

*Project*  
**02**

*How many  
ways can you  
show 100....?*

“When typography is on point, words become images..”

*-Shawn Lukas*

# Brainstorming| Ways to Visualize

## Ways to Visualize \$100 in Healthy Foods

1. Make a grid with the various foods. How much \$100 will buy in food
2. 100 ways to eat food
3. What to eat to get 100% of you daily needs
4. What is in a 100 calories
5. What makes up 100 grams of fat
6. 100 ways to burn calories
7. How many ways to show 100 calories in food
8. 100 best foods to fight cancer
9. 100 foods no one ever heard of
10. 100 ways to cook veggies
11. 100 ways to use fruit as decor
12. 100 drink recipes
13. \$100 of healthy food vs. \$100 of processed food
14. 100 countries that experience food poverty
15. 100 ways to donate food
16. 100 ways to not waste food
17. How to consume %100 of purchased food
18. How to make 100 soups
19. 100 recipes for the crock pot
20. 100 foods to avoid

# Research | Infographics

S

**Maggie's CHRISTMAS WISHLIST**

#1: AMAZING OFFICE CHAIR

WHAT I'M LOVING: BOOKS, calligraphy, tape & letters, home design, books about pairs, interiors!

#2: BOOKSHELF, MAYBE 2

JOUELS, Busy Journals, cards, M&D, bathers, broods, fun, shal, essays!

#3: NEW SPECS

HOME THINGS: tea, books, candles, office things, and vintage frames

**DESIGN**

CHART TYPES: Percentage of infographic with the following charts

Bar Chart: 22%, Pie Chart: 24%, Line Chart: 24%, Bar Chart: 28%

FONT: 85% Sans Serif, 15% Serif

KEY WORD: Percentage of infographic with the following keywords

Color: 18% Blue, 29% Red, 18% Green, 29% Yellow

NAVIGATIONAL CONCEPTS: Percentage of infographic with the following navigational concepts

100%, 100%, 100%

**COLTON**

my 1st birthday

**FAV FOODS:** scrambled eggs, meat, cheese & whipped cream

**I CAN SAY:** mama, dada, hi & uh oh

**FAV SONGS:** TIKI ROOM, BIG BUTTER MONKEY

climbing the stairs  
dancing  
cell phones  
clapping my hands  
heating food  
remote controls  
BATH & TIME  
playing with the dishwasher

I LOVE: climbing the stairs, dancing, cell phones

I WEIGH 25.5 POUNDS

I STAND 31" TALL

**Braves**: 7, 3, 7, 5, 6, 7, 6, 5, 4, 7, 5, 6, 5, 6, 5

**Brewers**: 2, 2, 4, 1, 2, 1, 3, 3, 2, 1, 1, 2, 2, 5, 6

**Cardinals**: 5, 4, 4, 5, 2, 3, 3, 5, 4, 5, 2, 2, 2, 2

**Cubs**: 5, 3, 5, 1, 1, 1, 2, 3, 1, 1, 2, 6, 7, 5, 6

**Rays**: 2, 2, 1, 4, 6, 3, 5, 3

**D'backs**: 3, 3, 2, 3, 2, 4, 3

**Dodgers**: 6, 8, 2, 4, 6, 6, 6, 5, 4, 1, 2, 1, 3, 3, 4

**Expos/Nats**: 7, 6, 5, 4, 7, 4, 4, 3, 4, 6, 3, 2, 2, 3, 2

**Giants**: 2, 5, 4, 4, 2, 2, 2, 1, 1, 1, 4, 4, 5, 2

**2014 BUCKET LISTS**

Girls (Red), Guys (Yellow)

88%, 86%, 75%, 72%, 61%, 68%, 57%, 50%, 55%, 21%, 41%, 27%, 38%, 46%

TRAVEL MORE

GO ON MORE DATES

PROPOSE/GET MARRIED

GO SKYDIVING

LEARN TO SURF OR SNOWBOARD

CLIMB A MOUNTAIN

ASK FOR A RAISE AT WORK

LEARN AN INSTRUMENT

**PROTECTING OUR PLANET STARTS WITH YOU**

**BIKE MORE DRIVE LESS**

**EDUCATE**

**Volunteer!**

**reduce REUSE recycle**

**SEAFOOD**

**PLANT A TREE**

**SHOP-WISELY**

**Long-lasting light bulbs**

**Don't send chemicals into our waterways.**

**INFOGRAPHIC DIAGRAMS**

**BUSINESS INFOGRAPHIC**

01, 02, 03, 04, 05, 06, 07, 08

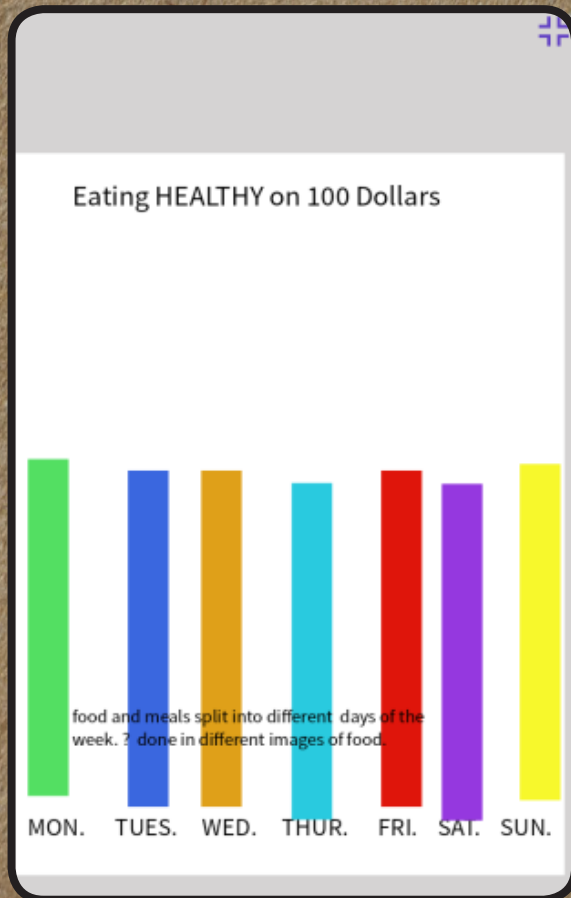
**INFOGRAPHIC TEMPLATES**

HEADER ELEMENTS

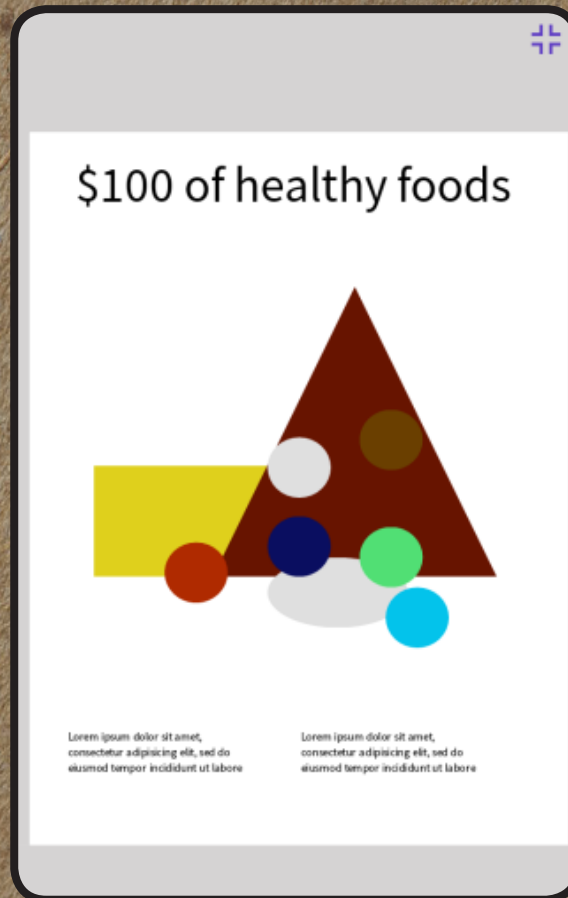
GRAPHICS AND BARS

OPTION ELEMENTS

# Design Process | Early Sketches



1. Concept is a bar graph to show how much food is consumed each week that is equal to \$100.

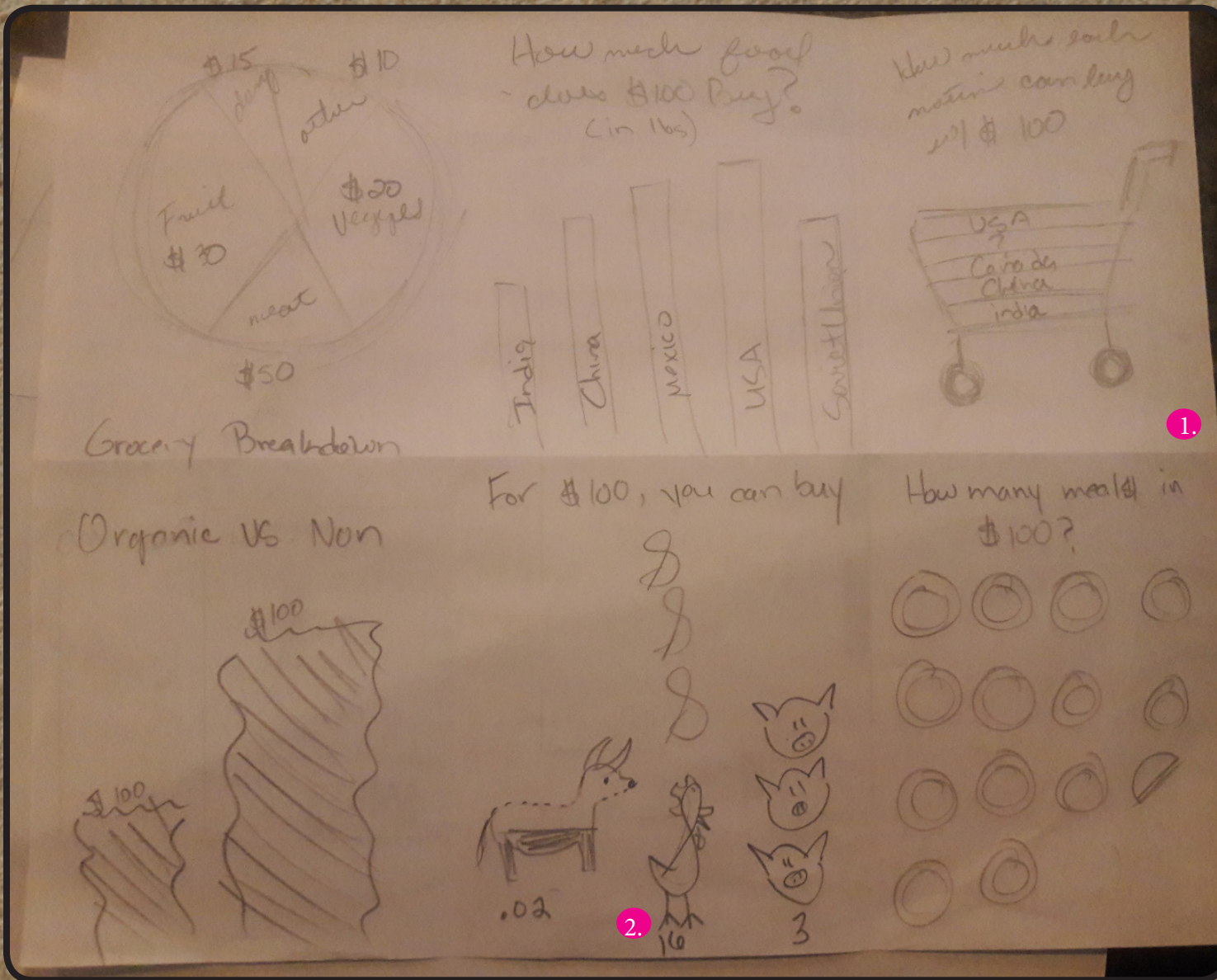


2. This is a visual of what \$100 can buy. Food is supposed to be what is considered healthy.



3. This is a more refined version of the previous sketch.

# Design Process | Redo Sketches



After some reflection, I was not content with how my ideas were heading, prompting a new look at the project. These sketches show the new direction of my topic.

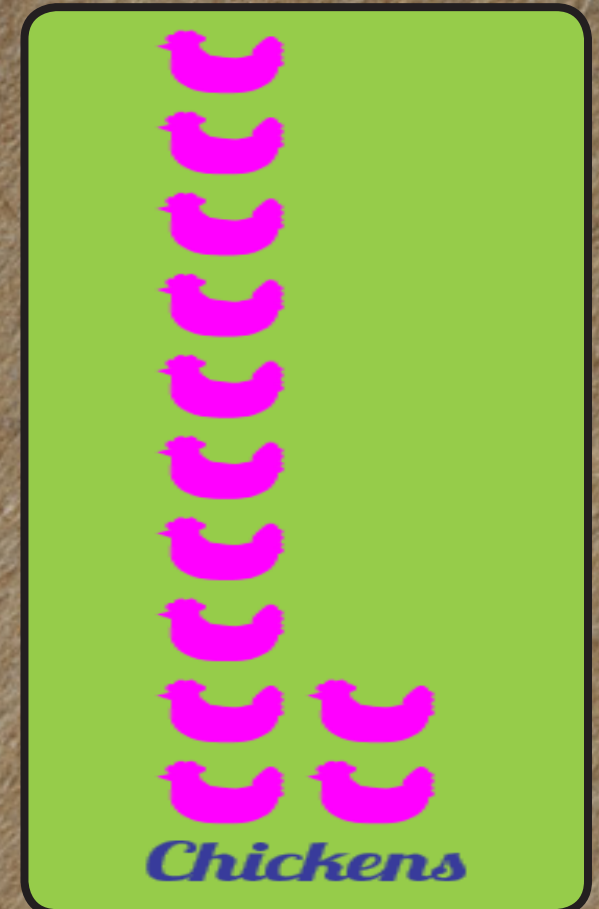
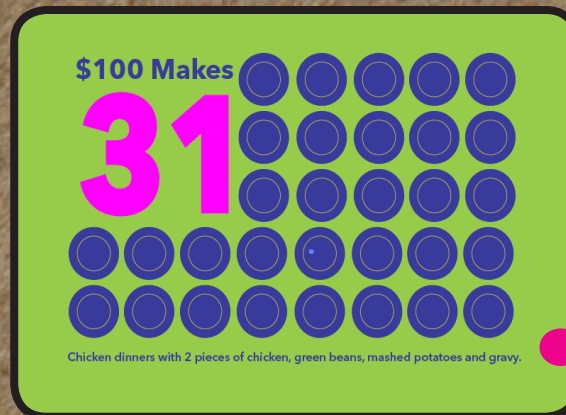
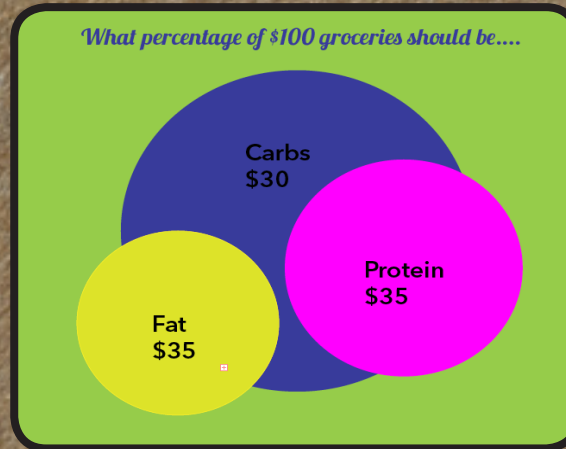
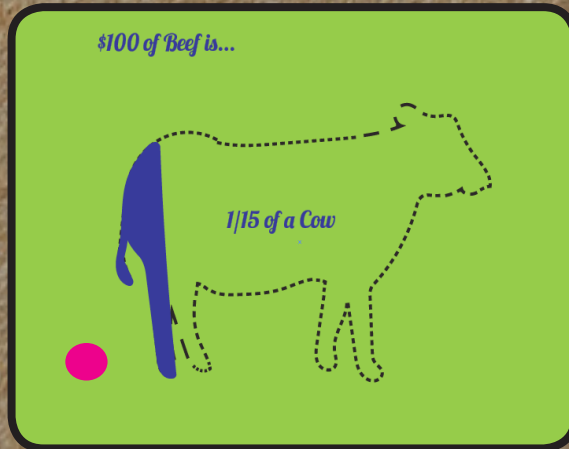
1.

1. I really like the shopping cart as a graph to visualize how \$100 can buy more in other nations, that are not the US.

2.

2. The cow outline can show how little beef you can buy, compared

# Design Process | Digital Sketches



1. Here are the digital renditions of the cow and shopping cart images.

The cow image was the second favorite when shown to 12 people.

I also added a chart to show portions of food and how many plates of a particular dinner \$100 will get you.

The plates image was chosen as the best by 12 people

The chickens represent how many you can buy for \$100.

This image, the circles, and the cart were not picked as a favorite.

# Design Process | Final

## How Much Food Can \$100 Buy?

About :

My inspiration came from my husband's obsession to eat right. He is currently in med school so we have to be extremely provident. However, we have learned to eat healthy despite what the beliefs are about health food being more expensive.

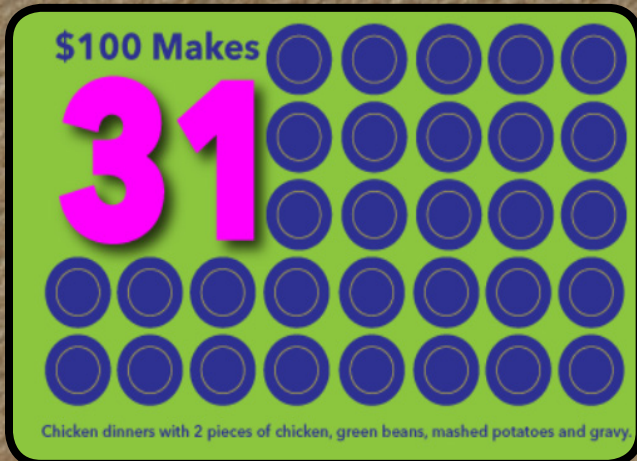
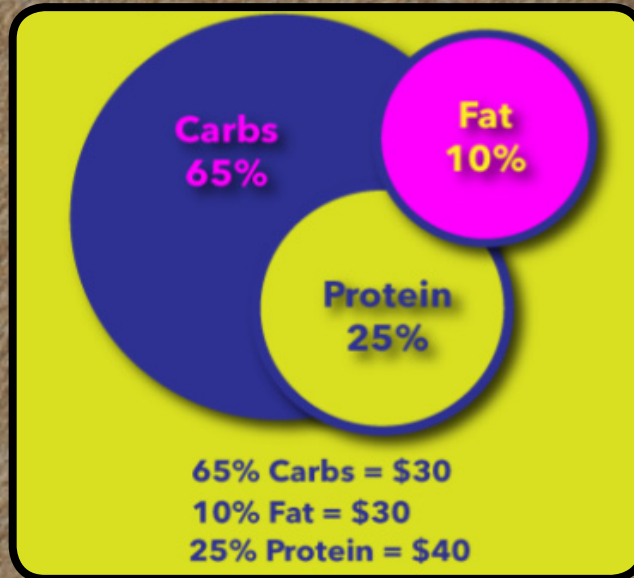
The project took a turn when I began exploring more how \$100 can buy different amounts in different things, such as beef, fancy establishments, etc.

Products Used:

Adobe Illustrator & InDeisgn

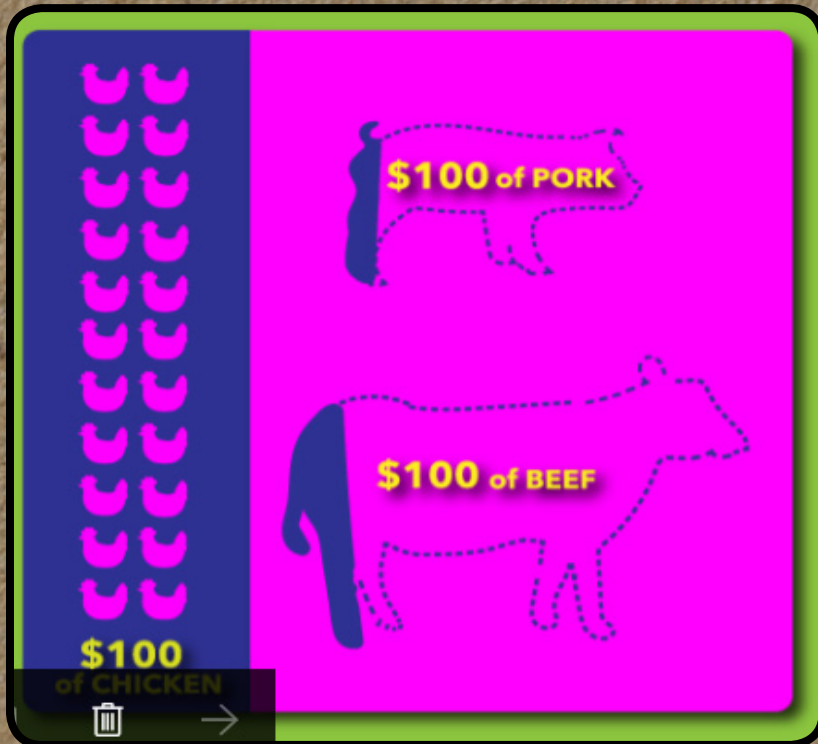


# Design Process | Poster Details





# Design Process | Poster Details



As you can tell, many changes were made based on the feedback given to me. One of the biggest critiques was the image was too flat, or did not offer any depth. This was corrected by adding drop shadows.

The color scheme was not questioned at all, although if I were to redo this project, I think I would have opted for a plain background and maybe eliminated the yellow boxes behind the images with them.

# Design Process | Resources

## Links Where Information was Obtained to Create Images

<http://time.com/money/4247127/100-dollars-will-buy-you-dubai-bahamas/>

<https://www.quickenloans.com/blog/can-100-buy-different-countries>

<http://www.bodybuilding.com/fun/the-100-dollar-diet-healthy-grocery-list.html>

[https://www.nytimes.com/2016/08/09/business/what-100-can-buy-state-by-state.html?\\_r=0](https://www.nytimes.com/2016/08/09/business/what-100-can-buy-state-by-state.html?_r=0)

<http://blog.myfitnesspal.com/ask-the-dietitian-whats-the-best-carb-protein-and-fat-breakdown-for-weight-loss/>

<http://www.jtsstrength.com/articles/2011/11/19/origins-of-the-100-diet/>

<http://www.today.com/news/high-cost-low-carb-diets-we-do-math-wbna4901047>

<https://internationalliving.com/2016/02/5-low-cost-countries-where-you-can-live-on-1500-a-month-or-less/>

Other info was obtained from my personal budget and diets written for patients by a clinical nutritionist.