

Poster Analysis

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FILE	13648_JORDAN- LEE_VAN_DE_CAPPELLE_POSTER_ANALYSIS_192215_1986591825.DOC X (16.62K)		
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Secret of Success Poster Analysis

What message is the poster trying to provide?

The central message that the poster is trying to provide is how different classes in society view their life approaches and what values are needed for success in life according to said classes. To achieve this message the poster contains a radar graph with various attributes and qualities that people use in life, and compares how many of each group answered to said qualities.

Colour

In terms of colour, the poster makes the different social classes stand out from each other by utilising bright, vibrant colours. The poster has pink representing the poor, blue representing the middle class and orange for the rich people. Separately, as certain parts of the poster show, the colours stick out against the dull grey background and is easy for the viewer to see. However it is with the mixture of these three colours that the distinctiveness ends up lost. According to Josef Albers [1] it is very hard for a person to remember distinct colours because their "visual memory is poor", and applied here it may be hard to remember the poster because the distinct colours are lost in the middle of the graph.

Text

The text of the poster itself is effective in its contrast with the light grey background, enabling the viewer to easily take in the words presented. The poster uses the same font, which keeps the visual style of the poster consistent, however the poster has different types of typographical emphasis within the contents of the poster, which does not help in establishing a clear identity. [2] The top texts are easy to engage and absorb information from, as the boldness of the black text makes it stick out more. However, the texts in the legend and around the chart do not showcase the same boldness, and therefore can be harder to read. It does not help that the text curves around the chart, making it hard to read unless the viewer bends their head to the sides.

Graphs

The graphs of the poster are structured as a star chart, which is a good design chart for showcasing a variety of responses from multiple people as they can clearly convey which aspects had the most responses versus the least from amongst a certain class people. In terms of graph presentation, the poster has a clear and effective way of displaying the data as well as group trends. [3] The issues with the graph are more so to do with the graphics.

Graphics

The graphical presentation of the poster covers most of the information, with a legend providing context to the information of the chart and the chart graphics showcasing the three graphs as one and how they compare with each other. The only piece of information that is not clearly provided is the data informing the graphs, which are demonstrated with circles containing the numbers which possibly indicate the amount of people who responded to particular questions. Though because there is no context to back up those graphics it could be hard for the viewer to understand what exactly they represent. However, just because it is not explained clearly does not necessarily mean it is effective, as sometimes the viewer may only need to get the general idea of how the data is presented, rather than the precise details [4]. The graphical presentation of the legend key section is not as streamlined as it should be, opting to use the shapes in the graph as keys instead of simple shapes like squares or circles.

Cognition

In terms of cognition, the poster contains a lot of aspects that may put unnecessary demands on the memory load of the viewer. People are only able to store around four pieces of visual information in their short-term memory [4], the numerous text and icons around the graph chart, which while important in communicating the information will overwhelm the viewer from a visual perspective. For long term memory the only thing the viewer will be able to recall only the colours depicted in the graph because their vibrancy in contrast to the grey background.

Improvements

The infographic could be improved in these ways:

1. From a colour perspective, the poster could benefit from having single block colouring rather than the fade effects seen in the graph and the background of the poster. Single block colours will help to simplify the look of the poster and make it easier for the human eye to process. Another way to make it easier to read would be to emphasise contrast [6], in this case the contrast would be showcased between the rich and working class groups. This would be effective at showcasing the gap between the two classes and therefore paint how different both groups view their outlooks on life.
2. From a graph perspective, instead of being a radar chart the poster could be a grouped bar chart, which would serve better in showcasing a large amount of information in a small amount of space [7]. While it is not the most exciting way of displaying information it is something that can be easily viewed and would be more effective in showcasing the differences between the groups.
3. All of the text in the poster could do with being enlarged and boldened, not only would this keep the typographical emphasis consistent but would be more likely to communicate the context of the data to the viewer in a clear manner.
4. The legend keys of the poster are necessary for providing information as to what groups are which, but instead of displaying the shapes shown in the chart the keys could be displayed as squares. This would give that area of the poster consistency and clarity to the viewer.

5. The texture of the background is not necessary in the composition of the poster, instead of having a textured background there could be a single block colored background. This would help in making the colours of the radar chart stick out more to the viewer as well as give the poster more visual consistency.

Bibliography

1. Albers, J., 2013. *Interaction Of Color: 50th Anniversary Edition*. Yale University Press.
2. Hyndman, S., 2016. *Why Fonts Matter*. Random House.
3. Kirk, A., 2016. *Data Visualisation: A Handbook For Data Driven Design*. Sage Publications Ltd.
4. Tufte, E., 2007. *The Visual Display of Quantitative Information*. Graphics Press LLC.
5. Nussbaumer, C., 2015. *Storytelling With Data: A Data Visualization Guide For Business Professionals*. Wiley.
6. Krum, K., 2013. *Cool Infographics: Effective Communication With Data Visualization And Design*. Wiley.
7. Huggett, R., 1990. *Business Charts And Graphs (in Business Now)*. Palgrave Macmillan.

Poster Analysis

GRADEMARK REPORT

FINAL GRADE

66/0

GENERAL COMMENTS

Instructor

Student FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills		
·		
Links to literature.		
· Some references used from a variety of sources.	10	8
· Evidence given of wider reading		
2. Knowledge and Understanding Skills		

Description of what is wrong with the original poster. · Explains most identified problems in terms of cognitive processes · You have shown that you understand good visualisation practice by identifying in the infographic, and by pointing out situations where good practice is not being followed. ·	20	13
3. Cognitive and Intellectual Skills		

Suggestion of improvements to the visualisation · Message clearly Identified. A good evaluation of the 'message' · You have included some interesting improvements to the visualisation · Most points supported by relevant literature. Choice of appropriate methods to present data clearly and answer the questions asked of the data in the poster. · Overall good, but some aspects are difficult to follow – good use of different graphs. · Most of the questions answered competently	15 20	12 12
4. Practical Application Skills		

Presentation of data with appropriate use of colour, shape, text and other creative elements. · The different shades of green on the 'Attendance' graph are difficult to distinguish · The use of the yellow and orange red and green are good and stand out clearly from the background · Total patients graph very difficult to read – too small. Can't see numbers on minor vs major. · Good use of an image of a hospital ward in the background. · Very good variety of graphs · Exhibits creativity	25	15
5. Transferable Skills for Life and Professional Practice		

Document presentation, referencing. · The document layout and structure is good · No introduction or conclusion. · Easy to read · No spelling or grammatical issues. · Within the wordcount ·	10	6
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Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)

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