

Finley Perry ASig 1

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Data Analysis and Visualisation – Assignment 1

Introduction

Workplace wellbeing is an extremely important topic that is constantly the height of the discussions within a workplace. Employers will seek to improve employee engagement, communication etc. Infographics are frequently used to convey complex ideas quickly and persuasively. I will be evaluating the effectiveness of “Wellness at Work” by Global Wellness Institute. [1]

The purpose of this report is to analyse how effectively the infographic communicates its message through visualisation design. The analysis considers target audience, colour use, text, graphs, graphics, ethical considerations, and more. The discussion then proposes design improvements. The report concludes by summarising the key strengths and weaknesses of the infographic and reflecting on its overall effectiveness as a communication tool.

Workplace wellbeing has become even more important in recent years, especially as employees face higher stress levels and changing work environments. Companies are now more aware that employee health and happiness can directly affect performance and success. Because of this, clear communication around wellbeing is essential. Infographics are useful in this situation because they allow large amounts of information to be shared in a visual and engaging way. They are especially effective when trying to influence the higher ups who sadly may not have time to read long reports.

Message and Target Audience

The main message of this poster is that workplace wellbeing initiatives are beneficial and strategically important for organisations. This message is conveyed through statistics linking wellbeing to outcomes such as higher productivity, profitability, employee engagement, and lower absenteeism and safety incidents. A secondary message is that workplace wellbeing is not a recent trend but has evolved over time.

The target audience appears to be more towards the higher ups of companies with many employees, like senior managers, human resources professionals and policy makers. The professional tone and use of economic indicators (e.g. profitability, earnings per share), and references to organisational structures suggest that the infographic is not aimed at individual employees but rather at those with the authority to implement these strategies.

The infographic does a good job of clearly showing why workplace wellbeing matters to organisations. By focusing on financial benefits, productivity, and safety, it speaks the language of business leaders. This makes the message more convincing for managers who are responsible for budgets and performance targets.

Colour Use

The infographic makes extensive use of colour, employing bright blues, greens, yellows, and pinks. These colours are generally associated with positivity, growth, and health, which fits the subject matter of wellbeing. The background gradients and sunburst effects in the top section also shows relation to this tone.

These colours are aesthetically pleasing, but they might introduce some issues. For example, certain text elements like the smaller percentages and notes, are placed on light and backgrounds with lots of colour. This could cause some contrast issues, which may make it hard for readers to find them.

The wide colour palette may reduce visual hierarchy. Research in graphic design suggests that limiting colour usage helps viewers identify key information more quickly. In this case, similar colours are used for both decorative and informational elements, making it harder to distinguish primary messages from secondary content.

The colours fit the theme of wellbeing, the number of colours used may be distracting for some viewers. When too many bright colours are present at once, it can be difficult to know where to look first. Some key figures may not stand out as much as they should because they blend into the background. Using fewer colours and increasing contrast between text and background would make the information easier to scan and understand. [2]

Text Use

The infographic uses multiple font sizes and styles, like for example the explanatory text is smaller. The hierarchy is good, because the large headings will draw attention, then statistics are emphasised through size and colour.

The size of the text is a notable issue, especially in the “Building Blocks” and “How We Got Here” sections. When viewed, some text becomes difficult to read without close inspection. Infographics should be readable under typical viewing conditions without excessive effort.

I like how the text is scattered out throughout the poster, there is a lot of space between other texts, making it easy to know which text is for what sections, and it looks aesthetically pleasing, like how the text follows the colourful line on the second page.

Excessive text increases extraneous cognitive load. [3]

Graphs

The graphs are somewhat easy to read, as it uses things like bolded headings and text spacing.

But some readers may have trouble, for example “The Building Blocks” section has a lot of elements within it, and it can be quite complicated to look at. The text is small and hard to read under some circumstances, and it feels like they prioritised the pretty visuals over the actual text and data.

They seem suitable for the type of data they are trying to represent, like the “How We Got Here” section is trying to show a timeline, and it does so well with the colourful line that goes down the page, like how a normal timeline would display on a line. The icons heading and the text along the line looks nice and helps with visualising a timeline.

The infographic does not use conventional graphs such as bar charts or line graphs. Instead, it presents numerical data as standalone percentage figures accompanied by brief descriptors (e.g., “37% lower absenteeism”). This approach is effective for communicating statistics and is good for a poster.

Graphics

The infographic relies heavily on illustrative graphics, including icons, buildings, people, and symbolic imagery. Many of these visuals are informative and supportive, such as icons representing productivity, safety, and financial wellbeing.

The design could be better as it provides some graphics that don't provide any information, like the massive building the “The Building Blocks” section. While it aligns with the “Building” part of the header to make the visualisation look cool, it takes up a

lot of space and makes the text around it seem less important, and hard to find. I think it raises an ethical issue of people with hindered sight. [4]

Cognitive Considerations

The infographic places some cognitive demands on the viewer. It requires switching between multiple sections and taking in quite a lot of information as well as graphics, which could be distorting. This could overwhelm some people. [5]

Some related elements are spatially distant, forcing the viewer to rely on memory rather than perception to connect ideas.

The infographic attempts to communicate too many messages simultaneously, which can dilute the impact of its strongest points. Coherence and signalling to guide attention is very important.

Improvements

To improve this poster, i would focus more on presenting the text and data rather the design and pretty colours, even though it is also an important part of data visualization. I would make the poster a lot simpler and try and make the important parts stand out more, and not have so many elements, especially crowded in one area.

The colour contrast could maybe be improved, like using less colour pallets, to help guide attention better.

Text could be reduced by replacing paragraphs with concise bullet points or icons, particularly in the “Building Blocks” section. This aligns with research showing that visual summaries are processed more efficiently than dense text.

The inclusion of simple comparative charts, like a bar graph, could improve data transparency and support analytical reasoning rather than relying solely on persuasive statistics.

Conclusion

The Global Wellness Institute Workplace Wellbeing Infographic is an engaging and visually appealing poster that effectively promotes the value of workplace wellbeing to important people in a workplace. It has strengths in positive tone, design and colour. But has issues like overcrowding.

By it being simpler, the infographic could communicate its message more clearly and ethically

The infographic is effective in presenting workplace wellbeing as a positive and valuable investment for organisations. It successfully attracts attention and delivers strong messages using colour and visuals. Some design choices reduce clarity and accessibility. By simplifying the layout, reducing visual clutter, and improving text readability, the infographic could communicate its message more clearly and reach a wider audience.

References

[1] T. G. Jobs, "The ultimate guide to workplace wellbeing: strategies, tips and insights for a healthier work environment," *The ultimate guide to workplace wellbeing: strategies, tips and insights for a healthier work environment*, Jan. 27, 2025. <https://recruiters.theguardian.com/advice/workplace-wellbeing-guide>

[2]

"How Colors Affect Brain Functioning | Psychology Today United Kingdom," [www.psychologytoday.com](https://www.psychologytoday.com/gb/blog/how-my-brain-works/202301/how-colors-affect-brain-functioning). <https://www.psychologytoday.com/gb/blog/how-my-brain-works/202301/how-colors-affect-brain-functioning>

[3]

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[4]

G. Makarskaite, "Cognitive Load and Cognitive Demand: How the Brain Makes Design Decisions - Attention Insight," *Attention Insight*, Nov. 29, 2025. <https://attentioninsight.com/cognitive-load-and-cognitive-demand/>

[5]

M. Lam, "6 Tips to Avoid Overwhelming Visitors | Cornerstone Digital," *Cornerstone Digital* / , Nov. 08, 2020. <https://cornerstone-digital.com.au/6-tips-to-avoid-overwhelming-visitors> (accessed Dec. 14, 2025).



FINAL GRADE

GENERAL COMMENTS

46/100

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills		
Minimal number of sources. A better range of academic / credible sources would have been desirable. Referenced to IEEE standards throughout the text.	10	4
2. Knowledge and Understanding Skills		
Some knowledge demonstrated based on literature as the text has been referenced, however more referencing would have backed up points raised better. A little more justification toward some points would have been beneficial.	15	9

A more detailed discussion of some of the good and bad would have been advantageous in parts.		
3. Cognitive and Intellectual Skills		
More detailed discussion of recommendations for improvements would have been beneficial, especially around graphs and visualisation, giving more justification.	1 5	7
4. Practical Application Skills		

It would have been desirable for the brief to be followed. The brief asked for one A3 infographic poster with all visualisations on it. Good to see a title / heading as well as labelling / sub headings within the visualisations however some of the text being sideways (albeit that they are on the other pages) makes the infographic difficult to read and follow Was the text actually needed or does it detract? Only looking at the first page, only two of the questions are answered here, albeit that the other questions have been answered by basic visualisations on the other pages. Although good to see background colour used, consideration to the colour choices may have been beneficial. Are the colour choices suitable for engaging the audience?	50	21
5. Transferable Skills for Life and Professional Practice		
Some elements missing such as cover page and contents, but generally reasonably well presented and sectioned. Avoid first person terminology like 'I' in favour of third person terminology and avoid subjective language to produce a more objective report.	10	5

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