

work

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DATA ANALYSIS AND VISUALISATION



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Brief

Task 1



What is the poster trying to tell us?

This is an infographic from the UK Chief medical officer based on the importance of Physical activity for adults and older adults. This infographic lists the importance of physical activity by listing the health benefits such as the improvements to sleep, improvements to quality of life and also reduces the chance of more serious diseases and illnesses such as Diabetes, Cardiovascular disease and Depression. It also give motivational quotes for beginners to start and to get into the right mind set for example "Ever minute counts". The infographic also gives us an estimated time of how much exercises we should be doing at different levels for example it says you should be doing "75 minutes of vigorous intensity per week" to "150 minutes moderate intensity per week". It also give us different activities we can do in those time depending if you're doing a moderate or intensive

activity. This infographic also tries to give us simple activities and tell us the benefits such as carrying heavy bags builds strength. Showing us even the simple activity has its benefits.

The infographic shows us that even throughout our day when we do have those times of inactivity we should implement some sort of physical activity such as a walk.

Lastly the infographic shows us the importance of physical activity to older adults and listing a few activities that are suitable for them for example bowls and dance.

What are the colours impact?

When making an infographic choosing the right colours are very important when making your infographic. Making sure it's sure its design adding an extra appeal to the visual representation [1]. Using the right colours scheme represent the Infographic designer's topic and helps readers by showing the readers the infographics true meaning [1]. Your colour choices depend on what audience you're trying to target. Choosing colours which suites the right emotional message or mood is critical even for a marketing point of view [2]. The impact of colours is so critical it can affect how your audience feel. Depending on the colours can trigger different psychological effects [3]

The infographic uses colours to separate the different types of information that it's providing. The infographics uses toned down version of the colours it uses to make it easier for people to read the text. For people that have a normal eye colour the infographic does well using multiple colours and still making the information visible using different colour texts to go onto of the different background colours. The infographic uses bright colours to give a positive mood to its readers to motivate beginners to start.

Disability

It is important for an infographic creator to keep in mind that not everyone can see the colours in the same way so making sure that you use the right colours that allows majority of people to being able to see the infographic clearly including people with colour blindness. For this exercise the colour blindness simulator will show the infographic in different ways depending on the colour blindness.

Normal

Drag and drop or paste your file in the area below or: Inforgpahic.jpg

Trichromatic view: *Anomalous Trichromacy:* *Dichromatic view:* *Monochromatic view:*

☒ Normal ☐ Red-Weak/Protanomaly ☐ Red-Blind/Protanopia ☐ Monochromacy/Achromatopsia

☐ Green-Weak/Deuteranomaly ☐ Green-Blind/Deuteranopia ☐ Blue Cone Monochromacy

☐ Blue-Weak/Tritanomaly ☐ Blue-Blind/Tritanopia

Use lens to compare with normal view: ☒ No Lens ☐ Normal Lens ☐ Inverse Lens

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Physical activity for adults and older adults

Benefits health

- Improves sleep
- Maintains healthy weight
- Manages stress
- Improves quality of life

Reduces your chance of:

- Type II Diabetes -40%
- Cardiovascular disease -35%
- Falls, depression etc. -30%
- Joint and back pain -25%
- Cancers (colon and breast) -20%

Some is good, more is better | Make a start today: It's never too late | Every minute counts

Be active

at least **150** minutes moderate intensity per week (increased breathing starts to talk)

OR

at least **75** minutes vigorous intensity per week (breathing hard, difficulty talking)

or a combination of both

Build strength to keep muscles, bones and joints strong on at least **2** days a week

Minimise sedentary time Break up periods of inactivity

Improve balance For older adults, to reduce the chance of falls and falls 2 days a week

DR CHAD BRADSHAW (2015) UK Physical Activity Guidelines 2015

As you can see this is set to normal as people with no colour blindness disability would see.

Drag and drop or paste your file in the area below or: Choose File Infogrphic.jpg

Trichromatic view: Anomalous Trichromacy:

☐ Normal ☒ Red-Weak/Protanomaly
☐ Green-Weak/Deuteranomaly
☐ Blue-Weak/Tritanomaly

Dichromatic view:

☐ Red-Blind/Protanopia ☐ Monochromacy/Achromatopsia
☐ Green-Blind/Deutanopia ☐ Blue Cone Monochromacy
☐ Blue-Blind/Tritanopia

Use lens to compare with normal view: ☒ No Lens ☐ Normal Lens ☐ Inverse Lens

[Reset View](#) [Open simulated image in new window](#)

The infographic provides comprehensive guidance on physical activity for adults and older adults. It highlights key health benefits such as improved sleep, weight management, stress reduction, and quality of life. It also lists specific risk reductions for conditions like Type II Diabetes, cardiovascular disease, depression, joint pain, and certain cancers. The central section outlines two primary activity targets: at least 150 minutes of moderate intensity or at least 75 minutes of vigorous intensity per week, which can be combined. A core message is to 'Build strength' by keeping muscles, bones, and joints strong through activities like cycling, walking, yoga, and carrying items. Additional sections encourage minimizing sedentary time by breaking up inactivity and improving balance to reduce fall risks, particularly for older adults.

Physical activity for adults and older adults

Benefits health	Improves sleep	Maintains healthy weight	Manages stress	Improves quality of life	Reduces your chance of:	Type II Diabetes -40%	Cardiovascular disease -35%	Falls, depression etc. -30%	Joint and back pain -25%	Cancers (colon and breast) -20%
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Some is good, more is better

Make a start today: it's never too late

Every minute counts

Be active

at least

150

minutes

moderate intensity per week

increased breathing when you talk

Walk
Cycle
Stairs

OR

at least

75

minutes

vigorous intensity per week

increasing heart rate noticeably

Run
Jump rope
Sports

or a combination of both

Build strength

to keep muscles, bones and joints strong

on at least **2** days a week

Gym
Yoga
Carry heavy bags

Minimise sedentary time

Break up periods of inactivity

Improve balance

For older adults, to reduce the chance of frailty and falls

2 days a week

Tai Chi

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Green Blind/Deuteranopia

Drag and drop or paste your file in the area below or: Inforgraphic.jpg

Trichromatic view: Anomalous Trichromacy: Dichromatic view: Monochromatic view:

☐ Normal ☐ Red-Weak/Protanomaly ☐ Red-Blind/Protanopia ☐ Monochromacy/Achromatopsia

☐ Green-Weak/Deuteranomaly ☒ Green-Blind/Deuteranopia ☐ Blue Cone Monochromacy

☐ Blue-Weak/Tritanomaly ☐ Blue-Blind/Tritanopia

Use lens to compare with normal view: ☒ No Lens ☐ Normal Lens ☐ Inverse Lens

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Physical activity for adults and older adults

Benefits health

- Improves sleep
- Maintains healthy weight
- Manages stress
- Improves quality of life

Reduce your chance of:

- Type II Diabetes -40%
- Cardiovascular disease -35%
- Falls, depression etc. -30%
- Joint and back pain -25%
- Cancers (colon and breast) -20%

Some is good, more is better | Make a start today: it's never too late | Every minute counts

Be active

at least **150** minutes moderate intensity per week (increased breathing, able to talk)

OR

at least **75** minutes vigorous intensity per week (breathing fast, difficult to talking)

Build strength

To keep muscles, bones and joints strong

on at least **2** days a week

Minimise sedentary time

Break up periods of inactivity

Improve balance

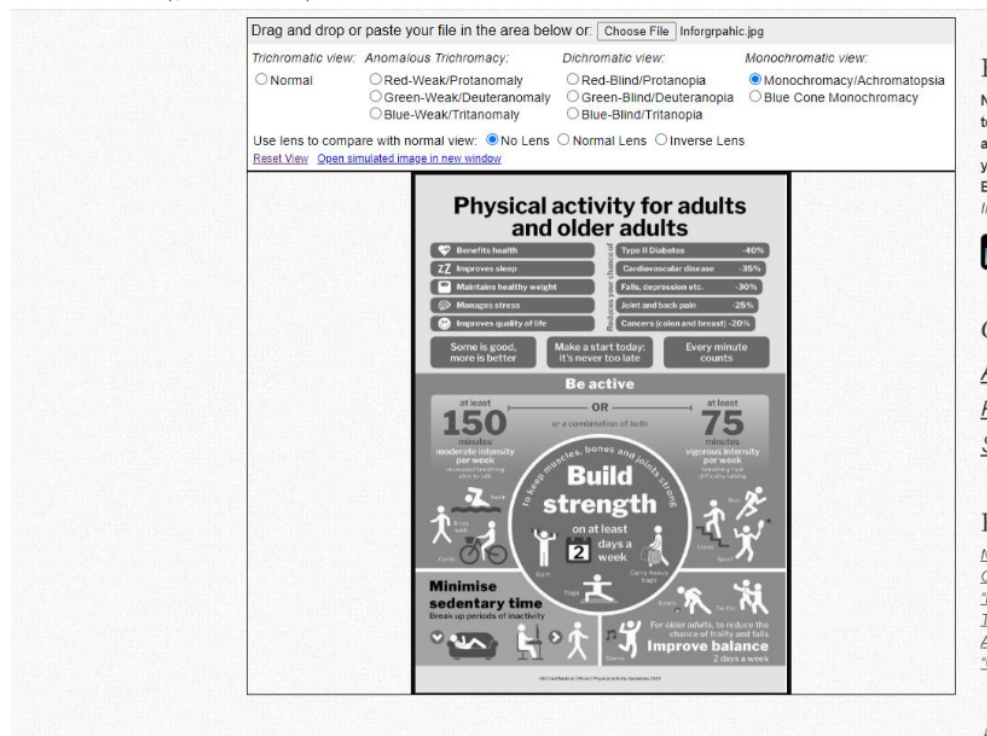
For older adults, to reduce the chance of frailty and falls

2 days a week

© 2014 National Institute for Health and Care Research. Physical Activity Guidelines 2014

For this test it would be better if the numbers were in a lighter colour like a yellow to make it more visible to help it stand out from the dark background.

Monochromacy/Achromatopsia



For this disability people cannot see colour. So it's important to make sure to add more graphs symbols, Images to make the infographic easier for people with Monochromacy colour blindness. With images of activates makes it a bit easier [4].

Text?

In infographics it is important to not implement too much text. Infographics should provide a more visual representation. Making an infographics that give information using graphs, images and diagrams are some of the main reasons why infographics are used often to present information. With text you need to keep it light and simple. Use it to summarise what the more visual attractions are trying to show on your infographics [5].

This text does well with not giving too much information via text. It adds enough images and makes the text more visually pleasing when adding bold text to make it easier to see what information is available.

Graphics/Graphs?

Graphics are important to infographics. It's what makes them popular to use to give information to people. It's also easier to present new information to people using graphics because people tend to remember what they see visually compared to what they read. A well-made Graphics can tap into your optic nerve which allows readers to take in more information via visual messages [6].

The Infographic does well to provide a lot of graphics. The graphics show different types of activities to get into to help with increasing your physical activity. Because of the many different images of activities this helps beginner's understand there is a physical activity you can try such as swimming or cycling. Also shows that even simple activities such as walking helps.

Improvements?

Overall the infographic is very good. Some slight changes I would make is adding more visual graphics such as graphs or charts to convince adults and older adults that progress with physical activity over time can give large benefits. Also another change I would implement is changing the colours of the heading to make it stand out more compared to the background because of the similarity even for people with colour blindness.

Task 2

Covid Cases Wales Data October 2021



Covid Cases in local Authority
past 21 days



Local Authority cases per
100,000



What is the poster trying to tell us?

For this infographic it shows the amount of covid cases in local authority around Wales over the past 21 days. It also shows cases in Wales's authority. It also shows the total cases the past 21 days that have been tested positive in percentage.

What are the colours impact?

With the colours I tried using the colours that are colour blind friendly as I could. One of the best compose was to use Blue/ Orange. Using one colour that is not usually associated with CVD work well together [7].

Text?

Same with colours that were choosing were the best colour blind friendly.

Graphics/Graphs?

The graphics/graphs that were choosing was the best for presenting the data to someone that looks at the information first time.

Improvements

The biggest improvement that need to be implemented is the colour to the text to make it clearer maybe to a brighter colour like yellow/Orange

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