

0250002

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Critiquing & Creating Data Visualisations

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Intro

In this document you will see data being represented in forms which will demonstrate understanding of network, ordinal, categorical and nominal data. Data will be rearranged to extract information from it. It will address how effectively and creatively information is encoded by use of icons, shapes, size, position and colour.

Main

Physical activity for adults UK



The Message

This poster's message to the observer aims to present the benefits that exist in physical activity for adults and older adults. It makes a point of presenting the possible ways physical activity can help individuals reduce the risk of many diseases and general day-to-day wellbeing. However, the message extraction is somewhat complicated and may be hard to extract as there is an extraneous amount of content [1]

The Colour

The colours used are good for allowing individuals reading the poster associate sections so that they subliminally know when they are seeing different aspect of the topic covered. Some colours can offer positive and useful association, in some cases this will be used to show negative aspects of the message being told [2].

The Text

In terms of legibility and meaning the text and typeface should aim for optimisation of the message [2] However this has not been achieved very well as there is no clear change in fonts within the different aspect of the message being portrayed, and users may not be able to differentiate easily. Some text is too small and if the observer cannot get close enough, they may not be able to read it properly.

The Graphs

Graphs should create magic when presenting data, the whole flash of a situation being presented in an easy to understand and informative manner. Anything from the life of an epidemic, and era of prosperity or even a moment of panic can all be outlined through use of a graph [3] This infographic however informative does not seem to make use of graphs to represent its data and make information available to the reader.

The Graphics

Graphics can mean many things from maps, photographs, designs and patterns, diagrams, family trees, engineering or architectural blueprints, to name but a few [4] The use of pie and bar charts should have been applied in this infographic to better represent the differences of doing and not doing. The graphics are nice and offer basic information however there is no real direction being offered to the reader and one is left to wonder what should be read first and what leads from where.

The golden ratio and the rule of thirds can be seen being applied, but the hierarchy of the text doesn't seem to be well managed as it takes some figuring out to understand what relates to what [5]. Going by the graphics on this infographic I would say that it falls under statistical and informational infographic [6].

The Cognition

In infographics our cognitive abilities will reach at the mental action process/process of acquiring knowledge and understanding through thought. Cognition by humans takes for consciously and subconsciously, it can form abstract and concrete perspective as well as show intuition and help individuals conceptualise [7]. Providing the person reading this infographic has time to spare they may decipher its message through dissection and reassembly of its offerings however it does not instantly trigger a response and instil agreement in the observer with its message even though they may. The dots as it were are solid however they are not well connected.

Cogitation should encompass aspects of attention processes and intellectual function [7] they should go hand in hand however this infographic leaves too many opportunities for individuals to feel like they lack the mental competence to digest its message, and many may find themselves quickly walking away from it as the whole picture is not easy to see.

Working memory has limited storage [7] and for many individuals it's even harder to make things function properly in it overloading individuals with information they have to piece together does not present a clear message that a person may hold on to long term it simply leaves them dazed and confused about the subject matter.

The Improvements

Primarily, the heading should be altered to read: -

“Benefits Relating to
Physical Activity”
“For Adults in General”

This would give the reader a better and clearer understanding of the topics covered without technically repeating its targeted demographic. It would also state that it aims to present benefits and therefore set precedence as to what it aims to put across to the reader.

The use of sideways text would not be recommended, the benefits should not be sub sectioned but in a list format. The use of a table or bar chart for reduction in illnesses would be recommended [4].

Making the reader flow from one section to another would be an immediate action to take in improving the layout, currently a reader must consume digest and workout how everything fits together. A story would be better start by suggesting that by Minimising Sedentary time through being regularly active we may build up strength and improve balance. This infographic does not present itself like a script for an individual to follow to enact taking steps to being more physically active it simply creates an opportunity for most to be over informed and without the ability to instantly decipher the message somewhat confused as to what action they are supposed to take.

This is a notable example from Venngage I believe using it would allow for the information to be better presented and consumed. [8]



The data in the file.

#StopTheSpread

Proper hygiene stops the spread of the virus.

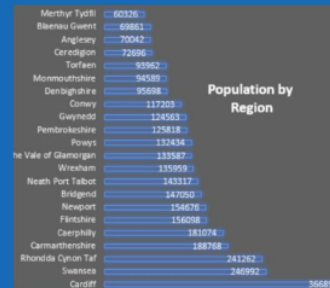
Remember 14.12% of recorded cases occurred during our 21 day october period.

Covid - 19 Stats Wales

Source:
MSOA

01

Here we can see the population size by region



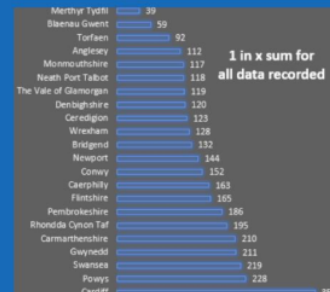
02

This image paints a clear picture of the number of individuals that needed to be tested in each region for one to be positive



03

This image paints a clear picture of the number of individuals that needed to be tested in each region for one to be positive



04

Cumulative number of suspected COVID-19 deaths reported to PHW - 6122

It is imperative you consider your hygiene



The above poster resents data that can be found on [Profile - public.health.wales.health.protection | Tableau Public](#). The file that was used to represent this covers a period of 7- and one of 21-days during October 2012 as well as an all-data sheet. The poster aims to give a clear outline in differences between patients testing positive during the period in the various local authorities within Wales. It briefly presents the case numbers and population size in each authority and gives the reader a solid foundation for as to why hygiene is important during these crucial times. It does this with imagery that allows the reader to sum up differences between authorities without asking them to digest too much data but aiming to have them well informed once they are done observing. Its aim is to offer simplicity so that if an individual was in a hurry, they would not be put off at first glance and their initial thought would be that the information would be easy to grab a hold of and move with it.

Conclusion

This report's goal was to critique a porter relating to health and hygiene and offer solutions for improving it which it has done to a high standard. The common goal in using infographics to present information should ideally involve simplified delivery of useful information. Interest must not be tampered with, if the item is placed in a correct setting the reader should already be in the suitable mindset to digest this information.

The poster created to represent the Covid-19 data clearly offers this for its reader. Should this be placed in a medical environment or around hygiene stations in public or private places individuals should be able to absorb and digest with ease.

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GRADEMARK REPORT

FINAL GRADE

/100

GENERAL COMMENTS

Instructor

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