To: Professor Ariadne Rooney  
From: Corbin Williamson, Kevin Witkoe, and Steven Witkoe  
Subject: English 317 Infographic Assignment  
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This infographic was focused on determining the world’s deadliest bug.

**Introduction:** Everyone one has something that they’re afraid of, and a large percentage of people can count insects among those fears. Spiders, bees, scorpions and other creepy crawlies are creatures that evoke anxiety and distress at a very primitive level of our subconscious. We decided that because of this innate fear we would find out the world’s deadliest insect.

**Audience:** The audience for our topic is wide open. It isn’t focused toward any group specifically. This infographic could be for anyone who is curious about the topic, or gets drawn in by our intriguing premise. Other viewers that also might be attracted to this are ones who want to become more knowledgeable, or people living in the areas where these dangerous insects live. It could even be for people who are bug enthusiasts. This is a fun topic not targeted towards any particular individual.

**Software:** Originally we planned to use an infographic website that you suggested. We tried Creately and Piktochart with no success. In Creately we were unable to upload any pictures, while Piktochart had a five picture upload limit. This was not acceptable. Our poster would require more images then would be capable in the free versions. So, we decided on the free Microsoft Publisher. This software had some limitations. One disadvantage was that there wasn’t an available pool of premade graphics. It also isn’t as user friendly, instead of easily aligning a picture in Piktochart you had to eyeball it in Publisher. Even though Publisher wasn’t the best program for the task, it still got the job done, and it was free.

**Game plan:** Our main question was decided, what is the world’s deadliest insects? Now we needed a way to display our results and convey the information. It would be easy to pick any deadly bug and make an argument for why it is the deadliest, but that is subjective. To look at the question in an objective way we would need criteria and statistics comparing bugs to one another. This led straight to a tournament. We selected eight different insects with a wide range of characteristics and assigned each bug attribute value for health, speed, attack, and poison. Then bugs would compete in a bracket, moving on after winning a round, until a champion was decided.

**Contestants:** One big obstacle for this project was picking the eight insects that would compete. We could have easily picked only deadly scorpions and spiders, but we wanted to diversify. We selected some obvious bugs like a wasp and ant with painful stings, and a scorpion and spider with extremely toxic poison. We also picked some more peculiar insects, like a caterpillar that can spit acid, and a lightning quick praying mantis. To round out the contenders we picked two super bugs, the froghopper, which is the best jumper in the animal kingdom, and a rhino beetle with super strength.
Attributes: In order to make the battles objective we had to rate each insect on a common scale. Much like trading cards we selected to rate each bug on health, speed, attack, and poison. We could have easily used other attributes like armor or strength. However, any more than the four categories we selected would just be overkill and wouldn’t fit in the infographic. The reason for the four attributes was part design and part practicality.

Layout: The Layout for the infographic was relatively simple. It would consist of three parts, the title, the tournament bracket, and the competitor bios. On boxing fight cards, the headline is either on the top or the bottom. We chose to put the title on the top to link the infographic to boxing fight cards. The bracket is large but doesn’t fill up the space, while the bios are large and crowded. If we put the bracket at the bottom and the bios in the middle, it makes the poster seem lopsided. Your eye would get drawn to the empty space at the bottom in a negative way. When we moved the bios to the bottom, the infographic was more balanced. The large title at the top and the bios at the bottom offset each other. This also places the tournament in the center, making the winner of the bracket a focal point. It seems fitting that the winner of the tournament is centered in the infographic because the deadliest bug is the main point we are conveying through the graphic.

Background Picture: After looking over other examples of infographics it seemed that a background image was necessary to add complexity to the image. We originally had a boxing ring that was transparent in the background. When we started adding the bracket and the bug bio’s the poster started to get crowded. We had so much going on with the insect descriptions and stats that the background picture made it difficult to read the text. For this reason we decided to have one solid background color.

Background Color: Since we decided to go with a solid color background for the infographic we wanted it to be relatively neutral, but go along with the bug theme. Green was a natural selection. Many of the images we used had green present in them. This connects the green background color to the theme of the poster.

Other Colors: The other colors we used were brown and black. The brown symbolizes the branches and dirt that is present in the insect’s natural habitat. This connects to the green background which symbolizes leaves and grass. The bracket and title are the only brown pieces in the infographic. This instantly draws your eye to these sections of the poster. We picked black for most of the text, mainly for clarity. The black text for the bug descriptions are easy to read. The black used on the bracket helps the reader differentiate between the insect and the actual bracket. We had a simple color scheme, where each color had a specific purpose.

Font Style: When it came to the font we wanted to connect the boxing relationship again. In boxing and UFC fight cards they use a big, aggressive font. By making this connection it adds to the fighting experience of the infographic. It relates to the readers subconscious feeling of violence and battle. The bold style we selected prepares the reader for the content of the poster.

Conclusion: We used Publisher to create our infographic of the world’s deadliest insect. Using the features above, the infographic is both visually appealing and educational.