

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 1: evaluate the data

Project 2 — Nutrition Facts Data Set

Item	Bacon, Egg, and Cheese Sandwich	Cheese Biryaki	Cranberry Orange Muffin	Printed Brown Sugar Cinnamon Pop Tarts	Grape Nuts	Greek Yogurt (Non-fat Plain)	Leftover Pepperoni Pizza	Peanut Butter Clay's Crunch	Shakshuka	Sliced Fish Congee	Swiss Muesli	Total
Serving Size	1 sandwich 155g	1 spritz 100g	1 muffin 110g	1 tart 50g	0.5 cup 100g	1 tub 150g	1 slice 130g	0.75 cup 17g	2 eggs and sauce 162g	1 bowl 159g	0.5 cup 52g	0.75 cup 180g
Total Calories	470 (1 cal/g)	88 (7 cal/g)	410 (3.71 cal/g)	290 (4.22 cal/g)	210 (3.62 cal/g)	90 (0.60 cal/g)	320 (2.46 cal/g)	112 (4.15 cal/g)	479 (0.87 cal/g)	211 (0.38 cal/g)	290 (3.68 cal/g)	310 (3.67 cal/g)
Calories from Fat	130	36	110	60	10	0	120	23	309	27	30	5
AMOUNT/PERCENT	AMOUNT/PERCENT	AMOUNT/PERCENT	AMOUNT/PERCENT	AMOUNT/PERCENT	AMOUNT/PERCENT	AMOUNT/PERCENT	AMOUNT/PERCENT	AMOUNT/PERCENT	AMOUNT/PERCENT	AMOUNT/PERCENT	AMOUNT/PERCENT	AMOUNT/PERCENT
Total Fat	12g 18%	4g 6%	20g 31%	7g 11%	1g 2%	2g 0%	11g 20%	2g 4%	34g 52%	3g 5%	20g 31%	0.5g 0%
Saturated Fat	5g 25%	1.3g 7%	4g 20%	2.2g 12%	0g 0%	0g 0%	1g 2%	1g 2%	12g 60%	0g 0%	0.5g 0%	0g 0%
Polysaturated Fat	0g	0.7g	0g	2.3g	0g	0g	0g	0g	4.1g	0g	0g	0g
Monosaturated Fat	17g	1.7g	15g	1.5g	0.5g	0g	0g	0g	36g	0g	0g	0g
Trans Fat	0g	0g	0g	0g	0g	0g	0g	0g	0g	0g	0g	0g
Cholesterol	80mg 27%	40mg 16%	70mg 23%	0mg 0%	0mg 0%	0mg 0%	25mg 1%	0mg 0%	434mg 139%	22mg 7%	0mg 0%	0mg 0%
Sodium	1440mg 48%	130mg 6%	400mg 17%	175mg 7%	270mg 11%	60mg 2%	840mg 35%	200mg 8%	1493mg 67%	1347mg 27%	0mg 0%	140mg 6%
Potassium	50mg	50mg	230mg	230mg	7%	210mg	6%	940mg	640mg	0mg	0%	100mg 3%
Total Carbohydrate	67g 22%	6g 2%	53g 18%	34g 16%	47g 16%	7g 1%	27g 2%	12g 2%	72g 31%	32g 8%	41g 15%	25g 8%
Dietary Fiber	4g 16%	0.1g 1%	2g 3%	1g 3%	7g 3%	0g 0%	2g 2%	1g 1%	7.8g 3%	0g 0%	4g 4%	3g 3%
Soluble Fiber					1g							
Insoluble Fiber					6g							
Sugars	7g	3g	31g	11g	5g	5g	4g	9g	14g	0g	7g	5g
Other Carbohydrate					26g							
Protein	25g 22%	7.2g 9%	5g 2%	6g 2%	6g 1%	15g 1%	12g 1%	7g 1%	14g 3%	14g 5%	6g 2%	2g 1%
Vitamin A	4%	Vitamin A	2%	Vitamin A	0%	Vitamin A	0%	Vitamin A	82%	Vitamin A	0%	Vitamin A
Vitamin C	0%	Vitamin C	0%	Vitamin C	0%	Vitamin C	0%	Vitamin C	183%	Vitamin C	0%	Vitamin C
Calcium	16%	Calcium	3%	Calcium	0%	Calcium	35%	Calcium	41%	Calcium	0%	Calcium
Iron	20%	Iron	2%	Iron	10%	Iron	15%	Iron	26%	Iron	0%	Iron
Thiamin	7%	Thiamin	0%	Thiamin	7%	Thiamin	0%	Thiamin	26%	Thiamin	0%	Thiamin
Riboflavin	1%	Riboflavin	0%	Riboflavin	1%	Riboflavin	0%	Riboflavin	26%	Riboflavin	0%	Riboflavin
Niacin	5%	Niacin	0%	Niacin	5%	Niacin	0%	Niacin	26%	Niacin	0%	Niacin
Folic Acid	7%	Folic Acid	0%	Folic Acid	7%	Folic Acid	0%	Folic Acid	26%	Folic Acid	0%	Folic Acid
Vitamin B6	25%	Vitamin B6	0%	Vitamin B6	25%	Vitamin B6	0%	Vitamin B6	26%	Vitamin B6	0%	Vitamin B6
Vitamin B12	0%	Vitamin B12	0%	Vitamin B12	0%	Vitamin B12	0%	Vitamin B12	26%	Vitamin B12	0%	Vitamin B12
Phosphorus	20%	Phosphorus	0%	Phosphorus	20%	Phosphorus	0%	Phosphorus	26%	Phosphorus	0%	Phosphorus
Magnesium	20%	Magnesium	0%	Magnesium	20%	Magnesium	0%	Magnesium	26%	Magnesium	0%	Magnesium
Zinc	10%	Zinc	0%	Zinc	10%	Zinc	0%	Zinc	26%	Zinc	0%	Zinc
Copper	0%	Copper	0%	Copper	0%	Copper	0%	Copper	26%	Copper	0%	Copper

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Step 2: select audience and nutrient categories

What is my audience? → young women recovering from disordered eating

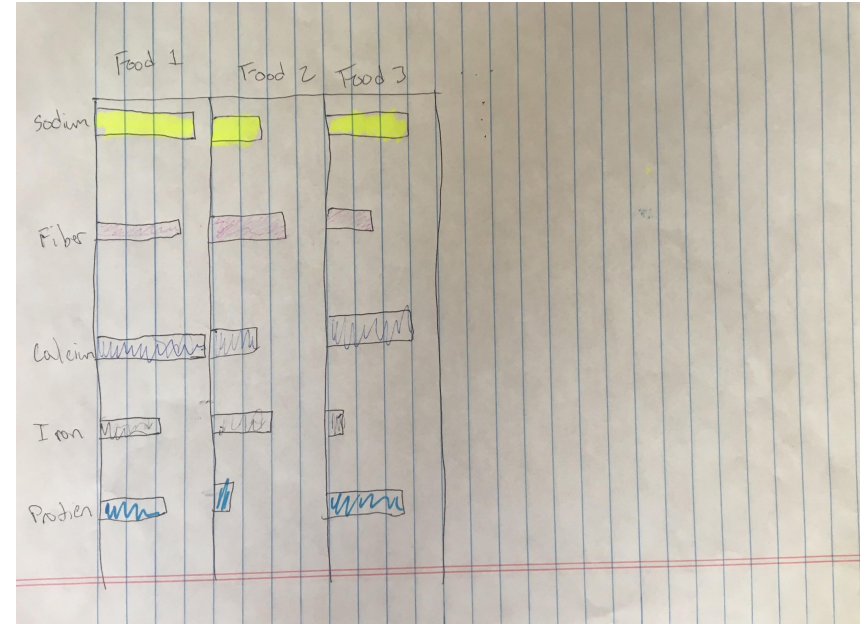
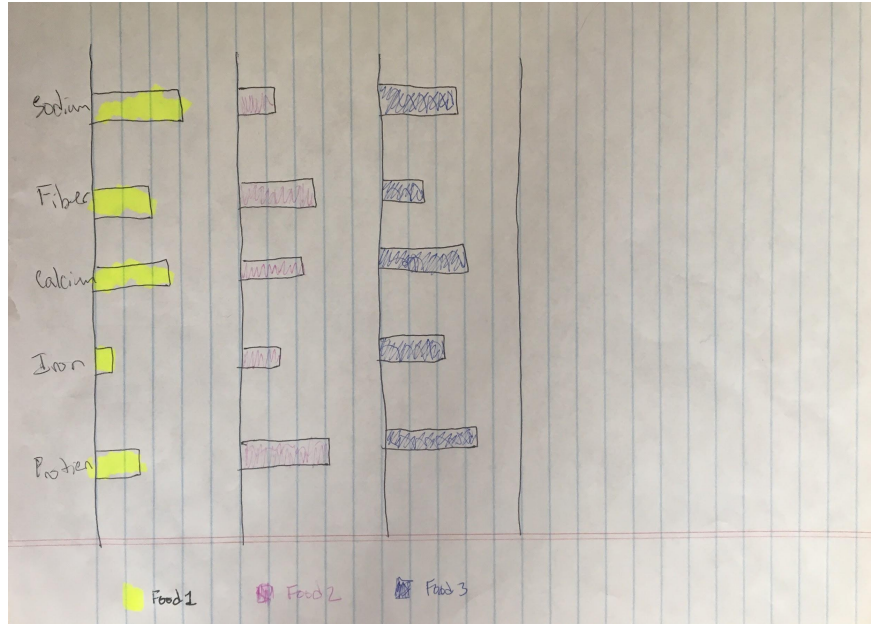
What is most important for them? → getting enough nutrients

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

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

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

Step 3: Constructing the table, drafts

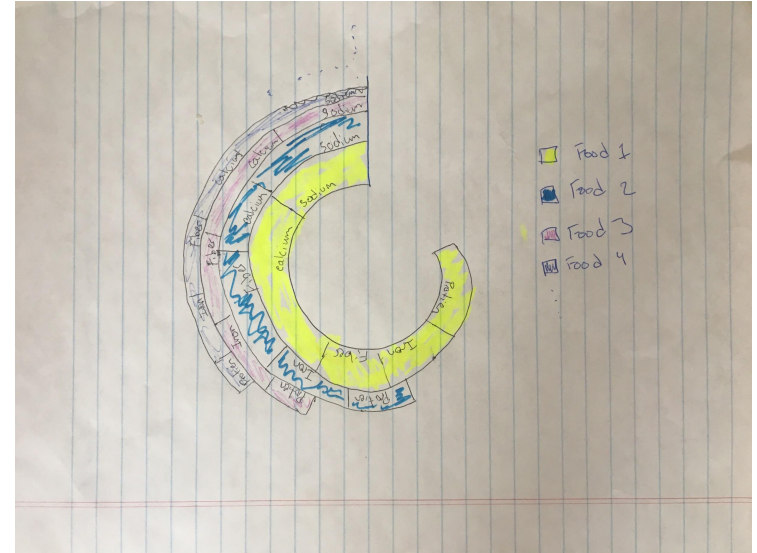
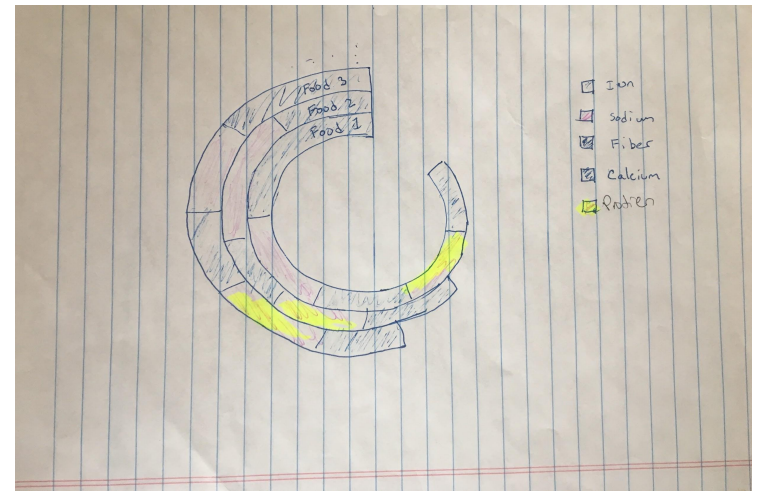
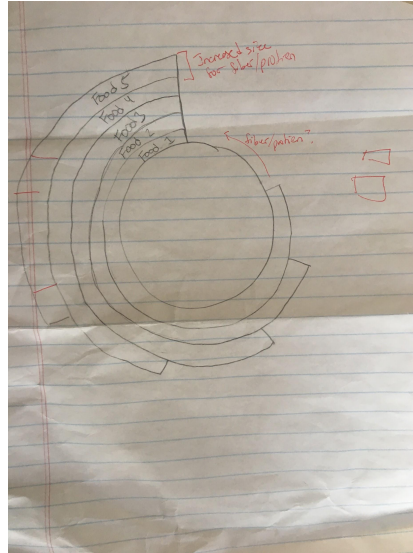


Step 4: Devising an infographic, drafts

I wanted to create a graphic that was in a similar vein to a pedometer on a fitbit or apple watch.

The focus is on completing a goal and finishing your amount of daily nutrients.

The foods that are the most nutrient rich will be closer to a full circle.



Breakfast of Champions - Final Product

My goal of this project was to reframe eating more in a positive and attractive light.

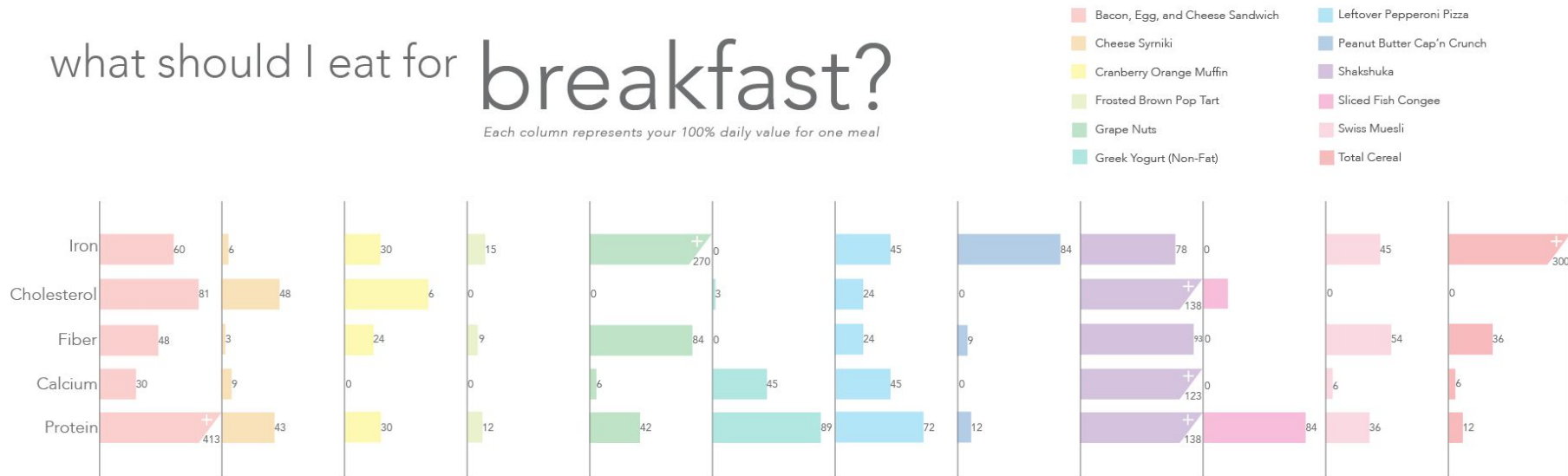
I focused on using pastel colors and a minimalistic approach that are calming rather than overwhelming to the audience.

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.

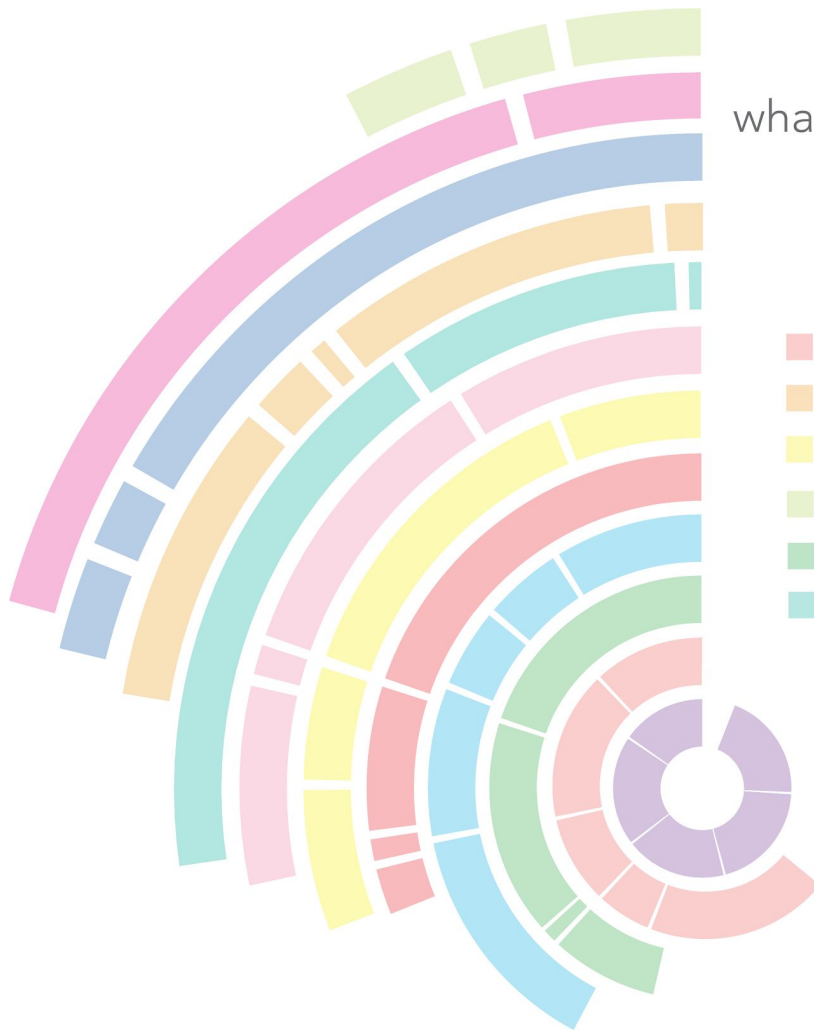
I started with the table, which lists the percentages of each food's daily value for each meal, and converted that into a bar and wrapped it into a circle.

what should I eat for breakfast?

Each column represents your 100% daily value for one meal



what should I eat for breakfast?



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

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