Principles of Visual Literacy: Final Project - Infographic

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The subject of my infographic is the same as several other projects from this semester: The Well Done Run Charity 5K event that takes place each fall in Searcy, AR. Full Disclosure: I am one of the co-directors for this race. Never to be one to waste effort if I can avoid it, we intend to utilize several of the materials created this semester for race promotion this fall. This infographic will be utilized in social media campaigns and displayed on the organization's website. The idea is to educate individuals about the impact the Well Done Run has had on the world water crisis.

Principles

Right out of the gate, I wanted to call attention to the countries affected by the water crisis that the organization has been able to help. To enhance selection, I used lines to point to the figure of the image making sure the ground (literally, the background is a picture of the ground) did not pull any focus. White "zoom" callouts were also used to point to the countries. Organization was utilized by clearly defining the Problem and Solution sections. Lines were also utilized to separate the sections. Different Gestalt principles can also be seen: contiguity in the zoom callouts pointing to the countries, similarity in the sections at the bottom, proximity with the icons on the countries, experience by utilizing a world map which would be recognizable to all.

Actions: C.A.R.P.

Contrast, alignment, repetition, and proximity can be seen throughout the piece as well. Contrast was achieved in the color selection of using white on a predominately dark background and complimentary colors (blue and orange). Alignment can be seen in a couple of places: the top countries are aligned and the bottom countries are aligned. The bottom section is also left

aligned. Repetition can be seen with the repeated use of color and the icons used to represent new wells and rehabilitation wells. Proximity is utilized as stated above; icons on the countries.

Tools

Type, color, shape, depth and space are the five components of Tools. I used three different fonts in the infographic: Verdana, Better Heather, and Revolution. Ninety percent of the fonts are Verdana. I selected this font because it's a sans serif font and this graphic will be viewed electronically. Color was one of my favorite parts of this piece. Since I had created other items related to the Well Done Run, I wanted them all to utilize the same color scheme to maintain brand consistency. I stuck with the Clean Water theme I found using 3 different blues and 2 different gold/oranges. I also wanted the color to be consistent with everything orange representing "problems" and blue representing "solutions." And the I tried to use the color to move from left to right to emphasize a "before and after" effect. Shape is utilized all through the piece with countries and maps. Depth is displayed using drop shadow all throughout and perspective on the zoom callouts. And finally, space is seen by spreading out the countries over the whole map.

Conclusion

I'm almost sad this project is over (…almost). This has been a fun one and really pushed me to visualize what I wanted to convey. A lot of back and forth, trial and error until I got to the finished product. The goal was to teach people about what's going on in the world and how so many people lack access to clean water. And I feel like that is accomplished in this infographic.

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