My colors were selected based on the branded colors of the Louisiana SPCA. Because one of their colors was a bright green, I opted for a dark background. There are three major sections to the infographic. The first section details the current state as related to no-kill providing context to both the live release and euthanasia statistics. The next section is differentiated by a transparent white box enclosing it to indicate that the context has changed to growth since 2015. There is an additional grey transparent box to indicate a shift to the future projection.

The title is “Not a No-Kill, but Better.” I wanted to address the no-kill status dead on and create the impression that just because we have not achieved that status, doesn’t mean they aren’t making strides in animal welfare. At the top right is the current no-kill benchmark as referred to as the No-Kill Minimum indicating it is a hard stop or minimum required. My goal is to demonstrate that the Louisiana SPCA will go beyond that.

Visual 1 is the stacked horizontal bar chart used to replace one of the pie charts to represent the proportions of animals saved and euthanized. I used slightly transparent triangles in coordinating colors to create a zoom in effect to provide more information about those stats.

Visual 2 is a horizontal bar chart showing the percent of animals adopted through the top 5 live release channels with a description to point out the variety of efforts put forth to place animals. I used the same green color to coordinate with the top visual

Visual 3 is a circle chart to replace the heatmap used in the blog post as that would not be as easy to represent in an infographic. I also used a BAN to make the percent of unhealthy animals that made up that number stand out. The small green circle represents the animals classified as healthy.

Visual 4 is a line chart that represents the growth of the number of animals saved for every one euthanized since 2015. Below that is a BAN with an arrow to demonstrate the reduction in the number of animals that arrived in the shelter.

Visual 5 is the slope graph used in the blog post to indicate the increase in live release rate and decrease in euthanasia rate. Rather than show just the numbers, I included them over arrows to emphasize the direction of the growth.

Finally, the last visual is the forecast bar that shows the live release rate and when it is forecasted to surpass the 90% benchmark. I chose to emphasize beyond 90% to tie in with my messaging of going beyond no-kill with a goal to zero homeless animals.

At the very bottom is my reference to the benchmark for no-kill and the name of the organization.

My goal with this blog post was to communicate the meaning of no-kill and show how close to this definition the Louisiana SPCA is. I did not name the organization because I do not have the authority to publish their data, and I was not sure how far the Wix site would require me to go with publishing. I open the post with what the current dialogue is between community members and a shelter around the no-kill status and end with an answer to that question that is less divisive and more representative of the work being done. This could also serve as the beginning of a 3-minute pitch. I have the post subdivided into three sections. “The reality of a non no-kill shelter” provides the current statistics. “Trends and Potential Growth” show that the most recent numbers are not by chance but a result of consistent work in the right direction. “The answer to: Are you a No-Kill Shelter?” provides an alternate answer to the question and introduce the goal to 0 concept.

Visual 1:

After reviewing the feedback from the last milestone, I discarded the pie chart and used inspiration from Storytelling with Data Figure 9.31 in the form of a horizontal bar chart. I found myself looking back and forth from the axis to the bars on the example in the book, so I excluded the axis from my version. Instead, I decided to put the text calling attention to the main message within the bars. The 84% is much larger than the other text and other numbers to make it stand out more. I included a brief explanation of the grey 4% area.

Visual 2:

In my last milestone, I used a pie chart to represent the portion of animals euthanized that were considered unhealthy/untreatable. In this visual, I switched to a treemap to represent the proportion and added the reason for the classification. Just using the color orange did not give enough color variety so I shifted to a red-orange to orange scale which still goes with my general convention of using orange for euthanasia.

Visual 3:

I added a visual to demonstrate the channels through which animals are placed. My hope is to demonstrate that the shelter is not just waiting for people to come through their doors, but are actively going out into the community and investing in programs for the benefit of the animals.

Visual 4:

I wanted to show that the shelter has made progress in preventing animals from entering the shelter through intervention programs. After receiving feedback regarding color from the last milestone, I switched the blue to purple. I considered green, but I was not sure if that would cause issues for colorblind viewers.

Visual 5:

In the last milestone, I used a bar chart leveraging the positive and negative y-axis. After the last week’s readings and exercises, I realized it was too complicated and showed more information than was necessary. I changed it to a slope graph since the goal was to demonstrate the growth with the live release rate and the decline in animals euthanized.

Visual 6:

Because the shelter is so close to reaching the no-kill live release benchmark, I used the tableau forecast feature to predict when they would actually reach it. I used a line graph to demonstrate this estimation. I used grey to represent the actual live release rate and blue to represent the estimation. I added a blue circle at the point where the benchmark line and estimation intersected. I also used text to reiterate that reaching the no-kill benchmark was in sight as long as community support continued.