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DESIGNS TO EMULATE

Uses of Color:

As far as color use goes, it looks like the “Dominated by Sheep” infographic was did a better job highlighting the important facts due to the strong contrast between dark blue, white, and yellow. This helped demonstrated the significance of each fact in this infographic.

“Realizing a Golden Opportunity” used a lot more encoding in terms of color, as the entire infographic was simply a palette of blues. This also evoked a calmer mindset, but it forced the designer to think about how to highlight important elements with just shades of blue. The complimentary and contrasting colors, yellow and blue, helped highlight important facts and numbers out because the contrast helped make the yellow stand out to give it a significant importance.

Uses of Text:

The “Dominated by Sheep” infographic used a powerful, bold font face in order to emphasize the importance of the entire sheet. The font used seems to be “Impact”, and it definitely left an impact to the viewer because of its strong emphasis for all of the topics. In terms of text use, it looks like this infographic was meant to leave a sharp image of the facts in the viewer’s mind as opposed to “Realizing a Golden Opportunity” which has a more relaxing, readable text. This also complements the relaxing, blue, color tone because it seems like this infographic was meant for viewers who wanted to look at it for a longer period of time.

1. Color Inventory

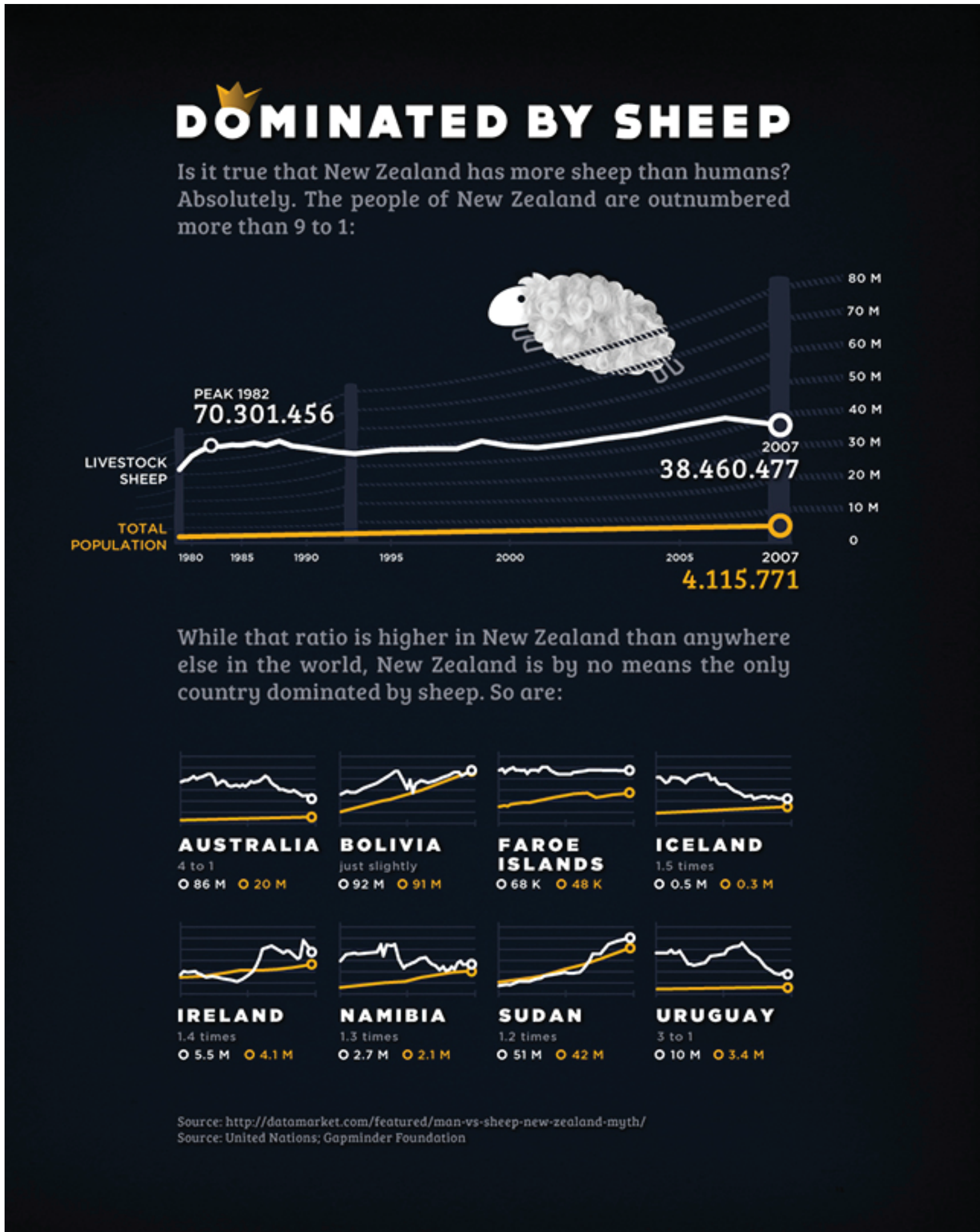
Dominated by Sheep

I had a bit of trouble taking a color inventory of the “Dominated by Sheep” infographic. This infographic has three primary colors: Black, Blue, and Yellow. The hardest part was finding different shades of each particular color. The easiest inventory to take was the black --> gray --> white color inventory, because the sheep has a gradient color scheme. The second hardest color to inventory was yellow, but I noticed that the crown also had a black to yellow gradient, so I took colors from the crown in order to inventory the colors. In the end, I was troubled with making an inventory of the blue color, but I that’s when I realized that the background has a lighter shade of blue compared to the outer region (with a circular gradient scheme). I split up the blue color inventory with the background gradient, blue-gray text color, and the white lines from the charts.

Realizing a Golden Opportunity

This one was also a challenge, because there literally were only two colors in this infographic: Blue and Yellow. But I decided to split the Blue into two separate palletes. I decided that the two most important visual Blues in this infographic was the map and the background, so I took different shades of blue from the map and also the rest of the infographic. The challenging part was creating a pallette for Yellow, since it seemed like the entire infographic had the same, golden shade. In the end, I was able to find that the bed icons had different shades of gold, so I decided to use that to create the pallette for yellow.

<http://www.substudio.com/Dominated-By-Sheep>



http://www.visaeurope.com/en/newsroom/olympics_impact_report.aspx

