

YANNICK TSOBGNY

Student ID:1920006

Institution: University of Wales trinity and saint David

Module: DATA ANALYSIS and VISUALISATION

Module code: ACCB4002

Lecturer: dr.Anupam Mazumdar

Date:02 August 2021

Table of Contents

Analysis and visualisation of Data	3
introduction	3
Information on the Infographic	3
Assessing the use of colour	4
Assessing the use of text	5
Assessing the way graphics are incorporated	5
Suitability of the Infographic to the user	6
Improving the infographic and recommendations	6
Conclusion	6
Reference List	8
Appendices	9

Analysis and visualization of Data

Introduction

An infographic is a way of communicating information through the use of graphic to design elements like diagrams, graphs or illustrations [1]. The aim of an infographic is ; it usually give information in a manner that draws the attention of the reader and assist in comprehension. The use of graphic designs leverages a person's pattern recognition and greatly enhances their ability to understand data [2]. The purpose of this report is to evaluate an infographic on impact of COVID-19 on business, by assessing the way color, text, and graphics are incorporated. It also suggests how the infographic can be improved.

Information Presented on the Infographic

The given infographic provides key information regarding the impact of COVID-19 on business. Data shows that 66% of the respondents said that COVID-19 has become a critical threat to business. Only 2% claimed that the pandemic poses no threat on business, while 4% said the pandemic is so severe that some businesses may be forced to shut down permanently. However, 15% of respondents claimed the pandemic has positive impact as it offers opportunities for business. Regarding market disruption and innovation, 84% of respondents claimed that COVID-19 has greatly disrupted business operations. 77% argued that the pandemic offers an opportunity for greater innovation, whereas 66% claimed that businesses will be required to change the model of operation due to the pandemic.

Furthermore, the COVID-19 pandemic has resulted in a sharp decline on customer office print volumes. The industry sectors which have reported a growing demand include the healthcare by 54% and government by 32%. On the other hand, the demand for retail services, business and professional services, financial services and education has decreased by 71%, 63%, 60% and 49% respectively.

The pandemic has also provided opportunities in areas such as collaboration services, development of cloud digital workflow solutions and digitization of paper-based processes. Nevertheless, 35% of respondents are optimistic that businesses will recover in 6-12 months but only 6% claimed that there will not be business as usual.

Assessing the use of color

Color is a strong communication tool as it can influence mood and signal action. For any infographic, color can quickly set the mood and bring content to life. In this infographic, blue and green colors are dominant and used consistently throughout. These colors capture the reader's attention for the first few seconds [2]. There is also psychological impact of these colors. Generally, blue color is believed to have a calming effect or elicit feelings of serenity. On the other hand, green tends to portray rebirth, new beginnings, or growth. The colors match with the theme. COVID-19 is a threat; therefore, the blue color helps the audience to have feelings of calmness, and green shows new beginnings on business activities due to the pandemic. It is also important to note that the background is made less prominent such that it contributes but does not take over the most important information in the foreground

Assessing the use of text

Although the design of this infographic primarily guides the reader through the highlighted data and numbers, the text also plays a key role, as it holds attention and caps the story [3]. At the beginning, the title "The Impact of COVID-19 on Business" is kept simple, direct and captures the attention of the audience. Most important texts and headlines are written in bold enable the user to easily identify what is being introduced. Very few words are used, but the reader can understand the main message. Using few words is essential because it avoids overloading the infographic with too much information.

Assessing the use of graphs

The type of graphs used, mainly bar charts and pie charts are suitability for the kind of statistics being provided. These charts are perfect because they allow the reader to compare one or more data sets, and one can easily note the high and low value set [4]. To better understand how the demand is changing across different industry sectors, the bar chart clearly illustrates sectors that have reported decrease and increase in demand, and to what extent. Pie charts are also embraced in this infographic. In each pie chart, there are few sections to allow differentiation between the slices, the slices are ordered based on size, and their values add up to 100%.

Assessing the way graphics are incorporated

In the infographic, graphics the author created and Incorporated well to enhance proper understanding. They are drawn correctly and thus the reader can draw accurate conclusions. The author used good quality graphics consistently and they do not distract

the user. Spaces and colors are used effectively. The overall design enhances understanding.

Suitability of the Infographic to the user

This infographic is suitable for the audience. It is very informative, easy to read and comprehend. Moreover, the color scheme used does not hinder the user's ability to read, and the graphs are labelled correctly according to the data values. The introduction part introduces the reader to the topic, with compelling statistics and the design of the infographic drives the audience to the end of the display.

Improving the infographic and recommendations

Generally, the infographic is well designed, based on the kind of information being displayed. Most elements of a good infographic are considered; however, the author could have ensured that infographic is designed for universal access. For color blind audience, it is important to make use of patterns and textures in the design. The author may decide to identify appropriate shades and tints of color to differentiate information, rather than relying on color alone [2].

Conclusion

Evaluation of infographics important because it helps one to create a good infographic and ensures that the users are easily read and understand the main ideas. The author of this infographic used the elements such as color, text, and graphs appropriately. The user is attracted to find key information regarding the considered;

impact of COVID-19 on business. From the infographic, it is evident that the pandemic has impacted different sectors positively and negatively.

Reference List

- Dunlap JC, Lowenthal PR. Getting graphic about infographics: design lessons learned from popular infographics. *Journal of Visual Literacy*. vol. 35, no.1, pp.42-59, 2016
- R. Krun. *Cool Infographics: Effective communication with data visualization and design*. Wiley, 2013
- S. Durcevic (2019). *Designing Charts and Graphs: How to Choose the Right Data Visualization Types* [Online]. Available at: <https://www.datapine.com/blog/how-to-choose-the-right-data-visualization-types/>
- W. V. Siricharoen and N. Siricharoen. How Infographic Should be Evaluated. ICIT 2015 The 7th International Conference on Information Technology, pp.558-564, 2015

Appendix

Fig. Infographic about the impact of COVID-19 on business

