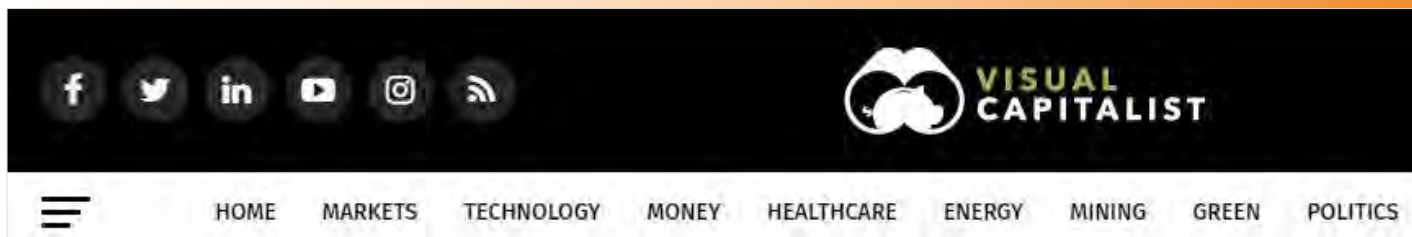# WEB & INFOGRAPHIC RESOURCE

RESOURCE: VISUAL CAPITALIST

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Visual Capitalist is an online publisher creating data-driven visuals. Many of these are highly relevant to Geography topics. VC also publish animated maps and graphs covering topics such as population change over time and trade flows.

Data sources

The majority of Visual Capitalist graphics use quality public sources of data that are publicly available, verifiable, accessible, and transparent. Examples of sources include government entities, intergovernmental organisations e.g., IMF, World Bank or established thought leaders in different sectors (non-profits, corporations).

Using Visual Capitalist Infographics

It is free to use any original .jpg and .png visualisations from the website however users cannot change anything on the visualisation. Users should:

- attribute to Visual Capitalist
- link back to Visual Capitalist

Infographics can be downloaded directly from the VC website; however, most are optimised for online viewing rather than printing.

Licensing provides additional options and permissions such as access to high-resolution source files (.ai, .pdf, .eps) for enhanced printing and permission to modify – depending on the license acquired.

Educational use

VC infographics are of great value in classroom settings, Teachers can use the infographics in an educational capacity with appropriate credit provided, however, to edit the infographics, licensing is required.

NOTE: GTA NSW & ACT has licensed several infographics to print quality classroom posters such as those in the examples on the following pages. Throughout 2021, more posters will be printed and packaged for sale through the GTA NSW & ACT website

Examples of animated maps:

- The comparative might of continents (size, population, GDP) https://www.visualcapitalist.com/animated-map-the-comparative-might-of-continents/
- The world's rapid rise in life expectancy in 13 seconds https://www.visualcapitalist.com/rapid-rise-in-life-expectancy/

Examples of infographics and related articles on the following pages:

- Example 1. Visualizing Countries by Share of Earth's Surface
- Example 2: Visualizing the Biggest Threats to Earth's Biodiversity
- Example 3: How to Spot Fake News