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Infographic Analysis

The infographic topic I chose was recycling because I felt like it was essential to bring

awareness to the problems it causes. I chose the problem and solution organization pattern to

present a major issue harming the environment and then explain how to dispose of recyclables.

This is the ideal organizational pattern because it would be difficult to convince the audience into

recycling without presenting a problem and how they would go about preventing recyclables

from entering the ocean. For example, I stated that items that are not recycled end up in landfills

and that sometimes landfills are dumped into the ocean. The statistic I used was that 14 million

tons end up in the ocean (IUCN, 2021). In this section of the infographic I used a lot of cause and

effect, however, unrecycled items end up in oceans which causes the problem for marine

animals. Then I explained where each of the recyclables should go as presented that as the

solution. Although cause and effect may be a viable option, the purpose of my infographic was to

convince instead of inform, and children may quickly lose interest if they are not aware of how

to recycle.

My main audience was aimed at elementary school children because it is easier to build

habits for children, as opposed to when they grow further into their adolescence. Habits that

children build from the early stages of their lives have a crucial impact on their mannerisms in

the future. Thus, targeting children early can be helpful in building healthy habits that ultimately

benefit the environment. One method I utilized to appeal to children is using an image of a turtle

stuck in lots of plastic. The caption states "Do You Want To Save Marine Animals?" I have met

many children who like animals, so I used pathos to garner sympathy. Some children may also be

afraid of deciding what to recycle, thus I added that adults may be able to help them recycle. In addition, I tried to use simpler vocabulary and tried to be more concise, so that my audience would be more interested and comprehend the infographic.

The purpose of the infographic was to convince my audience into recycling because it is good for the ocean environment. As a child I always appreciated nature, including the ocean. I remember seeing infographics and other texts about recycling and how beneficial and environmentally friendly this was. So I thought of appealing to children because it ultimately shaped the way I treated the environment and I try my best to recycle what I could. As I have stated previously, the purpose of my infographic is to appeal to children as they are easier to convince and this can help build future habits that will ultimately impact the future.

At the top of the infographic I included an image of Earth next to the title, "Why should you recycle?," the purpose of this was to associate recycling with the Earth. The second image I used was a turtle wrapped in plastic to appeal to my audience. I followed it up with the data that over 1 million animals die per year when they are wrapped in plastic or consume it ("Information about," n.d). Children are often very fond of animals so this was a strategy I used to convince them into recycling. For the landfills section to the right of marine animals, I used an image of landfill and children may be intrigued by a pile of waste. The only red text on the infographic is the landfill text, so they may be more willing to check what it says. After they read, they will know that not recycling recyclable items often end up in oceans. Oceans are associated with marine animals and if plastic is involved, animals will perish. It may be difficult for elementary children to comprehend or infer, but towards the end I stated, "Recycling can help save marine animals and the environment around us," so they may be prone to recycle and save animals.

Under the marine animals and landfill section is the recyclable items that enter bins in New York. I had to specify the state because each state may have different recycling rules, for example some states do not accept certain cartons or juice boxes in blue bins. I associated the color of the text to the color of the bin to make it easier for children to place which items into which bin. For example, cardboard and mixed paper like newspaper, paper bags, etc. belong in the green bin. While cartons made of glass, metal, etc. should be placed inside the blue bin. Everything else goes inside the black bin, and if they are unsure of what to recycle or what is recyclable they can ask for assistance. Furthermore, they could ask adults for information about their state's recycling rules because each state may differ. At the bottom of the infographic, I reiterated previous content by telling my audience that recycling saves marine animals and to ask for assistance.

One choice I made was attempting to make the text as legible as possible, by displaying a fairly bright background in front of black text. In addition, I decided to match the text color to the color of the bins, that way it would be easier to distinguish which color bin should contain which type of recyclable items. When I was working on the landfill section, I felt that using red text would act as a sense of urgency and significance. The main reason why recyclable items like plastic often end up in the ocean is because of landfills. Landfills consist of trash including recyclable items that were thrown out. I also used simpler definitions/terms so that it would be easier for my intended audience to comprehend. If I chose more sophisticated terms, it may not be easy for children to understand, and may not fully read through the infographic due to the high level of vocabulary.

I took accessibility issues into consideration by making the texts as legible as possible. I displayed the texts over bright backgrounds so that readers would be able to see it clearly. In

addition, I attempted to make the fonts bigger so that people with poor eyesight would have a much easier time to read the words. Furthermore, elementary school children are the intended audience of my infographic, so I ensured that they could comprehend the text I was using. Thus, instead of using terms that could easily make the infographic more clear, I explained it with easier terms. For example, instead of consume, I used the term eat and stuck in tons of plastic instead of wrapped in plastic. I also referred to assistance as asking adults for help because children often ask adults for answers.

From my infographic, I hope that my intended audience would be more willing to recycle because it is generally healthier for the environment. Recycled items that are put in black bins often end up in landfills and eventually those items are dumped into the ocean when you place items into the black bin. Furthermore, marine animals are harmed in the process because plastic is often mistakened as food and can get stuck on the animal, causing immense struggle and weight for them. I would also like to educated my audience about the types of colored bins so they could place recyclable items in the correct bin. Placing items in the wrong bin can contaminate the whole bin, so they could end up in landfills as a result, so my audience can always ask for assistance from adults around them.

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