

To: Drs. Youngblood, Whittemore & Welhausen

From: Mst. Nur E Taj Tamanna

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Re: Reflection on Infographic Poster Project *How to Establish a Work-Life Balance*.

Keywords: Accessibility, rhetorical strategies, approach, iterative process

Introduction

As part of the ENGL 7080 Document Design course with Dr. Ross, I created an infographic poster titled “*How to Establish a Work-Life Balance*.” This individually designed project aimed to visually communicate practical strategies for achieving balance in personal and professional life. I employed user-centered design principles and used Adobe InDesign software to create an engaging, accessible, and informative resource for individuals seeking practical strategies to establish a healthy work-life balance. This project demonstrates my ability to integrate clarity, functionality, and inclusivity in technical communication.

Project Overview

This project focused on creating an infographic to communicate practical strategies. The task involved developing content, designing visuals, and ensuring the infographic was engaging, accessible, and informative for the audience. The deliverables included an infographic poster and an accompanying memo that detailed the design process and rhetorical strategies. The infographic provided actionable tips, such as prioritizing time management, focusing on mental health, and fostering social connections, and integrated visuals like a central image of a family standing in equilibrium on a bar to symbolize the importance of balance.

The intended audience for this infographic is graduate students seeking guidance on balancing personal and professional responsibilities. This infographic can be displayed in office spaces or shared through internal newsletters. Providing clear, actionable strategies helps individuals recognize the importance of maintaining a healthy work-life balance, reducing stress, and improving overall productivity and well-being.

Rhetorical Strategies and Design Approach

The infographic serves as both an informative resource and a visually engaging tool designed to enhance understanding and promote effective work-life balance strategies. Its purpose extended beyond aesthetics to balance usability with clarity, aligning with Cairo’s (2013) principle that infographics should communicate effectively while encouraging critical analysis. To achieve this, I integrated rhetorical appeals of ethos, pathos, and logos:

- **Logos:** I grounded the actionable tips in logical reasoning and supported them with data, highlighting that 61% of Americans work during vacations. I structured clear subsections to focus on steps like managing time and prioritizing mental health.

- **Pathos:** The central family image symbolized harmony and fulfillment, appealing emotionally to viewers' desires for happiness. Positive language reinforced this emotional connection.
- **Ethos:** A "Note to Self" section encouraged self-care, building credibility by addressing real-world challenges like overwork and inadequate vacations.

Justification of the Design Process

The design process focused on usability and engagement. Inspired by Kimball and Hawkins' (2008) assertion that good design enhances meaning, I created a functional and aesthetically appealing layout. Key decisions included:

- **Visual and Text Balance:** Reducing cognitive load by prioritizing visuals over dense text, in line with Cairo's (2013) emphasis on avoiding visual clutter.
- **Color and Contrast:** A dark, solid background paired with light, soothing colors made the visuals more eye-catching and evoked calmness. According to Cairo (2013), "The higher the contrast between two adjacent patches of color, the more likely they will be identified," ensuring readability and clarity.
- **Typography:** The Minion Pro font choices were intentional and designed to enhance readability while maintaining aesthetic appeal. As Wyatt and DeVoss (2018) note, "Typography is rhetorical." This project emphasizes the human-centered nature of type design by adjusting spacing to improve legibility and using kerning to ensure consistent letter spacing, preventing visual clutter, and making key information easier to process.

Usability Testing and Feedback

I conducted usability testing through think-aloud sessions and post-test questionnaires. Feedback highlighted strengths in clarity and relevance, with suggestions to adjust font size and add visuals related to mental health. These revisions underscored the importance of iterative design and audience-centered improvements.

Connection to Technical Communication Practices

This project reflected the integration of user-centered approach, accessibility, and rhetorical expertise, key elements of technical communication. By transforming complex ideas into accessible, impactful visuals, the project showcased my ability to create functional and engaging designs. Implementing audience feedback iteratively demonstrated my commitment to refining communication tools.

Work Cited

Cairo, A. (2013). *The functional art: An introduction to information graphics and visualization*. New Riders.

Kimball, M. A., & Hawkins, A. R. (2008). *Document design: A guide for technical communicators*. Bedford/St. Martin's.

Wyatt, J., & DeVoss, D. (2018). *Typography and writing: A rhetorical approach to design*. Routledge.