

Health Infographics

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Assessment 1 part 1

Health Infographics.

Communication of Health information and scientific health data in the media has become more common in the last 2 years because of the COVID pandemic.

<https://www.researchgate.net/publication/304070860> Why healthcare professionals should know a little about infographics.

<https://www.researchgate.net/publication/352474150> Use of infographics as a health-related knowledge translation tool protocol for a scoping review.

One of the best examples is the website *Information Is Beautiful*

<https://informationisbeautiful.net/visualizations/covid-19-coronavirus-infographic-datapack/> which states that it is 'dedicated to helping you make clearer, more informed decisions about the world. All our visualizations are based on [facts and data](#): constantly updated, revised and revisioned.'

This meets the commonly accepted requirements for infographics; that they make information easier to understand. THE THUNDERFOOT WEBSITE

<https://teamthunderfoot.com/ideas/the-anatomy-of-an-infographic/> describes the THE ANATOMY OF AN INFOGRAPHIC: 6 ESSENTIAL ELEMENTS.

I am going to use these elements as a structure to assess the poster.

1. DESCRIPTIVE TITLE AND SUBHEADINGS.

- What message is the poster trying to provide?

The poster is trying to get the point across that exercise is good for you and has multiple benefits which is a common message; <https://www.health.org.uk/infographic/infographic-what-makes-us-healthy>. The main heading is clear at the top and this then leads on to the subheadings of the benefits. The title is a little long to be effective, just four words would have been better 'Physical activity for adults' and the 'older adults' could be referenced lower in the poster as this is distracting.

The list of benefits is rather long and having the general benefits on one side and then the medical conditions on the other, in the same colour makes look like they are all the same. It is the first thing you see. There are multiple suggestions on how you can be active for a longer period of time or intensive for half the time, this is clear.

The three boxes below are instructions about how to take action 'make a start today' etc but they are the same format as the benefits so the message is rather lost. These three boxes would be better at the bottom of the poster, ie once you have read the information, this is how you should take action. They are the last bit of the story and should be more vibrant.

The headings in colour boxes are in bold but they are different size text and 'Build Strength' seems to be more important 'be Active' so you can identify them straight away.

2. INFORMATIVE STATISTICS

This poster has two sets of statistics – reduction in percentage of medical condition and then the amount of exercise per week in minutes or number of days per week. This is simple and gets the message across.

3. BOLD, THEMATICALLY APPROPRIATE COLOR SCHEME

- Colour – Can you see everything? Do the colours fit the subject?

The Thunderfoot website suggests that colours should provide mood and invoke feelings in the viewer. This poster has chosen calm colours which are of the same tone and easily to read.

The important message is the benefits which are at the very top of the poster underneath the title and stand out because the text is white outlined in purple text boxes which is a contrasting colour.

The yellow background has required the text to be black which is uneven. The red is boldest and in the middle which, along with the font size makes it appear to be the most important message, it is not.

4. EYE-CATCHING GRAPHICS

- Graphics – Are there graphics that don't provide information?

There are no redundant graphics but some of the benefits could have had graphics to help communicate. The graphics are simple, one colour and the use of 'stick men' is a simple way to convey the message. It would take a lot of words to describe the activities, so graphics are better. <https://blogs.bmj.com/bjbm/2016/02/19/a-picture-is-worth-a-thousand-words-why-healthcare-professionals-should-know-and-care-about-infographics/>

- Graphs – Are the graphs easy to read? Are they of a suitable type for the data that they're being used to display? If so, are they harmless or do they actively prevent you from seeing information that is being presented?

There are no graphs on this poster but there is numerical data.

- Text – Can you read everything? Are there too many fonts or styles of text? Is the text too large or too small?

Some of the white text is really small which would be very difficult to read on the phone and doesn't catch your eye. Within the poster the text overall looks the same everywhere which is a bit dull and misses the opportunity to make things stand out. Quirky or different text could emphasis the messages.

5. CLEARLY ORGANIZED, SEQUENTIAL STORY

- Is the overall design good or bad? Does it raise any ethical issues?

Overall, I think the design is good but has room for improvement, specifically the small white text, dull purple boxes and failure to finish with a flourish using the text from the lowest 3 purple boxes.

Regarding ethical issues, the human figures are all white which doesn't show diversity. The message is physical activity for adults and might suggest that children do not need to care about their physical health

- Cognition – Does it put any unnecessary demands on the viewer in terms of memory load, perception or mental modelling?

In terms of unnecessary demands for the viewer, the purple boxes at the top are too numerous to get the really important messages across.

6. SPECIALLY FORMATTED FACTS

Colour could be used in the graphics as well; making the heart red, the 'Zzzz' blue, the brain pink and smiley face yellow – these ties in with common emojis which are a short cut for understanding.

- Improvements – How would you improve the infographic?

<https://www.healthworkscollective.com/how-create-healthcare-infographic/> describes 7 tips for designing a healthcare infographic, I would use this to improve this design:

1. *Be concise*: Moving the right-hand purple boxes to a different section would improve the visual impact.
2. *Be visually appealing*. The colour and font changes will help.
3. *Be of value and interest to your readers*. This is of interest and with a few small changes would become more appealing.
4. *Be accurate*. I believe this is accurate.
5. *Be creative*. More emoji style graphics and variation in text.
6. *Be transparent (always cite your data sources)*. The data is referenced at the bottom in very small text.
7. *Be mindful of copyright*.

5 Principles of Great Infographic Design

<https://www.hypothesisgroup.com/news/2014/11/13/5-principles-of-great-infographic-design> stresses the need to 1. COMMUNICATE ONE CENTRAL IDEA which this does well but could improve on 2. COMMUNICATE THE DATA CLEARLY. 3.CREATE LAYERS. There are no layers of text, just small and large font, but it is 4. EASY TO NAVIGATE because of the colours and layout. 5. KEEP IT BEAUTIFUL is not really achieved, it could be more imaginative without losing the simplicity of the message.

https://improvementacademy.org/documents/Projects/air_quality/The%20%20Graphic%20Principals%20of%20Public%20Health%20Infographic%20Design.pdf.



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Health Infographics

GRADEMARK REPORT

FINAL GRADE

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GENERAL COMMENTS

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PAGE 1

PAGE 2

PAGE 3

PAGE 4
