



Republic of the Philippines
University of Science and Technology of Southern Philippines
Alubijid | Cagayan de Oro | Claveria | Jasaan | Oroquieta | Panaon | Balubal | Villanueva

FINAL REPORT: MARTIAL LAW IN DATA

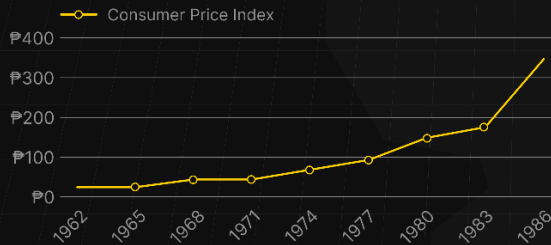
In Partial Fulfillment
of the Requirements for the Subject
DS221 – Data Visualization and Storytelling

AYAD, Ruszed Jy L.
CARIÑO, Brecht Algren T.
MACALISANG, Ian Jure E.
PABOLOLOT, Honey Angel H.
SANCHEZ, Airyll H.
VALIENTE, April Rose M.

June 20, 2024

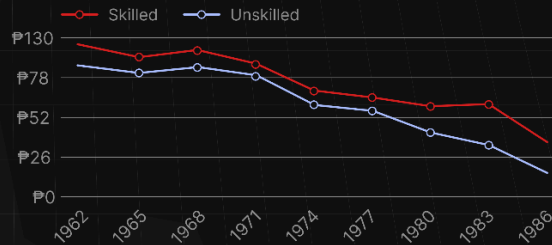
THE GOLDEN CRISIS:

HOW THE MARTIAL LAW SHAPED THE ECONOMY



By the last decade of martial law, food and non-food prices **tripled**.

The Consumer Price Index (CPI) tracks the average change in prices over time in the consumer goods and services market. It grew from ₱23.7 in 1962 to ₱355.3 in 1986.



Daily wages of skilled and unskilled workers also **fell sharply** during the Marcos era.

The daily wage of skilled workers in urban areas fell from ₱127 in 1962 to ₱35 in 1986. The daily wage of unskilled workers in the urban areas fell from ₱89 in 1962 to ₱23 in 1986.

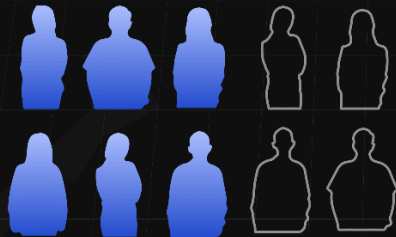
WITH WAGES
DROPPING



AND PRICES
SKYROCKETING



POVERTY WORSENEDED.



6 in every 10 Filipino families were poor by the end of Marcos period.



In **Luzon**, more than half of all families were poor by the end of the Marcos regime.



In **Visayas**, 7 in every 10 families were poor by the end of Marcos regime.



In **Mindanao**, 6 in every 10 families were poor by the end of Marcos regime.

I. TITLE

The infographic "The Golden Crisis: How the Martial Law Shaped the Economy" demonstrates the economic effects of martial law in the Philippines through the use of color, symbols, and layout.

The word "golden" contrasts dramatically with "crisis", implying that what may have been shown as a flourishing period was actually a period of severe economic distress. Furthermore, the subtitle "How the Martial Law Shaped the Economy" makes it apparent that the infographic's main focus is how the data will show how martial law affected the economy. This contrast grabs the viewer's attention right away and establishes a critical tone for the content.

II. LAYOUT

The infographic's layout is carefully planned to tell a compelling story to the audience. It is divided into three sections:

a. Cause Section

Composed of the two line graphs, this shows how martial law affected the Consumer Price Index and the daily wages of urban workers.

b. Bridge Section

Connects the cause and effect sections. Tells the audience how the dropping of daily wages and the rising of prices led to higher poverty rates.

c. Effect Section

Composed of the four statistical graphics, this shows the overall and regional poverty rates during the martial law era.

III. SYMBOLS

The gold coin, which is placed prominently in the title, stands for the Philippine economy, which is the center of the infographic's narrative. The graphs showing the Consumer Price Index and wages are crucial for visualizing economic trends. The upward trajectory of the CPI graph (in yellow) and the downward trend of the wages graph (in light blue and red) visually represent inflation and declining wages that led to a higher poverty rate during the martial law period.

By emphasizing the difference between incomes and living expenses, the red downward and upward arrows between "wages dropping" and "prices skyrocketing" visually point up the dire economic situation. The megaphone icon highlights the significant outcome of a higher poverty rate and implies a warning or call to action. The icon also symbolizes the nation's shout for freedom, which started the historic EDSA revolution.

The use of silhouettes to represent people and families is a straightforward and impactful way to show statistical data. The different sizes of families help in distinguishing various regions and severity levels of poverty. This also suggests that bigger families tend to suffer more from poverty than smaller ones.

IV. COLORS

The infographic's color palette is intended to convey the message and evoke the appropriate feelings. The four colors of the palette are blue, yellow, red, and dark gray, which is inspired by the Philippine flag. By carefully combining these colors in data storytelling, the infographic can lead the viewer through the historical account of martial law in the Philippines, both emotionally and intellectually.



Blue: Used for the wage graphs and the overall poverty rate, this color typically symbolizes stability, but in this context, it represents the initial normalcy followed by the decline. Using a pale blue color also signifies the fading hope of the people who suffered poverty in that era.

Yellow: This color is used to represent caution and highlights important information, such as the concerning price increase on the CPI graph.

Red: The color of danger and urgency, red is chosen to highlight the serious effects of martial law on poverty rates in the critical text “poverty worsened”. It is used to emphasize the words “tripled” and “fell sharply” as having a negative connotation regarding the situation and to point up the percentage statistics in the three major island groups.

Dark Gray: This color acts as the background, giving the subject a serious and gloomy tone that fits with the infographic's narrative.

V. SUMMARY

Overall, the infographic presents a narrative of economic hardship during martial law, using graphs to illustrate the rise in CPI and fall in wages. It connects these indicators to human impact using poverty statistics and regional breakdowns. The title and symbols make complex economic data accessible, making it easy for viewers to understand and remember key points.