

# **The World's Hungriest People**

An Infographic Overview of World Hunger and How to Help

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## Overview

Ever since I was a child, I've been extremely interested in what people from other countries eat on a daily basis. Food has been readily available to me throughout my entire life and aside from a few *poorer* semesters during my time as an undergrad, I haven't ever suffered from malnutrition or severe hunger. And as empathy has always been my strongest personality trait, it truly saddens me to think that there are people out there in the world who are deprived of one of the most basic human needs, food. With this in mind, I created my infographic on the topic of world hunger, illustrating which countries are the hungriest and how a person can help fight this epidemic.

After viewing this infographic, the audience developed a basic knowledge of the state of the world in its current food crisis. They also recalled information about the countries with the hungriest and most malnourished populations. In addition, the audience identified and empathized with those in need and recalled the ways in which they could personally help fight the hunger crisis.

I presented information in this infographic to educate, enlighten, and promote action within people who have a certain level of sympathy (low income households) and the financial ability (high income households) to help fight the world hunger crisis. The serious nature of the topic and the level of reasoning required to comprehend the content made the intended audience for this infographic at an age of 16 and above. A high level overview of information was given so as not to overwhelm the audience but each piece of information was specifically chosen to evoke sympathy and the need to sincerely understand the issue at hand.

During the beginning stages of this infographic, I tested out several online infographic creators (ie. Venngage, Canva, Piktochart, Infogr.am, and Visme) and decided that none of them had the full design experience that I was looking for. After much research and very careful consideration, I decided to use Adobe Illustrator. This program enabled me to have complete control over every aspect of designing my infographic. And since I already had a license for the program, my final product did not incur any additional cost.

## Design Decisions

### Design Decision #1

I used a specific, highly saturated tone of yellow every time I mentioned hunger or malnourishment. I wanted to evoke a specific feeling and reaction. According to ChangingMinds.org, yellow is attention-grabbing, evokes hunger, and induces conflict (“The Meaning of Colors,” n.d.). This tone evokes a feeling of hunger and is widely used within advertisements and marketing campaigns for fast food companies. “Whether it’s McDonald’s golden arches, Burger King’s bun halves, or the Hardee’s star, fast food logos all have one element in common— color. Take a look around and you’ll see that most fast food logos contain one or more of the following colors— red, yellow, orange, or green; particularly the former two. That’s because, according to the color theory, these colors are known to subconsciously trigger hunger and/or induce excitement” (“The Psychology of Fast Food Logos,” 2009). I used the yellow in several areas of my infographic:

- for all forms of the word "hungry"
- for the malnourished human icon, the number "1", and the word "MALNOURISHED" in the first statistic at the top of the infographic
- for the percentage of hungry people and a sliver of the outer ring on around the globe
- for the hungry section of each bar in the "TOP HUNGRY NATIONS" bar graph

### Design Decision #2

I used a complementary color scheme based on the specific yellow I chose (HEX: #FFC300) with very few accent colors that are meant to draw focus and emphasis to specific elements. Reynolds (2014) wrote about color schemes and how because complementary colors

are basically opposites, they tend to work very well together (p. 74). The complementary color to the yellow is a calm and mild blue and that blue, along with a sharp red, are the main two accent colors. Hagan and Golombisky (2013) explained that a few well-chosen spots of color can highlight focal points as well as draw the eye around the layout (p. 125). To draw focus to specific areas, I used the accent colors for:

- stating the world's population
- comparing the state of hunger in Ethiopia to several states in the U.S.
- announcing what site to visit to help stop world hunger

### **Design Decision #3**

I used one type family (Myriad Pro) for the whole of my infographic, but utilized a total of three of the family's font groups (Light, Regular, and Semibold). This was to not confuse the eye with multiple fonts or become too distracting, but still give visual interest within the text. According to Reynolds (2014), a good rule of thumb for font usage is one or two, and *sometimes* three. (p. 43) I used the different font groups to put emphasis on specific words as well as conform to the design aesthetics I was looking for. Bonneville (2011) explained it perfectly in an article from SmashingMagazine.com:

"Why not kill all the birds you can find with one stone? When you choose an extended type family, you get the benefits of having had the type designer do more use-case scenarios than you will likely ever be faced with. Extended type families usually have serif and sans serif versions, along with multiple weights, full sets of special characters and ligatures etc., which ensure that you'll be able to find the right solution for just about every typographic challenge you could

imagine. An extended type family will also give you a very uniform, orderly mood and aesthetic, which may or may not be what you want."

I used different font groups to bring focus and emphasis to all of the words depicting hunger and malnourishment and then to the website where one can reach out to help.

#### **Design Decision #4**

I designed the infographic with a dark color as the background to help improve the visibility and readability of my light colored type. Hagan and Golombisky (2013) wrote about designing specifically for visibility and readability. "While readability means readers can read it easily, visibility means viewers can view it easily. Either way, you need contrast. The rule of thumb says stick with dark-on-light or light-on-dark color combos" (p. 124). Knight (2009) echoed this rule when she stated, "Finding the perfect contrast means balancing the darkness of the background with the lightness of the text."

#### **Design Decision #5**

I told the story on my infographic using a grid to structure and organize my content. Hagan and Golombisky (2013) instructed designers to do this when they wrote, "As in larger layouts, a grid provides order and organization for the various parts of your layout, such as explainers and callouts. Aligning elements to a grid provides cohesion and unity, and it will help your reader understand the flow of the graphic" (p. 172). I used a two column approach with a title, a hook, data, and a conclusion. In an article from SmashingMagazine.com, Balliett (2011) stated, "All good stories have a beginning, middle and end. Infographics deserve the same treatment. At the beginning of the infographic, introduce the problem or thesis. From there, back it up with data. Finally, end the infographic with a conclusion." I followed this instruction

by opening my infographic with a staggering statistic about how many people are malnourished worldwide. I continued the story by including data about the world's hungry population, the top ten hungriest countries, a comparison of U.S. states to Ethiopia, and then the consequences of world hunger. I concluded my infographic by stating where viewers can receive more information and ways to help end world hunger.

## Formative Evaluation Response

### Peer Review Question #1

How could I better represent the data correlation between the pins on the globe and the Top 10 Hungriest countries? I asked this because I wanted to maintain a very minimal color palette but I ended up having to use several more colors to be able to correlate each country to its pin on the map.

**Peer Reviewer A:** Regarding #1, the globe is a great symbol and image. How about remove the pins and put a big circle magic marker thickness around the area with the pins?

**Peer Reviewer B:** So my first thought is too much color and its overwhelming. You have a lot going on with type, graphics, and text. You did a great job with layout and the color scheme of blue and yellow. In fact, I LOVE the blue/yellow choice you made. But my eyes don't go from the color of the countries to the pins. A couple of thoughts/ideas: How important is it to show where the country is located? Do you still give the same message with removing the pins and providing a mute color for each country on the bar graph? But still keep the globe image – I like the 13.1% correlating to the yellow part of the circle. If you want to correspond the country to the point on the map, then you could also consider one muted color and then have a line connecting the country to the pin.

**Peer Reviewer C:** I think you accomplished what you set out to do. The correlation works well, but while the two pieces of info are related, in one area you are showing the geographical location, whereas the other piece is a relative comparison of quantitative date. Linked but not tied. Any more effort to link the pieces would be overkill and futile.



**Considerations:** I decided to keep the pins and colors as they were and took Peer Reviewer C's advice in leaving everything as it was. Whereas I truly appreciated the feedback from Peer Reviewer B and was almost in complete agreement, I decided that I did in fact want the viewer to understand exactly where the majority of the world's hungriest people live.

### **Peer Review Question #2**

How can I better represent the data in the Top 10 Hungriest section if I were to *not* use a horizontal bar graph? I asked this because I was concerned that it was not obvious that the yellow section of each horizontal bar represented the percentage of hungry people in that country.

**Peer Reviewer A:** Regarding #2, the bar graph is nice. I feel like you need to somehow show/say what it represents. Maybe use the % character, the word 'hungry', and a little person icon? I can't help sharing what I think would probably be a cluttering idea: instead of bars, rows of little person icons. No. The bars are really clean and balancing. Don't do that!

**Peer Reviewer B:** I actually like the bar graph and I do get that it is about the hungry. A couple suggestions to make it more obvious: If you make the portion of the bar that is in different colors a muted color, that may help with the yellow emphasis. In the title "TOP 10 HUNGRY", make "HUNGRY" bold and the rest unbold. Basically switch the fonts. It seems that hungry is the emphasis and you lose it next to the TOP 10 because of it being skinny and the yellow doesn't pop as much as the white against the gray background. Also consider, for impact and even though it's about the top 10 hungry, putting the US at the bottom to put it in perspective with what the viewers know.

**Peer Reviewer C:** You could use circles relative to the amount comparison. Like Sudan's circle would be larger than Chad, but only a little larger than Yemen.

**Considerations:** Regarding this question, I leaned more towards the feedback from Peer Reviewer A. I kept the change simple by adding a percentage character next to the actual percentage of hungry people in each country. I did make the changes suggested by Peer Reviewer B just to see how things would look, but I decided to keep my fonts as they were. I felt that having the word 'hungry' in the very thin font really correlated to what the word can make someone visualize, a very thin, starving person.

### **Peer Review Question #3**

How could I make the infographic feel more balanced? I asked this because I was concerned that the globe made the content feel skewed.

**Peer Reviewer A:** Regarding #3, I like the shapes of the bar chart and the globe. To balance things, you could make the globe smaller. With the bar chart, I think you need to somehow state that it shows percentage of the population that is hungry.

**Peer Reviewer B:** I think the globe is great. I like the color and it ties it together. The first place I look is the globe, then the bar graph, and then I follow the yellow back up - you circle me around. The globe is balanced by the bar graph and the larger text on the left, which is also why I would recommend not getting rid of the bar graph.

**Peer Reviewer C:** I think this infographic is very well balanced. The globe offsets the larger title fonts as well as the bar chart. I also like the darker line in the background to break up the sections of the infographic, a great technique to make my eyes scan the entire infographic.

**Considerations:** The feedback from all reviewers suggested that the balance was fine as is and should not be adjusted. I tested out the look with a smaller globe, but then it felt like the graphic lost some importance.

#### **Peer Review Question #4**

What other type of information would you like to see on this infographic? I asked this because I was concerned that the two top statistics were too similar and I wondered if I should change one. The first one stated that 1 in 8 are malnourished worldwide and the second one stated that 13.1% of the world's 7.2 billion people are hungry. This is essentially the same information stated two ways but one showed the information on a much smaller scale that is more personal and easier to imagine. I decided to include a worldwide statistic as well, to show the difference in scale.

**Peer Reviewer A:** Regarding #4, the 1 in 8 statistic is nicely depicted and feels more meaningful than the 13%.

**Peer Reviewer B:** I don't think you should change it – it may be similar but says it differently and appeals to either someone who responds to images or someone who responds to words. When I glanced at it, I didn't think "that's the same/it's a duplication"

**Peer Reviewer C:** The two figures are similar in a numerical aspect but not in a relative aspect. Let's say someone is one of eight children in a family. They could make the connection that themselves or one of their siblings went hungry, whereas, 13.1% of 7.2 billion is more of an abstract figure. I think both work well to provide contrast and dramatic attention grabbing info.

**Considerations:** I left all of the information and statistics as they were. There were no suggestions on additional information from my reviewers and they seemed to feel that what was depicted was sufficient.

### **Peer Review Question #5**

What are some other ways that I could include my source information on the infographic? I asked this because I saw major inconsistencies in online examples on how people sourced their information on infographics and I was looking for other ideas.

**Peer Reviewer A:** Regarding #5, I like your citations along the bottom, and I like that the type size is readable. I suggest either flush right or left so they don't interfere with the design.

**Peer Reviewer B:** Thanks for the reminder – I forgot to include on mine! I like the layout with the darker gray bar at the bottom. Doesn't take away from the image, but if someone is interested they'll see it. Consider making the sentence "Visit the World Health Organization..." smaller to put on one line. Having on 3 lines makes it a bit choppy and you go straight to World Health Organization and miss the rest. Then I would scooch (is that a word?) the sources up a little to give a bit more breathing room on the bottom of the page. The text size and centered is fine also. It's not your primary message or objective.

**Peer Reviewer C:** Yeah, that is always a tricky thing to accomplish in an infographic. I think you did a great job since you didn't distract my attention from the rest of the infographic. I cannot think of a particular solution other than what you did.

**Considerations:** I followed the advice of Peer Reviewer A and flushed my citation to one side. I also took the advice from Peer Reviewer B and changed the layout of the text above my citation. Other than that, no other suggestions were offered for citing my sources on the infographic and the consensus from my review group seemed to be positive, so I kept the same concept I started with.

## Lessons Learned

The most important lesson I learned in my process of creating this project was how to self edit. I didn't know much about the final topic I ended up choosing and I was inundated with a mass of information. I wanted to make sure I included every piece that felt significant while utilizing every design lesson I'd ever learned.

My initial infographic felt more like a pamphlet or flyer on world hunger instead of a brief summary of information depicted with graphics. But after taking a step back and looking at my work from a different perspective, I forced myself to really pare down my information to what was most important. And even though I wanted to include every single graphic I could come up with, I forced myself to edit my choices to what made sense for the size constraints I was working within.

## References

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# The World's HUNGRIEST People

 **1** in **8** are **MALNOURISHED** world wide

7.2 billion world population

**13.1%** are hungry



## Top HUNGRY Nations

Burundi	73.4%
Comoros	70%
Eritrea	65.4%
Zambia	47.4%
Ethiopia	40.2%
Timor Leste	38%
Madagascar	34.4%
Chad	34.4%
Yemen Republic	32.4%
Sudan	25%

The total **HUNGRY** in **Ethiopia** is more than the combined population of AZ, CO, KS, NE, NV, NM, OK, UT and, WY.



In 2010 more than 70 children died from **hunger** every **5 MINUTES**.

Visit the **World Health Organization** to help stop world **hunger**.  
[www.who.int/nutrition](http://www.who.int/nutrition)

Sources: worldhunger.org, fao.org, worldometers.info, dosomething.org, globalcitizen.org, who.int