

Infographics designed in the field of tourism

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Abstract

Apart from facilitating human life, changes occurring in technology and communication also bring along a confusion at the same time with the mass of information it creates in today's world. When considered with respect to the field of tourism, infographics, which visually ensure that the complexity that occurs as a result of these changes are systematic and understandable in general, provide opportunities such as creating an environment of trust with the visual language they offer, being educative, revealing complex information and making it more explanatory, being persuasive, being directive, saving of time and stimulation. Infographics, which appear as print media in the field of tourism, also aim to produce design solutions that meet today's needs by appearing in an interactive environment and on the web. In this study, how infographics, which aim to facilitate the understanding of the environment in which people exist in today's information age, contribute to the field of tourism, which design solutions they use and the facilities they provide to human life in this field will be discussed by searching the new approach models used today.

Keywords: Graphic design, infographic, design, tourism, travel.

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1. Introduction

Humans establish most of the communication with their environment visually. Since childhood, humans primarily communicate with the data they obtain by making observation and begin to speak over time and expresses themselves verbally. Before human beings begin to express themselves verbally, they continue their lives by touching, seeing and performing the activities required for life (Ertan & Sansarçı, 2017). According to the British philosopher John Lock, if the source of learning is to be listed, the first place is the observation of the environment, while the others are hearing, smelling, touching and trying, respectively. Rudolf Arnheim (2009) states that "the mind, which goes far beyond the direct and immediate stimulation of the eyes, operates in the field of large images accessed through memory and organizes the whole life experience as a system of visual concepts". Visual communication is an effective communication method through which humans communicate in a shorter and practical way mentally and which humans have used since their existence. Visual communication is the transmission of the message which will be transmitted from the transmitter to the receiver via visual elements. The design stage is important for this process to be provided correctly. Visual communication design is the process of structuring the visual message for a specific purpose (Bedir Erişti, 2020). The fact that human beings communicated by attributing meanings to various signs and images in caves which were the primitive living conditions existed in the past and they still communicate in this way today has made it possible for human beings to be a part of visual communication. "The development of writing and visible language had its earliest origins in simple pictures, for a close connection exists between the drawing of pictures and the marking of writing. Both are natural ways of communicating ideas, and early people used pictures as an elementary way to record and transmit information (Meggs & Purvis, 2012). When the existential process of human beings is considered, it is possible to see the preferability and practicality of visual communication compared to other communication methods.



Figure 1: The examples of infographics in Natural History Museum, London,2015.

The need for information has increased today with the changes occurring in technology and communication and as a result, an information pile and confusion has occurred. The design of the information, that is, infographics, which enables this confusion and masses of information to be conveyed visually in a more orderly, systematic and understandable way, is becoming more important day by day (Uyan Dur, 2014). Infographic is the presentation of information sets that seem complicated with a visual arrangement which everyone can understand. "Infographic is short for information graphic" (Wei Su, Li Liu, Wang, & Yu., 2018). Infographics provide impressive and useful communication for viewers. While infographic designs can be seen related to many issues encountered in daily life, it is also possible to see these infographics in web environments, magazines and newspapers, museums, public spaces, and the use of various means of transportation. Infographics took the present form of expression with the ISOTYPE system created by the Viennese economist Otto Neurath at the beginning of the 20th century. According to Otto Neurath (2012), knowledge should be accessible and understandable regardless of the culture and educational background of people.

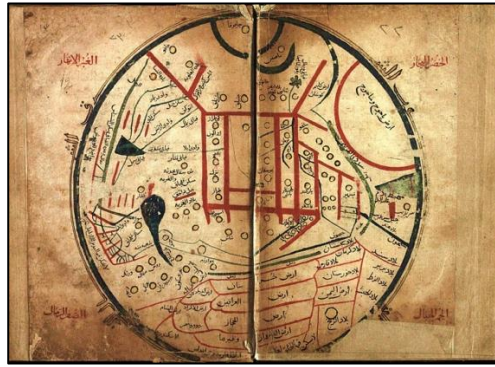


Figure 2: Turkish World map, Kaşgarlı Mahmud, 11th century. Source: <https://tr.wikipedia.org>

It is possible to see infographic examples created and used for different purposes in the historical process of the world. Human beings tried to perform the communication process with pictorial writings such as the illustrations drawn on the walls of the caves in Mesopotamia in 3000 BC and Egyptian Hieroglyphs. These methods used in the communication process of human beings show that the concept of infographic is not a new concept but actually a concept based on the existence of human beings. Infographics, which are the visual communication elements and whose past is as old as the history of humanity, not only provide communication between people but also contribute to the communication of civilizations and cultures. If we look at the first examples in history, the illustrations found in the Lascaux cave in France, which dates back to about 17,000 years ago, form the first example and provide information about the Paleolithic period while creating the first examples (Coates & Ellison, 2014). The drawings and various markings provided information about the lifestyle and communication method of the people of that period. Kaşgarlı Mahmut, who was the author of *Divan-ı Lügat-it Türk* between the years 1072-1074, prepared the first Turkish world map in this work. In the 16th century, Leonardo da Vinci, who was a famous philosopher, astronaut, architect and painter at the same time made anatomy drawings by examining human anatomy and provided the humanity with an informative visual guidance through these drawings. Katip Çelebi's *Cihannüma*, published in 1732 by İbrahim Müteferrika in the Müteferrika printing house, is one of the examples of informative illustrated work prepared in a book in the 18th century.



Figure 3: Leonardo Da Vinci Studies. Source: <https://www.britannica.com/biography/Leonardo-da-Vinci/Anatomical-studies-and-drawings>

The London subway map, designed by British engineer Henry Beck in 1933, is an understandable and functional information graphic example of the period because it was designed without considering cartographic features compared to the other known maps. It has an exemplary design approach that has standardized similar studies in the world in terms of its functionality and each color code used to indicate a different subway and station (Coates & Ellison, 2014). In Turkey, in 2012, a city plan which was made on a wall surface found as a result of excavations conducted at Çatalhöyük which is one of the oldest settlement in the world was accepted to the World Heritage List by UNESCO. The painting, which is about 2.75 cm long, depicts the outer plans of about 80 houses in that surrounding as well as the interior plans, and it has survived to this day as one of the oldest works designed for information.



Figure 4: Plan of Çatalhöyük City. Source: <https://www.webtekno.com/insanlik-tarihinin-ilk-sehri-catalhoyuk-hakkinda-10-carpici-bilgi-h59832.html>

3. Infographic in the Field of Tourism

Throughout the history, human beings have changed their places for different reasons such as migration, trade, war, health, religion and entertainment. As we approach today, travels have turned into phenomena for touristic and discovery purposes with the effect of the changes in the communication and transportation sector. Traveling is one of the most important ways of entertainment for modern societies (Wei Su, Li Liu, Wang, & Yu., 2018). Developments in the field of transportation and communication in history have made the idea of touristic travel possible over time and have allowed people to organize trips to different parts of the world based on their desire to explore. Safe and effective travel is ensured by the diversity and sophistication of transportation possibilities as well as by the presence of preferred communication materials in this field. Nowadays, people who want to travel are provided with both printed and digital promotional and informative materials, where they can get information about the place they want to go, by recording them on the technological devices they use.

Infographics created in the concepts of tourism and travel mainly focus on concepts such as providing information, guiding and promoting while also contributing to the familiarity of the place traveled. Infographics, which appear as print media in the field of tourism, also appear in an interactive environment and on the web, make the environment we exist easier to understand aiming to produce design solutions that meet today's needs. An understandable, well-organized infographic that contains only the necessary information should be designed by taking into account the elements such as color, typography, appropriate page layout and used signs. When looking at infographics designed for tourism purposes, features such as promoting, guiding, providing information, time saving and activation are at the forefront.

In infographics designed for tourism purposes, it is necessary to first determine the target audience and draw the boundaries of the information to be given to this target audience. It should be essential to prepare the information in a simple and understandable design language and within a plan. The aim of this type of infographic is to provide a systematic and practical design solution in a short period of

time. Infographics designed in this field appear in fixed environment as printed media, they also appear on televisions, computer screens, phones as a result of advances in technology, diversity in design programs and accessibility with the internet. The diversity in the application areas has led to the diversity of the infographics as fixed, animated and interactive. It is possible to see each type of the infographics in the tourism field. Both fixed infographics and interactive and animated infographics provide convenience in this sector by preserving their place without interfering with each other.

3.1 Fixed Infographics

Fixed infographics are non-interactive infographics that contain text and visual design elements. These kinds of infographics can be used in printed form as well as in digital media such as computers and phones. Different sizes with various folding and pocket size applications can be seen in printed designs, which are created to provide ease of use. Apart from the content given in fixed infographics designed in the name of tourism, It is not possible to see interaction elements such as sound, movement or effects.

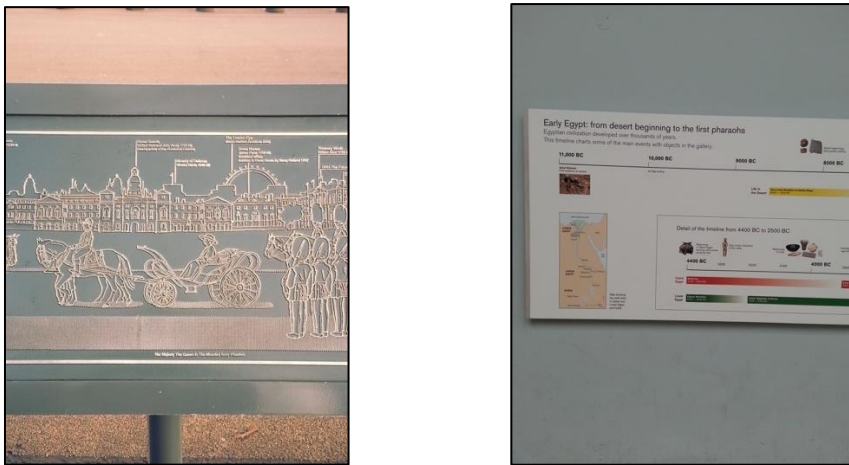


Figure 5: Fixed infographics examples.

3.2 Animated Infographics

Animated Infographics is a type of infographic created by animating graphic design elements in infographics such as graphs, columns, charts through various design and computer programs. Animated infographics can impress the viewer if they convey much more information than fixed ones with a successful image (Soyluçipek, 2015). It has a more interesting and diverse visual expression than fixed infographics. This is the concept of duration should be considered in this type of infographic. If the concept of duration is too much, situations that cause boredom may arise. While animated infographics in the field of tourism provide a practical and effective solution in terms of presenting the tourism data such as the number of visitors and the income obtained, they can also be designed for the promotion of a country or city.

3.3 Interactive Infographics

Interactive infographics offer the user the opportunity to participate in the communication process. Interactive Infographics, on the other hand, are interaction environments that offer the user the opportunity to interact and view by touching the created design or data (Weber, 2017). The user maintains communication by interacting with the data in this infographic to the extent permitted by the design. Interactive infographics, various buttons, buttons that allow access to the web environment, various navigation features and panoramic features that provide a 360-degree view of images as well as sound and movement features. Weber (2017) explains that an infographic is interactive if the infographic can be used by the user individually and then the user can find their own way through the interaction with the data and add them new plugins. Interactive infographics can be seen in technological devices such as tablets, mobile phones, portable computers. Interactive

infographic examples in tourism are seen in historical sites, museums or different places of cities. With its navigation feature, it helps people to find directions, provide information about the works in museums systematically and shapes the perceptions of visitors.



Figure7:Interactive infographics examples.

Source: https://www.digalix.com/en/category/media_en/page/2/

4. Conclusion

The need for visual communication is increasing day by day due to the excess of information encountered today and the limited amount of time. Infographics, which are a part of visual communication, are an important design element that meets the needs of today's people. Infographics, which have a long history, offer an effective, practical and understandable communication opportunity within the areas where they are used. It is possible to encounter infographics at every stage of our lives such as education, tourism and health. In addition to being the source of systematic and orderly information in the information confusion encountered every day today, they also create a visual and aesthetic order.

In infographics designed for tourism purposes, it is necessary to first determine the target audience and draw the boundaries of the information to be given to this target audience. It should be essential to prepare the information in a simple and understandable design language and within a plan. Infographics used in the field of tourism provide users with opportunities such as feeling safe, activating and directing. Developments occurring in technology have also led to the diversification of infographic studies created in tourism. Infographics created in touristic areas as fixed, animated and interactive environments offer practical solutions to their users with the contribution of technology. Nowadays, interactive infographics designed especially in the field of tourism also offer users solutions such as interacting individually and getting involved in information. Infographics, which are prepared as fixed, animated and interactive in tourism environments, enable graphic designers, software developers and engineers in this field to work together to produce more rational and practical solutions to the problems of today's people.

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