

Data Analysis and Visualisation (ACCB4002)

Dr Anupam Mazumdar
Assessment 1 Task 1

Date:20/12/20

Dimitar Zlatanov 2014072 UWTSD(London)

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Introduction:

This assignment is focused on the knowledge of the different understandings of statistics.

Here, based on the assessment task, I will be answering two different tasks. First, in task 1, I will discuss various aspects of the infographic provided in Figure 1. I will analyze a given infographic in this assignment, starting from where the coronavirus rises and falls. Based on my results, I will respond to the good features or possibilities available and any suggested infographic improvements. Next, I will be analysing given data set to answer another five questions related to the treatment of the patients of different A&H health boards in Wales. Finally, I will be visualising my findings through an A3 size of poster in order to support my findings for task 2.

Background of the infographic:

For me to analyse the given Infographic, it would be better to have a quick look of the infographic. The infographic is given in the below.

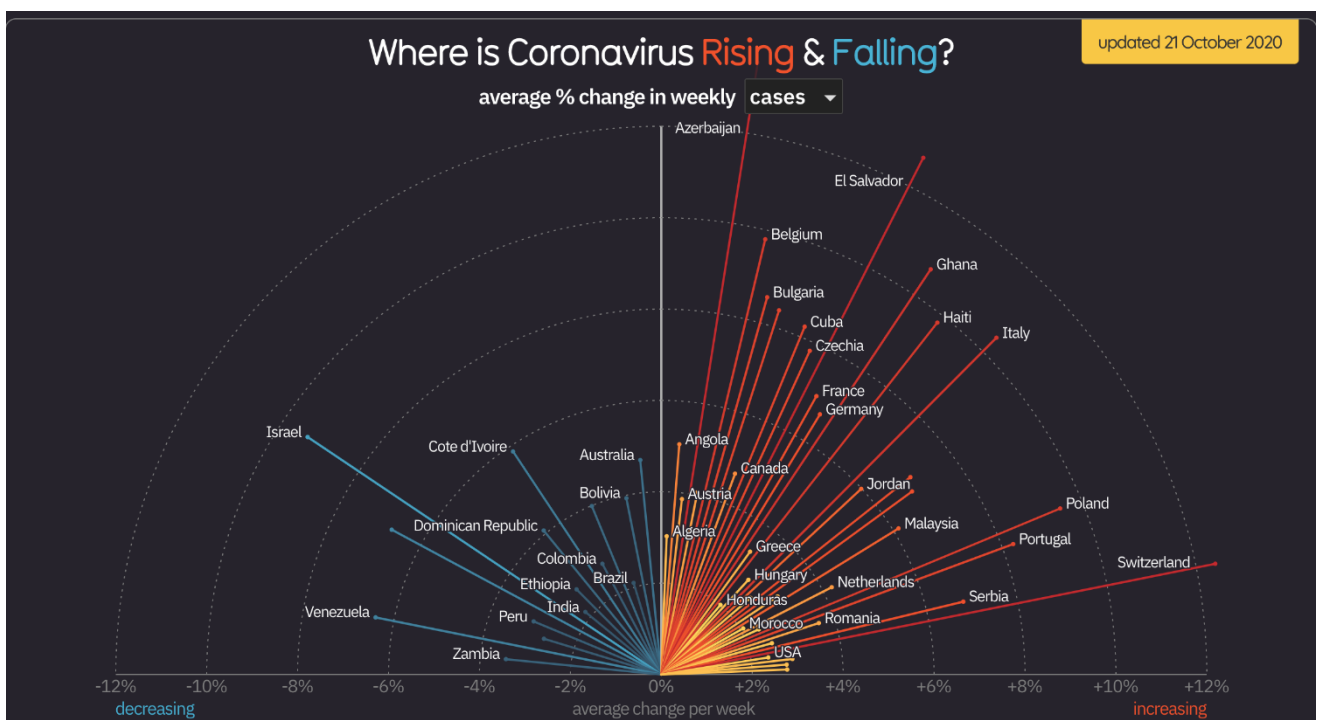


Figure 1: Infographic of where coronavirus is rising and falling?

Based on this Infographic I can see the average percentage change in a weekly case by rising and falling of Coronavirus. On the infographic it is illustrated that the cases are rising which draws your attention more than the falling half.

Good features of infographic:

- **Colour** – The background colour is good for the eyes so the other detail you provide with the lies can be clearly seen
- **Text**- the text is showing the countries and you can clearly read them. The title is obviously easy to draw the attention of the reader.
- **Graphs**- are well expressed for the reader to read and to capture their attention.
- **Graphics**- that provide clear information.
- **Cognition**- this Infographics is improving cognition by utilizing graphics to enhance the human visual system's ability to see patterns and trends [1]

Opportunities of the infographic:

The opportunities of infographics to present the rising and falling the percentage of the cases in each country. This could be analysed and improved to show the viewers.

Visual representations consisting of graphical infographics are Components of elements and details intended to communicate an informative background. The way they mix graphic aids and interactive images to effectively transmit text into an organic story, it is necessary to Text of theirs.

In comparison to other visual media, including interactive media, Infographics use story boards [2] or data driven video [3], Graphical static elements, text, and notable embellishments, crafted to encourage readers to understand the story easily.

Problems of Infographic:

- **Visual problems** – this infographic is hard to be understand, because of insufficient and wrong usage of visual elements. People may not engage with them properly. According to Edward Tufte If graphic element of design in infographic does not play a role to give specific information, it should be excluded from the design. He describes useless design elements such as 'chartjunks'; which include redundant shapes, lines or attractive elements. [4]. A busy infographic is off-hitting hard on to see.
- **Colour**- is a strong visual communication tool to express messages. The visual problem of this infographic is that various and incompatible colours distract people's perception. This infographic shows the Coronavirus where is raising and falling.

There are significant too many different colour lines that make confusing the viewers. In addition to use of the dark colour and dominant colours in this infographic, makes this infographic busier. As [5]states, “Colour is one of the most abused and neglected tools in data visualization.” It is not very good to use too many colours, it is important to use less to be easier for the eye.

- **Graphs** – This Infographic graph is showing the information does not clear as should be. I think this should be show with different type of graph. [6] Make it easier to view.
- **Graphics** – The graphics of this Infographics are too many and make the infographic busier for the viewer. Using unrelated visual elements in an infographic may create boring and unattractive effects for readers. [7] Reducing the lines of the infographic it is not matching with the counties/cities.
- **Cognition**- The cognition level is not that significant if we improve with different visualisation chart or infographic will increase the cognition level. Then will be simpler to see the data.

Recommendation for Infographic Improvements:

My recommendation for improvements of this infographics are:

- Colour can be improved from dark to a lighter colour. The text colour can be changed from light to darker, because to be easier for the viewer to read it.
- Text can be resized and changed to different type, there are to many styles and fonts
- Graphs can be made easier to be read, if we change the type of the date shown on the infographic.
- Graphics – There are lines where they do not provide any information, they can be removed to be cleaner and not so confusing. The overall design is not too bad but can be improved.
- Cognition- the cognition level from this infographic can a little bit more than usual. There are too many percentages and people maybe not remember them.

Conclusion:

Overall, the infographic for ‘Where is Coronavirus Rising & Failing’ is good, but with a lit bit of improvements from the colour, text, graphs and the graphics we can redesign it with different graphs to be easier for the viewer. The improvements of the infographic will help us to get most of the information displayed on it. It will give more clear view to the reader.

References

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