

Memorandum

TO: Dr. Frances J. Ranney

FROM: Aaron Zhang

SUBJECT: Regarding Infographics

DATE: January 15, 2018

You assigned me to write a comparison regarding two infographics with the goal of organizing my thoughts on which one was better. I believe they are both well designed, but for different situations and audiences. I conclude that infographic 2 is better as it combines information along with busy graphics that grab a viewer's eye without simplifying the information it shows.

Discussion

In this section I will talk about what items I prefer from the two infographics and what items I do not prefer. I will first begin by talking about infographic one and then later talk about infographic two.

Infographic 1

Immediately, the negatives of this image are apparent. A block of text at the start leads to an overly simplified diagram with plate sizes that mean nothing. The divide in the middle causes confusion as the divide is between the male and the female diets while the plate is not tied to the divide. Possible misinterpretations could be that while men should eat more vegetables and carb-dense food, women should eat more protein and fat-dense food. The colors on this poster are also very dramatic and seem to belong more in a prison or a mental ward than a school or a hospital. However, compared to the second infographic, this infographic is much easier to digest after a quick first glance, and its simple word choice works well to reach a large audience. Some locations where this type of infographic could excel would be an elementary school or the waiting room of a doctor's office.

Infographic 2

I noticed immediately could not read the text, having instead to open the original image and zoom in to read the words. The size of the words could deter a layman from reading infographic two if they are just passing by. The busyness of the map, especially the large number of symbols and arrows, also would prevent a layman from understanding what it is trying to convey. The legend at the top only causes confusion and the lines leading from countries should be change. In spite of its overuse of words and symbols, this infographic still manages to convey its point while also being easy to read. The colors of the graphic are mainly warm and bright providing a better feeling while reading them compared to the first infographic. While the amount of text is very high, this type of infographic would fit perfectly in a magazine or directed at a convention where this information is relevant.

Conclusions

After examining both of these infographics, I will have to choose infographic 2 as my preferred. This choice is mainly due to the color because while infographic 2 looks confusing at first, a closer look reveals a much brighter type of design while the color scheme of infographic 1, seems to be more metallic. Infographic 2 also seems to be made for a more mature audience than infographic 1 which leads to more information instead of one-word phrases that the average person won't understand.