INFOgraphics

## and its relationship to the world of litigation

By Robert S. Scott

Infographics are graphic visual representations of information, data or knowledge intended to present information quickly and clearly. They can improve cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends. Similar pursuits are information visualization, data visualization, statistical graphics, information design, or information architecture. Infographics have evolved in recent years to be for mass communication, and thus are designed with fewer assumptions about the readers' knowledge base than other types of visualizations. Isotypes are an early example of infographics conveying information quickly and easily to the masses.

In order to fully understand how infographics applies to litigation matters, one needs to have a look at its historical development…
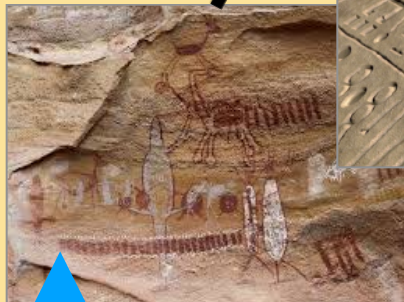
Infographics have been around for many years and recently the increase of a number of easy-to-use, free tools have made the creation of infographics available to a large segment of the population. Social media sites such as Facebook and Twitter have also allowed for individual infographics to be spread among many people around the world. Infographics are widely used in the age of short attention span.

In newspapers, infographics are commonly used to show the weather, as well as maps, site plans, and graphs for summaries of data. Snapshots in *USA Today* are also an example of simple infographics used to convey news and current events. Modern maps use infographic techniques to integrate a variety of information, such as the conceptual layout of the transit network, transfer points, and local landmarks. Public places such as transit terminals usually have some sort of integrated "signage system" with standardized icons and stylized maps.

The History of INFOgraphics
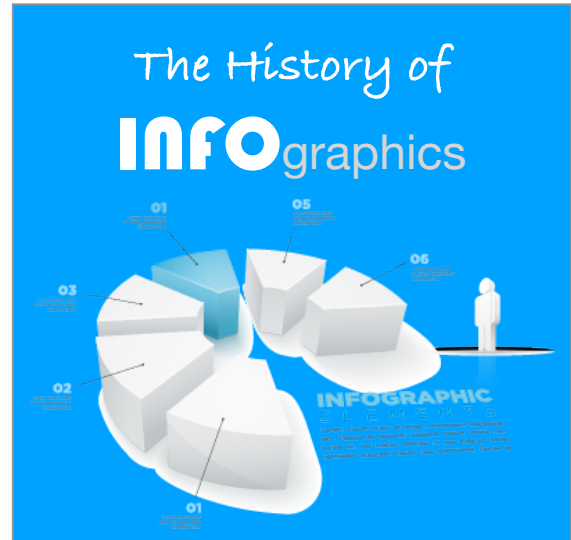
Graphics *reveal* data. Indeed graphics can be more precise and revealing than conventional statistical computations. While contemporary infographics often deal with "qualitative" or soft subjects. What they do is condense large amounts of information into a form where it will be more easily absorbed by the reader or viewer.

The History of INFOgraphics began in a cave, 25,000 years ago

Egyptian Hieroglyphics
Pictographic script explained the world with 1000 characters in the 32nd century BC.

SERRA DA CAPIVARA• 25,000 Yrs Old
The earliest graphical depictions of information occurred on cave walls.

DUNHUANG STAR ATLAS
One of the first graphical representations of the stars dated to the Tang Dynasty (618 - 907).
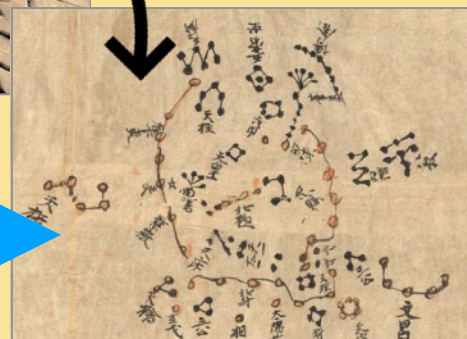
A pioneer in data visualization, Edward Tufte, wrote a series of books – *Visual Explanations*, *The Visual Display of Quantitative Information*, and *Envisioning Information* – on the subject of information graphics. Referred to by The New York Times as the "da Vinci of Data", Tufte began to give day-long lectures and workshops on the subject of infographics starting in 1993. In his 1983 "landmark book" *The Visual Display of Quantitative Information*, Edward Tufte defines "graphical displays" in the following passage:

Graphical displays should:

- show the data
- induce the viewer to think about the substance rather than about methodology, graphic design, the technology of graphic production, or something else
- avoid distorting what the data have to say
- present many numbers in a small space
- make large data sets coherent
- encourage the eye to compare different pieces of data
- reveal the data at several levels of detail, from a broad overview to the fine structure
- serve a reasonably clear purpose: description, exploration, tabulation, or decoration
- be closely integrated with the statistical and verbal descriptions of a data set.
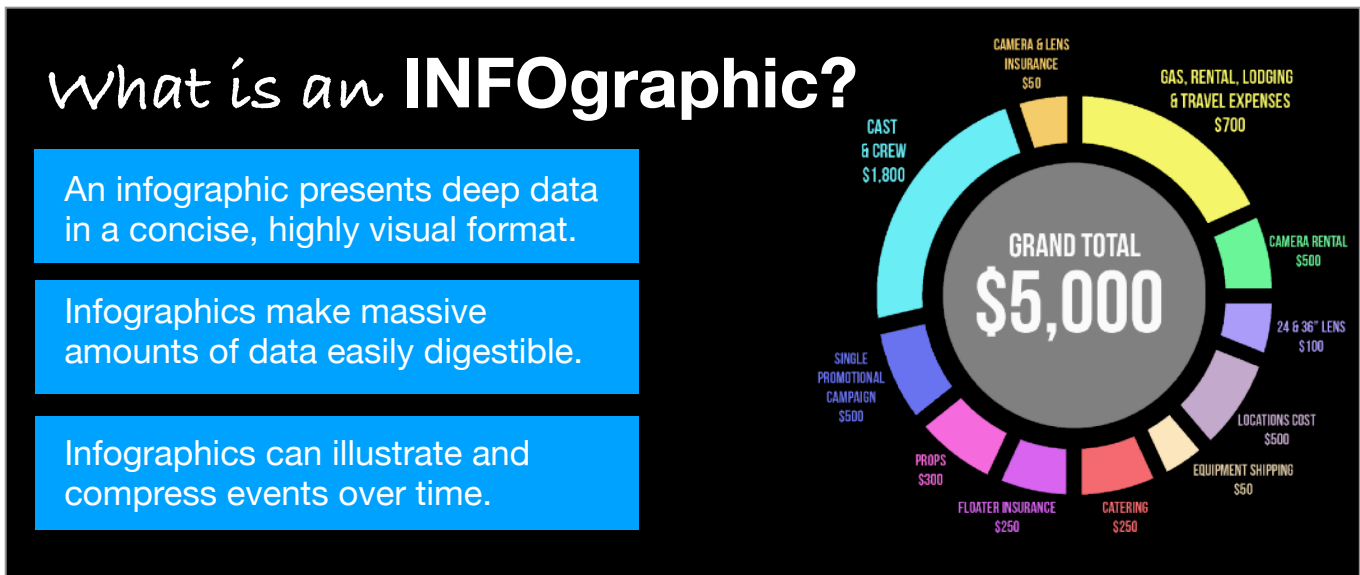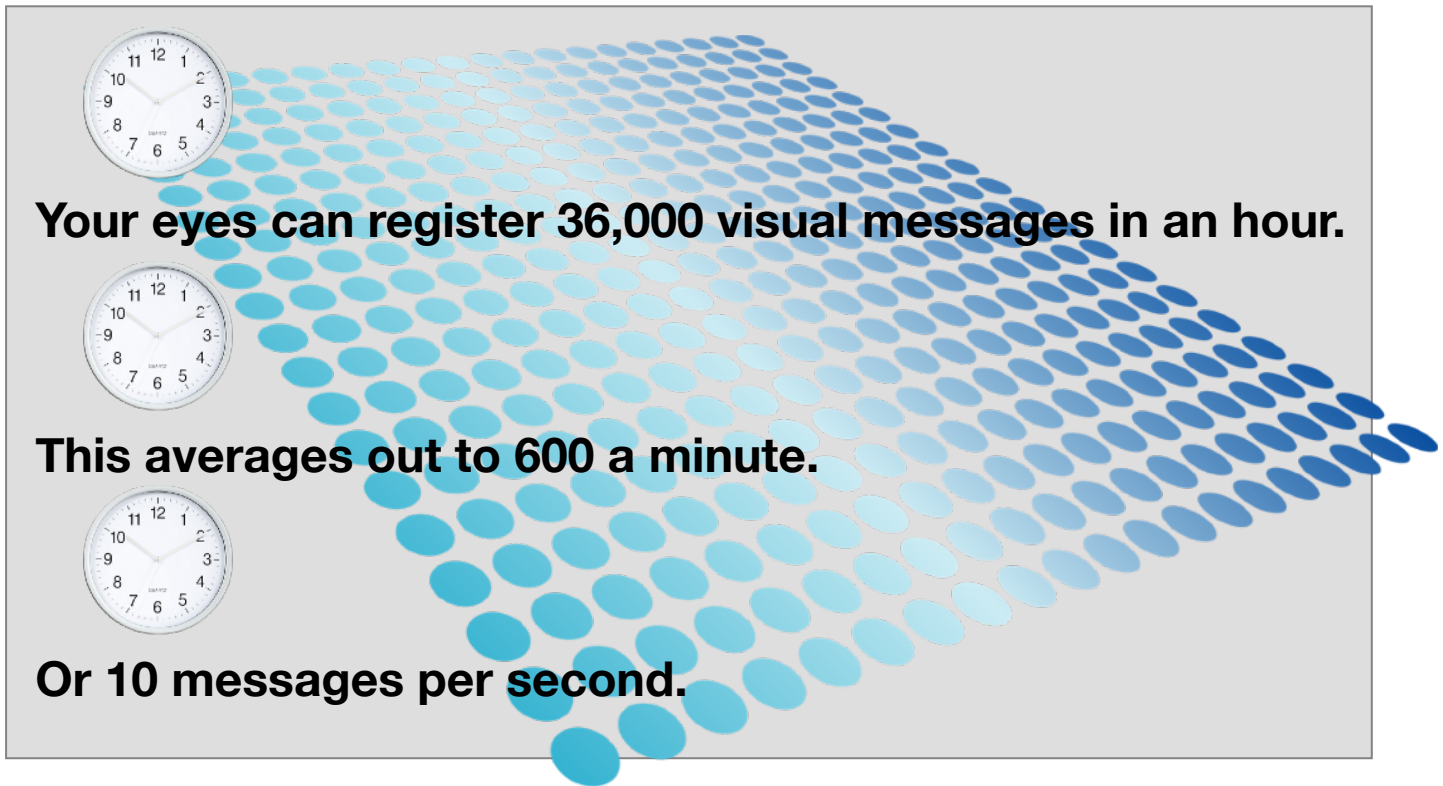

With vector graphics and raster graphics becoming ubiquitous in computing in the 21st Century, data visualizations have been applied to commonly used computer systems, including desktop publishing and Geographic Information Systems (GIS).

Closely related to the field of information graphics is **information design**, which is the creation of infographics. This is what Juris Corporation does for litigators. Juris' "Trial By Design™" process is the application of the review and study of case issues and documents which are then translated into concise visual language by Robert Scott, President and Founder of Juris. His knowledge, techniques and vision have been honed by creating case-winning litigation presentations in over 3200 matters covering nearly all fields of litigation including eminent domain, contract disputes, intellectual property, medical issues, personal injury and criminal law. Over 90% of these presentations have resulted in positive settlements and verdicts in arbitrations, mediations and trials.

Infographics are effective because of their visual element. Humans receive input from all five of their senses (sight, touch, hearing, smell, taste), but they receive significantly more information from vision than any of the other four. Fifty percent of the human brain is dedicated to visual functions, and images are processed faster than text.

Your eyes can register 36,000 visual messages in an hour.

This averages out to 600 a minute.
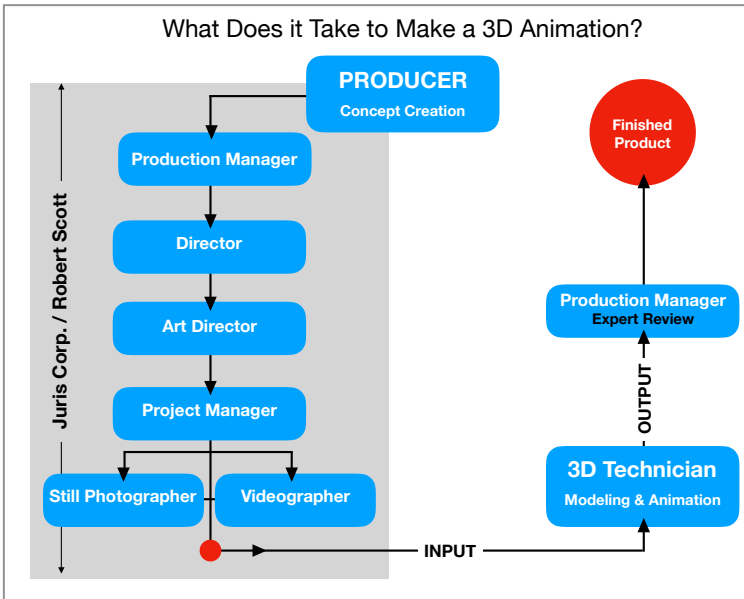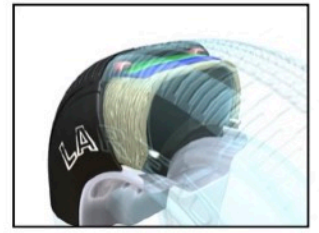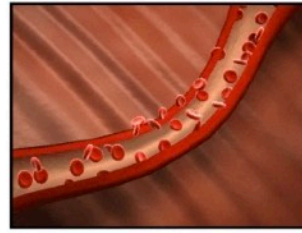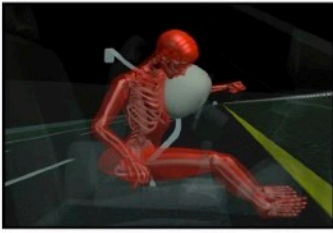
Or 10 messages per second.

The three parts of all infographics are the visual, the content, and the knowledge. The visual consists of colors and graphics. There are two different types of graphics – theme, and reference. Theme graphics are included in all infographics and represent the underlying visual representation of the data. Reference graphics are generally icons that can be used to point to certain data, although they are not always found in infographics. Statistics and facts usually serve as the content for infographics and can be obtained from any number of sources, including census data and news reports. One of the most important aspects of infographics is that they contain some sort of insight into the data that they are presenting – this is the knowledge.

There are also three basic provisions of communication that need to be assessed when designing an infographic – *appeal, comprehension, and retention.* "Appeal" is the idea that the communication needs to engage its audience. Comprehension implies that the viewer should be able to easily understand the information that is presented to them. And finally, "retention" means that the viewer should remember the data presented by the infographic. This is especially important when it comes to decision making by juries or arbitrators. Being able to use infographics to put your case concept into the jury room creates a teacher - pupil relationship with the decision makers. Once you become the teacher, there is a psylogical bond that takes place making it very difficult for the opposing counsel to break that bond.

Visualization Tools:

Infographics can be created by hand using simple everyday tools such as graph paper, pencils, markers, and rulers. However, today they are more often created using computer software, which is often both faster and easier. Diagrams can be manually created and drawn using software. Templates can be used to get users started on their diagrams. Additionally, the software allows users to collaborate on diagrams in real time over the Internet. There are also numerous tools to create very specific types of visualizations, such as creating a visualization based on embedded data in the photos on a user's smartphone. Users can create an infographic of their resume or a "picture of their digital life."

In today's world of limited attention span, Juris Corporation uses 3D animation to create infographics that excite, explain and sell their client's point of view and case theme. Complex, difficult to understand events become easier to comprehend and retain. If a picture is worth a thousand words, then a picture that moves and tells a story becomes many times more powerful. 3D animation can be applied to many areas of litigation. It is an effective and cost efficient method of presenting evidence.

What Does it Take to Make a 3D Animation?

PRODUCER
Concept Creation

Production Manager

Director

Art Director

Project Manager

Still Photographer   Videographer

Juris Corp. / Robert Scott

INPUT

Finished Product

Production Manager
Expert Review

OUTPUT

3D Technician
Modeling & Animation

Designing and producing effective 3D information presentations takes a team effort. There must be a producer / director (PD) who, along with the legal team, reviews the evidence and documents that impact the case. The PD then begins to build a vision of how that information should be presented to maximize its effectiveness when presented to the decision makers - Judge & Jury. A storyboard is developed that outlines the case facts. Supplemental materials may be gathered via photography and video, if appropriate for the type of case. The concept, storyboard and any supplemental materials are then turned over to the 3D artist who begins to build a 3D environment and populate it with the case elements. These events and reviewed and commented upon by the PD. Changes may be made at this juncture and action elements applied to create the final product to be presented at mediation, arbitration or trial.

Juris Corporation's "Trial By Design™" Process

Download or gather case documents, reports and other important data.

Review data and discuss with client.

Begin formulating Presentation Plan

Robert Scott

Exhibit Boards

Digital Docs

Ring of Possibilities for Your Litigation Presentation

Photo & Video

"TrialBook"

3D Animation

3D Static Views

Multimedia

Scale Model

Design Plan Accepted

Work Product Development Bubble

Client Reviews

Final Products

Mediation, Arbitration, Trial