day in the life infographic

process book

Emma Robertson

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01

research

In this section, we will walk through the early stages of the project: where the idea generation began and the extensive fact collecting that was required. We will also look at a few examples of infographics and art styles that were used as inspiration.

Source: Planet Earth II, Mountains

- Highest Flamingo colony in the world at 4,000 meters at Laguna Colorada in Bolivia
- At night, salted lake freezes over and flamingos get trapped in the ice
- As day goes on, sun thins ice but flamingos struggle to break free
- Atmosphere is so thin that there is little protection from ultraviolet radiation. As the sun gets higher in the sky, it's dangerous. By mid-morning its risky to stay out in the open
- White crust of the Soda Lake reflects the sun's glare and increases the impact from its ultraviolet rays
- By mid-day, uncovered human skin burns in 4 minutes, but it doesn't bother the flamingos
- During the breeding season, flamingos perform courtship dances (marching around with necks and heads high) even during the hottest time of the day. Don't even pause to feed
- Birds pair off after a month of dancing and get ready to mate
- Have little threat from other species because of altitude and rough conditions

Source: "How Planet Earth's ice skating flamings collectively get in the mood for sex"

http://theconversation.com/how-planet-earths-ice-skating-flamingos-collectively-get-in-the-mood-for-sex-68784

- They eat floating microscopic algae, which contains carotenoid pigments
- To feel comfortable to breed, as many birds as possible need to be "in the mood"

Source: "All About Flamingos: Behavior"

https://seaworld.org/animals/all-about/flamingos/behavior/

- Flamingos spend most of the day feeding, preening (distributing oil from a gland at the base of their tail to their feathers for waterproofing), resting, and bathing
- They spend about 15% to 30% of their time during the day preening, which they do with their bills

Source: Weather.com

Sunrise: 6:15 a.m.
Sunset: 7:15 p.m.
January is the hottest month: Average high was 49°, average low is 7°

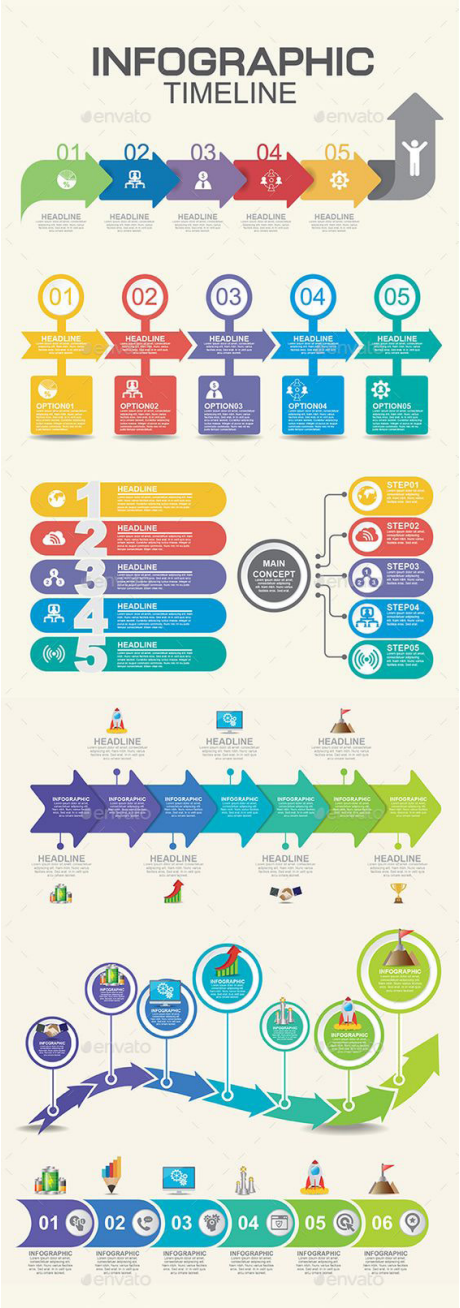
6AM: 32°, 90% humidity
7 AM: 32° 92% humidity
8 AM: 34° 88% humidity
9 AM: 36° 81% humidity
10 AM: 39° 75% humidity
11 AM: 40° 71% humidity
12 PM: 42° 72% humidity
1 PM 42° 73% humidity
2 PM: 43° 72% humidity
3 PM: 43° 73% humidity
4 PM: 42° 72% humidity
5 PM: 41° 73% humidity
6 PM: 41° 74% humidity
7 PM: 39° 80% humidity

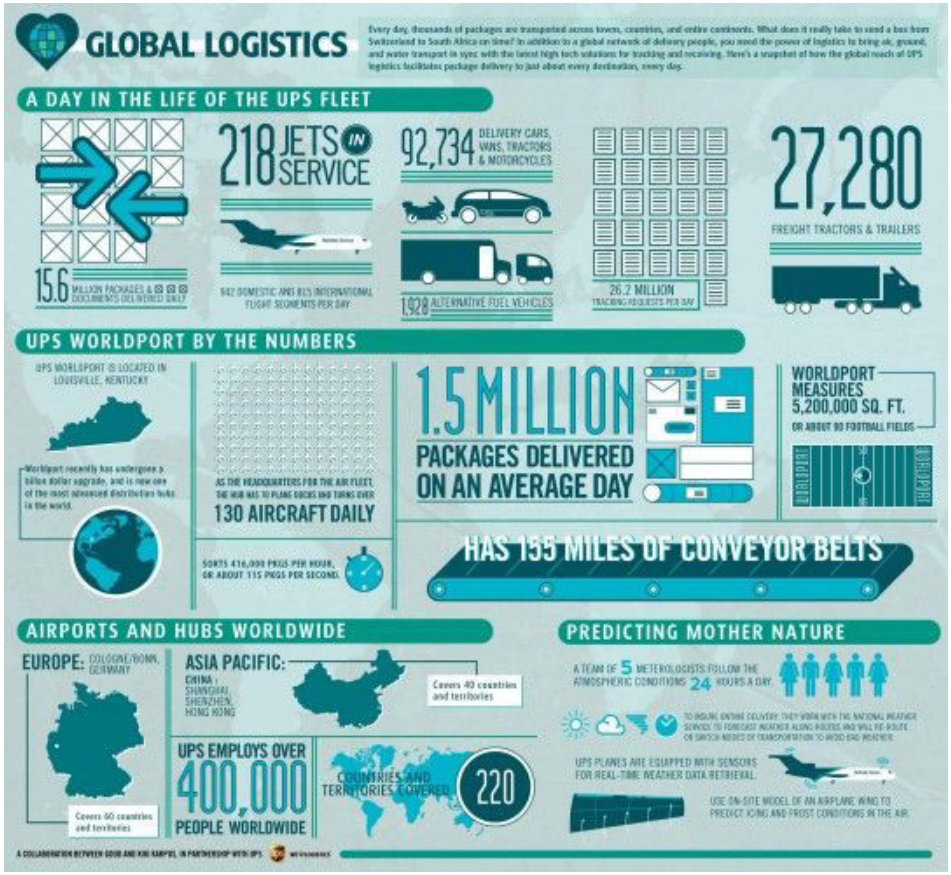
Source: The Cornell Lab of Ornithology, Neotropical Birds

https://neotropical.birds.cornell.edu/Species-Account/nb/species/jamfla1/overview

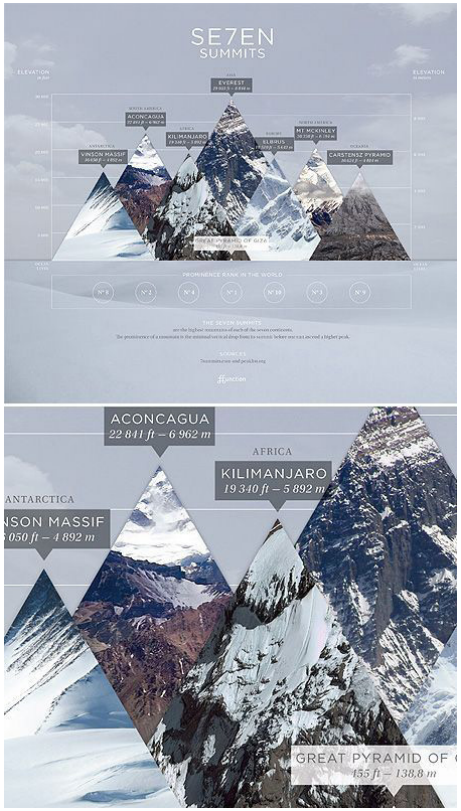
- In 2005, the total population of James' flamingos was about 100,000.
- They breed in colonies in Bolivia and Chile, but the colony at Laguna Colorada is the largest, with over 40,000 birds.
- Of the three flamingo breeds living in the Andes, the James' flamingo is the shortest, standing at 3.25 feet tall.
- The James' flamingo differs from most flamingos because of its deep lower mandible and long filtering filaments on the maxilla.

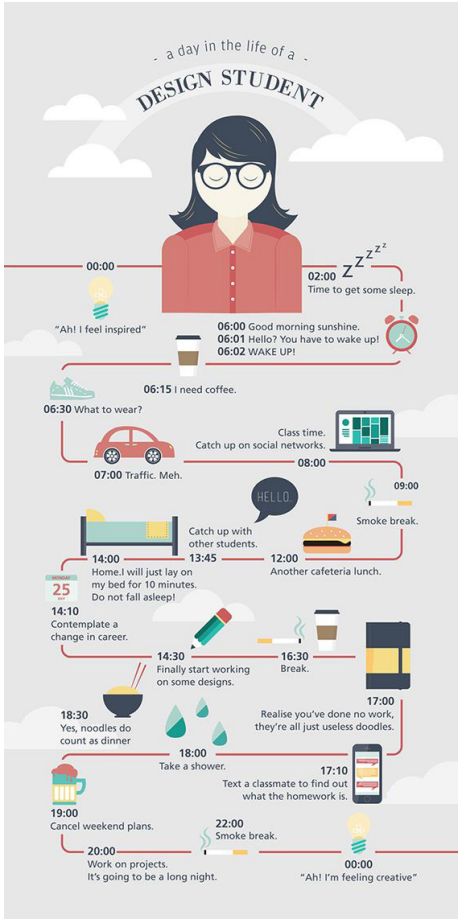
Statement: This information design will highlight a day in the life of a James's flamingo living at Laguna Colorada in Bolivia. The goal of this infographic is to educate people about the incredible ability of this species to thrive in one of the most hostile environments.

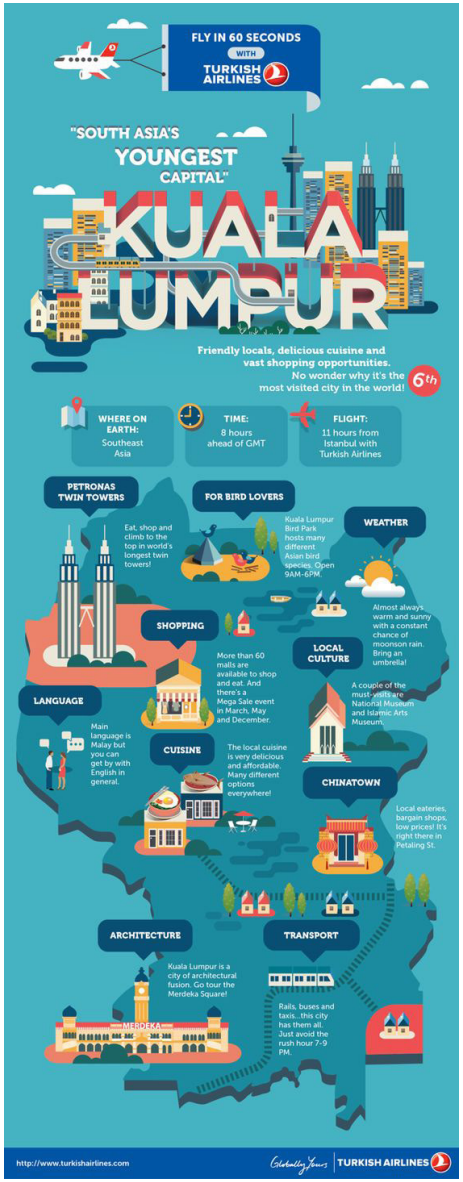


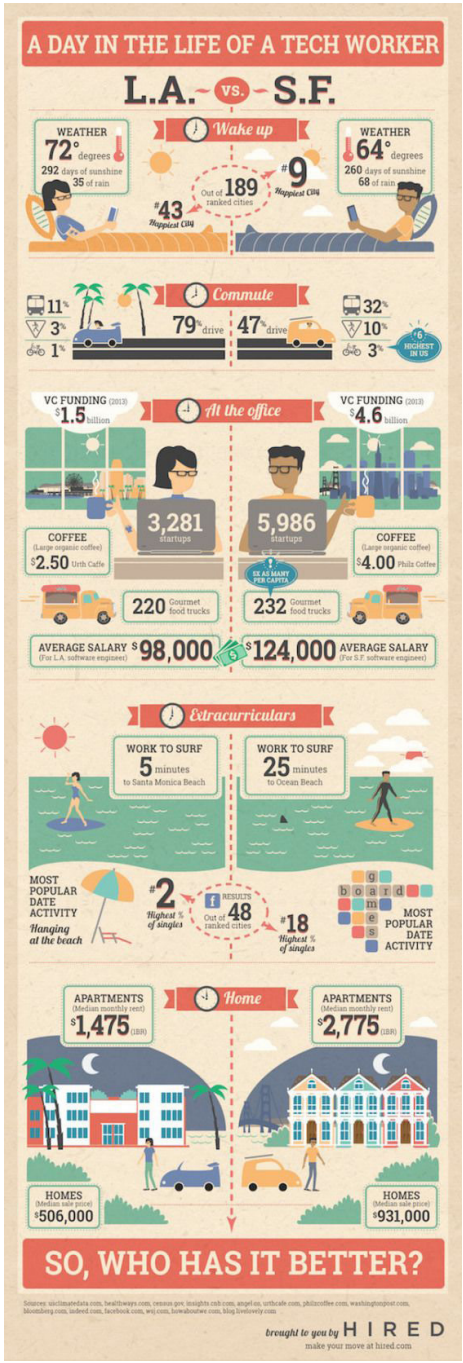


The images that I was looking at when searching for inspiration provided more of an idea of layout. I was trying to figure out how most infographics were organized and what sort of flow they followed.

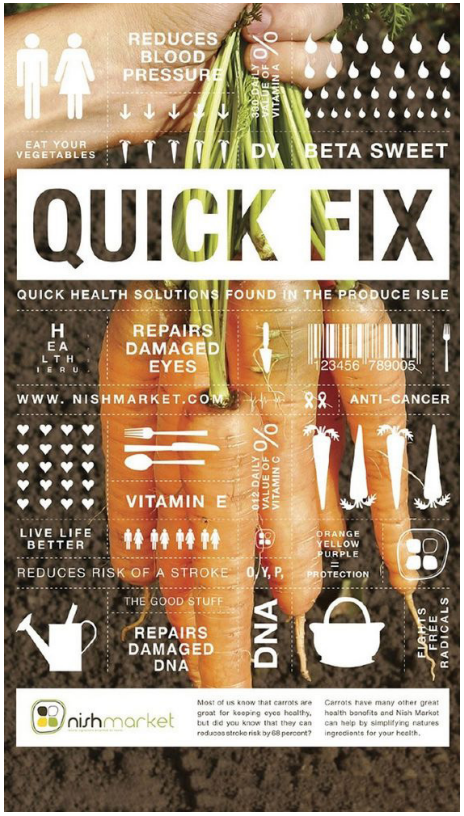

SE7EN
SUMMITS
ACONCAGUA
22 841 ft – 6 962 m
AFRICA
KILIMANJARO
19 340 ft – 5 892 m
ANTARCTICA
SON MASSIF
050 ft – 4 892 m
GREAT PYRAMID OF
455 ft – 138.8 m


a day in the life of a
DESIGN STUDENT
00:00
"Ah! I feel inspired"
02:00 Time to get some sleep.
06:00 Good morning sunshine.
06:01 Hello? You have to wake up!
06:02 WAKE UP!
06:15 I need coffee.
06:30 What to wear?
07:00 Traffic. Meh.
Class time.
Catch up on social networks.
08:00
09:00
Smoke break.
12:00 Another cafeteria lunch.
13:45 Catch up with other students.
HELLO
14:00 Home.I will just lay on my bed for 10 minutes. Do not fall asleep!
14:10 Contemplate a change in career.
14:30 Finally start working on some designs.
16:30 Break.
17:00 Realise you've done no work, they're all just useless doodles.
17:10 Text a classmate to find out what the homework is.
18:00 Take a shower.
18:30 Yes, noodles do count as dinner
19:00 Cancel weekend plans.
20:00 Work on projects. It's going to be a long night.
22:00 Smoke break.
00:00 "Ah! I'm feeling creative"


FLY IN 60 SECONDS
WITH
TURKISH AIRLINES
"SOUTH ASIA'S
YOUNGEST
CAPITAL"
KUALA
LUMPUR
Friendly locals, delicious cuisine and vast shopping opportunities.
No wonder why it's the most visited city in the world!
6th
WHERE ON EARTH: Southeast Asia
TIME: 8 hours ahead of GMT
FLIGHT: 11 hours from Istanbul with Turkish Airlines
PETRONAS TWIN TOWERS
Eat, shop and climb to the top in world's longest twin towers!
FOR BIRD LOVERS
Kuala Lumpur Bird Park hosts many different Asian bird species. Open 9AM–6PM.
WEATHER
Almost always warm and sunny with a constant chance of moonson rain. Bring an umbrella!
SHOPPING
More than 60 malls are available to shop and eat. And there's a Mega Sale event in March, May and December.
LOCAL CULTURE
A couple of the must- visits are National Museum and Islamic Arts Museum.
LANGUAGE
Main language is Malay but you can get by with English in general.
CUISINE
The local cuisine is very delicious and affordable. Many different options everywhere!
CHINATOWN
Local eateries, bargain shops, low prices! It's right there in Petaling St.
ARCHITECTURE
Kuala Lumpur is a city of architectural fusion. Go tour the Merdeka Square!
MERDEKA
TRANSPORT
Rails, buses and taxis.. this city has them all. Just avoid the rush hour 7-9 PM.
http://www.turkishairlines.com
Globally Yours
TURKISH AIRLINES

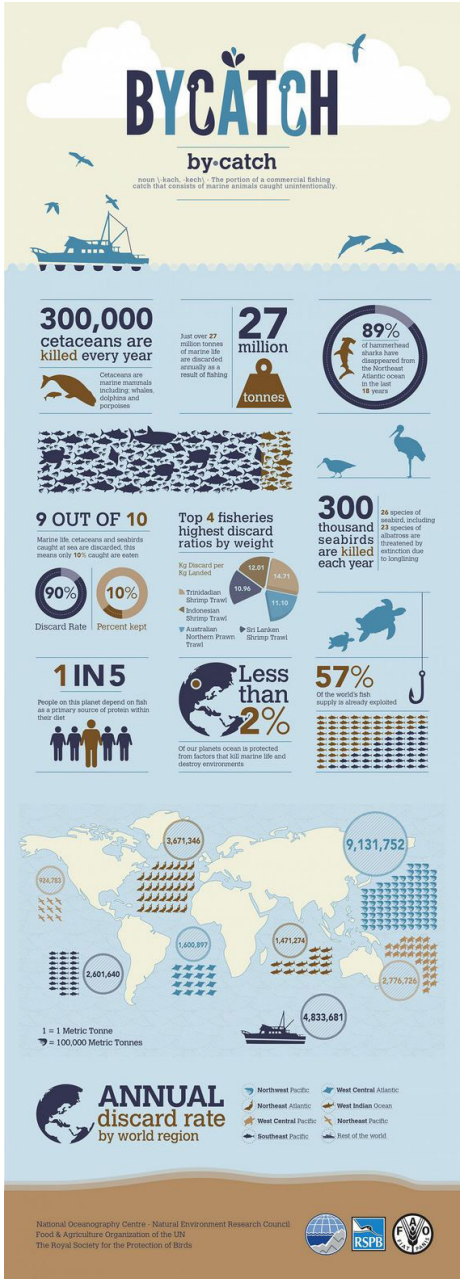

A DAY IN THE LIFE OF A TECH WORKER
L.A. vs. S.F.
Wake up
WEATHER 72° degrees 292 days of sunshine 35 of rain
#43 Happiest City
Out of 189 ranked cities
#9 Happiest City
WEATHER 64° degrees 260 days of sunshine 68 of rain
Commute
11% 3% 1%
79% drive
47% drive
32% 10% 3%
#6 HIGHEST IN US
At the office
VC FUNDING (2013) $1.5 billion
3,281 startups
COFFEE (Large organic coffee) $2.50 Urth Caffe
220 Gourmet food trucks
AVERAGE SALARY (For L.A. software engineer) $98,000
VC FUNDING (2013) $4.6 billion
5,986 startups
SX AS MANY PER CAPITA
COFFEE (Large organic coffee) $4.00 Philz Coffee
232 Gourmet food trucks
$124,000 AVERAGE SALARY (For S.F. software engineer)
Extracurriculars
WORK TO SURF 5 minutes to Santa Monica Beach
WORK TO SURF 25 minutes to Ocean Beach
MOST POPULAR DATE ACTIVITY Hanging at the beach
#2 Highest % of singles
RESULTS Out of 48 ranked cities
#18 Highest % of singles
MOST POPULAR DATE ACTIVITY
Home
APARTMENTS (Median monthly rent) $1,475 (1BR)
APARTMENTS (Median monthly rent) $2,775 (1BR)
HOMES (Median sale price) $506,000
HOMES (Median sale price) $931,000
SO, WHO HAS IT BETTER?
brought to you by HIRED
make your move at hired.com

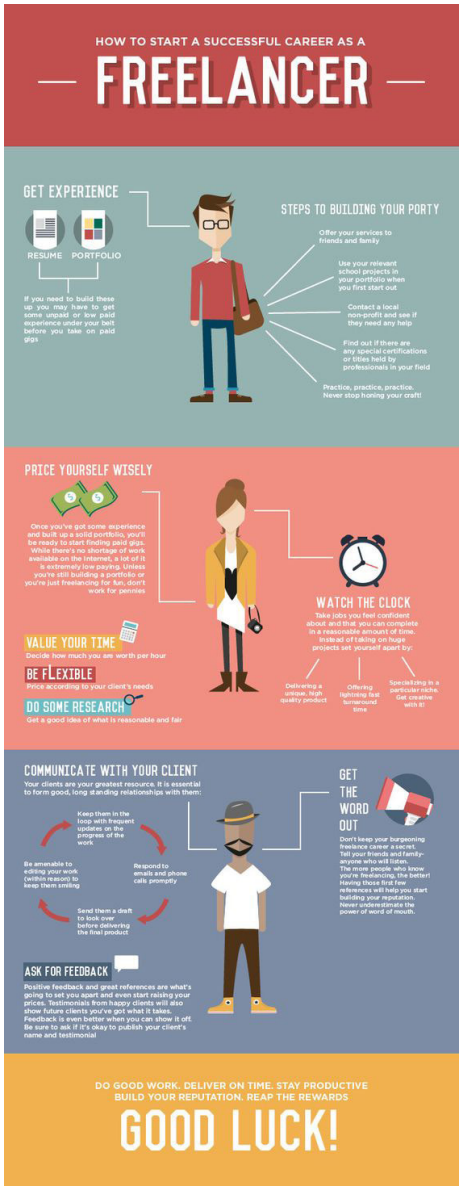
Black Tea Making
Whould you like a cup of
BLACK TEA
What is Black Tea
History
World Black Tea
Famous Brands
Straight Tea
Preheat
90-95°C
Put in Tea
3-300-3
Soak Tea
Pour Tea
Blended Tea
Ice Tea
Teaware


REDUCES BLOOD PRESSURE
EAT YOUR VEGETABLES
DV
BETA SWEET
QUICK FIX
QUICK HEALTH SOLUTIONS FOUND IN THE PRODUCE ISLE
REPAIRS DAMAGED EYES
WWW. NISHMARKET.COM
ANTI-CANCER
VITAMIN E
LIVE LIFE BETTER
REDUCES RISK OF A STROKE
ORANGE YELLOW PURPLE = PROTECTION
THE GOOD STUFF
REPAIRS DAMAGED DNA
DNA
FIGHTS FREE RADICALS
nishmarket

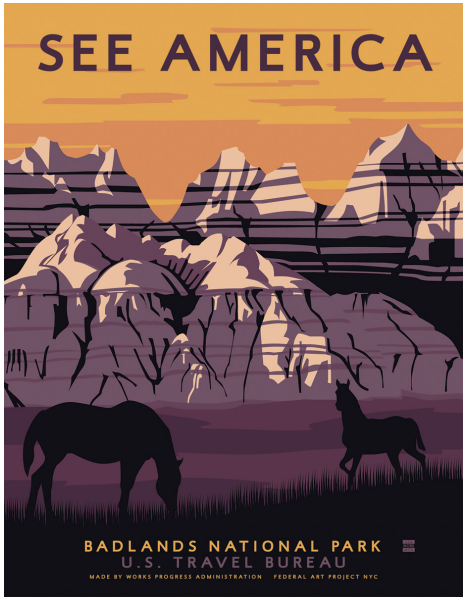
TRAVEL CONFIDENTIAL:
A DAY IN THE LIFE OF A
HOTEL POOL BOY
AT THE PENINSULA BEVERLY HILLS
50
Number of lounges
12
Number of cabanas
$250
$300
Price range to book a cabana
Amenities included in a cabana
Average number of people who come to the pool area each day
150 PLUS
Time frame when the pool area is most crowded
12-5 PM
Number of pool staff on a busy day
TEN AT A TIME
FOUR AT ANY TIME
Number of pool boys on the deck
10-12 MINUTES
POMEGRANATE MOJITO
$16
FISH TACOS
TWO CASES
Diet Cokes served daily
400+
Bottles of water served daily
FOUR HUNDRED
Towels distributed on a busy summer day
Free snacks distributed around the pool at noon
Condé Nast Traveler

HOW TO BEAT JET LAG
BEFORE
1 PLAN FOR TIME ZONE CHANGE
A few days prior to your trip, gradually augment your schedule to help your body prepare for the new time zone.
Start with 30-60 minute increments and increase it each day. This reduces how much your body clock needs to shift on arrival.
2 FLY AT NIGHT
If possible take overnight flights: it's the best way to replicate your normal schedule.
TICKET
PASS
3 PREPARE
Prepare belongings early to avoid stress and anxiety
DURING
4 KEEP HYDRATED
Water is a key anti jet lag tool. Avoid alcohol & caffeine
5 GET THE BLOOD PUMPING
The longer you sit, the more lethargic you'll feel.
Exercise is one of nature's anti jet lag tools; take regular breaks by walking up and down the aisles and perform stretching exercises.
This promotes active circulation that will make you feel looser and more energetic.
AFTER
MYTH
ALCOHOL
Alcohol doesn't help! Drinking alcohol can actually worsen jet lag! Cabin air dehydrates passengers, and altitude changes can quicken the effects of alcohol
The rule is 'one drink in the air is the same as two or three on the ground'
NATURAL LIGHT
6 Exposure to daylight at your destination usually helps the body's internal clock reset faster.
MYTH
ZONES
Jet lag can occur regardless of how many time zones are crossed.
7 STAY UP TILL BEDTIME!
Attempt to maintain your normal amount of sleep.
Avoid disrupting your new time zone sleep schedule.
Unless you arrive near bedtime, stay awake, resist the urge to sleep and don't be tempted to take naps.
PRESENTED BY:
TRAVELBAG.co.uk

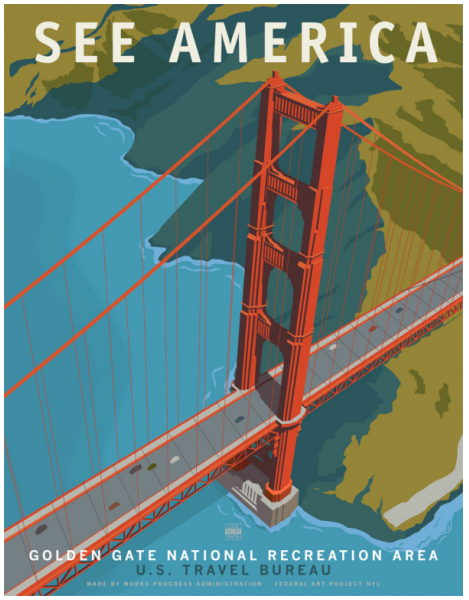

BYCATCH
by·catch
noun \'kach, -kech\ - The portion of a commercial fishing catch that consists of marine animals caught unintentionally.
300,000 cetaceans are killed every year
Cetaceans are marine mammals including: whales, dolphins and porpoises
Just over 27 million tonnes of marine life are discarded annually as a result of fishing
27 million tonnes
89% of hammerhead sharks have disappeared from the Northeast Atlantic ocean in the last 18 years
9 OUT OF 10
Marine life, cetaceans and seabirds caught at sea are discarded, this means only 10% caught are eaten
90% Discard Rate
10% Percent kept
Top 4 fisheries highest discard ratios by weight
Kg Discard per Kg Landed
Trinidadian Shrimp Trawl
Indonesian Shrimp Trawl
Australian Northern Prawn Trawl
Sri Lankan Shrimp Trawl
12.01
54.71
10.96
11.10
300 thousand seabirds are killed each year
26 species of seabird, including 23 species of albatross are threatened by extinction due to longlining
1 IN 5
People on this planet depend on fish as a primary source of protein within their diet
Less than 2%
Of our planets ocean is protected from factors that kill marine life and destroy environments
57%
Of the world's fish supply is already exploited
3,671,346
9,131,752
924,783
1,600,897
1,471,274
2,601,640
2,776,726
4,833,681
1 = 1 Metric Tonne
= 100,000 Metric Tonnes
ANNUAL discard rate by world region
Northwest Pacific
Northeast Atlantic
West Central Pacific
Southeast Pacific
West Central Atlantic
West Indian Ocean
Northeast Pacific
Rest of the world
National Oceanography Centre - Natural Environment Research Council
Food & Agriculture Organization of the UN
The Royal Society for the Protection of Birds
RSPB


HOW TO START A SUCCESSFUL CAREER AS A
FREELANCER
GET EXPERIENCE
RESUME
PORTFOLIO
If you need to build these up you may have to get some unpaid or low paid experience under your belt before you take on paid gigs
STEPS TO BUILDING YOUR PORTY
Offer your services to friends and family
Use your relevant school projects in your portfolio when you first start out
Contact a local non-profit and see if they need any help
Find out if there are any special certifications or titles held by professionals in your field
Practice, practice, practice. Never stop honing your craft!
PRICE YOURSELF WISELY
Once you've got some experience and built up a solid portfolio, you'll be ready to start finding paid gigs. While there's no shortage of work available on the Internet, a lot of it is extremely low-paying. Unless you're still building a portfolio or you're just freelancing for fun, don't work for pennies
VALUE YOUR TIME
Decide how much you are worth per hour
BE FLEXIBLE
Price according to your client's needs
DO SOME RESEARCH
Get a good idea of what is reasonable and fair
WATCH THE CLOCK
Take jobs you feel confident about and that you can complete in a reasonable amount of time. Instead of taking on huge projects set yourself apart by:
Delivering a unique, high quality product
Offering lightning fast turnaround time
Specializing in a particular niche. Get creative with it!
COMMUNICATE WITH YOUR CLIENT
Your clients are your greatest resource. It is essential to form good, long standing relationships with them:
Keep them in the loop with frequent updates on the progress of the work
Respond to emails and phone calls promptly
Send them a draft to look over before delivering the final product
Be amenable to editing your work (within reason) to keep them smiling
ASK FOR FEEDBACK
Positive feedback and great references are what's going to set you apart and even start raising your prices. Testimonials from happy clients will also show future clients you've got what it takes. Feedback is even better when you can show it off. Be sure to ask if it's okay to publish your client's name and testimonial
GET THE WORD OUT
Don't keep your bargaining freelance career a secret. Tell your friends and family- anyone who will listen. The more people who know you're freelancing, the better! Having those first few references will help you start building your reputation. Never underestimate the power of word of mouth.
DO GOOD WORK. DELIVER ON TIME. STAY PRODUCTIVE
BUILD YOUR REPUTATION. REAP THE REWARDS
GOOD LUCK!

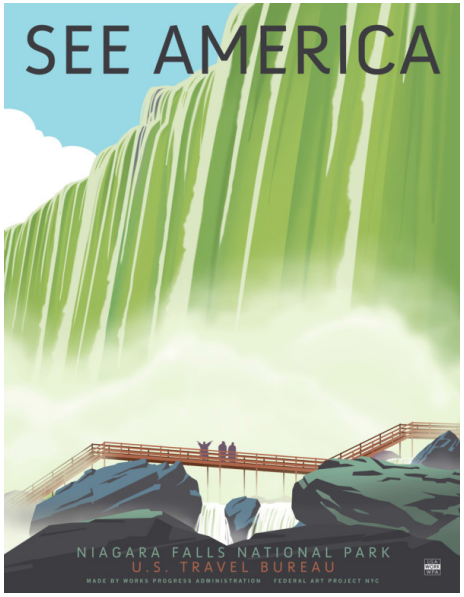
A SLICE OF PIZZA WITH THE WORLD
PIZZA
History
Old Brand
Toppings
Tomato sauce
Baking
Types of Pizza
Thin Crust
Thick Crust



These posters were used as reference for the art style I was aiming for. I wanted to incorporate illustrations into my infographic that would make it colorful and bold with a slight vintage yet clean feel.

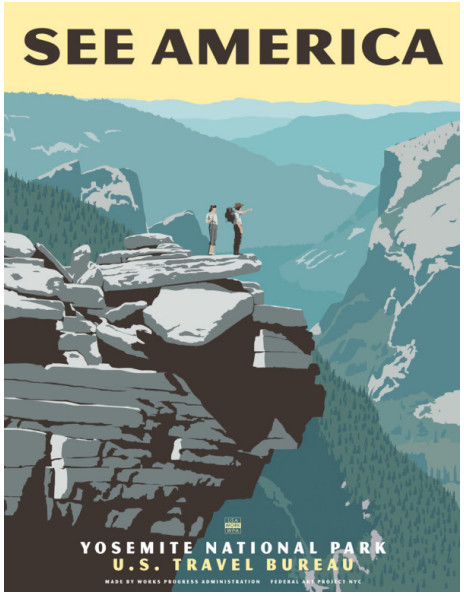


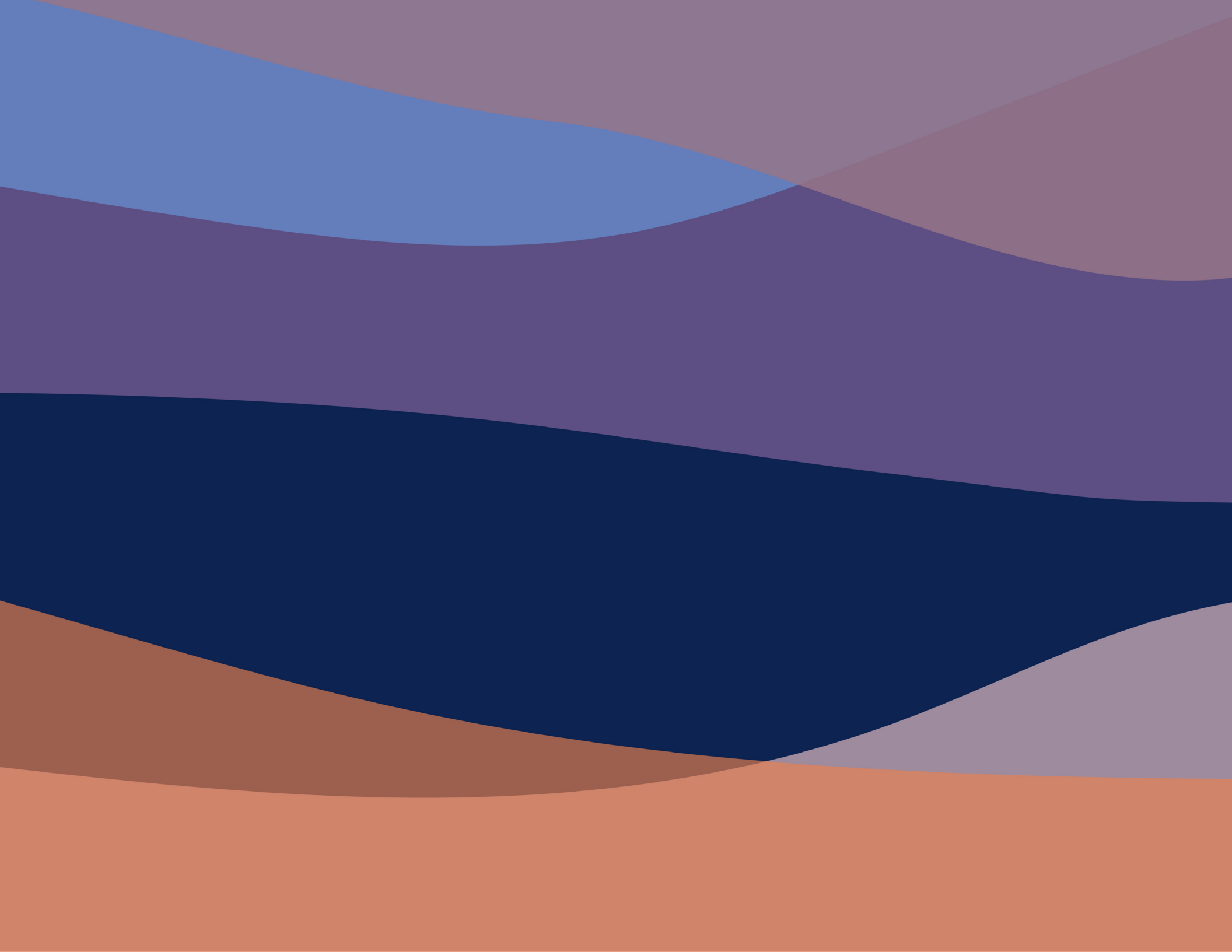
SEE AMERICA
JOSHUA TREE NATIONAL PARK
U.S. TRAVEL BUREAU
MADE BY WORKS PROGRESS ADMINISTRATION FEDERAL ART PROJECT NYC


SEE AMERICA
NIAGARA FALLS NATIONAL PARK
U.S. TRAVEL BUREAU
MADE BY WORKS PROGRESS ADMINISTRATION FEDERAL ART PROJECT NYC

SEE AMERICA
GRAND TETON NATIONAL PARK
U.S. TRAVEL BUREAU
MADE BY WORKS PROGRESS ADMINISTRATION FEDERAL ART PROJECT NYC

SEE AMERICA
SEQUOIA NATIONAL PARK
U.S. TRAVEL BUREAU
MADE BY WORKS PROGRESS ADMINISTRATION FEDERAL ART PROJECT NYC

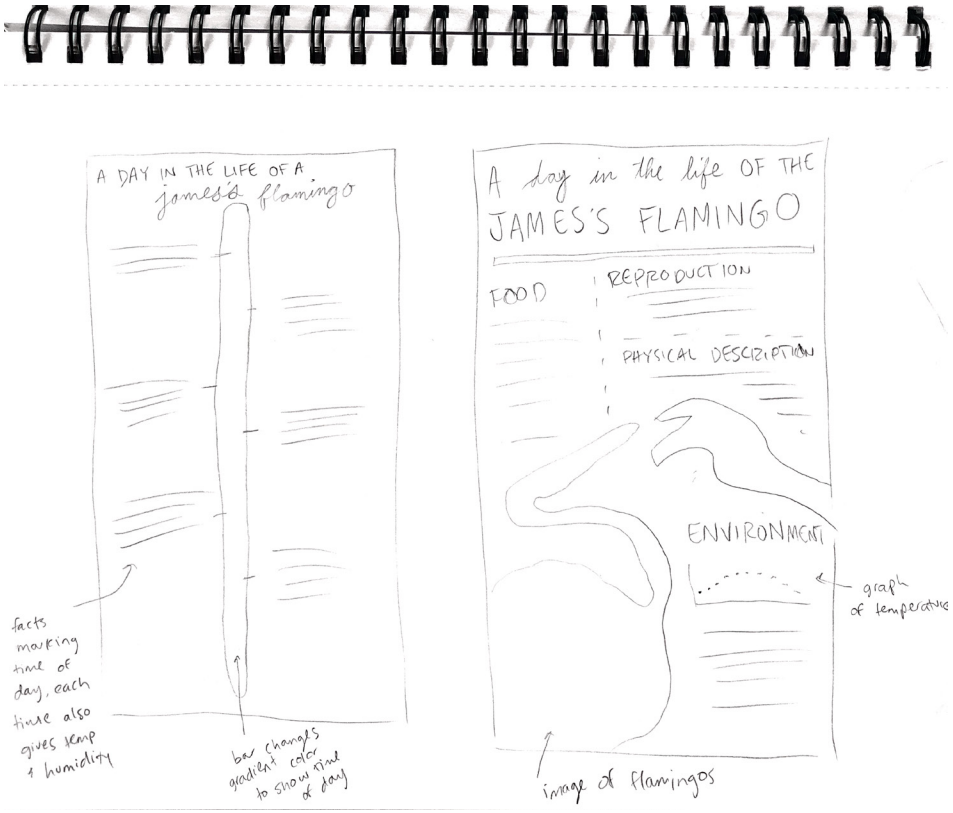

SEE AMERICA
YOSEMITE NATIONAL PARK
U.S. TRAVEL BUREAU
MADE BY WORKS PROGRESS ADMINISTRATION FEDERAL ART PROJECT NYC

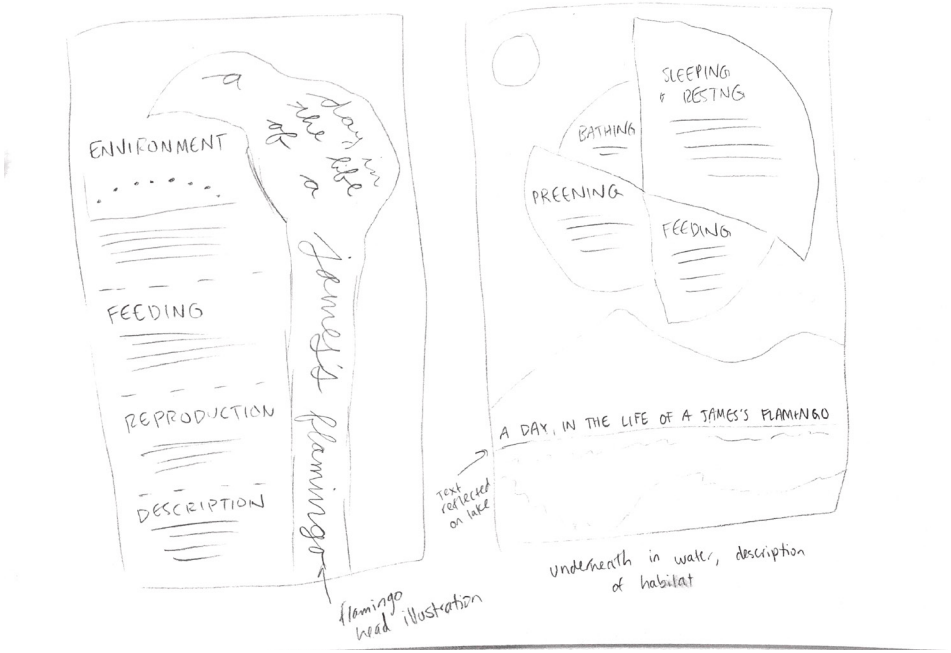


02

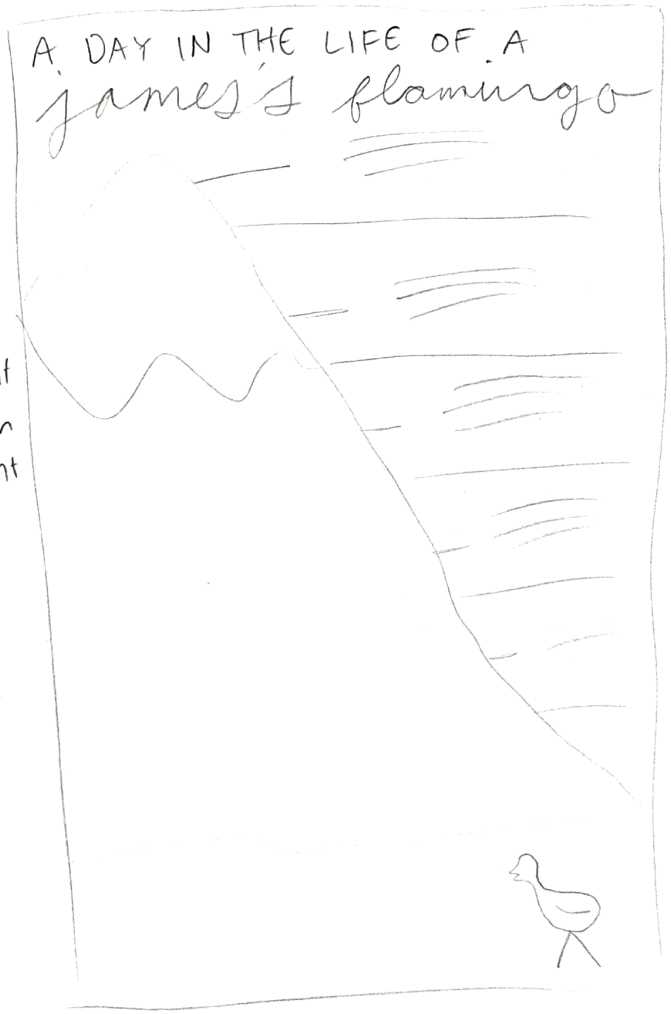
sketches

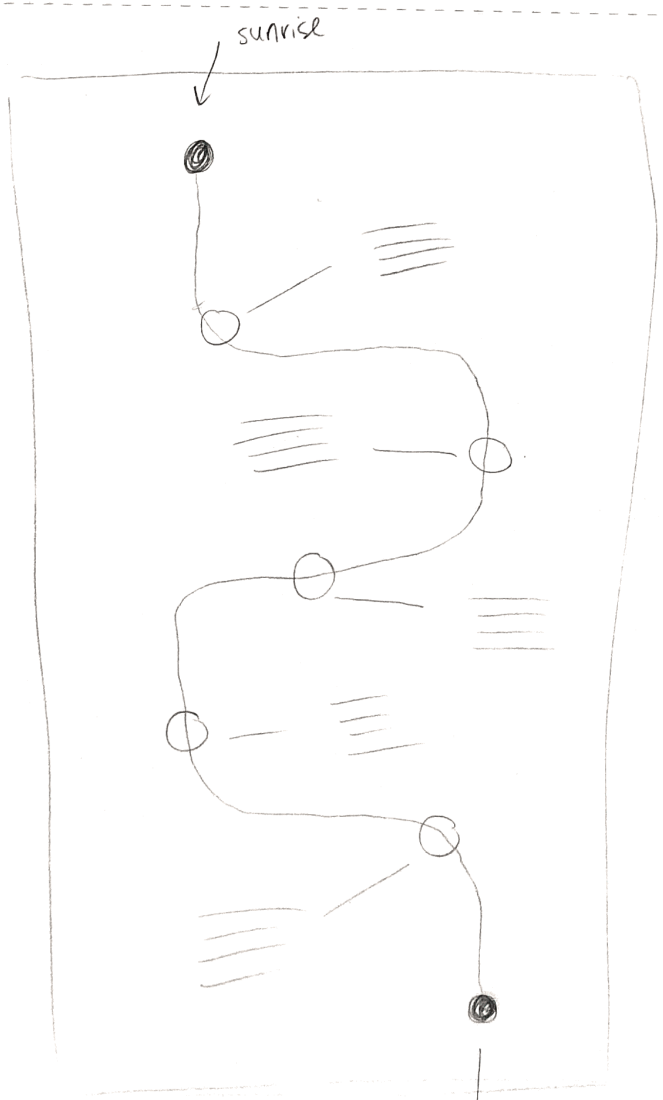
In this section, the sketches are presented. Even though they aren't entirely detailed, they helped to give a general idea about where certain objects and elements would go.

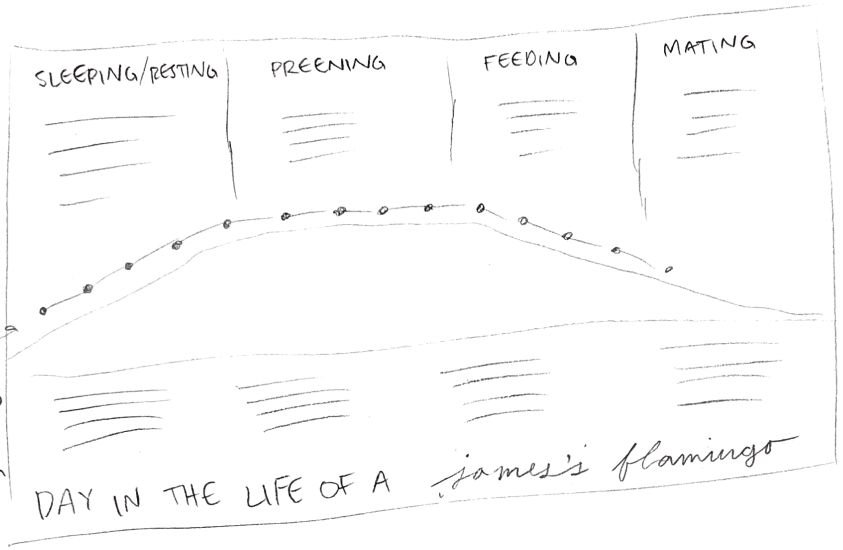

A DAY IN THE LIFE OF A
james's flamingo
facts marking time of day, each time also gives temp + humidity
bar changes gradient color to show time of day
A day in the life OF THE
JAMES'S FLAMINGO
FOOD
REPRODUCTION
PHYSICAL DESCIZIPTION
ENVIRONMENT
graph of temperature
image of flamingos

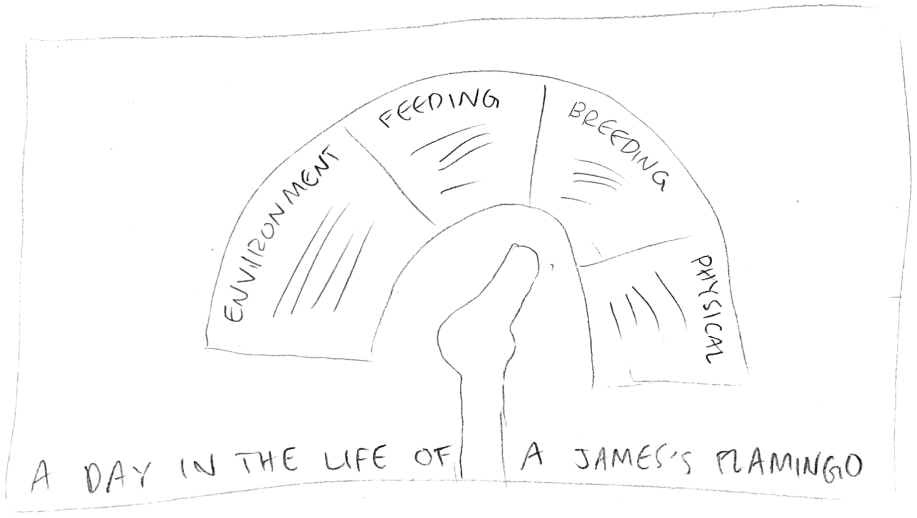

a day in the life of a James's flamingo
ENVIRONMENT
FEEDING
REPRODUCTION
DESCRIPTION
flamingo head illustration
SLEEPING & RESTING
BATHING
PREENING
FEEDING
A DAY IN THE LIFE OF A JAMES'S FLAMINGO
text reflected on lake
underneath in water, description of habitat

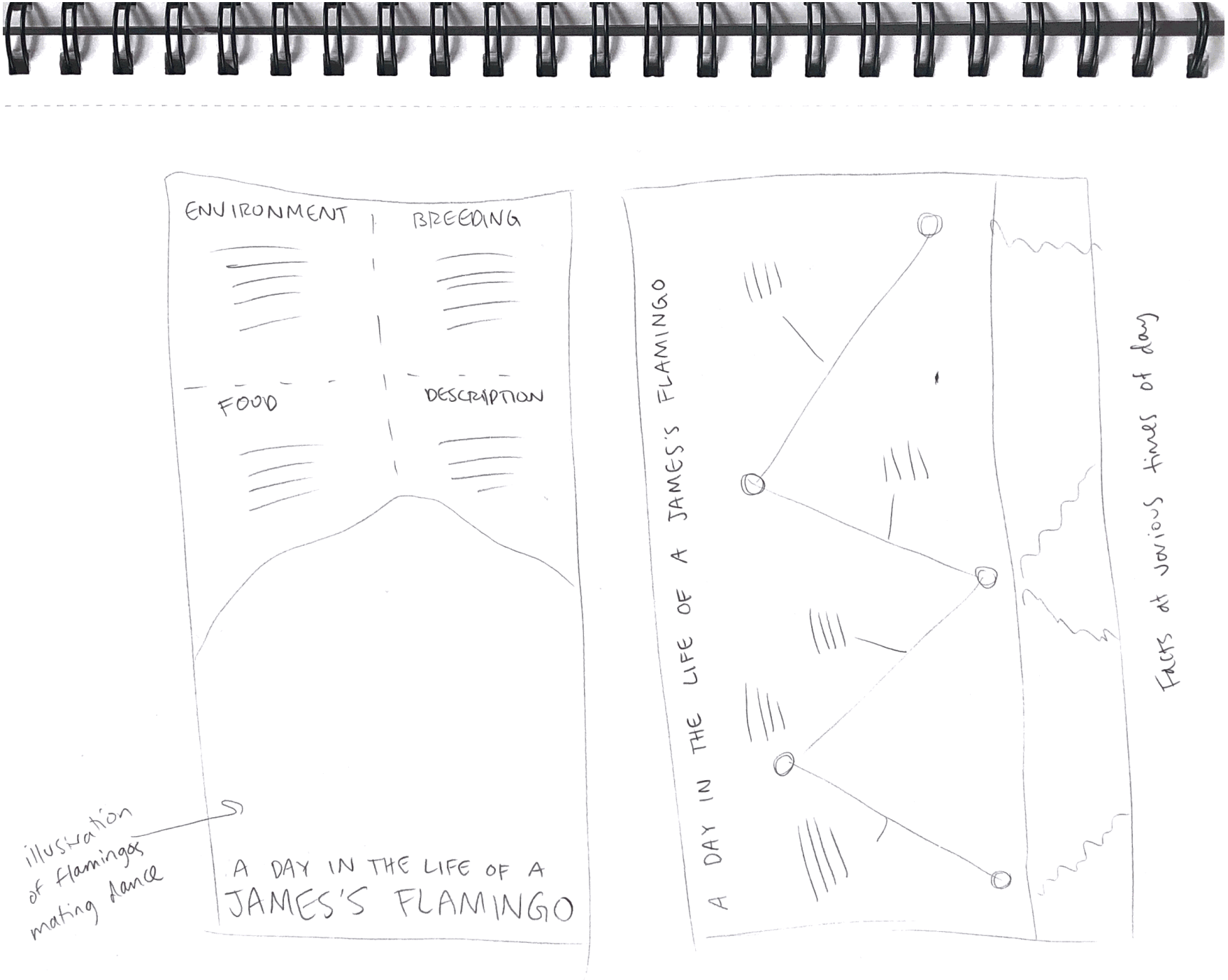
each section of sky is a different shade to represent different time of day, different points on mountain highligh different fact

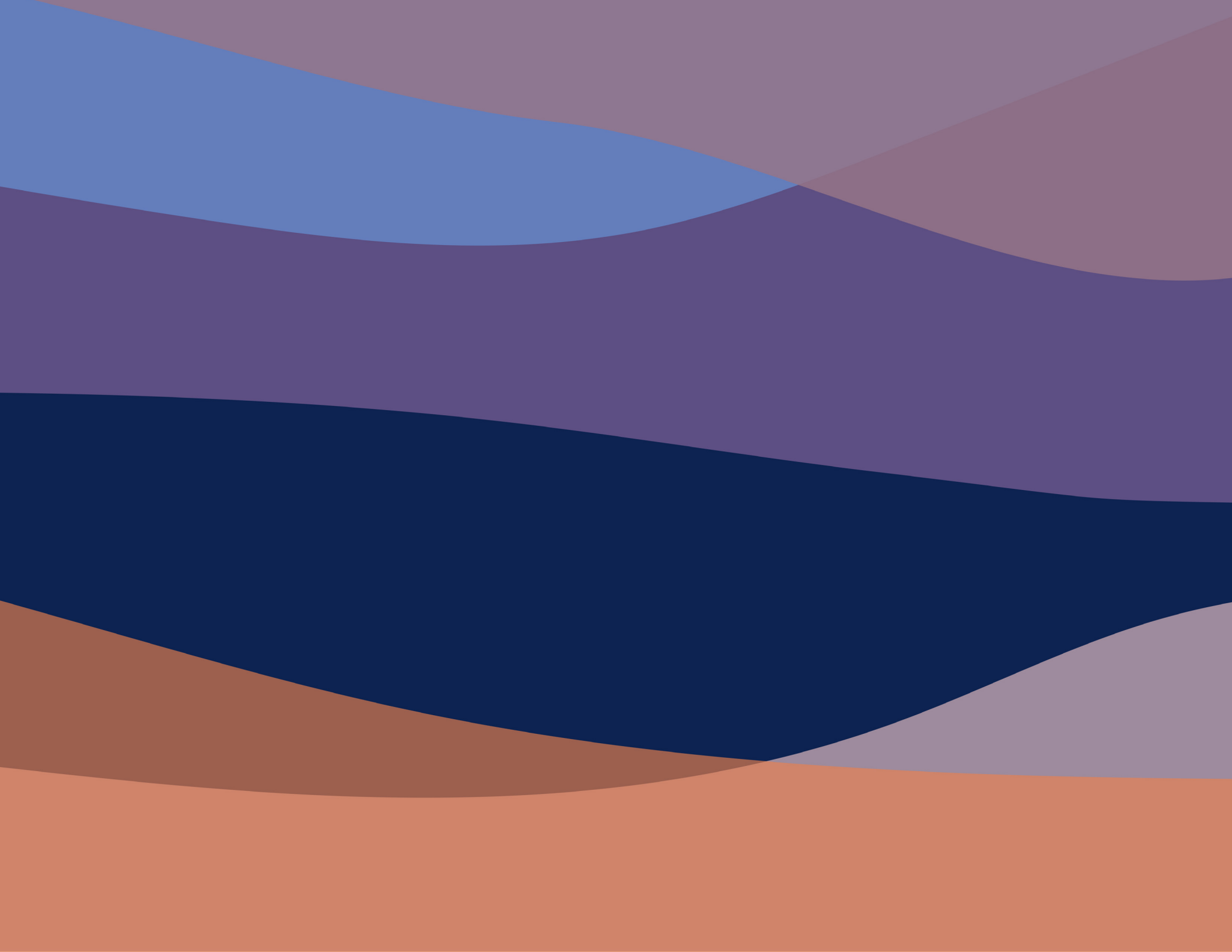





SLEEPING/RESTING
PREENING
FEEDING
MATING
graph of temps in shape of mountain
DAY IN THE LIFE OF A James's flamingo


FEEDING
BREEDING
ENVIRONMENT
PHYSICAL
A DAY IN THE LIFE OF
A JAMES'S FLAMINGO


ENVIRONMENT
BREEDING
FOOD
DESCRIPTION
A DAY IN THE LIFE OF A JAMES'S FLAMINGO
illustration of flamingos mating dance
A DAY IN THE LIFE OF A JAMES'S FLAMINGO
Facts at various times of day



03

color & type

In this section, we will explore the color options that were taken into consideration for this project. Each color scheme was inspired by an image of Laguna Colorada in order to keep the illustration realistic. A few headline and subhead options will also be presented.

A Day in the Life Infographic Process

Emma Robertson

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living at Laguna Colorada

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Helvetica Neue Light

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Roboto Light

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Open Sans Light

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Quicksand Light

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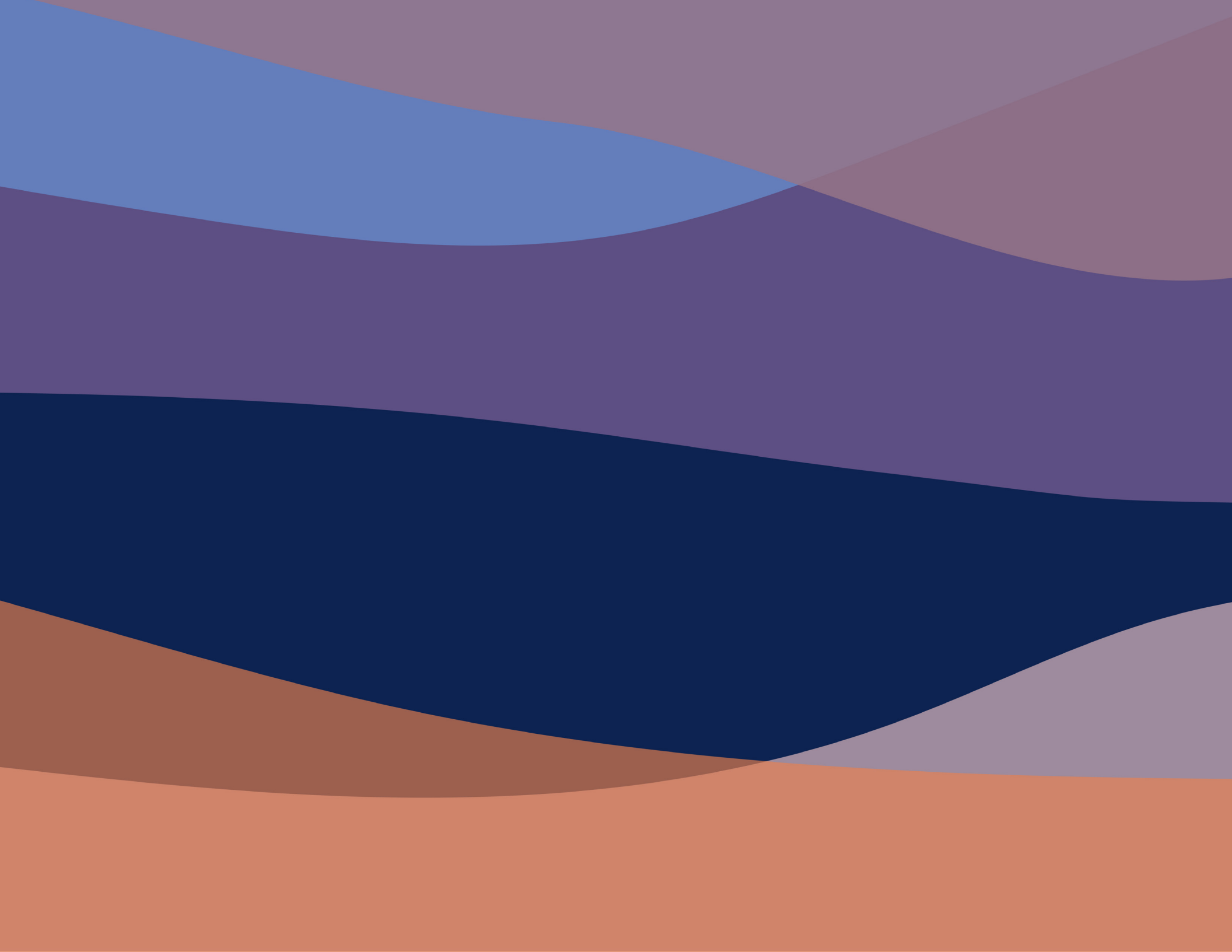
Montserrat Light

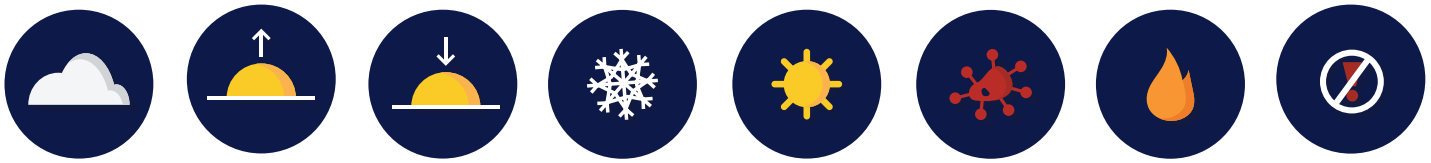


04

style guide

In this section, I have pulled together a style guide for my inforgraphic. I have established the finalized color palette, illustration style, icon style, headline font, and body font.

A Day in the Life Infographic Process

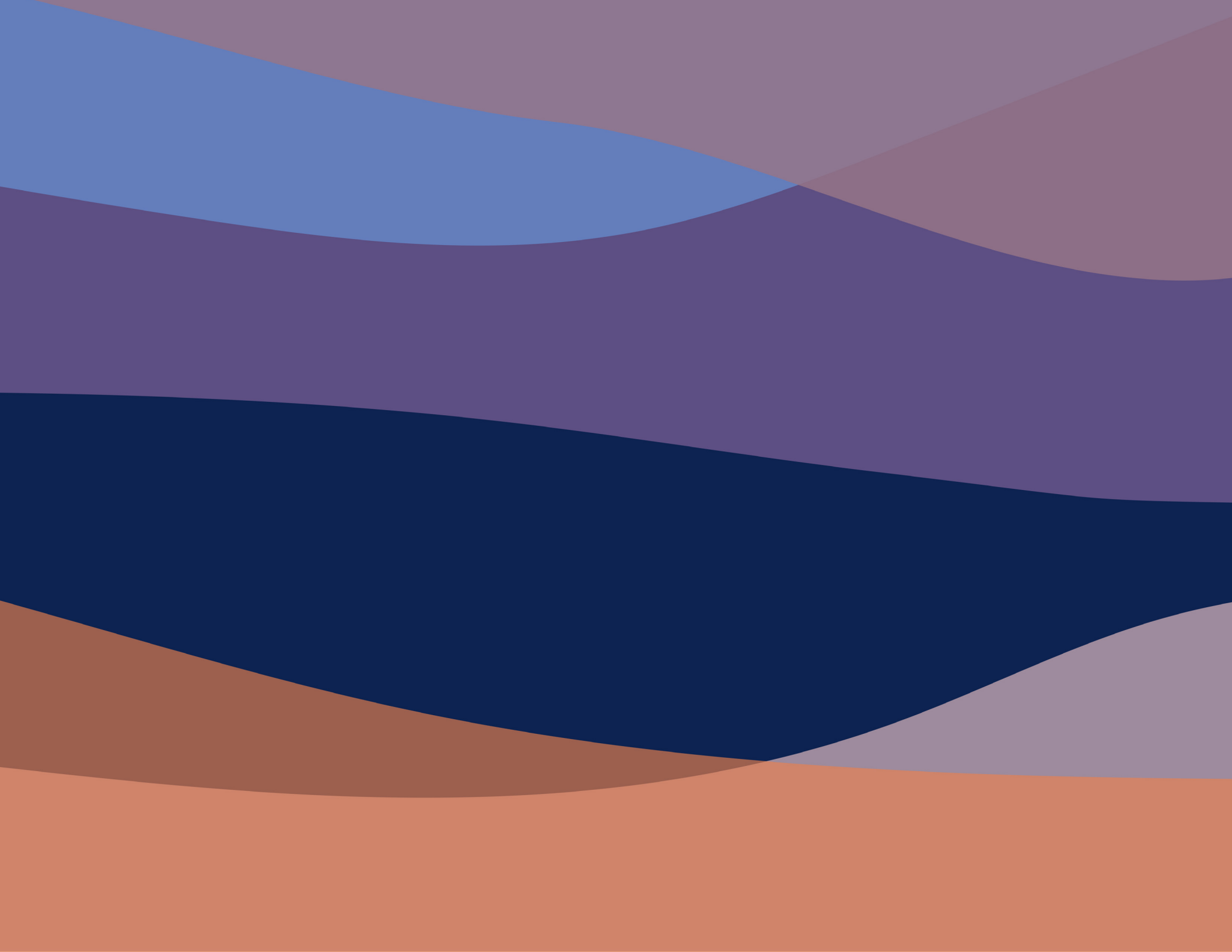


#70a3d7 #f2c7ca #ea804e #5d4f84 #0d1949 #987589

THE HEADLINE FONT IS MONTSERRAT EXTRA BOLD

The subhead font is Montserrat Thin Italic

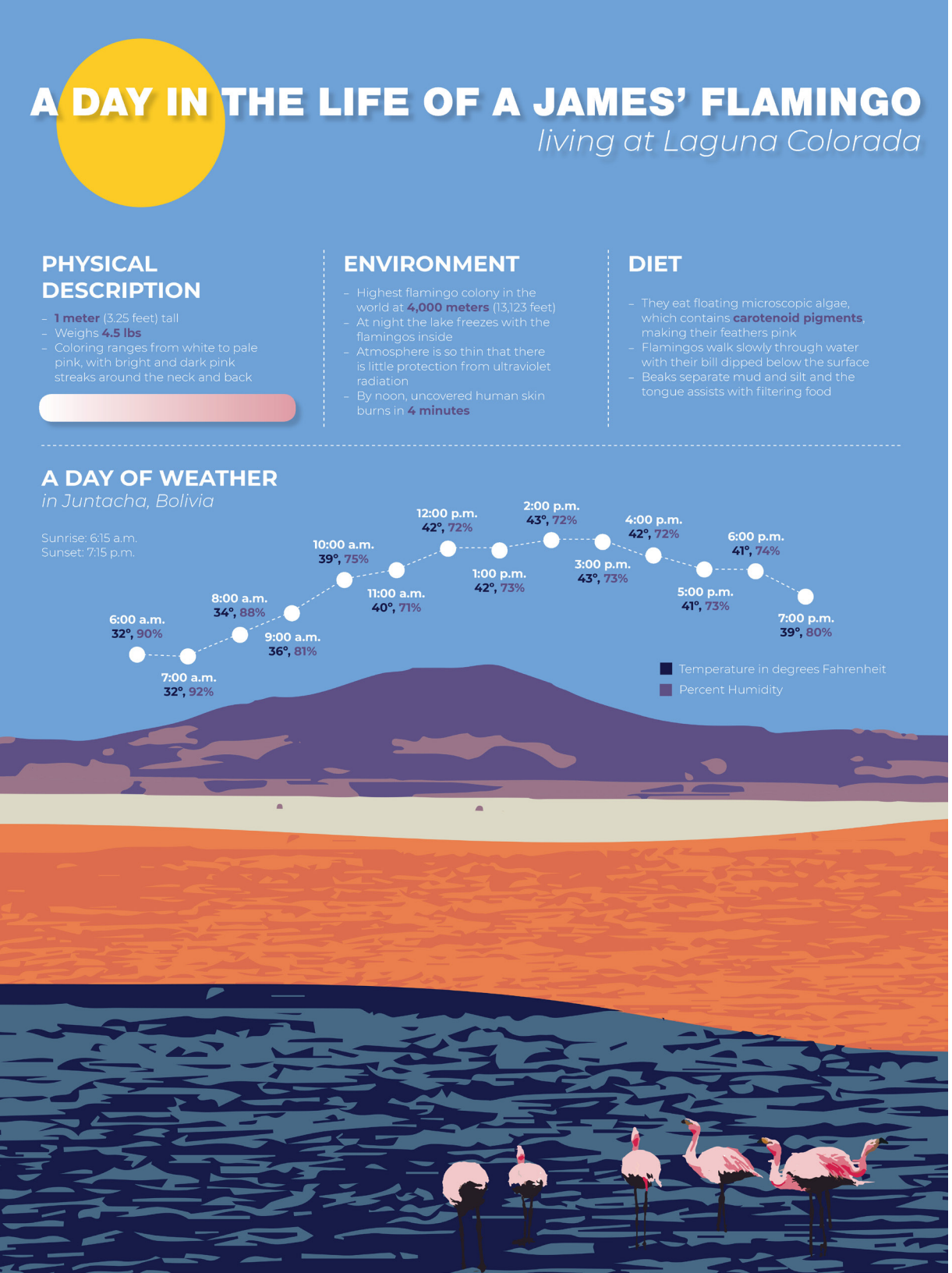
This is the body copy font. It will be Montserrat Regular, size 16 with a 20 point leading. The font color will be white. Words of emphasis will be called out with the font **Montserrat Extra Bold**.



05

comps

In this section, I present the first three comps that I created for this infographic. I was essentially establishing three different design styles before I really decided differing text layouts.



The major feedback I got on this comp was to eliminate the physical description and diet sections and focus on the environment and habitat. I also needed to add more icons and create better flow. There were certain aspects that I need to emphasize more, such as why the water is orange and specific things that happen throughout the day. It was also suggested that I change this art style to something more flat.

A Day in the Life Infographic Process

This was another similar comp with a different art style. At the end of the day, I didn't want to pursue this comp because it didn't paint as much of a picture as the first comp.

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living at Laguna Colorada

A DAY OF WEATHER

in Juntacha, Bolivia

Sunrise: 6:15 a.m.
Sunset: 7:15 p.m.

- 6:00 a.m. 32°, 90%
- 7:00 a.m. 32°, 92%
- 8:00 a.m. 34°, 88%
- 9:00 a.m. 36°, 81%
- 10:00 a.m. 39°, 75%
- 11:00 a.m. 40°, 71%
- 12:00 p.m. 42°, 72%
- 1:00 p.m. 42°, 73%
- 2:00 p.m. 43°, 72%
- 3:00 p.m. 43°, 73%
- 4:00 p.m. 42°, 72%
- 5:00 p.m. 41°, 73%
- 6:00 p.m. 41°, 74%
- 7:00 p.m. 39°, 80%

■ Temperature in degrees Fahrenheit

■ Percent Humidity

PHYSICAL DESCRIPTION

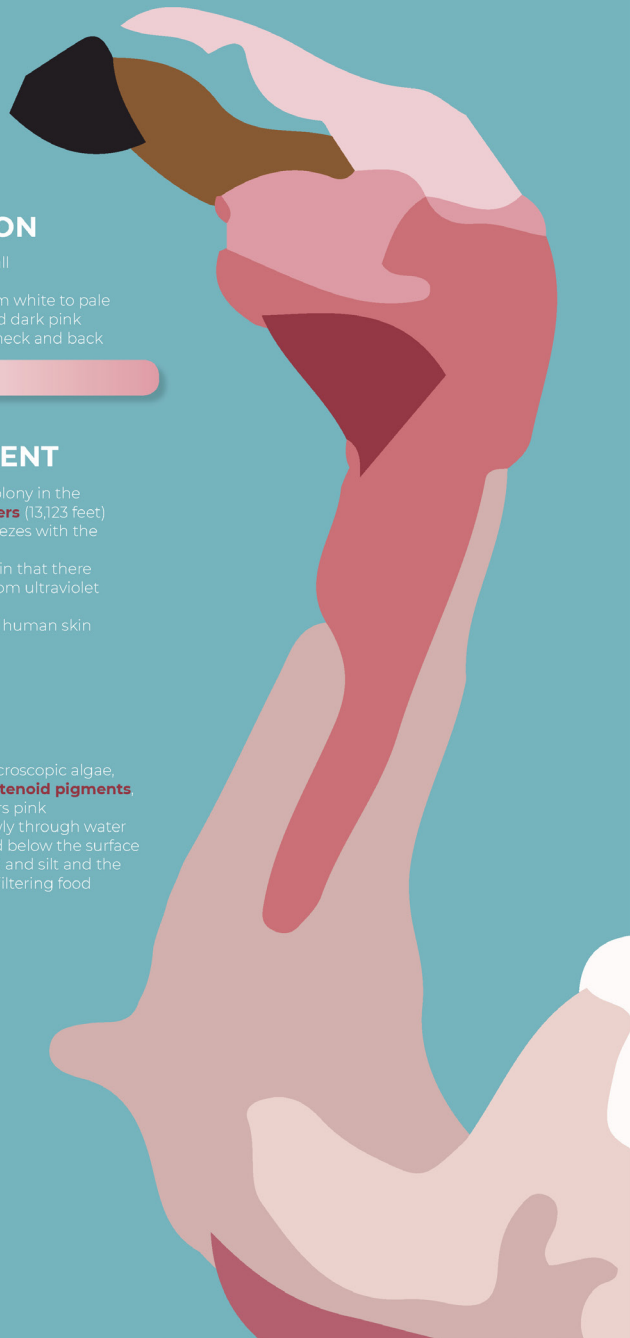
- **1 meter** (3.25 feet) tall
- Weighs **4.5 lbs**
- Coloring ranges from white to pale pink, with bright and dark pink streaks around the neck and back

ENVIRONMENT

- Highest flamingo colony in the world at **4,000 meters** (13,123 feet)
- At night the lake freezes with the flamingos inside
- Atmosphere is so thin that there is little protection from ultraviolet radiation
- By noon, uncovered human skin burns in **4 minutes**

DIET

- They eat floating microscopic algae, which contains **carotenoid pigments**, making their feathers pink
- Flamingos walk slowly through water with their bill dipped below the surface
- Beaks separate mud and silt and the tongue assists with filtering food



A DAY IN THE LIFE OF A JAMES' FLAMINGO

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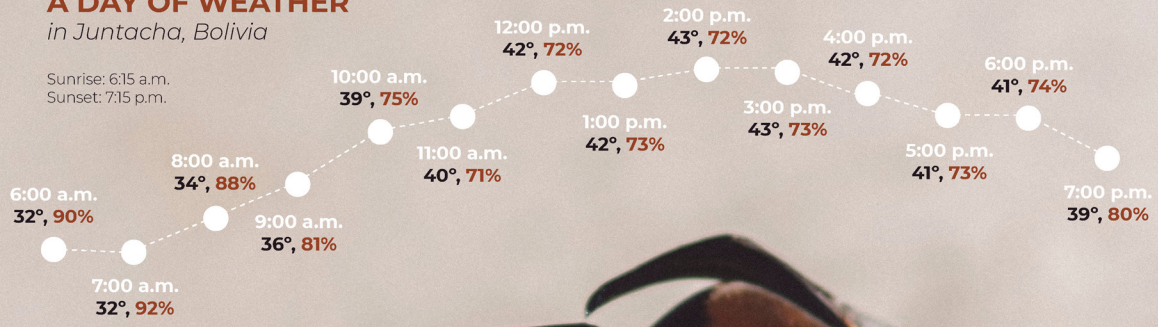
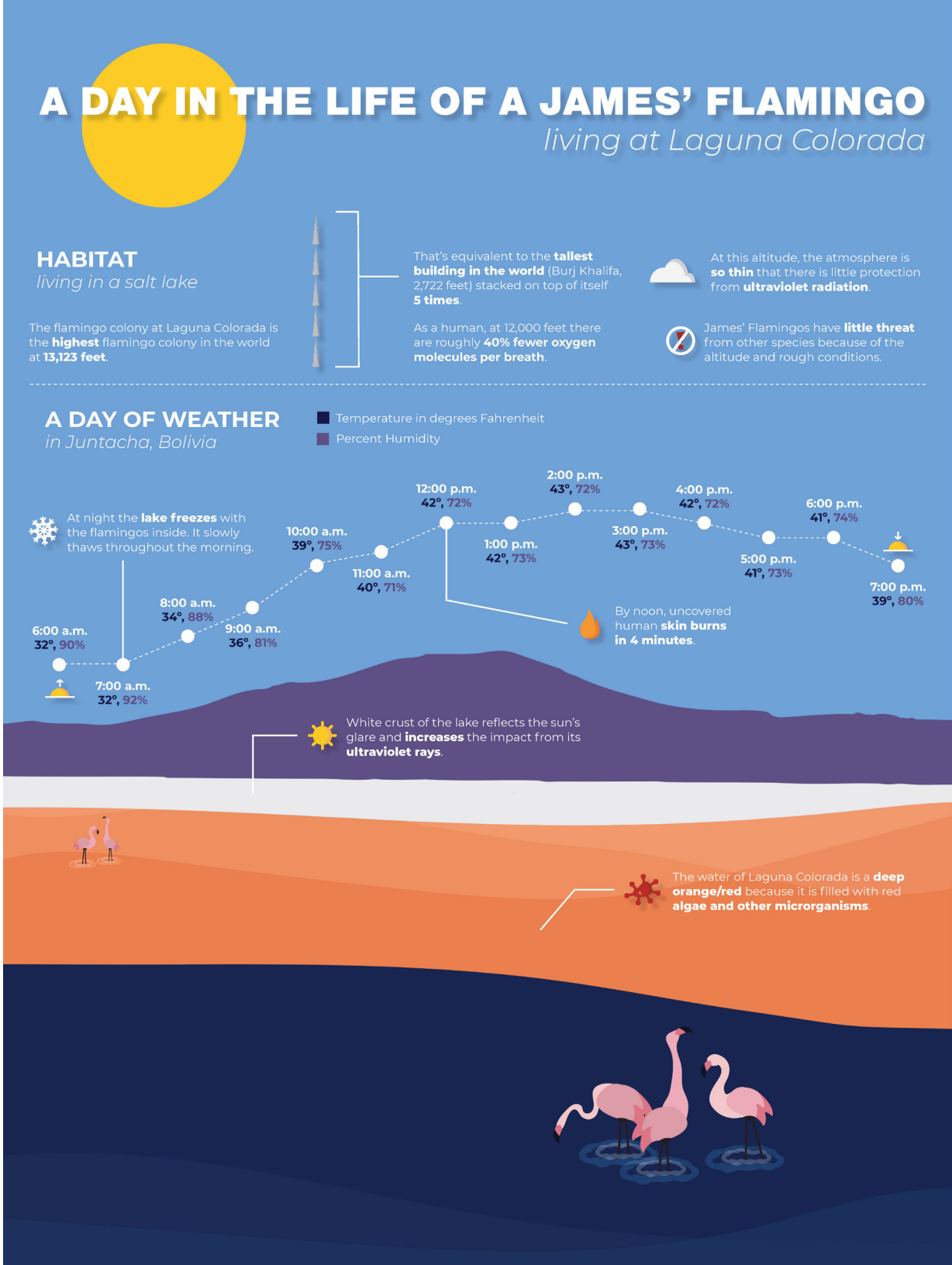
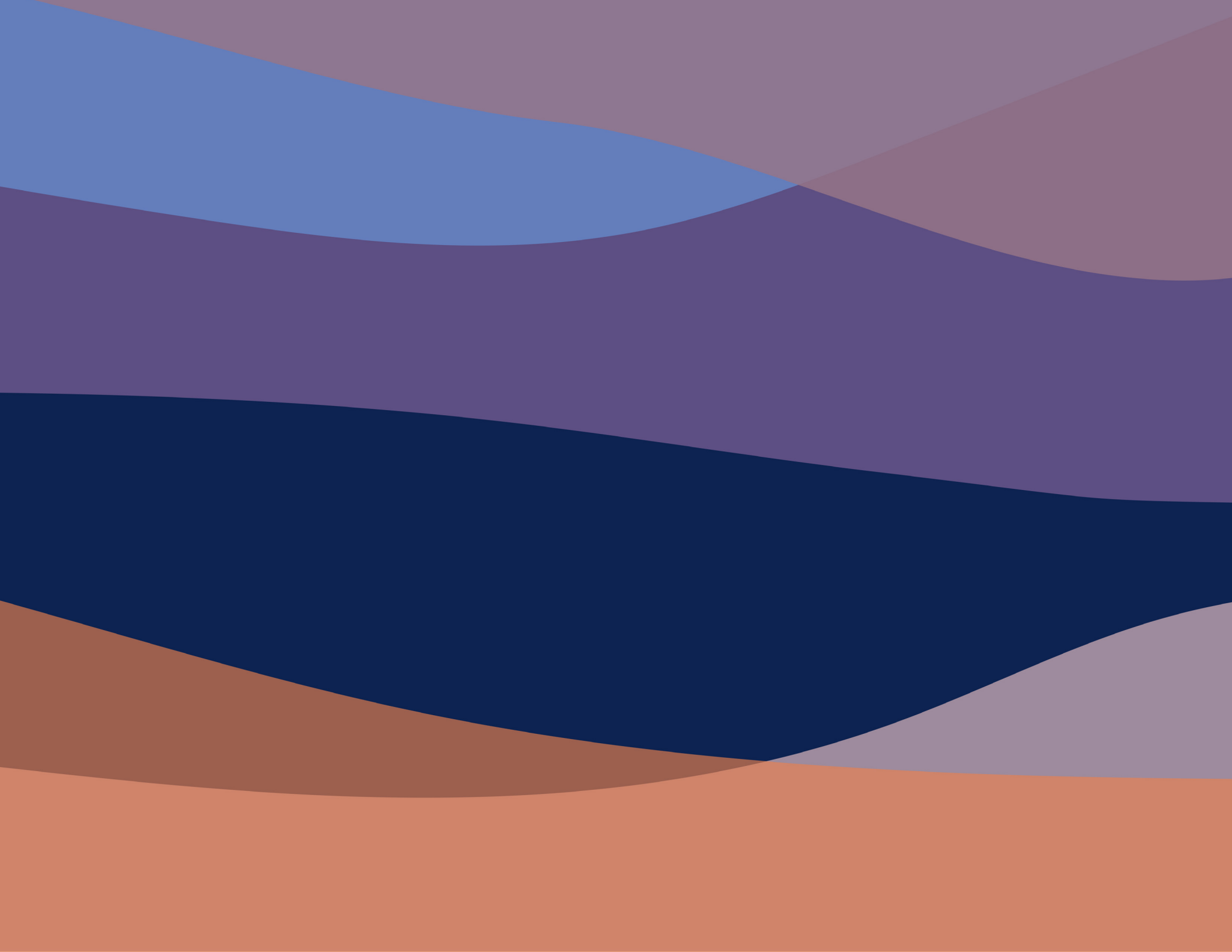


This was another comp that I decided not to pursue. I wanted to create an option using a photograph, but decided that it was not effective enough to take any further.

After my initial critique and edits, I was given more feedback on my draft. It was suggested that I draw more attention to info at the top of the page with colors or more graphics. It was also suggested that I add information and facts about the James' flaming itself.

Emma Robertson





06

final comp

In this final section, I present my final draft of my infographic. It went through many changes during this design process, but the final draft is something that I am proud of. I think this infographic is at a place where it is finally successful.

A DAY IN THE LIFE OF A JAMES' FLAMINGO

living at Laguna Colorada

BACKGROUND

about the species

Of the three flamingo breeds living in the Andes, the James' flamingo is the **shortest**, standing at **3.25 feet tall**.

The James' flamingo differs from most flamingos because of its **deep lower mandible** and **long filtering filaments on the maxilla**.

In 2005, the **total population** of James' flamingos was about **100,000**.

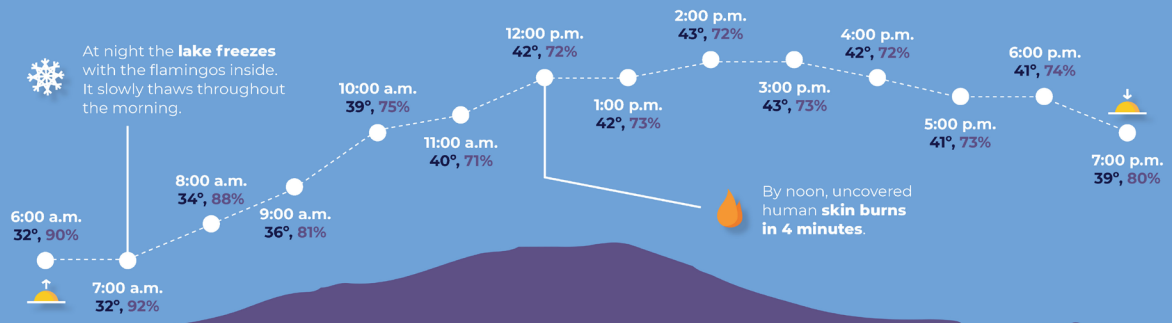
They breed in colonies in **Bolivia and Chile**, but the colony at **Laguna Colorada** is the largest, with over **40,000** birds.

A DAY OF WEATHER

in Juntacha, Bolivia

Temperature in degrees Fahrenheit

Percent Humidity



White crust of the lake reflects the sun's glare and **increases** the impact from its **ultraviolet rays**.

The water of Laguna Colorada is a **deep orange/red** because it is filled with red **algae and other microrganisms**.

HABITAT

living in a salt lake

The flamingo colony at Laguna Colorada is the **highest** flamingo colony in the world at **13,123 feet**.

That's equivalent to the **tallest building in the world** (Burj Khalifa, 2,722 feet) stacked on top of itself **5 times**.

At this altitude, the atmosphere is **so thin** that there is little protection from **ultraviolet radiation**.

James' Flamingos have **little threat** from other species because of the altitude and rough conditions.

A Day in the Life Infographic Process