**Unit 50: Infographic Design Report**

In this brief, I was tasked with creating an infographic about an endangered species or climate change. I began by researching already made infographics. There I found the different styles, colours and typography used within. I found that most of these use a similar style of a flat surface with simple colours worked very well. I also discovered, that in my research, they used a lot of sans serif fonts to add to the style.
I decided that my infographic would be about Pandas. I followed this by finding ten facts all about Pandas that I would eventually include in my infographic. Then I researched different typefaces that would fit along with this I also looked at different colour schemes to incorporate within my own final outcome.

I then began sketching and developing the layout and plan for my Panda Endangered poster. I sketched out four completely different styles each having different typography placements and art styles of the panda. Once deciding I liked the final sketch the most, I sketched a more detailed style of the panda for my poster, I then digitalised this image and began working on the colouring and details using the colour scheme I had collected before. The typeface I used was inspired by the Asian culture which is where pandas reside, along with this, I added an image of China with the area that pandas live in.
Using circles with illustrations, I created small ‘bubbles’ with facts inside – however I later decided that the typography was placed all around which looked better. I also added a small box underneath with key info of the panda along with a vulnerable bar. My last work was to add a small part at the bottom which detailed how the animal is still threatened with small illustration from each of the was they are threatened. I decided to use a simple sans serif font which was rounded to entice a wide range of audience from young to old with the use of the typography. One improvement I made was to add detail to the background by adding a simple bamboo shape style to make the background more interesting instead of just a simple colour background.

I believe my final outcome answered the brief of the infographic as I was able to achieve the infographic with a simple style similar to the ones I researched and it also contains facts just like real infographic and therefore fits with the theme and brief. I enjoy my final outcome as it looks very similar to the infographics I found, I am very happy with my illustration of the panda within this style. One thing I would try if I had more time is by trying out possibly adding a little bit more detail to the illustrations within the infographic such as adding shadows and highlights maybe adding small sketches as if fur for the panda however this would only be to see if it would work as I am still very happy with the outcome.