



## PRIDE INFOGRAPHIC

Creating an interactive infographic that addresses the ongoing challenges faced by the LGBTQ+ community and highlights their significant contributions to our society

### CHALLENGE

On average, globally, 1% of the population identifies as something other than male or female, and 10% identifies as non-heterosexual. Despite these percentages rising, countries and politics are lagging behind.

For the Tableau data visualization competition, my team and I created an infographic using Tableau dashboarding tool.

Our goal was to educate the reader about the struggles and contributions of the LGBTQ+ community by presenting the data in a visually appealing and easily digestible manner.

### MY ROLE

- Storytelling
- Design
- Data analysis

### THE TEAM

- Me
- Tessa van der Kint (Tableau expert)
- Marijn Hagenaar (Tableau expert)

### PROJECT DURATION

- Feb 2022 - Apr 2022
- 20 hours (next to client work)

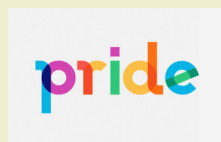
### TOOLS USED

- Webscraper
- Illustrator
- Photoshop
- Tableau

### APPROACH

To begin, I conducted extensive research on the topic of LGBTQ+ issues, gathering data from a range of sources, including government reports and academic studies. Later, I used a web scraper to get all the data and combine them later for analysis.

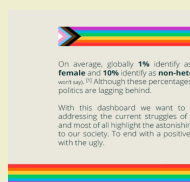
As the team member responsible for storytelling and the look and feel of the infographic, I focused on creating a visually engaging design that would make the data easy to understand and memorable for the reader. To honor the memory of Gilbert Baker, the creator of the iconic Rainbow Flag, I used the font 'Gilbert' for the typography. This font, inspired by the design language of the Rainbow Flag, is often associated with protests and marches. By using this font, I added a touch of activism and protest to the infographic, aligning with the spirit of the LGBTQ+ movement.



Gilbert font

I incorporated the colors of the rainbow flag throughout the infographic. The vibrant and symbolic colors of the flag not only added visual interest but also represented the diversity and inclusivity of the LGBTQ+ community.

Next, I worked on developing a narrative that would guide the reader through the data in a logical and engaging way. Following the structure of the movie "The good, the bad and the ugly", I created three distinct chapters that highlighted what is good, bad, and ugly in terms of LGBTQ+ rights. Although there is no correlation to this famous spaghetti-western, the data shows the start of an increase of LGBTQ+ themed movies around that time. The chapter about the good was therefore focused on movies and showcased the positive impact that LGBTQ+ representation in films can have on society. In addition, I used a rainbow element that extended across the whole page, to guide the reader even more and create a sense of unity.



The guiding rainbow

To end the infographic on a powerful note, I included a strong and uplifting message: "Love wins". This message encapsulates the overall theme of the infographic and reinforces the importance of acceptance, equality, and love for all individuals, regardless of their sexual orientation or gender identity.

Follow [this link](#) to see the infographic yourself!

