

## **Memorandum**

To: Adrien Rooney  
From: Group Elite  
Date: February 15, 2015  
Subject: Group Infographic

The purpose of this memo is to define the making of the team Elite Infographic. The infographic's purpose is to promote the new Software Development Bachelors Program at Green River College. This memo will illustrate the intended audience, purpose, and the choices made to compile the appropriate information.

### **About the infographic**

The infographic provides information about the software development bachelors program offered at Green River College. It gives information about the total cost of attendance, the languages offered, projected industry growth, and the median annual income in Washington State. To highlight the benefit of joining the program at Green River College, the infographic presents the cost of attendance of local schools with similar programs.

### **Audience**

Our primary audience is any student who wants to enter a software development program. Information on local wages compared to national wages was used to illustrate the benefit of choosing Washington over other states for a broader audience.

Our secondary audience is anyone who is in the software development industry. The languages offered at Green River College and those that are currently in demand would interest our secondary audience. The infographic details the languages that are currently in demand to help people in the industry upgrade themselves with the current ultimatum. Specifying where the highest demand and income for the industry is, would be of an interest for the labor force nationally.

### **Data**

Our main data source came from the software development program manager. Since 2014/15 is the first year for Green River to offer the program, the manager was collecting data to create any form of publicizing to attract new students. Based on his findings, we collected data from each college's and university's website to get first hand information. We also incorporated our experiences at Green River and the web too.

### **Design**

We put into consideration the use of Gestalt theory, typography, color and layout on the creation of the infographic. Our infographic will have a double target. Besides to fulfil the requirement of the assignment, the infographic is planned to be on the green River website to attract new students. This is our main reason for choosing Gators color to create similarity with the green River logo.

Beside the four Green River Gators colors, we used each school's color for the graph bars. For the programming languages, we used their logo color and font to create familiarity. We also used piktochar's tools that have their own color. For the graph bars, used the each school's color.

We used dark green as a background color. To create effective figure /ground relationship on each sections, we used a lighter green as a base for the sections and a white base with orange font color for subheadings. This color combination blends very well and helps to separate each section. To demonstrate the rule of similarity / anomaly, we used the orange as a base for the heading in to draw attention to difference. To follow the rule of continuity, we took special considerations on the display of the sections. Each section serves as a clarification for the section it follows.

### **Tools used**

We used Piktochart.com to create the infographic. We used Lustria font for the main heading and League Gothic for subheadings and texts. For the background images, we used the web and Piktochart's image to have the exact color and font of the logo of the languages. For the size of the infographic we followed Data Visualization Theory and made it long and narrow. To compare the cost of attendance of each college and universities, we created a graph using piktochart's graphics.

### **Conclusion**

The project was a good learning experience for our group. Putting all the information visually for the first time is challenging. We had to put together what we learned about the theory of visualization and Gestalt theory to produce a decent infographic. Since the infographic is about our program of study, we believed that we are able to embrace all the information perfectly in visual design. We hope it will serve its purpose and attract more students to Green River College.