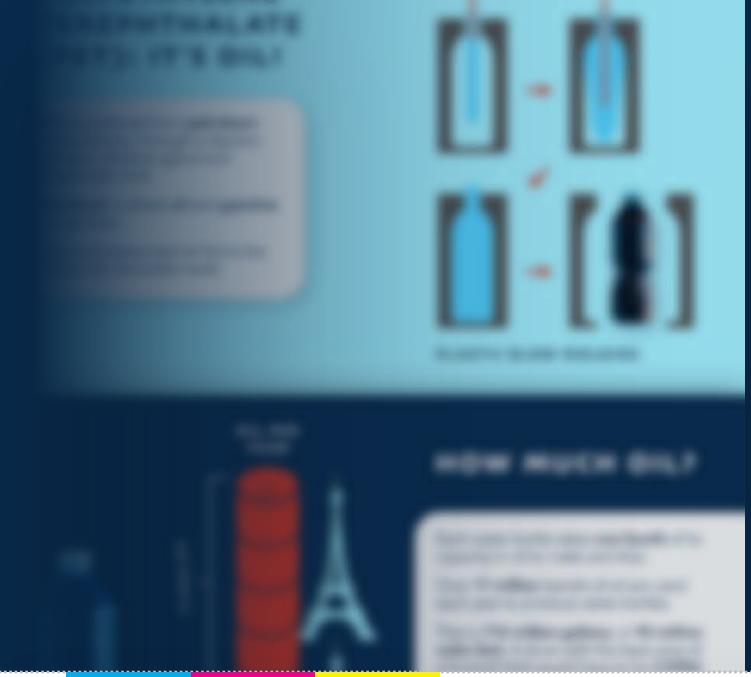
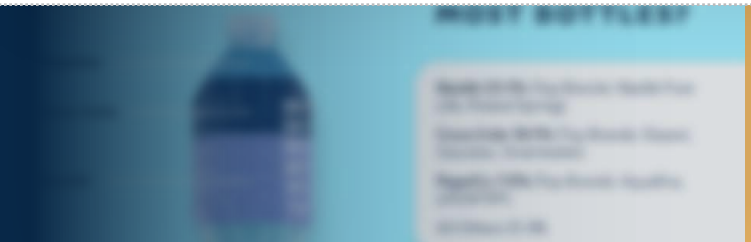
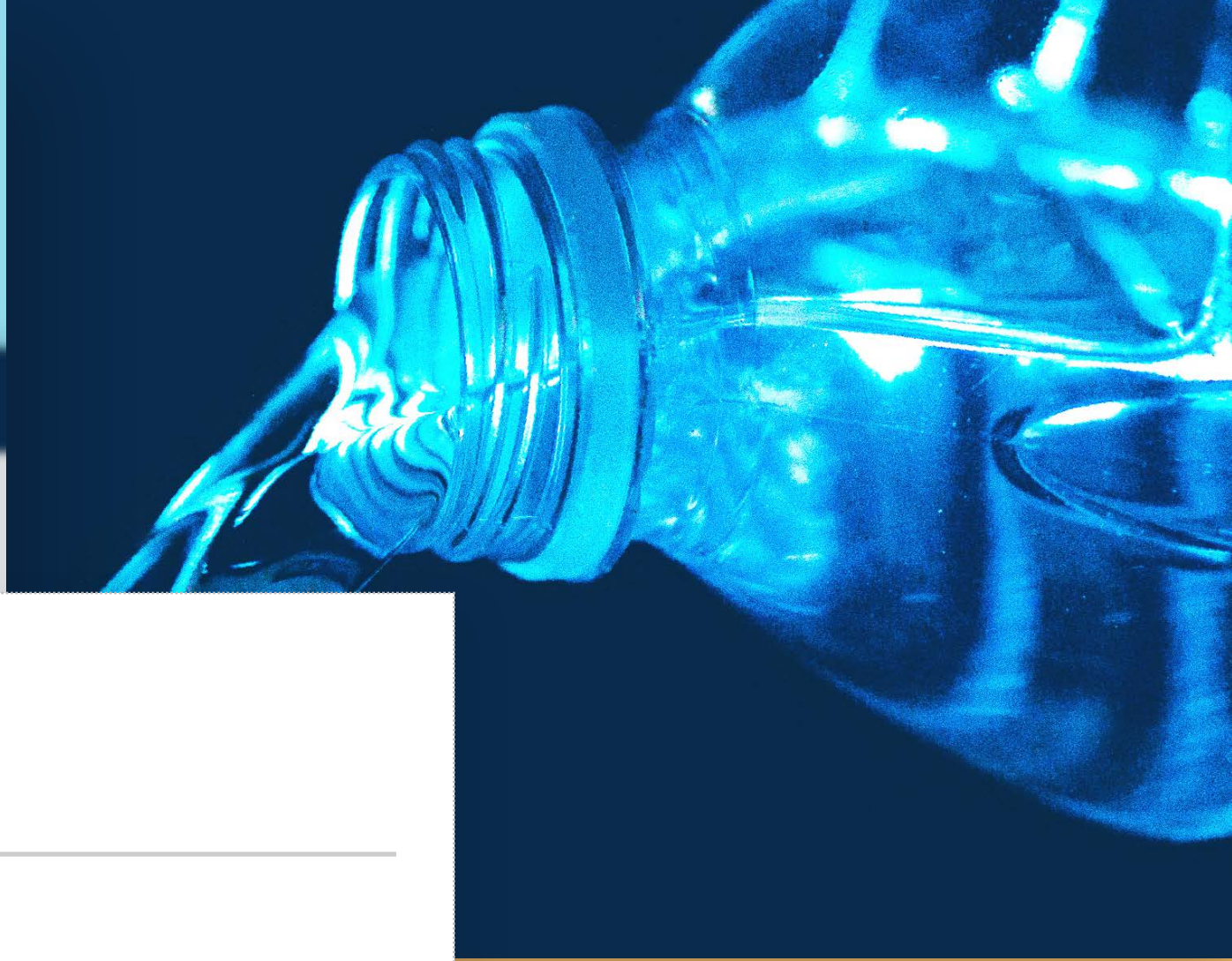






I.D. BYU IDAHO

ART 331 – INFORMATION DESIGN
PROJECT BOOK

## PROJECT 02:

# Infographic

**Designer:** *Wilson Christensen*

*4 weeks, ≈ 9-12 hrs per week*

*(Link to the full-size final image)*

## INFORMATION DESIGN PROCESS:

**1. Establish Information Hierarchy:**

- **Define Audience:** Determine all relevant info about your audience such as language, cultural influences, age ranges, education level etc.
- **Determine the Purpose of your Design/ Visuals.** Example: Show how a 2 stroke engine works
- **Identify Key Elements:** Example: Piston, Valve, Bearings, Cylinder, etc.
- **Useful Context:** Example: Altitude, temperature, Engine location and placement / orientation (upright, side mount, upside-down mount etc.)
- **Details:** Example: Mixes of oil in fuel and effects on engine performance/ heat, common tuning problems, types of metals involved, etc.

**2. Map information to visualization type:**

- **Line Chart:** trends over time
- **Bar Chart:** Compare Data
- **Pie or Ring Chart:** Parts to the whole/ proportions
- **Diagram:** Show spacial relationships
- **Table:** Compare data
- **Map:** Geographical Data
- **Flow Chart:** Process

**3. Research Examples of visualization types and their respective parts:**

- **Identify key elements** in your chosen visualization types such as icon styles, diagram styles or leader line angles, typographic styles, styles of tables and flow charts etc.
- **Use these visual examples** to help guide your choices and identify best practices or possible pitfalls.

**4. Sketch and prototype**

**5. User Test and revise based upon feedback and observations**

**6. Deliver final solution.**

### COMMENTS

This is the process we are practicing for all the projects of this course.

This process book will summarize the steps I took to create the Info-graphic.

The more general process steps for all projects are: **Define, Discover, Design, Deliver, Ponder.**

# PROJECT BOOK CONTENTS



photo: Wikipedia

**"Something is happening. We are becoming a visually mediated society. For many, understanding of the world is being accomplished, not through words, but by reading images."**

Paul Martin Lester

# WEEK 01

**DEFINE/DISCOVER**

## INTRODUCTION
Design an info-graphic to convince Americans to stop buying so much bottled water and to use alternative sources.

## CLIENT
**Mother Jones –** Mother Jones is a reader-supported investigative news organization recently honored as Magazine of the Year by their peers in the industry. Their nonprofit newsroom goes deep on the biggest stories of the moment, from politics to criminal and racial justice to education, climate change, and food/agriculture. Their mission is to deliver hard-hitting reporting that inspires change and combats "alternative facts"

## BACKGROUND/HISTORY
Mother Jones reaches more than 10 million people [in the U.S.] each month via their website, social media presence, videos, podcasts, email newsletters, and print magazine.

## PROJECT DETAILS
Create an easy to read cohesive infographic to help promote reducing consumption of bottle water while still promoting water consumption generally. Client Note: Feel free to adjust the language or reorder/reshuffle things. Keep facts accurate but feel free to shorten etc. All sources of information must be included unless the information was provided by Mother Jones.

## TIMELINE
This project will last four weeks.

## FORMAT:
980px wide infographic (as tall as needed) that will be displayed on the website. The infographic will be a static image, but if you choose, you may include interactive or animated components/elements. Note: Your submitted infographic may be repurposed or scaled for display in the print magazine as well as on the mobile site/app.

## REQUIRED ELEMENTS:
- A clear title
- The information and required charts
- 5 additional facts from the listed websites or sources you find. (Source attribution required for all facts)

## PROJECT STANDARDS
This project is graded in 3 major parts: 1. The quantity, variety, and depth of the process. 2 Quality of final visualizations for your information (charts, graphs, and data visualizations). 3. The quality of design/typography, conceptual appropriateness, clarity of communication, and hierarchal structure of the final layout.

**DESIGNER:**
Wilson Christensen

**FROM:**
United States, Tooele, Utah

**PROFESSION:**
Web Design and Photography

*I agree to allow BYU-Idaho to use my project/work contained herein for educational purposes only. My work will NOT be used in "for profit" publications, nor will it be used in textbooks that are sold. The work will only be used within courses taught at BYU-Idaho to help illustrate concepts and principles taught in those courses and to improve the educational experience of other students.*

**PLACE SIGNATURE HERE**

**TASK/SUBJECT**
Create an info-graphic to promote reduction in plastic water bottle waste.

**NEEDED MATERIALS**
- Required data and client provided content
- 5 additional facts to support information
- Original photography

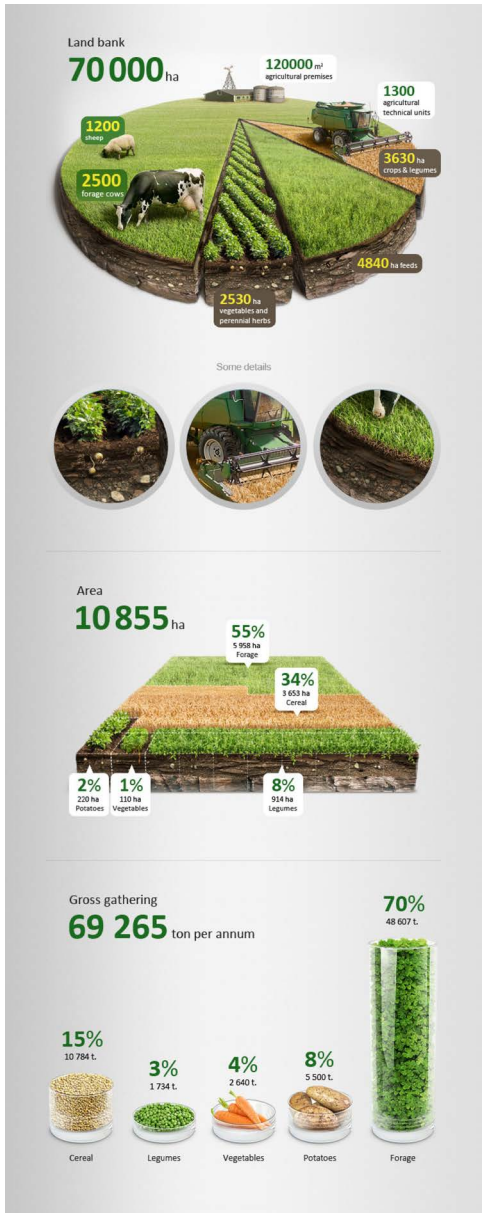
**ENVIRONMENTAL CONSIDERATIONS**
Info-graphic will be viewed on a desktop screen. Dimensions will fit a web page width. (**980px**)

**SPECIFIC CULTURAL CUES:**
Reading: Left to Right, top to bottom
Measurements in U.S. standards. (Gallon, Mile, etc.)

**CHOSEN AUDIENCE:**
General public, citizens of the United States. People who purchase and drink from plastic water bottles or know someone that does.

**COMMENTS**
This project is a proposal for the potential client: Mother Jones. Required data to use for the final product was given to us.

## INFO-GRAPHIC EXAMPLES:

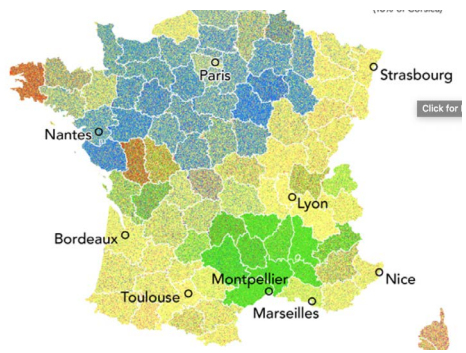



*Photographic*


*Photographic*


*Typographic*

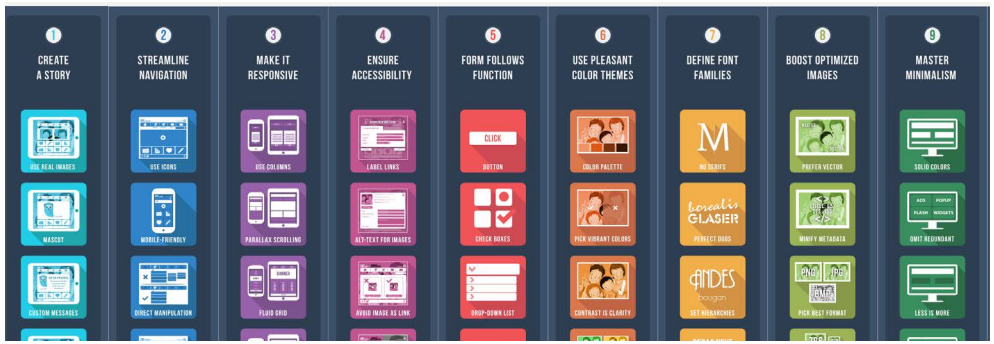

*Photographic (Relevant materials)*



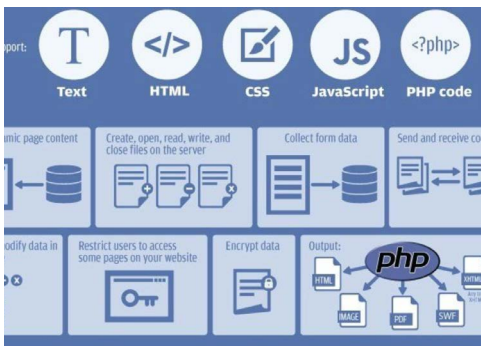

*Map chart*


*Map chart*

## EXAMPLES CONTINUED:

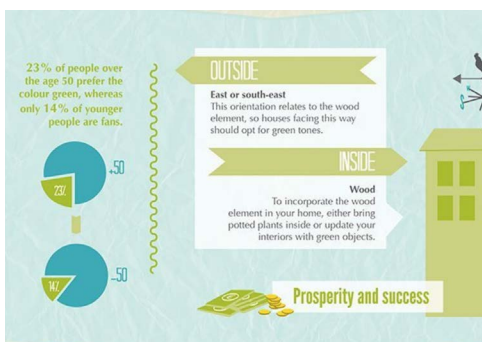



*Color coordination*

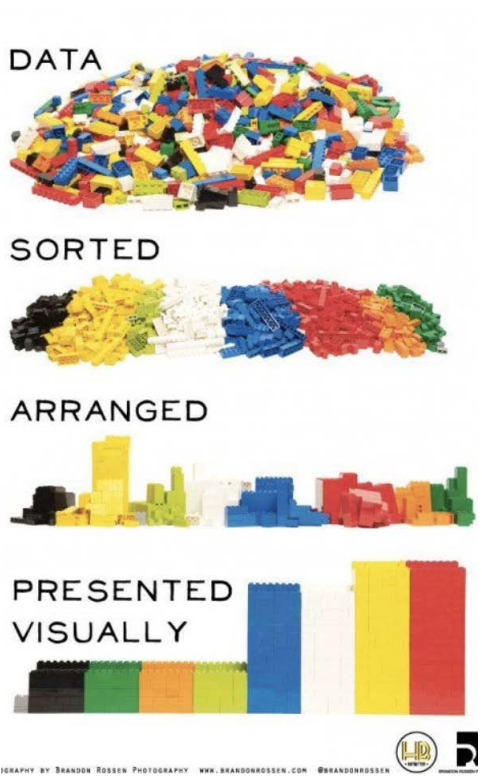



*List of points to answer a question*

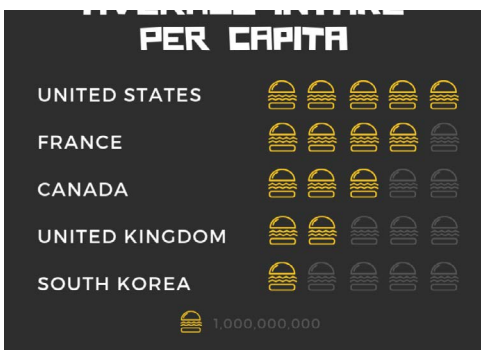

*3d graphics*



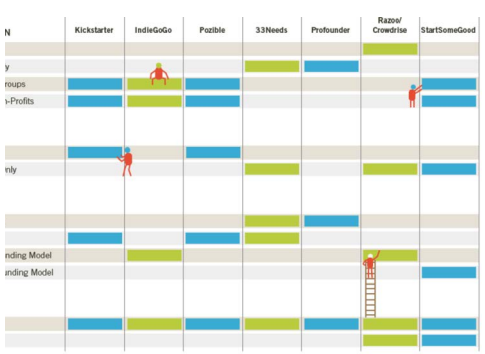

*Percentage data*




*Organization of data*



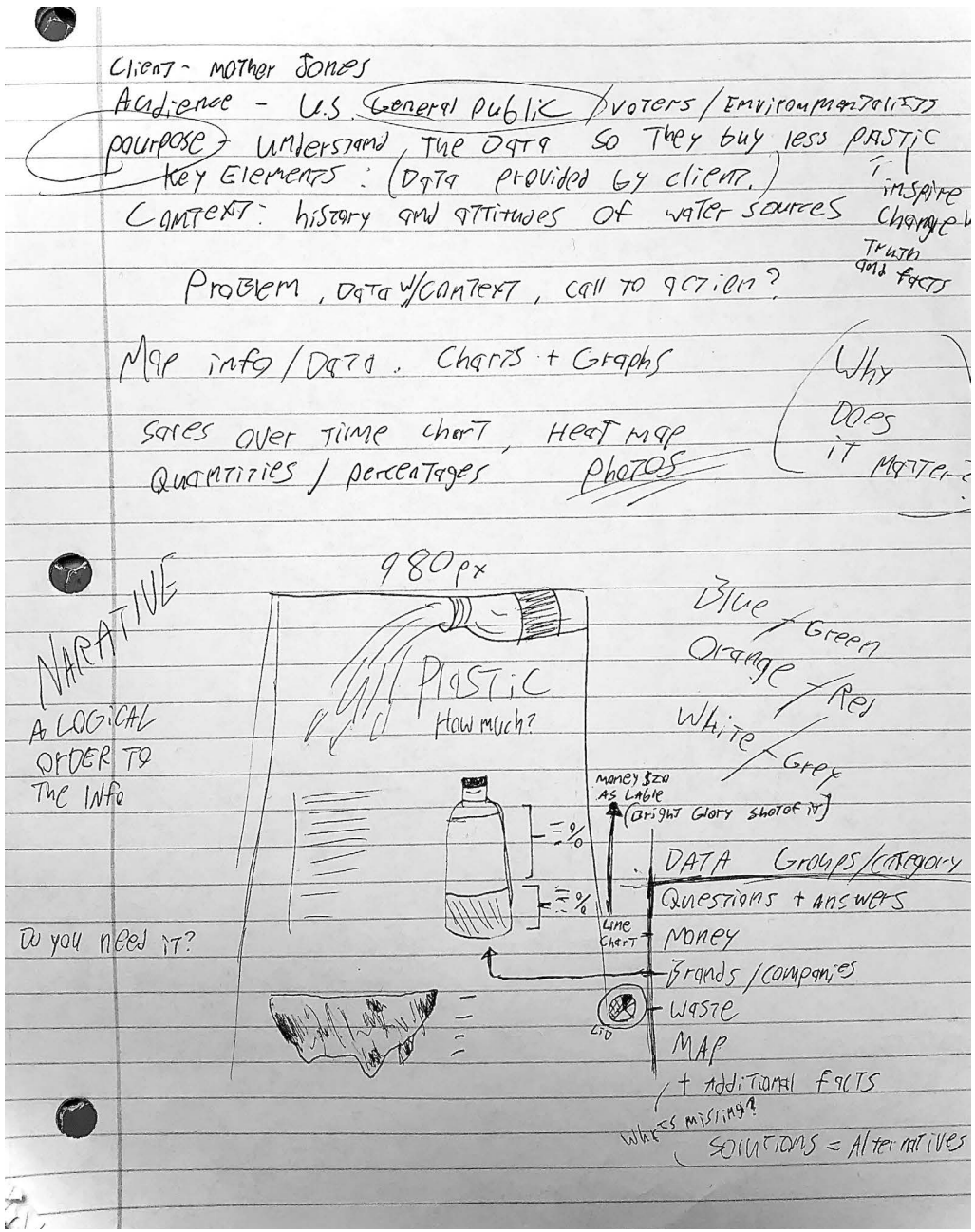

*Quantity compare*




*Table*


*Understanding the medium*

## NOTES TAKEN DURING THE WEEK:




**TO DO NEXT:**
Organize data into simple charts, graphs, and tables. Establish an order to the content to create a cohesive narrative.

Sketch layouts. Take photos. Draft charts and graphs.

Make different variations.

Decide on an overall narrative and theme

# LEARNING SUMMARY – WEEK 01

**Research to understand the medium**
Info-graphics are their own kind of language. I learned that it is important to just read several that are interesting to me. This helps me find conventions and techniques that make them pleasant and easy for the user to read.

**Sleep on it**
Sometimes when I am stuck on an idea and can't figure out how to move forward, I just need to take a break and look at it again the next day. I have found that taking care of myself by getting enough sleep, food, and exorcise increases my productivity greatly.

**Don't become attached to designs**
I have learned this over the years but it was reaffirmed while working on a graph. Sometimes you might spend a long time working on something just to throw it away. But the time spent on it built skill and experience. Regardless of whether you use the design or not, the progress gained from the failure will provide momentum towards success.

**Process book setup**
I spent a lot of time this week setting up and reorganizing this process book. Documenting the process can be just as important as the final product. This book will demonstrate my level of dedication and willingness to learn.

**POINTS TO PONDER:**
Use the space to the left to indicate what you have learned by completing the process steps for this Week.

Consider the concepts about communication, visual rendering, use and types of symbols and other concepts about the design process and understanding your audience when communicating information.

# WEEK 02

**DISCOVER/DESIGN**

## RAW PHOTOS:

*Bottle with warm highlight*

*Water pouring out*

*Bottle with cool highlight*

*Bottle cap*

### PHOTO–SHOOT DETAILS

I used my bedroom as an improvised studio. A black pillowcase was the background. I used an f1.8 50mm lens. I shot underexposed to help remove unwanted background in the images.

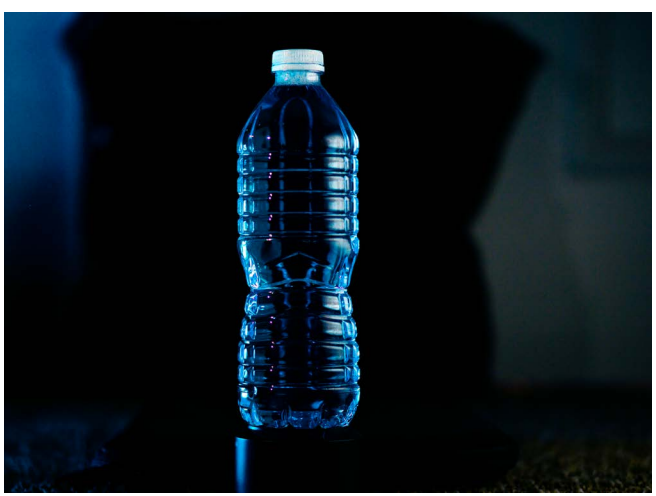
I used a strip of colored LED lights to create highlight reflections. I used a high-lumen flashlight and a reflector as a fill.

I gave the water a blue tint by adding some toilet bowl cleaner... I should stock up on some food coloring.

## LIGHTROOM EDITS:

*Bottle with warm highlight*

*Water pouring out*



*Bottle with cool highlight*


*Bottle cap*

## PHOTOSHOP VARIATIONS:







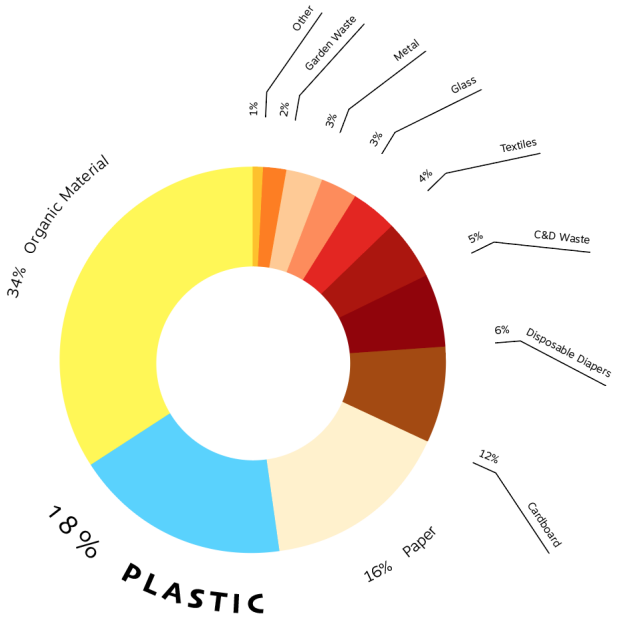

**VARIATIONS**
These are variations from all weeks of the project. I made changes to best adapt the photos based on context and feedback.

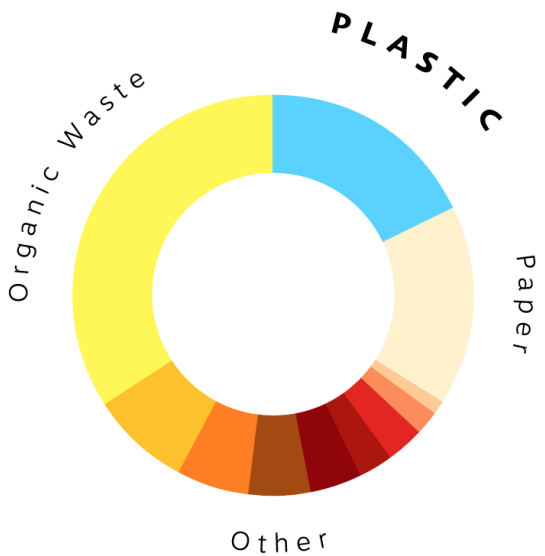
PSD files, assets for them, and jpg versions are all kept well organized and color-tagged for easy access and re-editing.

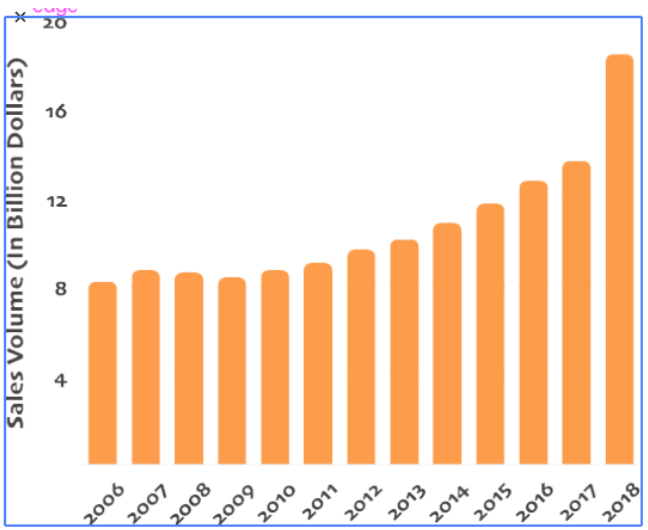
Many experimentations happen within the photoshop documents that never make it into a variation.

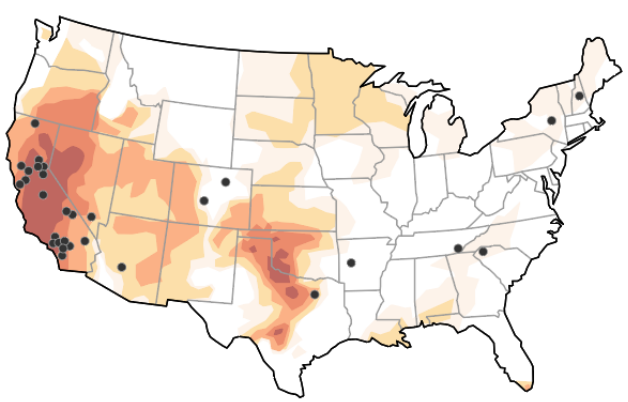
Photography is one of my best skills. I wanted to use as much as I could for this project.

## ILLUSTRATOR GRAPHIC/NUMBERS GRAPHING



### VISUALIZING DATA

I began making charts and graphs for the data in the way I imagined them working.

I learned after my first variation of the pie chart that a ring chart would be better. I originally wanted to fit the chart inside of the cap photograph. I decided it would look better inside the ring. I learned about best practice for this type of chart such as where to place the most significant sections and adjusted accordingly. (top and right)

I had never used Apple's Numbers app, and thought it might work better than illustrator for the next graph. It was a lot easier to get what I wanted, but at the same time had it's limits.

**Just get to work**
Getting started is one of the hardest parts of design in my opinion. There is just something scary about executing the ideas in my head. I worry that I wont be able to get my vision to work. Doubts of my abilities creep in and encourage me to procrastinate.

Once I just get started, things start to flow. I learned that I need to make myself take those first steps and stop waiting for the moment where I'll want to do it. I can see that following a schedule and being consistent is super useful for this. If I work when it's time to work, then stuff will get done regardless of how I am feeling.

**Take a break**
Sometimes it's hard to stop once I have started working. I know it's bad once I start spending way to much time tweaking tiny little details much to early on in the project. Sometimes I will get frustrated because I can't get something to work right and don't know how to fix it. If I take a break, I can get back to it with fresh eyes later and get back to a steady working speed.

**Don't wait to be directed**
Get stuff done early. Stay on top of things because you want to be efficient, not because there is a due-date. Keep the "client" in mind, exceed their expectations.

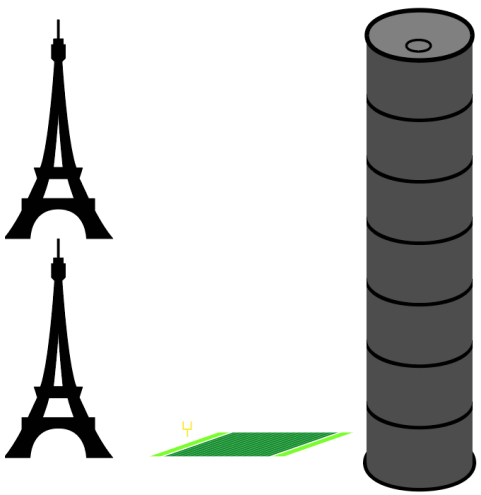
**POINTS TO PONDER:**
Use the space to the left to indicate what you have learned by completing the process steps for this Week.

Consider the challenges you faced while digitally creating your elements. Also consider what you learned from class.

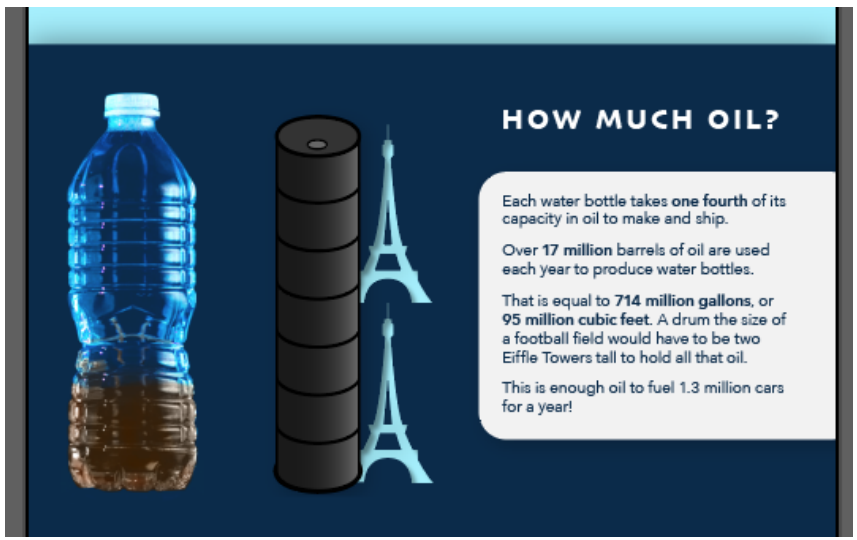
# WEEK 03

**DESIGN**

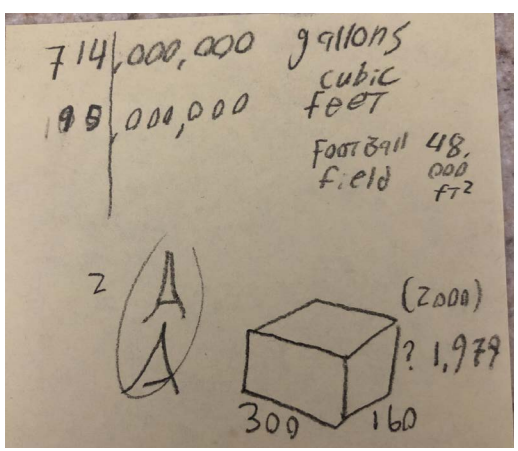
## DEVELOPING LAYOUT



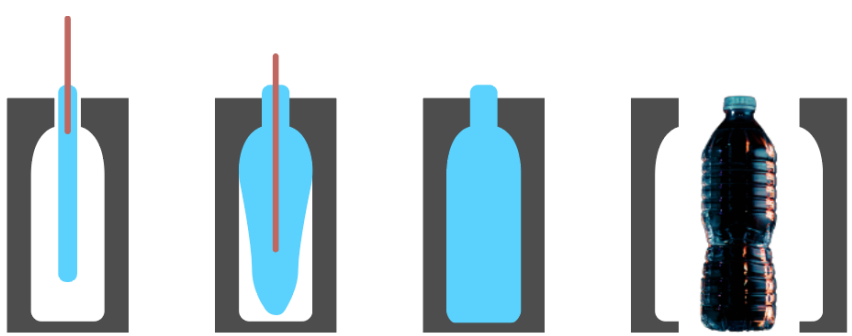
*Illustrating elements*



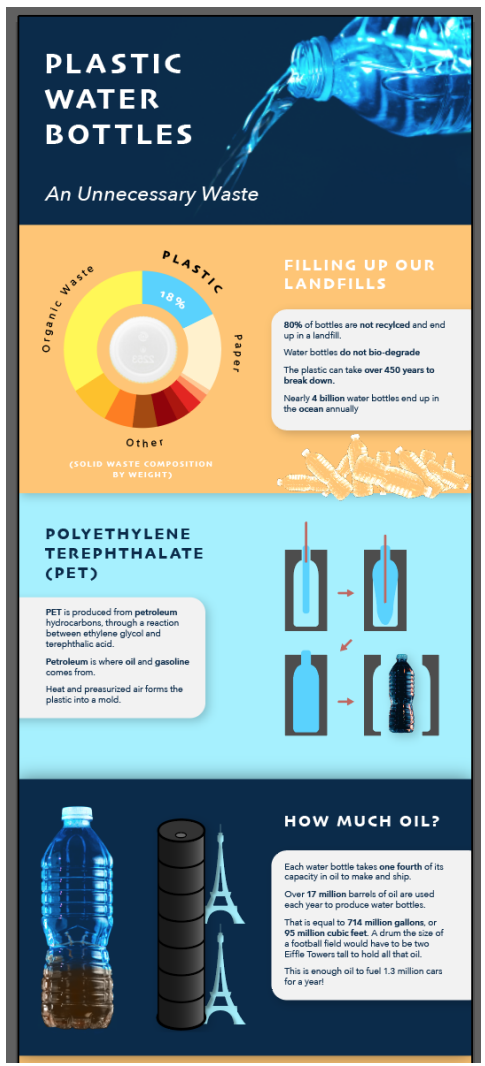

*Close up of first version of this panel.*




*Doing the math for the oil drum visual.*



*Creating these illustrations and implementing the photography*




*Early stages of the Info-Graphic*

# LEARNING SUMMARY – WEEK 03

**Slow Week**
Not as much progress for the project happened this week. My main task was getting a layout organized and setting things up for next week. I got some feedback in class and observed where my classmates were. We looked at each-others work and received advice from the instructor. I spent a lot of time refining the things I was working on as they were developed.

**Stay Healthy**
It is important to take care of yourself. It is difficult to focus on the work when there are personal things on your mind. I practiced prioritizing time to sleep, exercise, eat healthy, and relax. Being miserable and stressed is part of life and needs to be dealt with, not ignored.

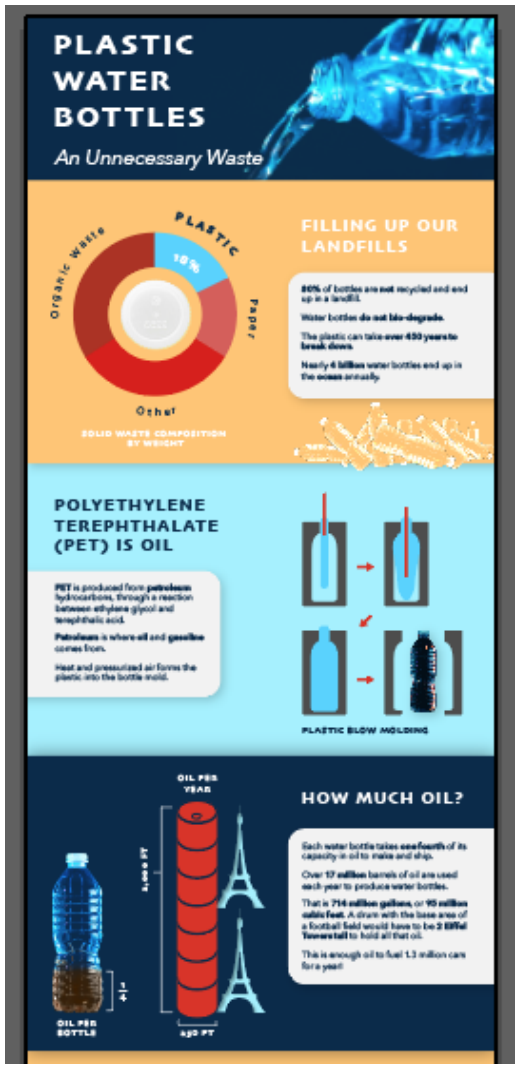
**POINTS TO PONDER:**
Use the space to the left to indicate what you have learned by completing the process steps for this Week.

Consider the challenges you faced while designing the info-graphic.

# WEEK 04

**DESIGN/DELIVER**

## MAKING CHANGES




*Alterations to first version based on feedback received from testing and peer feedback.*

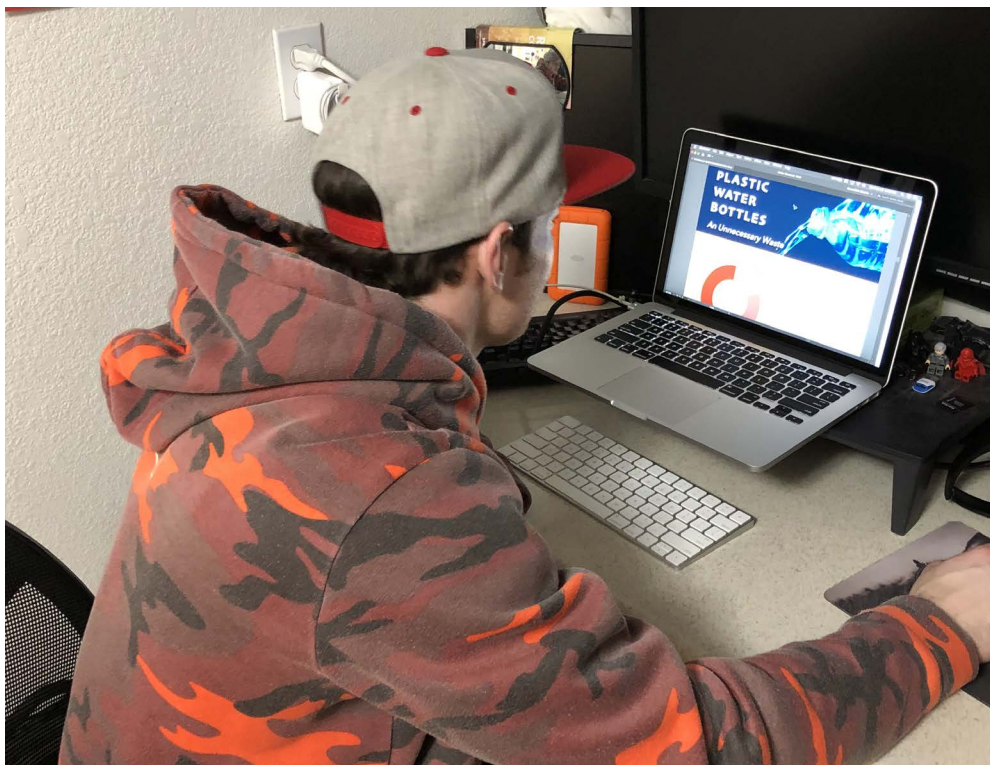
*In class peer review. I shared work with four people.*

Title spacing
Ring chart colors
*Subhead alignment*
Periods after facts. No ()
Leading lines hit center of bottle
Visualize the type more

*Notes taken during reviews.*


*Continued designing the remaining half of the info-graphic.*

## USER TESTING A COMPLETED VERSION




*Taylor viewing the final info-graphic, narrating his experience to me as he read it.*

**EXPERIENCE**

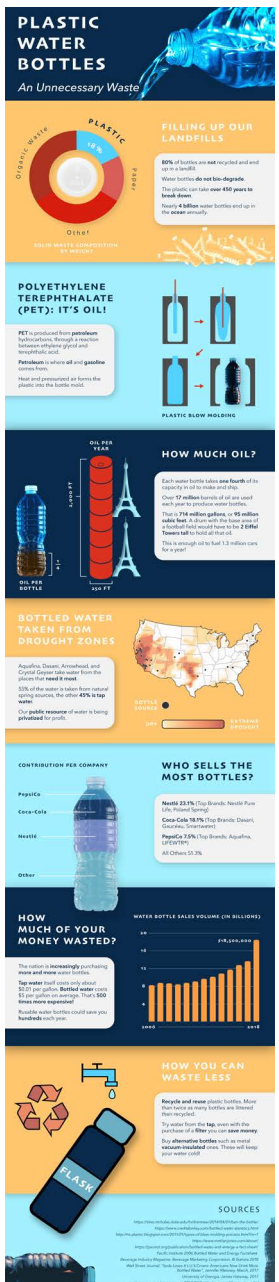
Taylor was a perfect test subject to run it on. He is 26 years old, college student, construction major, a could-be reader of our client: Mother Jones. He uses plastic water bottles regularly. He goes through over 64 bottles per month.

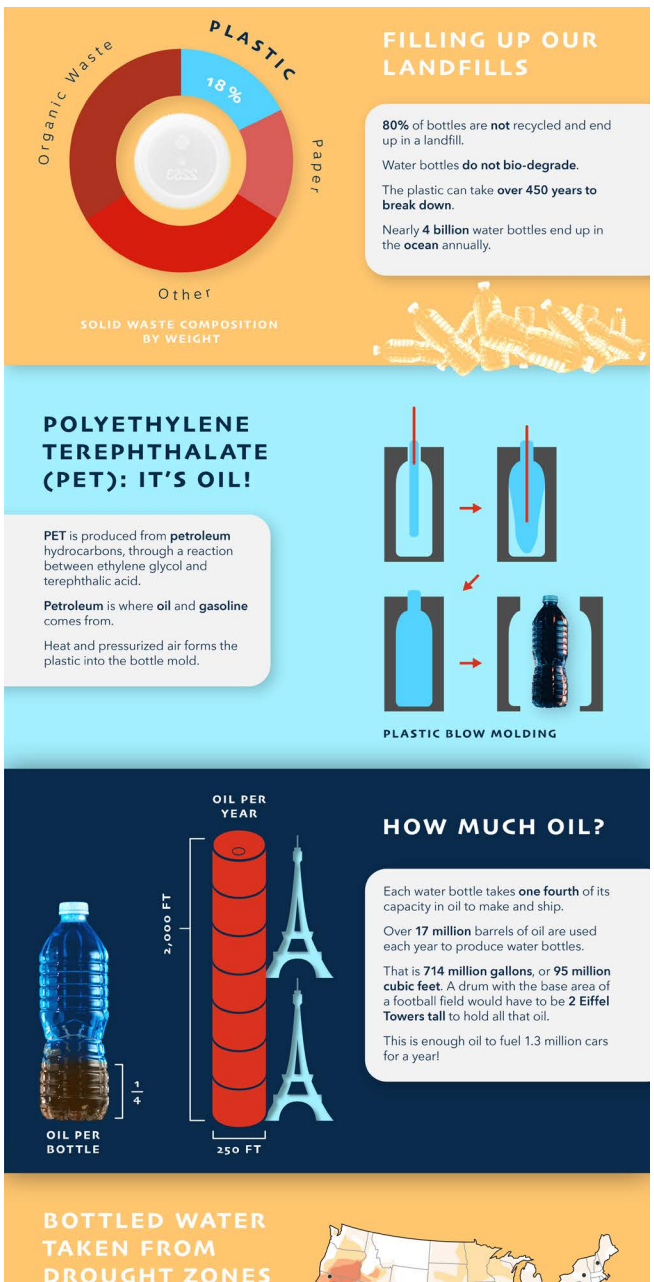
He found the info-graphic to be very professional in design overall. The information was very interesting to him. He read just about everything even though he knew he could skim thought it as someone only semi-invested might. This is great because I knew my design was type heavy and I worried that it wouldn't retain attention easily for that reason.

The information made him think about his use of plastic water bottles differently. He doesn't think he is likely to adjust his usage at this time because of inconvenience.

Further testing would prove to be very useful. It would be ideal to have people look at it without them knowing that they are a test user.

## FINAL VERSION




## MOCK-UP


Safari File Edit View History Bookmarks Develop Window Help
Wed Nov 28 9:48 AM
www.MotherJones.com/mockup_WaterBottle-Info-Grafic_WC
PLASTIC WATER BOTTLES
An Unnecessary Waste
PLASTIC
18%
Organic Waste
Paper
FILLING UP OUR LANDFILLS
80% of bottles are not recycled and end up in a landfill.
Water bottles do not bio-degrade.
The plastic can take over 450 years to break down.
Nearly 4 billion water bottles end up in

**Building a Narrative**
I learned a lot about giving life to the information with a narrative. The best example I found for info-graphics was the YouTube channel: "Kurzgesagt – In a Nutshell". The videos there all have a very consistent theme that makes all the information feel like it's part of the same family. They have great narratives as a major part of what makes them so successful. I think it is a bit easy to see what having a narrative means when watching those videos. I think it is easier to achieve this ideal narrative when you have animated visuals, music, and a voice narration all working in harmony. My challenge was to accomplish something like this using only graphics and type.

My narrative is centered around the idea that plastic water bottles are an unnecessary waste, as the title puts plainly. I started with the data on the landfills, because when I think waste, I think of garbage. Then I moved onto how much oil is wasted on bottles. Next was showing that the water wasted is being taken from places that need it, and then which companies are most responsible for that. Next was about how much money we are wasting. I concluded by calling out to the viewers to waste less.

**What Was Learned**
It was great practice for visualizing information. Data doesn't mean much to us when it is just a bunch of numbers. The numbers' true significance is not grasped by our minds until we compare them next to things we can see.

**What to Improve**
I think relied on the type to provide too much of the information on its own. Typography and photography are my strongest skills, so, I took advantage of that. I think my illustrations could be better at giving more of the information so that the viewer won't have to read as much.

Time management and sticking to a consistent schedule. It's hard to stay on top of things in the middle of a semester. Making good habits of when and where to work will make a big difference.

**POINTS TO PONDER:**
Use the space to the left to indicate what you have learned from this entire project as a whole.

Consider the challenges you faced throughout the process.

What specific aspects or ideas within the process of this project helped you build a more successful final project?

What about this project can you apply to your future career to make you more marketable as an potential employee?