



# Memorandum



To: Dr. Karen Kuralt  
From: Rhonda L Thomas  
Date: July 2, 2018  
Subject: **Portfolio -> Design Project 1 -> Pollinator Infographic**

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Dr. Kuralt,

You asked that I submit a design portfolio consisting of four design projects. As requested, I submit to you my final design for project 1 of 4 – Pollinator Infographic. This memorandum explains my design process. I have included two alternative drafts for your consideration.

I would appreciate any feedback you can offer. Please contact me if you have any questions. You can reach me by email at [rlthomas@ualr.edu](mailto:rlthomas@ualr.edu).

## Project key components

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## Introduction and purpose [\[↑\]](#)

I have a personal interest in the plight of our planet's pollinators. Honeybees, butterflies, and other insects, as well as bats and some birds, are intricately and delicately linked to the security of our planet's food supply. According to the U.S. Fish & Wildlife Service, over 75% of "all flowering plants" are pollinated by this wildlife (U.S. Fish & Wildlife Service).

This project is an infographic designed to illustrate to its readers three very simple steps they can take to help our planet's ailing pollinators.

## Description of the users/readers [\[↑\]](#)

The primary audience for this document is comprised of individuals concerned about the problems pollinators face. Secondary audiences might include persons interested in the environment, in general. A peripheral audience might be persons with an interest in beekeeping or even gardening – since pollination is important to gardens.

These audiences are switched-on, educated adults between the ages of 25 and 65. They might be career professionals, but they might also be homemakers or retirees. The document assumes readers have already been introduced to the topic and will be curious about the contents of the infographic. These are individuals who accept that there is a pollinator problem, but have yet to take personal action to participate in its remediation.

## Description of the employer/client [\[↑\]](#)

I am the client for this document; therefore, I'm included in the demographic above. I'm someone who, I'd like to think, is switched-on and educated. I know there's a pollinator decline issue and am making my own inroads towards taking personal action to be a part of remediating the problem. I've tasked myself with designing this infographic to share this information with other, environmentally mindful individuals.

## Context and design constraints [\[↑\]](#)

This document will be viewed online - on a blog, website, or social media page. The online context greatly influenced the decisions I made regarding, in particular, document size. Document size became a constraint in that, if I selected the wrong size for a particular online context, the document would not be successful.

Also, when selecting colors, I chose RGB colors and not CMYK. RGB works best for items that will be displayed on a screen or monitor.<sup>4</sup> Color choice became a design constraint in that, if I failed to use RGB colors and instead selected CMYK colors, the document would not be successful.

## Design rationale [\[↑\]](#)

As the designer and the client, I expect this document, in its appearance, to capture the attention of the document's intended audience – to draw them in visually. For this reason, I chose colors that I felt best represented honeybees and other pollinators, honey, flowers, and the outdoors.

I wanted to attempt this project without the aid of templates. In the limited time available, however, I thought it best to stick with an application I know something about - Microsoft PowerPoint. For the sake of honing my skills, it was a goal to use as much of PowerPoint's elements (shapes, word art, etc.) as possible for my design. With time constraints, I also found it necessary to borrow several Creative Commons images. All the icons (flower, honeybees, butterflies, etc.) are from FlatIcon [www.flaticon.com](http://www.flaticon.com).

In learning about infographics, I found the Visual.ly article, *Analyzing the Top 30 Infographics*, informative.<sup>2</sup> In the article, Paul Van Slembrouck talks about what makes an infographic successful. Slembrouck states that graphics can be grouped into four dimensions: content type, topic, design type, and whether or not the graphic contains data visualization. Slembrouck further breaks down content type into four categories: observational humor, novel insights, how to, and timely issues. My pollinator infographic falls into the 'timely issue' category.

## Design evolution [\[↑\]](#)

### Version 1 [\[↑\]](#)

I had aspirations to create my first infographic in the size recommended in Bonnie Gean's video, *How to Create an Infographic in PowerPoint - Part 1*.<sup>1</sup> The video recommended a size of 600 pixels wide by 2400 pixels long, or 6.25" wide x 25" long; however, I found the prospect too overwhelming because 1) I've never created an infographic before and 2) I only had a week to create it. Instead, I thought I'd focus on the concept of the infographic and work with a paper size I'm familiar with: Consequently, I created my infographic with a paper size of 8.5" x 11" in a landscape orientation.

In Version 1, I ended up with an infographic that I think is visually appealing, but somewhat busy, so I hoped to rework it into a 6.25" wide x 25" infographic in Version 2.

### Version 2 (final draft) [\[↑\]](#)

In Version 2 of the infographic, I rethought my initial paper size choice; asking myself where this infographic would most likely be consumed. In contrast to Gean's video, the article, *What are the Best Sizes for Infographic Design and Promotion*, maintains that we should create infographics that are "not more than 600 pixels [wide], and a length should not exceed 1800

pixels”.<sup>3</sup> While the article agrees with the video in the recommended width, it does not agree in length. As stated above, the video maintains a length of 2400 pixels, suggesting that this length works well on a WordPress blog post without the need for shrinking the graphic. The article, however, maintains 1800 pixels will guarantee my infographic will “work on most infographic submission sites and directories.” With this information in mind, I opted to go with a length of 1800 pixels (18.75 inches) because my infographic will be placed on my WordPress blog at some point.

### Version 3 [\[↑\]](#)

In Version 3, I researched the recommended size of an infographic that will be placed on Facebook. According to Infographic Design Team, the ideal size infographic for Facebook is a minimum of 403 x 403 pixels, up to a maximum of 2048 x 2048 pixels (or 4.20” x 4.20” up to 21.3” x 21.3”).<sup>1</sup>

### Design assessment [\[↑\]](#)

I’m happy with the results of my first attempt at an infographic. I know I have a great deal to learn; however, I can now say to myself, “You have what it takes to create an infographic.”

I would like to redesign this document again to include additional data and statistics on the problem. Also, I’ve thought about using a play on words as a rebrand for the infographic - *The Problem With Bees*.

### Notes [\[↑\]](#)

1. Bonnie Gean, “How to Create an Infographic in Powerpoint – Part 1,” YouTube video, <https://www.youtube.com/watch?v=bX4TWRMZBIE>
2. Paul Slembrouck, “Analyzing the Top 30 Infographics.” *Visual.ly* (blog), <https://visual.ly/blog/top-30-viral-infographics/>
3. “What are the Best Sizes for Infographic Design and Promotion,” *Infographic Design Team*. <https://www.infographicdesignteam.com/blog/best-sizes-for-infographic-design-and-promotion/>
4. “What is the difference between RGB and CMYK,” *Express Cards*. <https://www.youtube.com/watch?v=9hirYMZ7PQc>

## Bibliography <sup>[↑]</sup>

“Celebrate National Pollinator Week this June 18 - 24, 2018.” *U.S. Fish & Wildlife Service: Pollinators*. <https://www.fws.gov/pollinators/Index.html>

Gean, Bonnie. “How to Create an Infographic in Powerpoint – Part 1,” YouTube. May 2017. 5:50. <https://www.youtube.com/watch?v=bX4TWRMZBIE>

Slembrouck, Paul. “Analyzing the Top 30 Infographics.” *Visual.ly* (blog). <https://visual.ly/blog/top-30-viral-infographics/>

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“What is the difference between RGB and CMYK?” *Express Cards*. YouTube. May 18, 2018. 2:15. <https://www.youtube.com/watch?v=9hirYMZ7PQc>

Williams, Robin. *The Non-Designer’s Design Book*. 3<sup>rd</sup> ed. Berkeley: Peachpit Press. 2008.