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Assessment 1. Task 1. Infographic.

In a world where data really matters, we all want to create effective charts. Most people will believe whatever you tell them as long as a chart is involved. There are many different ways a chart can accidentally communicate the wrong message, distort the truth, or make the data difficult, if not impossible, to decipher and consume quickly. Many charts have sophisticated and intelligent underlying information, but their presentation fails to convey the intended message.

Charts are not just mere illustrations, they are not just drawings, they carry meaning and there is no single rule to follow in terms of how high or wide to make a graph.

For a year, the entire world has been struggling with a health situation which affects everyone personally, but the most important is the economic and political impact on every country.

The statistics for increasing and decreasing of coronavirus is changing every second and there is a lot of info graphs, maps and charts which give us specific information for every country and city, also because of that we can make comparison and study separately all the same for a national situation as well for international.

An example of that is the infographics that I am using today to describe the background and comparison and how the average changes per week.

As we can see, the info graph is separated into two. On the left-hand side it shows the decreasing part, on the right-hand side we can see the increasing numbers in percentages. As well we have three colored lines - blue, red, yellow which help us to identify the exact percentage number and country on the info graph, and where the coronavirus is rising and falling.

The main message provided by the infographic refers to weekly changes of the evolution of coronavirus for a specific period, in this case 21st October 2020, and for a limited number of countries.

The three colored lines that fit the subject are noticeable and that make the aspect of visualization much easier.

However, we cannot ignore the mistakes that are so pronounced.

The first visible mistake that I can see in the infographic is that a few lines on the increasing part pass the limit of the percentages line and it is difficult to offer an exact answer in percentages for those countries.

The second mistake is that there are more lines than the listed countries. This fact is visible for both the increasing and decreasing part of the infographic.

As a result of these omissions the infographic does not provide clear and explicit information for a few data that we must analyze inside the infographic and it is preventing me from seeing information that is being presented.

Except from that, the infographic has an adequate design including the theme, color, and fonts. The information is easy to see, the text has a satisfactory size with a strong story and messages that determine us to want to process this information.

Visual representations are a proven way to make data and abstractions concrete. They can also mislead and confuse viewers when they are poorly designed. It is known that our brain is prewired to process visual content much quicker than text, which is why data design is so effective. By seeing the data, it is easier for your brain to intake, synthesize, and retain the information presented.

If I have to talk about the improvement of the infographic, there are some aspects to be solved:

1. To create a focus through contrast. I will identify the focal point of the infographic, then to emphasize the focal point through contrast, such as making it brighter, larger, thicker, or using a visual cue. This is to create a visual hierarchy using percentages.
2. Including only the necessary content. That means extracting accurate information from infographic and avoiding adding irrelevant and unnecessary visual information. In this case I will exclude the lines that have no listed countries.
3. To select colors that can be easily perceived. To choose colors that are easy to distinguish and make sure they are sufficiently separated from each other.
4. Choosing a clean, legible font.
5. Placing elements, numbers and data in a logical order.
6. Make the numbers easy to understand.

Clearly, data visualizations are important, but we often find that they're designed poorly or treated as an afterthought.

Data is one of the most powerful—and often overlooked—tools to communicate a message, whether in a company annual report or a thought leadership article on a blog. But those numbers alone will not necessarily make the desired impact if your audience cannot interpret them. That is why data visualization is key. It is important to process and present data in a way which makes it easy to analyze.

To conclude, I will make a correlation between what I said earlier and the infographic, since I accentuate the idea of how important it is to create a correct chart, to use the right tools and certainly to pay attention to data that you are using and the way to introduce the information to the audience.

The focus on this infographic should be on clear communication, structure, and the logic of the ideas.

In some ways, the infographic also reflects actual information, but there is an impulse to include everything in the same graph as a consequence of looking to busy or full.

An excellent visualization expresses complex ideas communicated with clarity, precision, and efficiency.

To sum up I would add that an excellent visualization also tells a story through the graphical depiction of statistical information and an infographic is a powerful way to make sense of all the data that we have, and it is helpful to make smarter decisions.

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Where is Coronavirus Rising & Falling?

updated 21 October 2020

average % change in weekly cases ▾

