A screenshot of a cell phone

Description automatically generated

Design two was chosen for its perfect and delicate balance between text and visualisations, and it also has a wide range of graphs and a very soothing colour palette.

* Communication Of Message
  + Through its uses of a dedicated block of text at the top of the infographic, the message trying to be delivered and the question trying to be solved are made very clear. Through the infographic, other strategically placed blocks of texts along with graphs and charts, make the message even more precise helping to push the point home. This is, in contrast, to the design on which has very little text and heavily relied on graphics.
* Relevance
  + Through the almost 20 questions asked in the survey, a lot of both quantitative and qualitative data was obtained. Still, it was unrealistic to put all that information into one visualisation. Design 2 does an excellent job at separating the infographic into multiple distinct sections, all of which only have relevant information about that specific subset. The data is better organised, unlike design 1, which was cluttered with all kind of information.
* Clarity
  + Because of the simplicity of graphs and charts and the small and meaningful blocks of text as well as the dot point-like structure which deals with one piece of information at a time Design 2 has a lot of clarity unlike design 2 which even though has clear and concise graphs the way they all went together was messy.
* Readability
  + Design Option 2 is very readable as through its use of big font sizes and a readable font as well as contrasting background and text colours strategically placed amongst plenty of white space. The graphs are also made readable using concise titles and axis annotations as well as a Capitalisation of titles with grabs the eye. Design 2 was chosen over design 1 as design 1 was not very readable due to its repetition of graphics.
* Accessibility
  + Design 1 may look more accessible at first glance, but design 2 excels in this category too due to its excellent use of a very monotonous but distinct and consistent colour pallet of blues, reds, and oranges which are accessible to colour blind people. The separation of the infographic into parts also helps with accessibility as it helps to not overload the audience with information.

Many changed were made to the initial Design option 2 to get to this finished product. These changes included changing of the colour pallet from a brown dominant to a blue dominant colour scheme. This decision was made for clarity and accessibility reasons as black text is clearer and more readable in a blueish background. Another design Change was the decision to use more graphs and pie charts instead of textual bits of information. This decision was made because graphs and charts are more readable and clearer and more efficient at communicating the message then text which can be repetitive and not attractive.

The biggest design change was the decision to split the infographic in to multiple distinct parts so that it can be delivered to the audience in the form of slides and blocks through a PowerPoint format. This also makes the visualization more dynamic and increases understanding.