



University of Wales
Trinity Saint David

Title of report

Data Analysis and Visualisation

ASSIGNMENT 1 Task 1

Module Code: ACCB4002

RANGEL GEORGIEV STOITSOV

Student ID: 2029065

Lecturer: Koushik Modak

Date submission:

4/04/2022

Table of Contents

INTRODUCTION:	3
Colour:	4
Text:.....	5
Graphs and graphics:	5
Cognition:	5
Improvement:.....	5
References:.....	7

INTRODUCTION:

Infographics are visual presentation of information through illustrations, diagrams, photos, three-dimensional models and more. Infographic design is a narrative process that involves presenting and interpreting to develop and convey an idea. Infographics are used to illustrate processes, events, various mechanisms, and other business information [4]. Data presented visually is often easier to understand than text-heavy articles and case studies. They tell stories at a glance and are easy to understand.

Brief analysis of Task 1

In the first task we must analyze the infographic in Moodle "Physical activity for adults UK".

Our case, data are shown on how physical activity can reduce many diseases in the elderly. In the top field are selected how physical activity affects the state of life and its individual parameters. There is also a percentage improvement or minimization of some diseases after we start to improve physical activity. The green field gives examples of how to start improving your physical condition with a minimum of exercise for a week and activities. Red shows how important it is to maintain muscles and how to do it in our daily lives. Orange shows harmful habits to minimize. In blue are the recommended activities in groups that would keep us in shape for the future.

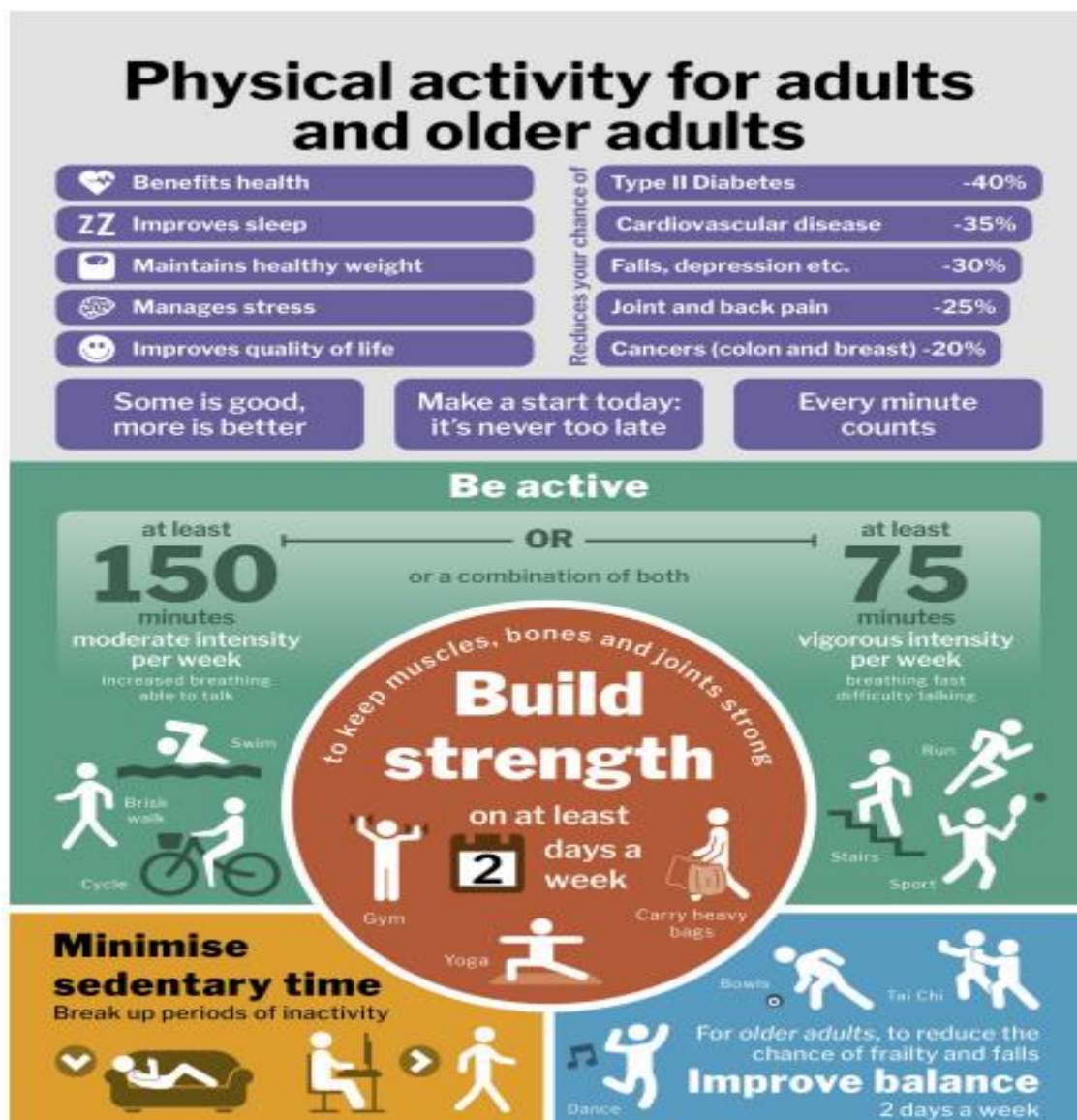


Fig 1. Physical activity for adults and older adults

Colour:

Choosing colors for a poster requires choosing color combinations that are both sober and pleasing to the eye. The color palette should not be too bright or dark and should not deviate from the content. Bright colors tend to project a positive and harmonious mood, while choosing darker colors do just the opposite. The so-called warmer colors evoke excitement, optimism, and creativity, while the cold colors represent calm.

Some colors can change our mental state or even affect our physical condition. [2] The infographic shows how physical activity can help the aging population and the elderly to reduce the likelihood of diabetes, depression, joint disease, and back pain. Below in green are the activities you can do to maintain your body and spirit. The colors show everyone what are the important things and what are the dangerous things that we need to reduce to be in good shape and maintain ourselves.

Text:

The weaknesses I see in the infographic are in the text there are too many different font sizes, and the text can be reduced because there are pictures of sports and written sports, and it is implied by the picture. I would improve the font size so that it can be identified by anyone as it is aimed at aging people, which suggests that they are visually impaired. I would also remove the vertical text so that the whole text is horizontal, which would contribute to faster reading and comprehension.

Graphs and graphics:

The presented graphs are easy to read and understand, showing the percentage by which the respective diseases in the elderly can be reduced if they improve their physical activity. They show how they can do it and with what exercises, how long to do it in a week. It is also shown and it is easy to understand which harmful habits should be reduced in order to improve our physical activity. The data shown correspond to the corresponding indications in the graphs and I think they are well selected for this infographic.

Effective infographics have been found to use appropriate images, while less effective infographics include decorative visualizations that serve as a distraction to the message. [5]

I would not change anything in the design because it is well structured and presents data and graphs so that they are easy to understand and remember.

Cognition:

The poster is well structured so that people who watch it could not be confused or leave vague information about them. The message is defined precisely for the target audience.

The infographic notes that the behavior taken by a person's emotional state to obtain information is knowledge. This includes assessing, learning, recalling, and resolving problems. [1] Infographics put a person in a very important and challenging memory load, as color fields help a person to systematize the information displayed according to himself and what he needs to improve in his life without wasting much time understanding the infographic. It also shows the importance of physical activity for every person to be healthy or to minimize the risk of serious illness with age.

Improvement:

The recommendations for improving the infographic that I must make are for the text, the whole text should be in a horizontal direction so that it can be read quickly and for understanding it, so that it and the font size are larger. I will remove the text that describes

the sports figures, because it is implied what kind of sport it is recommended for, it is not necessary for them to be written with text.



Fig 2. Physical activity for adults and older adults (reworked)

References:

- [1] Chatterjee, A., 2010. Disembodying cognition. *Language and cognition*, 2(1), pp.79-116.
- [2] https://dustinstout.com/what-colors-communicate/?utm_content=bufferd7b17&utm_medium=social&utm_source=pinterest.com&utm_campaign=DustinWStout
- [3] *Infographics for Dummies* book by Justin Beegle, MBA 2014
- [4] Oetting, J. (2015, February). The science behind why our brains crave infographics (In an Infographic). *Agency Post*. Retrieved from <http://blog.hubspot.com/agency/science-brains-crave-infographics>. doi:10.1007/s11423-007-9060-7. [[Crossref](#)], [[Google Scholar](#)]
- [5] Smiciklas, M. (2012). *The power of infographics: Using pictures to communicate and connect with your audiences*. Indianapolis, IN: Que. [[Google Scholar](#)]