

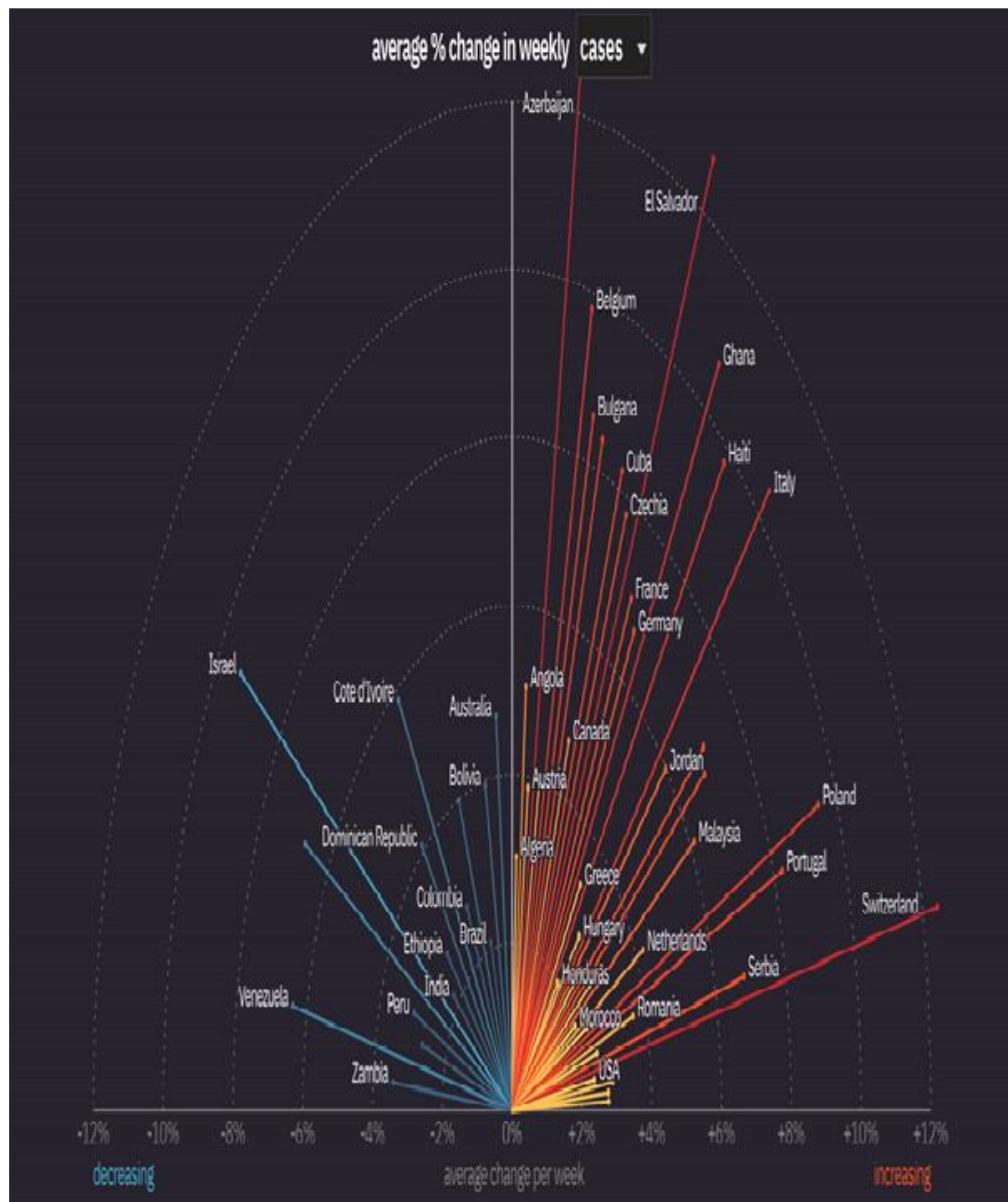
Data Analysis and Visualization
(ACCB4002)
Assessment 1 Task 1

Date: 22.12.2020

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Where is Coronavirus Rising & Falling?



Introduction

According to (Lankow, J 2012), an infographic is an image or a chart containing pictures and illustrations that better explains a particular topic of discussion. The infographic at hand is explaining whether the Corona virus is rising or falling.

The right side shows horizontal lines of different countries in the world, which indicates the rapid rise of the virus across the globe. On the left side, it contains the blue horizontal lines that indicate a negative effect of the virus to the countries named at the end of the lines. This shows a falling of the Corona virus only for the countries to the left.

This is the message the picture is trying to illustrate. (McKenna, S 2014) states that the aspects of visualization design include the following, the message being portrayed, the colours in the infographic, the text in the picture, the graphs and the graphics, the cognition and lastly the improvements that need to be done in the picture. Below are the illustrations of the aspects of visualization design.

Good Features of the Poster

According to (Nuhoğlu Kibar, P 2017), a good poster should contain the following characteristics. A good colour scheme that will indicate what the message is correctly and accurately. The texts in the poster should be very accurate and precise for it to be easily understood. The graphs should be accurately and correctly labelled. The graphics should be able to accurately provide information of the infographic. A good infographic should be easy for one to understand and memorize.

Opportunities in the Infographic

According to (Shafipoor, M., 2016), opportunities seen should be explored and used to the advantage. With the present of soft wares and technology, one can improve and learn new skills on how to improve on colour, graphics and texts in infographic. We are in a digital world, it is very easy to learn new skills right from the use of a computer with visualization software.

Colour

The colours used are blue, red and yellow. They each have different universal meaning. The blue colour indicates a negative or a falling of the corona virus, the yellow shows an average impact on the rate at which the virus is spreading and lastly the red indicates the danger zone, the countries that are being affected by the Corona virus. The colours enable you to see the illustration very well and they fit perfectly in interpretation of the infographic.

Text

The text in the picture can be clearly seen and it is very easy for someone to read the different types of countries mentioned in the infographic. The font used can be identified as Times New Roman with font number 14. This is very pleasant in the eye. One cannot struggle to see what it is written. The fonts are just the right size. Not too small and not too big for the picture.

Graphs

The third aspect is the graph. On the X-axis lies the percentage from the negative 12 to the positive 12. This is the key indicator of the rate at which the Corona virus is rising or falling. The negative side illustrates how the virus is falling and the positive side explains how the Corona virus is rising at a high rate. The Y-axis indicates the average rate the virus falls or rises per week.

One example can be the country named Azerbaijan; it is rising at an average of positive two percentages in one week. The Y-axis is not accurately labelled; this creates a misinterpretation on the weekly basis report. For correct interpretation, the axis must be clearly and accurately labelled.

Graphics

The graphics in the infographic all send a certain message, from the rates of the rising and the falling of the Corona virus to the percentage at which they rise or fall to the average rate on a weekly basis. The only graphic that can be hard to understand are the dotted lines running from one percentage across the graph. There is no key that can illustrate what the dotted lines are for. This makes it hard for the analysis to be done on the effects of the Corona virus. In the graphic, there are so many lines especially in the positive side; one cannot clearly identify which line belongs to this particular country.

The labelling of the heading and the graph's name has been clearly done and one can know the purpose of the infographic very fast and easy.

Cognition

(Chatterjee, A., 2010) States that cognition is the action taken by an individual's mental state with the aim to gain knowledge. Such include, judging, knowing, remembering and problem solving. The infographic puts an individual in a very critical and hard memory load, since the coloured lines are so much together that one cannot easily memorize all the countries represented in the graph and their correct percentage rate of the Coronavirus.

Improvements that should be done

Problems identified

The graph should be accurately labelled especially from the Y-axis. The dotted lines should have a key section that illustrates its relevance in the picture. The coloured lines in the pictures should not be too many for one to point out the particular country it belongs to. The last improvement should be on the blue lines on the negative side, there are some lines that do not have a country name at the end of it.

References

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