

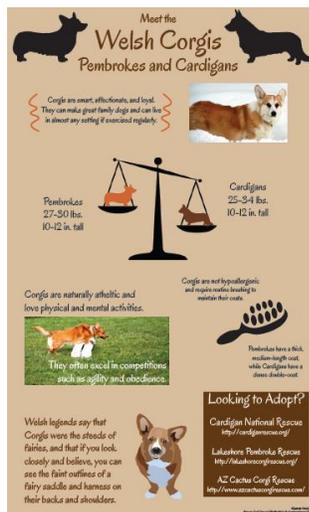
# Infographic Design and Process Reflection

The purpose of my infographic is to introduce Pembroke and Cardigan Welsh Corgis to people looking to adopt a dog. My goal is to give my audience agency to rescue a Corgi by providing the information necessary to decide if a Corgi will fit their family's lifestyle. To do this, I provide six distinct blocks of information: the breeds' typical personality, their average weight and height, exercise needs, grooming needs, several rescues' websites, and a fun Welsh legend about Corgis.

To begin the iterative design process, I asked peers what information they would want to know about Corgis if they were thinking about adopting them. I thought about my audience, my message, and the infographics genre and determined that the best way to represent the information was with images and artistic graphics coupled with short blurbs of text for quick skimming. I sketched a very rough draft on lined paper, breaking every grid line possible to see how that would look. I wanted each block of info to be separate, but without any sort of gridded layout, there was no path for my eyes to follow.

**Looking to Adopt?** I moved into Adobe Illustrator and made a wireframe following a two-column grid with four rows. I found a font called Oregano that looked a bit like brush strokes and had a cool swoosh on the tail of the letter "k" that looked like a Cardigan's tail. I imported a pen-traced image of my Cardigan, Amber, and used the colors of her fur as a base color scheme, and then added an orange for an accent color. From here I drafted my infographic. I broke a few gridlines to remove as much alignment as I could between the blocks of info. This made each block of information look separate, like slides on a Power Point presentation—unique ideas that compose one broader message.

While Cardigans and Pembrokes are similar sizes, I really wanted to emphasize to my audience that Cardigans are considered the heavier of the two. To do this, I incorporated a scale graphic with a silhouette of a Pembroke on the higher side and a Cardigan on the lower side to signify how their average weights compare.



I used the prototype shown to the left for usability testing, and analyzed the responses. Most of my text needed to be larger, especially around the brush. Users did not realize the importance of grooming because the type was smaller compared to the text about size and exercise. Also, users did not acknowledge that exercise was necessary because the text just said that Corgis loved physical and mental activities. Users enjoyed the silhouettes of the two breeds, and most could easily distinguish between the informational text and the fun fact text because of the different colors used. One user recommended adding a path to guide users' eyes through the information, like a game board trail.

In response to my analysis of the usability tests, I increased the smaller font sizes to equal the larger ones, adjusted the spacing inconsistencies created by altering the font sizes, and changed the phrasing of the exercise text to denote that Corgis require exercise. I removed the alignment between the blocks of information on the lower half of the infographic to separate them further. I then created a path of paw prints curving between the blocks and ending at the pen-trace of Amber, as if she had walked around the infographic. I also changed the lighter shade of brown used for the fun fact, "looking to adopt" text box, and the title of the infographic to be the same chocolate brown of the Cardigan silhouette on the scale. This allowed for the repetition of that brown and removed an extraneous color.