

# Assignment 1

Alina Mokrova  
01325014

Levente Slajchó  
01634250

Maximilian Walterskirchen  
11809927

Leminh Nguyen  
11945068

May 7, 2020

## 1 Analysis and criticism

### 1.1 Analysis of the infographic

The infographic *Nutritional Values* by Dan Mariglio in Figure 1 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 graphic 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 infographics in Figure 1 will be criticised according to the visual design principles from the lecture notes. These design principles were defined by Edward Tufte[1]. Since the three illustrations are very similar in design, the criticism will cover its general design principle choices.

#### 1.2.1 Perception and cognition

**Preattentive processing.** On first sight of the infographics as a viewer, there is no immediate understanding of the given information. There are too many bright colours which can distract the viewer to localize the main message or information of the visual design. Further, the visual design carries no preattentive attributes, except the black food labels but many of them are obscured by other visual components or are drowning

in the variety of colours which are more distracting than communication the information with clarity. Thus, on first sight, the infographics are flawed for immediate perception.

The reasons which cause the infographics to be unsatisfactory are that the author is visualizing

### **1.2.2 Deficiency of design principles by Edward Tufte**

**Principles of Graphical Excellence.**

**Principles of Graphical Integrity.**

**Principles of Data Graphics.**

## **2 Assessment of redesign**

@Levente this is your section, I will add some notes for you here:

How we decided to re design the infographic:

- deemphasize the non data-ink
- augment the data-ink
- declutter
- regroup the data

## **References**

- [1] E. R. Tufte, *The Visual Display of Quantitative Information*. Cheshire, Connecticut: Graphics Press, 2001.

### 3 Appendix

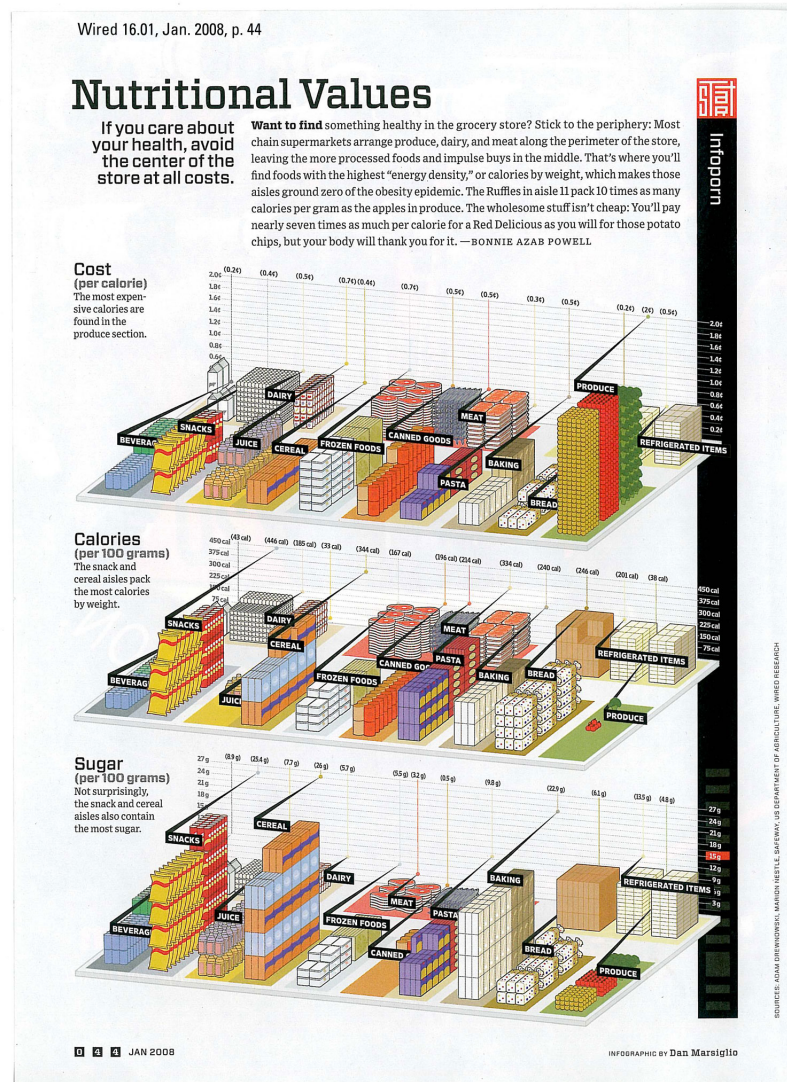


Figure 1: Dan Mariglio's infographic about nutritional values in a supermarket was assigned to our group to criticize.