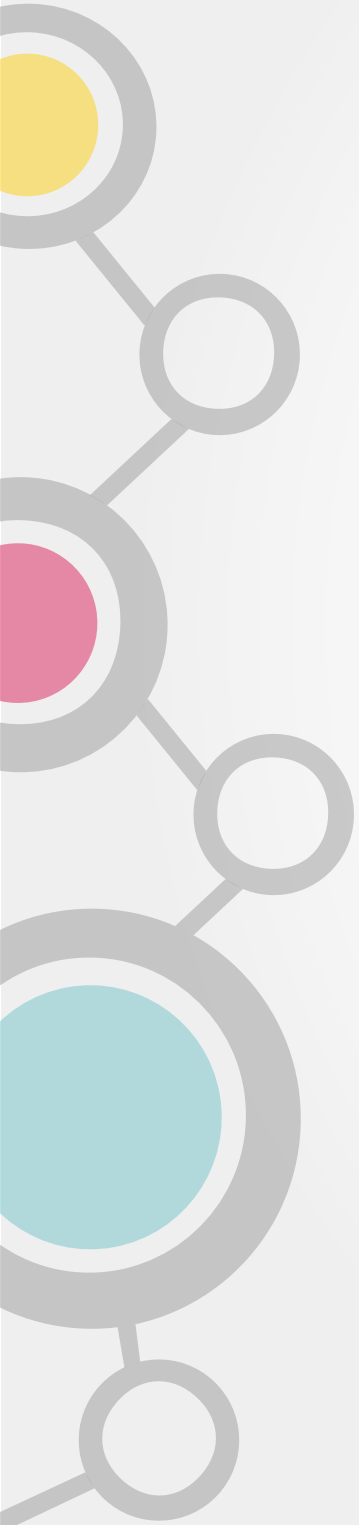
<http://www.insightsmena.com/#!place=home>

○ العداد العالمي.

<http://www.worldometers.info/ar/>







# برامج ومواقع لتصميم الإنفوجرافيكس

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## برامج تصميم الإنفوجرافيكس:

### ١. أدوبي إيلستريتر Adobe Illustrator

البرنامج الأول في تصميم الإنفوجرافيكس عند المصممين، وذلك لمرونته الشديدة وقابليته لإعطاء نتائج جذابة. ستجد الكثير من الشروحات في يوتيوب يبحث بسيط.

### ٢. أدوبي فوتوشوب Adobe Photoshop

يمكنك استخدام فوتوشوب لتصميم الإنفوجرافيكس، رغم أنه لن يكون بمرونة إيلستريتر، حيث أنه برنامج تحرير صور في المقام الأول، إلا أنه يمكن استغلاله لعرض البيانات بطرق جميلة كذلك.

### ٣. إنسكيب Inkscape

إذا كنت تفضل استخدام برنامج مجاني فإن إنكسبب هو برنامج بديل للإلستريتر.

### ٤. تابلوه Tableau

وهو برنامج مجاني يعمل في نظام الويندوز فقط، يستخدم لوضع التصاميم الملونة والفريدة من نوعها.

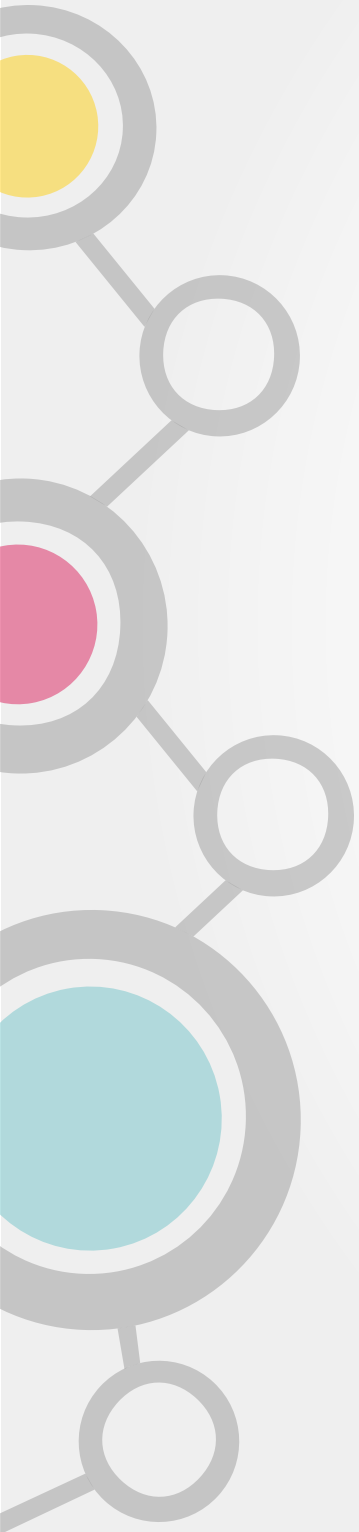
كما يمكن لبعض الخدمات على الويب أن تساعدك في التصميم مثل:

**١. موقع Stat Silk:**

يمكنك استخدام هذا الموقع ضمن متصفحك، ويمكنك تحميل برامجه مجاناً. يوجد أكثر من خدمة في هذا الموقع، يمكن أن يساعدك في تكوين الخرائط والرسوم عليها، وكذلك في توليد الأشكال البيانية بطريقة سريعة.

**٢. موقع Hohli:**

يقدم أدوات بسيطة وسهلة لرسم المخططات والأشكال البيانية. يمكنك بسهولة اختيار نوع المخطط، إضافة بياناتك، ثم ترى الرسوم البيانية ماثلة أمامك، والتي بوسعك الاستفادة منها في تصميمك النهائي.



# نماذج للإنفوچرافيكس

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هذه بعض النماذج الإنجليزية لفهم المقصود بهذا الفن. يمكنك البحث عن **Data Visualization أو Infographics** والنظر إلى مئات التصميمات على الشبكة لمزيد من الإلهام.

**BALANCE** Created by taking the ghutra at symmetrical lengths on the shoulders and then throwing the ends over the head to create the shape of a scale when viewed from the front



**Kuwaiti**

Kuwaiti kanduras, noted for their use of high quality material, feature a one button collar with a slim fit

**MUSSAR** A hat worn by Omanis, unlike the ghutra found in the rest of the GCC, embroidered with colourful patterns and personalised details



**Omani**

Omani kanduras are collarless with short loose tassels attached just above the breast. Often colourful

**BUTTERFLY** An easy, elegant and flexible look allowing for free movement of the neck, unlike some of the more complex, starched designs



**Bahraini**

Bahraini kanduras are loose fitting with a soft shirt collar. They feature occasional details like shirt pockets

# Know your thobe

Play spot-the-GCC-National with our handy guide

**COBRA** Heavily starched and stiff to achieve this imposing look, inspired by the venomous snake



**Qatari**

The material of a Qatari kandura is often shiny and occasionally has a long and stiff tassel or shirt pocket

ILLUSTRATOR ————— Liz Ramos-Prado

**TEACHERS** Over the shoulders, easy to achieve – a common choice for teachers



**Emirati**

Emirati kanduras have no collar. They have a long loose tassel and matching embroidery on the sleeves

**BINT AL BAKKAR** Tough to master but a great look. Complimented here with a red and white checkered ghutra

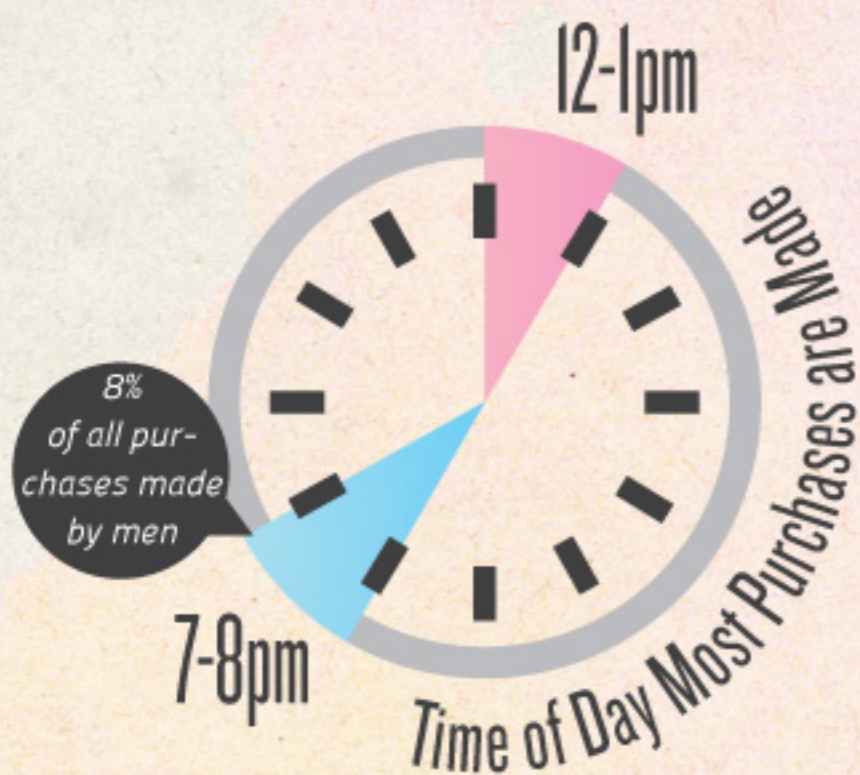
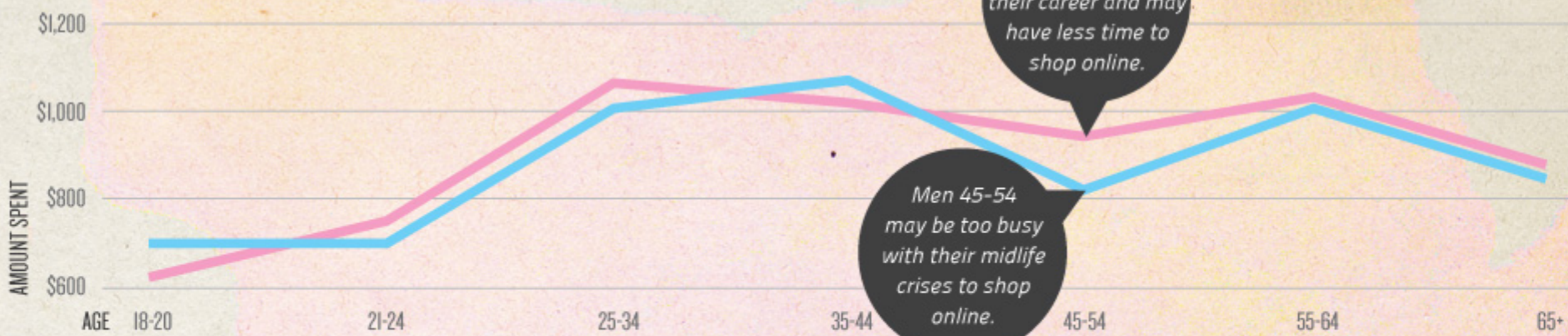


**Saudi**

Saudi kanduras are tight fit with a two button collar with shirt sleeves made to have cufflinks

# Men vs. Women: Online Shopping Habits

## Age vs. Annual Online Spending



If you're ever suspected that your female coworkers are shopping on their lunch breaks, you're probably right. That hour of sweet freedom in the middle of the workday may be the only free time some women have to shop online.



## Average Time to Complete Purchases (minutes)



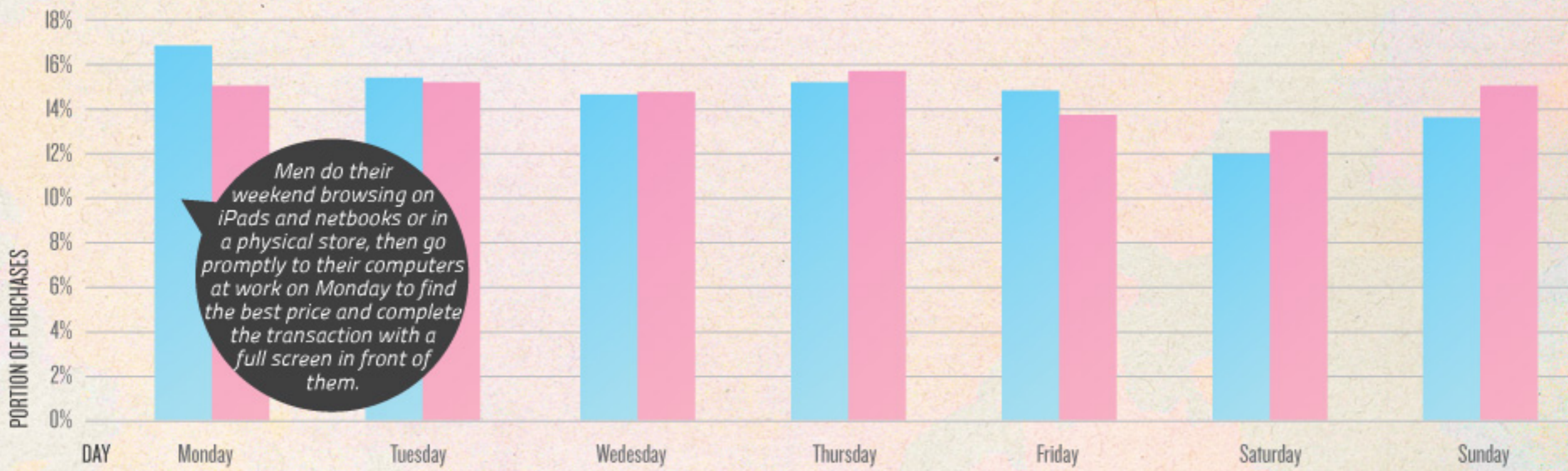
A guy's purchase decision is a tactical execution.

A woman's purchase decision is a philosophical examination.

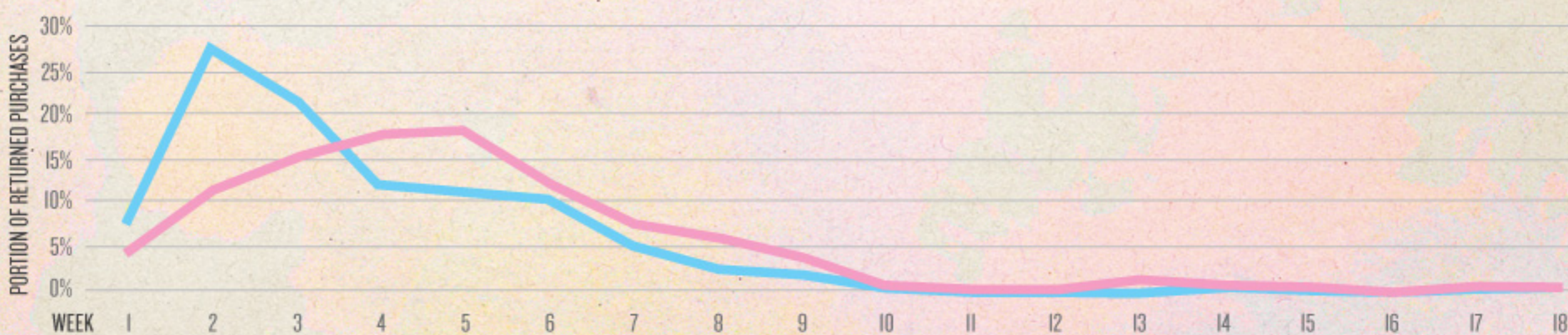


Men tend to be more tenured online shoppers than women, so they're more comfortable buying big-ticket items online. Men may also simply buy more items all at once to minimize shopping trips. So that humongous entertainment system the guy next door just bought with a single click—complete with TV, game system, surround sound, and Blu-Ray player? That's not so crazy after all.

## Portion of Purchases by Day of Week



## How Long Does it Take to Return a Purchase?



Men: 21 days (average). "If a guy really wants to return something, he's going to return it immediately. Otherwise it's never going to get returned." - Sucharita Mulpuru, Forrester Research

Women: 30 days (average). Unlike many men, most women trust that the act of actually making the return won't be forgotten or buried on a to-do list. Even if they don't pack up a return right away, most women know it isn't destined to remain in the closet, unworn, for eternity.

# TOP TECH TRENDS OF 2011

## 1 GROUP BUYING

Fueled by both the new social web and a down economy, group buying gained an even greater foothold in 2011, acquiring new customers and expanding into international markets.

### GO-TO PLATFORMS

GROUPON

livingsocial

### GROWTH OF GROUPON SUBSCRIBERS



### GOING INTERNATIONAL

Groupon has gone on an international buying spree, snapping up competitors around the world, including those in **Australia, Russia, and Japan**. The daily deal site's overseas operations accounted for **53.8** percent of its revenue in the first quarter of 2011.



of online consumers will redeem an online coupon in store or directly through a website in 2011. — eMarketer

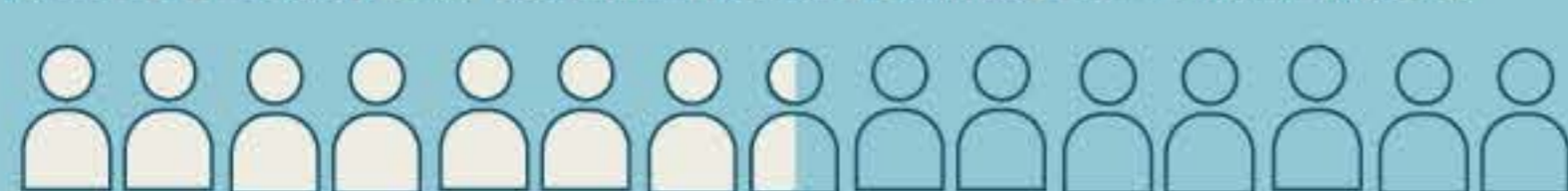
## 2 GEOLOCATION APPS

Riding on the smartphone wave, location-based apps such as Foursquare have gained steam this year. With Facebook and Google perfecting their own versions, the popularity of this technology stands to reach even greater heights.

### GO-TO PLATFORMS

facebook foursquare

Foursquare annual user growth (2009-2011): **1,000 percent** with **50 percent** of its **15 million users** coming from outside the U.S.



## 3 TABLETS

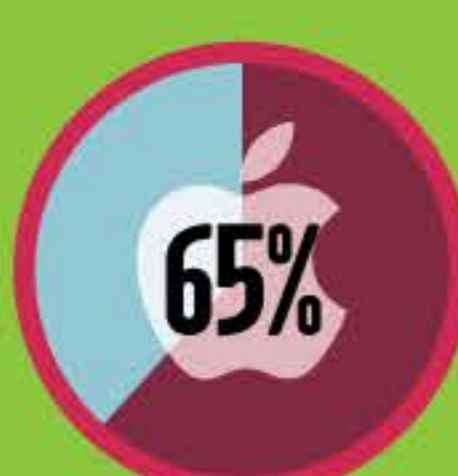
Apple's market-leading iPad first arrived on the scene about two years ago, but according to Pew Research, 11 percent of the U.S. adult population already owns a tablet. With the price of Amazon's new Kindle Fire starting at an affordable \$199 and other tablet prices likely to drop in the coming years, sales are poised for even greater growth.

### GO-TO DEVICES

iPad

Samsung GALAXY S II

amazonkindle



## 4 CLOUD-BASED PRODUCTIVITY APPS

Cloud-based applications such as Google Docs—which aims to replace Microsoft Office—saw a rapid increase this year. In 2011, more homes and businesses embraced these cloud applications, which offer free, convenient access to a network from any location and improved collaboration among dispersed teams.

### GO-TO PLATFORMS

Google Docs

iCloud

Dropbox



Forrester estimates that the global cloud market will increase from \$41 billion to \$241 billion in 2020.

## 5 ONLINE VIDEO IN ENTERPRISE

Although online video has been popular among the younger set for years, more traditional enterprises are finally recognizing its value and embracing it as part of organizational strategies.

### GO-TO PLATFORMS

vimeo YouTube



**83%** of surveyed American executives say they watch more online video today than they did a year ago.

By 2013, more than **25** percent of content consumed by workers will be dominated by videos and audio. — Gartner.com

## 6 ONLINE Q&A

Q&A sites are built on the concept of community information sharing and they just might give search engines a run for their money. Why Google the best Italian restaurant in Chicago when you can go online and get firsthand recommendations from natives of the Windy City?

### GO-TO PLATFORMS

Quora StackExchange ChaCha

### NUMBER OF REGISTERED QUORA USERS



PERCENTAGE GROWTH: **37,000%**

## 7 CROWDFUNDING

The growth of crowdfunding websites is allowing entrepreneurs to tap into networks of small investors, without the risks of traditional financing. The House of Representatives recently passed the Entrepreneur Access to Capital Act, which now allows entrepreneurs to crowd source up to \$2 million per year without having to register with the SEC.

### GO-TO PLATFORMS

KICKSTARTER profunder INDIEGOGO

The number of crowdfunding sites around the world rose by about **68** percent from 2010 to 2011.

Kickstarter has raised more than **\$84,000** for more than **13,000** projects.

## 8 MOBILE PHOTO SHARING APPS

iPhone app Instagram currently boasts close to 15 million users and represents just the tip of a booming mobile photo sharing trend. With the increased prevalence of high-megapixel smartphones, users are embracing photo-sharing apps as a convenient way to share their life visually with their social networks. Marketers are also using the app as a new platform to build brand awareness through photos.

### GO-TO PLATFORMS

Instagram Hipstamatic



**8 WEEKS:** How long it took Instagram's developers to create and launch the app.



**INSTAGRAM APPLICATION USERS** In just 13 months since its launch, the app has picked up more than **13 million** users.

## WHAT'S UP FOR 2012?

### 1 BIG DATA BOOM

IBM reports that 90 percent of the data in the world today was created within just the last two years. The International Data Corporation discovered that digital information is doubling every two years. Dealing with this volume of data and learning how to harvest the information could open up big opportunities. In fact, McKinsey suggests that if U.S. health care were to leverage big data to drive efficiency and quality, this sector could create more than \$300 billion in value every year.

### 2 INTERNET TV

With online video capturing the attention of countless Internet users, it's fair to say that Internet TV will begin to see some traction, too. The problem with television on the lag-time and lack of personalization.

A new U.S. broadband policy objective calls for at least 100 million homes to have access to download speeds of at least 100 Mbps and upload speeds of 50 Mbps. This could help to create a much more enriching online TV experience.

### 3 MOBILE COMMERCE WILL BECOME THE NORM

Why drive to the bank when you can pay for your bills directly on your phone? Or how about finding the best deals within a few clicks? Forrester expects mobile commerce to become a \$31 billion industry by 2016, composing nearly 10% of all e-commerce.

話す日本語? Ah...yes?



# WHAT ARE THE HARDEST LANGUAGES TO LEARN?

A look at which languages are easiest and most difficult for English speakers to pick up.

THE FOREIGN SERVICE INSTITUTE OF THE U.S. DEPARTMENT OF STATE COMPILES LEARNING EXPECTATIONS FOR MANY LANGUAGES BASED ON THE AMOUNT OF TIME IT TAKES A NATIVE ENGLISH SPEAKER TO ACHIEVE SPEAKING AND READING PROFICIENCY.

## Each Learner Is Different

The time it takes to learn a language depends on a number of factors:

- How close the new language is to your native language or other languages you know
- How complex the language is
- How many hours each week you devote to learning the language
- The language learning resources available to you
- Your motivation

## Easy

Languages Closely Related to English

To achieve language proficiency...



23-24 weeks



575-600 class hours

Spanish Español	Spain	329m
Portuguese Português	Portugal	178m
French Français	France	67.8m
Italian Italiano	Italy	61.7m
Romanian Română	Romania	23.4m

Dutch Nederlands	Netherlands	21.7m
Swedish Svenska	Sweden	8.3m
Afrikaans Afrikaans	South Africa	4.9m
Norwegian Norsk	Norway	4.6m

Number of native speakers, in millions

## Medium

Languages With Significant Differences From English

To achieve language proficiency...



44 weeks



1,110 class hours

Hindi हिन्दी	India	182m
Russian Русский	Russia	144m
Vietnamese Tiếng Việt	Vietnam	68.6m
Turkish Türkçe	Turkey	50.8m
Polish Polski	Poland	40m

Thai ไทย	Thailand	20.4m
Serbian Српски	Serbia	16.4m
Greek Ελληνικά	Greece	13.1m
Hebrew עברית	Israel	5.3m
Finnish Suomi	Finland	5m

Number of native speakers, in millions

[COUNTRY LANDMASSES NOT COMPARATIVELY SCALED]

## Hard

Languages That Are Difficult for Native English Speakers

To achieve language proficiency...



1.69 years (88 weeks)



2,200 class hours

العربية  
Arabic

221 million native speakers

Country with greatest number of speakers:



Why it's so difficult: Arabic has very few words that resemble those of European languages. Written Arabic also uses fewer vowels, which can be difficult for those learning to read the language.

日本語  
Japanese

122 million native speakers

Country with greatest number of speakers:



Why it's so difficult: Like Chinese, Japanese language learners need to memorize thousands of characters. Three different writing systems and two syllabary systems add to the language's difficulty.

中文  
Chinese

1.2 billion native speakers

Country with greatest number of speakers:



Why it's so difficult: Chinese is a tonal language, in which meaning changes as you change the tone of a word. Plus, thousands of characters and a complex writing system make learning Chinese a formidable task.

한국어  
Korean

66.3 million native speakers

Country with greatest number of speakers:



Why it's so difficult: Different sentence structure, syntax, and verb conjugations make learning Korean difficult for native English speakers. Written Korean also relies on many Chinese characters.