

# Activity 1 – Importance of Visual Graphics Design

*Please print this paper and keep it for reference purposes. It will be signed by the professor in charge to mark its completion and record.*


Group Name: \_\_\_\_\_


Date: \_\_\_\_\_

Group Members:


In ancient times, people would tend to use pictures and symbols pertaining to a certain idea. These are called **PICTOGRAPHS**.

For example:

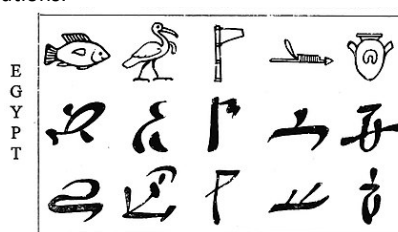
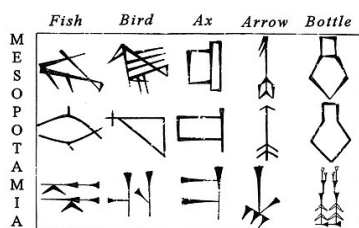
If they want to give the idea of a fish, they would draw this symbol:  This symbol will represent the animal fish. It can communicate easily to those who are familiar and able to understand the set of symbols. Eventually, the symbol

became a character in the language as  (pronounced as *yu*) which looks like the modified pictograph symbol shown before.

Now let us try if we can decode some of the pictographs used during the ancient times:

Pictographs	Modern Script	Meaning
	馬	MA
	人	REN
	月	YUEH
	雨	YU
	耳	ER

The Chinese language isn't the only one with these kinds of symbols. In fact, many ancient languages use pictographs in communicating their ideas across people, cities, and even nations.



Create your own original sets of pictographs for each of the following words

Member Name	Fish	Bird	Arrow	Bottle	Food

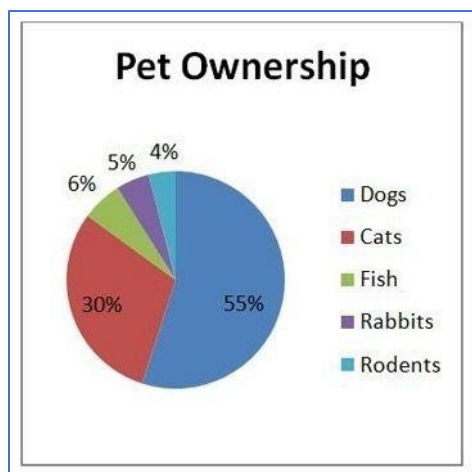
However, using these kinds of symbols in communicating to the masses was found not effective. This is also a poor way of storing history and knowledge.

For example, the picture on the right is an example of an ancient cuneiform known as the EBLA TABLETS. These clay writings were used by astronomers to record the position of the stars, meteors, and other heavenly bodies. It also records the seasons, climates, and other astronomical events during that time.

This particular tablet shows the position of a meteorite hitting the earth during the biblical times of Sodom and Gomorrah. However, to decode this, a person should have an intensive knowledge and background of the history, culture, and symbols of the Sumerians.



This is a very good example of data visualization in ancient times. Astronomers communicate their works and discoveries in such ways. They can transport, store, and restudy these tablets and eventually make conclusions, corrections, and even facts out of these tablets.



For the picture on the right, interpret the pie chart using the following guide questions:

a. What does the graph show in general?

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b. What are the different pets being considered?

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c. Which shares the greatest percentage of pets?

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d. Which has the least share percentage of pets?

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For the picture on the left, interpret the histogram using the following guide questions:

a. What does the graph show in general?

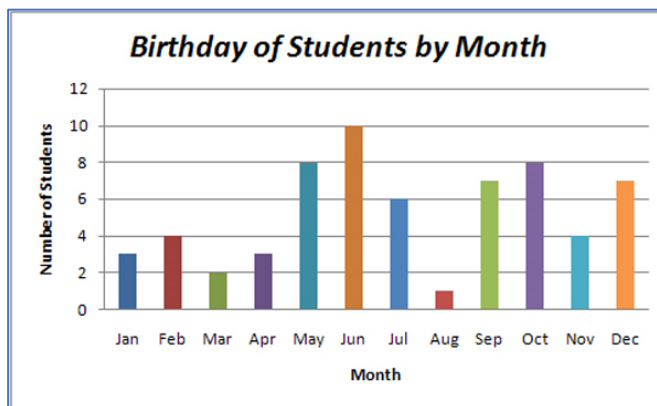
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b. Which month has the most students having a birthday with?

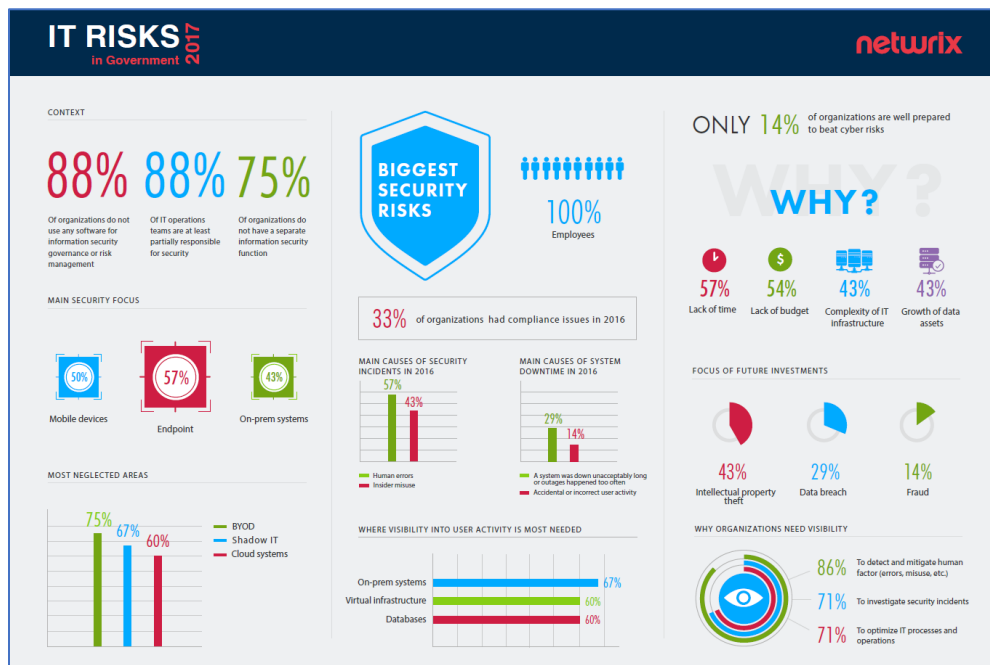
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c. Which month has the least students celebrating their birthdays?

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Using such ways of representing data is much more intuitive and easier to use. It gives a general idea of what the data is about in a glance. Without much words and explanation, one can interpret the nature of the data being represented.



For the past few centuries, humanities have made a great leap towards visualizing their ideas. From using clay tablets to using computer-generated graphics to represent ideas, communicate insights and different meaningful knowledge. At the dawn of the 21<sup>st</sup> century, a new way of communicating data to the masses was introduced known as **infographics**.

Now we will interpret this infographic by dividing it into sections.



On the next page, create an analysis on each section indicated.

Section	Significant Data/ information	Interpretation
A		
B		
C		
D		
E		
F		
G		
H		
Overall		

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**Reflection Question**

1. Why is Visual Graphics Design important?


Instructors signature: \_\_\_\_\_

By signing this, the members are marked as COMPLETE in this activity.  
Please record promptly for future reference.