

Justification for just the fact

DECO 7220

Zhuoran Li (45396553)

Just the Fact 1

The original fact text:

6: The number of dead people Americans have elected to Congress.

The fact reference:

Harper's Index. (2019, January). Retrieved from <https://harpers.org/archive/2019/01/harpers-index-january-2019>

United states congress. Retrieved from

[https://www.freepik.com/free-vector/us-congress-building-with-flat-design_2753782.html](https://www.freepik.com/free-vector/us-congress-building-with-flat-design_2753782.html?page=1&query=united%20states%20congress&position=7)
"page=1&query=united%20states%20congress&position=7"

Tomb image. Retrieved from

[https://www.freepik.com/free-vector/funeral-ceremony-background_3514549.html](https://www.freepik.com/free-vector/funeral-ceremony-background_3514549.html?page=1&query=tomb&position=21)
"page=1&query=tomb&position=21"

Justification:

My idea of the fact is that 6 dead people are elected to congress, so they become members of congress.

I used a simplified image of the white house to represent the US congress. And at the middle of the white house, where was pillars before, I used 6 tombs to show the 6 dead people. After all, they are part of the congress.

I chose dark grey for the white house because congress is serious and solemn. The position of tombs is hallowed out so audiences can see the obvious contrast. And it is the same style as the other part of the white house image. The background is the complementary colour of dark grey.

To balance the elements, the text has been put at the bottom. The number 6, which is the most important information, has been enlarged and located at the middle of the image. As the dead people is also the main part of the text, I changed its colour to make it stands out.

I used DIN for the font style. This sans-serif font is serious and suitable for the theme.

Just the Fact 2

The original fact text:

1/4: Portion of U.S. gamers who say they have skipped a shower to continue playing video games.

The fact reference:

Harper's Index. (2020, January). Retrieved from
<https://harpers.org/archive/2020/01/harpers-index-january-2020>

Dove soap. Retrieved from
<https://www.dove.com/au/washing-and-bathing/beauty-bar/beauty-cream-bar.html>

The shape of the Controller. Retrieved from
[https://www.freepik.com/free-vector/antigravity-technology-with-elements_3956992.html](https://www.freepik.com/free-vector/antigravity-technology-with-elements_3956992.html?page=1&query=controller&position=3)
"page=1&query=controller&position=3"

Soap colour and bubbles. Retrieved from
https://www.freepik.com/free-vector/wash-your-hands-spanish_7409467.html
"page=1&query=soap&position=11"

Justification:

My idea of the fact is dividing a game controller into two parts. 1/4 of it is still a controller while the rest of it becomes a soap bar that looks like a controller.

The game controller has been simplified and only the shape of the button has been kept. I chose to use the shape of the Xbox controller as this is one of the most popular game controllers among the players so that most of the people would recognize it.

3/4 parts of the controller have been changed to a soap. Bubbles have been used as the prompt. To show the feature of the soap, I also used highlight to make it looks slippery. And referring to the Dove soap's style, I use the same effect to the controller's buttons to show the feature.

I used DIN for the font style. This sans-serif font is suitable for posters.

The colour of soap and a game controller in real life is variety. So, there are many colours that I can use. I choose the colour that is close to the salmon pink to show the soft and peaceful feeling which people would have during a shower. The bubbles are white which is consistent with real life. I used blue-grey for the controller. This colour is the complementary colour of salmon pink. The background is pink but lighter than the soap so the main feeling of the poster would be soft.

Just the Fact 3

The original fact text:

0.2: The mass, in milligrams, of gold present in the average person's body.

The fact reference:

Gold Traders. (n.d.). How much gold is found in the human body? Retrieved from <https://www.gold-traders.co.uk/gold-information/how-much-gold-is-found-in-the-human-body.asp>

The fact about salt. Retrieved from <http://www.bluebulbprojects.com/MeasureOfThings/results.php?amt=0.0002&comp=weight&unit=gms&searchTerm=0.0002g>

Crystal. Retrieved from <https://www.shutterstock.com/zh/image-vector/salt-crystal-set-isolated-on-white-1227823054>

Gold colour. Retrieved from <https://www.shutterstock.com/zh/image-vector/gold-crystal-abstract-pattern-business-design-266887742>

Salt shaker. Retrieved from <https://www.shutterstock.com/zh/image-vector/vector-salt-icon-flat-design-359655095>

Justification:

As the fact is about gold inside the human body, my idea is to compare the 0.2 mg gold with salt. Searching on the internet, I found that the gold is 3.5 as heavy as a grain of the salt. Thus, I using the most common scenario in the daily life of using salt, which is sprinkle the salt. A salt shaker at the top left corner shows the falling down of the salt. by zooming in the salt, the crystal can be seen in the bubble. By comparing the salt and the gold, audiences can feel the weight of 0.2mg.

The salt's colour is consistent to the real salt, which is white. And the salt shaker has a white edge and translucent body, which is similar to many of the shaker. By changing the colour to yellow, three and a half salt has been converted to gold. And the background is the contrasting colour of the salt.

I used DIN for the font style. This sans-serif font is suitable for posters. To link to the figure, I convert the "0.2 mg gold" to the same colour as the gold grain.

Just the Fact 4

The original fact text:

1 in 3: The chance that a psychic if tested could, blindfolded, identify some portion of the contents of a sealed envelope.

1 in 6: The chance that a psychic fell asleep during the test..

The fact reference:

Harper's Index. (2016, January). Retrieved from
<https://harpers.org/archive/2016/01/harpers-index-378/>

Crystal ball. Retrieved from

https://stock.adobe.com/au/images/id/107736731?as_campaign=Flaticon&as_content=api&as_audience=idp&tduid=5ef1110bfdfdc230a9c615f5f170cda5&as_channel=affiliate&as_campaign=redirect&as_source=arvato&asset_id=107736731

Signal. Retrieved from

<https://stock.adobe.com/au/images/wifi-signal-connection-sound-radio-wave-logo-symbol/141245464>

Mail. Retrieved from

<https://stock.adobe.com/au/images/mail-icon-web-icon-set-vector-illustration/326389857>

Salt shaker. Retrieved from

<https://www.shutterstock.com/zh/image-vector/vector-salt-icon-flat-design-359655095>

Justification:

I changed the number "1 in 3" to "2 in six", so it can match the second figure "1 in six". Six crystal balls are the symbol of six psychics. Surrounding an unopened mail. 2 crystals are shining and sensing some content. I want to express "one psychic fell asleep" by changing the stars to "Z". I choose purple as the main colour because it is often the symbol of magic and mystery.

While the crystal ball is purple and it represent the psychics, I also change the colour of the text "6 blindfolded psychics" to purple. Each line of the text is close to the objects it describes.

I used DIN for the font style. This sans-serif font is suitable for posters. To link to the figure, I convert the "6 blindfolded psychics" to the same colour as the crystal ball. The crystal balls are grouped and the two that "can guess the content" has been put at the top, just under the text which describe them. The sleeping crystal ball is put at the bottom, also near the text which describe it.