Infographic Poster: Visualizing Data

Challenge: Create a visual interpretation of data in a easily readable poster - aka an Infographic. Choose a topic listed below, research information and display the information visually. The poster must be easily readable, use proper facts/numbers found when researching topic and be visually interesting.

Media: Use 11 x 17 size document in Illustrator to design & render own images - *no taking from the web, have to be all hand drawn, own images from sketchbook! (Or fair use images from sites listed under Reflections & Resources)*
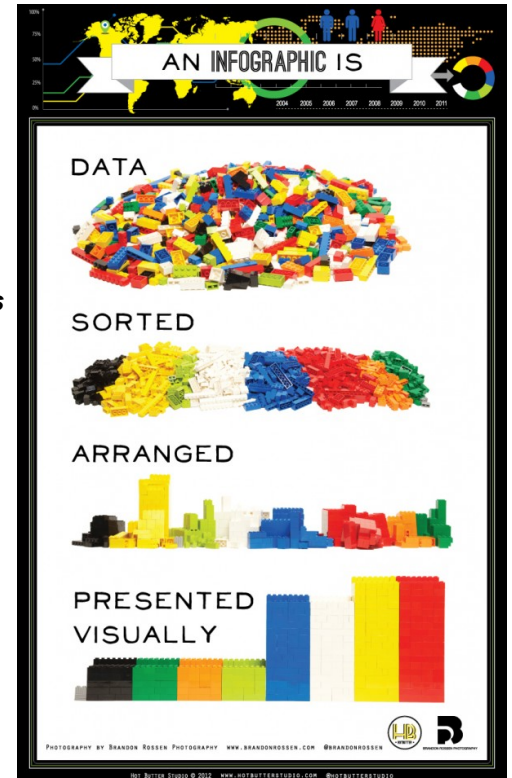
Remember
The 4 Main Principles of Graphic Design
- ○ Contrast
- ○ Repetition
- ○ Alignment
- ○ Proximity

Information Hierarchy:
- ○ Primary Information
- ○ Secondary Information
- ○ Contrast & Color
- ○ Direction in which we read (Top left to bottom right)

Pay close attention to not only IMAGERY but also TYPOGRAPHY.
Your choice of fonts are important as well.

Topics

1. Different kinds of fats (mono, poly, trans, saturated) which are healthy, which are not
2. Food and Marketing
3. Truth about Carbohydrates
4. When food becomes a problem
5. yo-yo dieting
6. Why skipping meals is not ok
7. Whole Grains vs Refined grains and the benefits
8. How diet prevents disease
9. fueling with healthy snacks before after-school sports
10. What's brewing - What is in your fancy coffee drinks
11. portion distortion/supersizing of America
12. the truth about supplements
13. Fad diets
14. Healthy new foods to try eg. Kale. bok choy, quinoia, dark leafy greens, beans, etc
15. truth about caffeine
16. Hydrating your body the smart way
17. Healthy snacks
18. The truth about sports drinks
19. The truth about energy drinks
20. Snacks that you can carry with you in your backpack (backpack snacks)
21. Fast Food
22. Truth about gluten
23. Superfoods
24. Harvest of the Month
25. Other....?

Reliable research sites:
CDC, NIH, American Dietetic Association, Amer. Academy of Pediatrics, Mayo Clinic, Harvard School of Public Health, Yale, Cornell or other universities and Center for Science and the Public Interest (nutrition action), USDA (including their Team Nutrition site)

Criteria:

COMMUNICATION & EXPRESSION

- You solved the problem thoughtfully, setting up a unified visual interpretation for the information..
- You tried different approaches for your solution, taking risks, and choosing ideas that weren't trite or clichéd.
- Your designs were chosen carefully, you sketched out ideas and really thought about how to best design and organize the information so it is visually interesting AND makes sense to the viewer in terms of content.

DESIGN, LAYOUT & COMPOSITION

- The *text* (font choice, aka typography) AND *imagery* was considered.
- Your placement of text, space, and color added to the intent of the overall design
- You created a visual entry point for the viewer & considered the visual balance and flow of information for your poster.
- You focused on a unified text and overall design for the poster as a whole.

CRITIQUE & REFLECTION

- You clearly articulated your artistic and technical intentions and processes.
- You made use of the brainstorming sessions and sketchbook time to help your process.
- You sought feedback on your work during and after studio, and considered suggestions.
- You contributed to group critiques, offering clear and insightful comments and constructive, respectful feedback

PROFESSIONALISM

- You always stayed on task without reminders.
- You thoroughly and carefully completed all assigned work.
- You adhered to all deadlines without reminders.
- You consistently cared for all materials and equipment.
- Through all stages of the process, you always demonstrated focus and set goals.

Resources:

http://www.jpl.nasa.gov/infographics/index.php
http://www.onextrapixel.com/2010/05/21/huge-infographics-design-resources-overview-principles-tips-and-examples/
http://www.netmagazine.com/tutorials/how-create-great-infographics
http://www.fastcodesign.com/1671605/how-a-civil-war-soldier-invented-the-american-infographic#1