Assignment 4

Design and create an infographic on the topic of your choice. Use as many design methodologies as possible. Submit: an image of your infographic and a roughly 500 words writeup of which design methodologies you used and why.

I made an infographic on "How to complete all tasks on time and not miss anything?"

Infographics are pretty common today in the graphic design world. In simple words, an infographic is representing data visually using designs, images, charts and minimal text. Instead of having one graph with lines of explanation, we use designs and images, and less words. Sometimes, a user might not even have a need to read the text written, because an infographic tends to be self-explanatory at one glance.

Keeping these things in mind, I made my infographic. Some things that we must pay attention to while making an infographic are the choice of colors, font size and illustrations.

The first method I used for my infographic was using the right colors. Color palette is very important because it can change the meaning and view for the audience. We need to preserve the rules of color palette for the people with some visual impairment. Few color combinations like red-yellow, green-yellow, or blue - purple should be avoided since, certain population has difficulty differentiating between the two. This also hints that we must not use colors with variant intensities as a way to individualize data. Few more color combinations that must be avoided are mentioned in an article on 'secretsatche', I have included the link to which in the references. These rules can occasionally prove it to be challenging when choosing a good color palette for our data visualization. However, I was able to build my entire infographic on only four colors – yellow, purple, black and white. I chose these colors because none of them contradict any rules of choosing a good color palette. Choosing black as a text color on a yellow background makes it easy for the viewer to read and extract information. Additionally, using too many colors can distract the viewer from the message of the infographic.

Further, I paid attention to the method – pre-attentive features. For qualitative data, size has the highest priority in the selection category. For displaying the steps, I used a larger font to enhance its effect on the user. Also, the titles of the steps were made informative and clear to help viewer understand their meaning by just one glance. This way, a viewer can avoid reading the text description and yet extract useful information.

Another method was the Gestalt's principles. I used the proximity, continuity, and connection principles to show a flow of data. Spacing the similar stuffs closer like images for a particular step, and keeping separate steps farther creates a sense of group for the viewers. Similarly, continuity and connection was displayed using arrows helps to enumerate the direction of the data without creating any confusion or obstacle.

I kept in mind the Miller's number 7 while building this infographic. Since background colors of the boxes separate the steps from each other, one box can be perceived as a block. For example, let us look at step number 1 box. I have used color, text, image and connective tools(arrow) in one box which stays within the limit of Miller's number 7. This helps the viewer to pay attention to the detail while being able to remember easily.

Since infographics are a graphic design technique, they are better done with technology, I utilized interaction methods as well. For instance, someone viewing on an electronic device can easily zoom in to read the text slowly and clearly if they wish to.

I used the text visualization method clusters as a reference when trying to create steps. Clusters use the approach of grouping similar stuff which is what I used to make the steps blocks. Also, I used images with same value or meaning, like for step 3, I use gifts since the step talks about rewarding oneself. Another example would be, I used a To-do list image in step 1, to convey the meaning of creating a list in an efficient manner.

Last but not the least, I used imagery, which is an important part of infographic. It enhances the design of the product and attracts users to look at it. However, images need to be chosen carefully since they should conform with the data around it. I used images like a "list image" for step 1 where I mention a to-do list. I used "gifts" for the step about rewarding ourselves. Also, images can sometimes reduce the need to read the text at all since they convey the message. For example, in step 1, it is clear that I am talking about making a list because of the list picture.

These were some of the methods I used to make my infographic look good and informative.

References :

Color palette : https://www.secretstache.com/blog/designing-for-color-blind-users/

Quote by Bruce lee : https://www.tameday.com/motivational-quotes-for-work-productivity/

Software used : https://piktochart.com/