

Breakfast of Champions

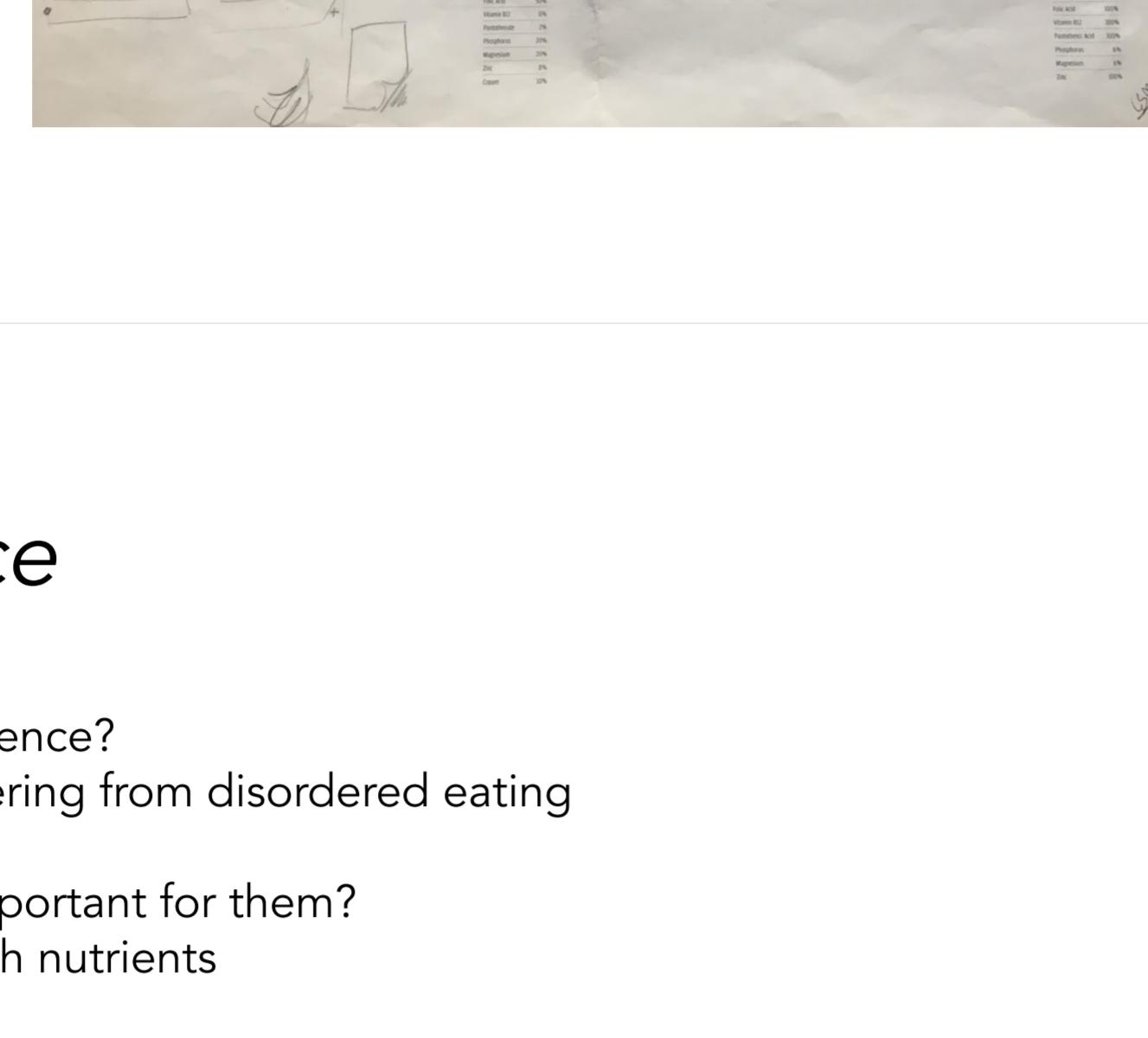
The Problem

Given a dataset of random breakfast foods and their nutritional facts, design two related infographics that offer variations on the "story" of these foods.

Choose a target audience and decide which five nutrients to incorporate

Draft tables and graphics before completing a final project consisting of a table and infographic pair.

Step One: Evaluate the data



Audience

What is my audience?
women recovering from disordered eating

What is most important for them?
getting enough nutrients

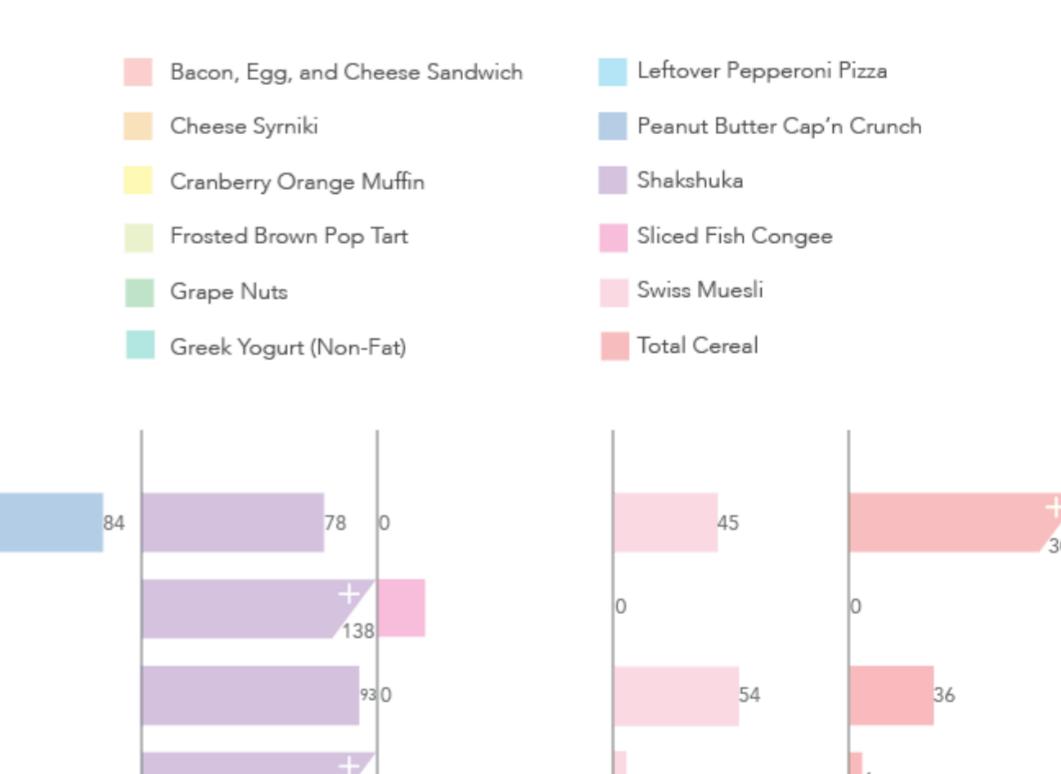
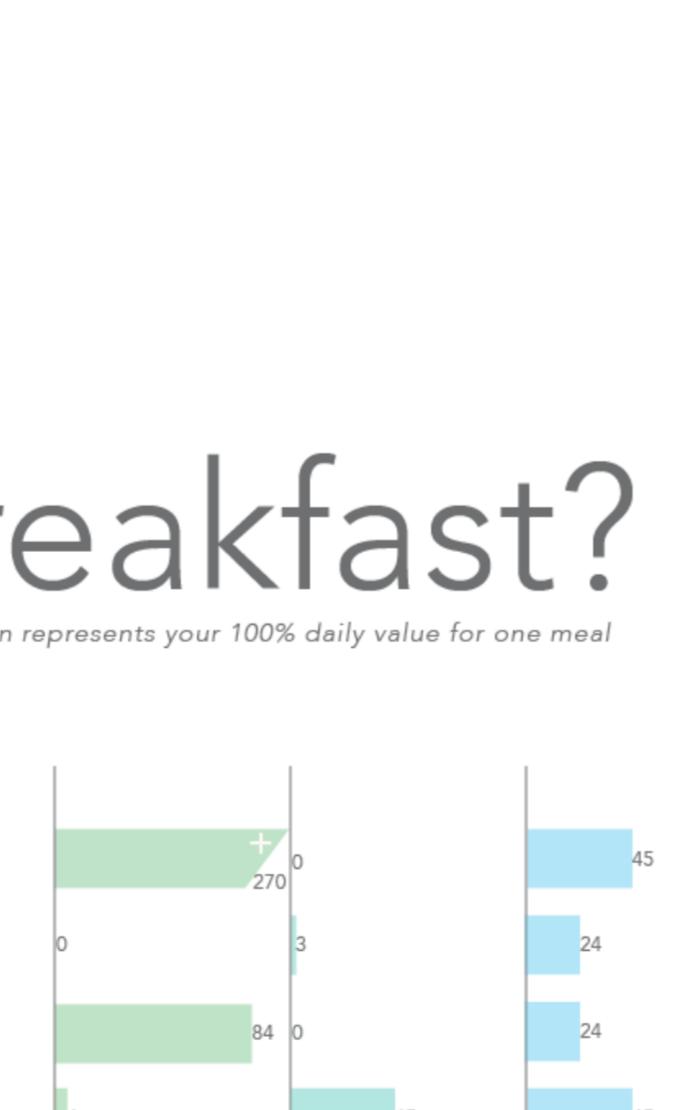
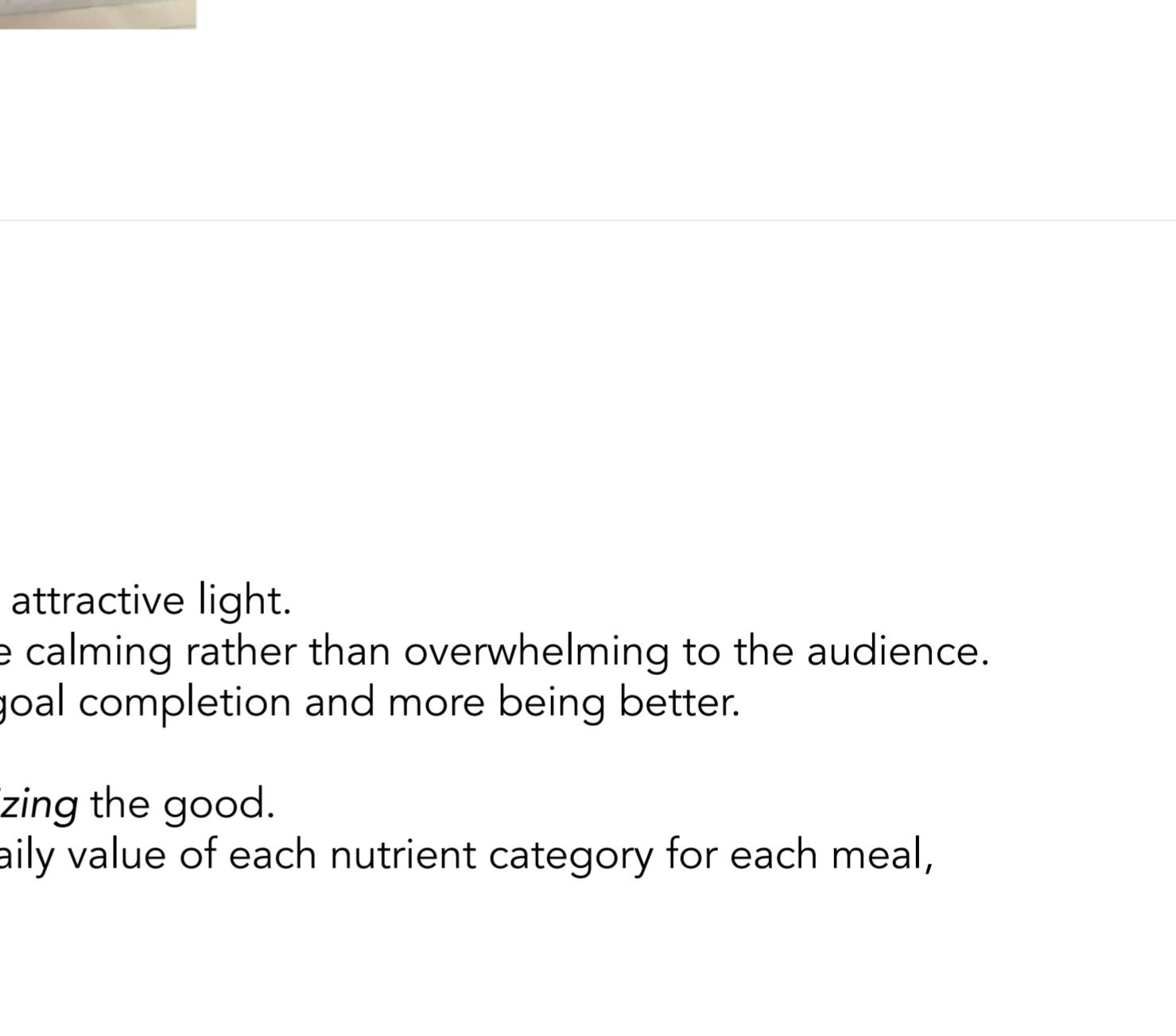
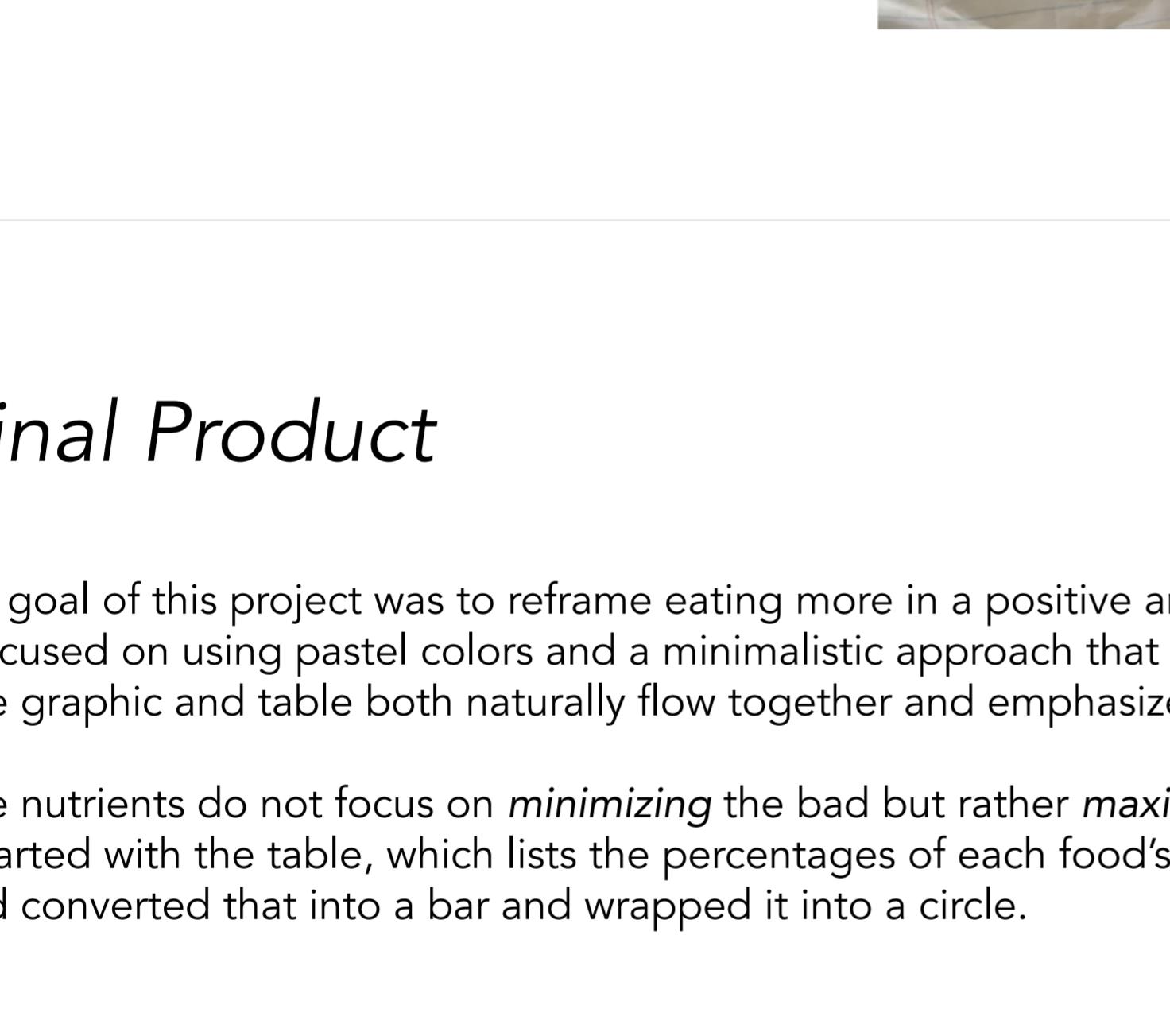
What is going to appeal to them?
rethinking food intake in a positive way

Young women in recovery need more: carbohydrates, fiber, calcium, iron, and protein

How can I create a positive response to eating **more**?

Drafting the Table and Graphic

I wanted to create a graphic that had a similar look to a pedometer on a fitbit or apple watch. The focus is on completing the goal of finishing your amount of daily nutrients the foods with more nutrients will close to a full circle.



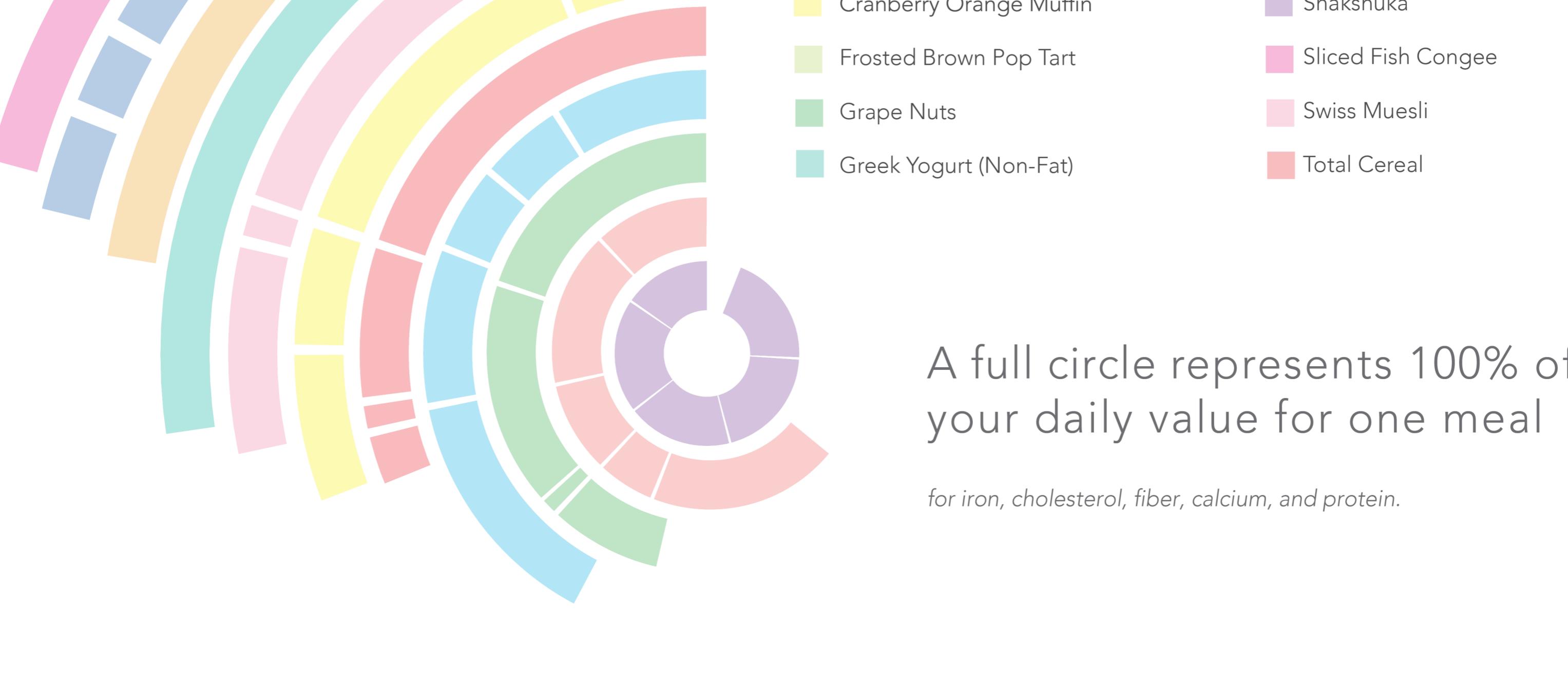
Final Product

My goal of this project was to reframe eating more in a positive and attractive light.
I focused on using pastel colors and a minimalist approach that are calming rather than overwhelming to the audience.
The graphic and table both naturally flow together and emphasize goal completion and more being better.

The nutrients do not focus on *minimizing* the bad but rather *maximizing* the good.
I started with the table, which lists the percentages of each food's daily value of each nutrient category for each meal, and converted that into a bar and wrapped it into a circle.

what should I eat for **breakfast?**

Each column represents your 100% daily value for one meal



what should I eat for **breakfast?**

Bacon, Egg, and Cheese Sandwich, Leftover Pepperoni Pizza, Peanut Butter Cap'n Crunch, Shakshuka, Sliced Fish Congee, Swiss Muesli, Total Cereal, Cheese Syrniki, Cranberry Orange Muffin, Frosted Brown Pop Tart, Grape Nuts, Greek Yogurt (Non-Fat)

A full circle represents 100% of your daily value for one meal

for iron, cholesterol, fiber, calcium, and protein.