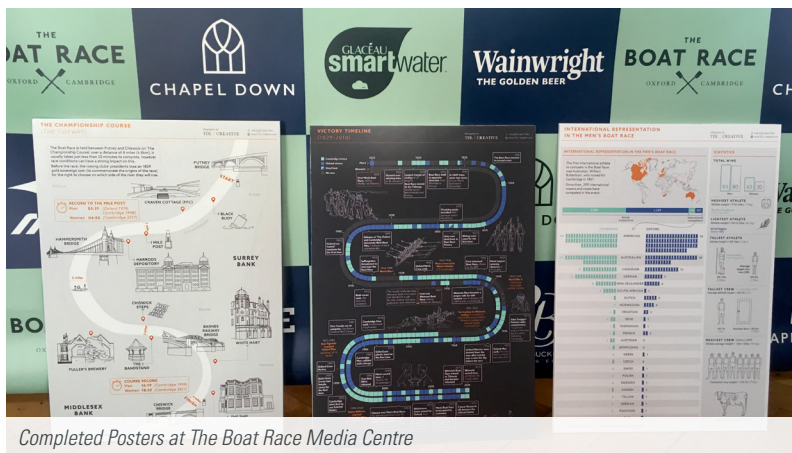


Category: **Editorial**

Project: **Boat Race Infographic**



Women's Boat Race Trophy



Completed Posters at The Boat Race Media Centre

What was the challenge?

With the annual University Boat Race between Oxford and Cambridge approaching, we wanted to create an editorial infographic combining historical facts and details about the event.

With TDL-Creative based close by in Richmond and with a rower in our team, this local event was fascinating to research, with plenty of data from the past 189 years of races readily available.

In addition to the challenge validating the volume of information we required, there were two main aspects to address:

- » How to visualise the multiple types of information (which included a timeline, victory statistics and facts)
- » How to structure the information so that it was comfortable and accessible for readers

We planned for this to be an online output; easily shareable and working as a long scroll editorial piece.

What was the solution?

We iteratively developed the infographic over a number of weeks in the run up to the event.

Structure

Reading strategy was an important aspect in the design process. The data was divided into three sections to help break up the different groups of information:

- » The route map which would provide an overview of the boat race for a casual reader.
- » A timeline with historical and victory data providing a more in-depth view of The Boat Race.
- » Additional facts and figures that were centred around more conversational topics.

The format made it easy to lead the reader through the story, and was designed to remove the need to scroll up and down.

Visualising Data

Multiple treatments for the different sections of the design helped the user to understand the varied data.

Throughout the infographic the colours of the two teams were used to highlight comparisons, a key feature of the timeline.

Men and women's victories are shown adjacently, allowing for both yearly and overall comparisons. The different treatments of facts applied to the timeline allow the reader to identify data attributed to either a particular year or longer time period.

Illustrations

Throughout the design we used line style illustrations to support key points and facts. This also provided a consistent visual approach, bringing the piece together as a whole.

Additional formats

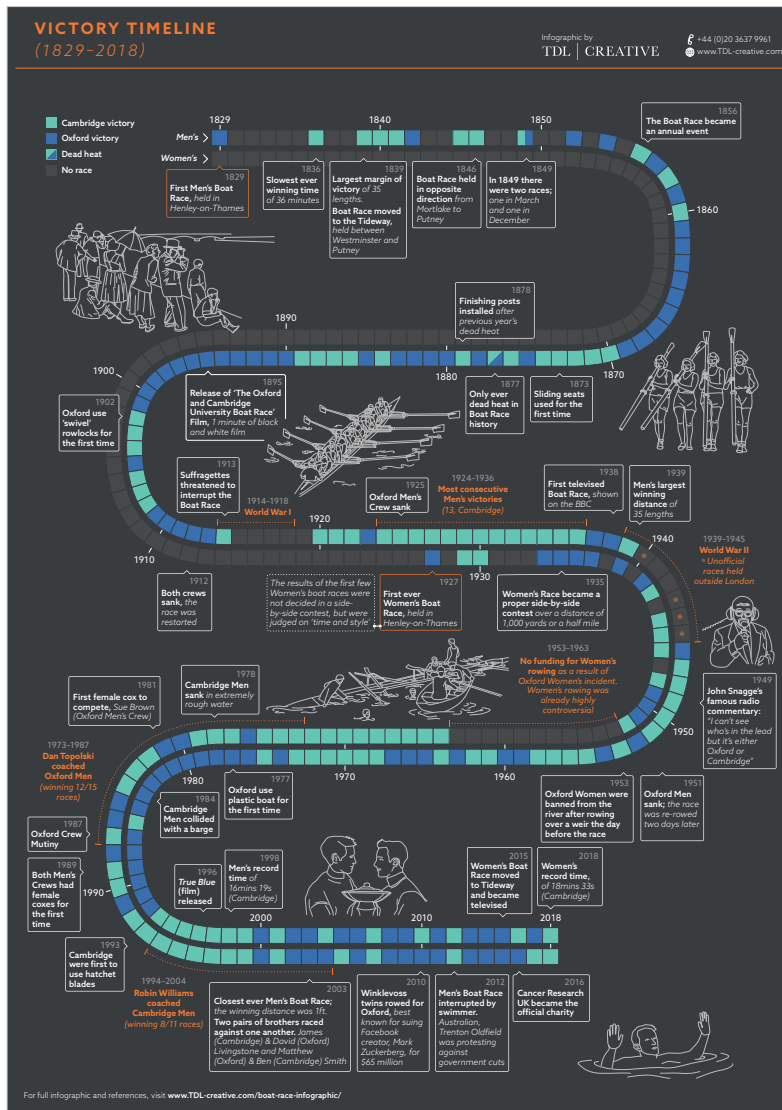
Close to completion, the long scroll version was shared with The Boat Race Media Team:

"This is amazing! I love it! Would you be happy if this was something we made available as a reference document for media in the media centres?"

Maria O'Connor,
Head Of Marketing & Communications

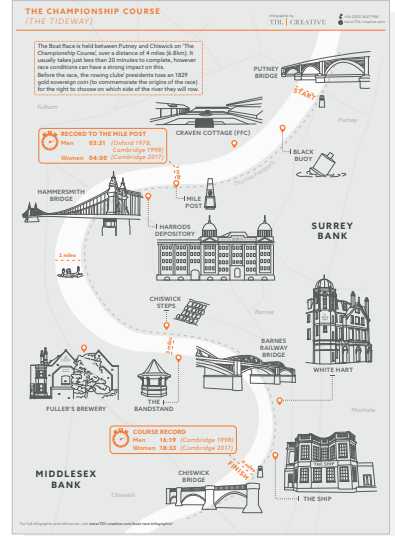
The artwork was adapted to fit a new three poster format with the same three groups of information to fit the extended brief.

Infographic by
TDL | CREATIVE



What was the effect?

We are currently in the process of updating the artwork so it can be used in the media centre again this year.



Infographics by
TDL | CREATIVE

