

# EGG INFOGRAPHIC

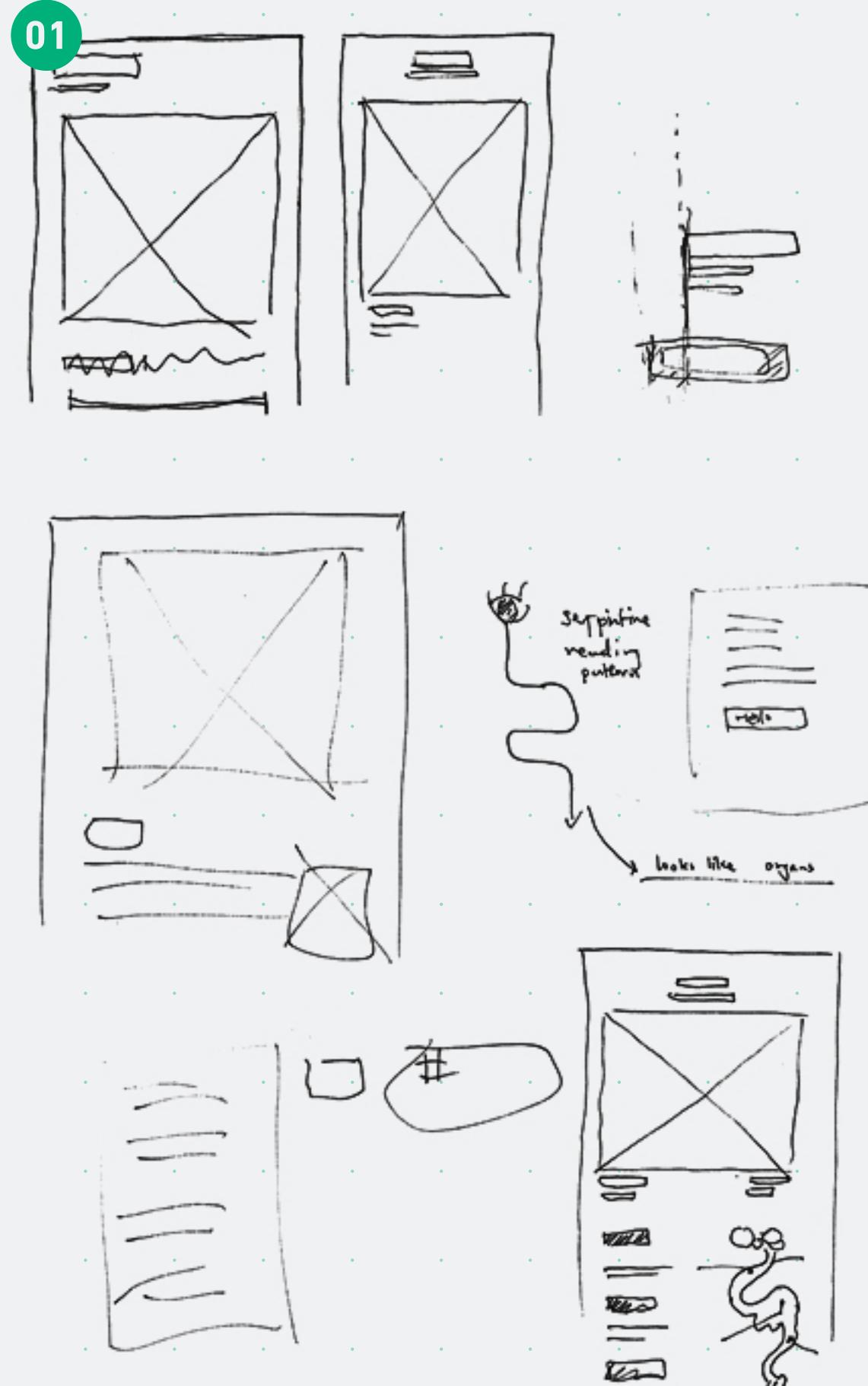
Sketchbook | December 2016

## SKETCHED TO LIFE

In tackling this infographic, I approached it differently than I normally would have.

Generally, I will first sketch out the entire piece. However, I had a vision for this project and I thought it would be worth it to approach the problem differently.

I worked piecemeal from the top down, iterating through a section until I was comfortable putting it to pixel.



02

Story of information:

- Introduction
- Anatomy overviews ← pouch / hook
  - In-depth process
- Time scale
  - One egg
  - Egg shell
  - 300 eggs
  - Consumption
- Why
  - Overview egg composition
  - Chart

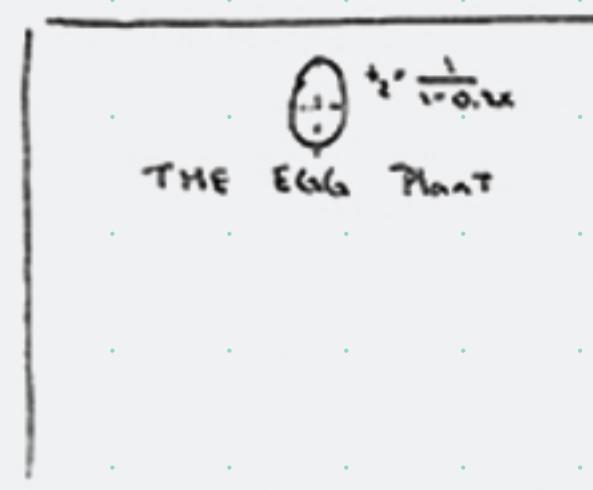
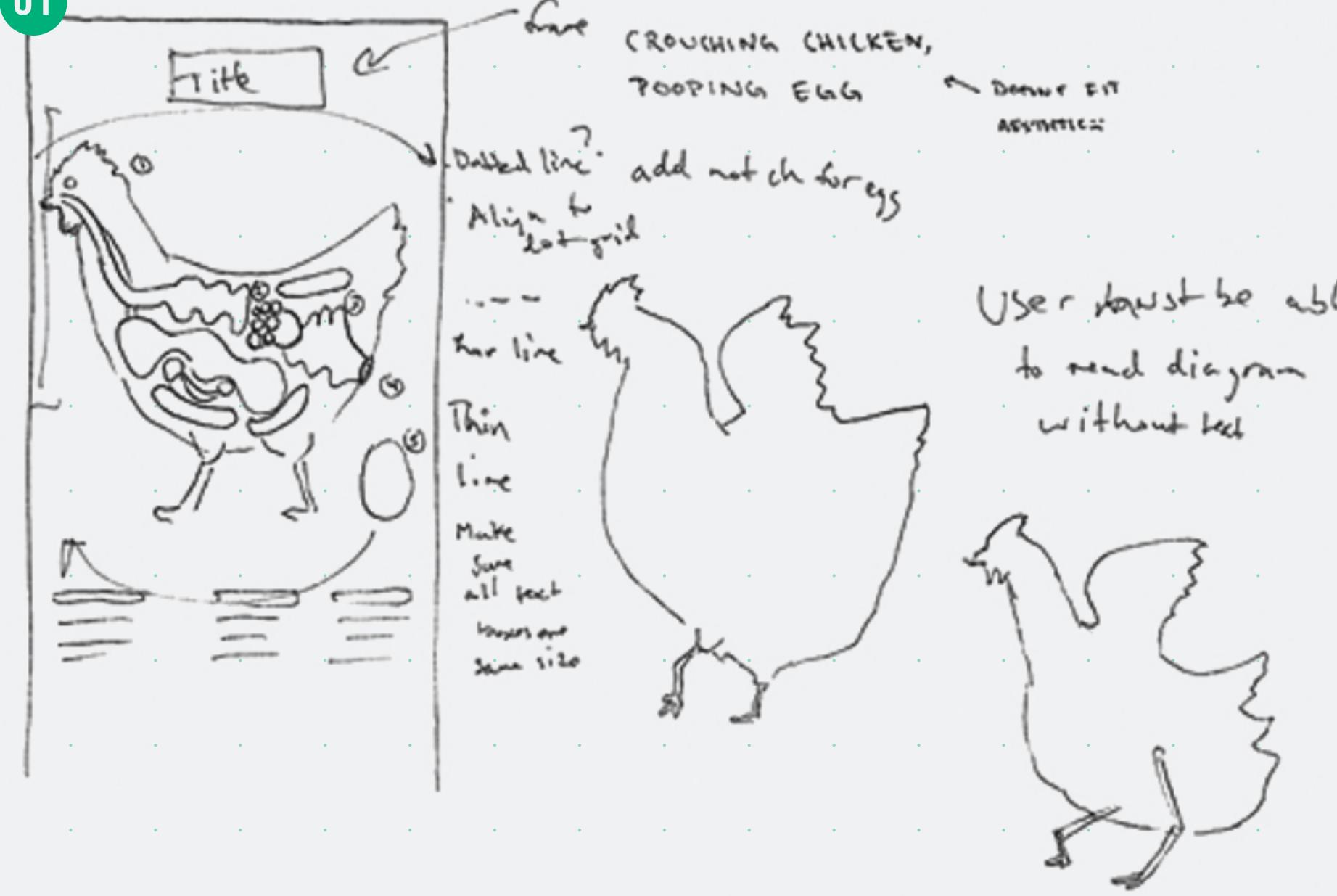
Tell a story of production on a macro scale → micro scale production  
↳ how it relates to the chicken then goes to

T Introduction  
Macro production  
Micro production  
Result (egg sizes)  
Time frame of production micro  
Time frame macro  
○ Consumption Micro  
Consumption Macro  
Why do we eat it  
• Nutritional facts  
Conclusion

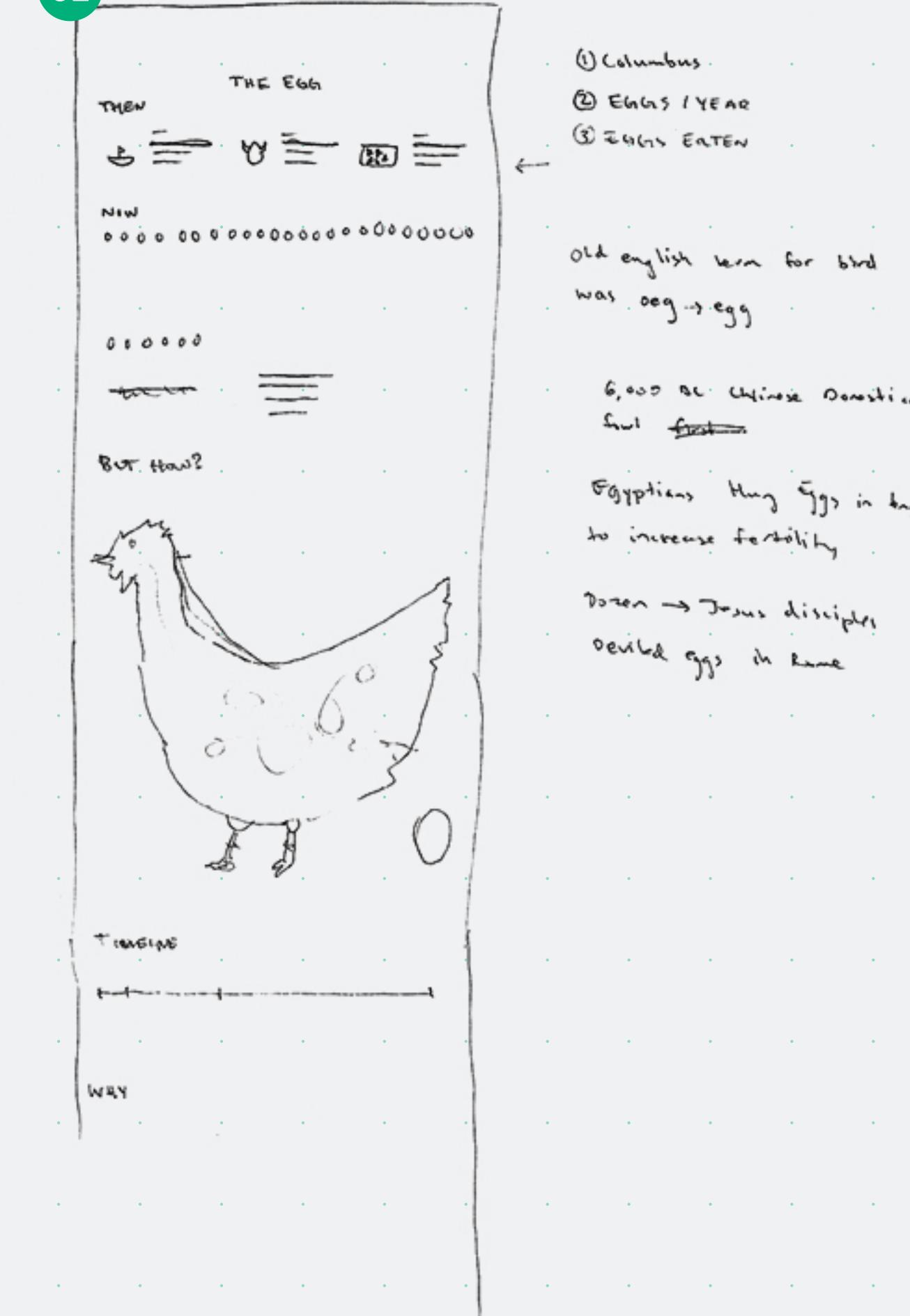
01. Sketches for the header of the infographic (large illustration)

02. The narrative I wanted to tell with this infographic

01



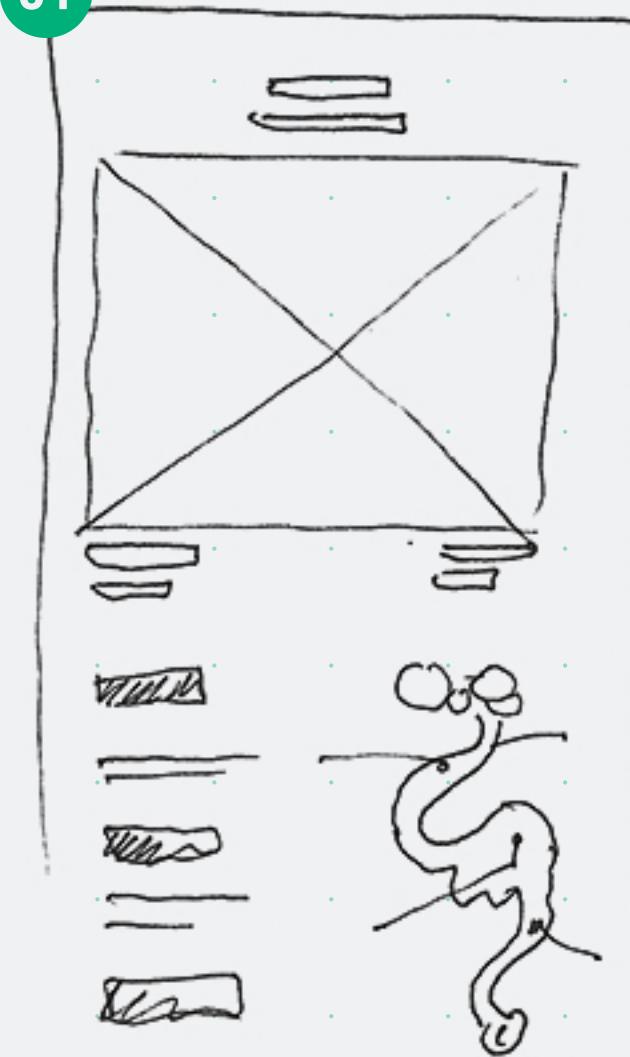
02



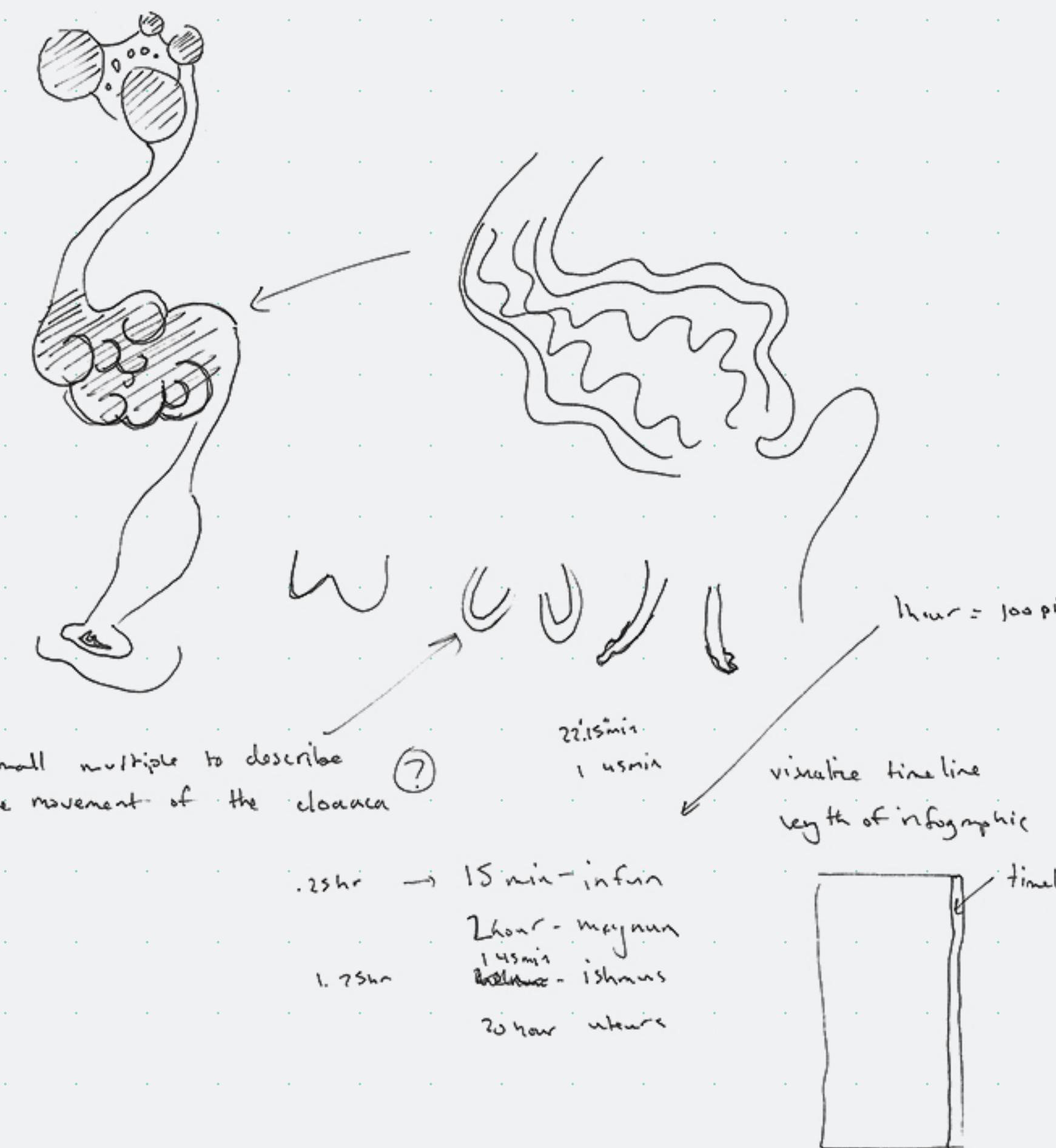
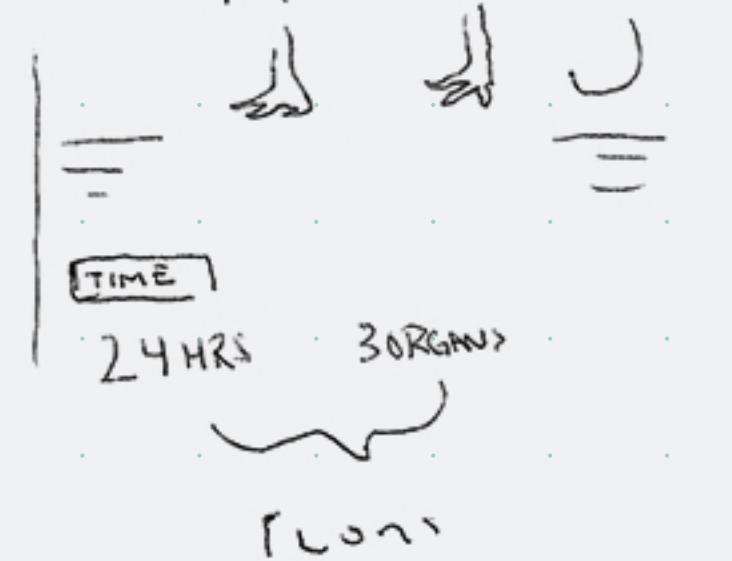
**01.** Further dissection of how the viewer will first experience the egg infographic

**02.** For a time I also wanted to discuss the history of the egg

01



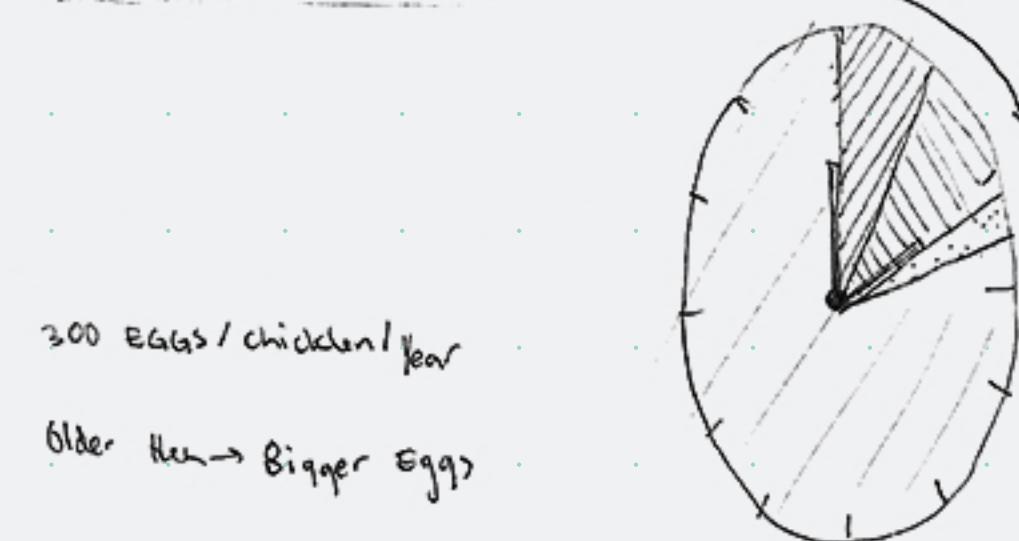
Problem: Display timeline



01. The next section was the reproductive system; I was contemplating using small multiples, but ended up using the outstretched organs as a quasi-timeline

01

Visualize 8.63 billion



8.63 billion

00000  
0000

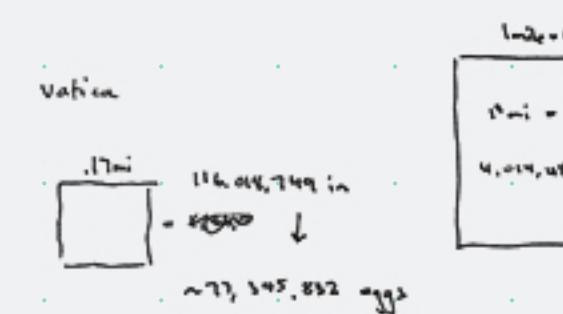
\$630,000,000

0 = 1 billion  
0 = 10 million

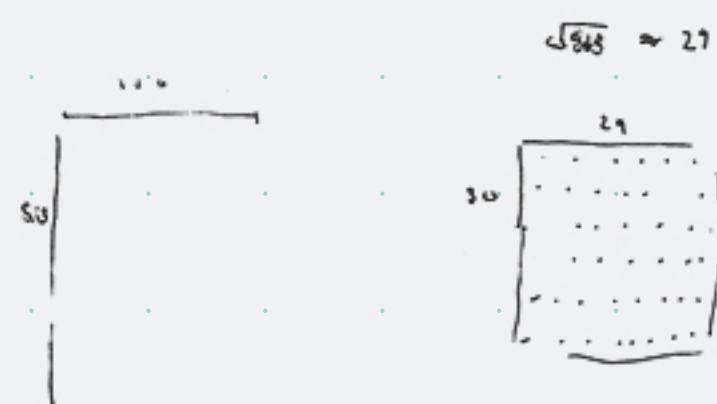
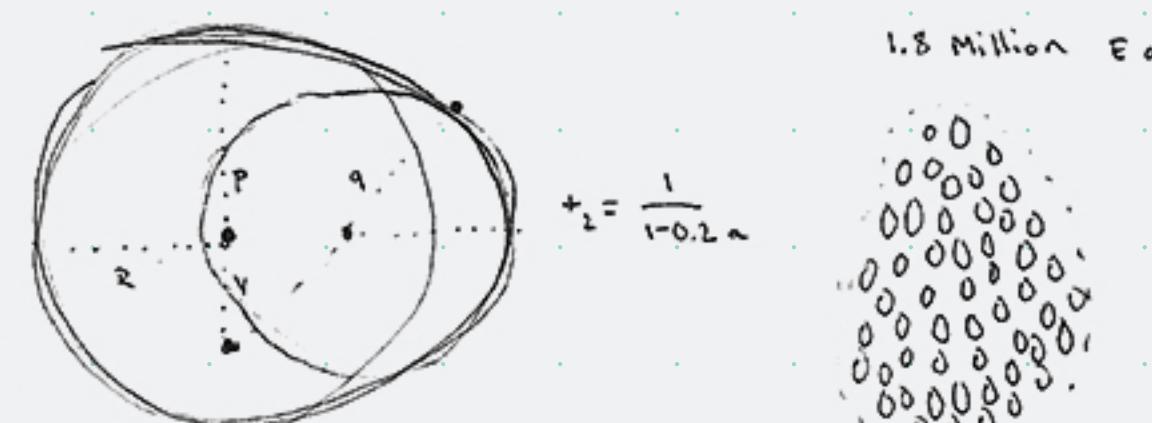
1 football field = 8,686,400 eggs

~ 2341 football fields

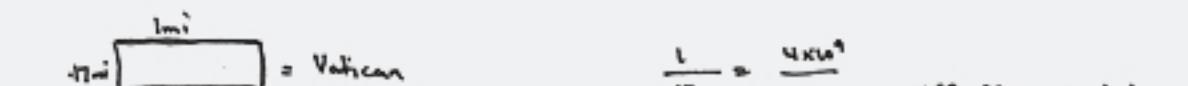
Easter Island = 9902.451 in²



You would  
need about  
2,1497 mi²  
mi²

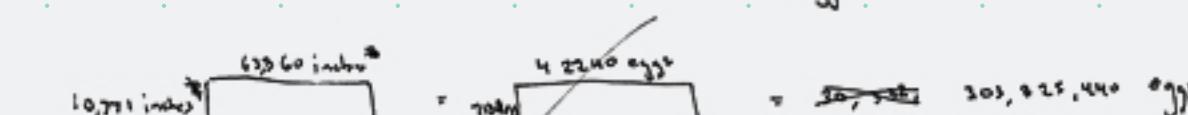


America Produces enough  
eggs to cover the Vatican  
City ~28.5 times.

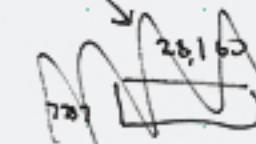
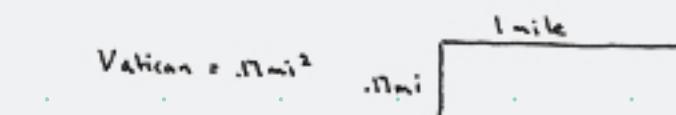


$$\frac{1}{1.8} = \frac{4 \times 63360}{2.25} \rightarrow 632,350,000 \text{ inches}$$

1 egg = 2.25 in²

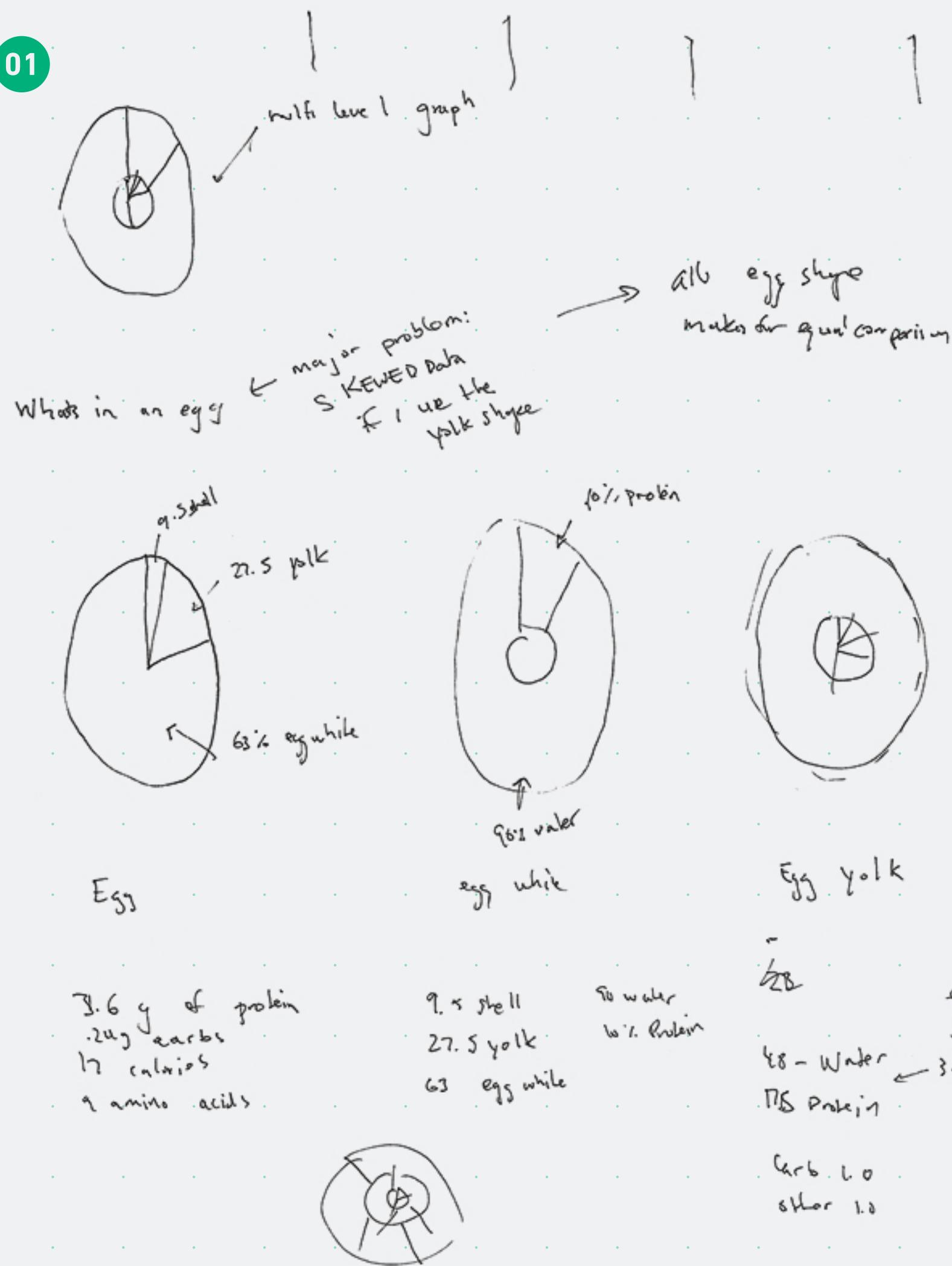


You would need ~ 28.5 vatican egg cities



01. A significant amount of time went into figuring out how to display the magnitude of egg production in America

01

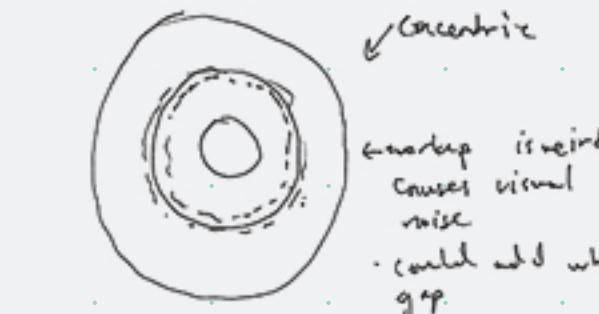


Problem with egg:

- Skewed data
- Does not have a "center"
- Makes it look like the graphs are off the same thing

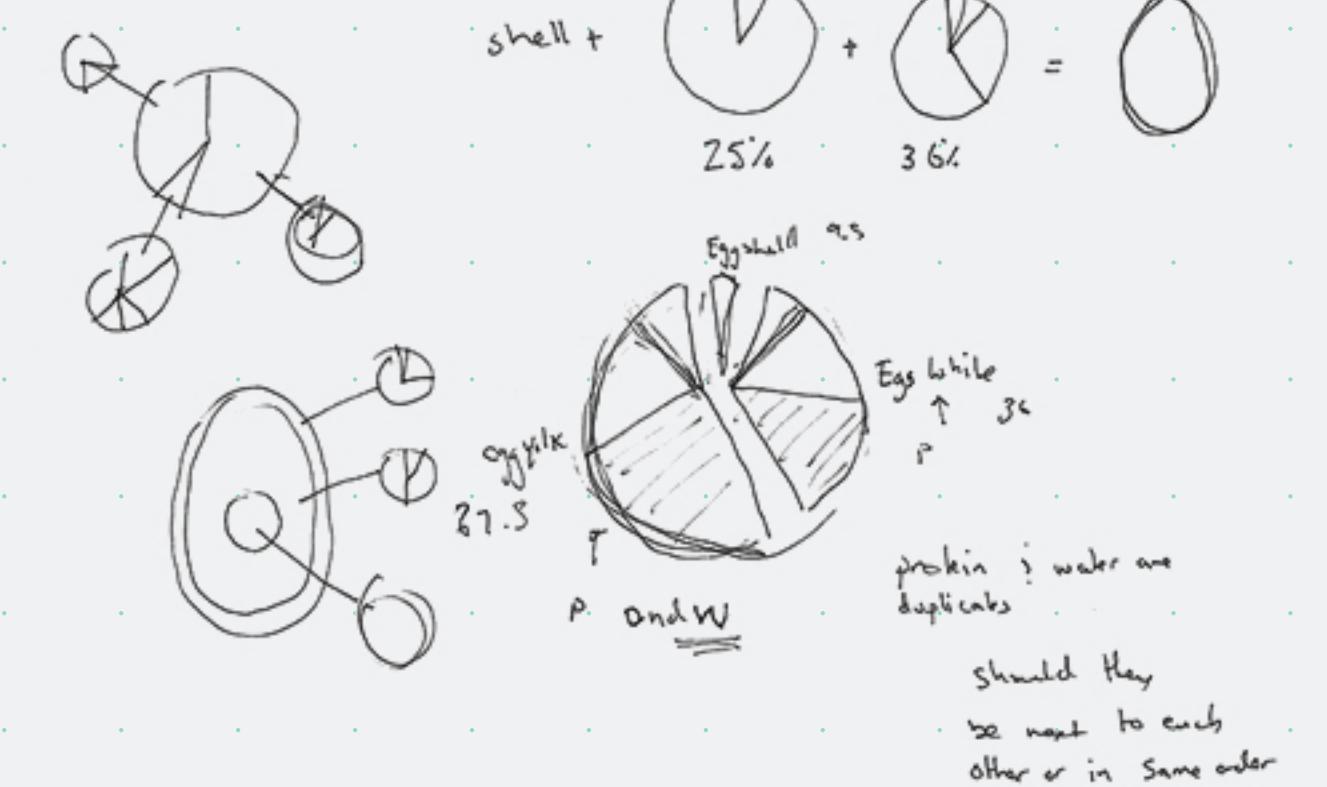


100g

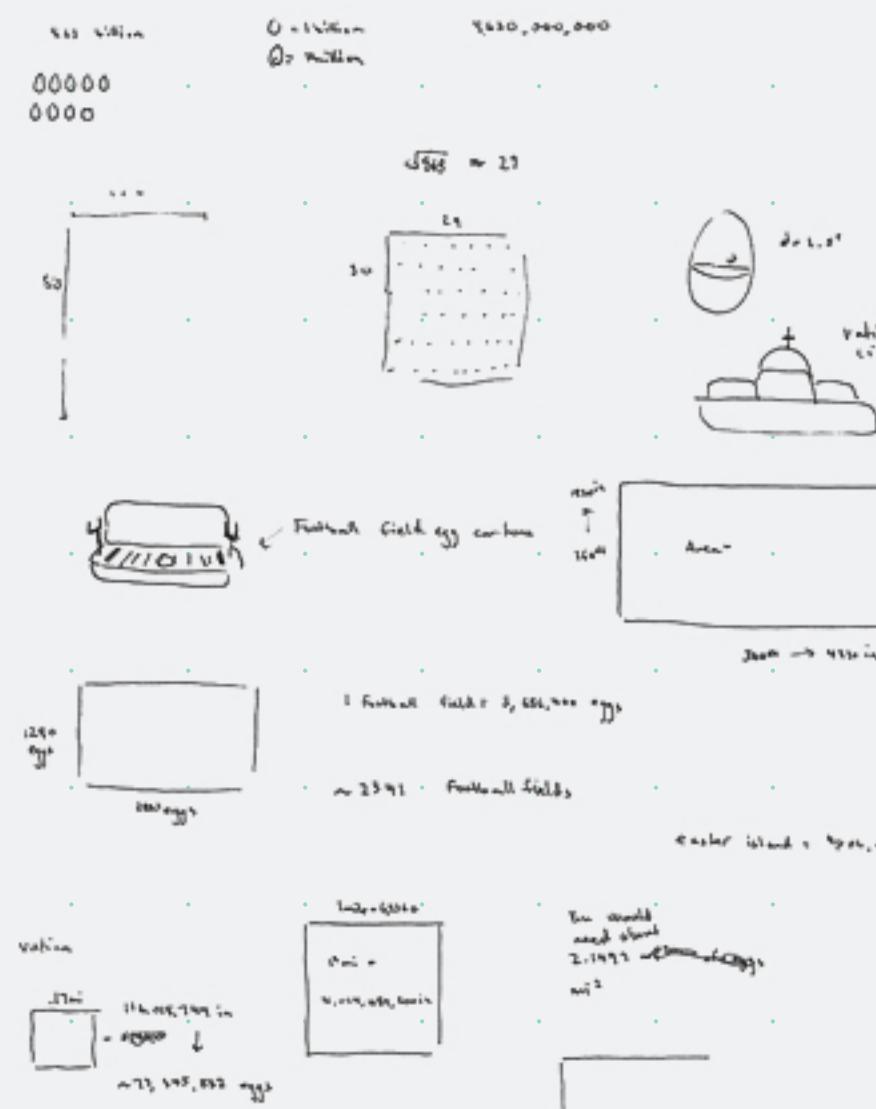
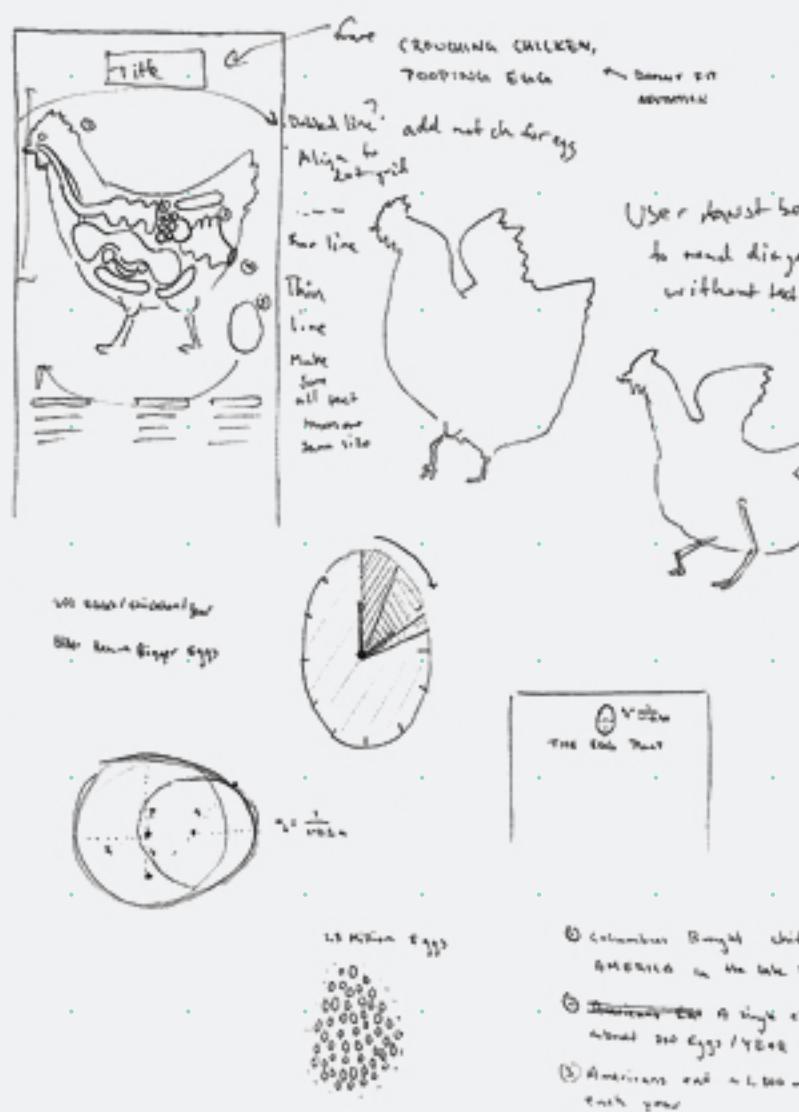


concentric

- overlap is weird
- causes visual noise
- could add white gap



**01. The most difficult section to design was the graphical representation of the contents of the egg. The goal was to efficiently communicate the chemical composition of the shell, white, and yolk.**



(1) Chickens  
 (2) Egyptian  
 (3) From Egypt

Old English word for  
 was egg → egg

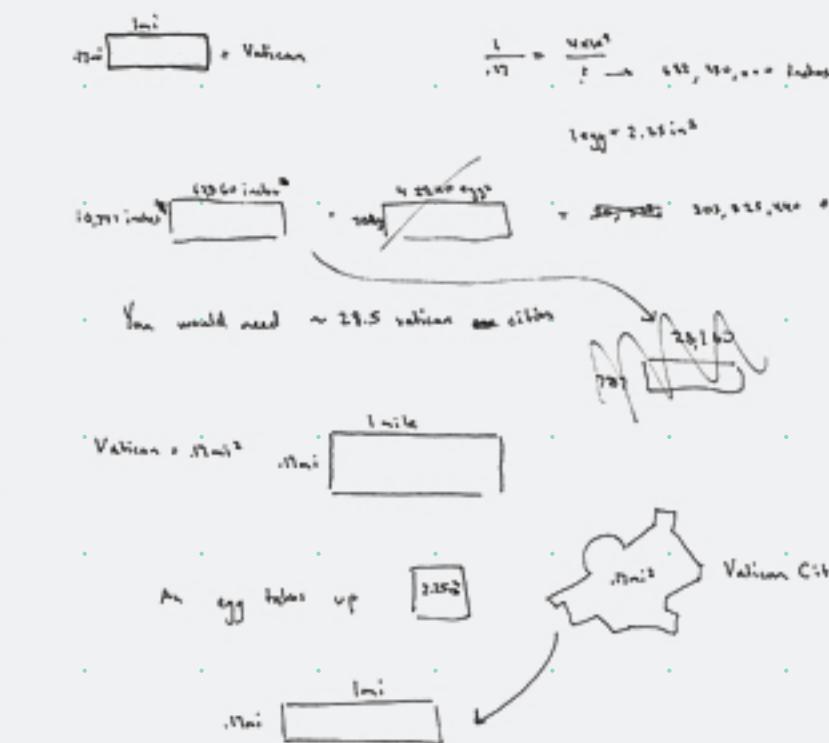
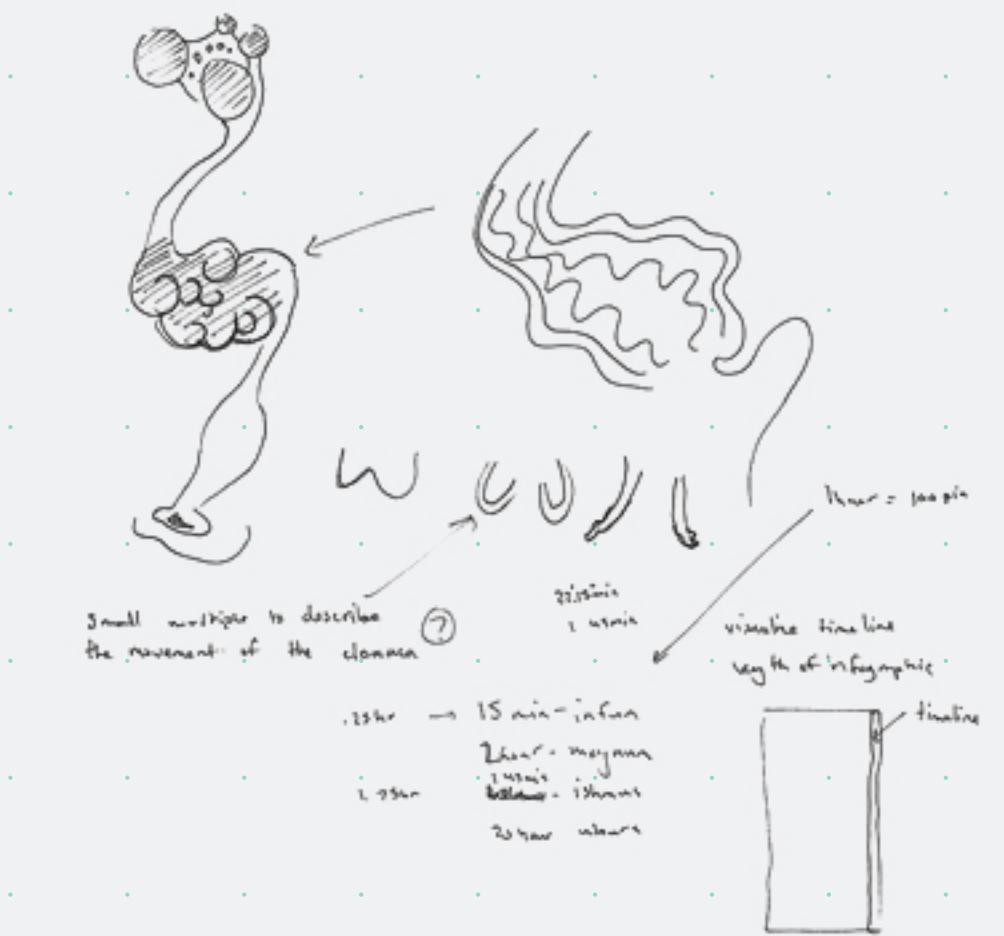
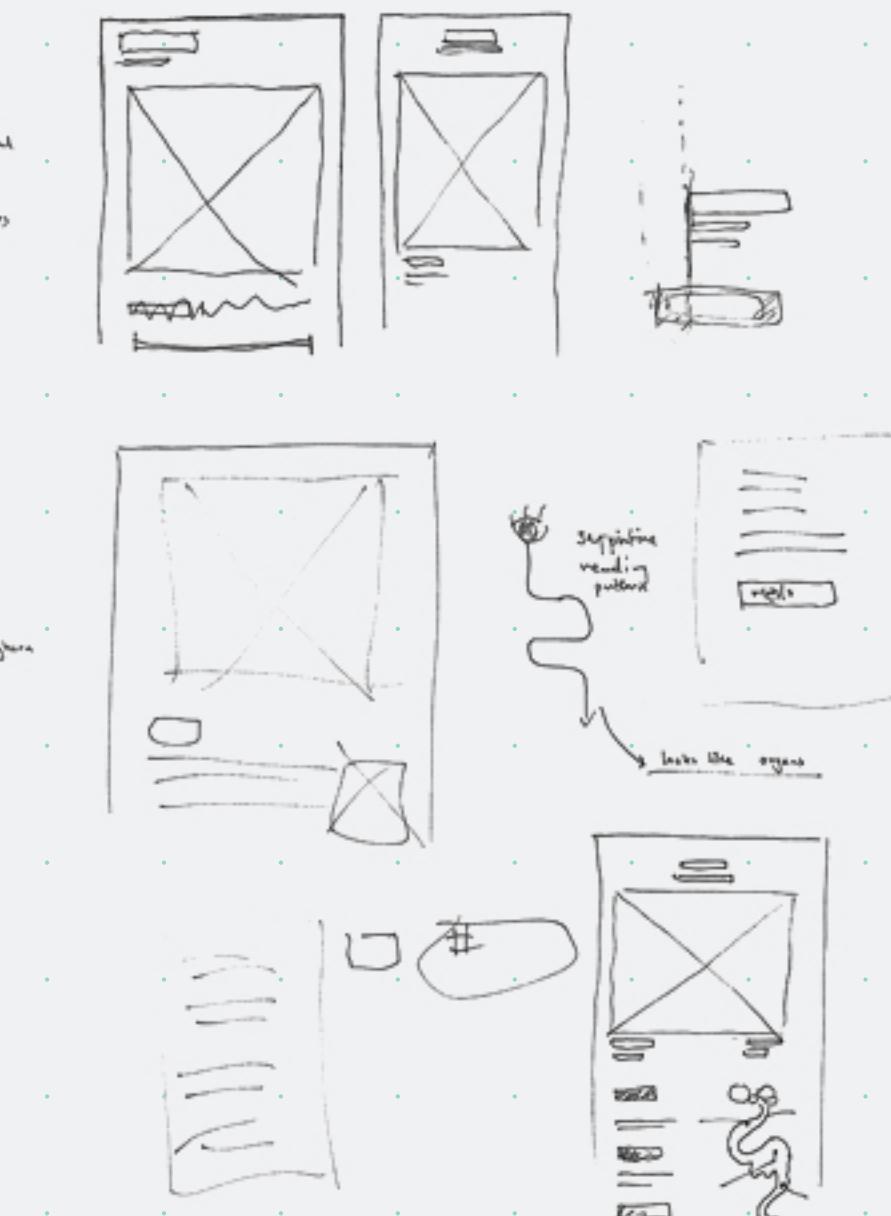
Based on Egyptian &  
 bird egress

Egyptian: Hung Egg  
 in incubate darkly

From the Greek: Aliss  
Pearled egg in hence

Protein Nitrogen Sugars Lactose  
Carbohydrates Minerals

Glutathione Alpha Globulin

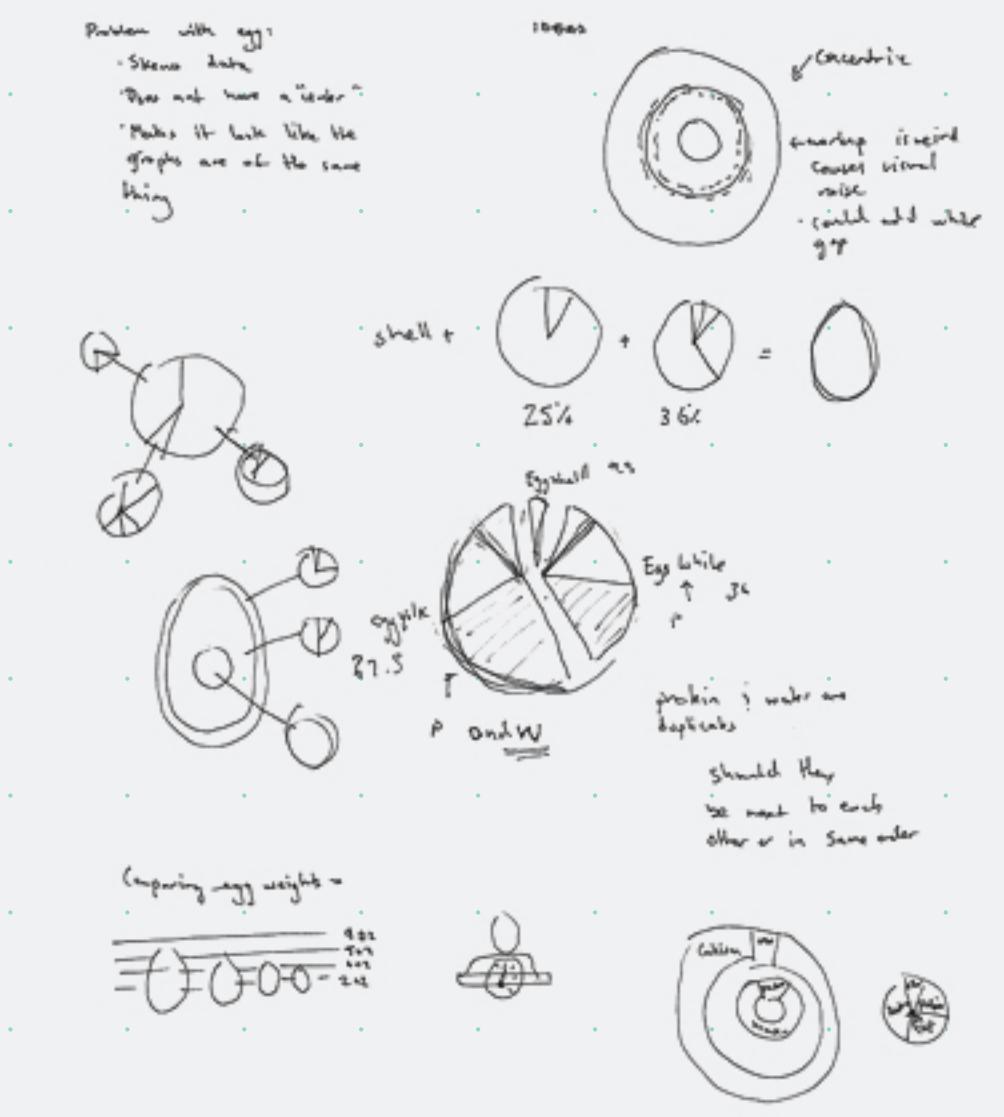


With horizontal graph

What's in an egg?

→ all egg shapes  
make for good...

← major problem:  
skewer with...  
if we the  
will shape



## THE TAKEAWAY

Continuously sketching throughout the process of making this infographic turned out to be immensely helpful. Through this continuous feedback loop of sketching and designing, the feasibility of a solution could be rapidly tested.

However, at times I found it easy to forgo sketching and instantly design, but in these times I often found the solution to be less successful, and I regret not making a quick doodle.