

Info Graphic



Project: Information Graphic Support Your Local Farmer



Audience

The intended audience of this information graphic is adults who buy food for themselves and their families. The purpose of the presentation is to persuade them to buy from their local farmers' markets.

The facts and figures presented cover:

- ↗ the rapid growth of corporate farming and monopoly of supermarket shelves
- ↗ the globalization of the food chain
- ↗ the resources required to transport food around the world
- ↗ the distribution of profits from food
- ↗ reasons to buy locally grown food
- ↗ locations and times of farmers' markets
- ↗ more resources on the Web

Technical

OS _____

Windows XP Professional

Software _____

Macromedia Fireworks 8
Macromedia Flash 8
Microsoft Office Publisher 2003

Hardware _____

Dell Latitude D800 laptop
HP PSC 2210xi printer/scanner/copier

Fonts _____

Arial, Arial Black, Bodoni MT, Bodoni MT Black, Imprint MT Shadow, Trebuchet MS

Rationale

In general I use color and graphic style to distinguish between the negative and positive information. The negative information is black and gray with straight lines and hard edges. The positive information takes its cues from the drawing of the small farm, which is primarily composed of red and green calligraphic lines.

Proximity

The negative information is grouped across the top third of the page with its title above everything else to signal the starting point of the graphic. A large gray arrow ties the subtitles together and encourages the reader to move across the page rather than down.

The positive information is grouped in the bottom two-thirds of the page, beginning on the left with reasons to buy locally grown food followed by information that enables the reader to take action.

Alignment

Nearly everything is left-aligned to encourage reading from left to right. The positive titles and the drawing of the small farm are centered across the page to suggest a loose, flowing transition.

Repetition

The style of the bullets (a dollar sign for Corporate Farming and an atomic nucleus for Food Miles) is repeated to tie them together. Bullet styles are also shared by the "5 Reasons to Buy Local" and "Web Resources" sections, though each has a different fruit or vegetable. Colors are also repeated.

Contrast

The primary contrast is between the dark negative information and the brightly-colored positive information. The negative bullets are white on a black circle, while the positive bullets are green on a white circle. The negative text is black over a gray image in the background. A strong vertical title ties together the negative and positive areas.