

REPORT

Assessment 1: Critiquing and creating data visualization

Module: Data Analysis and Visualization

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1. Introduction

In this report we have two tasks. The first task is to analyze the infographic "Physical activity for adults UK". We will make a short 1000-word report on how effective this is as a means of presenting the information it contains. The second task is based on the data provided to us in the task description. To create an A3 color poster which will allow the viewers easily to answer some questions about the database we are given.

- Brief analysis of Task 1

In task one we have to analyze the infographic in the Moodle "Physical activity for adults UK".

The reasons we need infographics are to communicate through messages, to present a large amount of information in a compressed and easy way to understand. We use the infographic to present data that determine the causal relationships. Also to classify (observe) changes or trends in the data. [1]

- Information presented on the infographic

The infographic given to us provides in the first place the information about the benefits of physical activity and how it reduces the percentage of possibility of certain diseases. Exemplary tips, activities and the corresponding improvements from their practice, are presented.

2. The seven points that need addressing:

I- Identifying the message

The main purpose of the infographic is to present short and quick information visualized in an appropriate way. The given infographic provides percentage data on the reduction of morbidity in physically active people. The graphics below provide simple and easy-to-understand tips for the reader. The added small images are easy on the eyes

II- Assess the way colour is used

Choosing colors for a poster requires choosing color combinations that are sober and harmonious to the eye. The color palette should not be too bright, too dark or distract from the content. Bright colors tend to create a happy and positive mood, while dark colors tend to project the opposite. Warm colors show excitement, optimism and creativity; cool colors symbolize peace, tranquility and harmony.

Analyzing our poster, based on this information we can say that the title in black tone is not very appropriate and does not draw attention to it. The colors below are well chosen. The purple color emphasizes the statistics well at the beginning of the intrography. Green, orange, yellow and blue correspond well with each other without irritating the eye and distracting from the data in the graphs. [2]

III- Assess the way text is used

The style of the text used in the poster is good. The title is well placed with enough space around it. The text fits well in the selected space

The use is limited to only one type of font, which does not distract the viewer and makes it enjoyable to watch. Viewers should be able to read the smallest text from a few feet away, which cannot be said completely for the entire text on this poster. This would not be a problem if the font was doubled in places to make it even easier to read. [3]

IV- Assess the suitability of the graph

The layout of the graphics is good. Each graphic has clear distinctions. The above statistical graph is visually divided into two halves. The graphs below are interrelated, but the data is clearly arranged so that there is no confusion. Color differentiation helps to easily and quickly absorb data.

V- Assess the way graphics are incorporated

The poster as a means of communication serves to convey a message through graphic synthesis. The poster attracts attention with its originality, contrast and focus on the center of interest. Images and slogans can be easily identified, making the poster effective. There are no unnecessary images that disturb the viewer. All the data contained in the poster are short and harmoniously arranged. The completed forms of the poster use illustrations and typography. The design of the poster is creative with the association of ideas, symbols and descriptive images.

VI- Cognition (is it suitable for the user)

Understanding the message is a function of the audience's cultural characteristics with symbols, metaphors, gestures and detailed

description. The appeal of the message allows the public to accept it on a sensory, emotional, social, intellectual and economic level.

There are no negative examples in the poster that could lead to confusion and ambiguity. The power of the message is focused on memory, persuasive and call to action. The target group and the objective are defined in terms of age. The message is defined precisely for the target audience. It is in the analysis of the context in which the poster is received regarding the perceptions of the target topic, the alternative attitudes towards the promotion of the message, the obstacles encountered in the mentality of the target group and the cultural characteristics of the target audience. [4]

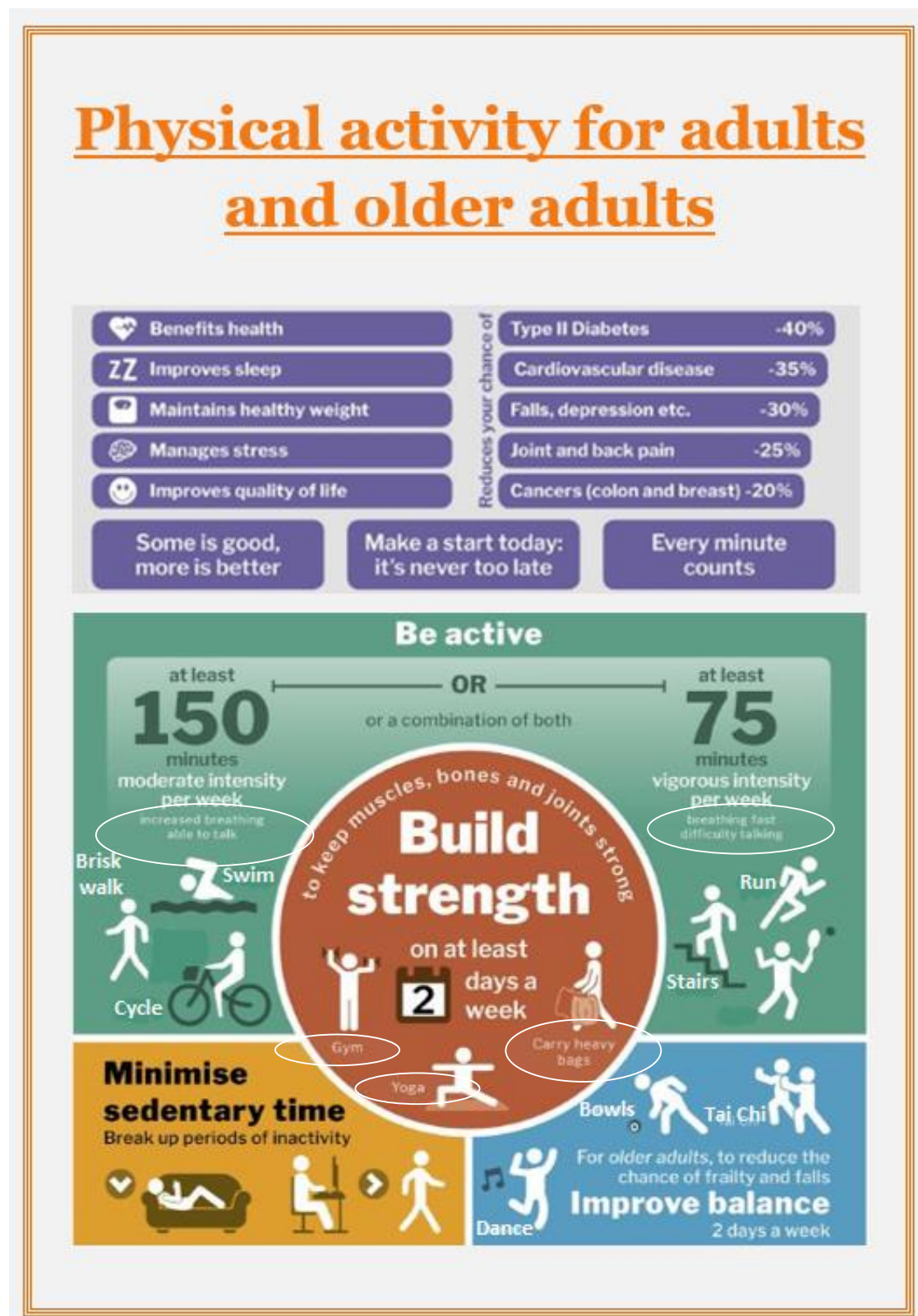
VII- Improving the infographic

White space exists as a key feature in poster design because it is needed to define its boundaries. It also creates a "breathing room" in the poster, which helps viewers to avoid feeling overwhelmed by the information presented. Roughly speaking, 30% of a poster should consist of empty space. That's why in my sample design below I left more space between the two parts of the poster. To be able to have more clear visual boundaries.

Analyzing the colors above, I have to mention the inappropriate black tone for the title, which does not attract the attention. I changed the black tone with a warm orange color, which will highlight it and fill it with optimistic character.

The text must be organized into sections and labeled with appropriate titles so that readers can easily navigate the content of the poster. But above all, the text must be CLEARLY legible and to describe the purpose of our study. I gave a few examples with a larger and doubled font of the

text next to the images and highlight others that I think need to be corrected. [5]



3. Conclusion

The correct layout FOR a poster is what best illustrates the purpose of our message.

In this report we have analyzed and discussed some of the key features such as: title, graphic (s), text, information. Also the layout, flow and color that influence the order and style of these key features.

4. References

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