



ACCB4002-2114954

Assessment 1

04.042020

Data Analysis and Visualization

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Introduction

We must exhibit our level of knowledge gained during the semester in this task. To do so, we must first comprehend and complete two duties. The first work is studying an infographic, while the second entails making a poster after analyzing and graphically representing the material.

Task 1 is a thousand words long and expresses our opinion on the data supplied. We must assess the infographic's quality, recognizing its flaws and strengths.

Task 2 entails developing a poster that includes completing the four given requirements using the data from the Moodle datasheet.

Task 1

This work allows us to exhibit the infographic poster "Physical exercise for adults and older adults," which was provided to us on Moodle. When you ask graphic artists to illustrate statistics and other information, you get infographics.

Infographics, in my opinion, are just a means to tailor a body of work (such as a report or a paper) to match the needs of a certain audience.

Infographics information

An infographic (short for information graphic) is a sort of image that combines data and design to assist individuals and organizations express messages to their target audience in a clear and concise manner. [1]

To analyze this infographic, we need to find out more about this infographic.

The source of the infographic is [physical-activity-infographic.jpg \(554×783\) \(uwtsd.ac.uk\)](https://www.uwtsd.ac.uk/physical-activity-infographic.jpg). It can also be found on a simple internet search on NHS websites.

Adults and older adults should engage in the sort and amount of physical activity recommended by health specialists in order to improve their health. [2]

1 Identifying the message

An infographic's objective is to present a unique and engaging way of graphically expressing information in a colorful and succinct manner.

The message of this infographic highlights the importance of physical activity for the overall health benefits of adults and older adults.

2 Examine how colour is employed

Color is a powerful communication tool that is used extensively in design. The aspects that make a design stand out are the colors. Color selection for information enhancement is an important part of graphic design. Color improves the legibility of information and establishes the visual hierarchy of information. It's essential to select the proper colors. [3]

The background should match the images well, so the contrast is important, so it would be more feasible to use a single color in more shades, not more colors to make it less tiring for the eye. In the infographic presented the yellow and brown colors at the bottom of the infographic do not match the top. For the transferred subject, the appropriate color must be used. So, the font needed a slightly more visible color. Again, they are discordant between the beginning and the end; another example, if the heart symbol is used for health benefits, the color should be read as well as for the other appropriate color symbols, in the case presented all are white.

3 Examine the text that has been used

The text in the infographic is incorrect, because it should be simple to understand and read for adults and older individuals. Because the elderly may have sight difficulties, it must also be apparent. The eyes tire out when you use a white typeface on a blue or green backdrop. However, while this infographic isn't perfect, it is obvious.

4 Examine the graph's usefulness

In the analyzed infographic, we do not have a concrete graph. There are illustrated activities that can make up a graph and can demonstrate a daily evolution. For example, we can analyze graphic the time allocated daily for different activities. We can also graphically analyze the degree of daily demand of these activities and namely whether it is minimal, medium, high or very high.

5 Assess the way graphics are incorporated

Also, the activities and recommendations are not highlighted in the form of graphs. They are only indicated for specific activity or sports depending on the completeness or on the categories of necessity. Each activity could be highlighted in graphical form in relation to a certain number of hours in order to give a satisfactory result or not.

6 The ability to think (is it suitable for the user)

Adults need infographics and it is essential that they are clearly formatted to raise awareness of the need for daily activities. When conveying health information to adults or older adults, simple but perceptive visuals should be used.

7 The infographic is being improved

This is accomplished using effective infographics, which lower the barriers to knowledge. [4]

In our case, the infographic can be improved according to the requirements and needs of the target audience. For this we must first decide, to analyze what we need, to whom exactly what we want to convey is addressed, to identify the objectives that we sleep to understand, to write a chart that exemplifies exactly what we can achieve if we want to achieve a sustainable and quality goal, namely improving the quality of health.

Also believe that the benefits of playing a sport for a certain amount of time per day or per week should be displayed in the form of graphics (for example pie chart, or columns).

Conclusion

Infographics are a valuable and unique way of communicating that have a lot of promise for making crucial and vital information more accessible to your target audience. [5]

In task 1: The main target demographic for the examined infographic is adults and older adults, therefore its message is aimed towards them. The infographic's theme is about health, namely how these folks can live a healthy and active lifestyle while also improving their physical ability.

References

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