

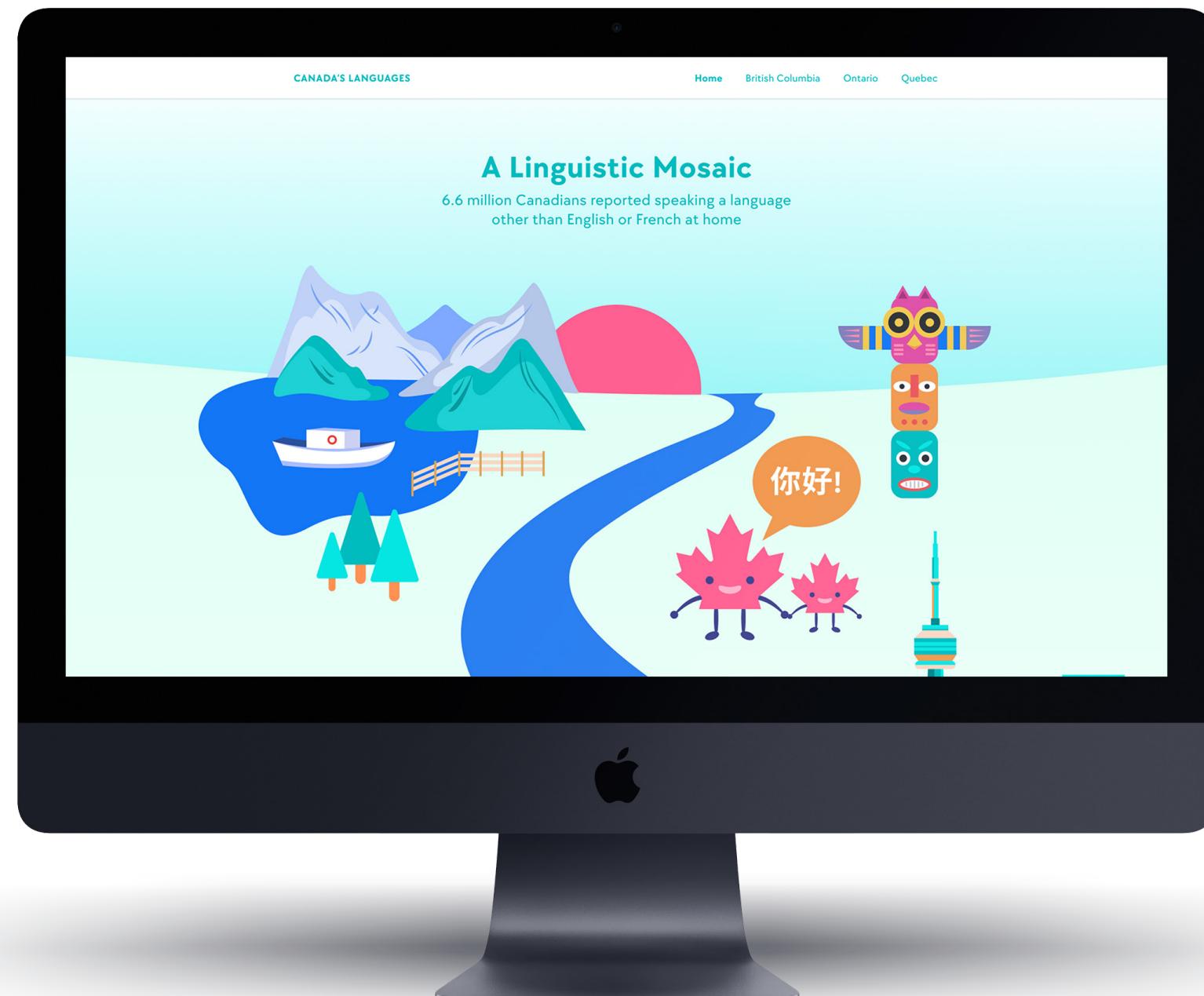
Project 2: Expanded Visualization

Jasper Tu

April 2, 2020

Professor: Gary Leroux

YSDN 2008 Information Design 1



Concept

A WEBSITE FOR TOURISTS

Expanding on my topic of **languages**, I decided to make a website for this project. I spotted an opportunity to make an informative website for tourists vacationing in Canada. This is because since Canada is considered a cultural mosaic, I wanted to use its diversity to both attract and enlighten individuals who may be unfamiliar with Canadian culture. Thus, the **most spoken non-official languages** were the focal point of my content.

To establish my creative direction, I brainstormed a set of **brand values** which would function as the guiding principles behind my design decisions moving forward. These were created with the target demographic—**tourists**—in mind.

Fun

Make Canada appealing + exciting to tourists

Friendly

Invite tourists to want to explore Canada

Easy to digest

Info is easily readable + understood at a glance

Provinces

WHICH ONES?

In deciding which provinces to express, I knew I wanted the imagery in my design to be intentional. Therefore, I chose to utilize provinces which had iconic landmarks which were instantly recognizable, so viewers can make an immediate connection. Images sourced from Google.

British Columbia was chosen because it is home of the beautiful, blue mountains and has notoriously breathtaking nature.

Ontario was chosen because it is the home of Toronto, which has the CN Tower and Rogers Centre.

Quebec was chosen because it is home of Ottawa, Canada's capital. It also houses the parliament buildings, an iconic Canadian landmark.



Conducting Research

KNOWLEDGE IS POWER

I gathered data using the official Statistics Canada website to ensure accurate information was used in the design. I also sourced from other websites to verify consistency and discover other fun facts I might not have been able to find on government sites.

Landing Page

- 6.6 million Canadians speak a language other than English or French at home

Top 3 Non-Official Languages in Canada (Overall)

Source: <https://www.clo-ocol.gc.ca/en/newsletter/2018/top-5-languages-spoken-canada>

- Mandarin Chinese
- Cantonese Chinese
- Punjabi

Most Common Non-Official Languages per Province

Source: <https://www.ctvnews.ca/canada/map-canada-s-most-common-non-official-languages>

British Columbia

- Chinese languages are the most popular: 357,860 out of 4,356,205 residents
- ~8% of the population
- “Chinese language” is inclusive of Cantonese and Mandarin
- 2nd most spoken is Punjabi: 182,920
- 3rd most spoken is German: 73,625

Ontario

- The most populated province in Canada
- 3,264,435 non-official language speakers
- Chinese languages are the most popular: 513,170 out of 12,722,065 residents (4% of population)
- 2nd most spoken is Italian: 251,330
- 3rd most spoken is Spanish: 178,335

- Linguistic Diversity + Multilingualism in Canadian Homes:
<https://www12.statcan.gc.ca/census-recensement/2016/as-sa/98-200-x/2016010/98-200-x2016010-eng.cfm>

Ontario only:

Quebec

- French is the most popular: 78% of 8 million residents speak French
- 2nd most spoken is Arabic: 140,035 (1% of population)
- 3rd most spoken is Spanish: 131,855
- 4th most spoken is Italian: 113,815

Home Page=Overview of Canada

- Use chart here (represent as speech bubbles): put in Home page
www12.statcan.gc.ca/census-recensement/2016/dp-pd/dv-vd/lang/index-eng.cfm

Individual Province Pages (Details)

British Columbia

- Visual Census:
https://www12.statcan.gc.ca/census-recensement/2011/dp-pd/vc-rv/index.cfm?LANG=ENG&VIEW=D&TOPIC_ID=4&GEOCODE=59&CFORMAT=html
- Full Census Profile:
www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=CD&Code1=5915&Geo2=PR&Code2=59&Data=Count&SearchText=Greater%20Vancouver&SearchType=Begins&SearchPR=01&B1=Language&TABID=1

Ontario

- Visual Census:
https://www12.statcan.gc.ca/census-recensement/2011/dp-pd/vc-rv/index.cfm?LANG=ENG&VIEW=D&TOPIC_ID=4&GEOCODE=35&CFORMAT=html
- Full Census Profile:
<https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=PR&Code1=35&Geo2=PR&Code2=01&Data=Count&SearchText=Ontario&SearchType=Begins&SearchPR=01&B1=Language&TABID=1>

Quebec

- Visual Census:
https://www12.statcan.gc.ca/census-recensement/2011/dp-pd/vc-rv/index.cfm?Lang=ENG&VIEW=D&GEOCODE=24&TOPIC_ID=4
- Full Census Profile:
<https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/prof/details/page.cfm?Lang=E&Geo1=PR&Code1=24&Geo2=PR&Code2=01&Data=Count&SearchText=quebec&SearchType=Begins&SearchPR=01&B1=Language&TABID=1>

General (Growth)

- Linguistic Diversity + Multilingualism in Canadian Homes:
<https://www12.statcan.gc.ca/census-recensement/2016/as-sa/98-200-x/2016010/98-200-x2016010-eng.cfm>

Ontario only:

<https://www.fin.gov.on.ca/en/economy/demographics/cenhi16-6.html>

<https://www150.statcan.gc.ca/n1/en/subjects/Languages>

Most Popular Language by Province:

<https://vancouversun.com/news/staff-blogs/what-are-the-most-popular-languages-in-your-province-interactive-map>

Top 5 languages in Canada Overall: (potential landing page / home page info)

<https://www.clo-ocol.gc.ca/en/newsletter/2018/top-5-languages-spoken-canada>

Most Common Non-official Languages per Province:

<https://www.ctvnews.ca/canada/map-canada-s-most-common-non-official-languages>

French and English percentages per Province:

<https://www.canada.ca/en/canadian-heritage/services/official-languages-bilingualism/publications/statistics.html>

Information Architecture

STAYING ORGANIZED

To lay out a sense of structure to the design and build consistency across the pages, I went about establishing a system for expressing the various details of each province. This would also guide me visually when I sketched and digitized my website.

Information Architecture (Province)

Illustration + total # of residents

- Fade out land gradient to white

Top 3 non-official languages

- Right side: happy chat bubbles scattered
- Left side: flags + text beside (# of speakers / language)

Text snippet (Did you know?)

- % of population that speak this top non-official language (# of speakers / total # of residents)
 - For Chinese as top language (B.C., Ontario), specify Chinese entails both Mandarin and Cantonese

Details of top non-official language:

- Dialects (pick 4 max) + compare their numbers
 - (BC, ON) Chinese: compare with other East Asian languages
 - Mandarin
 - Cantonese
 - Japanese
 - Korean
 - (Quebec) Arabic: compare with other Semitic languages
 - Arabic (UAE flag)
 - Amharic (Ethiopia flag)
 - Assyrian Neo-Aramaic (Syrian flag)
 - Hebrew (Israel flag)
- Use speech bubbles to compare (fill up)
- To calculate % portion to fill up, divide: # of dialect speakers / total language speakers

Text snippet (Did you know?)

There are (X number) of sign language speakers in (X province). In Canada, this is subdivided into 2 different types: American and Quebec Sign Language.

- # of Sign Language speakers (use an icon)
 - Tree branch style:
Subdivide into American Sign Language + Quebec Sign Language

Calculations

NUMBER CRUNCHIN'

Here are the values for some calculations; the comparison of languages of a certain type per province.

At this stage, I was also deciding which flags to use.

British Columbia Calculations

Mandarin: **138,680**
Cantonese: **132,185**
Korean speakers: **50,640**
Japanese speakers: **16,900**

East Asian speakers total = **338,405**

% Mandarin: 41%
% Cantonese: 39%
% Korean: 15%
% Japanese: 5%

Ontario Calculations

Mandarin: **283,735**
Cantonese: **275,315**
Korean speakers: **79,175**
Japanese speakers: **13,260**

East Asian speakers total = **651,485**

% Mandarin: 44%
% Cantonese: 42%
% Korean: 12%
% Japanese: 2%

Quebec Calculations

Arabic (UAE flag): **81,105**
Hebrew (Israel flag): **1705**
Amharic (Ethiopia flag): **340**
Assyrian Neo-Aramaic (Syrian flag): **95**

Semitic speakers total = **83,245**

% Arabic (UAE flag): 97%
% Hebrew (Israel flag): 2%
% Amharic (Ethiopia flag): 0.1%
% Assyrian Neo-Aramaic (Syrian flag): 0.01%

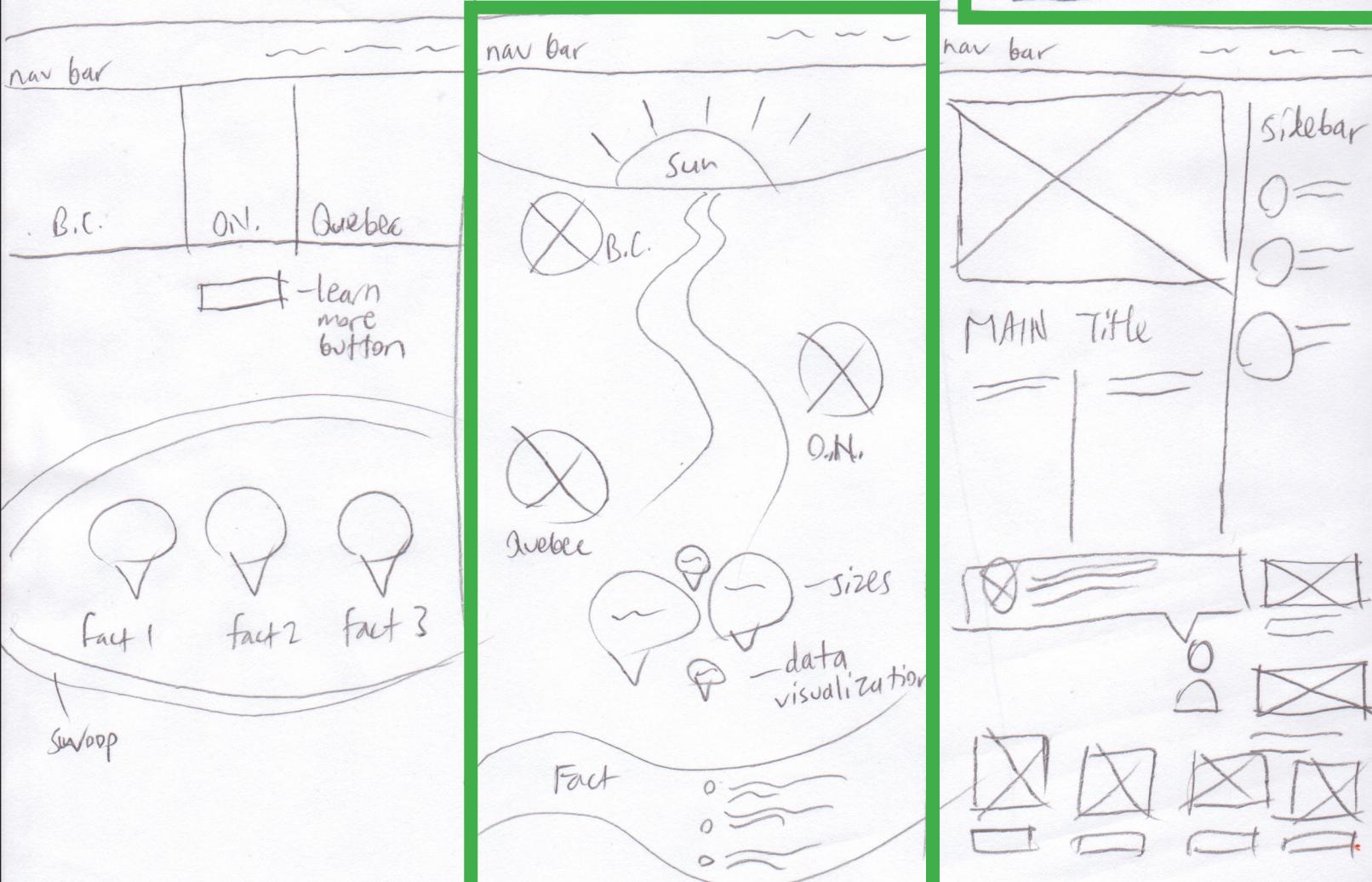
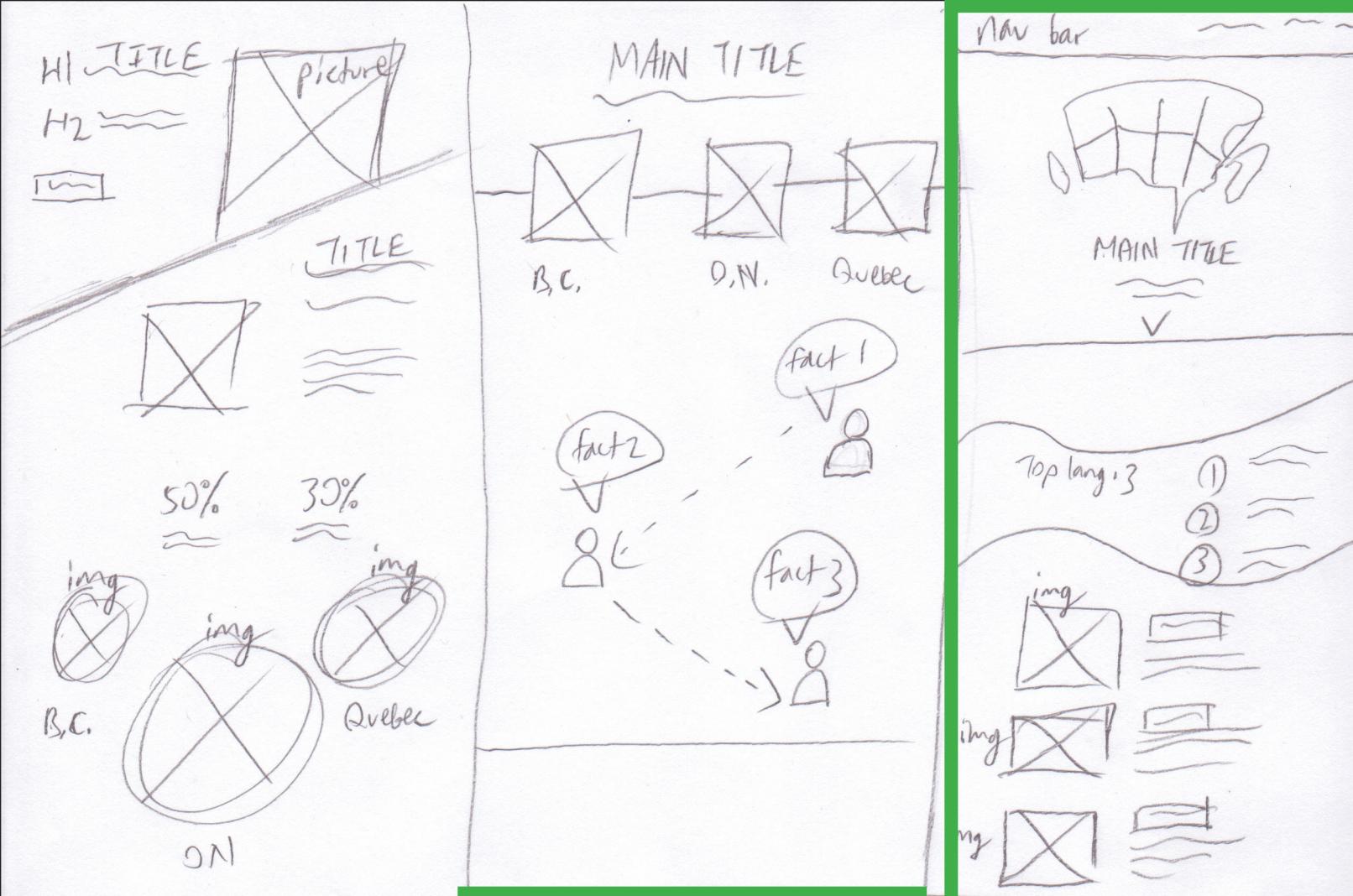
Sketches

ROUGH LAYOUTS

I took to pencil and paper to get my creative juices flowing quickly. Here are the results. I explored both traditional and non-conventional layouts here.

I ultimately chose the 2 circled to digitize. The top is more conventional while the bottom is more exciting and outside the box in terms of layout and design elements.

The top design was explored first. The next slide is the result.





A LINGUISTIC MOSAIC

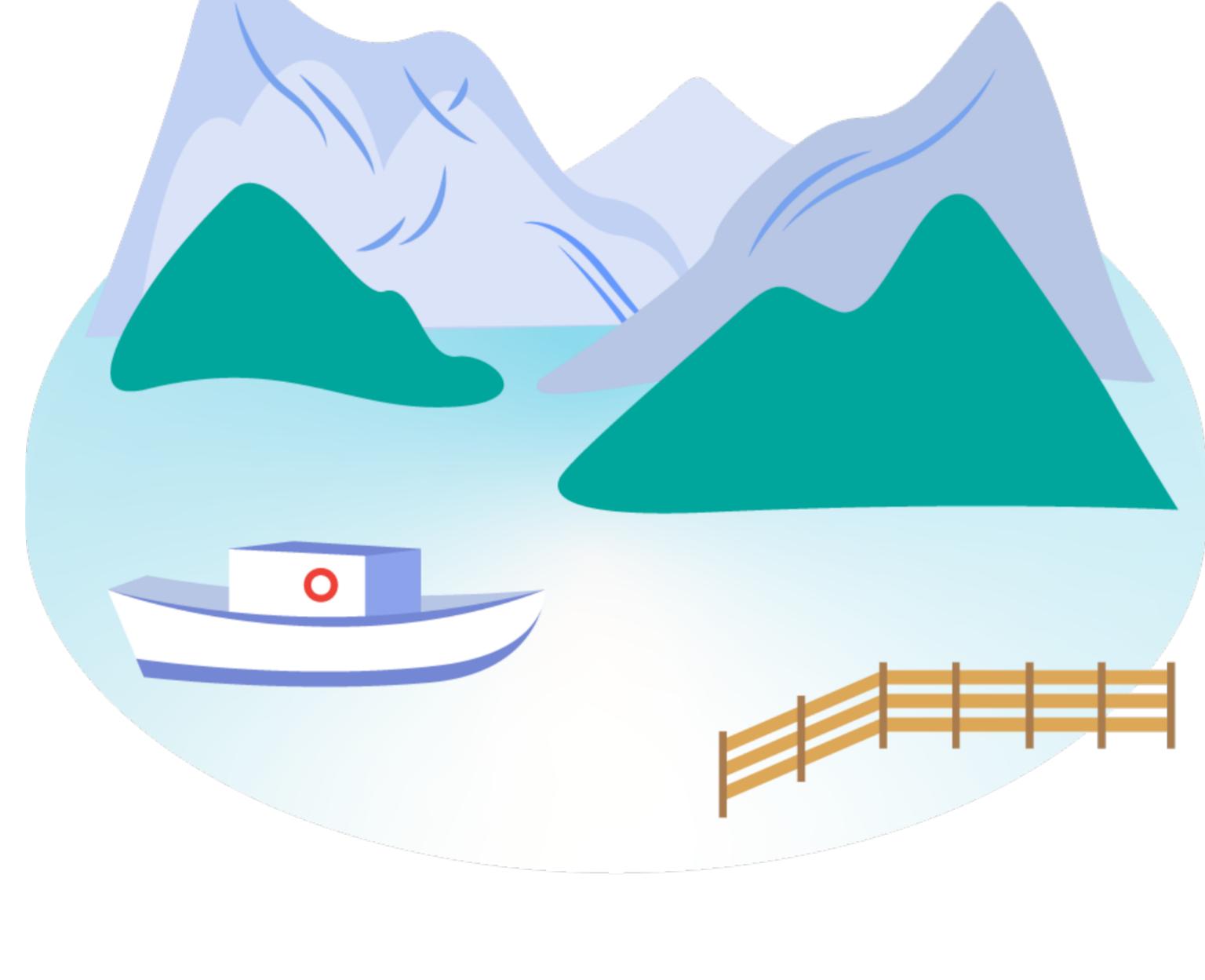
6.6 million persons reported speaking a language other than English or French at home

TOP 3 NON-OFFICIAL LANGUAGES IN CANADA



BRITISH COLUMBIA

Chinese languages are the most popular.



357,860 / 4,356,205
speak Chinese

- Punjabi**
is 2nd most spoken
- German**
is 3rd most spoken

ONTARIO

The most populated province in Canada.

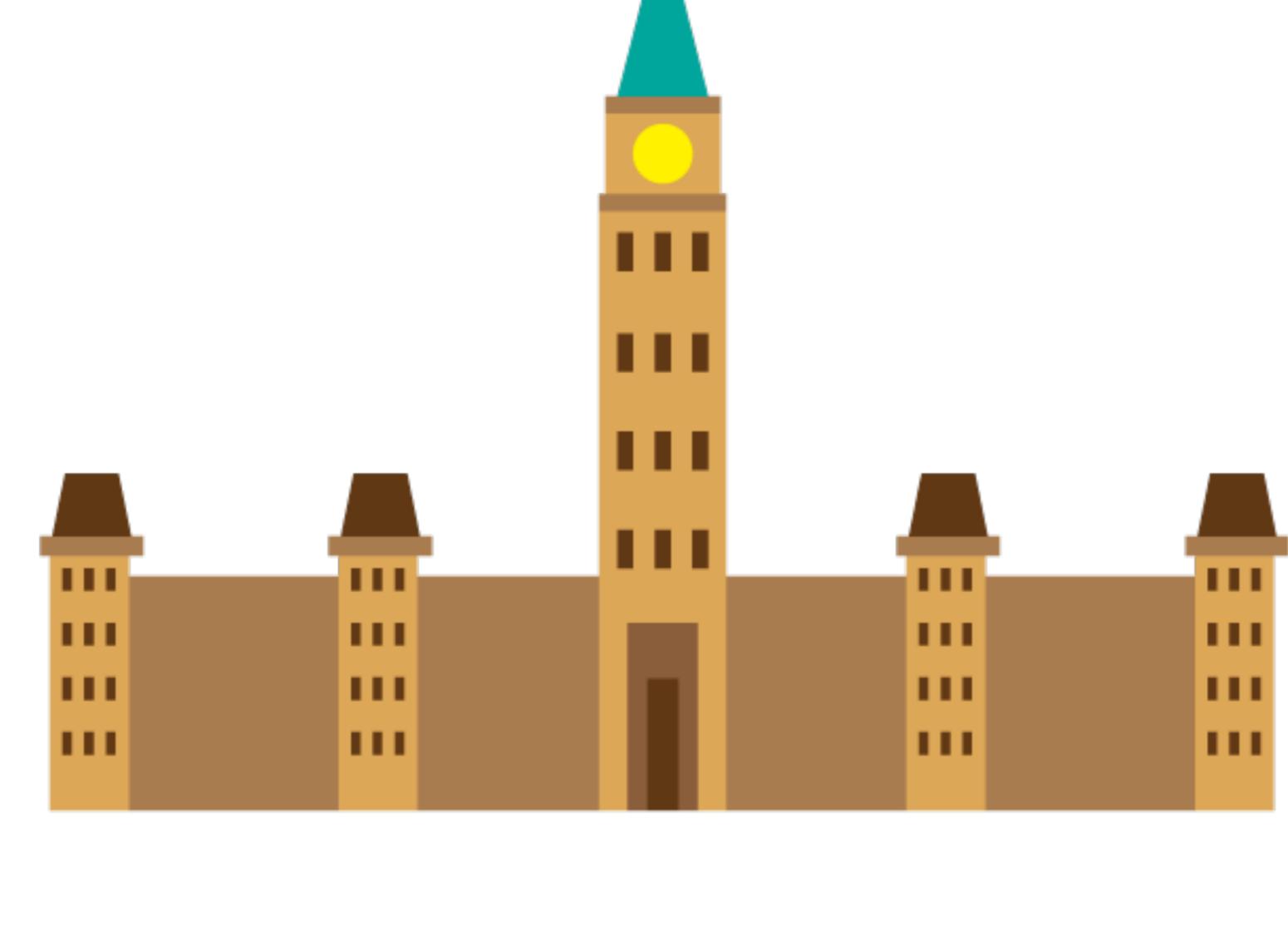


513,170 / 12,722,065
speak Chinese

- Italian**
is 2nd most spoken
- Spanish**
is 3rd most spoken

QUEBEC

Arabic is the most spoken language.



140,035 / 8,000,000
speak Arabic

- Spanish**
is 2nd most spoken
- Italian**
is 3rd most spoken

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Feedback 1

ROOM FOR IMPROVEMENT

- Layout is overall too **boring, rigid, linear**
- **Explore other colours;** blue is too conservative
- Be specific in how information is labelled; ex. specify X number of **residents** out of total **population**
- **Colour code** 3 provinces

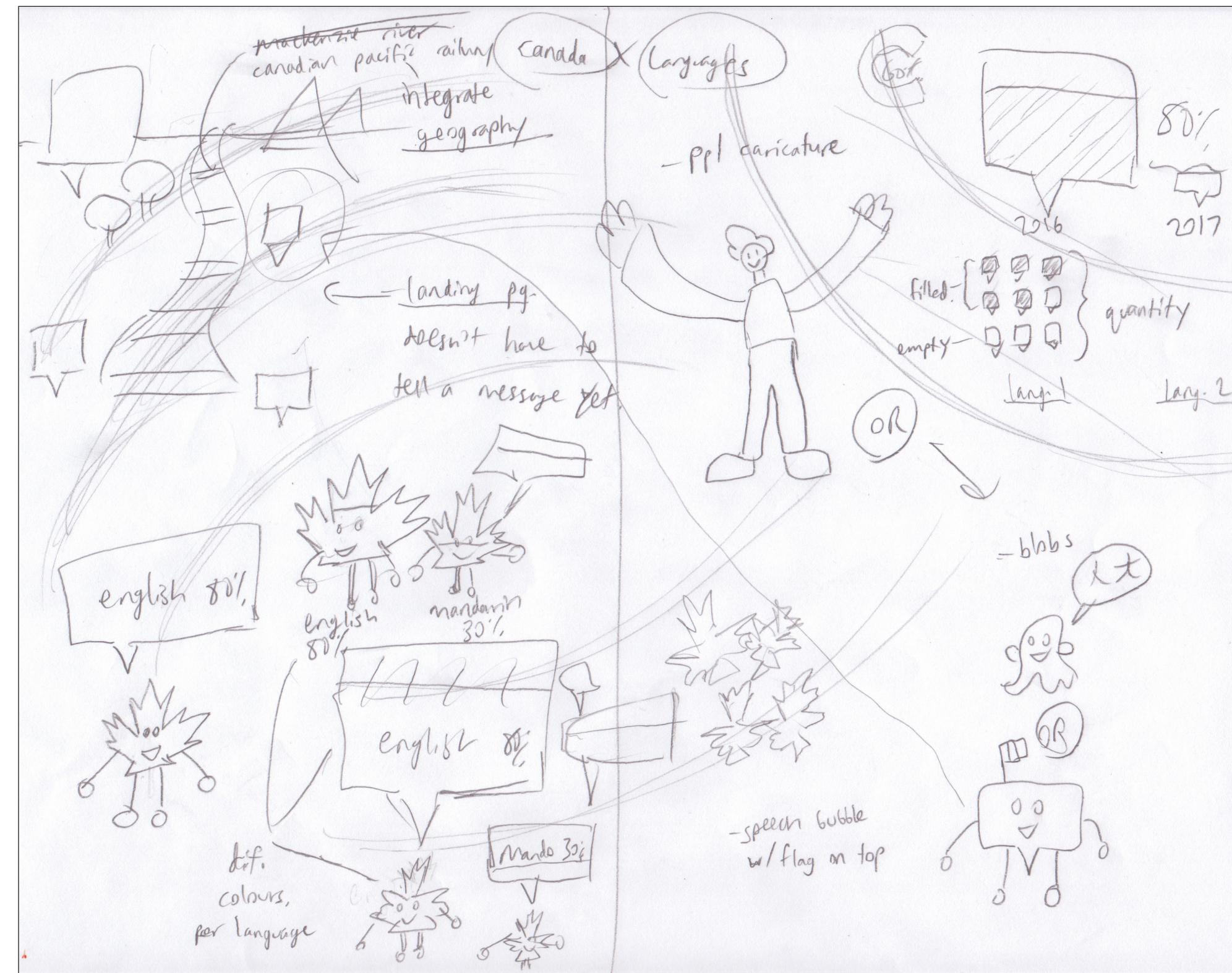
Sketches

EXPERIMENTING WITH ISOTYPES

I also sketched out potential isotypes, to see what ways I could visually represent the data. The goal was to come up with isotypes which were visually appealing and not boring, while capable of functioning well—clear, easy to understand.

After feedback to make my layout more friendly and exciting and less corporate / conservative, I decided to make my isotypes anthropomorphic. This meant humanizing iconography like maple leaves and speech bubbles. Smiles and cute faces delight all ages so it is both inclusive and friendly.

In particular, I was inspired by the popcorn ad you showed us when briefing us on Project 2.

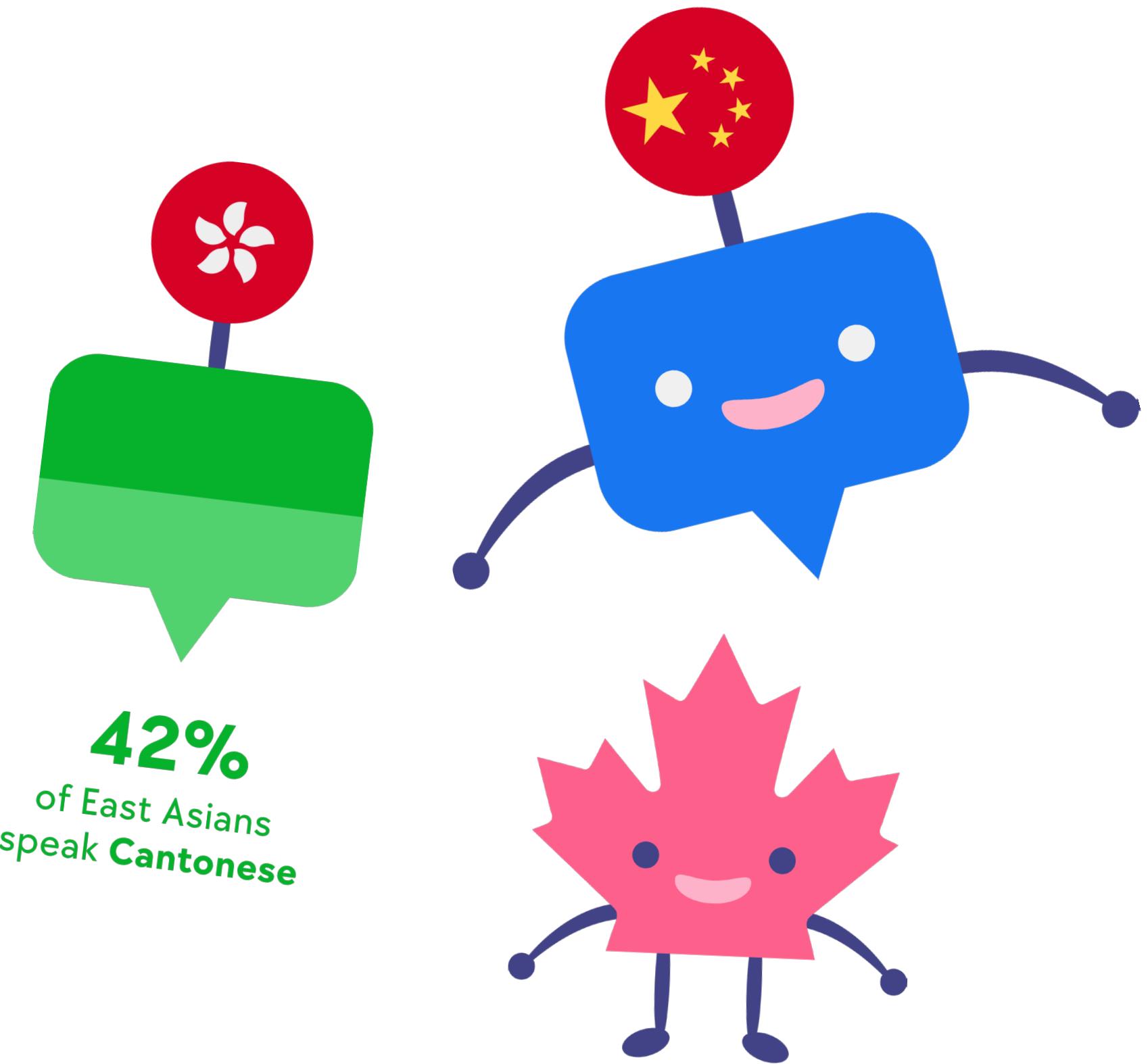


Isotypes Digitized

A HUMAN TOUCH

Using **maple leaves** to represent Canadian residents in my illustrations means I can connote diversity through colour without being offensive to anyone.

Speech bubbles were used because it is a universally recognizable icon that means language, communication. This fits with my topic. Making it anthropomorphic was the next step up from the icons I designed for Exercise 2, as there is a sense of humanity, emotion and playfulness now.



Typography

SYSTEMS THINKING

TT Chocolates was chosen because its rounded forms, balanced proportions, and easy readability express feelings of friendliness and warmth. For areas of emphasis, I used stronger weights and a larger size to create a focal point. Compositional contrast was created by alternating between small and larger sizes, as well as stronger and thinner weights. This was made possible by the various weights offered by this typeface: extra light, light, regular, medium, demi bold, bold, extra bold. Building a design system with type and colours helped me create consistency in my designs.

Heading Style 1

Statistic Number 123456

Population Number 123

Label Style 1

Body Style 1

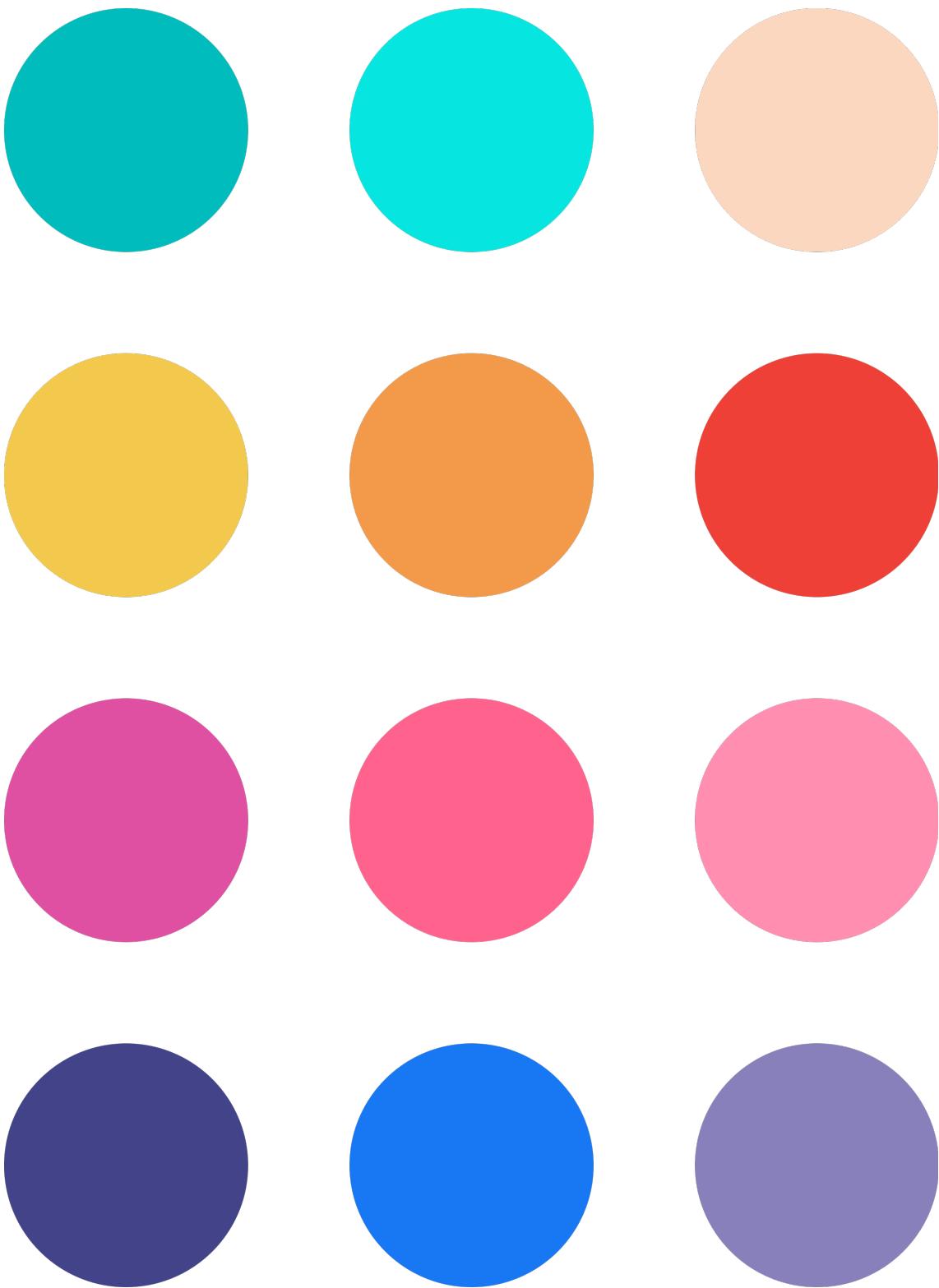
Nav Button Selected

Nav Button Not Selected (Default)

Adding Colour

A FUN, WELCOMING SYSTEM

The home page utilizes a core set of colours, with **teal** being the main colour throughout the page. Teal was chosen because in traditional colour theory, it embodies knowledge; this is fitting for my website because its main goal is to enlighten and inform tourists on the diversity of languages spoken in Canada. To bring energy and excitement, various accent hues were chosen too, like peach, red, orange, pink, blue.



Colour-Coding Provinces

CLARITY IS KEY

I also colour-coded the provinces; blue was used for B.C. as homage to its mountains, green for Ontario because of its lush forests, and red for Quebec as it houses Canada's capital / important centre—Ottawa.



Grid Systems

WEB DESIGN BEST PRACTICES

From research, I found desktop grids usually have a 1000px content width with 12 columns at 65px wide and gutters at 20px wide.

I also discovered it was best practice to design for ultrawide screens (2560px screen width), to accomodate for all possible screen sizes when viewed by different people.

Thus, I made my mockups have a total width of 2560px as well, with 1000px content width.

Sources

uxdesign.cc/responsive-grids-and-how-to-actually-use-them-970de4c16e01

DESKTOP

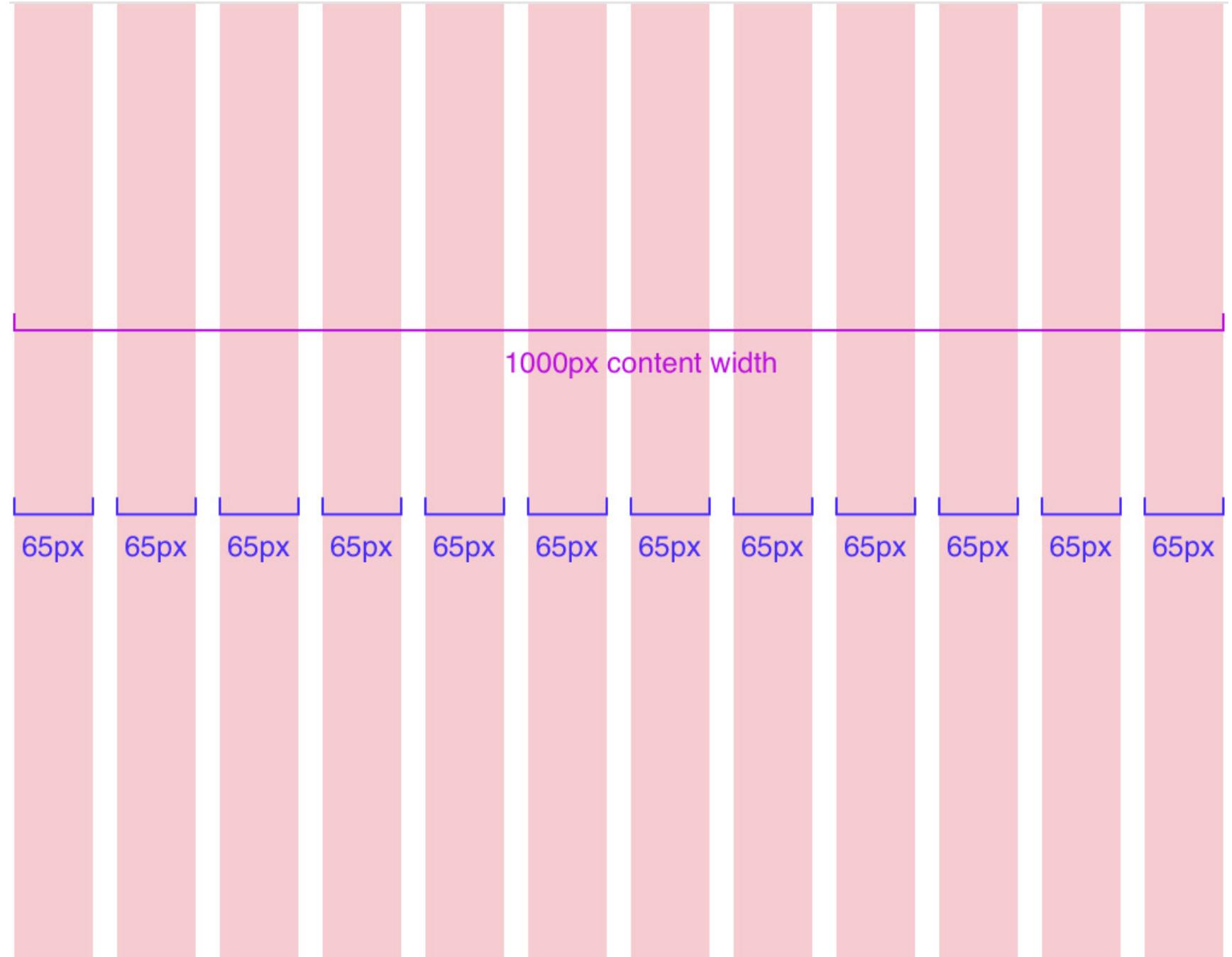
12 columns

Total mockup width: 2560px

Content width: 1000px

Column width: 65px

Gutter width: 20px



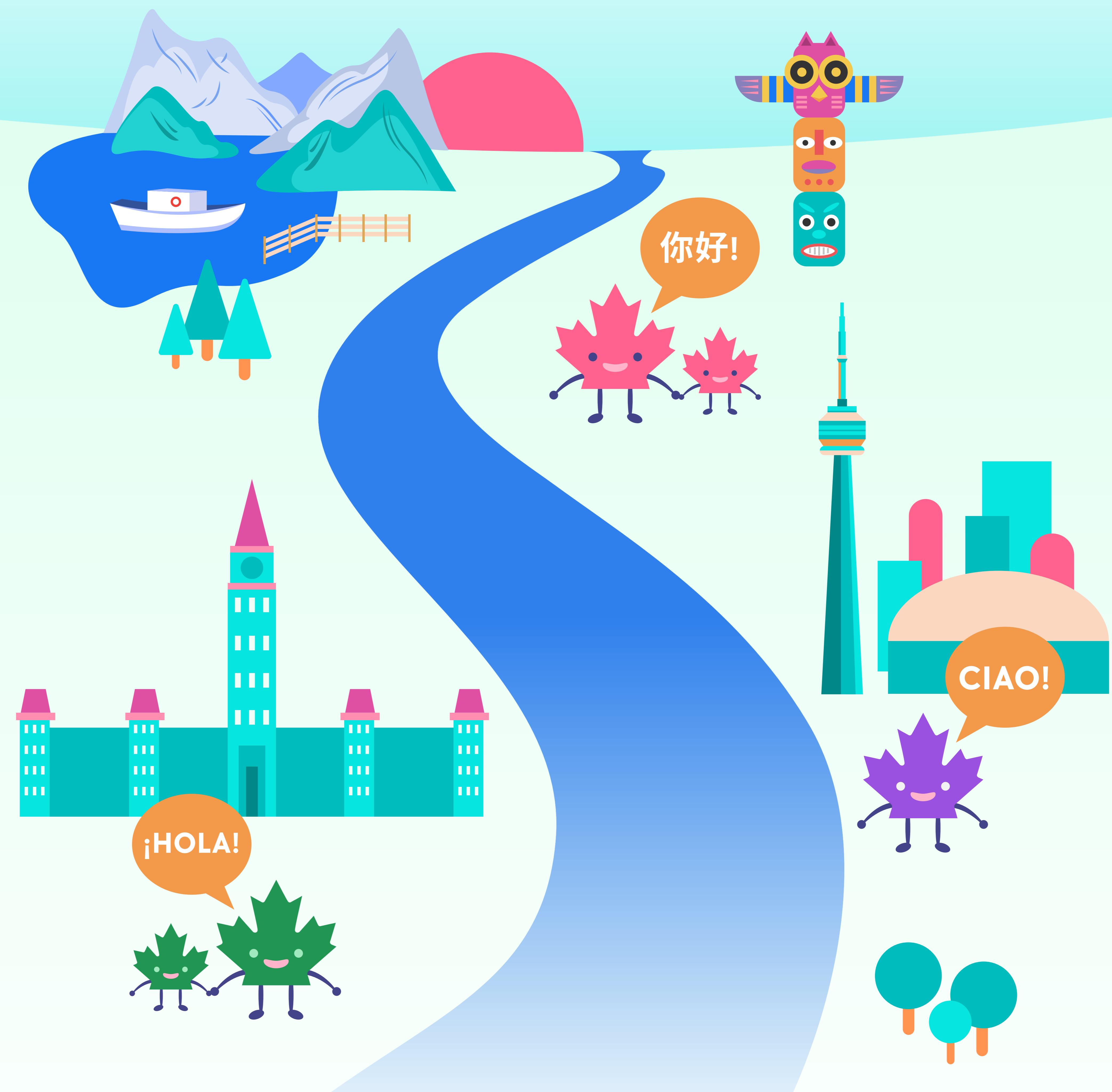
The Final

AT LONG LAST

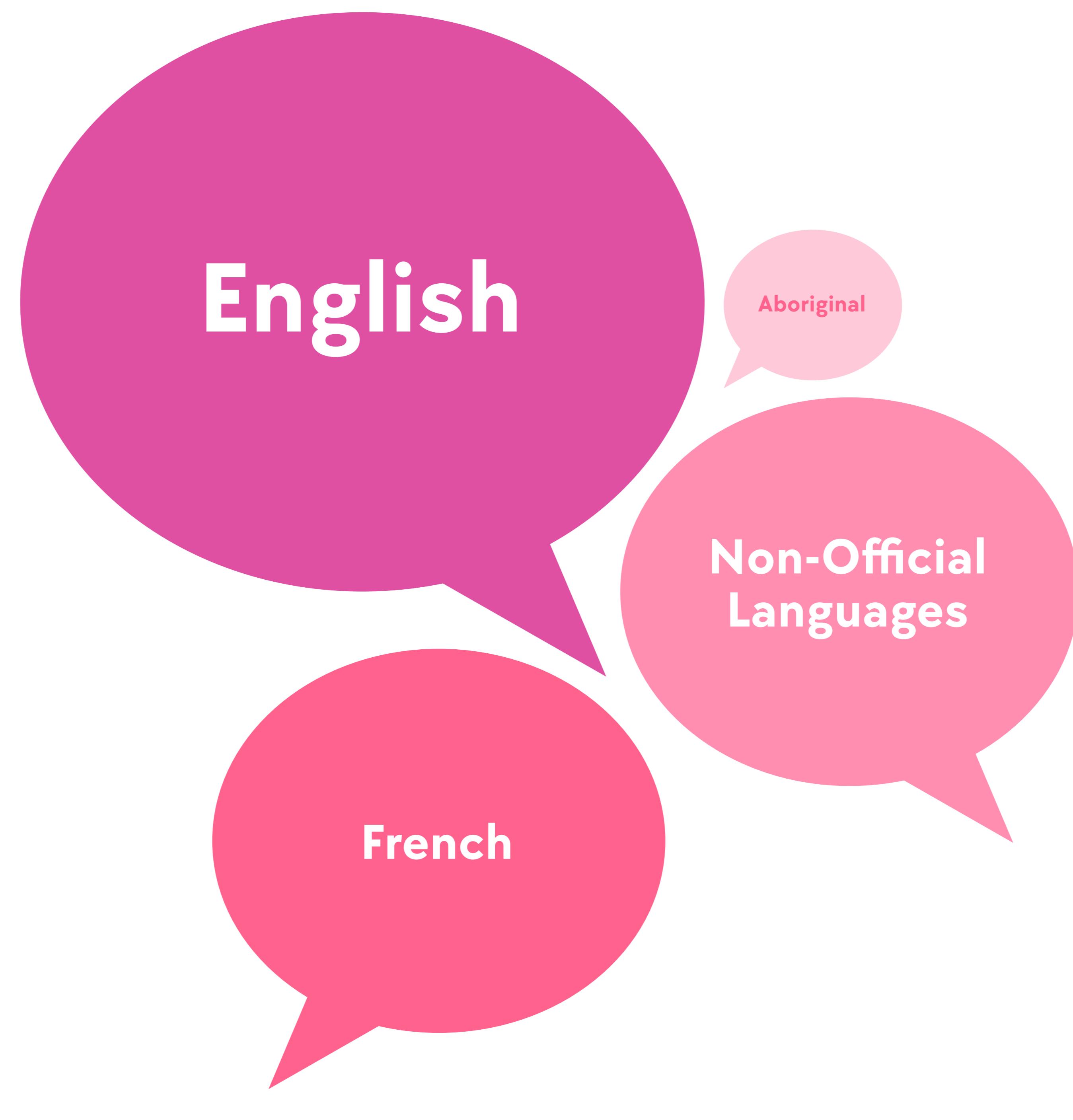
Here is the final outcome.

A Linguistic Mosaic

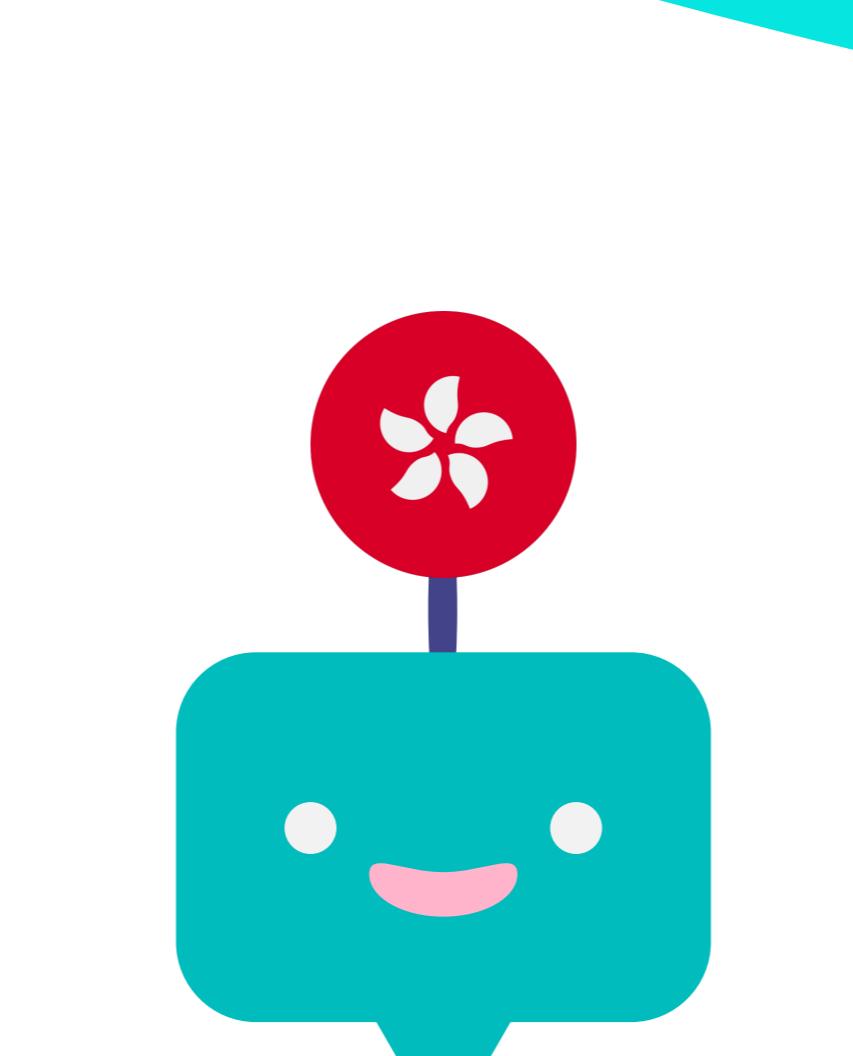
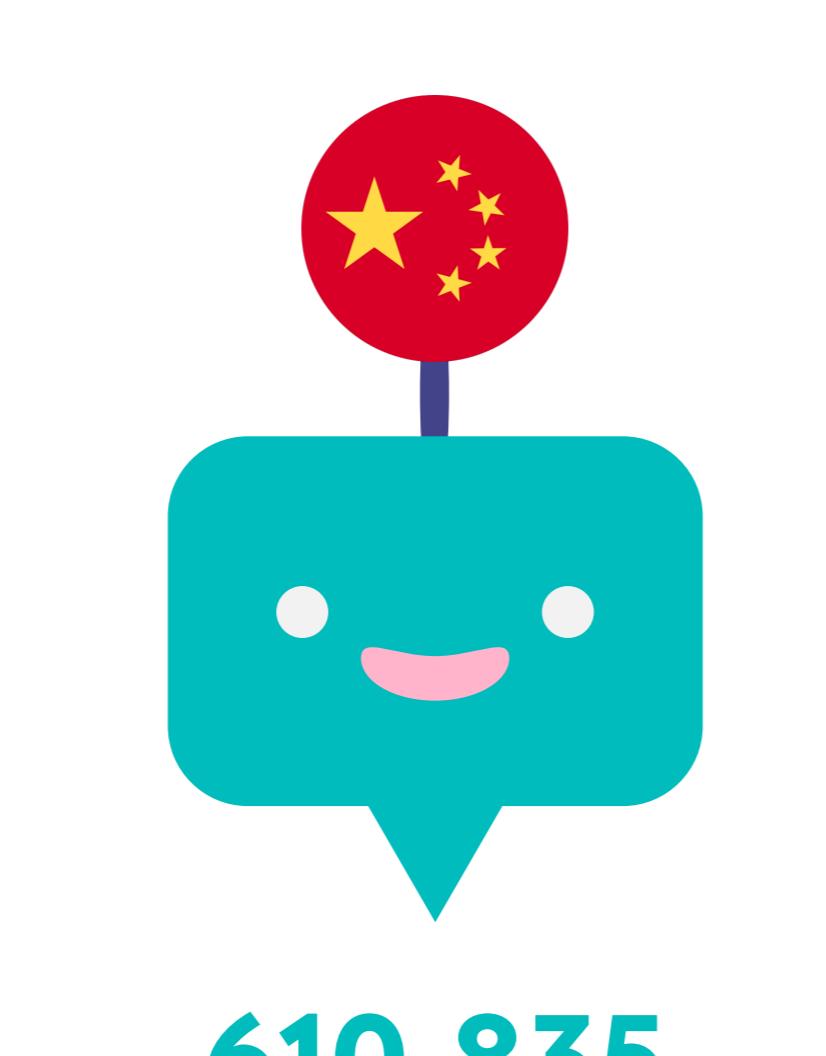
6.6 million Canadians reported speaking a language other than English or French at home



Overall Proportions of Mother Tongue Languages Across Canada



Overall Top 3 Non-Official Languages in Canada



Get the latest info

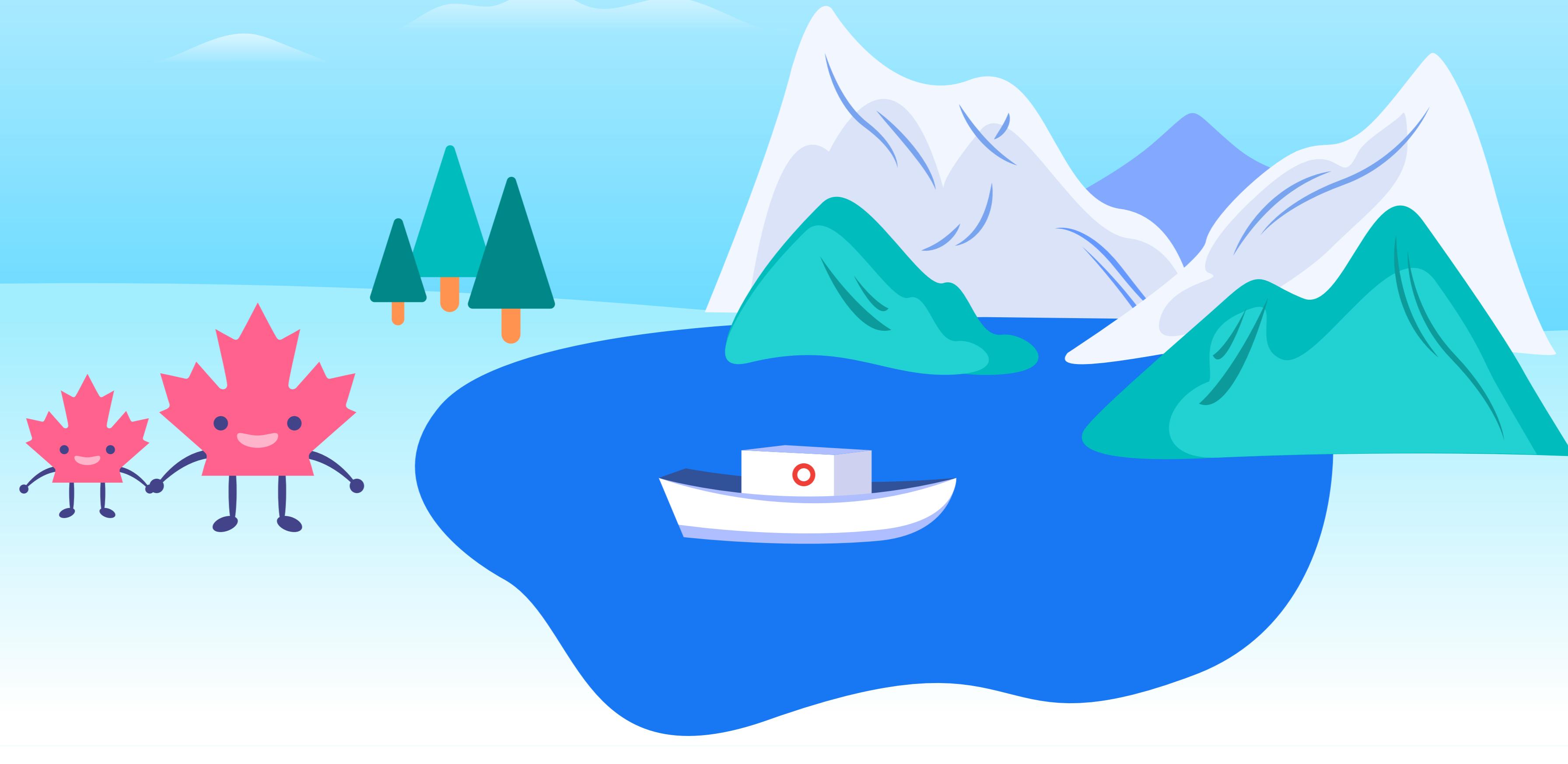
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British Columbia

Population
4,356,205



89.8%
residents speak
English Only



6.8%
residents speak
English & French

Top 3 Non-Official Languages in B.C.



357,860
residents speak a Chinese language

182,920
residents speak Punjabi

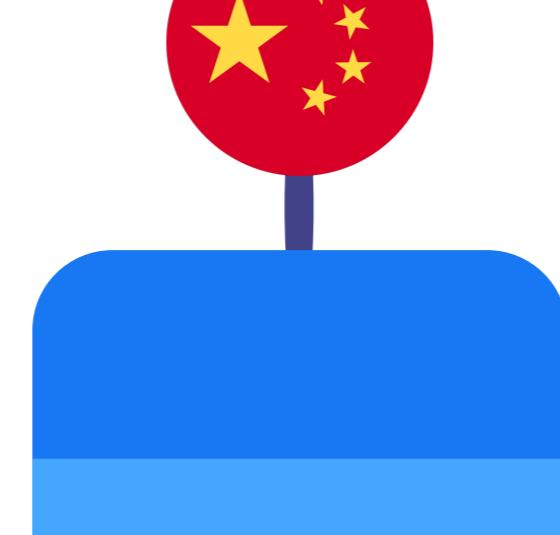
73,625
residents speak German

Did you know?

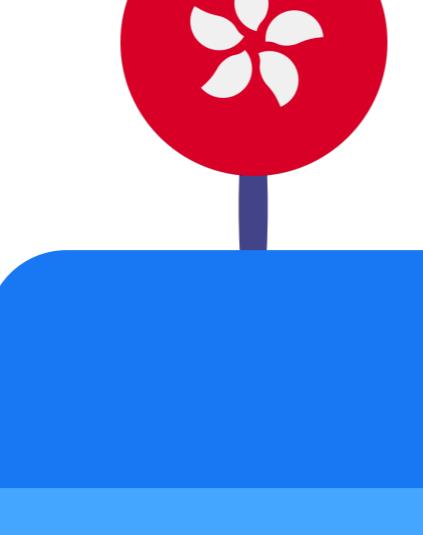
About 8%

of British Columbia's total population
speak Chinese Mandarin or Cantonese

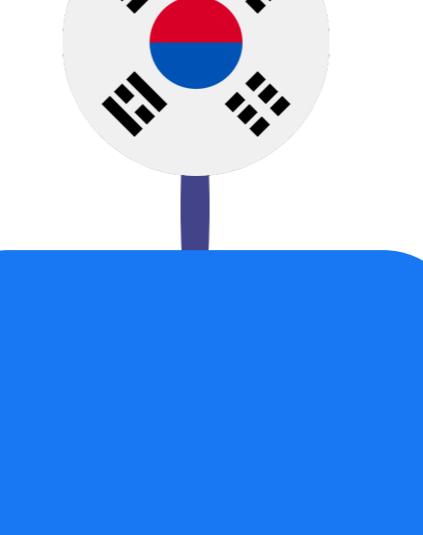
Comparing Proportions of East Asian Language Speakers in B.C.



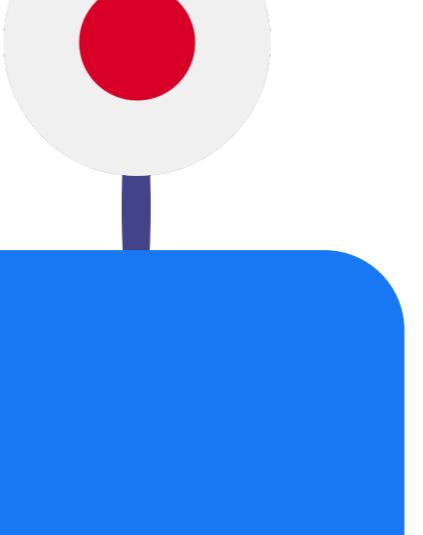
41%
of East Asians
speak Mandarin



39%
of East Asians
speak Cantonese



15%
of East Asians
speak Korean



5%
of East Asians
speak Japanese



Number of Sign Language Speakers in B.C.



2035
can speak American
Sign Language

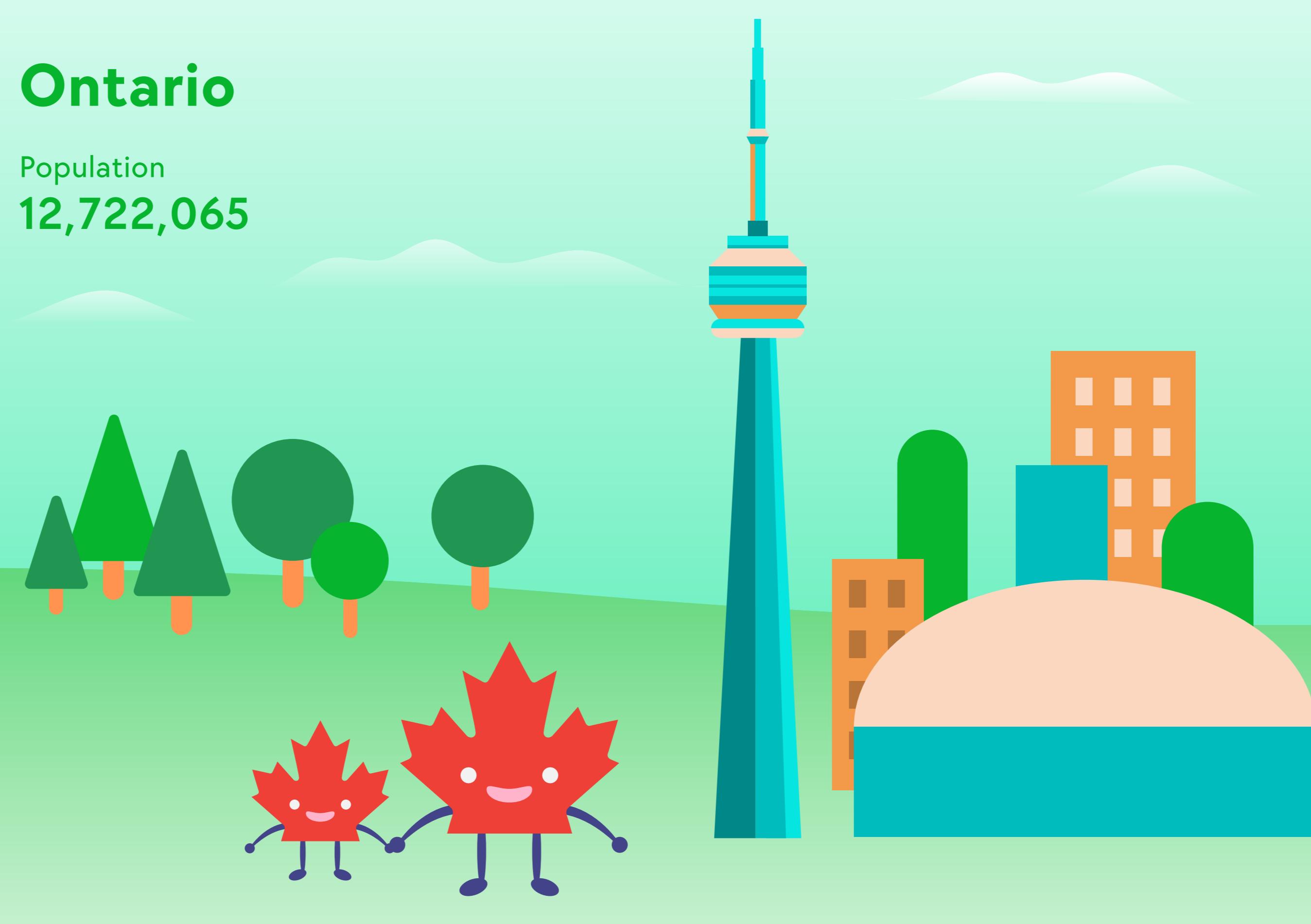


None
can speak Quebec
Sign Language



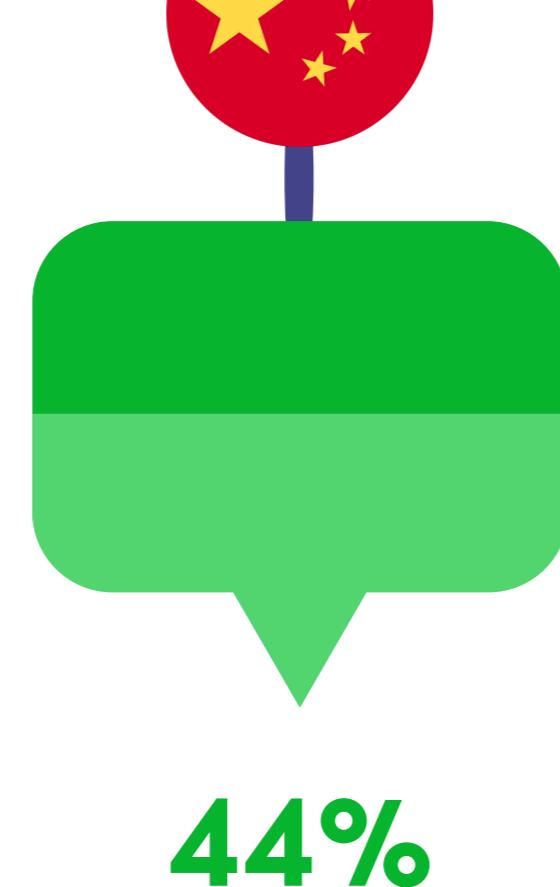
Thank you!

Enjoy your stay in Canada

OntarioPopulation
12,722,065
86.3%
residents speak
English Only

11%
residents speak
English & French
Top 3 Non-Official Languages in Ontario
513,170
residents speak a Chinese language

 251,330
residents speak Italian

 178,335
residents speak Spanish
Did you know?**About 4%**of Ontario's total population speak
Chinese Mandarin or Cantonese**Comparing Proportions of East Asian Language Speakers in Ontario**
44%
of East Asians
speak Mandarin

42%
of East Asians
speak Cantonese

12%
of East Asians
speak Korean

2%
of East Asians
speak Japanese
**Number of Sign Language
Speakers in Ontario**
1035
can speak American
Sign Language

20
can speak Quebec
Sign Language
**Thank you!**

Enjoy your stay in Canada

QuebecPopulation
8,485,000

4.7%
residents speak
English Only



42.6%
residents speak
English & French

Top 3 Non-Official Languages in Quebec

140,035 residents speak Arabic

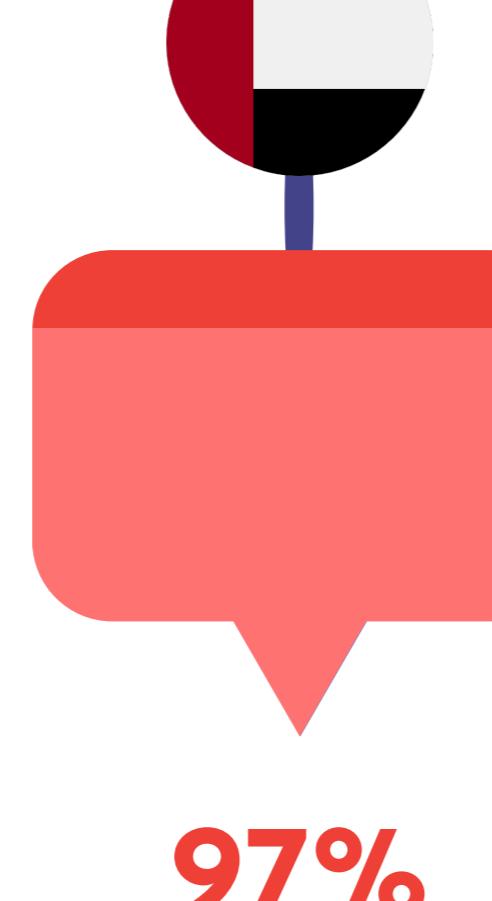
131,855 residents speak Spanish

113,815 residents speak Italian

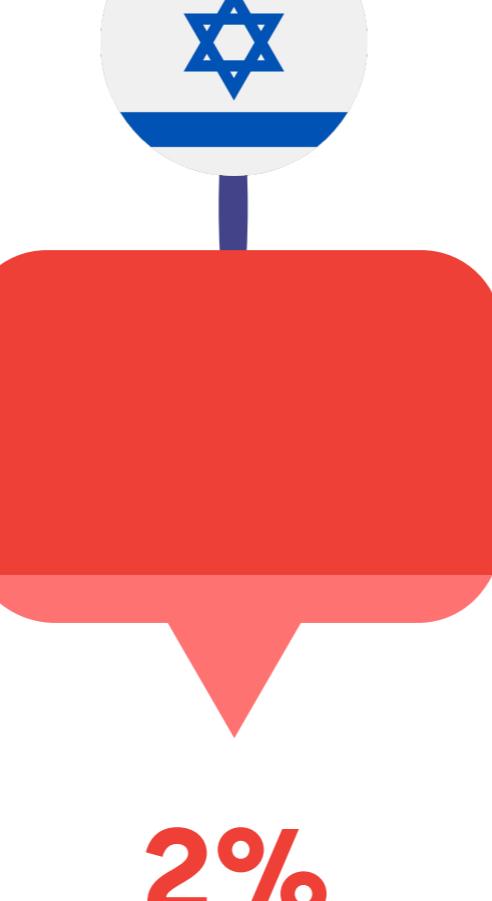
Did you know?**About 1%**

of Quebec's total population

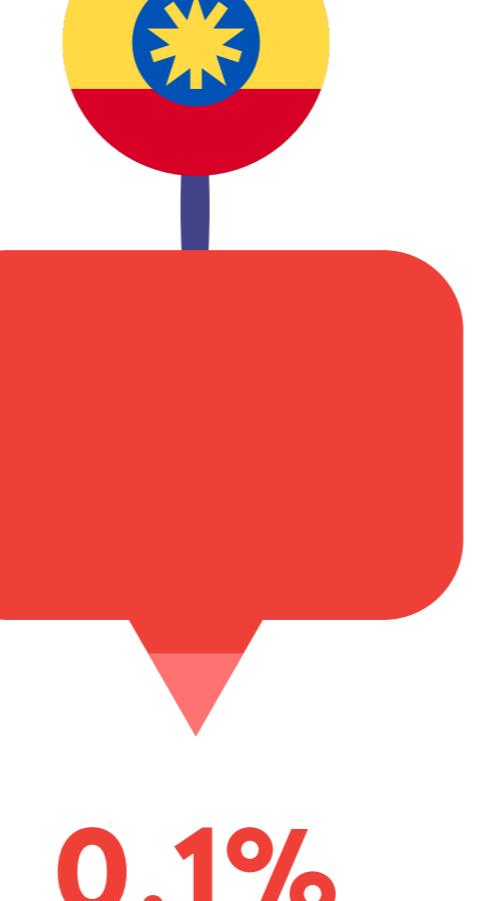
speak Arabic (a Semitic language)

Comparing Proportions of Semitic Language Speakers in Quebec

97%
of Semites
speak Arabic



2%
of Semites
speak Hebrew



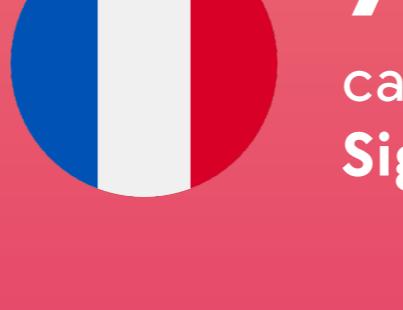
0.1%
of Semites
speak Amharic



0.01%
of Semites
speak Assyrian

**Number of Sign Language Speakers in Quebec**

90
can speak American
Sign Language



700
can speak Quebec
Sign Language

**Thank you!**

Enjoy your stay in Canada

Reflection

FOOD FOR THOUGHT

This project challenged me to synthesize my knowledge of interactive design best practices, typography, layout, and illustration to create something which was exciting. Swoops, curves, and rounded corners were used to instill feelings of friendliness through form, and to lead the viewer down the page into the next tidbit of information. I also expanded my ability to create engaging visuals which expressed the correct human emotions.

The End

THANKS FOR AN AWESOME SEMESTER

Project 2: Expanded Visualization

Jasper Tu
April 2, 2020
Professor: Gary Leroux
YSDN 2008 Information Design 1