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Reflection on My Infographic Project

For this infographic project, I have chosen the theme of The Benefits of Eating Carrots. My primary audience is college students and young people, particularly those concerned about healthy eating but lacking knowledge about the nutritional value of carrots. I chose this topic because carrots are a very common and easily accessible vegetable. Recently, I have become quite fond of carrot salad, but many people are only aware that it is good for the eyes. They are not aware that it has many other health benefits, such as promoting digestion, improving skin health, and controlling weight. I hope that through this infographic, people can understand the nutritional value of carrots more easily and be truly willing to incorporate them into their daily diet.

First of all, I think the biggest difference between an infographic and a regular essay is not just that it needs to rely on specific data to support its viewpoints, but more importantly, it needs to use design to make the information it wants to convey more visible to the audience. An infographic needs to transform complex information through charts and colors. At first, I originally wanted to put all the data into a pie chart because I thought a pie chart looked very intuitive and could easily attract the audience's attention. Especially for data like carbohydrates, protein, and fat, presenting them in proportions would be very clear. However, during the actual

production process, I found that not all data are suitable for presentation in the same type of chart. For instance, data like Vitamin A, although very important, would appear very small if placed in a pie chart with other large values, making it hard for the audience to notice. David McCandless mentioned in his TED Talk *The Beauty of Data Visualization*, that good data visualization should make information more meaningful, rather than merely presenting the numbers themselves (McCandless). Therefore, I finally kept the pie charts for carbohydrates, protein, and fat because their proportions are very suitable for graphical representation. As for Vitamin A, I chose to use a textual description, writing 100g carrots \approx 841 μ g Vitamin A. Compared to simply showing the numbers, this expression is more direct and easier for the audience to understand its significance.

During the process of using Canva, I also learned a lot. At first, I thought that the most important aspect of design was its appearance. If the color combination was beautiful, it could attract the audience. But later, I discovered that what truly matters in design is to enable the audience to quickly understand your core message. Canva is very convenient for me because it has many templates that can help me start the design quickly. I chose orange, green, and brown as the main colors. Because these colors are very compatible with carrots themselves, and they can also make the entire picture look more natural. Especially orange, which immediately reminds people of health, freshness, and natural produce. In addition, I found that the font size and the order of information arrangement are also very important. Otherwise, the reading experience will be very poor.

This is also in complete agreement with the viewpoint presented in *Access Ability: A Practical Handbook on Accessible Graphic Design*. The book states that good design should reduce the cognitive load of readers by means of grouping, chunking, and hierarchy, making the

information easier to understand (RGD 12). Therefore, I divided the entire infographic into several sections. The upper part presents the main health benefits of carrots, the middle part includes the analysis of nutritional components and a detailed explanation of vitamin A, and the lower part incorporates a simple carrot salad recipe. I also referred to the student sample in the course *Hey USA! Smoking Kills*. This sample greatly inspired me. It enables readers to quickly understand the dangers of smoking through clear divisions, a large amount of numerical information and charts. At the same time, its visual design is also very straightforward. This made me realize that a good infographic is not necessarily about having more information. It is about capturing the most important content and expressing it most simply.

I particularly like the carrot salad recipe section that I added at the bottom of the infographic. Because I don't want this infographic to merely tell people that carrots are good, but to truly be useful. Many times, people know that a certain food is healthy, but they don't know how to eat it. So adding a simple recipe will make the entire work more relevant to daily life and also make the audience more likely to have the idea of taking action.

Through this assignment, I truly understood the characteristics of infographics. It works by combining images, colors, layout, data, and text to make information easier to understand and more persuasive. It made me realize that design and writing are actually similar, both aiming to convey information more effectively. Only multimedia uses visual language, not just text language. Finally, if I were to give a suggestion, I think if we do this assignment again next time, it would be better to provide more samples from previous students as references. If we can see more works on different themes, we will have a clearer direction when starting. This project not only taught me how to handle data and use design tools, but also helped me understand the significance of visual communication more deeply.

Another lesson I learned during the final revision process was the importance of citation and formatting. Before receiving feedback, I focused mainly on my ideas and visual analysis, but I paid less attention to the technical details of academic writing. Through Chris's comments, I realized that several of my citations were incomplete, such as missing page numbers for paraphrased material and formatting issues in my Works Cited page. This experience made me more careful when using outside sources and taught me the importance of checking formatting requirements before submitting my work.

Work Citation

Rallo, Adam, Eric Forest, James Kuo, Randal Boutilier, and Edmund Li . Access Ability 2: A Practical Handbook on Accessible Graphic Design. Vol. 2nd, RGD, 2021. RGD, www.rgd.ca/resources/accessibility/access. Accessed 19 Sept. 2022.