

# CAMPAIGN MOCK-UP

**NOURISH THE FUTURE**

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# Impetus

Prior to the week of November 4-8, 2024, the ambiguous goal of my contribution to this project was to either design a community garden or develop a fictitious model for such a garden. Towards the end of the week, I provided feedback elucidating my desire to not commit to such endeavors. Luckily, in response I received a preliminary offer to create infographics:

in the meantime,  
- infographic on food insecurity in Texas  
- distribution needs map in Texas  
- seasonal food availability chart nationally

Needless to say, the prospect of harnessing my abilities in data analysis sparked an immediate interest particularly in the scope of food sustainability. Immediately, my gears began to turn as to what kind of visage will exist in its finality. Of course, in order to eschew highfalutin notions of success, one must focus on arcane and reliable procedure and method.

## Data Collection

Given the notice of the project pivot, I've not yet dedicated the proper resources and attention to collating pertinent data. I imagine as with any other similar data collection, the majority of the time I shall spend vetting the source, evaluating the data source and examining the consistency of its records.

## Implementation

The two-fold strategy to create the aforementioned infographics involves platform selection and expressing artistic liberty. The former holds a bevy of software solutions such as Microsoft Access, Excel, Power BI and Tableau. The latter requires a bit of visual noodling in order to indefinitely present the right feel of data presentation. One may liken this process to picking the adequate programming language to solve a pressing need in any given software solution.