

Assignment 1

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1 Analysis and criticism

1.1 Analysis of this graphic

The infographic *Nutritional Values* by Dan Mariglio in Figure ?? pictures the nutritional comparison between processed and natural/wholesome food. The author visualizes three different infographics for the different food categories; the first graph compares the cost per calorie, another one contrasts the calories per *100g* and the last shows how much sugar is contained in *100g*. The author gives the example that wholesome food is more expensive since the ratio of value to calorie for an apple is higher compared to a bag of potato chips. Mariglio based his visualizations on the layout of common supermarkets and suggests the reader sticking to the periphery of the supermarket to find the natural food. Processed food containing the most calories by weight is located at the centre of the grocery store.

1.2 Criticism of the visual design

In this section, the three sub-infographics will be criticised according to the information design principles from the lecture notes.

2 Assessment of redesign

References

3 Appendix

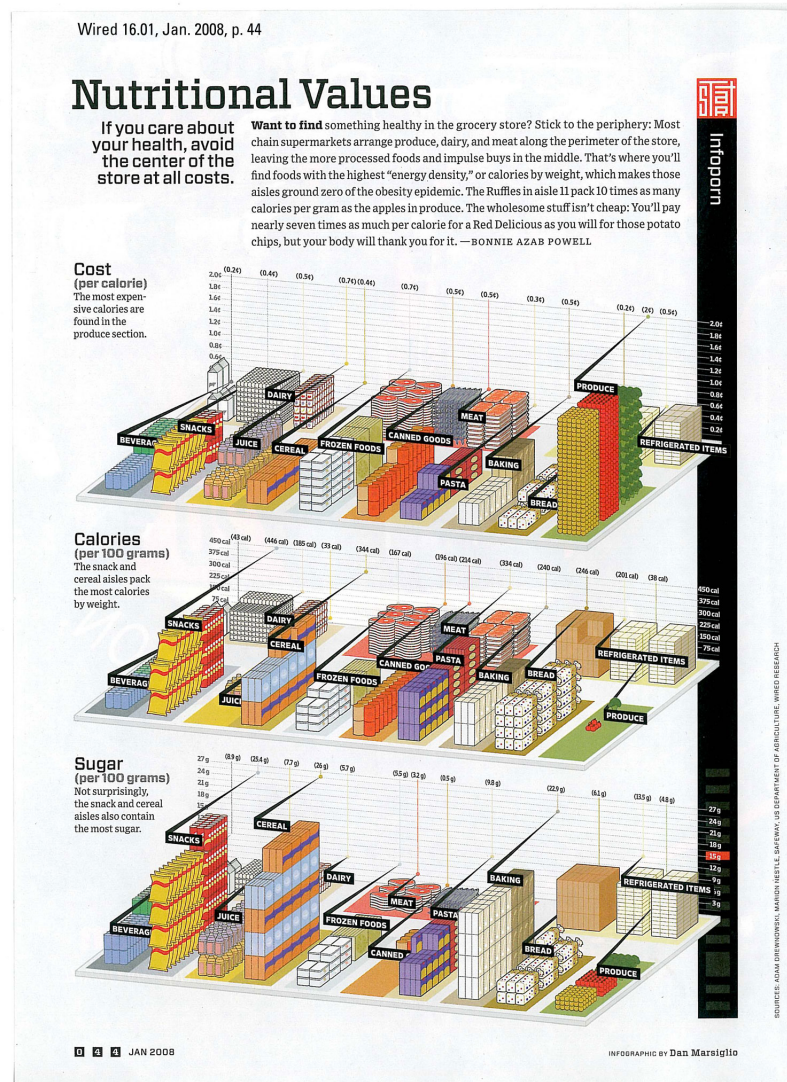


Figure 1: Given graphic to criticize.