

Project 2: Infographic Design Documentation

Title: *Breaking the Screen Habit: Powered by Screen Time Translator*

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1. Who is the audience for this?

The intended audience for this infographic is for those that are affected with too much phone use and screen time. The reason the audience is chosen is that college students are likely to juggle class obligations, social networking, and online communication, and are therefore very likely to suffer through digital overload. The design and tone directly appeal to this age range with humor, common phrases, and contemporary visual design.

2. What do you want it to accomplish?

Goals for this infographic is to encourage everyone to reduce screen time daily, and to promote the adoption of the app, known as the Screen Time Translator, that monitors, translates, and rewards in-the-moment attention at the expense of scrolling.

I want viewers to:

- Understand how long they spend with screens.
 - Understand the impact that period has on work, sleep, and relations.
 - Be encouraged to download or to find out more about the app from the infographic.
 - Entertained and educated, all at the same time, to boost retention and engagement.
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3. What type of infographic did you use, and why?

I employed an infographic with a list format, clear visual hierarchy, and modularity. Each paragraph highlights a critical message—issue, consequence, solution, benefit, and call to action—so it is easy to scan and attention-grabbing. This is an efficient pattern because: It reduces a multi-step process (awareness → understanding → action).

4. How do the design elements (color, images, typeface) help focus the design on your audience and goal?

Colour:

I selected blue and coral hues to achieve a blend between serene professional (blue) and warm engagement (coral). The colors are appropriate for a technologically adept atmosphere but also convey the message to be accessible and contemporary.

Pictures:

I employed flat-style icons to achieve visual consistency and minimalism. The icon readily indicates each section (clock for screen time, plant for growth, QR code for call-to-action). The result is clear visibility at a glance.

Source:

These are contemporary sans-serif (Canva's "Open Sans" and "Montserrat"). These are clean, easy to read, and both printer-friendly and screen-friendly. Their rounded forms suit the warm, conversational tone without being too formal.

All these design decisions combine to make the infographic fascinating, trustworthy, and relevant to college students.

5. Why did you lay the elements out the way you did?

The layout is vertical and modular, moving top-to-bottom in a logical flow:

1. Attention grabber (title & hook)
2. Problem (screen time figures + humor)
3. Solution (how the app is beneficial)
4. Benefits (what you gain)
5. Challenge (call to action + QR-style icons)

This layout mirrors a natural reading progression and ensures every section builds toward the app's promotion.

The humorous quotes and emojis add personality, encouraging students to keep reading. The bottom QR-style graphics mimic interactivity without needing actual links, fulfilling engagement expectations safely.

Sources and Citations

Tool Used: Canva (for layout, color palette, and typography alignment)

Typefaces:

- “Open Sans.” *Google Fonts*, <https://fonts.google.com/specimen/Open+Sans>. Accessed 20 Oct. 2025.
- “Montserrat.” *Google Fonts*, <https://fonts.google.com/specimen/Montserrat>. Accessed 20 Oct. 2025.

Image and Icon Sources:

<https://www.canva.com/features/free-icons/>

<https://www.canva.com/help/add-edit-shapes>

AI-Generated Image Citation:

“Breaking the Screen Habit: Powered by Screen Time Translator.” Generated by OpenAI’s ChatGPT (DALL·E), 20 Oct. 2025. I used it as a generator to give me images of infographics to help me out and I used it as a starting point for me.