



# Guide: Overview of Visual Communications Material

Prepared by Statistics Canada  
July 2020



## Visual Material – Overview and Examples from StatCan

### Data Visualization

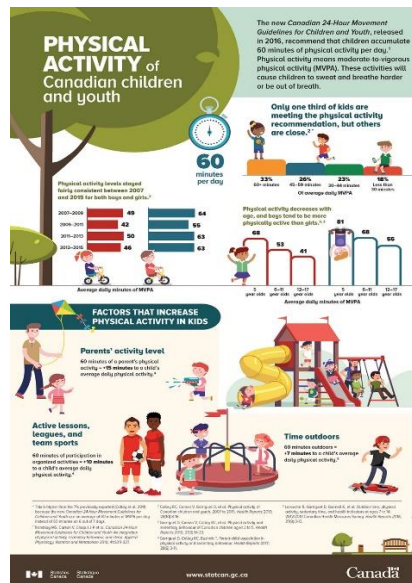
Statistics Canada produces a variety of interactive visualization tools that present data in a graphical form. These tools provide a useful way of interpreting trends behind our data on various social and economic topics.

See examples: <https://www.statcan.gc.ca/eng/interact/datavis>

### Infographics

Every year, Statistics Canada collects data from hundreds of surveys. As the amount of data gathered increases, Statistics Canada has introduced infographics to help people, business owners, academics, and management at all levels, understand key information derived from the data. Infographics can be used to quickly communicate a message, to simplify the presentation of large amounts of data, to see data patterns and relationships, and to monitor changes in variables over time.

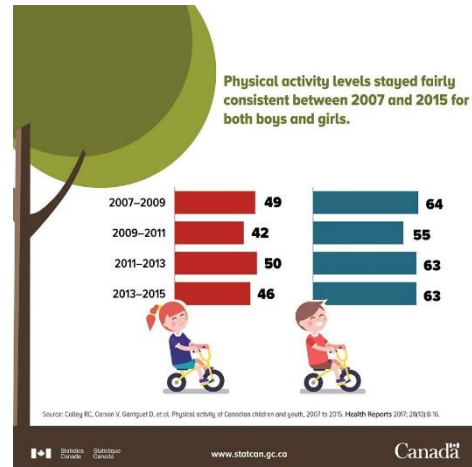
See more examples: <https://www150.statcan.gc.ca/n1/pub/11-627-m/index-eng.htm>



## Infobytes

Infobytes are “pieces” of an infographic or a one-fact simple graphic that are designed to gain the attention of its target audience in a smaller, more shareable format for social media platforms.

Here are some examples:



See more infobyte examples on StatCan's [Twitter](#), [Facebook](#), [Reddit](#), [Instagram](#) and [LinkedIn](#) accounts.

## Thematic maps

A thematic map shows the spatial distribution of one or more specific data themes for standard geographic areas. The map may be qualitative in nature (e.g., predominant mother tongue) or quantitative (e.g., percentage population change).

See examples:

- [Thematic maps from the Canadian Housing Statistics Program](#)
- [Crop Condition Assessment Program \(CCAP\)](#)
- [Thematic maps from the Census of Agriculture, 2016](#)
- [Thematic maps from the Census Program](#)

## Videos

Watch our videos about Statistics Canada's role, activities, survey results and more.

See examples: <https://www.statcan.gc.ca/eng/sc/video/index>