

Introduction and Main Message

After exploring an initial dataset on work-from-home trends and well-being/health across Europe, I realized the available data was either incomplete or too general to support a strong, localized narrative. I decided to shift my focus to something closer to home. In Kranjska Gora, the municipality where I live, we're witnessing a sharp and ongoing transformation: tourist accommodations have been steadily increasing, especially since the COVID-19 lockdowns, yet this development is not benefitting the local population in the same way. Jobs, particularly for young people, are scarce. Services like the post office and banks are closing, and many residents now commute to other municipalities for work and even for basic errands. Meanwhile, long-term housing is becoming inaccessible because much of the housing stock is being converted into short-term rentals.

This infographic project aims not only to fulfil the course requirements but also to shed light on this real, growing issue in my community—an issue that I believe deserves more public attention.

If data on tourist accommodations is easily available for all Slovenian municipalities, the infographic will begin with a nationwide overview. This will allow for comparison and identification of municipalities with similar trends. In that case, Kranjska Gora and a few other tourism-heavy municipalities will be highlighted and explored in more detail in the second part. If the data is not available or cannot be exported in a usable format, the infographic will focus exclusively on Kranjska Gora.

An additional idea I am considering is a network or flow-based visualization to represent migration from Kranjska Gora to other municipalities. However, I am unsure whether this would align clearly enough with the main message or risk introducing unnecessary complexity. Alternatively, a Sankey chart could be used to emphasize the relatively low proportion of residents who remain employed within the municipality, by visually highlighting the small flow of those who are not commuting or migrating elsewhere.

Charts & Visualizations (possible options)

- **Line Chart:** Number of tourist accommodations over time in Kranjska Gora, based on AJPes data. Highlights the post-lockdown tourism boom.
- **Bar Chart:** Comparison of the number of residents working within the municipality vs. those employed elsewhere.
- **Population Pyramid:** Age structure of Kranjska Gora's population to show demographic shifts, particularly youth outmigration and aging.
- **Complex Chart – Geospatial Visualization:** Choropleth map of Slovenia with bivariate colouring:
 - **Variable 1:** Growth or density of tourist accommodations
 - **Variable 2:** Share of local employment (residents working within the municipality)
If possible, this will be presented for the entire country, with municipalities like Kranjska Gora highlighted for more detailed comparison.

Colour Palette

I have a few possibilities, depending on the final look of the infographic. All of them are accessible. The first one would be my first choice, but there are no bright colours so based on the need to emphasize something, I might choose another one.

#535C7A	#7B83A3	#C8BE9B	#A59450	#7C652A
#19535F	#0B7A75	#D7C9AA	#7B2D26	#F0F3F5
#F0F0F0	#008080	#D78B00	#A80000	#000000

Palette 1 (Muted Earth Tones): This palette offers a calm, professional look ideal for print and editorial-style infographics. The muted blues, beiges, and browns support a serious tone and reduce visual fatigue. However, it may lack the contrast needed for strong digital impact, so careful pairing is required to maintain clarity.

Palette 2 (Nature-Inspired Cool Tones): With deep greens and soft reds, this palette suits geographical and community-focused themes. It works well across media and is accessibility-friendly. The dark red should be used sparingly to avoid overwhelming the softer tones.

Palette 3 (Bold & High Contrast): Best for digital and social media, this vibrant palette ensures strong contrast and readability. Teal, gold, and red are effective for highlighting urgent issues. However, the boldness may be too strong for print unless softened with neutral space.

The final colour palette will be chosen based on the intended medium (print or digital), overall visual balance, and how the colours work in practice within the full layout and charts. Accessibility and clarity will remain top priorities throughout. At this stage, I haven't assigned specific colours to specific elements yet, as those decisions will be made once the complete visual structure of the infographic is in place.

Size & Format

- **Primary Format:** Poster-style (A3/A4 portrait), suitable for printed presentation or newspaper-style layout.
- **Digital Adaptation:** Also prepared for social media formats (e.g., vertical Instagram layout, horizontal format for Facebook).

Typography

Fonts are selected for readability and web-print compatibility. I intend to use sans serif fonts, like Montserrat/Poppins and optionally Space Mono for titles. Alternatively, Helvetica as a safe choice, if the others don't work out as planned.

Software

For data processing and chart creation, I intend to use Python or R with appropriate libraries (e.g., pandas, matplotlib, seaborn, or ggplot2 and sf). For the infographic layout and design, I plan to use Canva, Infogram, or Piktochart, with Inkscape as a supplementary tool if more precise vector editing is needed.

Potential Limitations:

- If national-level accommodation data isn't available programmatically, the infographic may shift to focus solely on Kranjska Gora.