

The background of the slide is a complex, abstract geometric pattern composed of numerous triangles of various sizes and colors, including shades of yellow, orange, red, pink, purple, blue, and green. The triangles are arranged in a way that creates a sense of depth and movement, with some triangles appearing to overlap others.

RESEARCH & KNOWLEDGE EXCHANGE

# **INFOGRAPHIC POSTER BRIEF**

The following posters were designed by second year students currently studying on the BA(hons) Graphic Design course at the University of Worcester.



**UNIVERSITY of  
WORCESTER**

# BACKGROUND

Research is often communicated through academic journal articles, conference presentations, and research posters, but infographic posters can help demystify academic jargon, making research more accessible.

## What is an infographic?

An infographic is a clear and visual representation of data and information. Leaning on elements like imagery, symbols, charts and diagrams, an infographic can make complex ideas easy to understand. The simple meaning of an infographic is to tell a story through visual aids. ([Abode, 2024](#))

# PROJECT BRIEF

At the University of Worcester, research is carried out within each of the academic schools.

School of Allied Health and Community | School of Arts | Institute of Education | School of Humanities | Three Counties School of Nursing and Midwifery | Three Counties Medical School | School of Psychology | School of Science and the Environment | School of Sport and Exercise Science | Worcester Business School

It is common practice for research teams of funded projects to commission infographics from external designers to help communicate their research findings. Following the success of the annual *Images of Research* exhibition and competition held at the Hive, the University of Worcester Doctoral School invited second year students from the BA (Hons) Graphic Design to create infographics that show key elements of research carried out by University of Worcester researchers.

# RESEARCH PROJECTS

The students were provided with the following research projects to choose from:

## **Championing Physical Activity for People Affected by Dementia**

*Dr Chris Russell*

Association for Dementia Studies, School of Allied Health and Community

## **Global Symptom Burden and Quality of Life in Chronic Kidney Disease (CKD)**

*Professor Dez Kyte*

Living Well with Long-Term Conditions Research Group, School of Allied Health and Community

## **Experiencing Sensory Overload Project**

*Sue Poultney*

*Kirsty Wedgbury*

Three Counties School of Nursing and Midwifery

## **What Do Applied Performance Analyst Employers Really Want?**

*Dr John Francis*

Coaching and Performance Research Group, School of Sport and Exercise Science

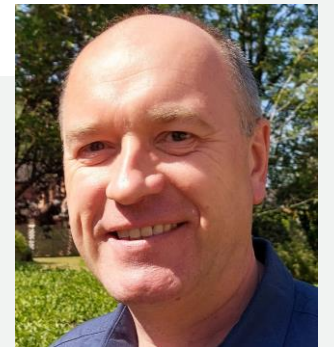


# CHAMPIONING PHYSICAL ACTIVITY FOR PEOPLE AFFECTED BY DEMENTIA

“Many people living with dementia are unable to routinely participate in physical activity because practitioners lack knowledge, confidence, or opportunity to assist.

The research investigated how a pioneering course – Championing Physical Activity for People Affected by Dementia - might address gaps in knowledge and confidence of practitioners. The course was provided to students working in care, health, housing, leisure, and sports settings, with the aim of enabling students to gain knowledge about dementia and feel more confident in the delivery of physical activity for people affected by dementia.”

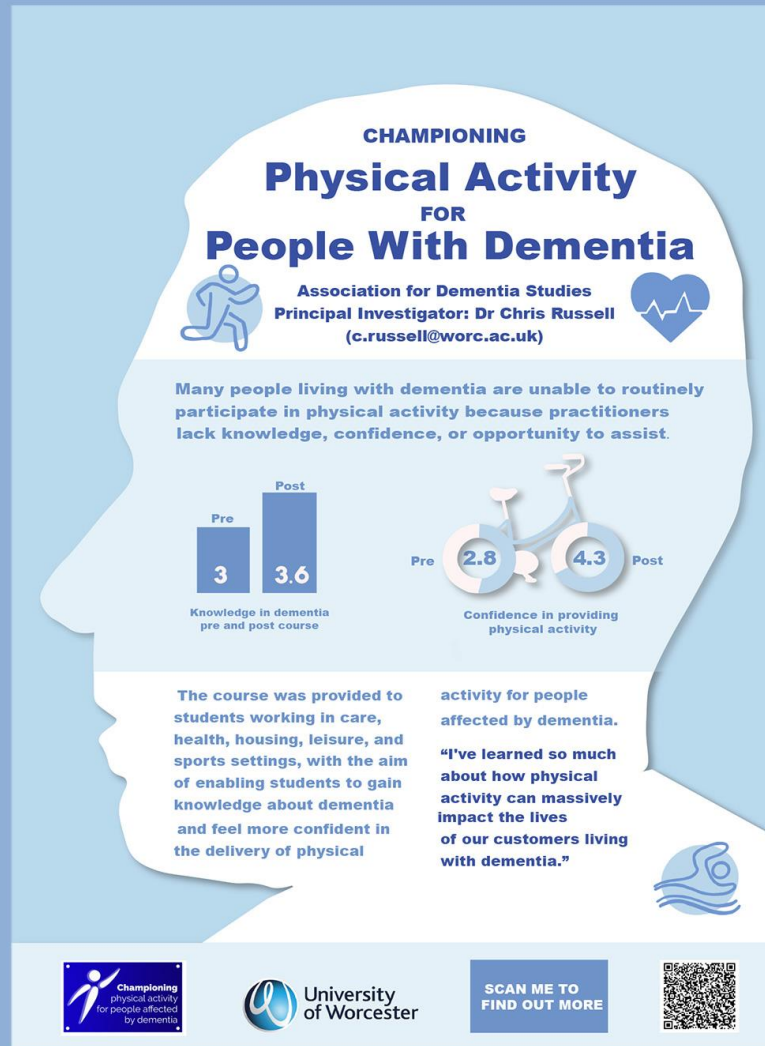
**Dr Chris Russell**  
Senior Lecturer in Dementia Studies,  
Association for Dementia Studies,  
School of Allied Health and Community



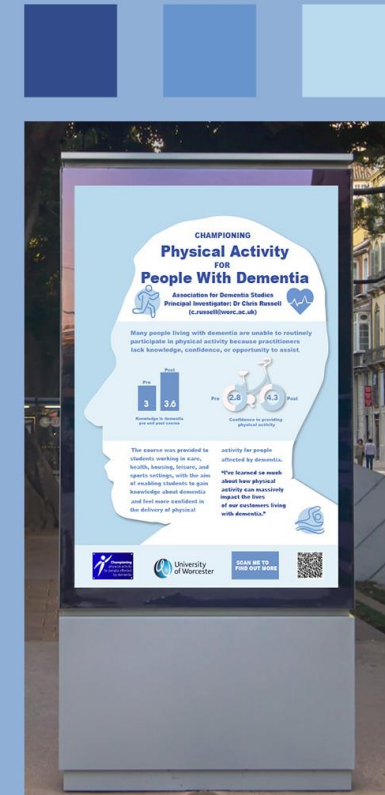
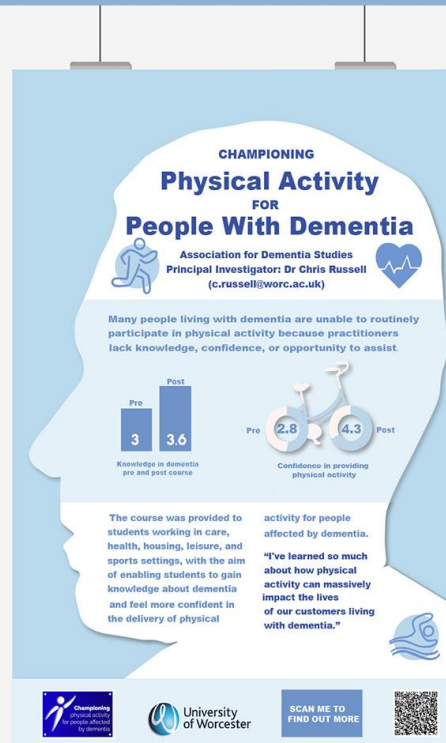
University of Worcester 2024

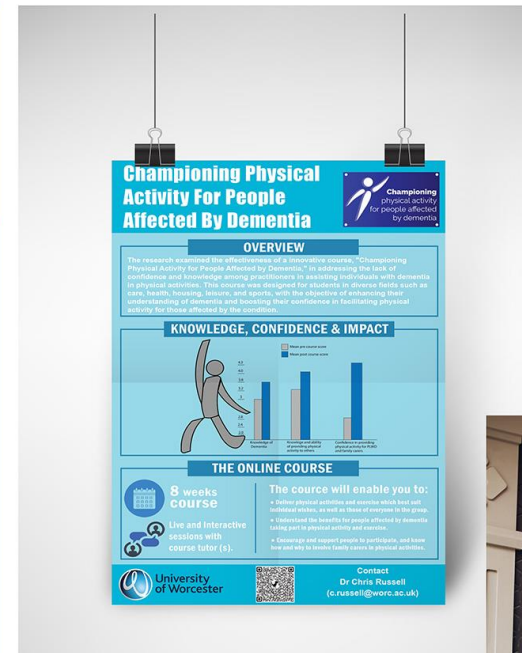
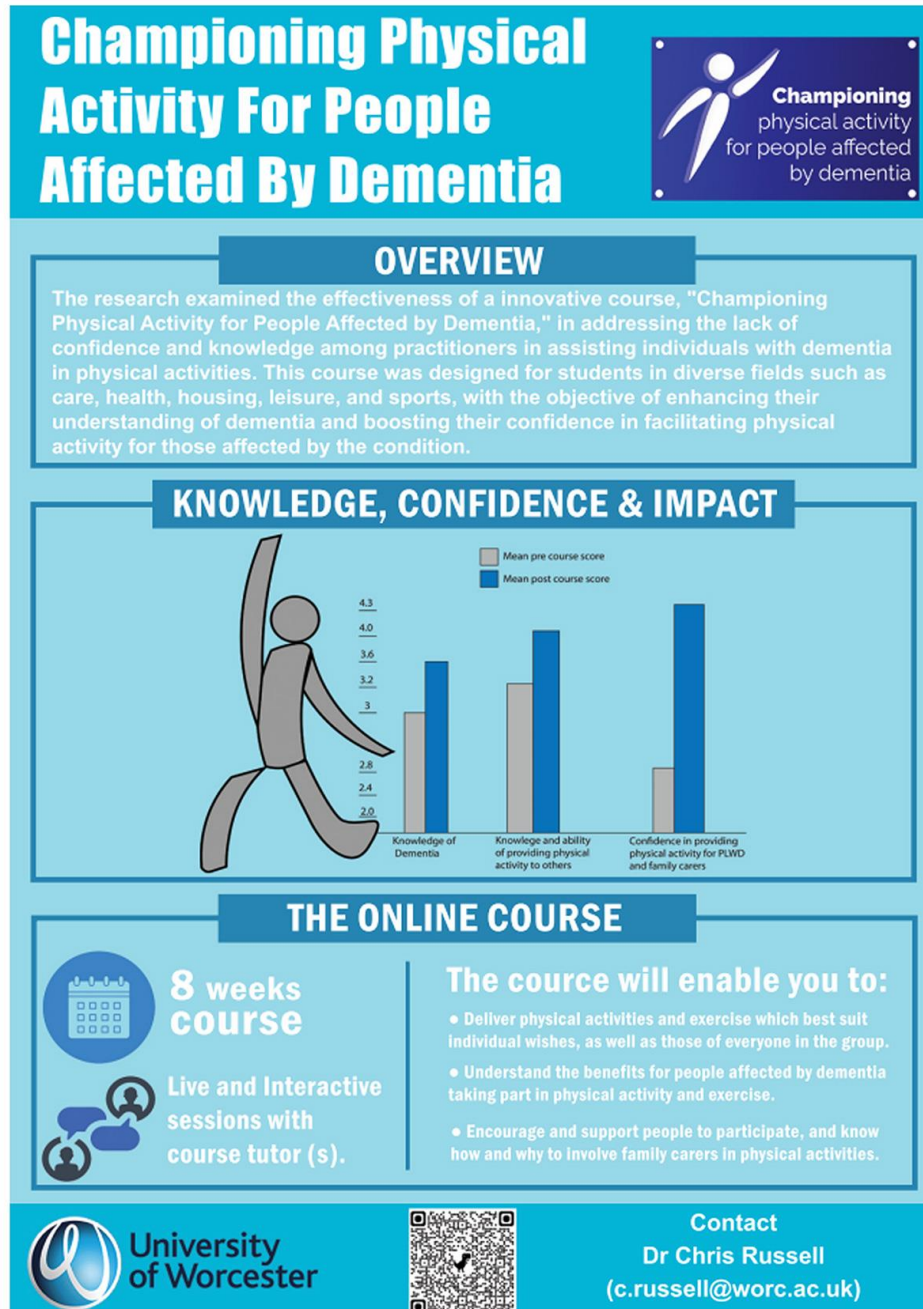
Digital Arts Centre GDES2010(2)

Charlotte Perks



For this brief I decided to design a poster for Championing Physical Activity for people Affected by Dementia which is led by Dr Chris Russell. For this design I thought it would be good to have a silhouette of a person and having all the information and infographic elements within the head of the poster. I have chosen these colours to link to the dementia friend logo which is blue. The ideal goal is that people will find the poster engaging to maybe partake in the course that they provide and educates people in the importance within Physical activity with people living with dementia.





Here I have mocked up my poster design to see how it would look if it was to be used in public. I can tell that it is visually appealing and will catch the eye of the public with the colour scheme used and with the infographics too.



AZWA MAHMOOD  
GDES2010- GRAPHIC DESIGN FOR PRINT  
UNIVERSITY OF WORCESTER





Main design

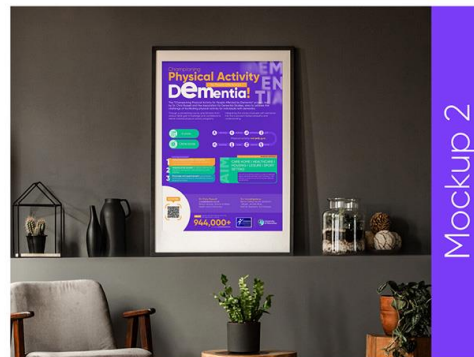
## GDES2010(2)

### Infographic Poster with Diagrams

Mockup 3



Mockup 1



Mockup 2

I've meticulously crafted visually captivating and graphically designed concepts for three distinct components: a comprehensive research poster and two meticulously detailed mockups. Each element has been carefully developed with the primary objective of seizing attention, drawing viewers into the content with an arresting color palette meticulously chosen to complement the subject matter. This selection of colors was not arbitrary; it was informed by in-depth research to ensure maximum impact and resonance with the intended audience.

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Digital Arts Centre, gdes 2010(2)

**Sagar Jha**  
Jhas2\_22@uni.worc.ac.uk

# GDES2010(2) Graphic Information Design

Chloe Evans  
 evac2\_22@uni.worc.ac.uk  
 University Of Worcester 2024

Final poster design

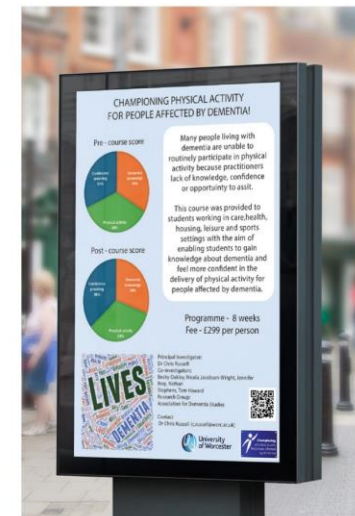


My aim with this poster was design something that wasn't too complicated to understand with the information and graphics. The graphics that have been used on my poster include pie charts and a word square filled with words associated with dementia.

Poster in context



Getting to see my poster in context is helpful because it shows me what it would look like in a real life experience if it was being displayed. I could not find a mockup of a library setting however, I like how the mockups look as the graphics are big enough to get the attention of people that could possibly see it if they go into the hive and all the information looks easy to read as it's not too small.



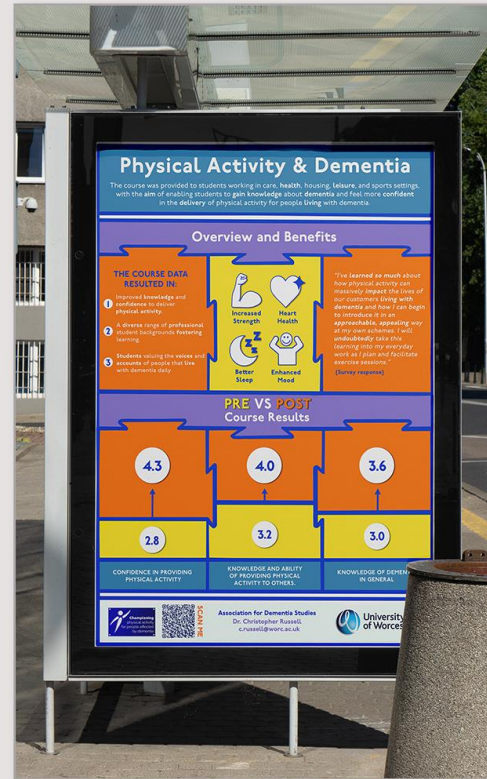
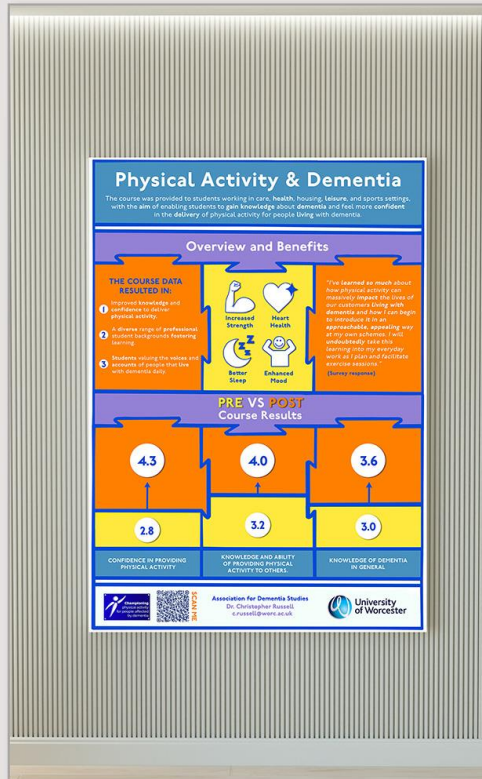
For my background colour and the colours included in my graphics I tried to use a dementia friendly palette I was happy with the result.



# GDES2010(2) Graphic Design for Print Design Board

Digital Arts Centre  
University of Worcester 2024  
Aimee Phillips - phia1\_22@uni.worc.ac.uk

Here is an example of my final infographic poster both singularly and in situ. The brief for this project was to create an A2 poster that communicated the data/information given to us by the researchers in a simple but also visually appealing way. This poster has been created for people living with dementia in mind, all of the colours featured are justified and dementia-friendly. Every effort was made to avoid using the colour black, for this exact reason as it apparently can be viewed as intimidating. The typography is easy to read and therefore, accessible for all members of the public. My first infographic is the pictograms evidenced in the middle of the yellow jigsaw piece - I wanted to make these as practical and uncomplicated as possible so chose a minimalist illustration style that wouldn't need much explaining. My second infographic was based off the pre/post course result data provided, I have tried to incorporate the information within the conjoined, jigsaw style layout for an aesthetically pleasing composition throughout. The infographic is intended to work similarly to an overlaying bar chart, I specifically chose this layout so that the audience can recognise the contrast in results with ease, through the use of scale and difference in colour.



## Physical Activity & Dementia

The course was provided to students working in care, health, housing, leisure, and sports settings, with the aim of enabling students to gain knowledge about dementia and feel more confident in the delivery of physical activity for people living with dementia.

### Overview and Benefits

#### THE COURSE DATA RESULTED IN:

- Improved knowledge and confidence to deliver physical activity.
- A diverse range of professional student backgrounds fostering learning.
- Students valuing the voices and accounts of people that live with dementia daily.



Increased Strength



Heart Health



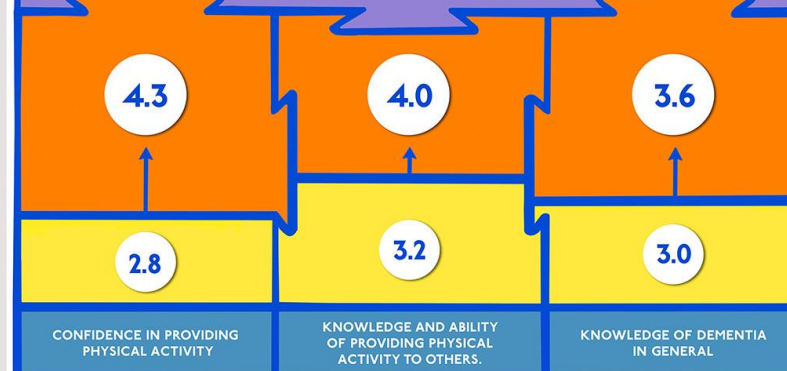
Better Sleep



Enhanced Mood

*"I've learned so much about how physical activity can massively impact the lives of our customers living with dementia and how I can begin to introduce it in an approachable, appealing way at my own schemes. I will undoubtedly take this learning into my everyday work as I plan and facilitate exercise sessions."*  
(Survey response)

### PRE VS POST Course Results

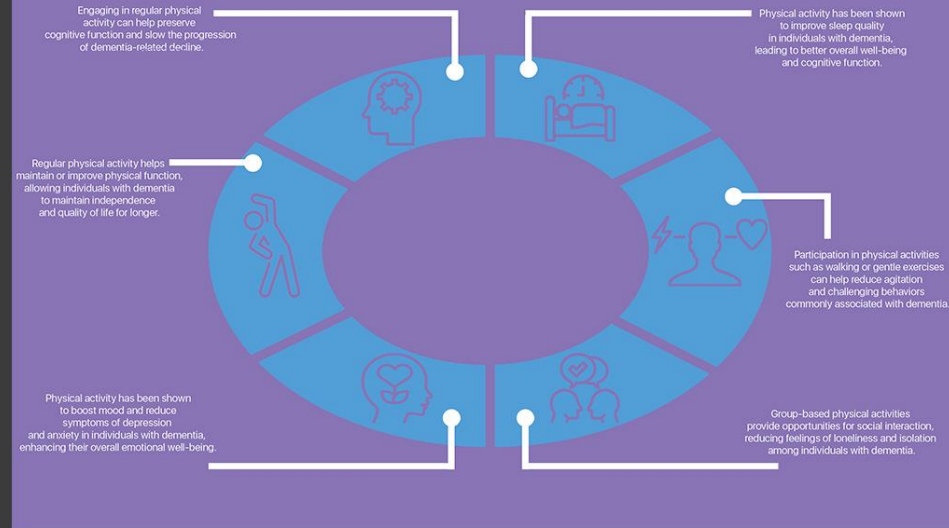


SCAN ME

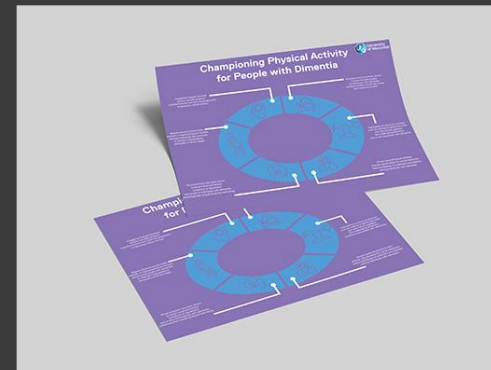
Association for Dementia Studies  
Dr. Christopher Russell  
c.russell@worc.ac.uk



## Championing Physical Activity for People with Dementia



In designing this infographic poster, I've opted for soothing pastel colors, a clear, readable font, and strong color contrasts to ensure accessibility and engagement for all viewers. Infographic icons offer visual cues, enhancing understanding and inviting exploration. These stylistic choices prioritize inclusivity and ease of comprehension, empowering caregivers, healthcare professionals, and individuals with dementia to embrace the benefits of physical activity with clarity and compassion.



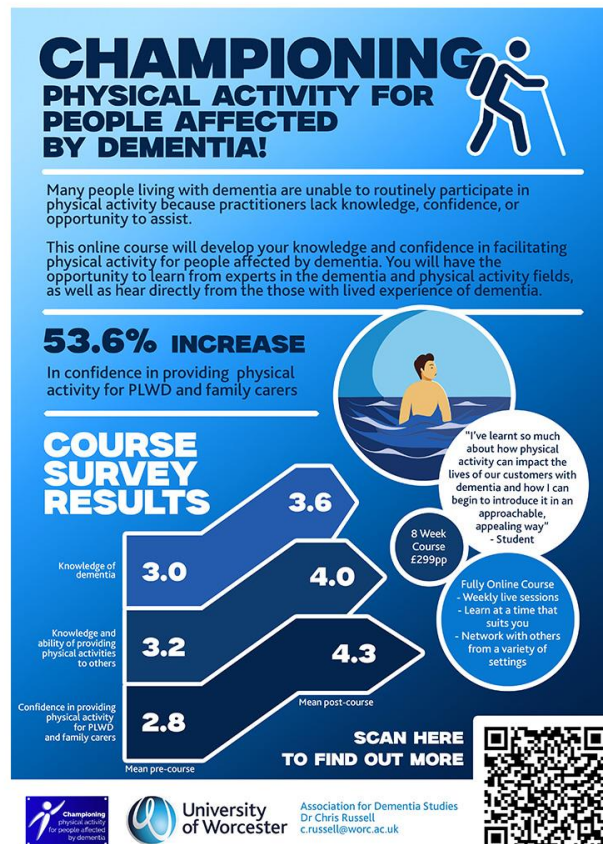
Utilizing mockups to view my poster in various settings offers invaluable insights into its real-world impact. By visualizing how it integrates into different environments, I ensure its effectiveness and resonance. This process allows for fine-tuning of design elements and ensures optimal engagement and communication with the intended audience, enhancing the overall efficacy of the poster.



# GDES2010 DESIGN BOARD

My main goal with this project was to create an infographic that was both innovative and recognisable as property of the university. In order to do this, I chose to abide by the colour palette and typeface already used within university design. I also chose to do this as blue is often used to represent awareness for dementia. I decided to utilise a simple layout in order to strengthen the visual hierarchy and make the information easier to follow.

**MILKER Bliss 2**



**IN SITU MOCK UPS**



# LACEY SMITH GDES2010(2) GRAPHIC DESIGN INFORMATION

## Championing Physical Activity for people affect by Dementia

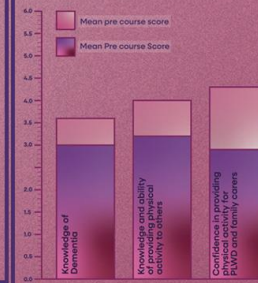
I have mocked up a the poster on different type of boards to present for the research on "Championing Physical Activity for people affect by dementia". This poster was an attempt to educate the public or anyone who seemed to walk past this poster and be intrigued by it, from the colours that represent dementia awareness to the fun design to go along with the text.



## CHAMPIONING PHYSICAL ACTIVITY FOR PEOPLE AFFECTED BY DEMENTIA

Developing and piloting an online course to enhance the knowledge and confidence of practitioners to deliver leisure and physical activities for people affected by dementia.

### COURSE SURVEY RESULTS



### PROJECT ORIGINS

- Those with dementia are often inactive and face inequality in physical activity participation.
- Despite recognising its benefits, they tend to be inactive.
- Accessibility challenges and staff misunderstandings exacerbate this.
- This can lead to withdrawing from once-valued activities.

“It covers a really important topic that has been neglected by both the care industry and the fitness industry”

Survey Response

### STUDENT RESPONSE

“I've learnt so much about how physical activity can impact the lives of our customers with dementia and how I can begin to introduce it in an appealing way”

### PROJECT OVERVIEW

- Enhance skills in leading physical activities for dementia patients
- Learn from experts and those with first-hand experience
- Ideal for professionals in sports, leisure, health, care, or community services working with dementia patients or caregivers.

### PHYSICAL ACTIVITY'S

There are different types of movements and exercises that are more suitable to people depending on the stage of dementia and their physical abilities.

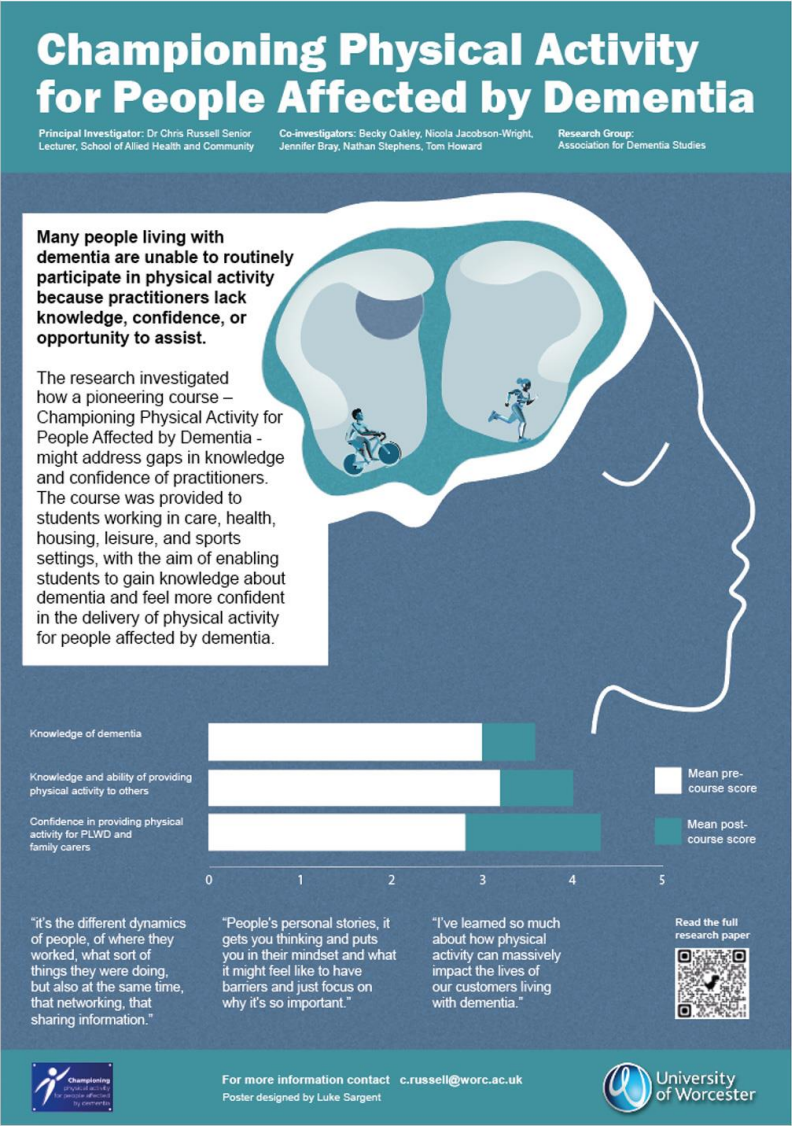


Dr Chris Russel  
01905542635  
c.russel@worc.ac.uk





Luke Sargent | SARL1\_22@UNI.WORC.AC.UK



This final poster design is the outcome listening to feedback from clients and tutors, and exploring various ways to present data. I kept refining the design until it was clear, interesting, and aligned with the university's style. This poster shows what I've learned and how I've grown during this project.

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Digital Arts Centre, Gdes 2010(2),  
Luke Sargent  
[sargentlukesargent@gmail.com](mailto:sargentlukesargent@gmail.com)

"highlighted and reinforced the importance of physical interaction and activity... and that it's not just the physical, that it is the cognitive, the social, the emotional aspect of it as well" (Care Home Worker)

"highlighted and reinforced the importance of physical interaction and activity... and that it's not just the physical, that it is the cognitive, the social, the emotional aspect of it as well" (Care Home Worker)

"It covers a really important topic that has been neglected by both the care industry and the fitness industry" (survey response)

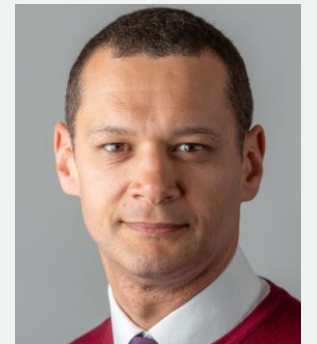


# GLOBAL SYMPTOM BURDEN AND QUALITY OF LIFE IN CHRONIC KIDNEY DISEASE (CKD)

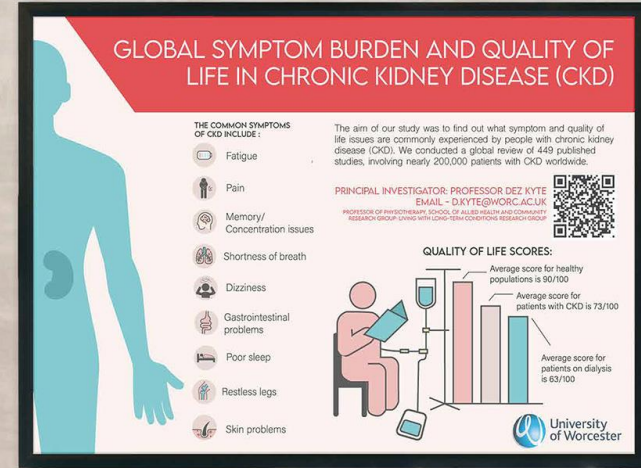
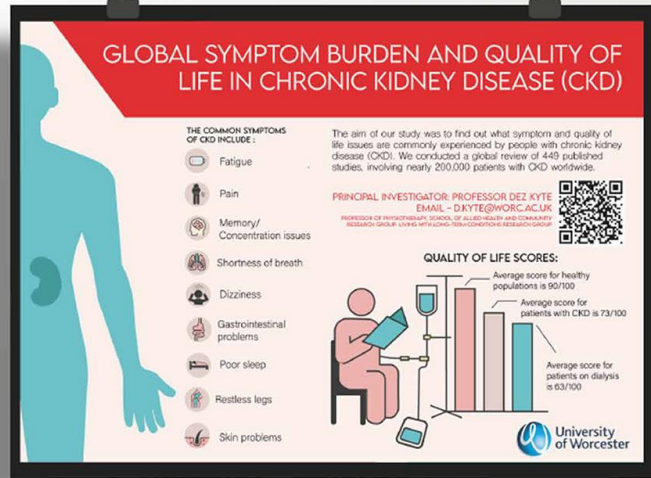
“The aim of our study was to find out what symptom and quality of life issues are commonly experienced by people with chronic kidney disease (CKD).

The findings of this study will help healthcare professionals better target treatment to address the symptoms and quality of life issues that matter most to patients.”

**Professor Dez Kyte**  
Professor of Physiotherapy,  
Living Well with Long-Term Conditions Research Group,  
School of Allied Health and Community







Here are mock-ups demonstrating how the Information Graphic on "The Global Symptom Burden and Quality of Life in Chronic Kidney Disease (CKD)" could be displayed within the Hive Library. The striking red title is intended to immediately captivate the audience. Meanwhile, the pictograms and infographics are crafted to maintain their interest and streamline the information, making it accessible for the general public.

Seeing the poster in this context is useful, because it allows us to see how appropriate it would be in a real life setting.

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 Digital Arts Centre, Gdes 2010(2).  
 Ashleigh Priest, Pria2\_22@uni.worc.ac.uk



# GDES 2010(2) Infographic Poster with Diagrams

## Final Design



## Design in Context

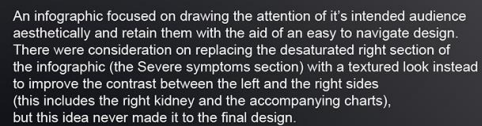


The aim was to create an infographic poster for the Living with Long-Term Conditions Research Group on the project titled 'Global Symptom Burden and Quality of Life in Chronic Kidney Disease (CKD)' for the University of Worcester.

The main infographic, inspired by the shape of a kidney, shows the most prevalent symptoms of people affected by CKD in vibrant, kidney inspired colours.



Henry Idowu | IDOH1\_21@UNI.WORC.AC.UK



University of Worcester 2024  
Digital Arts Centre, GDES 2010(2)  
Henry Idowu  
idoh1\_21@uni.worc.ac.uk

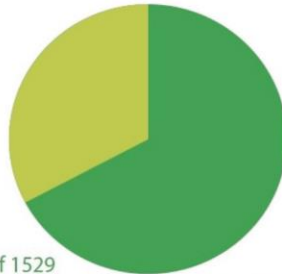


# Symptom Burden and Health-Related Quality of Life in Chronic Kidney Disease.

## Common Symptoms for CKD sufferers:

- Fatigue,
- Pain,
- Memory/concentration issues,
- Poor sleep,
- Skin problems,
- Gastrointestinal problems,
- Dizziness,
- Restless legs,
- Shortness of breath.

## Research papers data:

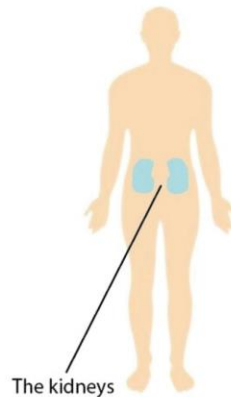


## Quality of life scores:

Average score for patients with CKD receiving dialysis is 63/100.

Average score for patients with CKD is 73/100.

Average score for healthy populations approximately 90/100.



The aim of the study was to find out what symptom and quality of life issues are commonly experienced by people with chronic kidney disease (CKD).

Research group - Living with Long-Term Conditions Research Group.

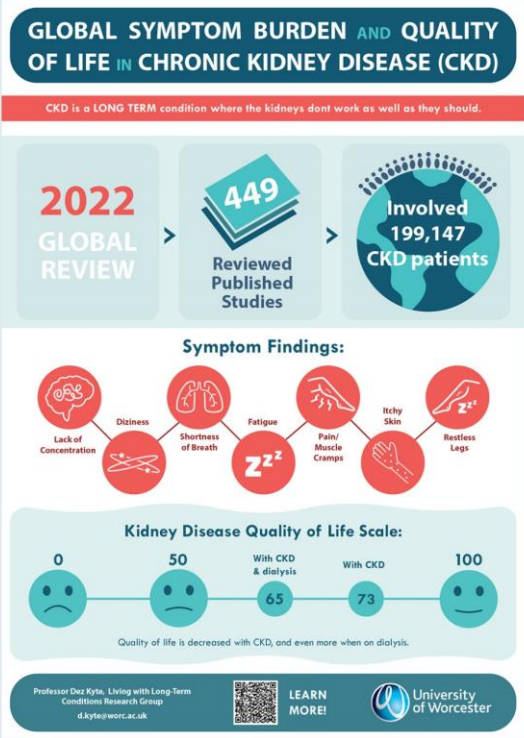
Researchers - Derek Kyte, Benjamin Fletcher, Sarah Damery, Olalekan Lee Aiyegbusi, Nicola Anderson, Melanie Calvert, Paul Cockwell, James Ferguson, Mike Horton, Muirne Paap, Chris Sidey-Gibbons, Anita Slade, Neil Turner.



This is the final design of the CKD infographic poster, shown situated in a library style setting. By working with clients, researcher and gaining information and an understanding of my own, I created the piece I thought best fit the brief as well as bringing in other aspects such as a suitable colour scheme and a subtle amount of the incredible research I was given.

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Digital Arts Centre GDES2010(2)  
Amelia Fudge - amelia.fudge@icloud.com





My layout and choices.

Heading with a large bold title and a dark colour behind to draw attention.

Sub heading is a very short and concise statement about what CKD is so that the users can get a fast understanding of what they are about to learn about.

The first section breaks up the research and how it was conducted. The title of it being a global review, how many studies reviewed and then how many patients were involved across these studies.

The Symptom Findings section is an important part of what the research found. It includes a list of 7 symptoms for people who have CKD. I gave each of these a pictogram to make them easily understandable.

The scale at the bottom represents the effect CKD has on peoples quality of life. This is shown by the title and the smiley faces which the general public (target audience) will be able to differentiate as good and bad.

The footer is a lighter colour than the header so that it doesnt overpower the rest of the poster. It contains who the researchers are, a QR code to find out more and the University of Worcester logo to show the involvement.

I used colour throughout this to break the posters layout up and also connote importance. Red sticks out the most on this poster so I used it where I felt was important information. The symptom findings in red is in the middle to break up the blue across the rest of the poster as this helps to determine the sections.

University of Worcester 2024  
Digital Arts Centre, GDES 2010 (2)  
Elouise Verdon vere1\_22@uni.worc.ac.uk



In situ photo no.1



In situ photo no. 2

Elouise Verdon | VERE1\_22@UNI.WORC.AC.UK

# EXPERIENCING SENSORY OVERLOAD PROJECT

“The Experiencing Sensory Overload Project (ESOP) is an exciting, sustainable and impactful teaching innovation that exposes students to the challenges of autism, neurodivergence and sensory overload.

The immersive simulation requires students to undertake a range of (seemingly) simple, time-pressured activities whilst their senses are being overloaded. Students undertake a virtual reality experience giving them a view of an overwhelming world. The voice of lived experience is embedded throughout.

ESOP has been evaluated as a successful learning experience by student nurses that could be employed in a variety of settings, for anyone who works with people.”

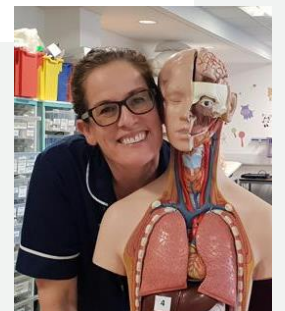
**Sue Poultney**

Senior Lecturer in Children's Nursing

**Kirsty Wedgbury**

Senior Lecturer in Adult Nursing: Skills and Simulation

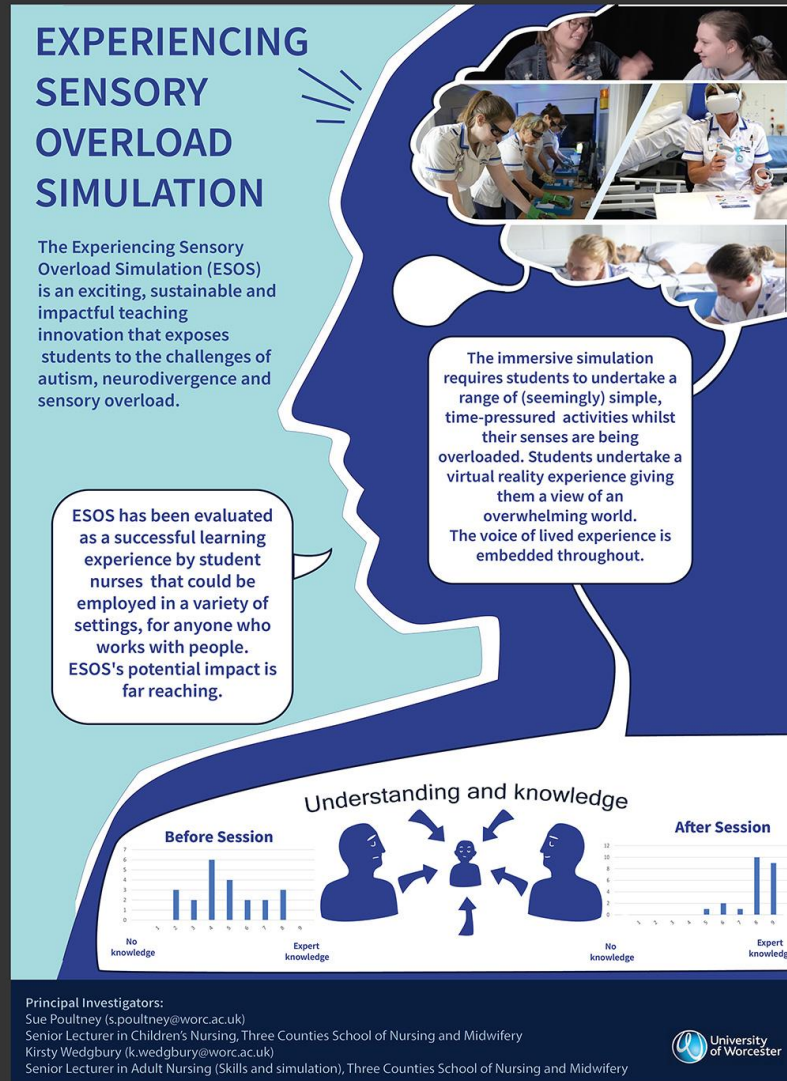
Three Counties School of Nursing and Midwifery



# GDES 2010(2) Graphic Design for Print DESIGN BOARD

University of Worcester 2024  
Digital Arts Centre, Gdes 2010(2),  
Zuzanna Bryzek zbryzek@gmail.com

## Final Design



My main aim for this brief was to create a simple yet effective image to translate the context of the poster through visual language, making it informative and accessible to the general public who do not have expert knowledge on the subject of my chosen researchers.



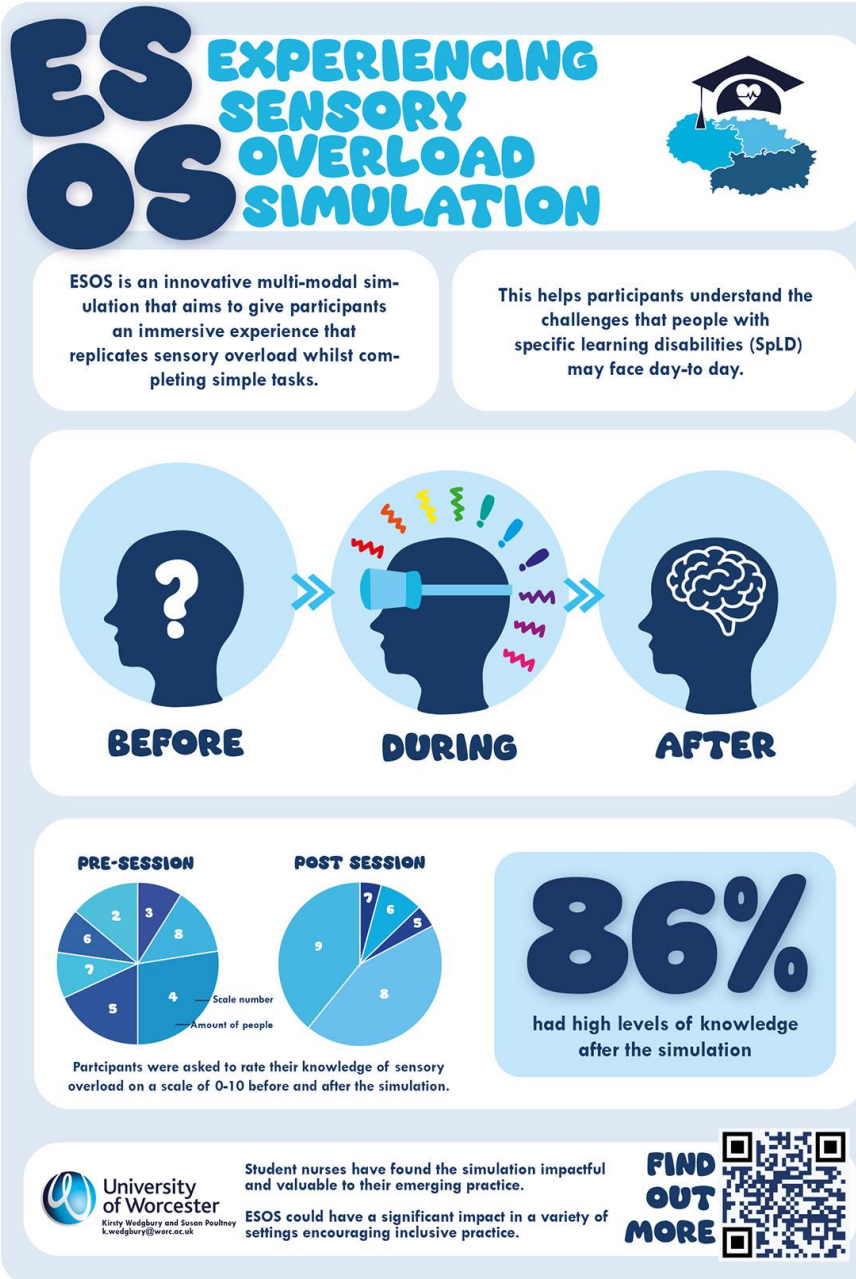
The calm and soothing colour palette I have chosen should be helpful to dyslexic readers alongside people who are neurodivergent. It also represents the University.

## Poster in context





## GDES2010 INFOMATION GRAPHICS



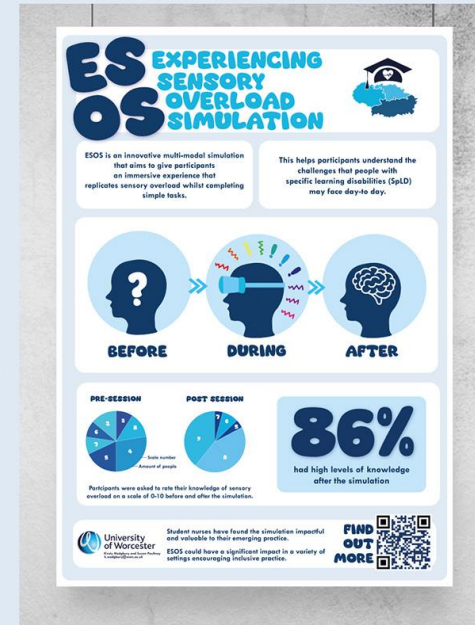
## EXPERIENCING SENSORY OVERLOAD SIMULATION

My aims for the brief were to create an infographic based on research studied at the University of Worcester. The poster had to be informative, creative and eye catching while staying simple and accessible.

ESOS is a research project which aims to demonstrate the reality of Sensory Overload to bring awareness and support to the needs of those affected.

Creating this infographic pushed me as a designer to think strategically as well as creatively to demonstrate data to a broad audience.

Through many weeks of research, experimentation and user testing I came to a conclusion including data visualisation techniques and pictograms to represent the successful research.



Overcoming obstacles such as colour pallets, layout and accessible fonts expanded my knowledge on different audiences and how they take in information.

Seeing the Poster on Mock Ups is useful as it demonstrates how the public may see it from a real-life perspective. After looking at the poster in context I recognise that the information is large enough to be analysed from a distance and the colour and typeface combination works well together.

Ensuring the public can see the information is important because it can draw them in further to understand more.

University of Worcester 2024  
Digital Arts Centre, Gdes 2010(2),

LAURA DUNCAN  
dunl1\_22@uni.worc.ac.uk



# Experimenting Sensory Overload Simulation

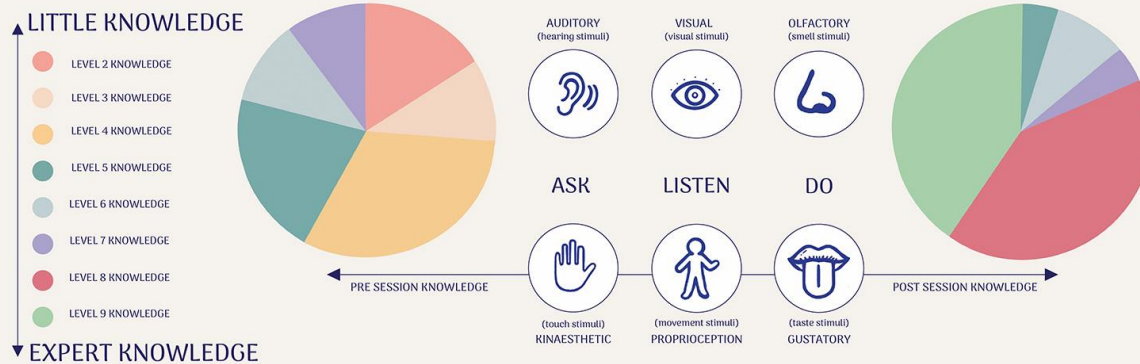
The Experiencing Sensory Overload Simulation (ESOS) is an exciting, sustainable and impactful teaching innovation that exposes students to the challenges of autism, neurodivergence and sensory overload.



The immersive simulation requires students to undertake a range of (seemingly) simple, time-pressured activities whilst their senses are being overloaded.

Students undertake a virtual reality experience giving them a view of an overwhelming world. The voice of lived experience is embedded throughout

→ 'A STUDENT' WEARING VR HEADSET



RESEARCHERS

KIRSTY WEDGBURY | K.WEDGBURY@WORC.AC.UK  
SUSAN POULTNEY | S.POULTNEY@WORC.AC.UK

SCAN FOR MORE INFORMATION



## ESOS FINAL POSTER DESIGN

My hopes for this brief was to create an engaging and clear visual design translating the 'Experiencing Sensory Overload Simulation' data of students' knowledge before and after taking part in the simulation study. I also wanted to mindful of readability and ensuring the poster was visually stimulating and appropriate for a public audience.

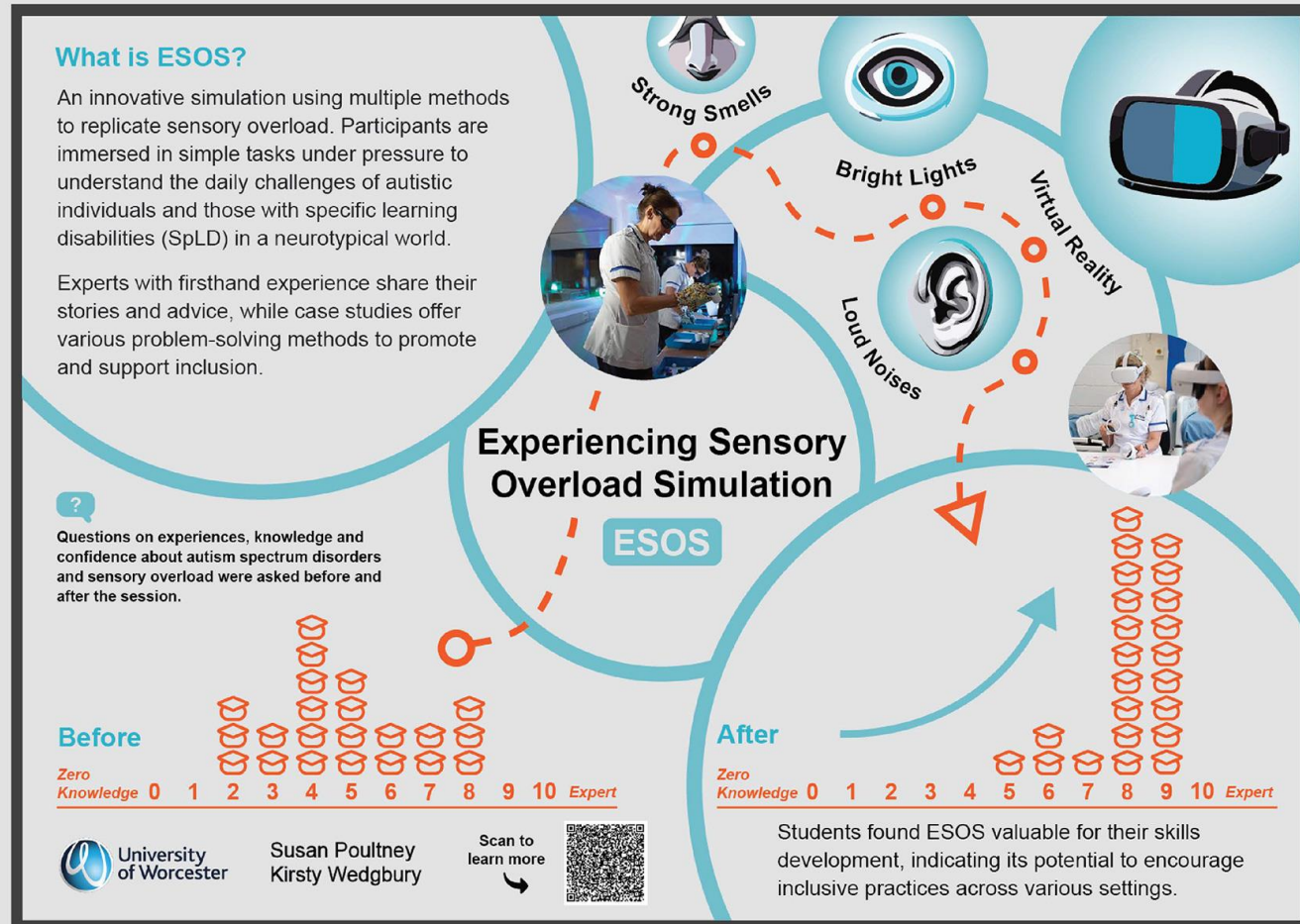


DESIGNS  
IN-SITU



# GDES210(2) Infographic Poster With Diagrams

University of Worcester 2024  
Digital Arts Centre, GDES210(2)  
Ethan Tammo (22007911)

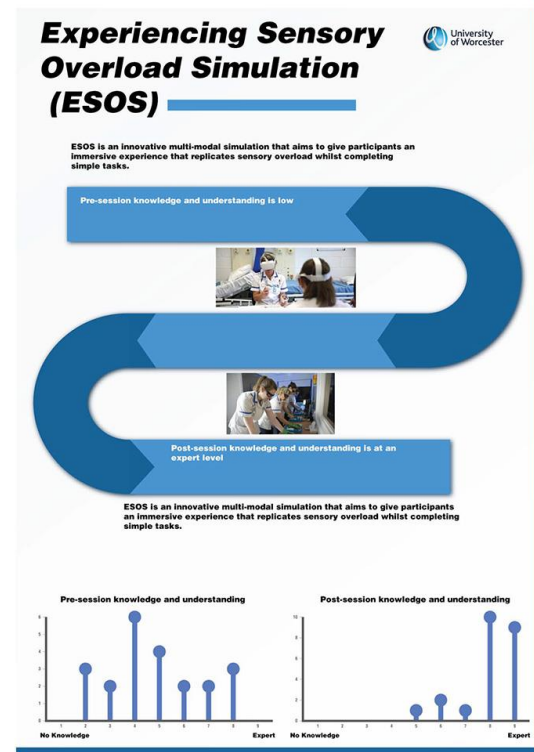


One of the main goals of the poster was to highlight the shift in knowledge from before completing the simulation to afterwards. I created a before and after bar-chart using the data provided, and used simple pictograms to represent the students who completed the simulation. A pathway allows readers to see some of the senses that are overwhelmed during the simulation. Accessibility for those with dyslexia was also significant in my design choices, with an accessible typeface and a high contrast colour scheme.

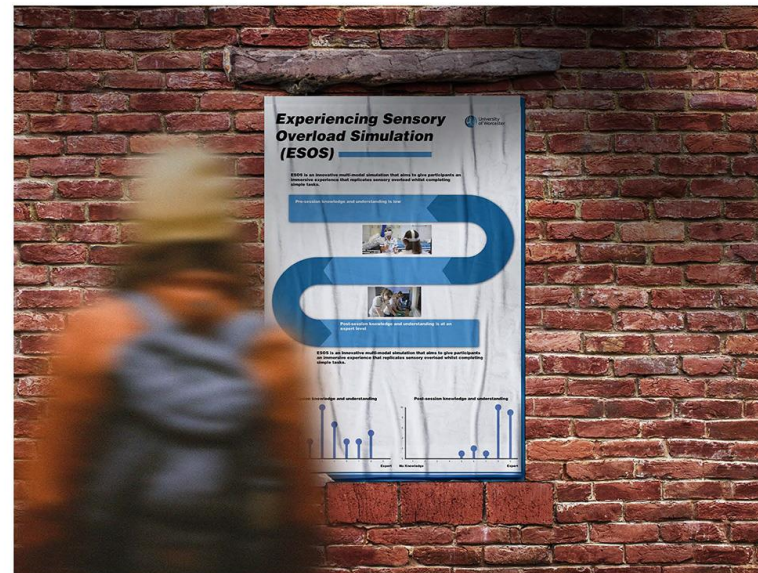


# GDES2010- DESIGN FOR PRINT: EXPERIENCING SENSORY OVERLOAD SIMULATION (ESOS)

MY IDEA WITH THIS DESIGN IS TO VISUALLY REPRESENT THE JOURNEY A LEARNER GOES THOUGH THROUGH THE ACTIVITIES SET. I DID THIS BY USING THE PATHWAY INFOGRAPHIC AS WELL AS THE USE OF NUMERICAL DATA VIA THE BAR CHARTS. I HIGH CONTRASTING COLOUR PALLET ADDS A LOT OF VIBRANCE TO THE POSTER, WHICH IS HIGHLIGHTED IN THE MOCKUPS.



FINAL DESIGN





# Gdes2010(2) Infographic Poster With Diagrams

Final Poster



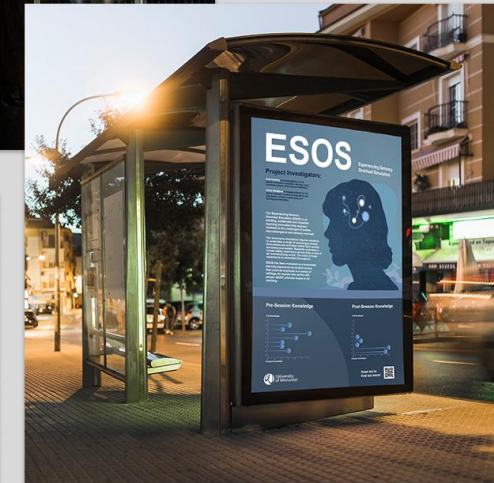
In situ Indoors 1



In situ Indoors 2

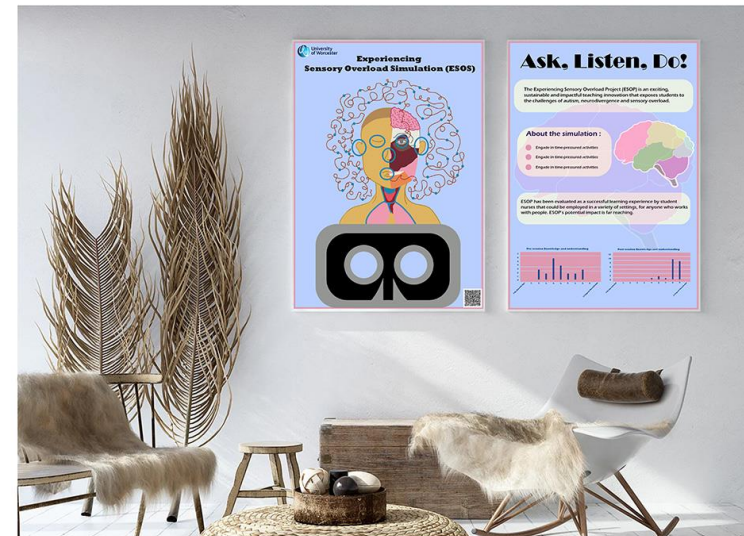
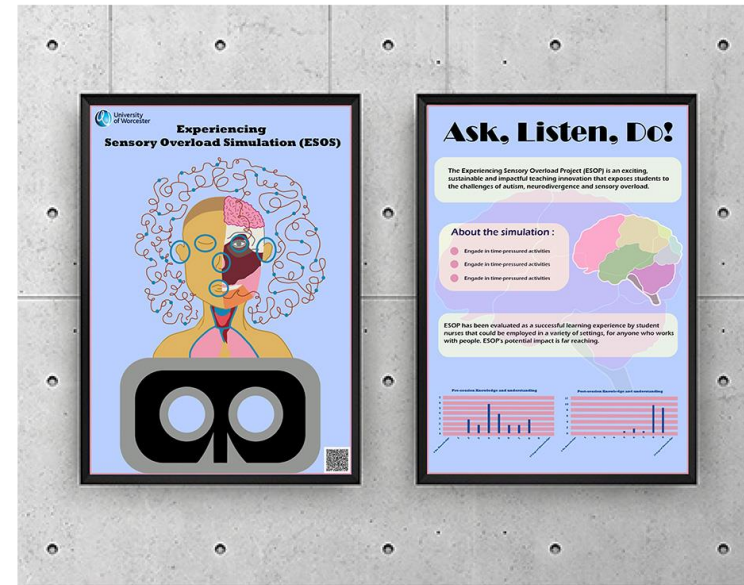
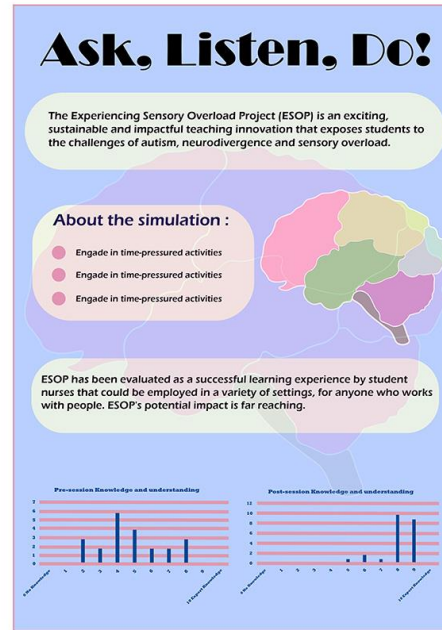
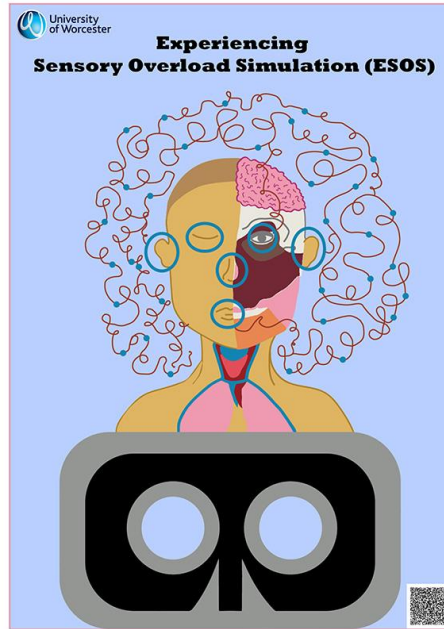


In situ Outdoors



For this brief, I wanted to create a poster that would stand out to the specific target audience being people effected via Autism, Neurodivergence & Sensory Overload, Family & friends of those effected and Student's who want to be educated as a support worker. I feel though I've somewhat accomplished this through the use of colour palette being bright and to the brief. Large text for the title which is legible from afar. And it includes an engaging illustration which livens up the poster, along with easily understood bar charts. The Mock ups show the versatility in terms of location, and how the poster would stand out to the intended audience. They also give an understanding of how it may look posted up in the Hive Library, Worcester.





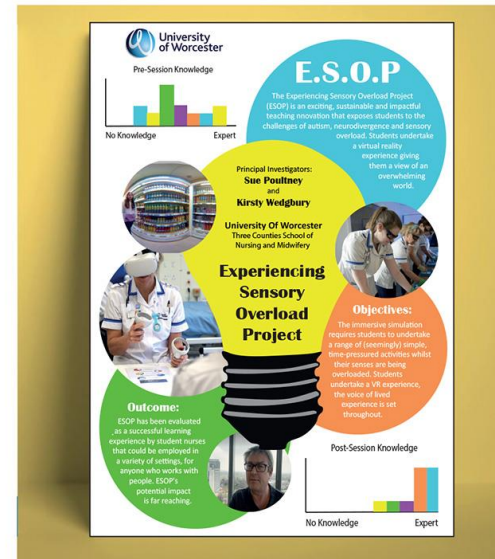
GDES 2010(11)  
Graphic design for prints  
Melanie Hajjar  
melaniehajjar333@gmail.com



# GDES2010(2) Graphic Information Design | Module brief 2024



Here is my final design represented in several situations to show the versatility of the design. My aims for the design were to keep it simple but have a fun and exciting appeal. Placing the design in real life situations helps envision the practicality of the design.



University Of Worcester, 2024  
Digital Arts Centre, Gdes 2010(2),  
Lauren Reeves, Reel1\_22@uni.worc.ac.uk.



# WHAT DO APPLIED PERFORMANCE ANALYST EMPLOYERS REALLY WANT?

“In our quest to equip students for triumph as Applied Performance Analysts (APAs) in Sports Performance Analysis (SPA), our journey commenced in 2020. Acknowledging a gap in understanding the nuanced APA role, we turned to job advertisements for enlightenment. Denise Martin's groundbreaking framework guided us, emphasizing contextual awareness, relationship building, technical expertise, and professional behaviours.”

## What is an APA?

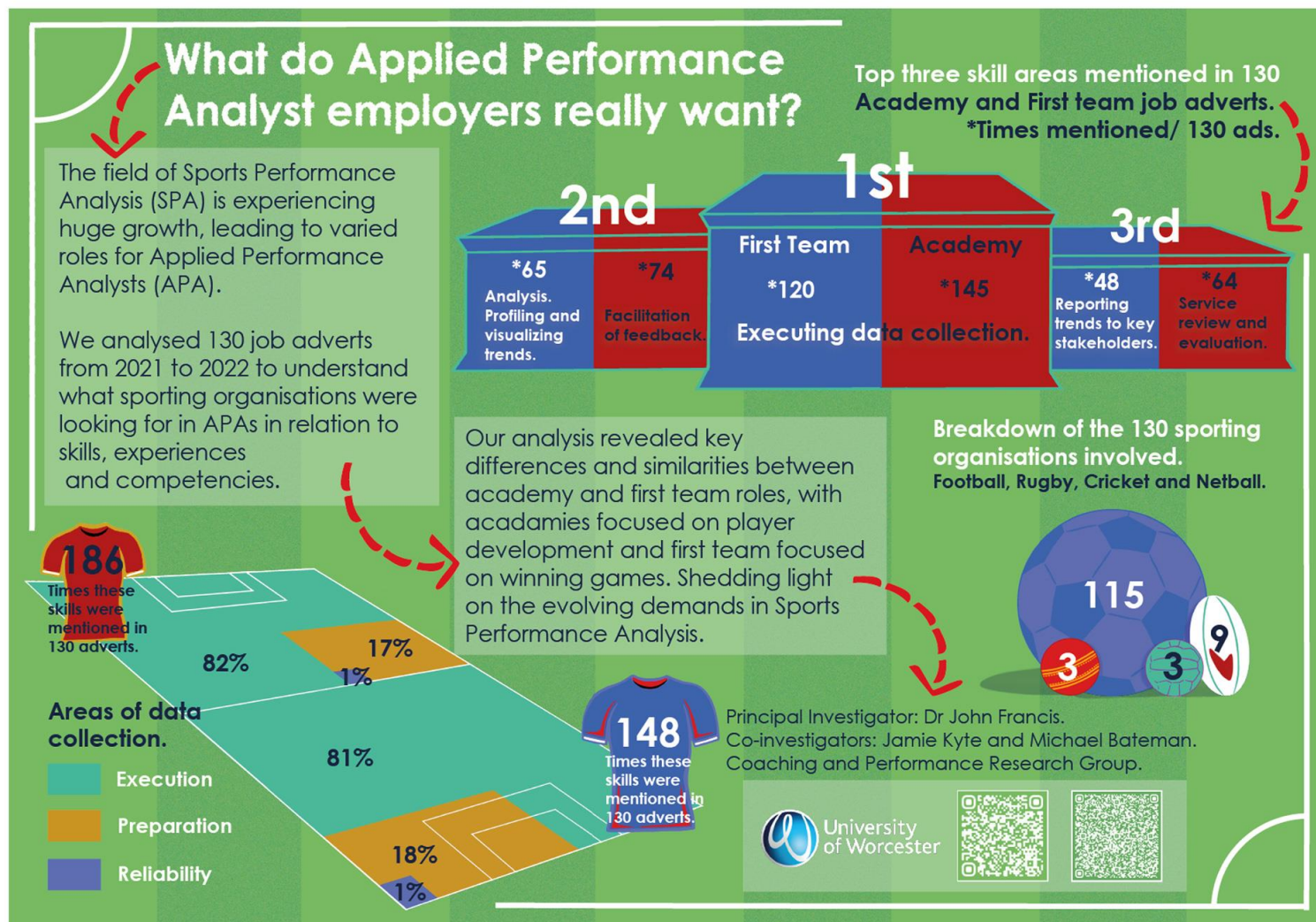
“The role of an Applied Performance Analyst is to generate and curate information to positively impact and inform decision making for key stakeholders within high performance organisations

### **Dr John Francis**

Senior Lecturer in Performance Analysis,  
Coaching and Performance Research Group,  
School of Sport and Exercise Science







## Gdes 2010(2) Infographic Poster.

The research data provided was centered around sports teams and what they wanted from a Performance Analyst.

The sports theme runs heavily through the designs of the infographics and the overall concept of the poster. Background colour is based on a football pitch, whereas the infographics are based on different areas of sport, including a podium, court and different balls. The red arrows indicate flow and also represent something you might see on a tactics board. I researched how the colour would be perceived by people that suffer with colour blindness and came to the conclusion that the opposing teams (First team and Academy) would be best in an orange/ red and a blue hue. The white text is there to represent pitch markings along with the border on opposing corners of the poster, the dark blue text is there for legibility where the font is not in bold.

I have also created three images of the poster in situ. It stands out and I believe it would draw the attention of persons in or around the area it is placed. The idea of it being sport themed will hopefully draw in the attention of people that otherwise may not be interested in an infographic poster or indeed the Applied Performance Analyst content of it.

All of the infographics have been illustrated on photoshop and then imported into Illustrator to finalise positioning and to add the text.

University of Worcester 2024  
Digital Arts Centre,  
Infographics, Gdes 2010(2)  
Adam Fitzer. fita1\_21@uni.worc.ac.uk





## Project brief authors:

**Esther Dobson**

Research and Knowledge Exchange Facilitator (People and Culture)  
Doctoral School, University of Worcester

**Andy Stevenson**

Senior Lecturer in Design and Doctoral Student  
School of Arts, University of Worcester

## Special thanks to:

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**Dr Charlotte Taylor**

