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Explanation Essay

The paper that I chose to convert into an infographic is the Problem-Solution Paper titled “Texting and Personal Relationships”. The conversion was informed by the fact that texting is a thorny issue not only in relationships but also at workplaces. Having a conversation around the issue is necessary. This paper explains the design choices, image choices, and writing choices I made in the infographic.

The infographic has adopted a minimalist approach in its design by choosing to give briefs over every section except the last. The visual design that guided the creation of the infographic is the Gestalt theory of design. One of the principles observed is a continuation. Baingio Pinna stated that the principle holds that the human eye will follow the smoothest path when following something and that it will travel in that direction until it encounters something. In this infographic, there are dotted lines in every section that the eye will follow, only posing briefly for the side information. Given that the final section has no dots, the eye hits the conclusion message. The font and the font size have been effectively used to communicate the message. The fonts used include Lato and Oswald. J. Andrew thought Sans-serif fonts having no “feet” allows the reader to be easily read when projected. The font size of the top heading is 43 while that of the subheadings is 28. The subheadings are in capital letters allowing the readers to know what that particular section will address. Two of the colors that stand out through the infographic are blue and orange. The choice of these colors was selected because people tend to

approach relationships with mixed feelings. To some, texting has brought them lovers, while for others it has brought breakups. The colors used do not lean on either side. Blue is associated with trust, honesty, loyalty, and confidence. The color reduces stress and creates a sense of calm, relaxation, and tranquility. Orange, on the other hand, is associated with warmth, enthusiasm, and excitement.

The infographic integrated images in its design to pass the message to the audience. At the very top of the infographic, several images were chosen to represent what the infographic is describing. These images communicate to the audience beforehand that the message revolves around texting and relationship. Other images across the infographic are placed near texts and related to the message being passed across. D. Mulanjur stated that by using images that relate to the message, the overall topic is enhanced.

The infographic is designed in a way that communicates to the general public. This is supported by the fact that the infographic provides information about texting in a simple language devoid of any technical terms. The information relates to lovers/ lovers to be whether engaged in professional positions or not. The infographic has provided information about the problem around texting, past solutions to the problem and why they failed, a proposal for what I think would be the right solution to the problem, and a conclusion on the way forward.

Throughout the infographic, I have attempted to keep the information limited to the essentials and the content is self-evident. This has allowed the infographic to remain clean and uncluttered. The conclusion section is not brief but acts as a takeaway for the audience following my solution to the problem.

<https://create.piktochart.com/output/53577386-texting-and-personal-relationships>

Works Cited

- Andrew, J. "The Importance of Font in a Presentation." Chron.com, 2013, smallbusiness.chron.com/importance-font-presentation-73096.html.
- Mulanjur, D. "Top 10 Data Visualization Best Practices." Visme, 2020, visme.co/blog/data-visualization-best-practices/.
- Pinna, Baingio. "The Role of the Gestalt Principle of Similarity in the Watercolor Illusion." *Spatial Vision*, vol. 18, no. 2, 2005, pp. 185–207, 10.1163/1568568053320639. Accessed 16 Jan. 2020.

Reflection Paragraph

Communication plays a key role in our lives, from maintaining contact when far from one another to provide crucial information at your convenience, and more particularly, without being physically present. However, I think there is a risk of possible issues arising from communication, especially when misused. People are likely to misuse communication by escaping crucial conversations, giving a false reason for not being at an agreed place, or address a particular issue, among others. I feel like everyone has a responsibility to how we handle our communication. I think it would be crucial to always keep in mind that the medium is the message and that certain situations do not warrant text messaging as a practical solution. In other words, we must engage in text messaging with our emotions and reply genuinely. However, if the situation is complex and where the other receiver of the message might be emotionally hurt, it would be advisable to go for a face-to-face conversation. Responsibility can also be viewed from the perspective of misuse. Where texting is unnecessary or interfering with other schedules, we should shun it without being forced. This is especially the case at workplaces. Only then can we manage text messaging effectively.