LOGAN CONRAD

Infographic Process Book

Explorations In Typography 3 | Fall 2024

RESEARCH

Logan Conrad | Infographic | Typography III | *Fall 2024*

CREATIVE BRIEF

Assignment: Public Service Infographic Design

Design a 2-page spread for a Public Service Infographic Handbook. Using both type and

image, students will design an informative and persuasive infographic on a topic

assigned randomly; some actionable instance of addressing sustainability; ex: plant-

based diet vs standard diet. Students will explore and discuss topics, do research for

information / facts to support their position and convince the audience to act.

Students will develop a color and typographic system. Gather imagery that best

represents your cause and determine best execution—illustration, photography, type

manipilation, etc.

All designs must be type dominant, but imagery can be used.

Deliverables:

For your infographic, you will deliver the following:

Redefine and refocus subject matter scope through research which will be reviewed and developed–the final project deadline is the end of week 8.

One final designed infographic with your choice of page size, proportion, and orientation integrating both type and image to convey your message: addressing appropriate look and feel, as well as using appropriate messaging.

As a class when you have your projects completed, each student will assemble a Final Project Book that contains each of your classmates final projects. We will discuss the production aspects in class, developing a grid for your book, a system for collecting your colleagues work, creating a unique cover design, a half title page and a combined table of contents/title page spread. This will give each student a complete artifact of the class work.

SUBJECT RESEARCH

Costs

https://gfi.org/marketresearch/
https://gfi.org/wp-content/uploads/2021/12/Reducing-the-price-of-alternative-proteins_GFI_2022.pdf
https://cloccloveganfoods.com/environment/#:~:text=A%20vegan%20diet%20requires%20300,gallons%20of%20water%20per%20day.&text=pounds%20of%20volatile-,organic%20compounds%20per%20year%2C%20making%20dairies%20the%20largest%20source%20of,surpassing%20trucks%20and%20passenger%20cars.%E2%80%9D
https://www.the71percent.org/what-is-needed-to-produce-our-food/#:~:text=A%20pound%20of%20chicken%20takes,requires%20718%20gallons%20of%20water.
https://www.denverwater.org/tap/whats-beef-water?size=n_21_n
https://www.rgj.com/story/news/2015/08/04/foodwaterfootprint/31124509/
https://www.bls.gov/regions/mid-atlantic/data/averageretailfoodandenergyprices_usandmidwest_table.htm
(For Prices)

Chickens, pigs, cattle, and other animals raised for food are the primary consumers of water in the U.S.A single pig consumes 21 gallons of drinking water per day, while a cow on a dairy farm drinks as much as 50 gallons daily.

It takes more than 2,400 gallons of water to produce one pound of cow flesh, whereas it takes about 25 gallons of water to make one pound of whole wheat flour.

A pound of chicken takes 518 gallons of water to produce.
A pound of pork requires 718 gallons of water.
It takes approximately 1,847 gallons of water to produce 1 pound of beef — that's enough water to fill 39 bathtubs all the way to the top.
Tomato: 26 gallons of water to make 1 pound
Lettuce: 28
Cabbage: 28
Potato: 34
Cucumber: 42
Orange: 67
Banana: 95
Peach: 109
Sugar (from sugar cane): 110
Corn: 146
Mango: 216
Pasta (dry): 222
Rice: 299
Ground nuts in shell: 333
Cheese: 381
Eggs: 391

Nutrition

https://gfi.org/resource/plant-based-meat-nutrition-facts/
https://foodinsight.org/plant-based-meat-alternatives-are-they-healthy/
https://www.nature.com/articles/s41598-021-93100-3/figures/2

Benefits

https://www.health.harvard.edu/blog/what-is-a-plant-based-diet-and-why-should-you-try-it-2018092614760
https://www.heart.org/en/healthy-living/healthy-eating/eat-smart/nutrition-basics/how-does-plant-forward-eating-benefit-your-health

SUBJECT RESEARCH

https://www.ncbi.nlm.nih.gov/pmc/articles/PMC9963093/#:~:text=Vegetarians%20and%20pescatarians%20had%2013,CI%2C%201.02–1.40).
https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5466937/
https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5466943/
https://www.pcrm.org/news/health-nutrition/vegetarian-diets-reduce-high-blood-pressure
https://www.webmd.com/cholesterol-management/features/plant-based-diets-and-cholesterol
https://www.news-medical.net/news/20231211/Healthy-plant-based-diet-associated-with-lower-risk-of-type-2-diabetes.aspx
https://www.ndph.ox.ac.uk/news/new-study-finds-lower-risks-of-cancer-for-vegetarians-pescatarians-and-low-meat-eaters

Whether you're considering eating less meat or giving it up entirely, the benefits are clear: less risk of disease and improved health and well-being. Consuming less meat decreases the risk of:

- **Heart disease.** Vegetarians had **13%** lower rates of ischemic heart disease compared to those who consume meat
- **Stroke.** A recent meta-analysis shows a **21%** reduction (95% CI: 0.75–0.84) in risk of stroke in highest consumers of fruits and vegetables compared to lowest consumers.
- **Obesity**. Additionally, this study also found that for every year on a vegan diet, the risk of obesity decreased by **7%**
- **High blood pressure.** Those who followed a vegetarian diet had a **34 percent** lower risk for hypertension when compared to nonvegetarians.
- **High cholesterol.** Plant-based foods like whole grains or fruits and veggies also have healthy substances called sterols. "Eating 2 grams of sterols each day can help lower your LDL cholesterol by **5% to 10%**," she says.
- **Type 2 diabetes.** According to analyses by the research team, a healthy plant-based diet with plenty of fresh fruit and vegetables and wholemeal products reduces the risk of diabetes by **24 percent**
- **Many cancers.** Compared with regular meat-eaters, the risk of developing any type of cancer was lower in low meat-eaters (2% less), fish-eaters (10% less), and vegetarians **(14% less).**

Shelf-Life

https://khni.kerry.com/news/the-unique-considerations-for-food-safety-shelf-life-in-plant-based-meat-alternatives/
https://switchfoods.com/media/how-long-does-plant-based-meat-last/#:~:text=While%20freshly%20made%20plant%2Dbased,guidelines%20of%20the%20product%20itself.
https://www.fsis.usda.gov/food-safety/safe-food-handling-and-preparation/food-safety-basics/shelf-stable-food
https://www.canr.msu.edu/news/preservatives-keeping-our-foods-safe-fresh
https://futurefood.com.au/blog/2020/02/vegan-vegetarian-meat-substitutes-and-the-potential-health-risks-of-these-food-types
https://www.medicalnewstoday.com/articles/how-to-tell-if-ground-beef-is-bad#how-to-safely-handle-and-store
https://www.beyondmeat.com/en-US/products/beyond-beef#:~:text=Just%20like%20animal%2Dderived%20meat,by%20date%20printed%20on%20pack.

"5 Chemicals Lurking in Plant-Based Meats":

Tertiary butylhydroquinone.

TBHQ is a synthetic preservative that prevents discoloration in processed foods. The FDA limits the amount of TBHQ allowed in foods because studies of laboratory animals have found an association with TBHQ and cancer.

Magnesium carbonate.

Remember when some bread was accused of having a yoga mat chemical? Well, magnesium carbonate, used in foods to retain colour, is also used in flooring, fireproofing, and fire-extinguishing compounds.

Erythosine (Red #3).

Red #3 is an artificial food colouring. The FDA banned the use of Red #3 in cosmetic products in 1990 after high doses of the substance were linked to cancer. But it can still be used in foods, like fake meat.

Propylene glycol.

Propylene glycol is an odourless, colourless liquid used as a moisturiser. It's also used as a liquid in e-cigarettes and is the primary ingredient in antifreeze.

Ferric orthophosphate.

Also called iron phosphate, this chemical is used to fortify foods. It can also be used as a

SUBJECT RESEARCH

pesticide to kill slugs and snails. While generally considered safe (for people) in food in small quantities, it can be a skin and eye irritant and may cause an upset stomach.

What are common chemical preservatives?

Common antimicrobial preservatives used to reduce the microbial spoilage of foods by inhibiting the growth of bacteria, yeasts, and molds. Below you will find the ingredient and the products it typically preserves.

sorbic acid, sodium sorbate, sorbates: cheese, wine, baked goods, and more
benzoic acid, sodium benzoate, benzoates: jams, salad dressing, juices, pickles, carbonated drinks, soy sauce, and more
sulfur dioxide, sulfites: fruits, wines, and more
nitrites, nitrates: meats
lactic acid: yogurt, kefir, cottage cheeses, and more
propionic acid, sodium propionate: baked goods, and more
Common antioxidants used to prevent oxidation. Below you will find the ingredient and the products it typically preserves.

ascorbic acid, sodium ascorbate: cheese, chips, and more
butylated hydroxytoluene, butylated hydroxyanisole: oils, packaging, and more
gallic acid, sodium gallate: wines and more
sulfur dioxide, sulfites: beverages, wines, and more
tocopherols (Vitamin E): oils, cereals, and more

Plant-Based Meat Vs Conventional Meat Preservation
Comparing plant-based meat to traditional meat, we find notable differences in their storage and preservation. Plant-based meats can last up to 3 days in the refrigerator, which is about the same as red meat. However, when it comes to freezing, conventional meat can be frozen for up to 6 months, plant-based meats outlasts this, remaining viable for up to 12 months in the freezer. Furthermore, plant-based meats have a lower risk of bacterial contamination, making it a safer and more sustainable option in many aspects.

It is safe to store ground beef in the refrigerator for 1–2 days, and eat leftovers within 4 days. A person can store ground beef in the freezer for up to 4 months.

Keep refrigerated and use within 3 days of opening. Cook thoroughly before serving. If purchased frozen, thaw in the refrigerator before cooking. Consume within 14 days of thawing or refer to retailer applied 'best by' date sticker

Size and Growth

https://www.strategicmarketresearch.com/blogs/plant-based-food-statistics
https://infomineo.com/agriculture/plant-based-food-takeover/
https://sustainabledish.com/much-feed-take-produce-pound-beef/
https://www.pabeef.org/raising-beef/beef-lifecycle
https://education.nationalgeographic.org/resource/growing-season/

When the cattle reach about 600 – 900 pounds they are then transferred to a feedlot (unless they are grass-finished, in which case they spend their entire life on pasture.) The diet the cattle eat at a feedlot is between 70 – 90 percent grain, the other 10 – 30% of cattle feed comes from industrial byproducts like the grain leftover from distilleries, which doesn't compete with humans for food. At the feedlot, cows gain an average of one pound per six pounds of feed they consume. Market weight is approximately 1,200 – 1,400 pounds at an age of 18 – 22 months.

Once cattle reach market weight (typically 1,200 to 1,400 pounds at 18 to 22 months of age), they are sent to a packing plant (also called a processing facility)

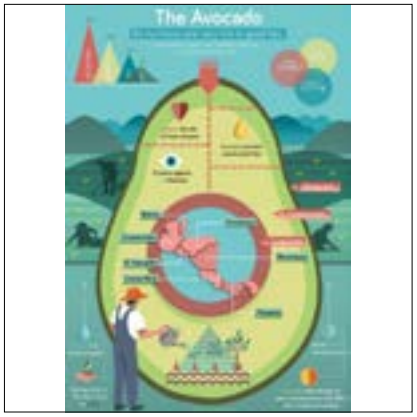
Most crops need a growing season of at least 90 days. In tropical regions, where it is warm year-round, the growing season can last the entire year.

Different Diets

https://proveg.org/article/why-you-should-sell-more-plant-based-meats/#easy-footnote-bottom-1-140518

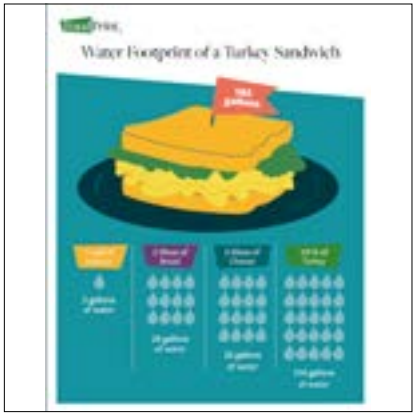
DESIGN RESEARCH

I like how the text fits into the footprint.

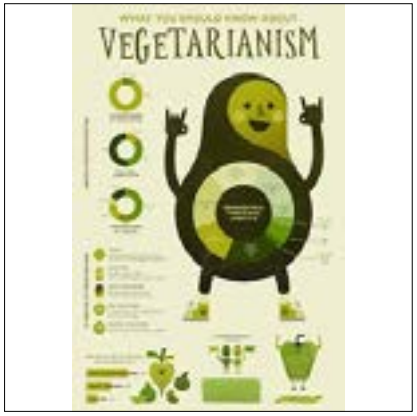


I like how the illustrations work with each other and with the facts.

I like how each type of energy is split into their own sections.



I like the use of water droplets to show how much water we use to produce each ingredent.



I like the use of different greens.

TYPOGRAPHY EXPLORATIONS

GREEN HOUSE

ABCDEFGHIJKLMNOPQRSTUVWXYZ12345678 90&

Use it for a decerative font.

Greenwashing Machine

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuV-
vWwXxYyZz1234567890&

Maybe use it for the title?

Kefa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtU-
uVvWwXxYyZz1234567890&

Use it for text type.

Helvetica

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsT-
tUuVvWwXxYyZz1234567890&

Used it for the title.

COLOR REFERENCE

Palette 1

C : 0
M : 51
Y : 100
K : 0

C : 73
M : 33
Y : 100
K : 20

C : 0
M : 93
Y : 100
K : 0

C : 3
M : 17
Y : 96
K : 0

Vegitable colors

C : 19
M : 82
Y : 87
K : 7

Meat color

Color Image Reference

DESIGN EXPLORATIONS

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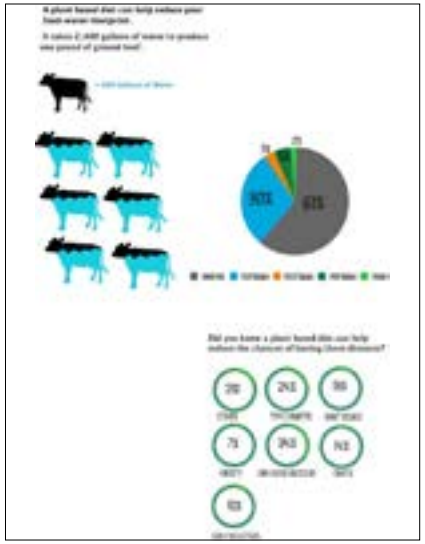
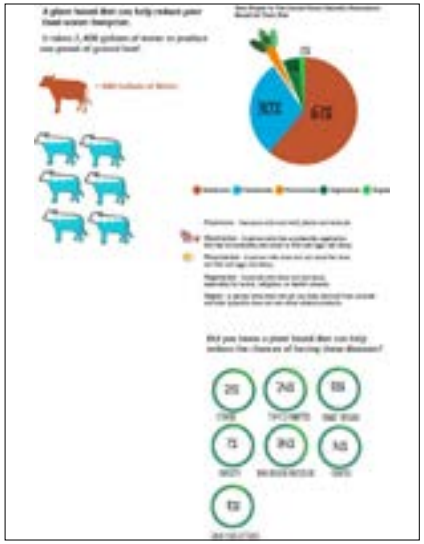
SKETCHES/NOTES

COMPUTER ROUGHS

Infographic Version 1

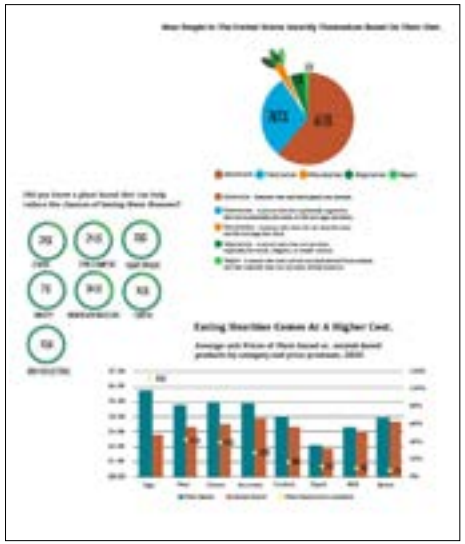


Infographic Version 2

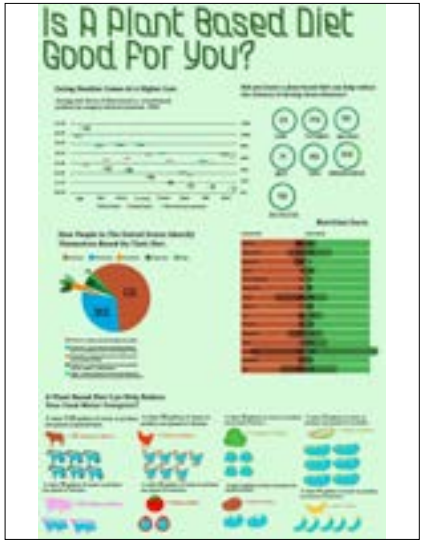


Infographic Version 3 (1/2)

Infographic Version 3 (2/2)

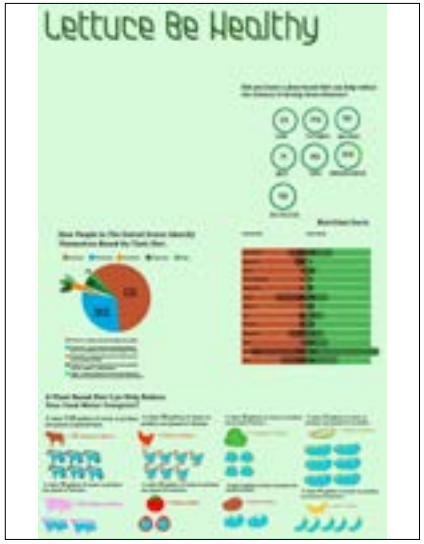


Infographic Version 4 (1/2)



Infographic Version 4 (2/2)

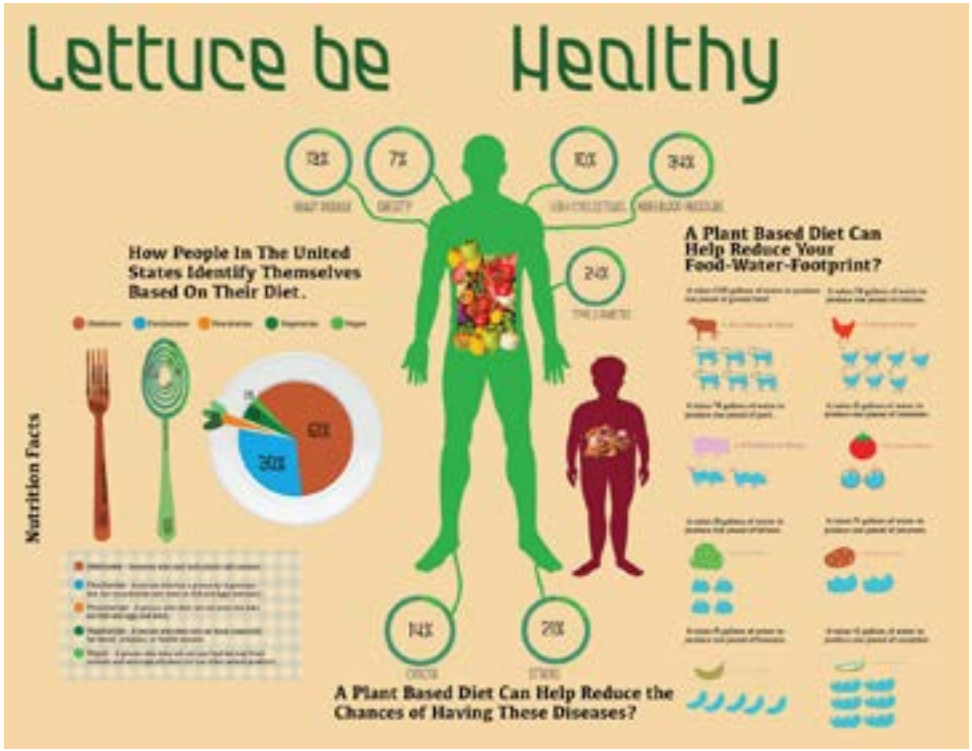
Infographic Version 5 (1/2)



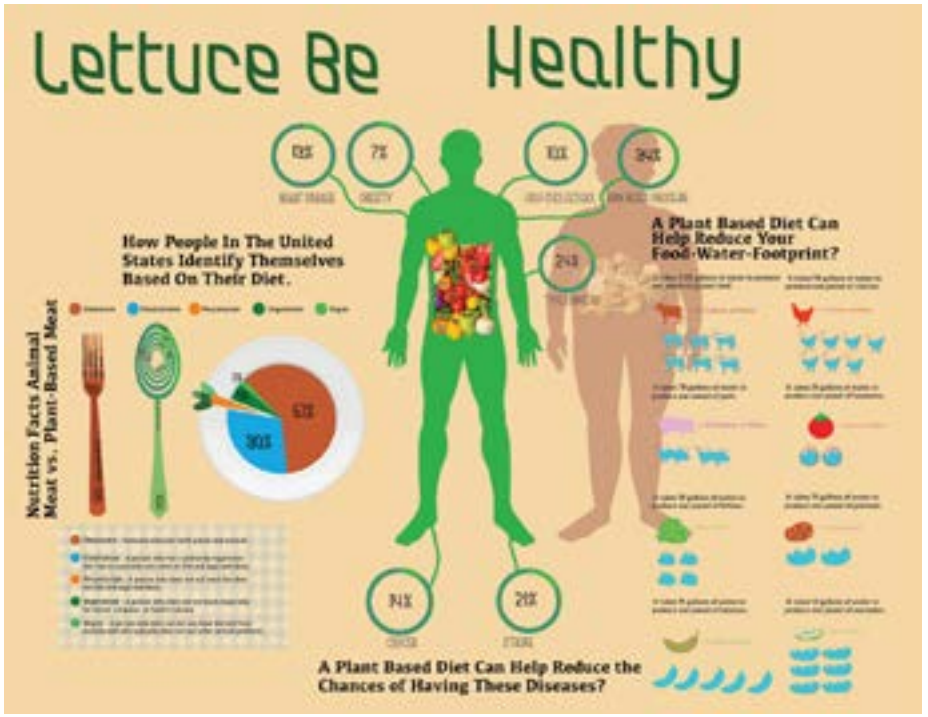
Infographic Version 5 (2/2)

COMPUTER REFINEMENT

Infographic Version 6

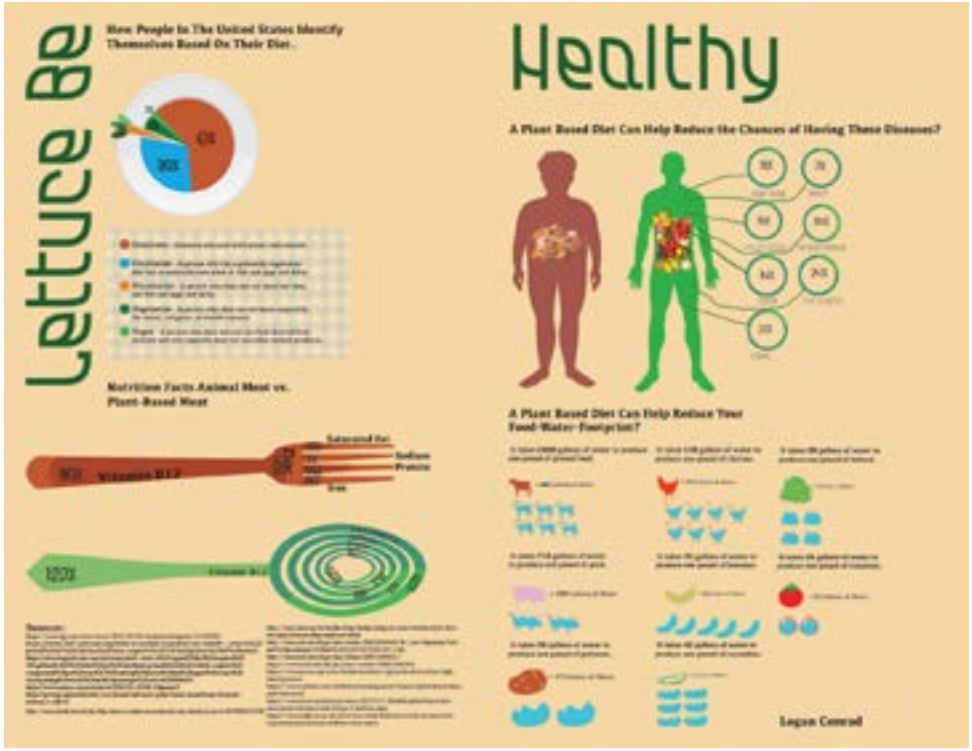


Infographic Version 7

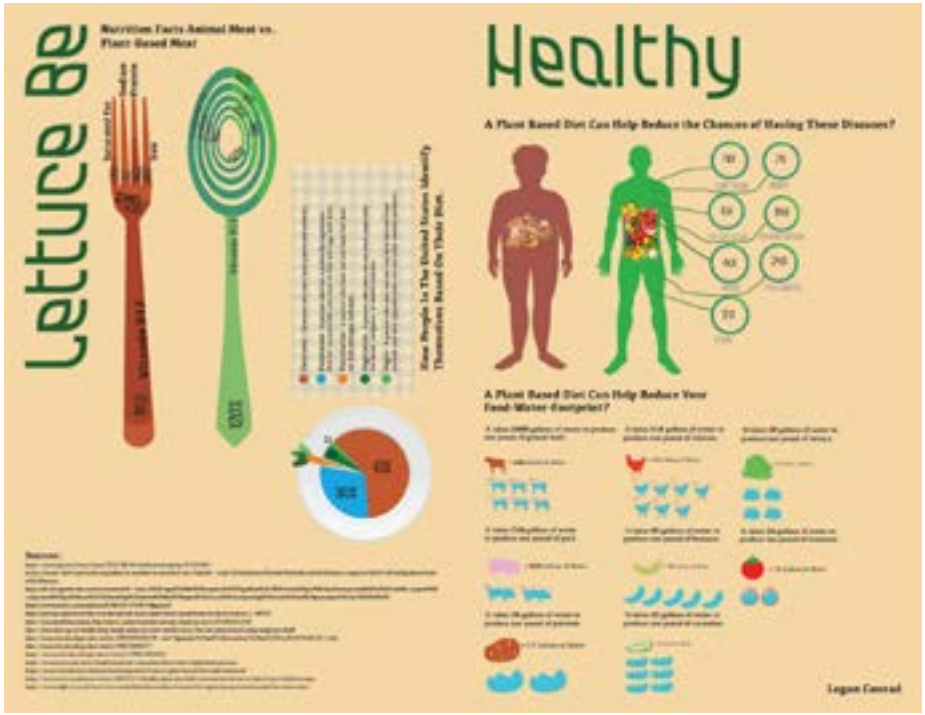


COMPUTER REFINEMENT

Infographic Version 8

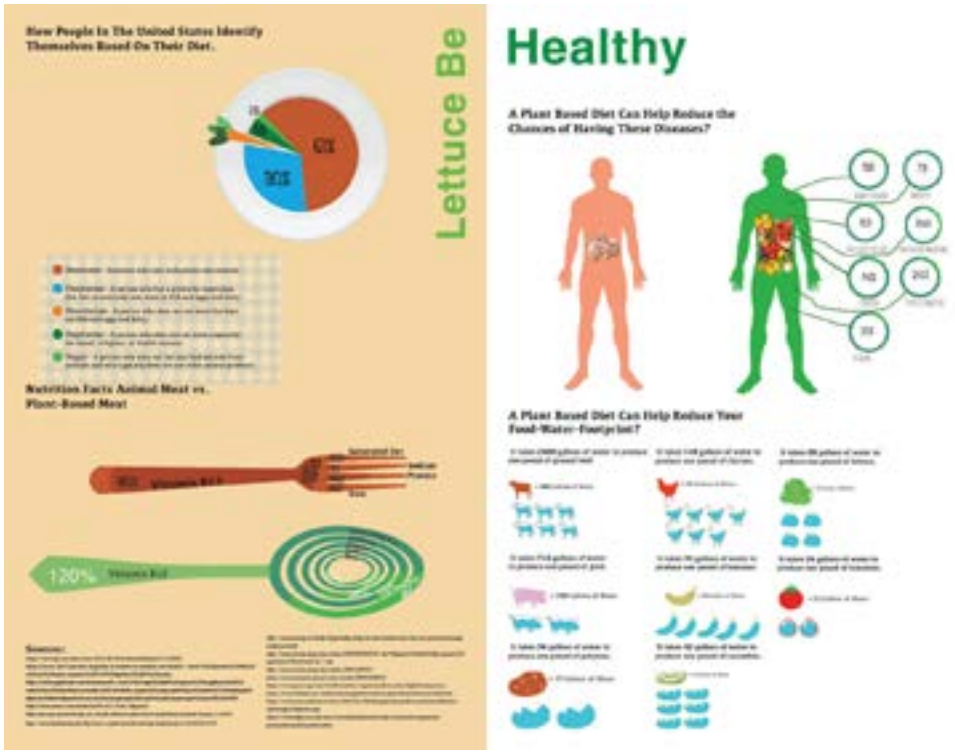


Infographic Version 9

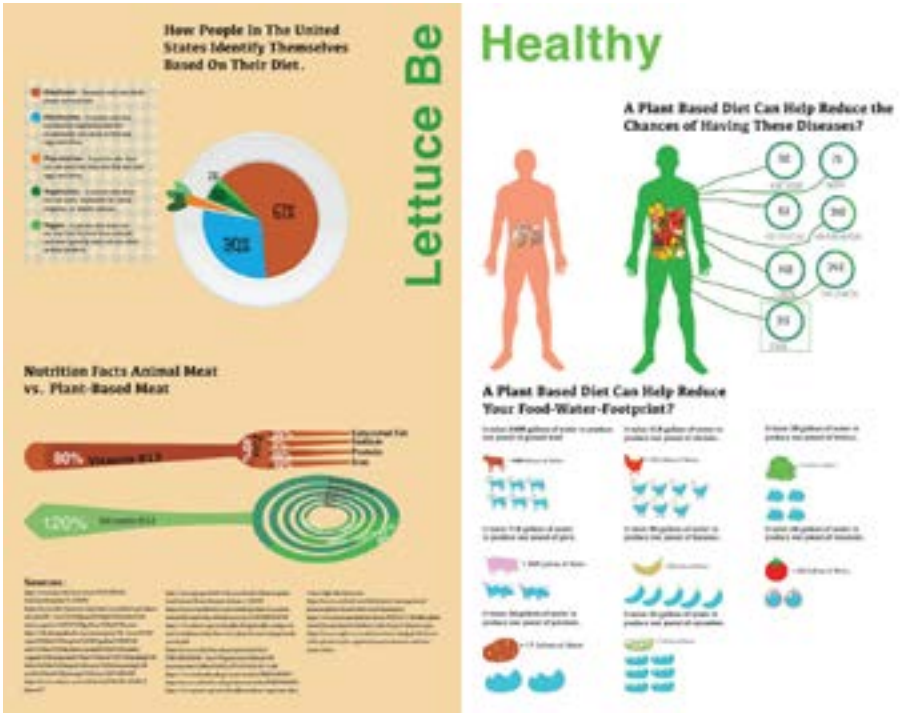


COMPUTER REFINEMENT

Infographic Version 10

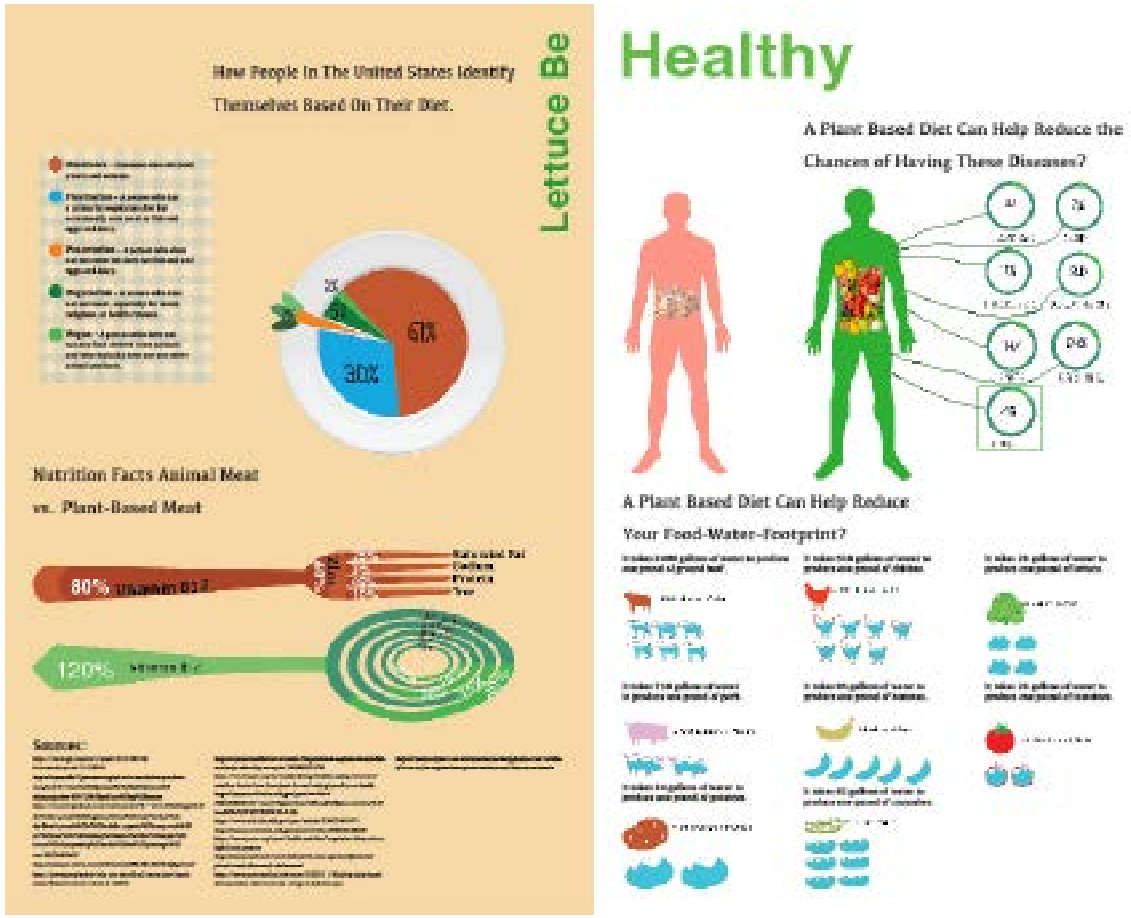


Infographic Version 11



COMPUTER REFINEMENT

Infographic Version 12



FINAL LAYOUTS

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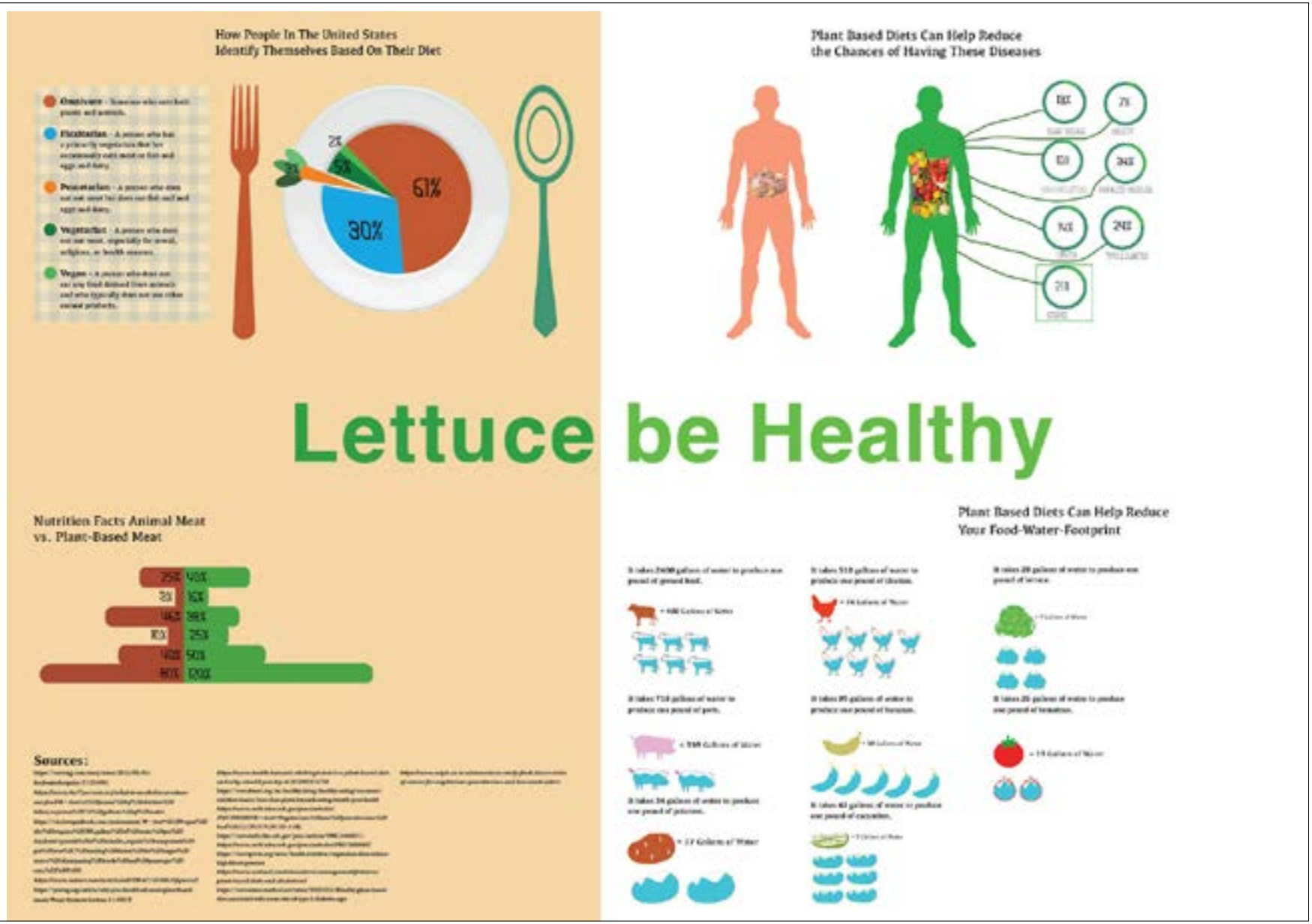
FINAL LAYOUT



LOGAN CONRAD

Infographic Process Book

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