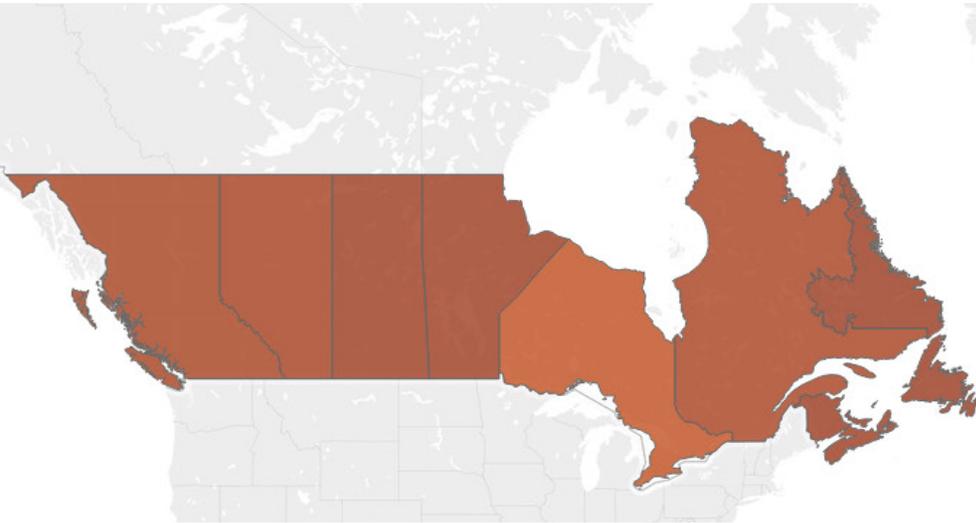


Project 3 - Fundamentals of Presenting Data
VDES 12550 Visualizing Information 1: Data

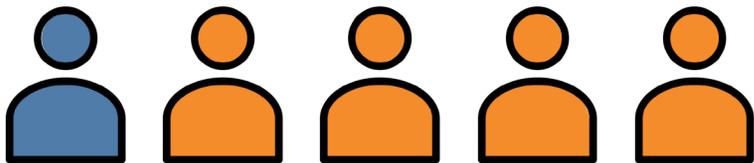
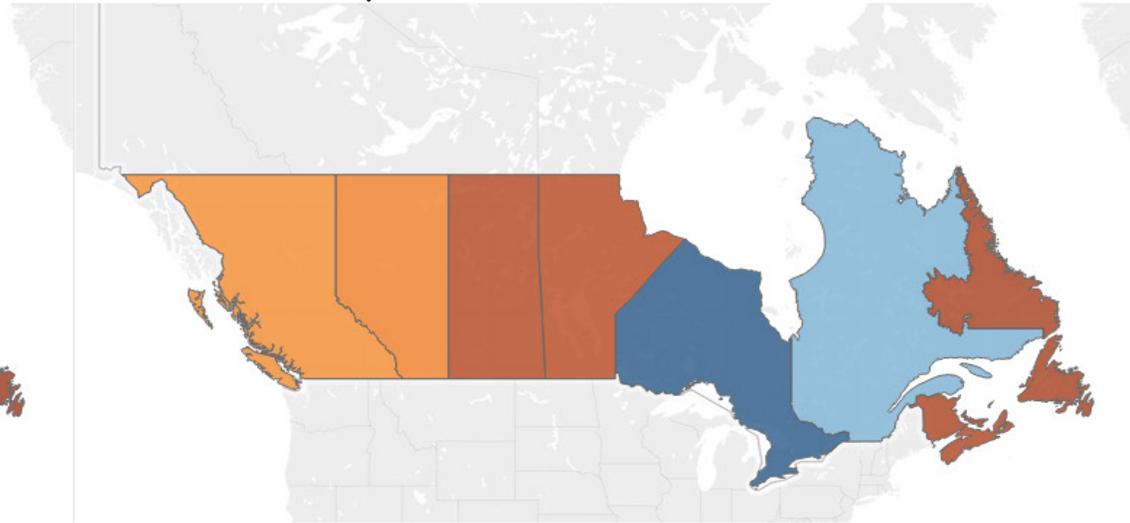
Like physical health, everyone has mental health. Mental health includes our emotions, our relationships with others, our thoughts and feelings, and our ability to manage life experiences.

Canadians' Perceived Mental Health, by Geography (excluding territories)

Fair or Poor Mental Health

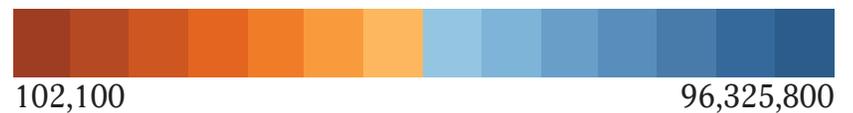


Very Good or Excellent Mental Health

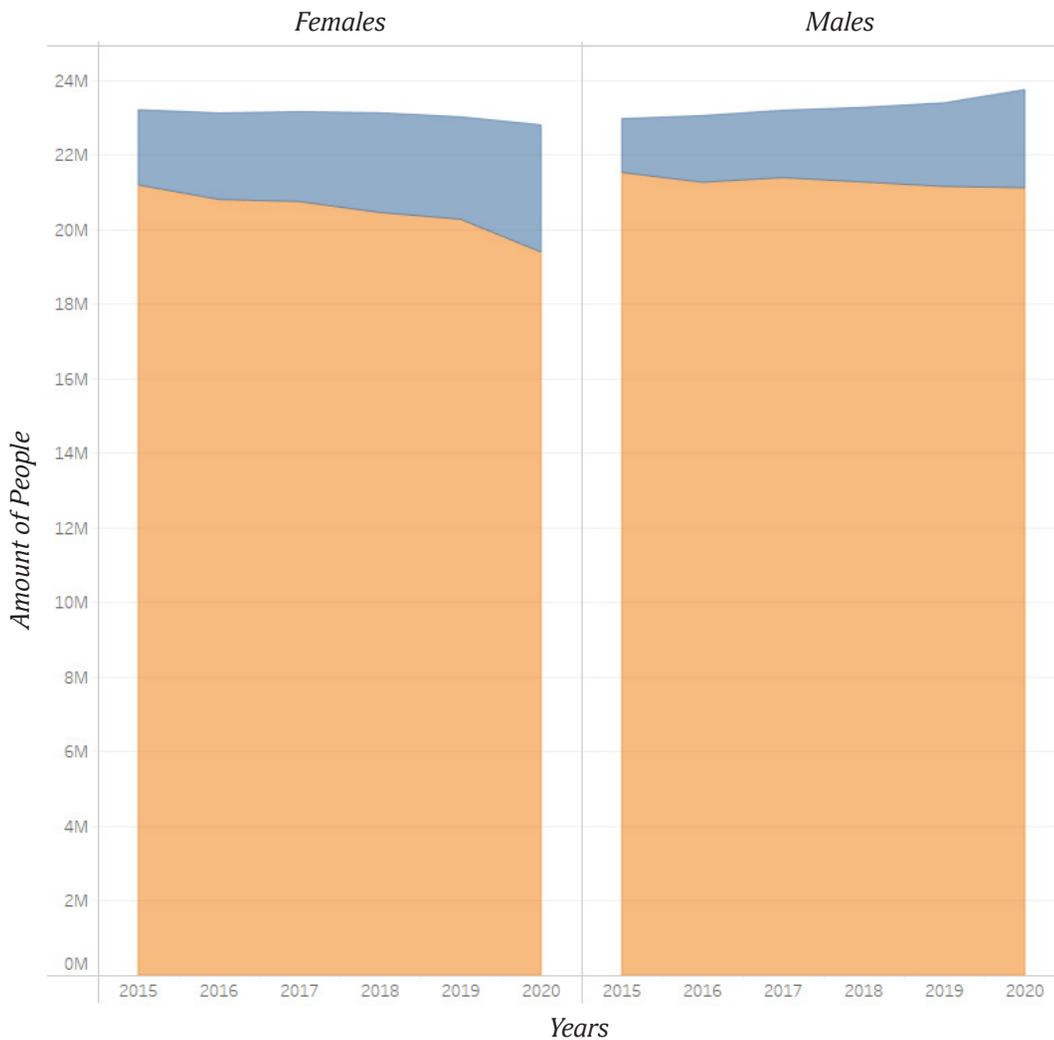


Annually, 1 in 5 people will personally experience issues with their mental health.

Number of People

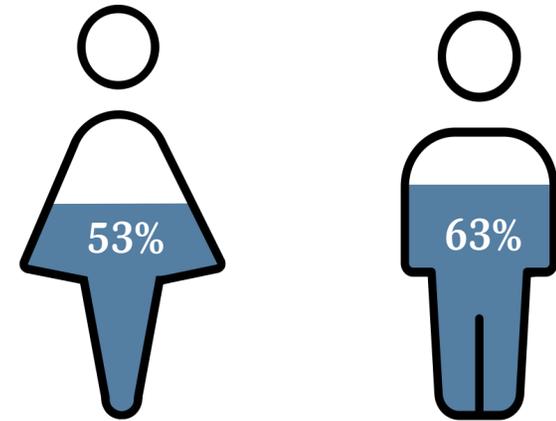


Canadians' Perceived Mental Health Over Time, by Sex



 **Very Good or Excellent Mental Health**

 **Fair or Poor Mental Health**



of 18-34 year olds are experiencing considerable isolation and loneliness.

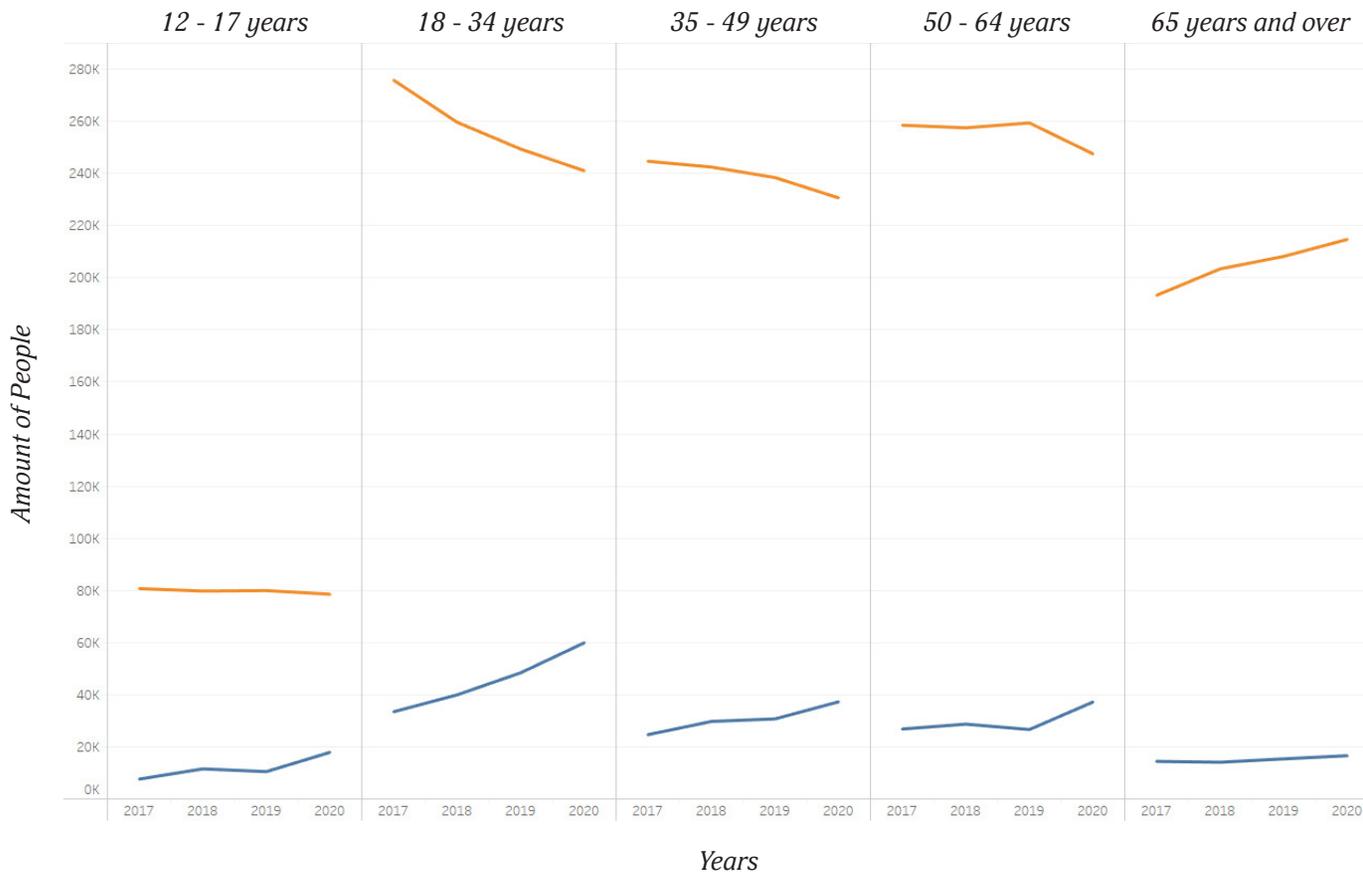
Men are more likely to suffer in silence

Men account for more than **75%** of suicides in Canada.

Women are **3x** more likely to seek help for their mental health issues.

With the COVID-19 pandemic causing mass lockdowns throughout 2019 and 2020, 40% of Canadians have reported their own mental health declining. Some causes of stress include; unemployment, viral infection, seperation from loved ones, and vaccine effectiveness.

Canadians' Perceived Mental Health Over Time, by Age Groups



Methods Canadians are using to maintain their mental health during lockdowns:



are connecting virtually with loved ones.



are maintaining healthy lifestyles.

Very Good or Excellent Mental Health

is declining across all age groups except for those over 65 years. However, there's been an overall increase in

Fair or Poor Mental Health

Due to COVID-19,



46% are more worried.



19% are drinking more alcohol.

Critique Assignment

My main take away from the critiques I received was to find what the data is saying, and to portray it in as little ink as possible. When improving scannability for graphs, less is more, and finding the narrative in the data means that users can perceive the information with ease (and the way we intend them to). In one of my earlier graphs, Ed mentioned clarity in labeling axes (and questioned if they were even necessary in some instances). I also received pointers in my use of colour, for instance a yellow not contrasting well with the white background. Overall, the explorations I made allowed me to better understand how to apply design principles to data visualization, and strengthened the quality of graphs I produced.

Tools Evaluation Assignment

I initially started with Excel's pivot tables to generate my graphs, and while I understood it quickly I wanted to explore Tableau. It took many videos to get the basics of Tableau down, yet I still experienced troubles with the software. These were mostly due to the formatting of the imported data files. I got all my datasets from Stats Can, where they have various methods of file retrievable, meaning I had to experiment with .csv files, and converting them to compatible formats for Tableau. I feel that I was limited due to my lack of knowledge surrounding statistics, and as a result had to play around with the data (both in Excel and Tableau) to get my desired effect. Even then Tableau can be rigid in their graph output, so I needed to edit some attributes in InDesign.

Heuristic Evaluation Assignment

My enhancement of visual hierarchy had to be done outside of Tableau as the software is limited in options for varying attributed to enhance scannability. It uses a modular system to construct and display graphs, which I used to my advantage when importing them into this PDF file. I screen captured parts of the graph I wanted to display (such as the legend seen in the map graph) and used InDesign's tools to improve on alignment, typographic hierarchy, and scale.

Design Rationale

Choosing mental health as my general topic for my infographics meant that I wanted my designs to be universal. I wanted to stick with something neutral, clean, and only choosing to use my accent colours to indicate the two factors my infographics span- poor and excellent mental health. I chose to make Adonis my preferred typeface due to its simplicity yet elegance, which I felt was necessary when addressing a sensitive topic such as mental health. Keeping a white background in my infographics meant ideal contrast for accessibility, and having the vibrant colours of orange and blue meant that wherever colour was used, it would be effective in establishing visual hierarchy.

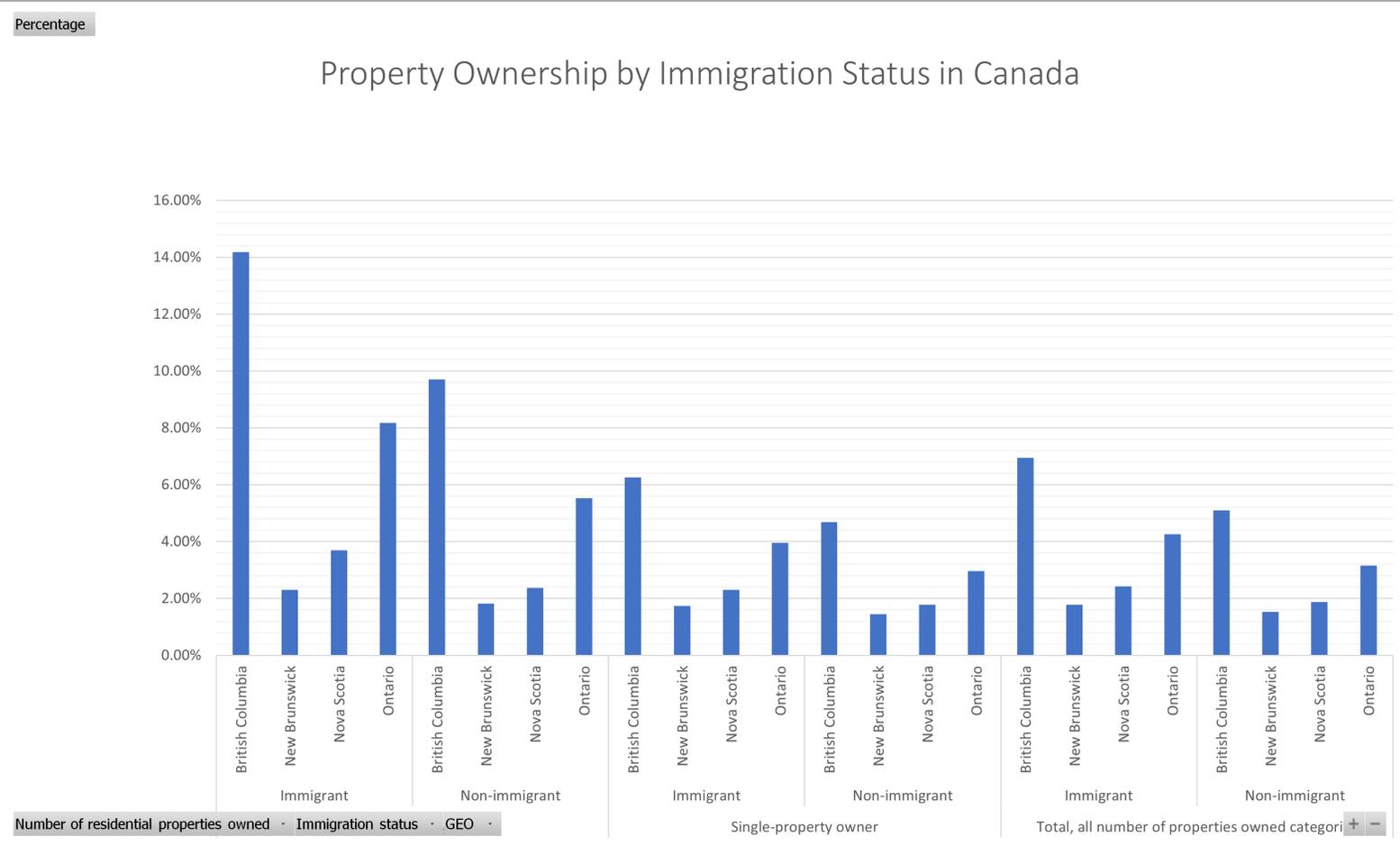
For my first infographic using the map- which I chose to make front and center- my overall message is about spreading awareness to mental health. This is highlighted in the use of the map, but also in the secondary graphic highlighting the statistic regarding the commonality of mental health issues.

For my second infographic, I chose to highlight the differences between the sexes when it comes to mental health. The graph demonstrates the trend of mental health perception, but the infographics give more context. In these statistics it shows that men are more likely to keep quiet about mental health, thus making viewers reconsider the graph given that it's about self-perceived mental health.

For my last infographic, I wanted to highlight the trends of mental health for different age groups over time. I chose to add the COVID-19 infographics as additional context surrounding the graph due to the unprecedented toll it took on populations' mental health. Using proximity I conveyed statistics regarding maintaining excellent mental health, as well as statistics portraying the change in Canadians' attitudes as a result of lockdowns.

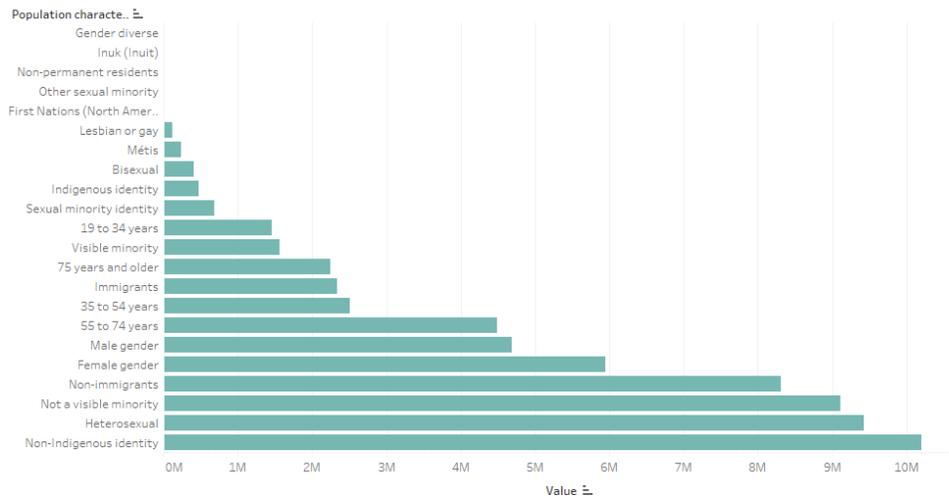
Overall, this project has challenged my concept of what graphs and infographics can be, and I am a stronger graphic designer because of it.

In Class Assignment - Pivot Chart



In Class Assignments

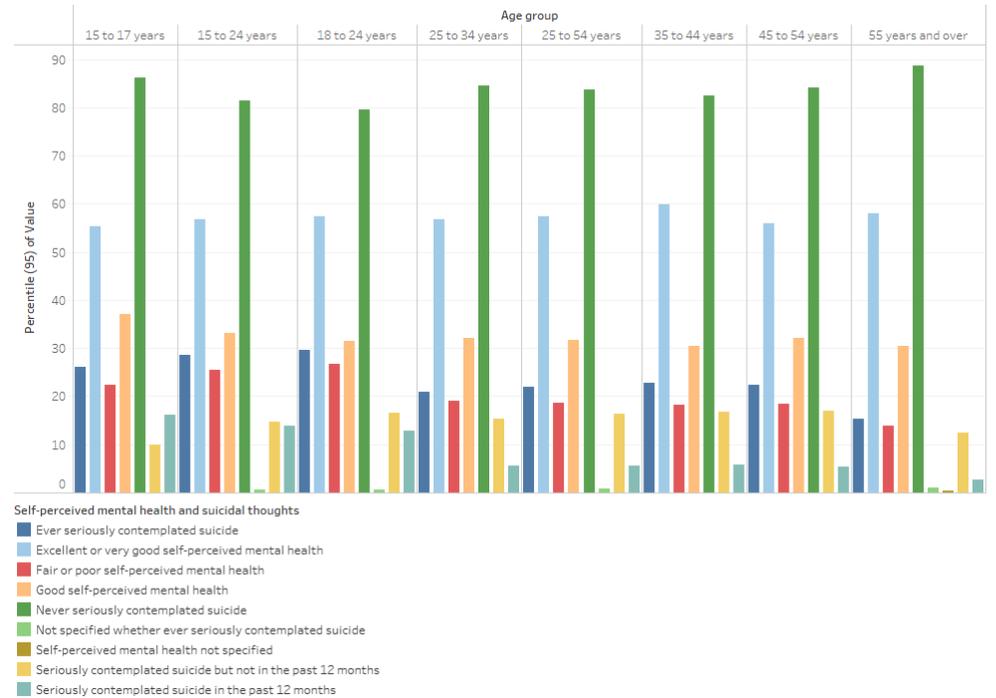
Accessibility barriers encountered in federal organizations among persons with disabilities, by population characteristics



Accessibility barriers encountered when working with federal sector organizations

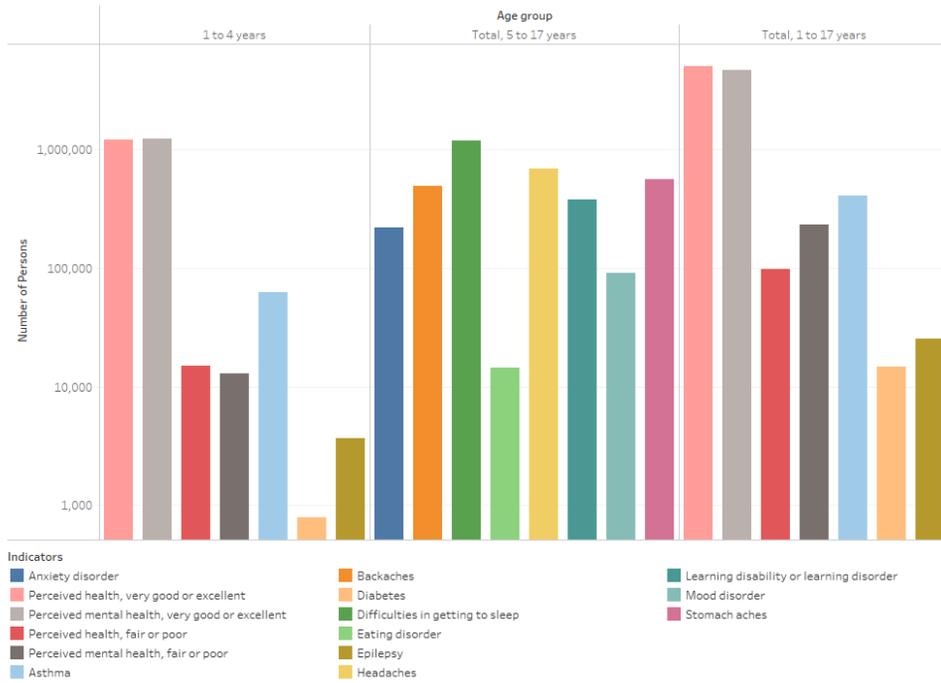


Self-perceived mental health and suicidal thoughts by Indigenous people, sorted by age

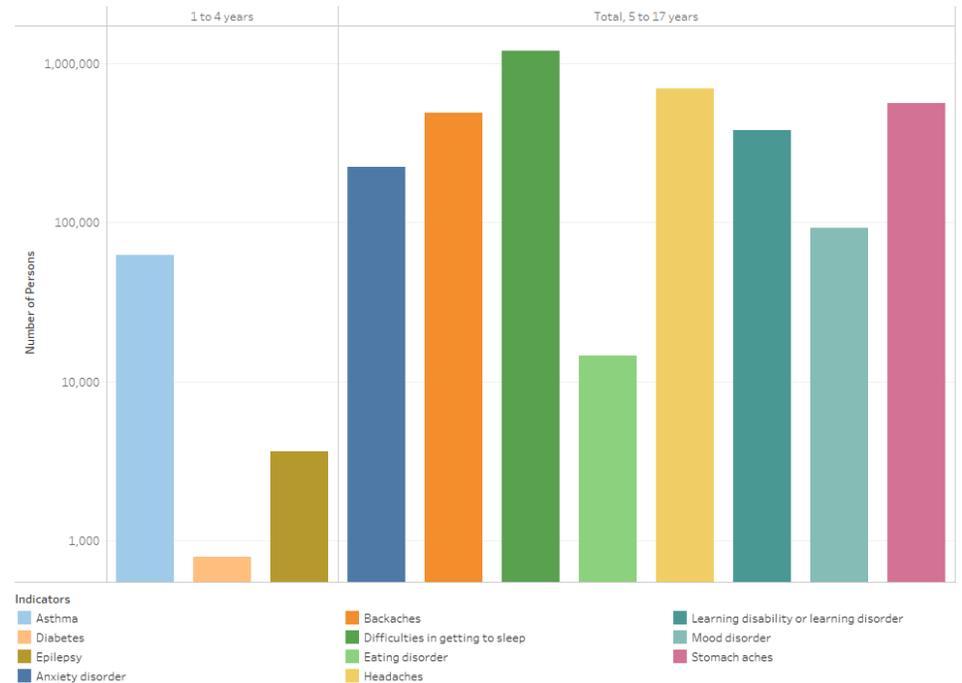


In Class Assignment- Critique

Health characteristics of children and youth aged 1 to 17 years



Health characteristics of children and youth aged 1 to 17 years



Process Work

Potential Typography

Canadians

Canadians

Canadians

Adonis

Canadians

Canadians

Canadians

Canadians

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Canadians

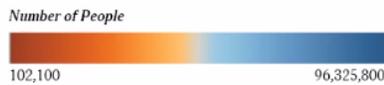
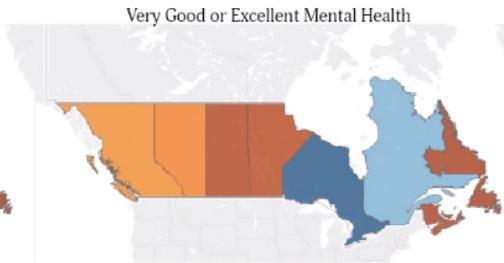
Canadians

Canadians

Canadians

Canadians' Perceived Mental Health, by Geography (excluding territories)

Like physical health, everyone has mental health. Mental health includes our emotions, our relationships with others, our thoughts and feelings, and our ability to manage our life experiences.



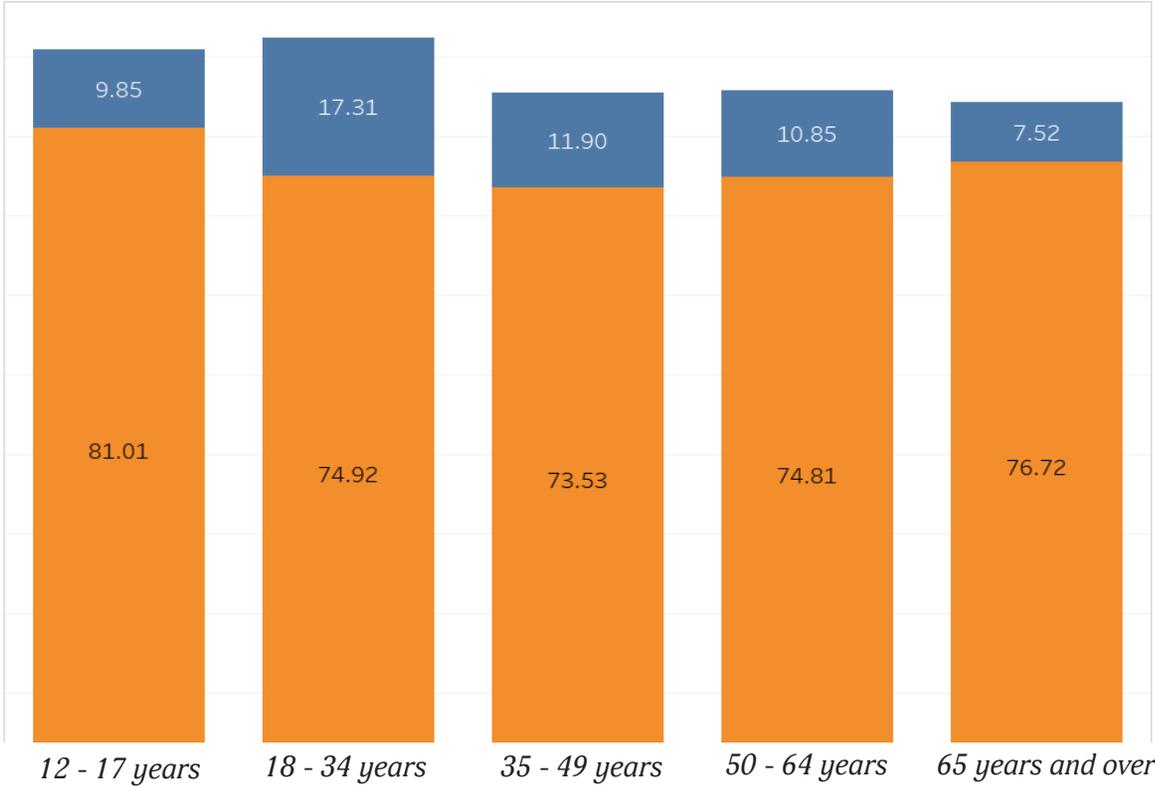
Mental health includes our emotions, our relationships with others, our thoughts and feelings, and being able to manage our life experiences. Annually, 1 in 5 people will personally experience issues with their mental health. Everyone experiences challenges with their mental health. By age 40, 50% of the population will have had a mental health problem or illness.



Annually, 1 in 5 people will personally experience issues with their mental health. Everyone experiences challenges with their mental health. By age 40, 50% of the population will have had a mental health problem or illness.

Percentages of Canadians' Perceived Mental Health, by Age Groups

I made this graph with percentages but felt the line graph was better at capturing the trends in the age groups.

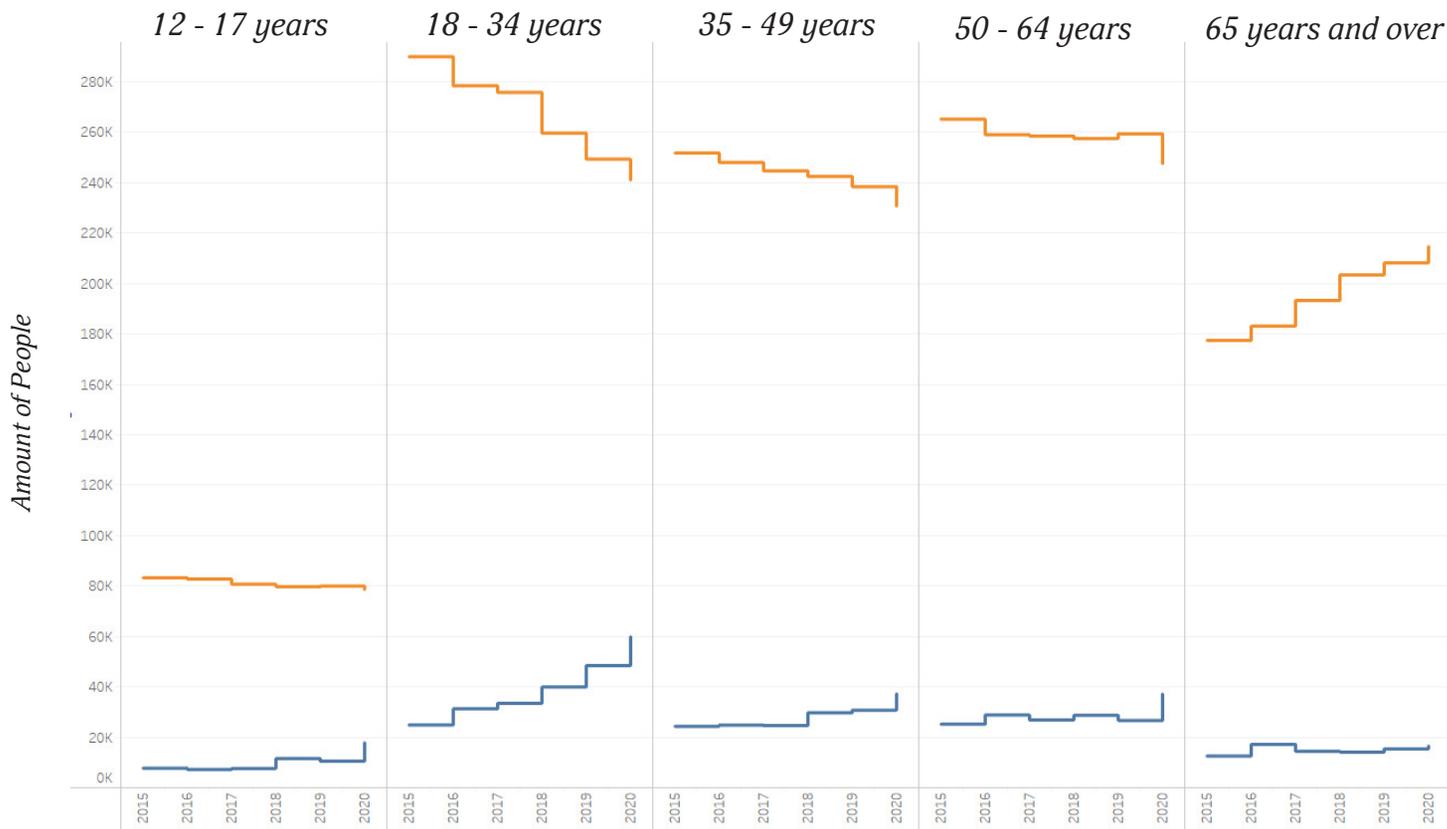


Very Good or Excellent Mental Health



Fair or Poor Mental Health

Canadians' Perceived Mental Health Over Time, by Age Groups



43% of Canadians are maintaining a healthy lifestyle & 56% are virtually staying connected with loved ones during the lockdowns.

Very Good or Excellent Mental Health

is declining across all age groups except for those over 65 years. However, there's been an overall increase in

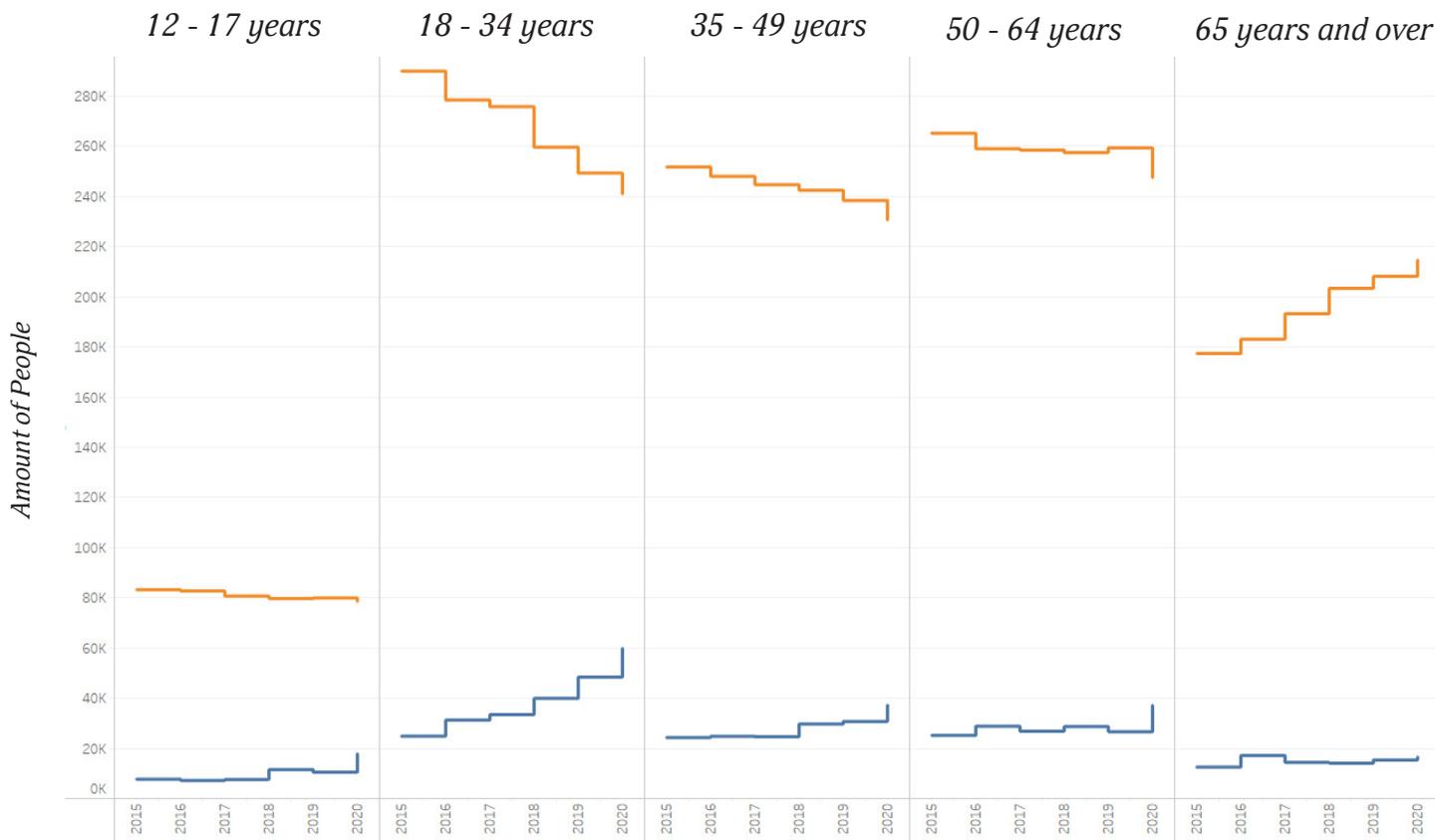
Fair or Poor Mental Health

46% of Candians feel anxious or worried & 19% are using more alcohol as a means of coping due to the pandemic.

With the COVID-19 pandemic causing mass lockdowns throughout 2019 and 2020, 40% of Canadians have reported their own mental health declining. Some causes of stress include; unemployment, viral infection, seperation from loved ones, and vaccine effectiveness.

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Canadians' Perceived Mental Health Over Time, by Age Groups



43% of Canadians are maintaining a healthy lifestyle & 56% are virtually connecting with loved ones to maintain their mental health during COVID-19 lockdowns.

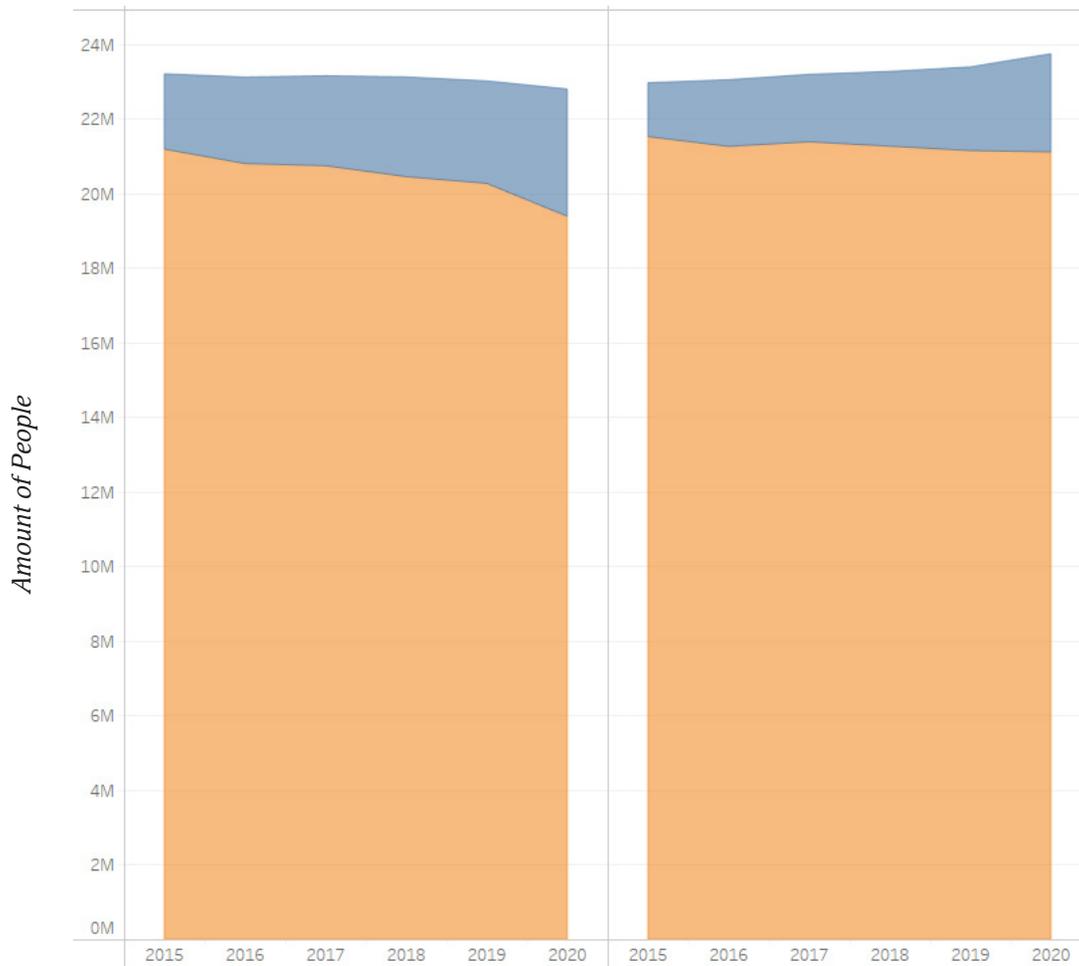
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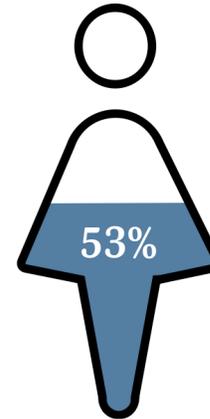
46% of Candians feel anxious or worried & 19% are using more alcohol as a means of coping as a result of the COVID-19 pandemic.

Canadians' Perceived Mental Health Over Time, by Sex



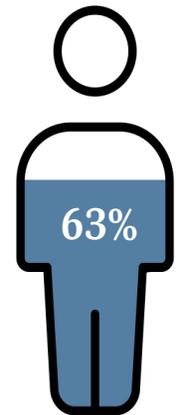
 **Very Good or Excellent Mental Health**

 **Fair or Poor Mental Health**



Women are 3x more likely to seek help for their mental health issues

Men account for more than 75% of suicides in Canada.



References

Statistics used in Infographics

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1310009603>

<https://cmha.ca/brochure/fast-facts-about-mental-illness/>

https://cmha.ca/wp-content/uploads/2021/08/EN_UBC-CMHA-COVID19-Report-FINAL.pdf

<https://toronto.cmha.ca/mens-mental-health/>

<https://www.cbc.ca/news/opinion/opinion-men-mental-health-1.5871935>

Icons from the Noun Project

<https://thenounproject.com/search/?q=people&i=922367>

<https://thenounproject.com/search/?q=laptop&i=3360656>

<https://thenounproject.com/search/?q=healthy&i=3650736>

<https://thenounproject.com/search/?q=female&i=840417>

<https://thenounproject.com/search/?q=male&i=1458602>

<https://thenounproject.com/search/?q=worry&i=691571>

<https://thenounproject.com/search/?q=alcohol&i=4394696>

In Class Assignments

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=4610005201>

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1310083201>

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=1310076301>

<https://www150.statcan.gc.ca/t1/tbl1/en/tv.action?pid=4110002101>