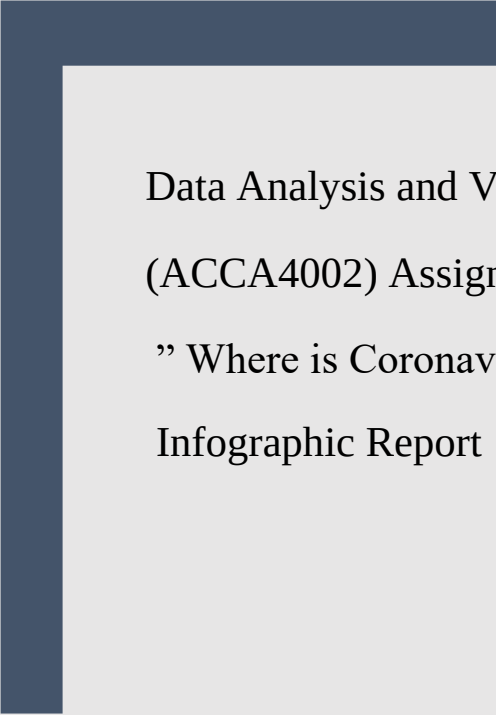




Data Analysis and Visualization

(ACCA4002) Assignment 1 Task 1

” Where is Coronavirus Rising & Falling?”

Infographic Report

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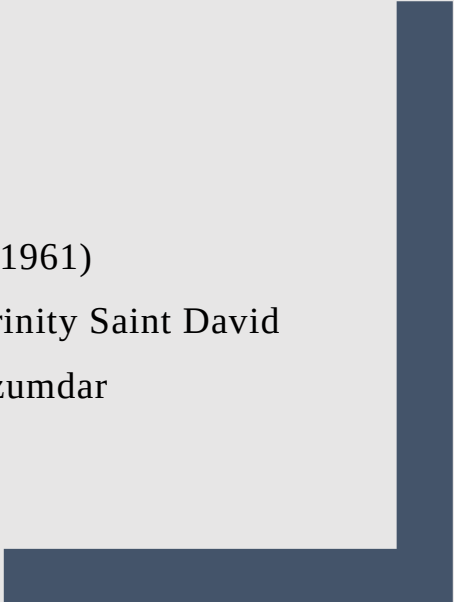
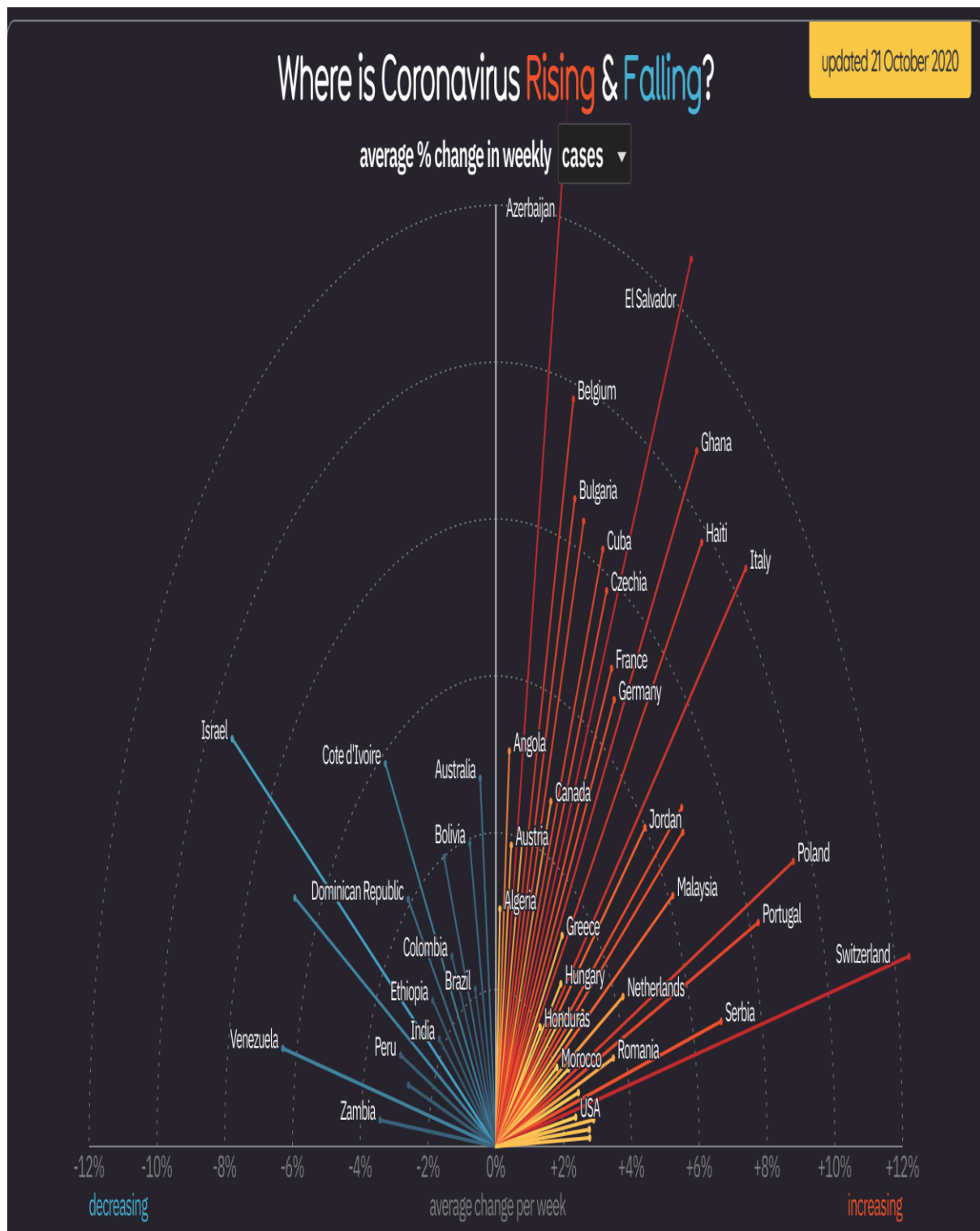


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Introduction

An infographic is an image or a map containing images and diagrams, according to (Lankow, J 2012), which illustrates a specific topic of discussion better.

The right side displays horizontal lines of the world's numerous nations, showing the rapid rise of the virus across the globe. The blue horizontal lines appear on the left side, showing the negative impact of the virus on the countries called at the end of the lines. This suggests a drop in the Corona virus only for the countries to the left.

According to (McKenna, S 2014) the message of the picture should note that the following are the elements of visualisation design, the message being represented, the colours in the infographic, the text in the image, the graphs and the graphics, the cognition, and finally the changes to be made in the image. Below are the examples of the visualisation components

Infographic futures

Opportunities seen should be explored and used to benefit, according to (Shafipoor, M., 2016). With the advent of soft products and technologies, new skills on how to develop colour, graphics and infographic texts can be improved and learned. It is very simple to learn new skills directly from the use of a computer with visualisation tools in a digital environment.

Colour

The infographic shows us the average cases of those infected with Covid 19, in the different countries. The results of the countries are show with percentage of infected with light blue color and this percentage of growths, into light yellow color (with a small percentage increase) orange color (for medium increased percentage) and red color (for very high increase) The text of the infographic is monophonic and easy to read

Text

You can clearly see the text in the image, and it is very convenient for anyone to read the various types of countries mentioned in the infographic. The font used can be identified by font number 14 as Times New Roman. This, in the eye, is quite good. It is impossible to fail to see what is printed. The fonts are the ideal size. Not too small for the picture and not too tall.

Graphs and graphics

The graph shows both a positive and negative average percentage, providing a wider perspective of how the percentage in various countries travels around. Both sides are shown by the x-axis: the decreasing side on the left (in blue) and the increasing side on the right (in red colour). This makes the graph easy to read and fitting for this data form.

There are no in-between values, on the other hand, any time a person needs to see the percentage of a given country, they have to map it down to the x-axis, and the person will easily be confused if it is not (like most times) on a dotted line. Other than that, the position of country names is inconsistent and should not be used to determine the country for which the data is shown in the graph. There are overlapping graphics, as described before, that do not include details about what country it is displaying. The last thing I consider as a con is that material is moving out of the control of the graph and cannot be measured precisely. The graph poses no legal questions.

Cognition

(Chatterjee, A., 2010) notes that the behaviour taken by the emotional state of a person to obtain information is cognition. This involves judging, learning, recalling, and fixing problems. The infographic positions a person in a very important and challenging memory load, as the coloured lines are so close together that all the countries depicted in the graph and their right percentage rate of the Coronavirus cannot be quickly memorised.

Improvement

I have some recommendations for the infographic to be improved. For example, you can view the same data on another graph, a basic bar chart, or on a scatter chart with negative values included. I will first propose experimenting with various colours for printing solutions to enhance this graph, allowing use of the Y-axis by adding signs to it, making the graph wider so that more countries can be shown (with the names shown), narrowing the graph by combining identical graphic details, labelling them with different colours and creating a "legend" with all countries.

8. References

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Lankow, J., Ritchie, J. and Crooks, R., 2012. *Infographics: The power of visual storytelling*. John Wiley & Sons.

