TO: Dr Derek Ross

FROM: Mst. Nur E Taj Tamanna

DATE: 11 November 2023

RE: INFOGRAPHIC

This memo provides an in-depth analysis of the infographic entitled "How to establish a work-life balance" in terms of its audience, purpose, and context. It also explains how this infographic attempts to rhetorically motivate an audience using ethos, pathos, and logos, and my choice for individual design elements. Through this analysis, I aim to justify the effectiveness of this infographic.

The infographic entitled "How to establish a work-life balance" provides a visually engaging and informative guide on achieving a harmonious balance between one's professional and personal life. This infographic, combining visuals and text, commences with a captivating image featuring a couple holding a balance bar, flanked by two pillars symbolizing work and life. At the center of the bar, a family picture portrays parents and two children standing in equilibrium, underscoring the critical nature of maintaining balance for overall well-being and productivity in the fast-paced contemporary world. This infographic provides valuable insights and practical tips for individuals to create a sustainable and fulfilling equilibrium. Then the whole infographic containing ten most important tips like prioritizing managing time, designated workplace, focus on mental health, learn to say no in a positive way, smile be happy, know when to say stop, keep it moving, stay social and connected etc. as the subsection, which promote the personal well-being and professional success. By focusing on these sub-sections, individuals can better navigate the challenges of balancing their professional and personal lives, ultimately leading to improved well-being and productivity. At the top middle position there is an aesthetic image of balancing different things together which is just the gist of the entire infographic. Just after this in the middle "note to self"-section there are some self-motivated notes. At the top left side there is a short note which emphasizes the challenges Americans face in terms of long work hours, their struggle to take vacations, and the concerning trend of working even during vacations. It underscores the need for a better work-life balance.

RHETORICAL SITUATION (audience, purpose and context) :   *Infographic itself*

"An infographic is a tool for the designer to communicate with readers and a tool for readers to analyze what's being presented to them" (Cairo,2013). Therefore, understanding the target audience is paramount in creating an effective infographic. The days of selecting a design only based on appearance are long gone, as Dr. Ross pointed out in class. Shape, orientation, texture, color, value, size, and location are some of the attributes to consider. To enable the objects of our design to communicate with one other, we should aim towards coherence. with the astute words of Warde (1956), "in the purchase of space... you are implanting a desire straight through the reader's mind." Placement is important, but so is our target audience.

This infographic's target audience may include working professionals, company owners, HR specialists, health and wellness enthusiasts, students, young professionals, and individuals looking for advice on juggling the demands of their personal and professional lives. The purpose of the "How to Establish a Work-Life Balance" infographic is to provide practical and visually accessible guidance on achieving a healthy equilibrium between professional and personal life, offering tips and strategies to help individuals navigate and maintain a balanced lifestyle. This infographic offers practical advice in a visually engaging format, guiding individuals on managing time, setting priorities, and adopting self-care strategies. Its goal is to empower the audience with actionable tips to navigate the challenges of balancing work and personal life effectively, ultimately enhancing well-being and productivity.

This infographic combines logical, ethical, and emotional appeal to motivate its audience. These rhetorical elements work together to persuade and inspire the audience to prioritize and act toward achieving a better work-life balance.

 Logos:

The infographic presents a structured and logical set of ten tips for achieving work-life balance. Each tip is grounded in common-sense advice and practical strategies. This

appeals to the audience's logical thinking by offering a step-by-step approach to achieving a balanced life. The inclusion of statistics, such as the 61% of Americans who work during vacations, provides factual evidence to support the argument that work-life balance is a real issue. This data reinforces the logical appeal by highlighting a problem that needs to be addressed.

Pathos:

The infographic uses emotionally resonant imagery, such as the picture of a balanced family, which evokes a sense of happiness and fulfillment. This appeals to the audience's emotions by tapping into their desire for a better and more harmonious life. Phrases like "smile, be happy," "stay social and connected," and "know when to say stop" invoke positive emotions and inspire a sense of well-being. These emotional appeals motivate the audience by encouraging them to envision a happier and more balanced life.

Ethos:

The design of the infographic incorporates an image of a happy family, symbolizing the ethical value of maintaining a healthy work-life balance. This image appeals to the audience's sense of what is right and ethical in life – that nurturing personal relationship and well-being is important. The inclusion of the "Note to Self" section suggests a sense of responsibility and self-care, aligning with the ethical appeal. It encourages individuals to take responsibility for their work-life balance.

USABILITY TESTING:

Phases comprised my usability test: An introduction, test tasks, and a post-test questionnaire. The test tasks and post-test questions are included here, along with my test results.

Think Aloud Session

My infographic is about the way to establish a work-life balance. There is some information why we need this balance and some tips to ensure this. Her first impression about the infographic is "informative" and "approachable". She loved the images, color, and the headings. As mental health is an important aspect for the working people, she stated the infographic as "useful". After asking some random questions about the color, font, style, and organization she suggested that font size could be a little bit larger.

Post-Test Questionnaire

1. Was there any other information you wish was given to you on the infographic?
2. Please choose five reaction words from the following list that describe your reaction to the infographic: https://www.uxfirm.com/microsofts-product-reaction-cards-unlock-user-satisfactionLinks to an external site.Links to an external site.
3. What is your overall impression about the infographic?

For the answer of the first question, she stated that she wished there could be some fun but informative images related to mental health at the top of the infographic. She also talked about the balance of spaces among the images throughout the infographic. She also analyzed it according to the visualization wheel of Cairo (2013). According to her impression it is functional, familiar, and unidimensional, she was in the middle of density & lightness and abstraction & decoration and stated her opinion that it was redundant but necessary.

Product Reaction Cards

The user chose the following product reaction cards from Microsoft's Desirability Toolkit Links to an external site. Links to an external site. (Barnum, n.d.) to describe the infographic:
1. "Approachable"
2. "Attractive"
3. "Useful"
4. "Calm"
5. "Familiar"

At the time of choosing the words the user stated that it is quite "familiar" and useful in the sense that it carries information which is necessary. She also stated that she liked the images and short descriptions about the images because usually audiences are not willing to spend too much time reading the text of the infographic.

INDIVIDUAL DESIGN ELEMENTS:

As a document designer I know that design is a craft and "good design creates meaning" (Kimball and Hawkins,2008). Therefore, it is very important that readers can recognize interface elements immediately. In this sense, this visual design will be highly appropriate for this busiest professional world. After looking immediately anyone can understand its

usability. I tried to use more visuals than texture to keep in mind that "human attention is distracted by the clutter of texture and other details. Better to use sketches like display so attention is focused on what really matters" (cairo,2013). To make an effective design it is very important to build a solid background. So, I chose a dark solid color for the background and used sober and light color to make visuals more eye-catching to give a feeling of calmness. As we know that "the higher the contrast between two adjacent patches of color the more likely they will be identified" (Cairo, 2013). "A great part of design is creating a visual field filled with design objects and using users' perceptions to suggest clear relationships among those objects" (Kimball and Hawkins,2008). Showing this hierarchical relationship is a key part of design. The rectangular shape text boxes created an order in the infographic. I collaborated on these rectangular and round shapes as Dr. Ross mentioned that "it is very important to make a connection between the visuals and the texts". This combination of rectangular and round shapes in the infographic imparts an aesthetic vibrancy, resulting in a visually appealing design that can captivate a wide audience.

According to (Wyatt and Devoss, 2018) "Typography is rhetorical". During class Dr. Ross talked about how typography is "human centered" because the spacing and kerning of each individual letter is not created by mathematical equations, but by typographer who created the font. Sometimes we need the "human touch" to create uniqueness. Font styles, sizes, and colors that I selected to enhance readability and emphasize important information. I tried to use a limited number of colors and different fonts in this infographic to create a sense of unity in composition. To enhance readability and convey a balanced distribution of information, I distributed five tips on each side intentionally. I added the "note to self" section in the infographic to urge the reader to contemplate the content, the aim of which is to potentially spur them to act and reinforce the message providing a self-reminder. The top-left note highlights the challenges Americans face in their work-life balance, grounding the infographic in real-world issues. It reinforces the need for better work-life balance, making the content relatable. Overall, the infographic's design is justified because it successfully combines visual elements, structured content, and real-life relevance to convey a compelling message about the importance of work-life balance and offers practical tips for achieving it. This design approach is likely to engage and resonate with a broad audience seeking to improve their personal and professional lives.

To sum up, the infographic on "Establishing Work-Life Balance" acts as a valuable tool, offering practical advice for individuals aiming to balance their work and personal lives. Utilizing a visually attractive and easily understandable layout, the infographic shares crucial strategies for managing time, setting priorities, and practicing self-care. By providing actionable guidance, it promotes a thoughtful approach to attaining a balanced work-life dynamic, thereby enhancing overall well-being and productivity.

Thank you for your dedication to the infographic "how to establish a work life balance".

Sincerely,

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Work Cited:

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