


DECO 7220

Design Critiques

A yellow abstract graphic consisting of several overlapping circles and dots of varying sizes, positioned to the right of the word 'Critiques'.

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JTF Critiques & Reflections

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Critiques for Peers



Week 3 Final JTF

- Original Fact Text: Average amount of soda, in gallons, that an American drinks each year : 36 (March 2022 • Source: Beverage Marketing Corporation (Wintersville, Ohio))
- Author: Niseraporn Low
- Link: <https://edstem.org/au/courses/10620/discussion/1208925?answer=2709956>

Critiques

Hi Niseraporn,

Thank you for sharing your work with us. Your design project is really engaging, and you put a lot of time and effort into it. Meanwhile, from your project, it can be quickly noticed that Americans almost always have soda drinks daily. The red color can present soda drinks, which is a good choice as it is the signature color of one of the most popular beverage companies in the world: Coca-Cola.

Additionally, bolding the number of soda drinks consumed and changing the large amount to a daily basis through the calendar gives the audience a good commutation of how large the number is for an American’s soft drinks consumption.

However, there are a few areas where you could improve. For example, you may use a single number to catch more attention, for instance, “1” for an American and “363” for present soda drinks to make a comparison. Moreover, as you mentioned the source from 2022, I am afraid that the calendar frame you used is 2023, which is slightly different from 2022. I also have a question about why you changed red to cyan on Sunday. Is there any special meaning? I believe audiences could understand the context better from the colour consistency.

Overall, you did a great job, and it could be even better with a few weeks. I cannot wait to see your subsequent works.

Best wishes.

Critiques for Peers

Week 3 Final JTF

- **Original Text Fact:** Estimated age at which adults are unhappiest : 48 (November 2022 · Source: David G. Blanchflower, Dartmouth College (Hanover, N.H.))
- **Author:** Xiyue Chen
- **Link:** <https://edstem.org/au/courses/10620/discussion/1210091?answer=2712059>

Critiques

Hi Xiyue,

I appreciate the effort you put into this project. The sample words and illustrations present the facts while bolding the “48” with a balloon to draw the audience’s attention to its significance and rephrasing the adult unhappiest to the adult’s happiness hitting rock bottom, which is an excellent process for the fact. Moreover, what impressed me most is the birthday cake used to present the meaning of the ages.

However, there are a few areas I think you could improve. For example, at the beginning of looking at this illustrator, I felt slightly confused about the meaning of the “48” when looking at the green text; that is not a sentence to make people understand the background easily. To address this issue, you could rewrite the original fact text into a simple sentence. From the rock’s perspective, the rock can only be partially recognized, and you may zoom out a little bit or add some curves or lines to present the features of the rock. Meanwhile, the letter case sometimes impacts communicating well with the audience, like “Adult’s LIFE”, if the letter case consistency may improve that situation.

Overall, you did an excellent job, and I hope to see your next project.

Critiques for Peers

Week 3 Final JTF

- **Original Text Fact:** Amount spent last November on a private island in the metaverse : \$398,685 (March 2022 · Source: Republic Realm (NYC))
- **Author:** Yushan Jiang
- **Link:** <https://edstem.org/au/courses/10620/discussion/1213000?answer=2718043>

Critiques

Hi Yushan,

Thank you for your efforts and for sharing with us. Your project is one of the most impressive designs I’ve ever seen, and I can see that you have a great sense of colour and composition. Using the Statue of Liberty, a historical landmark, as the sign of New York in your project is an excellent idea that the audience could easily recognise. This graphic also compared the cost of owning a private island in the metaverse to the price of a New York apartment, making it easy for the audience to understand your project’s context.

However, there are a few areas where you may improve. For example, as our audiences are more likely to be in Australia, you could change the US dollar to Australian dollars to better understand how much could be spent owning an island. Additionally, colour inconsistencies may impact the layout. I assume that if you could change the colour of the cities to the same colour: “New York” and “Metaverse”, the design may improve.

Overall, you did a great job and efficiently presented the data. I hope some of the suggestions help with your following work, and I cannot wait to see your next project soon.

Best wishes.

Critiques for Peers

Week 5 Final JTF

- Original Text Fact: Minimum number of total views for TikTok videos tagged with #MentalHealth : 25,100,000,000.
- Author: Yuhong Lu
- Link: <https://edstem.org/au/courses/10620/discussion/1244314?answer=2788703>

Critiques

Hi Yuhong,
Thank you for sharing your work with us.

Some contexts of fact are easy to understand through this graph, as this is a good idea that uses the earth to present people's living areas to make good communication to the audience. The red colour of the signal phone is a brilliant idea as well; however, I feel like that colour seems more like orange, and I suggest that if you could use a pure red colour, that might better attract people's attention. Moreover, changing the size of "37%" and "Never" to the larger size is a good option to highlight the important words, while changing the 37% to something more visionary, such as creating some icons of people who stand in the earth instead of just showing the number of percentage, would be better. I think the phone element in this graph to represent internet connection is a clever idea, but if you could make the width of the phone a little bit shorter, it might be better to show the shape of the phone. Then, as you intend to display the people who nowadays never connect with the internet, I think it may create a 3D shape to present the 37%, while the shape looks like a quarter (25%), not the 37%; it may change the size a bit.

Overall, you did great work, and I can see that you must have put much effort into it. I hope to see your next work soon.

Best wishes.

Critiques for Peers

Week 5 Final JTF

- Original Fact Text: Estimated portion of passengers on private jets who fly with a pet : 1/4. Harper's Index April, 2022, Harper's Magazine Foundation, New York.
- Author: Xinruo Wang
- Link: <https://edstem.org/au/courses/10620/discussion/1244530?answer=2788844>

Critiques

Hi Xinruo,

The work you present is easily understood in the context of the facts you chose. The colour you chose is simple and clean to communicate to the audience, and the dog is so cute, which I really like. Additionally, with the highlight of the person with the blue colour and the comparison of the other three people in the same line, this is a creative idea to attract audience attention and aid in understanding the context. However, there is some confusion about the jets; I am not sure what it is, so I suggest you could change the style to present jets for the next time. Then the font style of the sentence is not quite consistent, as "about 1 in 4 of passengers" and "on private jets fly with a pet" have different styles of unimportant words.

Overall , i like the style in which you chose to present the fact, and I hope to see your next work soon.

Best wishes.

Critiques for Peers



Week 7 Final JTF

- **Original Fact Text:** Minimum number of total views for TikTok videos tagged with #MentalHealth : 25,100,000,000.
- **Author:** Wenji Wangkang
- **Link:** <https://edstem.org/au/courses/10620/discussion/1282595?answer=2876460>

Critiques

Hi ,

Using the iPad to present the TikTok play on electric devices is a good idea; however, the humans invented the harpoons, which seems irrelevant in your present context. You may change your number to a small portion, such as how many people view the #mentalHealth tag per day. Meanwhile, the green text on the “wood” background is difficult to read. You may change all the black text instead; that may help.

Best wishes.



Critiques for Peers



Week 7 Final JTF

- **Original Fact Text:** Original: Minimum amount of wealth created by the housing market during the pandemic : \$6,000,000,000,000 (September 2022 • Source: Federal Reserve Board (Washington))
- **Author:** Qianqian Li
- **Link:** <https://edstem.org/au/courses/10620/discussion/1282630?answer=2876621>

Critiques

Hi Qianqian,

The overall graph makes it easy to tell the meaning of the context that you want to present; however, the ‘trillion’ is such a large number, which may make it difficult for the audience to understand how big it is. You can try to break it down into small portions, like monthly or fortnightly.

The illustration of the bottom person’s ‘trunk’ is hard to tell; you may change the colour black to white or another lighter colour, but this iconography is so cute.

Best wishes.



Critiques for Peers



Week 8 Final JTF

- Original Fact Text:
Average age at which parents say they intend to give their child a smartphone : 13 At which they actually do : 10November 2022 • Source: Keystone Tutors (London)
- Author:Tao Shi
- Link: <https://edstem.org/au/courses/10620/discussion/1307527?answer=2935107>

Critiques

Hi Tao,

I appreciate the illustrator’s approach with which you portray the information, which is quite cute. It makes me recall my childhood when my parents are so annoyed with me for always playing with my smartphone. However, I believe that the ruler next to the ten-year-old child is irrelevant to the context; you can compare the ten years old child to the 13 years old . You may attempt to shape the word “Junior high school” to fit the background shape you want to portray, which may look better. Meanwhile, rewriting the original fact will make the material clearer to the audience. I hope that could help.

Cheers.



Critiques for Peers



Week 8 Final JTF

- Original Fact Text: Portion of Americans aged 18 to 34 who have at least one chronic health condition : 1/2
Who have at least two : 1/4
- Author: Ye Liu
- Link: <https://edstem.org/au/courses/10620/discussion/1309023?answer=2936067>

Critiques

Hi Ye,

I like how the lovely illustrations you created. However, at first glance, I can’t tell which of your four main characters deals with long-term health issues because the background is so busy. When I look at the image, it is interrupted by the background image. Meanwhile, the colour you used for the text may not be clear, as some of the words have been obscured by the “legs” in the background. My suggestion is you can move the illustrator above a little bit to avoid text overlap that may be improved. Lastly, I like the simple way you present your work.

Good luck.



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Reflection

The critiques I've given and received has changed drastically during the **Just the Facts** evaluation and the Infographic project. Early criticisms were mostly superficial. A more in-depth comprehension of the work's key ideas and nuanced details would have helped me analyse it more effectively in retrospect.

I remember critiquing a fellow student's infographic early on and remarking, "i like the illustration you created .", which is is NOT constructiveand i did not provide speicific stction that appeal to that work ,If I had to add anything to that advice today, it would be "The icons your used is simmole to understand and relevent to the context your present." This addition not only gives specific advice but also conveys it in a more constructive manner.

Getting criticism on my work has been humbling, but the criticisms have helped me improve greatly. As one reviewer put it, my "Just the Facts" project received criticism for illustrative comparison. This hit home for me since it revealed a flaw in how I'd approached a project, which means my project usually had a strong reliance on reading the text when presented with a large number of contents in the facts. After giving this comment some thought, I made a concerted effort to ensure that when making a comparison; if I remove the text, audiences can still visualize the same as those amounts from the fact.

At the same time, I found it challenging to utilize the charts to visualize the number of facts. My usage of charts was one of the criticisms levelled about my JTF. It was a setback but prompted my understanding of some data visualisation methods. For example, in week 5 of my project to present the increasing number of planes being laser, I did not choose suitable charts to show the action of "increase"; I just gave the number but did not notice that is a problem to the project until I got the critiques. Then when I seconded to explain the fact according to the comments I received, I realized that such a significant improvement for my work. Thus, I've learnt to take feedback constructively rather than as an assault on my character.

Every piece of criticism I got helped me improve. My Infographic project received some significant improvements, the most salient of which was that my illustrations could present the fact that makes the audience improve the audience's understanding of the context of the source . This criticism I received helped me refine the work in question and will hopefully instil in me a lasting commitment to accessibility in all my future endeavours.

The criticism I offered improved with time, mainly due to the experience I acquired and the examples I studied. For instance, in the being, I was more focused on illustrations. Now, I am more focus on data visualisation. I was able to provide my classmates with helpful insights that might help them enhance their job by concentrating on specific recommendations.

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Infographic Critiques

Infographic ---- 16

Critique ---- 17

Inforgraphic Critiques

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Critiques

The "Running on Empty" infographic successfully captures the food of wasting, production and consumption in the world of today's society. The creator has employed various design elements effectively, but there are areas where the work could be improved.

Strengths of the infographic include its effective use of colour and layout. The main colour used in red and black correlate well with the theme of food waste, production and consumption. The red colour presents the undernourishment of children's death, wasting food and the environmental impact when producing food that seems immediate and pressing need to be dealt with by the audience. The black colour presents the sense of the darkness of world food problems to the audience.

The creator has utilized design principles such as Hierarchy. For instance, in the beginning, it states the world of people getting hungry, then explores the hungry distribution in the world, and then the wasting and production of the food. Meanwhile, the creator also has used contrast to highlight key data points, such as comparing the number of regions of people in the world getting hungry and efficient food consumption by humans compared to food production to draw immediate attention. Moreover, this work's adherence to the principle of scale in data representation improves accuracy and clarity, such as when presenting the water usage amount in producing meat and plants, it uses thick and thin water flow to indicate the water consumption in different types of food production.

However, the infographic falls short in the representation of data. Although the graphical elements are visually appealing, some data points lack clear labels, making the information hard to interpret. For example, when presenting the annual per people in each country weight of meat consumption, the use of meat icons to display the number is unclear as there is no legend or label to note that each of the icons means how many kilograms. This issue also occurred when presenting the number of people who get hungry in the world and the number of edible crop harvests.

While interpreting the infographic, the timeframe of data collection was not specified. Then when I looked at the reference list, which states all data retrieved in 2010, but the data was collected in different years, which means there may have been errors when comparing the data in different years.

Overall, the "Running on Empty" infographic serves as an engaging tool to raise awareness about important issues of food waste, production and consumption in the world.

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Link: https://learn.uq.edu.au/bbcswebdav/pid-8696767-dt-content-rid-51933363_1/xid-51933363_1

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