



# Statistical Infographic

The purpose of this assignment was to display spatial distributions, trends, and patterns in data using statistical mapping, and to display these maps alongside supporting information in an infographic format. Over the course of the project, we also evaluated the use of infographics in modern media. Focusing on the Dutch textile trade in the 18th century, I created two new kinds of thematic maps: a flow map and a cartogram. I synthesized a rich data set from the Dutch Textile Trade Project to focus specifically on exports from the former Dutch Republic to several trading posts controlled by the Dutch East India Company. I produced additional statistical graphic elements to accompany these maps, representing data points that supported the overall theme of textile exports in the region.

Synthesized large volumes of data in **Excel** to isolate the necessary information required to produce an infographic.

Designed a visually cohesive, logically designed infographic poster in **Adobe Illustrator**.

Applied cartographic and design principles to produce a flow map using **ArcGIS Pro** and Adobe Illustrator.

Visualized data using a variety of techniques, including square pie charts, bar charts, and original graphics produced in **Adobe Photoshop**.

Researched additional information to fill gaps in the original data and add valuable context to the infographic.

## Dutch Textile Trade

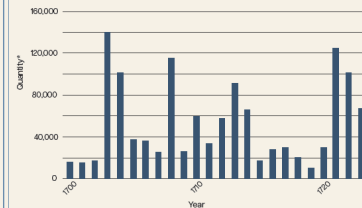
18th century exports by The Dutch East India Company from the former Dutch Republic

Formed in 1602 by the Dutch government, the Dutch East India Company, or Vereenigde Oostindische Compagnie (VOC), controlled many major ports in what is now Indonesia, India, Sri Lanka, South America, and China.

The Dutch East India company built its empire on trading spices before entering into the long-established market of exchange for textiles, ceramics, and precious metals. The company used Indian cotton textiles to gain access to Indonesian spice markets.

Alongside vast imports of textiles to the former Dutch Republic, the country also exported a large quantity of textiles, mostly wool and some cotton products.

### Total Quantity of Textiles Shipped by Year



\*Measurements vary; most common measurements are pieces (approx 69 cm) and pounds. Quantity indicates total number measured either by pieces or pounds.

While cottons and silk prints were imported from abroad, the Dutch exported mostly wool products. **Perpetuaten** was a twill-woven wool, hot pressed and typically dyed blue, green, or red. It was typically traded in Africa.

**Laken** is the Dutch word for broadcloth, which is a plain weave of carded wool which is then fulled, roughened, and sheared.

### Domestic Production

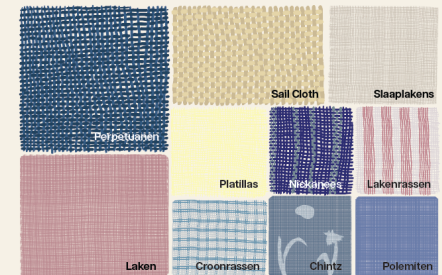
In the 17th and 18th century, Dutch production of wool products was starting to dwindle. When counted in 1650, there were 23 guilds in the country; all but one province (Drenthe) had a **weaver's guild**.

The province of Zeeland had the most weavers guilds.



### Most Common Exported Textiles

Proportion of total exports



### Common Colours

