

project 1
PROCESS BOOK

DATA VISUALIZATION
POSTER DESIGN

DOMINIC LOVECHIO | AD 431 | DAVID DEAL | FALL 2025 | OCT 3, 2025



OBJECTIVE:

- To understand information design and data visualization.
- To learn how to analyze, organize, and visualize information creatively.
- To explore how to communicate complex information effectively to your audience.

DESCRIPTION:

To increase social awareness, choose a topic and visualize the information/data of a chosen topic in a single page of information design. The fields of AI, public health, and other related areas are becoming more conscious of the contribution design can make, and there is a growing need for designers to acquire the necessary skills. The topic of AI, public health, and/or related are recommended. The health and related issues include but are not limited to food, family, community, population, pressure, job, friends, genes, exercise, disability, etc. Other open topics can be discussed.

Visualize information creatively and effectively by using type and graphic elements. Do not rely on decorative or illustrative types, photographs, or illustrations. Work within these constraints to create something unexpected that nevertheless communicates the facts. All information you find must come from reliable sources and be updated.

Be aware that the subject will be carried through your second project; planning and researching ahead will make it easier for your work throughout the semester.

PROJECT PROCEDURE:

- Research on information design
- Collect samples and inspiration sources
- Collect, analyze, and organize data and information
- Explore ideas and sketch
- Critique
- Finalize solution and complete

DESIGN STATEMENT/CONTEXT OF TOPIC:

(Placeholder before final process book submitted after project 2) For this project I was inspired by the topic of urban sprawl and car dependency, as this is not just a US issue, but many countries from South Africa to Canada also see the impacts of suburban sprawl and car infrastructure (which go hand in hand. At first I went with a Photoshop and image heavy approach, but after feedback and assessing the iterations, I realized it was not a strong composition. For me, it looked like a movie poster and I didn't know how to continue the work further improve on it. That's why I started a illustrative design. During the process on the next pages, you can see the progression from a full page design that didn't convey the new title of "Dead End" or reaching the end. That's why I decided to not only change the composition, but also the title to make a cohesive design and so the viewer could easily understand the effects of suburban sprawl. The message appears as a general cutting down trees theme but has a more specific message on how we dedicate too much land to housing, and a statistic reads that we can house more people and leave more room for nature if we move away from single family homes and look at more

PROJECT 1 Research TOPIC 1: "MENTAL HEALTH MATTERS"

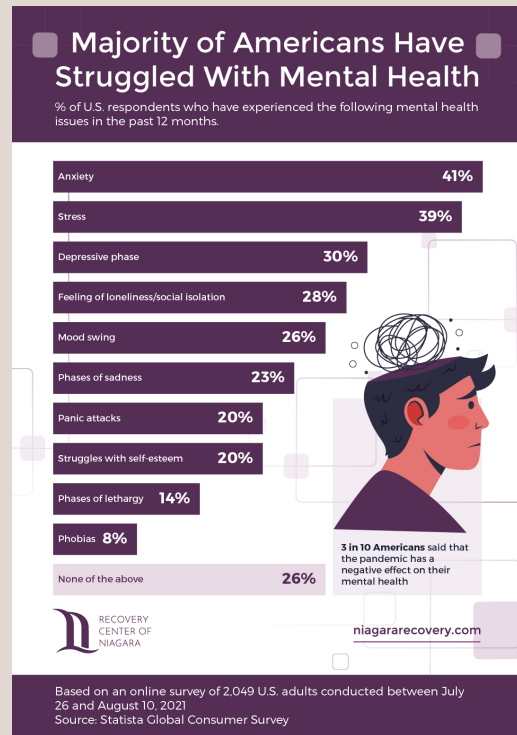


Table 3. Racial and ethnic disparities in past-year mental health care utilization among sexual and gender minority adolescents (N= 8,729)

	Model 1 ^a		Model 2 ^b		Model 3 ^c	
	PR	95% CI	PR	95% CI	PR	95% CI
Never received (vs. received)						
American Indian/Alaska Native/Pacific Islander	1.37*	1.08–1.75	1.34*	1.06–1.71	1.36*	1.07–1.73
Asian or Asian American	1.42***	1.30–1.56	1.37***	1.26–1.50	1.36***	1.24–1.48
Biracial/Multiracial	1.01	0.92–1.11	1.02	0.93–1.12	1.02	0.94–1.12
Black/African American	1.45***	1.33–1.58	1.36***	1.25–1.48	1.35***	1.24–1.47
Hispanic/Latino	1.22***	1.15–1.29	1.12***	1.05–1.19	1.11***	1.05–1.18
Other racial and ethnic minority	1.12	0.87–1.44	1.11	0.88–1.42	1.10	0.87–1.40
White	1.00	Reference	1.00	Reference	1.00	Reference
Base outcome: received						
	Model 1 ^a		Model 2 ^b		Model 3 ^c	
	RRR	95% CI	RRR	95% CI	RRR	95% CI
Wished for but not received (vs. received)						
American Indian/Alaska Native/Pacific Islander	1.72	0.91–3.26	1.65	0.86–3.16	1.63	0.85–3.13
Asian or Asian American	2.07***	1.63–2.63	2.06***	1.62–2.63	2.07***	1.62–2.64
Biracial/Multiracial	1.06	0.90–1.26	1.06	0.89–1.26	1.06	0.89–1.26
Black/African American	1.92***	1.52–2.43	1.80***	1.42–2.29	1.80***	1.41–2.28
Hispanic/Latino	1.52***	1.34–1.72	1.32***	1.16–1.51	1.32***	1.16–1.51
Other racial and ethnic minority	1.08	0.63–1.85	1.09	0.63–1.88	1.10	0.64–1.90
White	1.00	Reference	1.00	Reference	1.00	Reference
Neither wished for nor received (vs. received)						
American Indian/Alaska Native/Pacific Islander	2.55*	1.11–5.86	2.90*	1.22–6.88	3.37**	1.40–8.08
Asian or Asian American	2.07***	1.46–2.93	1.76**	1.23–2.53	1.62*	1.11–2.36
Biracial/Multiracial	0.87	0.65–1.17	0.96	0.71–1.29	0.99	0.72–1.35
Black/African American	3.12***	2.31–4.20	2.67***	1.95–3.65	2.50***	1.88–3.58
Hispanic/Latino	1.28*	1.04–1.56	1.01	0.82–1.26	0.95	0.75–1.19
Other racial and ethnic minority	1.73	0.85–3.52	1.82	0.87–3.81	1.81	0.83–3.98
White	1.00	Reference	1.00	Reference	1.00	Reference

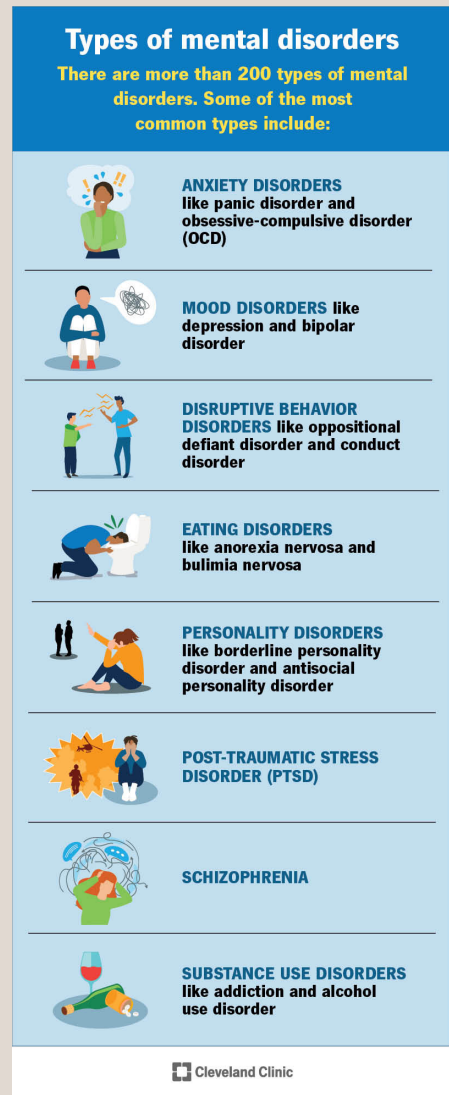
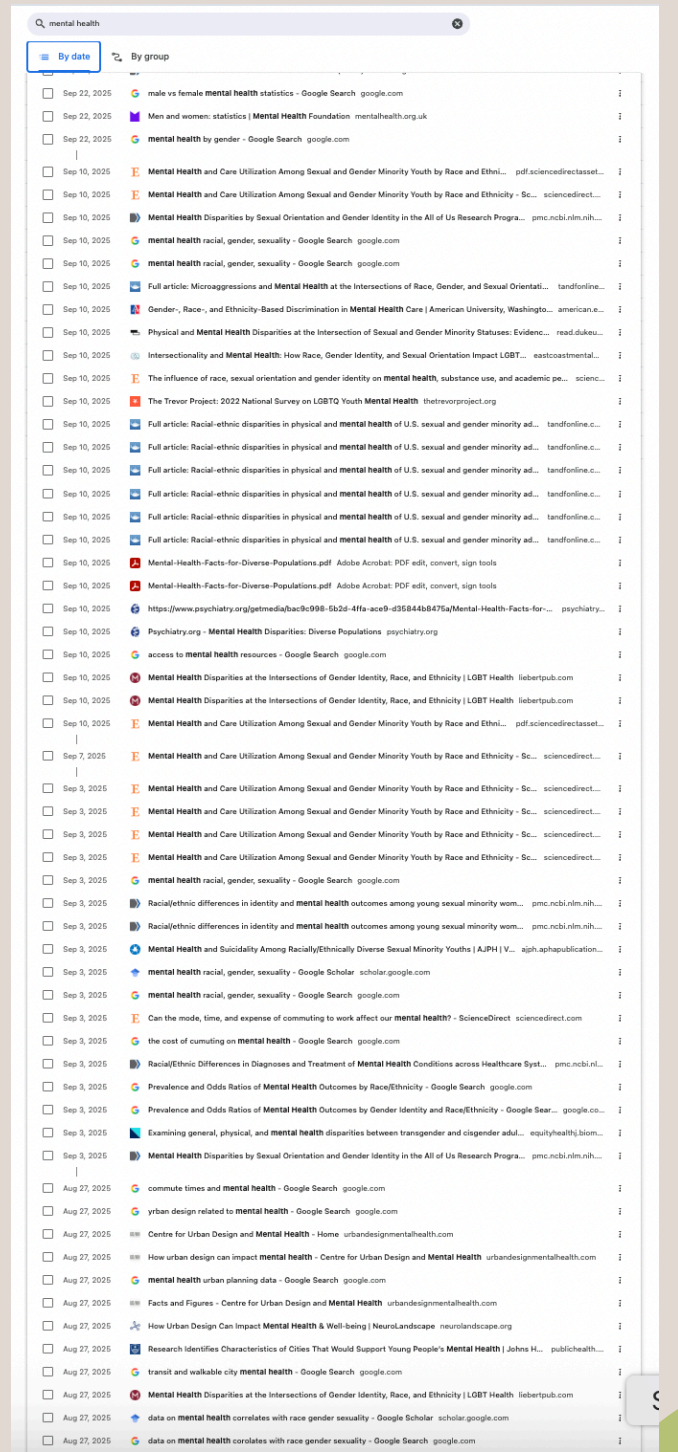
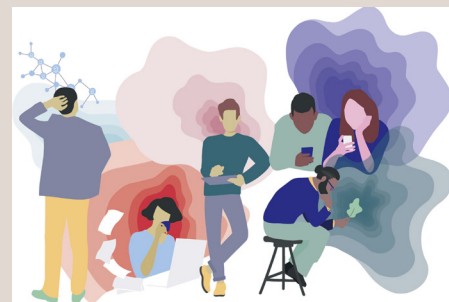


Table 2. Electronic Health Record–Diagnosed Mental Health Conditions of Participants by Sexual Orientation and Gender Identity Group in the All of Us Research Program (2017–2022).

Condition	Participants, No. (%) (N = 269 947) ^a				Gender diverse of any sexual orientation		Transgender of any sexual orientation		
	Cisgender				Assigned female sex at birth (n = 884)	Assigned male sex at birth (n = 365)	Men (n = 638)	Women (n = 655)	
	Heterosexual men (n = 94 998)	Heterosexual women (n = 152 760)	Sexual minority men (n = 8075)	Sexual minority women (n = 11 572)					
Anxiety	15 039 (15.8)	36 593 (24.0)	1960 (24.3)	3583 (31.0)	319 (36.1)	104 (28.5)	179 (28.1)	160 (24.4)	
ADHD	1804 (1.9)	2657 (1.7)	288 (3.6)	548 (4.7)	80 (9.0)	28 (7.7)	33 (5.2)	<20	
ASD	177 (0.2)	77 (0.1)	35 (0.4)	52 (0.4)	20 (2.3)	<20	<20	<20	
Bipolar disorder	3175 (3.3)	5368 (3.5)	550 (6.8)	1093 (9.4)	87 (9.8)	37 (10.1)	56 (8.8)	45 (6.9)	
Eating disorder	238 (0.3)	1239 (0.8)	34 (0.4)	170 (1.5)	<20	<20	<20	<20	
Depression	15 154 (16.0)	35 563 (23.3)	2139 (26.5)	3463 (29.9)	306 (34.6)	96 (26.3)	188 (29.5)	177 (27.0)	
OCD	307 (0.3)	621 (0.4)	50 (0.6)	103 (0.9)	<20	<20	<20	<20	
Personality disorder	1131 (1.2)	1789 (1.2)	168 (2.1)	360 (3.1)	42 (4.8)	<20	33 (5.2)	28 (4.3)	
PTSD	3227 (3.4)	4806 (3.1)	369 (4.6)	936 (8.1)	113 (12.8)	31 (8.5)	51 (8.0)	52 (7.9)	
Schizophrenia	1367 (1.4)	920 (0.6)	148 (1.8)	145 (1.3)	<20	<20	<20	22 (3.4)	

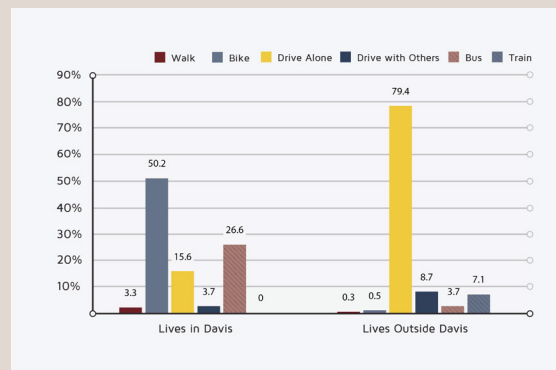
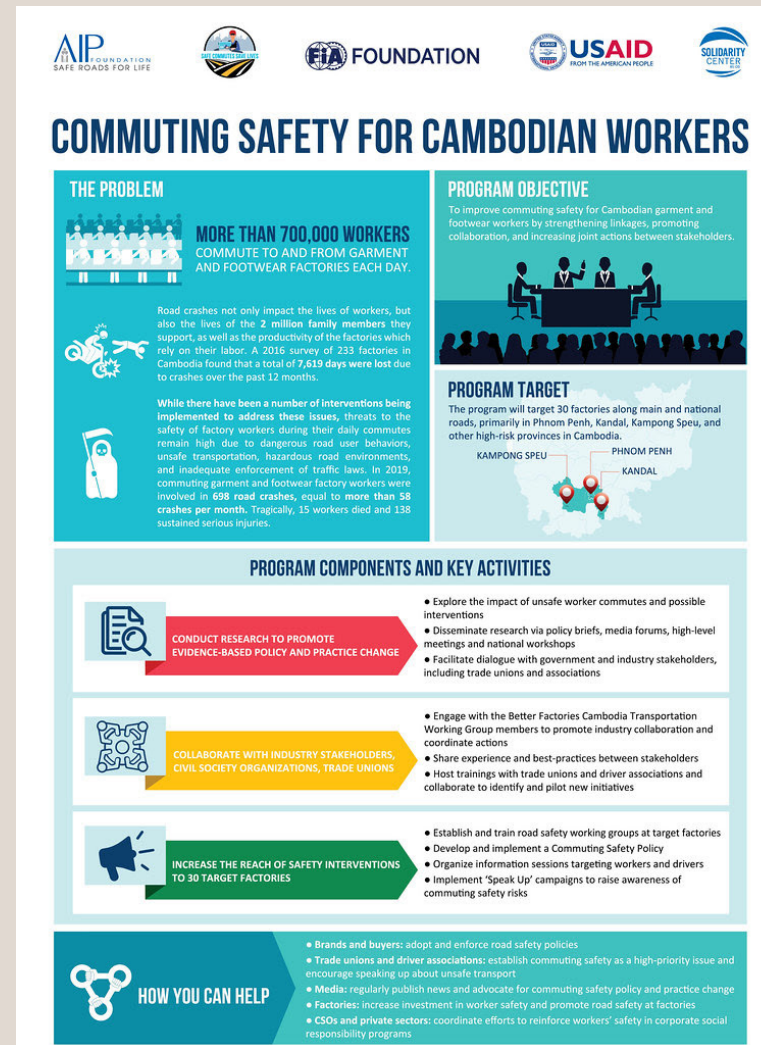
PROCESS:

I wanted to have a complex data set in order to create a more visually interesting composition. I found numerous mental health as it relates to gender, racer, and sexual orientation but a lot were either too old, didn't have enough data, or wouldn't make sense paired with another data set. I decided on this over the commuting idea because I felt like it was more unique style wise. (I've seen many cars in past projects and have done trains/urban sprawl projects before which are similar)

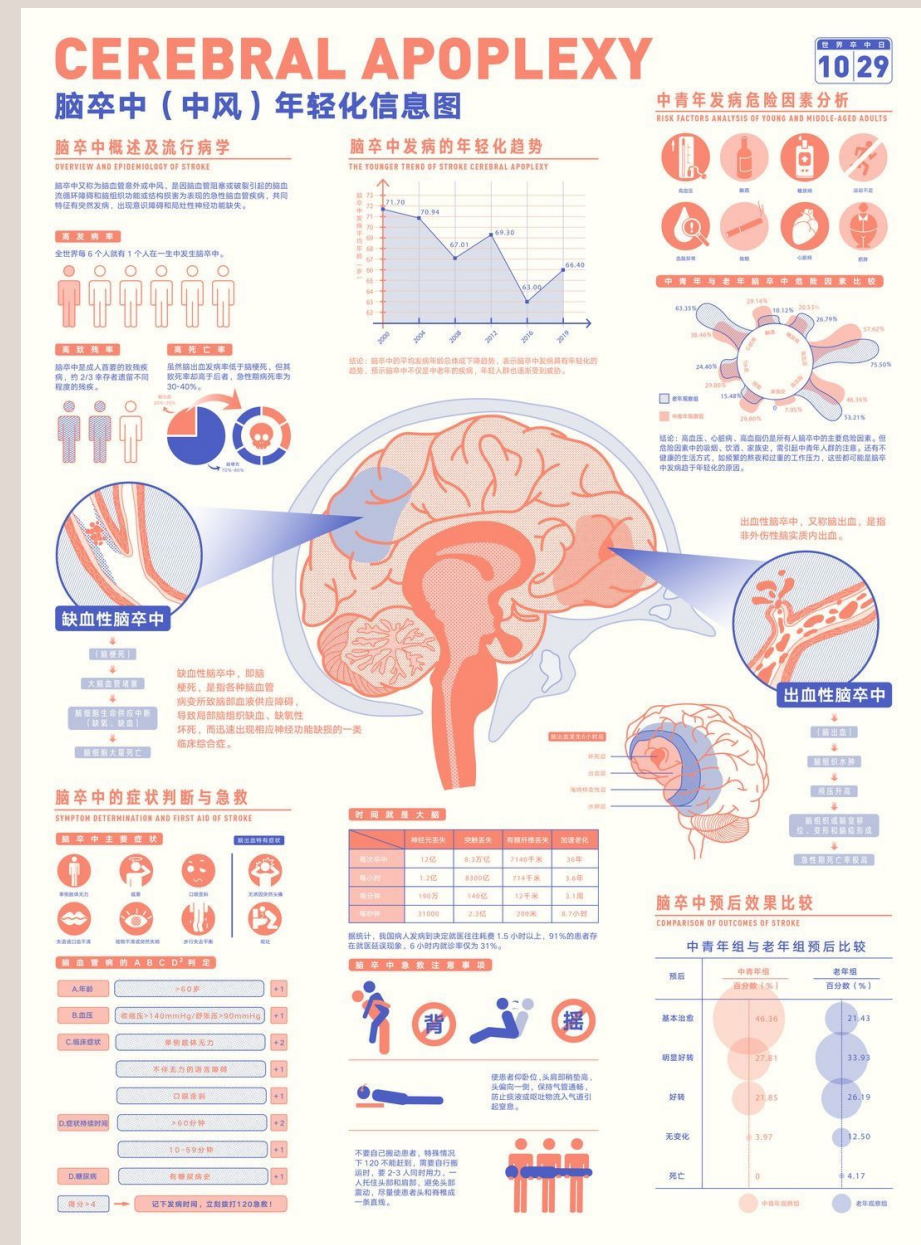
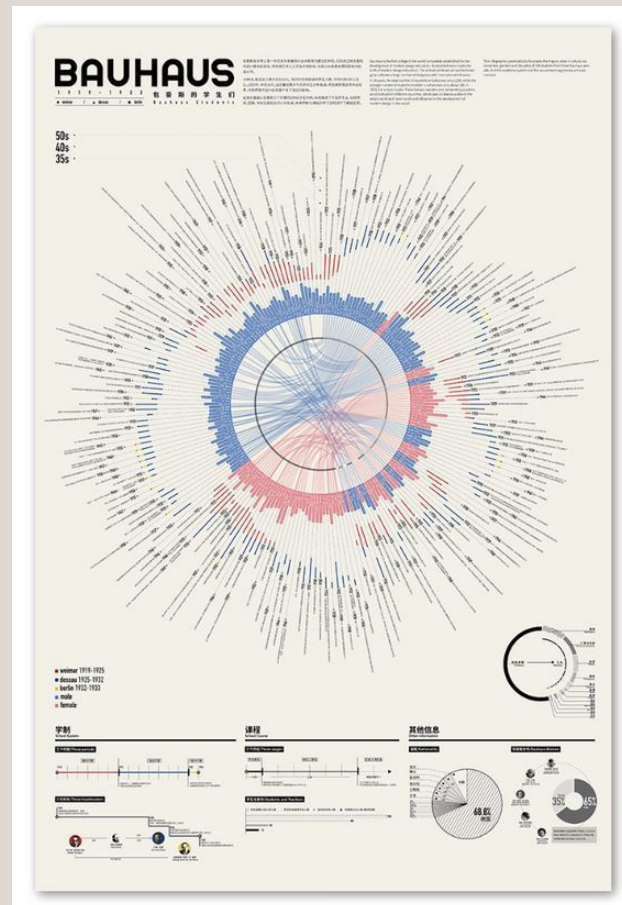
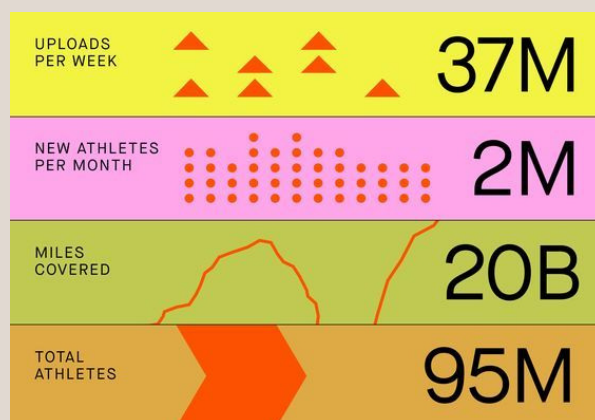
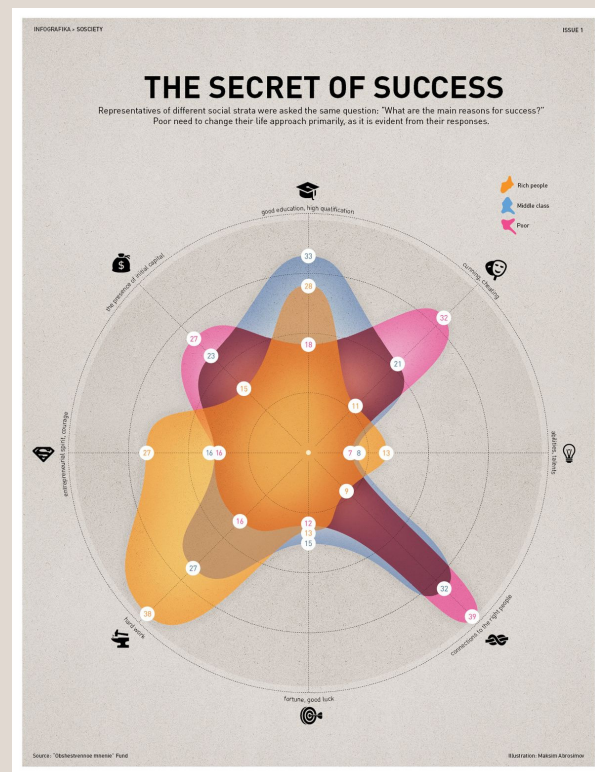
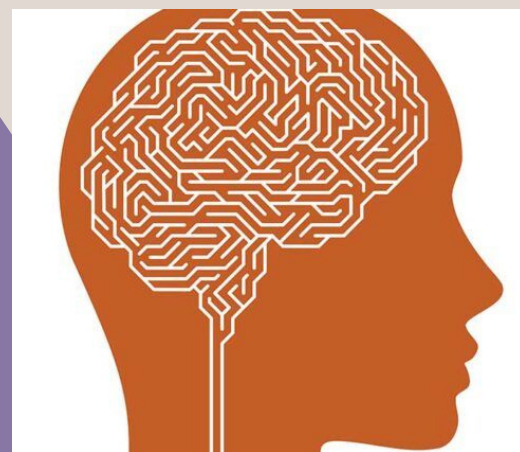
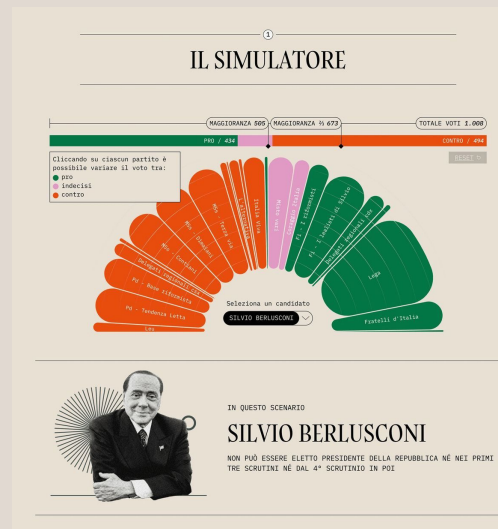
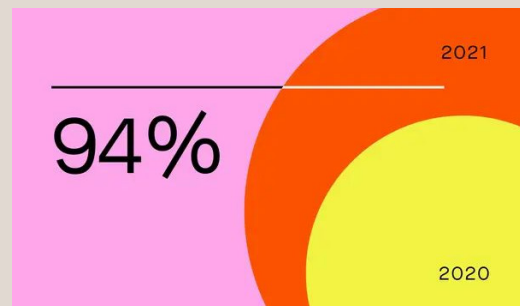


PROJECT 1

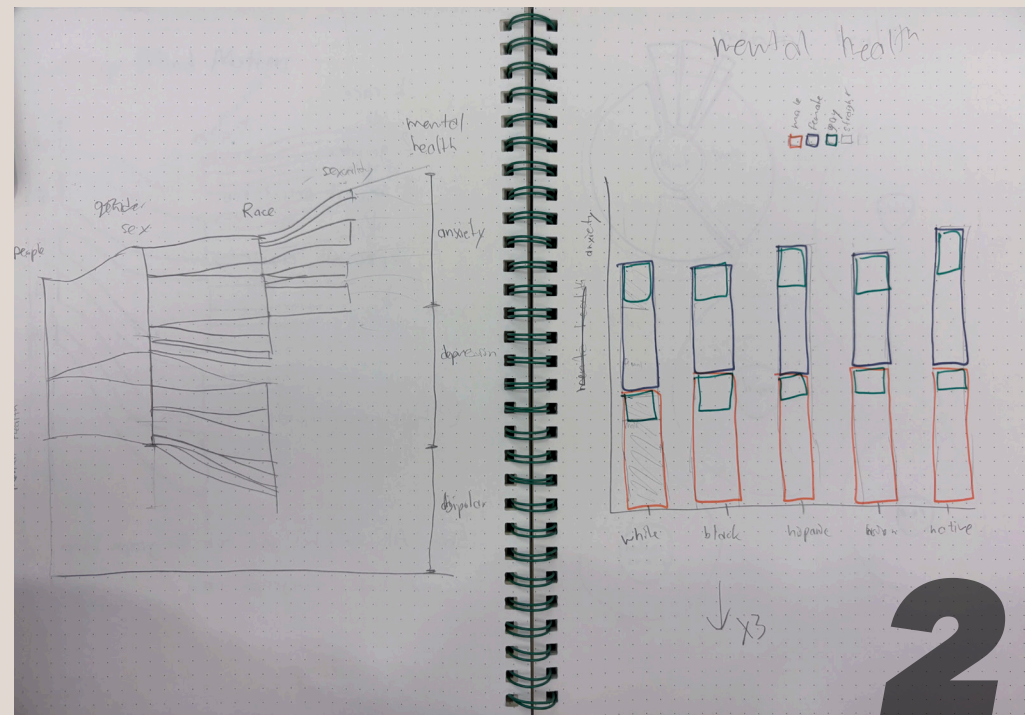
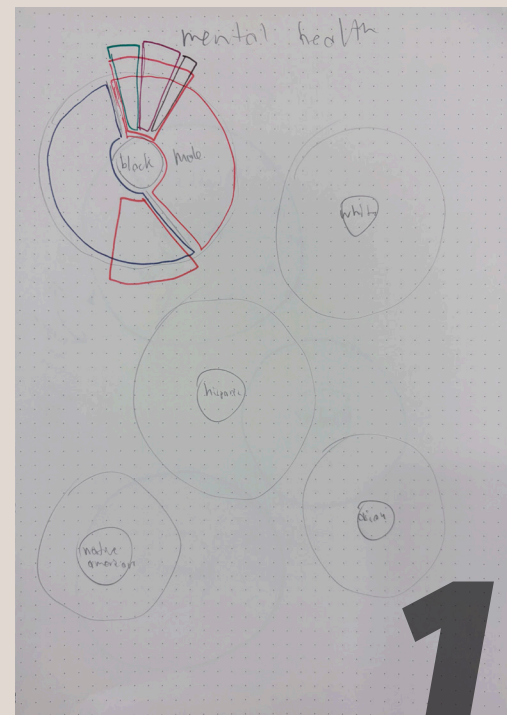
Research TOPIC 2: "THE COST OF COMMUTING"



PROJECT 1 Inspiration/Moodboard

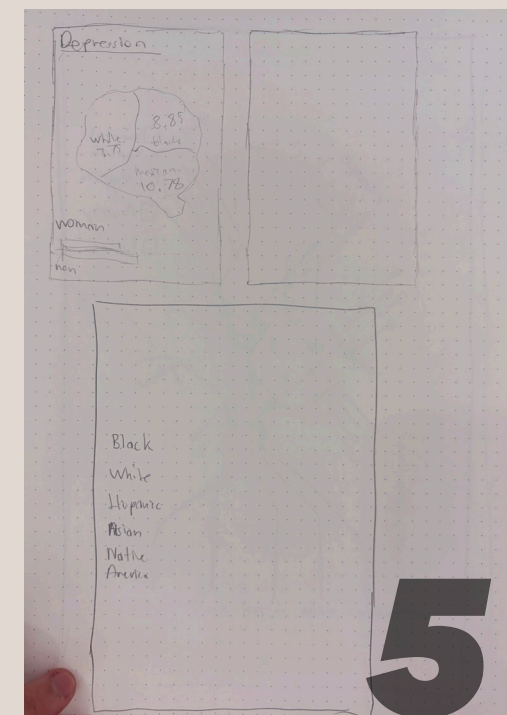
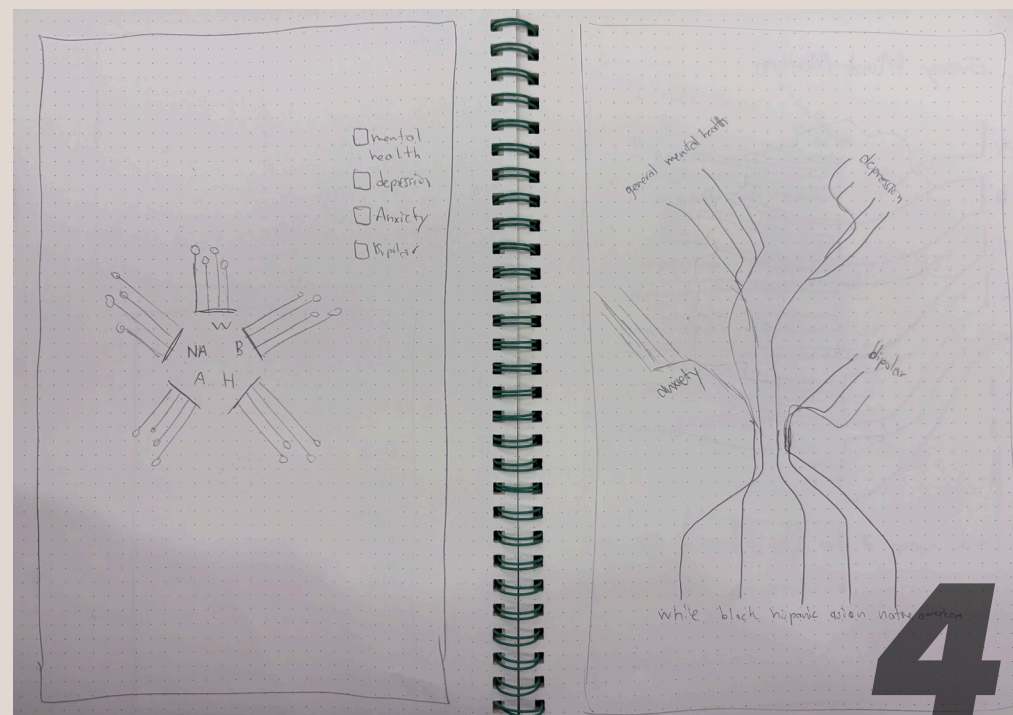
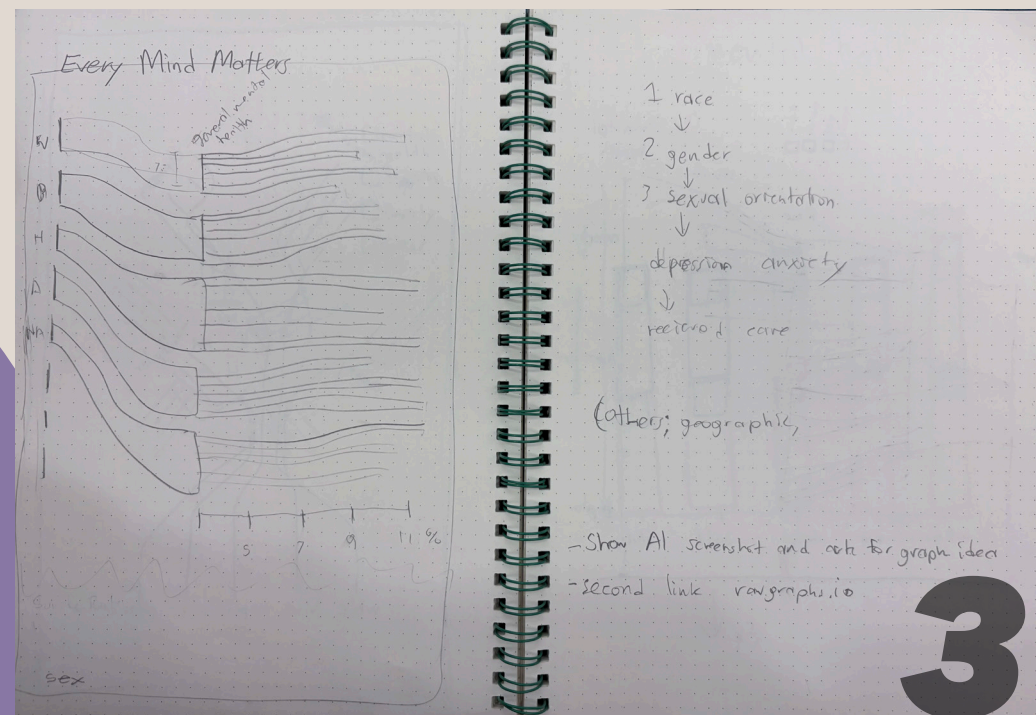


PROJECT 1 Sketching

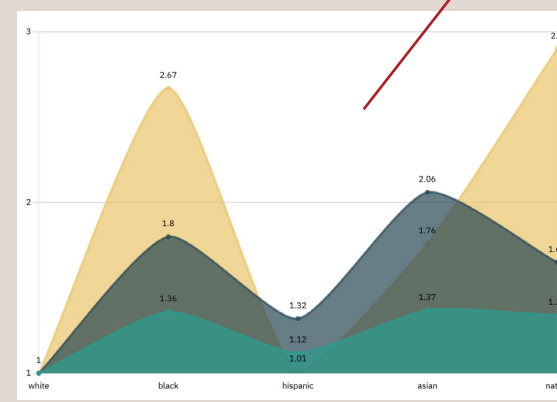
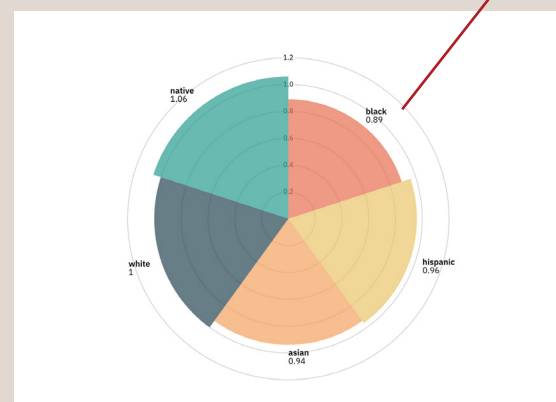
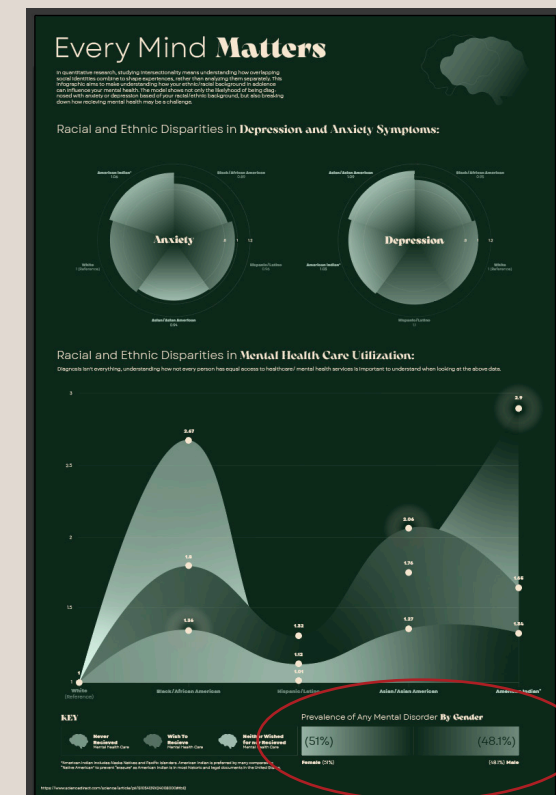
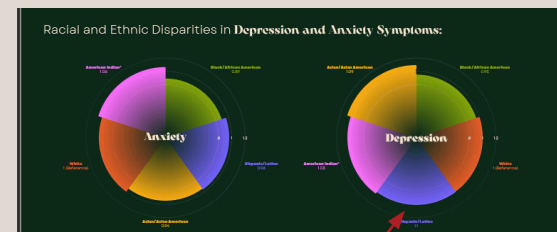
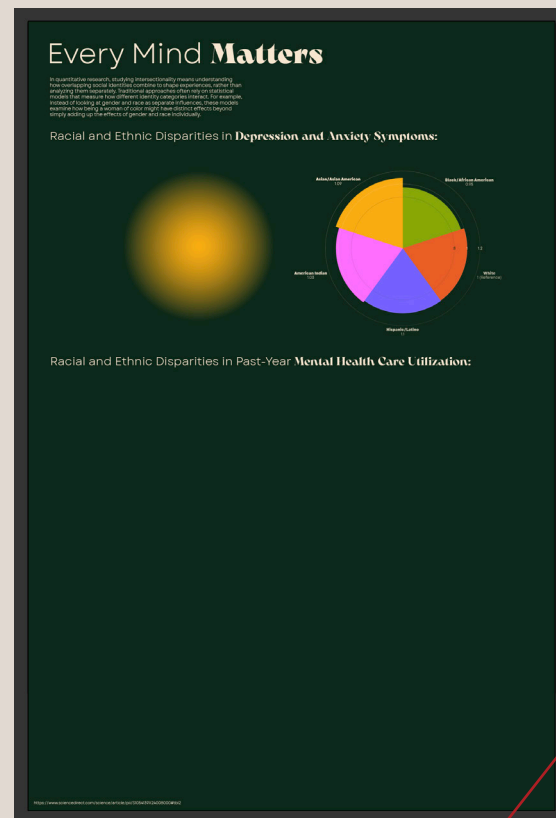


SKETCHING:

Most of my sketching was trying to figure out how to represent the data I chose in the most interesting way possible. I eventually ended up choosing a sunburst diagram and pie chart after asking AI, no thanks to my ideation.



PROJECT 1 Iterations *IDEA 1: DARK BACKGROUND*

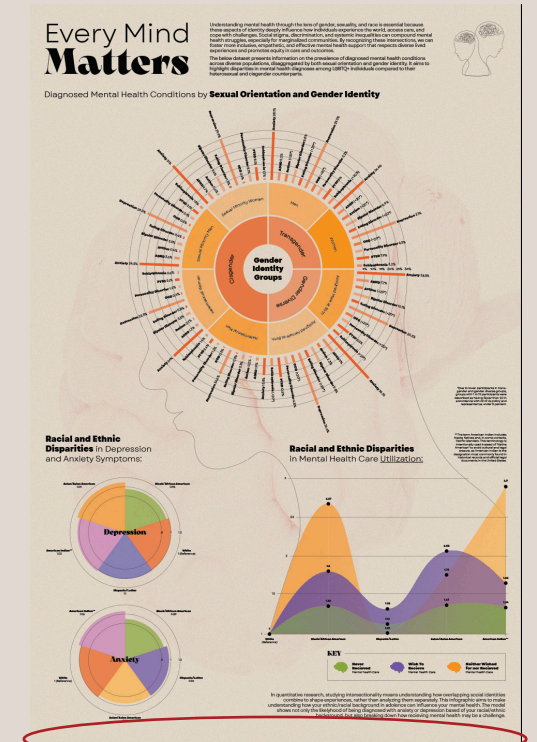
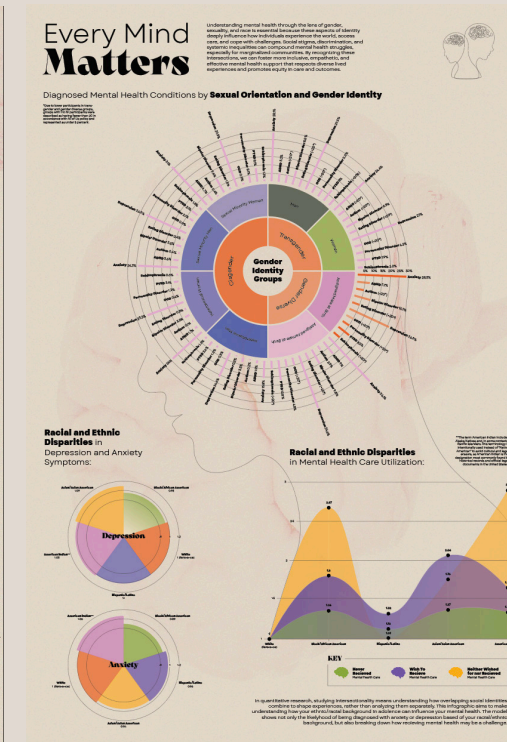
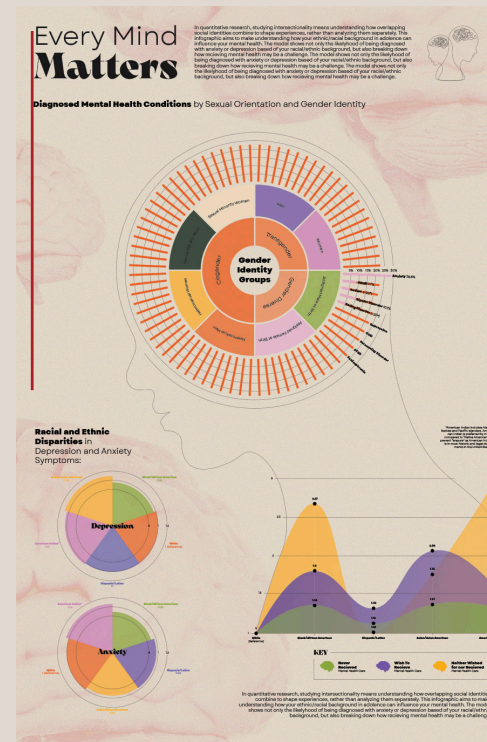
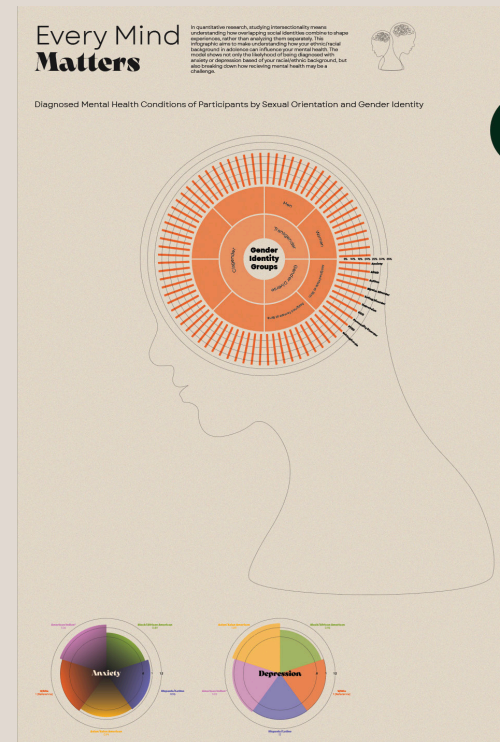
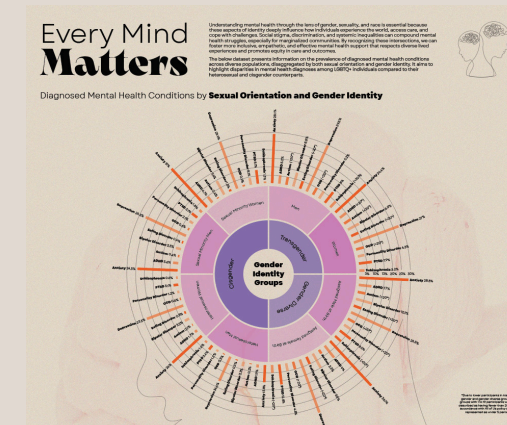


PROCESS:

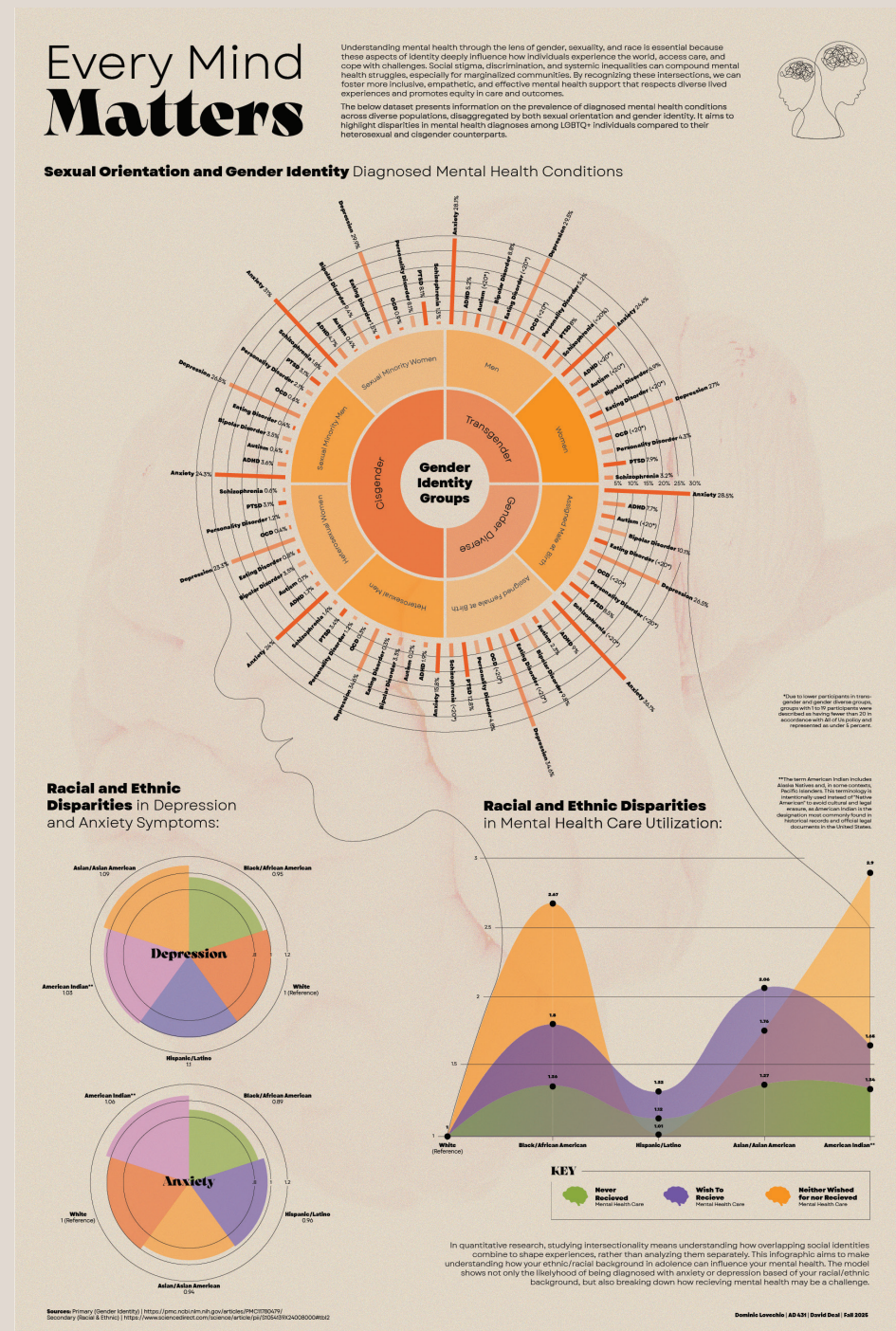
I originally plugged my first source into a graohing website and traced over it to start, then edited the size, color, type, and tweaked some other elements eventually.

PROCESS:

I eventually decided I wanted to stop playing it safe and simple. I decided on the light grainy background after seeing it in other medical diagrams. I found another data set to create the sunburst diagram at the top, covering all the topics I wanted to finally (race, gender and sexual identity) The hardest part was choosing a color scheme for the top diagram that was cohesive and fit the original diagrams. I had to fix alignment, margins, and placement of typography and its size to polish the poster.



PROJECT 1 Final Design & Statement



Typography

Aa Garet
Book, Heavy

abcdefghijklmnopqrstuvwxyz

Aa Arsenica Variable
Display Extra Bold

abcdefghijklmnopqrstuvwxyz

Color Palette

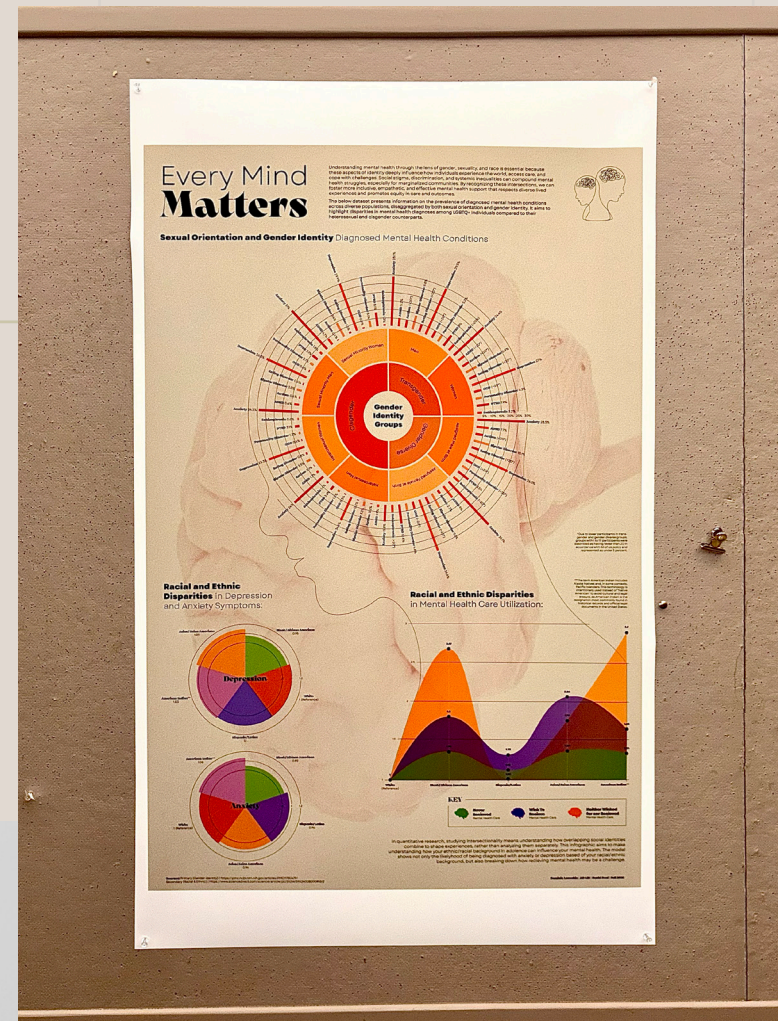


Final Design Statement

(Placeholder before final process book submitted after project 2) I am happy with the end product. I decided to make the earth half trees for symmetry of the composition because I feel like the message of running out of space is clear enough. I decided on this green because I felt like it was fitting for my theme of earth and trees. I chose the neon yellow because it contrasted well with the green and conveyed the sense of urgency and construction. The trees and bulldozer on top are larger to show the main message of destruction for single family homes, but they still curve with the earth. The suburban landscape is meant to look kind of ugly and unnatural. While neighborhoods can be green; with their natural curved roads and grass yards, I still wanted to show how they are not actually good for the environment. This is because it is all manufactured structures, pesticide lawns, and car dependent.

I applied a radial gradient to the earth and opacity to give it more depth but let the original green background and dots show. The birds symbolize nature leaving as the bulldozers move in and also leaving the poster as a whole. The subheading has a fact that includes not just forest (pictured) but also wetlands and prairies. I decided to keep the "No Home" yellow because it ties together the theme of the composition. The QR code links you to a Yale article since this is not a well known topic, letting the viewer know more. I also included a logo not only for symmetry but also because I felt like it makes the poster more "real" and the logo relates to forest. (not many organizations exist just talking about the detriment effects of suburban sprawl.)

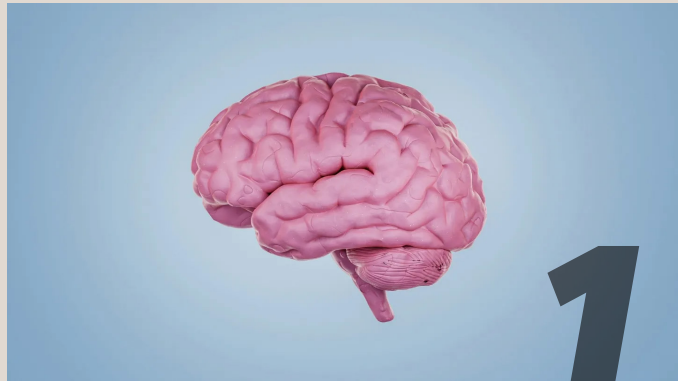
PROJECT 1 Plotter Print & Mock ups



Plotter Print
(Not Trimmed)



PROJECT **1** Sources



BACKGROUND BRAIN IMAGE SOURCE:

<https://www.nationalgeographic.com/health/article/brain-biological-age-longevity>

I wanted to add a final element that would bring the whole composition together. Brought down the opacity and used luminosity blending mode.

2

PRIMARY DATA SOURCE:

<https://pmc.ncbi.nlm.nih.gov/articles/PMC11780479/>

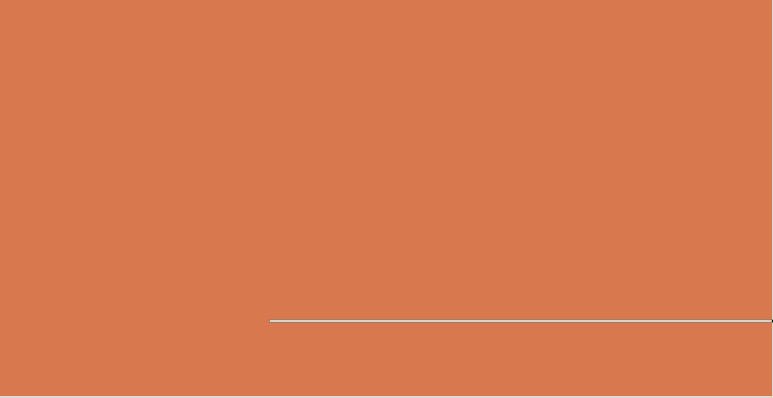
Used for the main infographic at the top. (Sexual Orientation and Gender Identity Diagnosed Mental Health Conditions)

3

SECONDARY DATA SOURCE:

<https://www.sciencedirect.com/science/article/pii/S1054139X24008000#tbl2>

Used for the bottom two secondary infographics. (Racial and Ethnic Disparities)



**Thank You For Taking Time
to Learn About The Design
Process of This Poster!**



DOMINIC LOVECHIO

AD332 | FALL 2024 | KIM, HYUNGJOO

