

# Dear Data

**SELF-REFLECTING INFOGRAPHIC POSTCARDS INSPIRED BY THE GEORGIA LUPI'S AND STEFANIE POSAVEC'S BOOK**

Information Design Project | Created by Etual Fomina

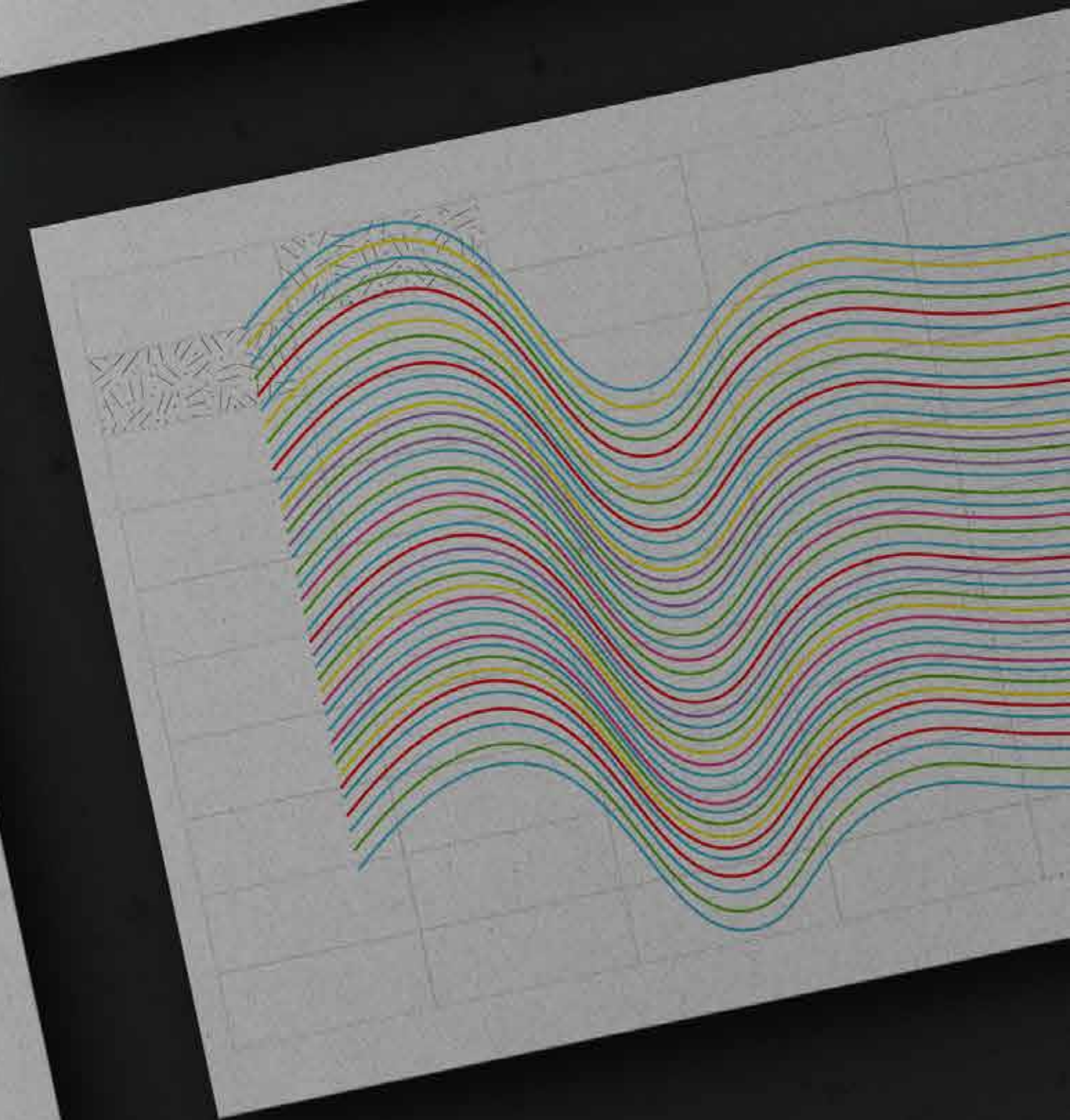
Blue  
Yellow  
Green  
Pink  
Red

**PATTERN BLOCKS**  
Creative Days  
Position: level of creativity (new ideas)

**GRID**  
Shows my data as a timeline with my mood on the y axis

The graph represents the amount of colors I used during the week, and its correlation on my mood and creativity. Since the time period is not that long and amount of colors is limited, I've decided not to overcomplicate this infographic and not to show amount of each color daily, instead, it shows how this color palette may affect my mood during the week.

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Yellow  
Green  
Pink  
Red

**COLORS**  
Events  
TTC  
Networking  
Coffee

**OVERALL TIME SPENT**

**CIRCLES**  
Pattern: Energy spent on activities at the end of the day  
Black: energy supply at the end of the day

**CIRCLES ON STEMS**  
Ideas I got based on activity

**CIRCLES INSIDE THE FRAME**  
Overall amount of the ideas at the end of the week

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# PROJECT OVERVIEW



*In 2014, Giorgia Lupi and Stefanie Posavec started a mail art project—during one year, they exchanged the postcards with hand drawn infographics about their daily lives.*

*This project has been inspiring many designers all over the world to explore information design and abstract thinking.*

## FRAMEWORK

- 4 infographic postcards
- No text or legend on the front side
- Abstract graph based on personal data

## TOOLS

- Adobe Illustrator
- Apple Numbers Sheets

## OBJECTIVES

- Pattern recognition
- Decision-making through data
- Personal → professional alignment

### WEEK 0

Plan & Research

### WEEK 1

of Photography

### WEEK 2

of Inspiration

### WEEK 3

of Colors

### WEEK 4

of Software

### WEEK 5

Analysis & Design

# RAW DATA

## TOPICS TO DISCOVER

- Photography & Videography
- Design process & Software
- Colors & Mood in my life
- Daily Activities & Energy Level

[raw data tables link](#)

### Dear Data Software

Software overall amount of use (minutes and times), creativity & joy

Time of use	Times of use	Joy (%)	Creativity (%)	Speed (%)	Mobile
Adobe Illustrator	160	3	83.333333333333	87.5	98.333333333333
Adobe Lightroom	170	4	100.000000000000	55	Yes
Adobe Photoshop	45	2	80.000000000000	70	80
Adobe InDesign	90	2	90.000000000000	60	75
Da Vinci Resolve	100	2	90.000000000000	80	80 Yes (iPad)
Figma	180	4	90.000000000000	77.5	85
Google Slides	80	2	80.000000000000	50	90 Yes

Software use (minutes) by day

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9
Adobe Illustrator	30			60				60	
Adobe Lightroom	30				30	40		30	30
Adobe Photoshop	20								25
Adobe InDesign									60
Da Vinci Resolve					60	30	60		40
Figma			90	30					80
Google Slides	20	40							

Software purpose by day

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7	Day 8	Day 9
Adobe Illustrator	30			60				60	
Adobe Lightroom	30				30	40		30	30
Adobe Photoshop	20								25
Adobe InDesign						30	60		
Da Vinci Resolve					60				40
Figma			90	30					80
Google Slides	20	40							

### Dear Data Ideas & Inspiration

Activity & energy

Project	Class time	TTC	Bike	Walk	Events	Communication	French	Coffee	Overall
Day 1	10	-20	-20	15			-20	10	5
Day 2	10	-15		10	10	-15	-15	-15	5
Day 3			-20		10	-20	-20	10	5
Day 4	-20	-20					-10		10
Day 5	-25				15			-15	5
Day 6	-25						-20	10	10

Activity & ideas

Project	Class time	TTC	Bike	Walk	Events	Communication	French	Coffee	Overall
Day 1	3	1	0	0			0	0	4
Day 2	1	1			0	3	0	0	4
Day 3			2		0	3	1	0	4
Day 4	3	2					0		4
Day 5	5				1		0	1	7
Day 6	7					0	0	1	8

Activity & time

Project	Class time	TTC	Bike	Walk	Events	Communication	French	Coffee	Overall
Day 1	30	540	120	40			80	15	15
Day 2	43	138	80	30	30	120	45	15	15
Day 3			120		30	240	100	15	30
Day 4	80	120	120				25	15	15
Day 5	120			0	60		30	15	30
Day 6	300					45	15	15	375

### Dear Data Photography

Table 1

Software	Amount of Photos	%	Good photos	Amount of videos	Topic	Satisfaction	Purpose	Location	Portfolio value	Learning value	Result
Swiftuser Clip	108	0	25	2	Product	80%	Portfolio	Jordan home public	Yes	Yes, learning light	A project in a portfolio
Photo Fast	401	22	71	3	Event, street photo	65%	Personal	Rainy			
Slide Mgmt	410	23	26	2	Event, interior	65%	Learning, personal	RJMT			
Instagram	80	4.4	22	0	Event, interior	75%	Network	business centre		Yes, shooting portfolio under the umbrella	Agreement, LinkedIn post
Twitter Reference Library	27	1	30	1	interior	65%	Personal, portfolio	Sports Dominion	Yes		
Slide Show	224	13	38	0	Event, interior	75%	Network, Portfolio	Library village			New spreadsheet, LinkedIn post
Local Market	85	5	6	2	Street photography	65%	Personal	Jordan			
Mail Booth	504	28	81	2	Street photography, Event	75%	Personal	Sports Dominion	Possible	Yes, night photography	

Amount of photos by topic

Amount	Satisfaction
Product	108
Event	801
Street/interior	805
Interior	27
Event/interior	224

Percent of photos by topic?

Amount	Satisfaction
Product	108
Event	801
Interior	27

### Dear Data Colors

Table 1: mood, weather and creativity day by day-1

Day	Mood	Weather	Creativity	Main Color
Day 1	80%	Sunny, Warm	High	Blue
Day 2	90%	Rainy, Warm	High	Yellow
Day 3	80%	Rainy, Warm	Mid	Blue
Day 4	75%	Warm & Sunny	Mid	Red
Day 5	70%	Warm, Sunny	Mid	Blue
Day 6	70%	Chill, Sunny	High	Yellow
Day 7				

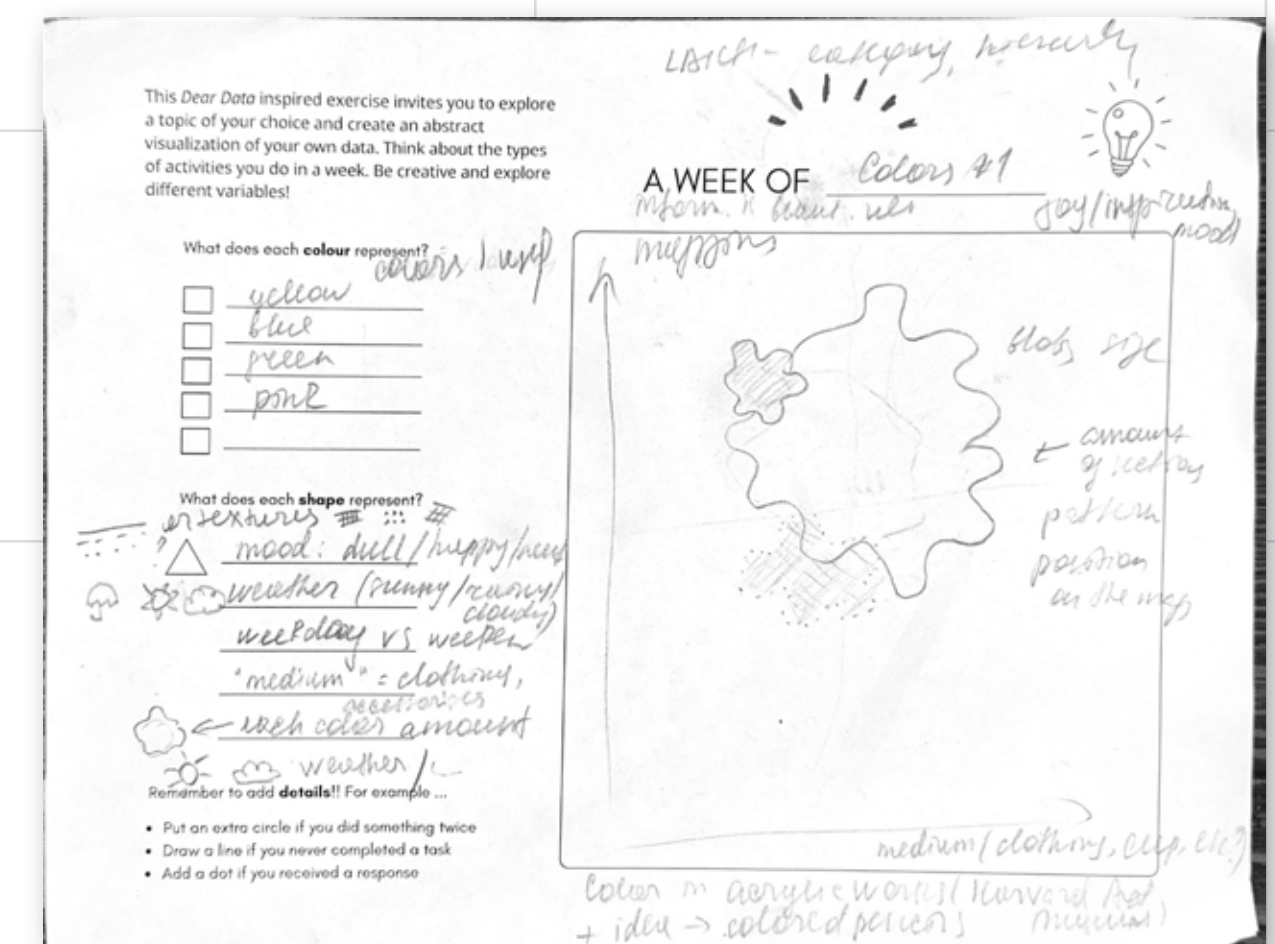
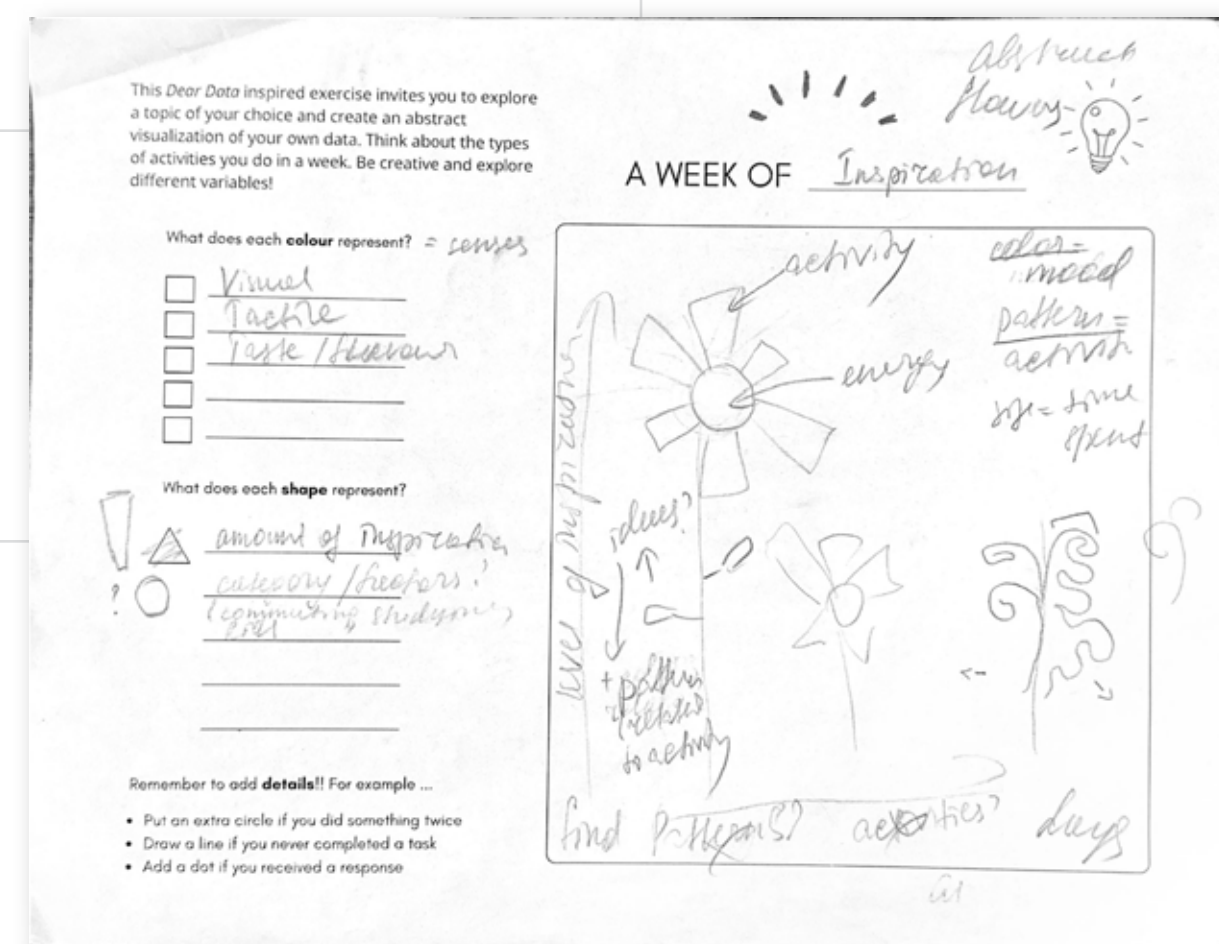
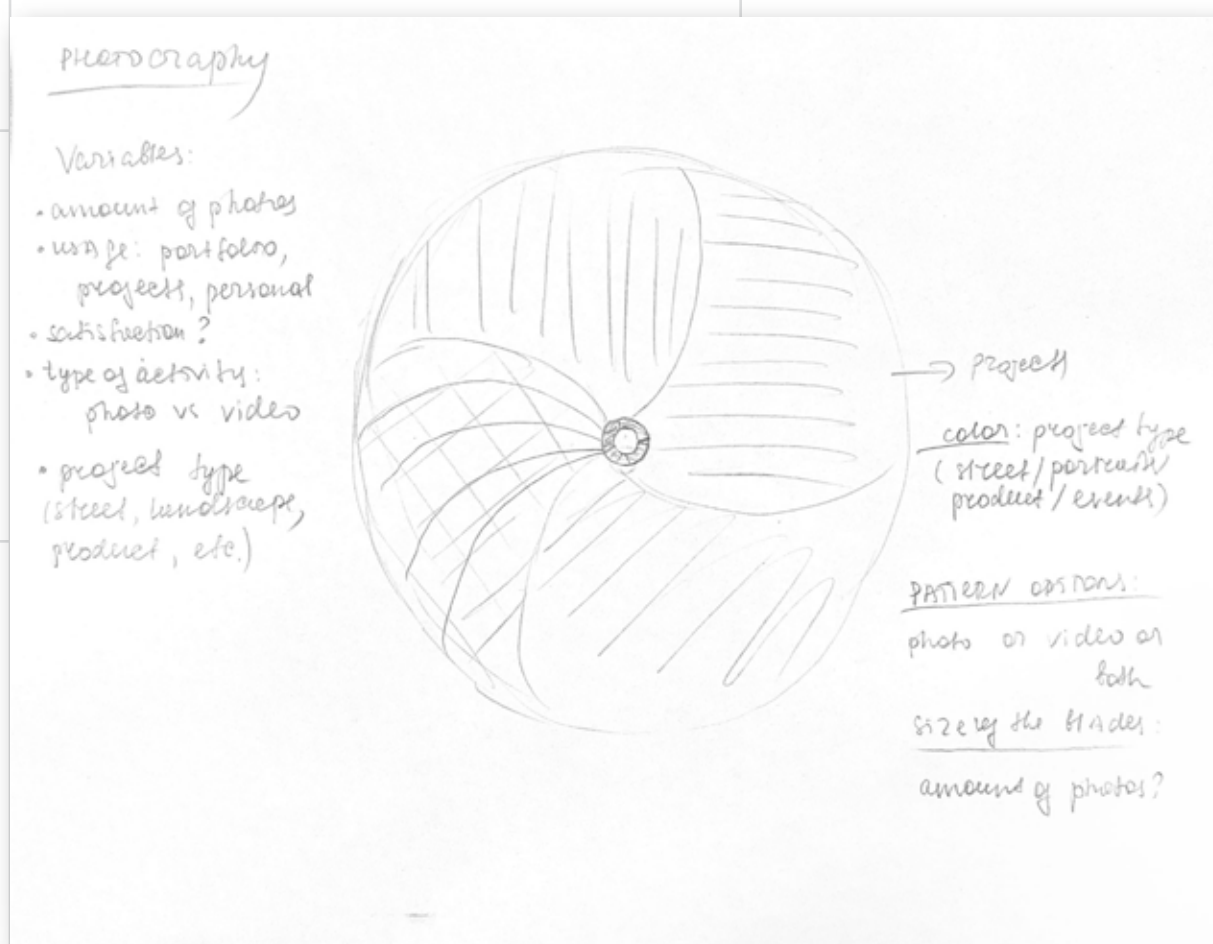
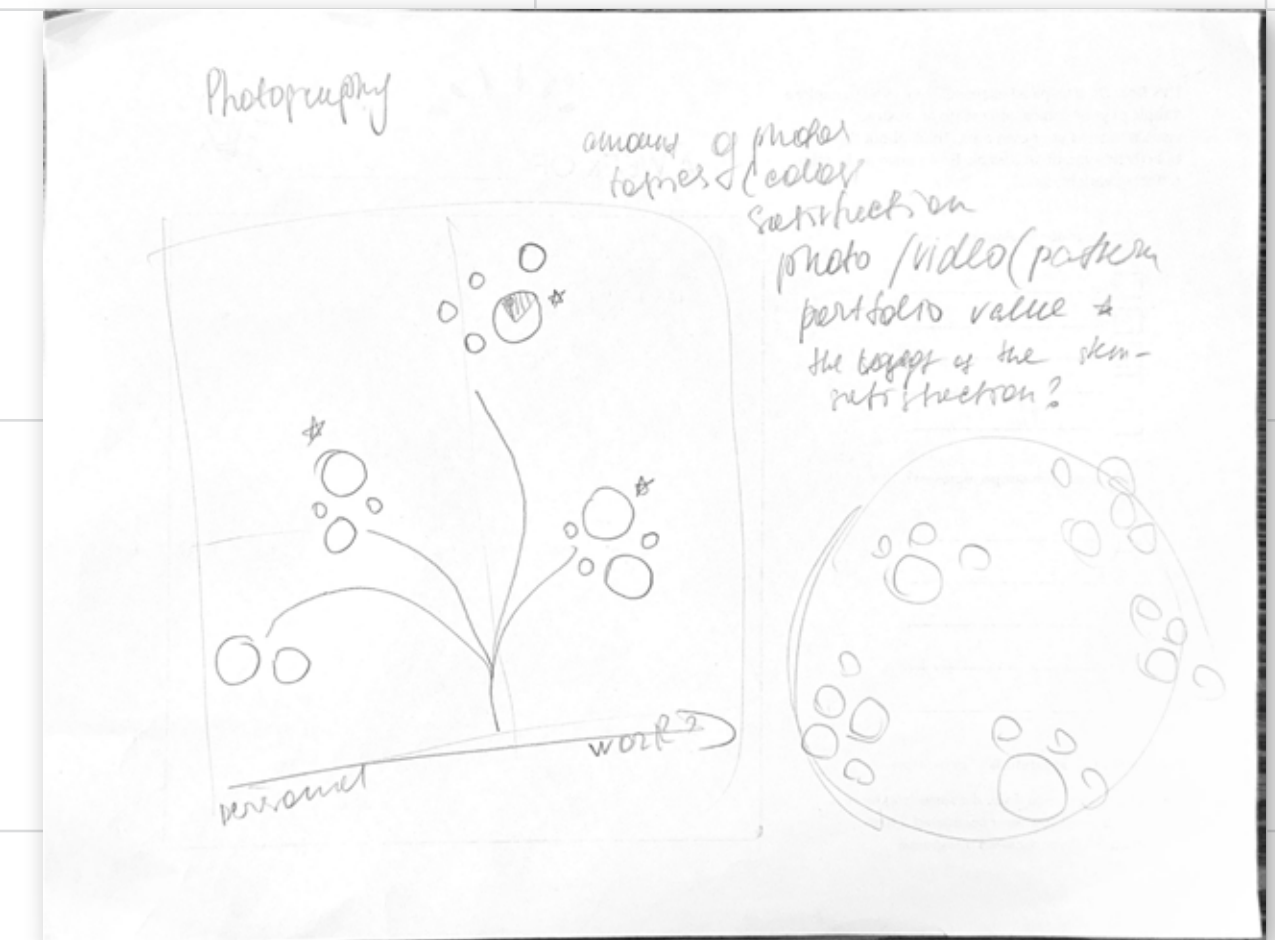
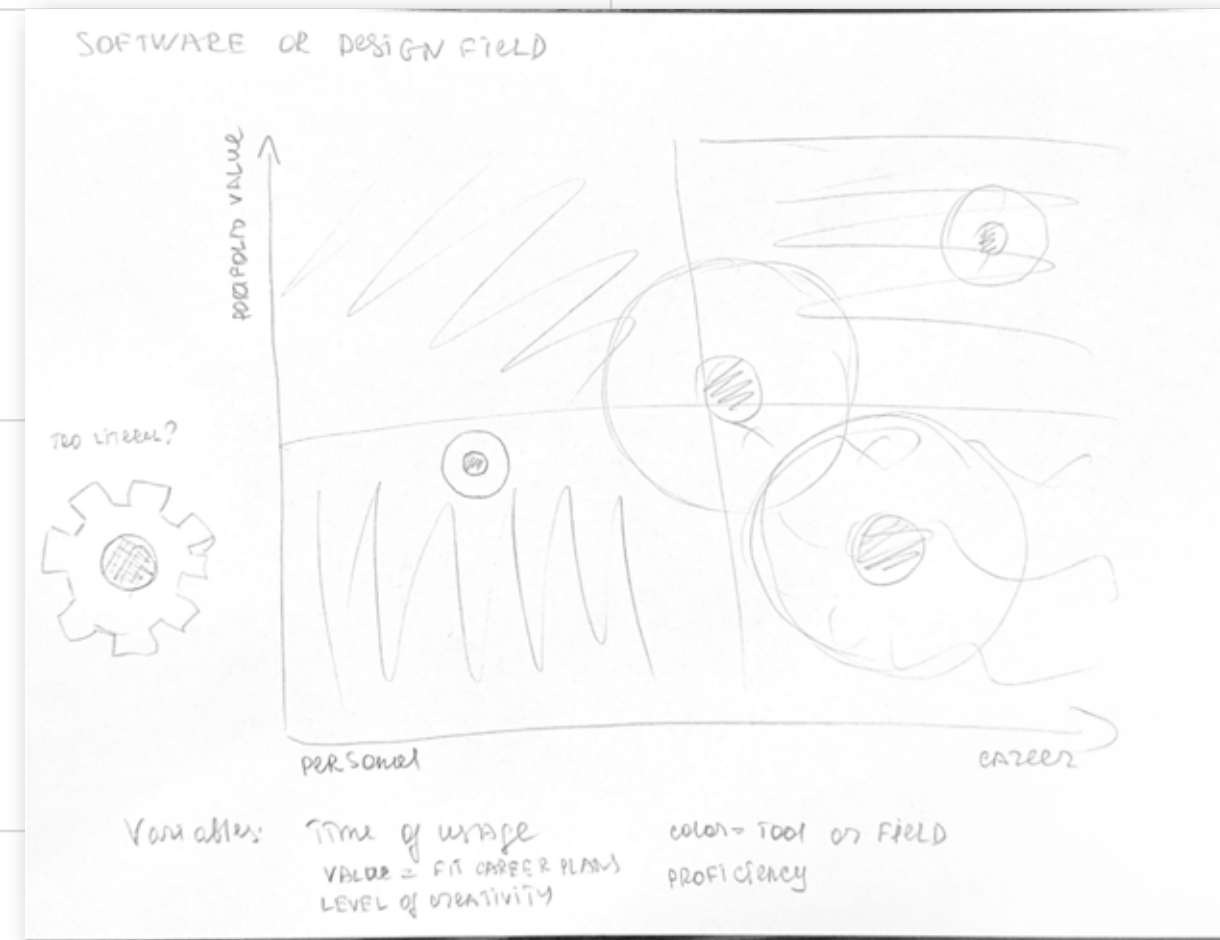
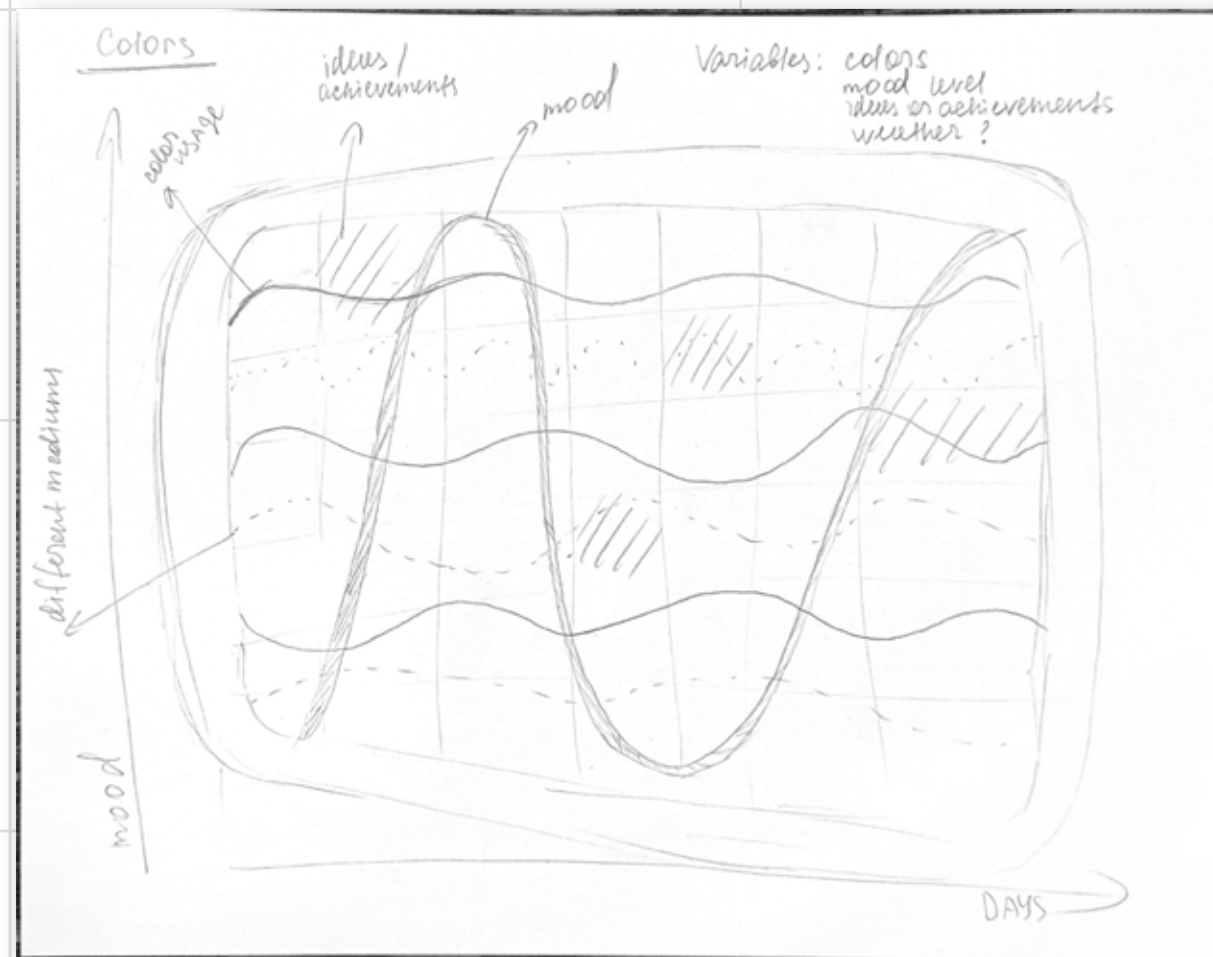
Table 2: Overall amount of color use and mediums

	Tops	Bottoms	Accessories	Bag	Shoes	Dip
Blue	1				1	4
Yellow	4	7	2		1	2
Green	1		2		4	
Pink	1				1	2
Red	1		2			
Violet	1		1			
Turquoise						

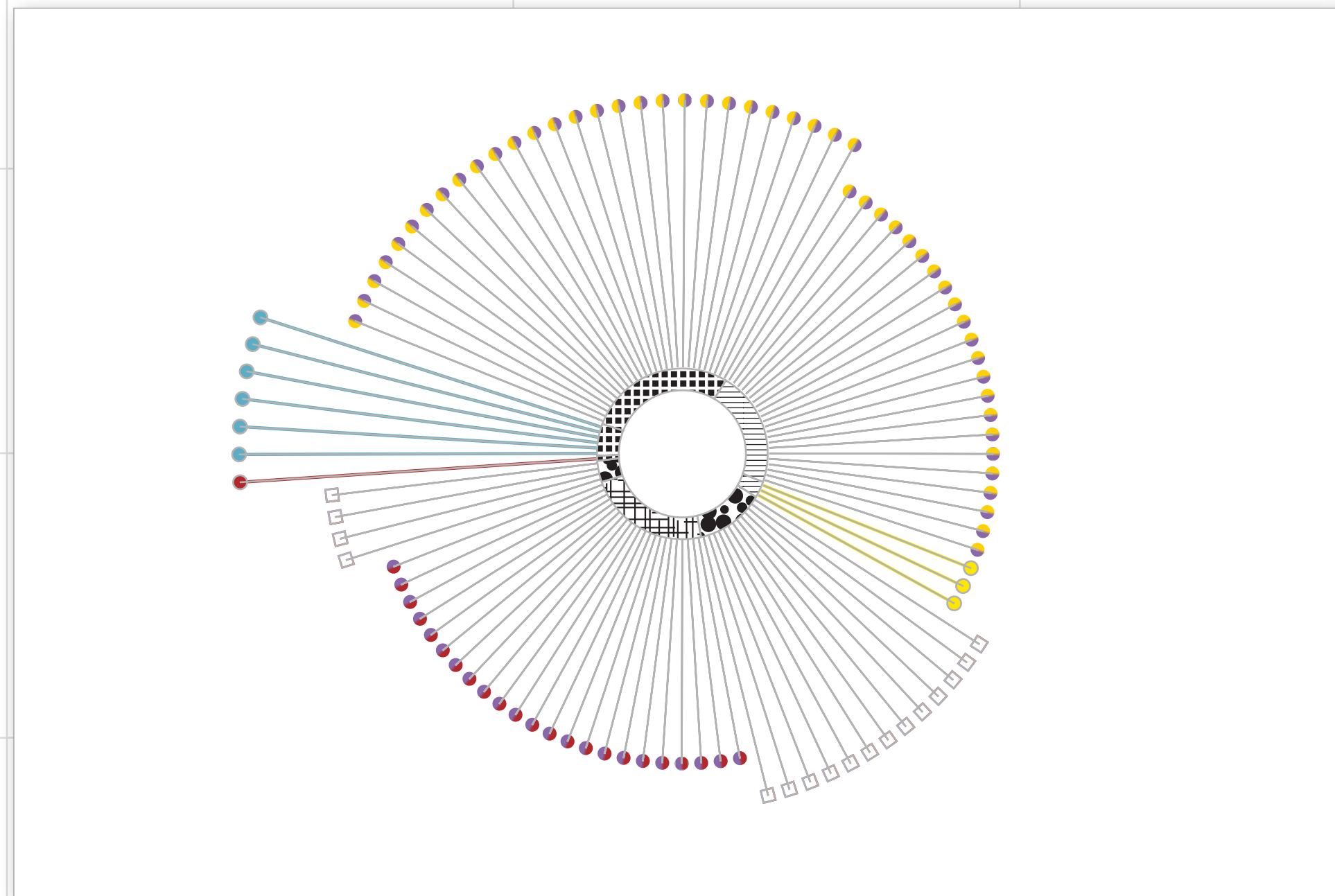
Table 3: Overall amount of colors day by day-1

	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6
Blue	3	2	3	1	5	2
Yellow	1	2	0	0	0	2
Green	2	2	2	2	0	0
Pink	0	0	2	1	0	0
Red	0	0	0	3	0	2
Violet	1	0	0	1	0	0
Mood						
Creativity						

# ROUGH SKETCHES



# THE WEEK OF PHOTOGRAPHY



## THE WEEK OF PHOTOGRAPHY

### COLORS:

- Interior Photography
- Street & Events
- Street Photography
- Interiors & Events
- Events
- Portfolio value: high
- Product
- Personal projects
- Network value: high
- Educational value

### LINES:

The number of lines represent the amount of photos I took in %. They're grouped by project.

- Photos & Videos
- Just Photos
- Line length: my level of satisfaction

On this infographic, I'm exploring my week of photography. I tracked the type of photos I took, the amount of pictures, the result (photo quality & my feelings), and each project value - did I use it for portfolio, learn technique, make new connections or just have fun.



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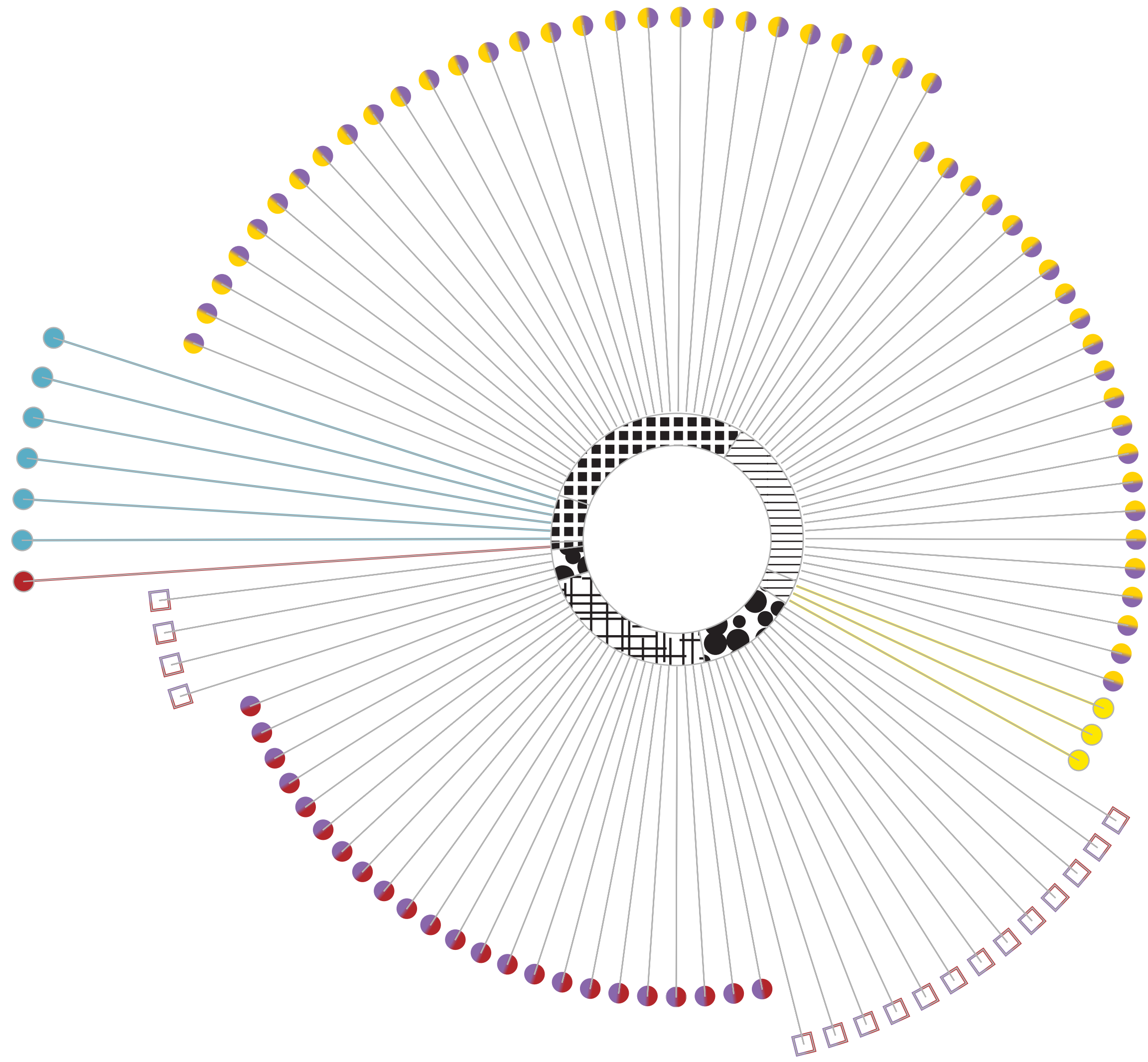
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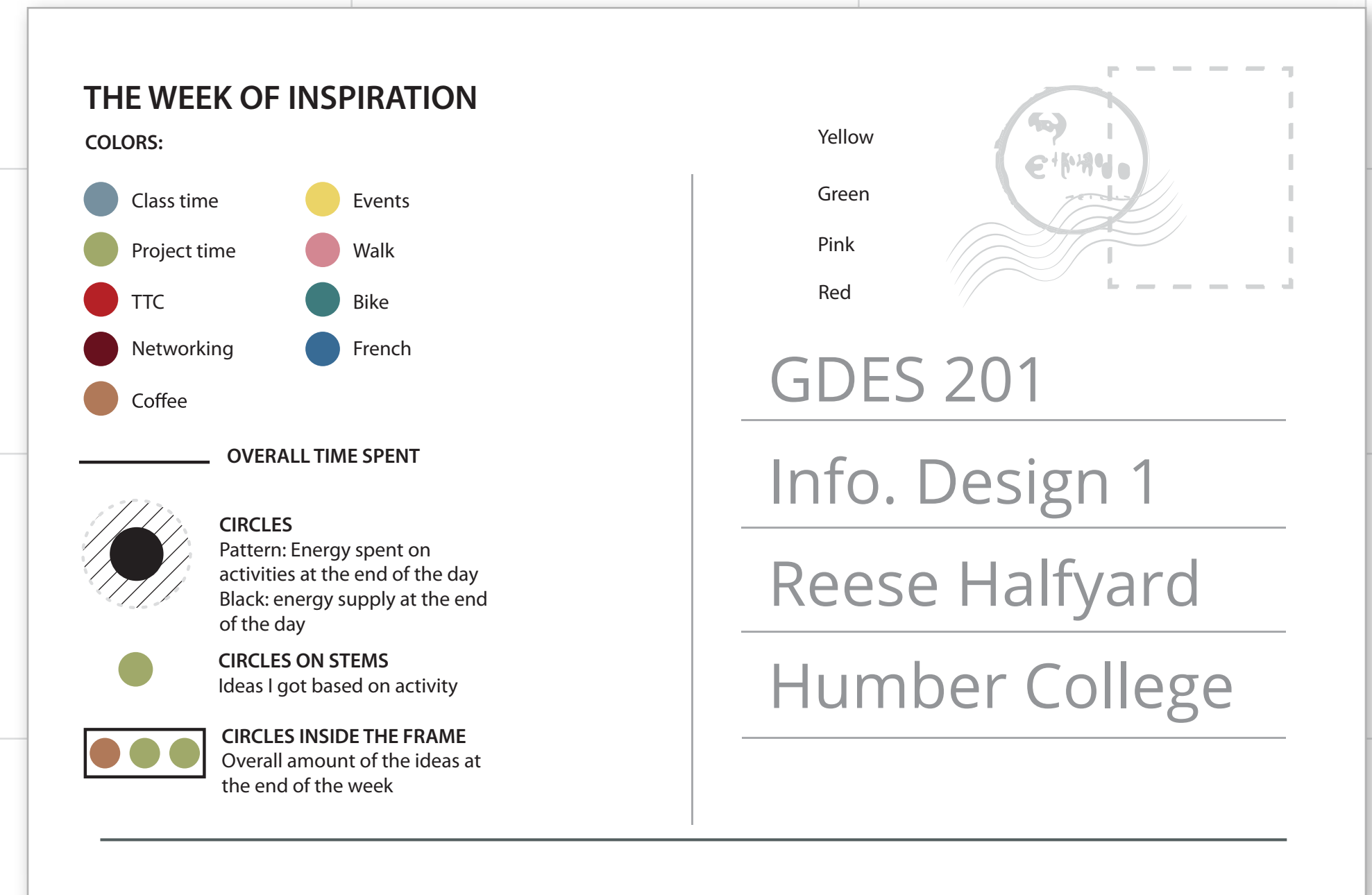
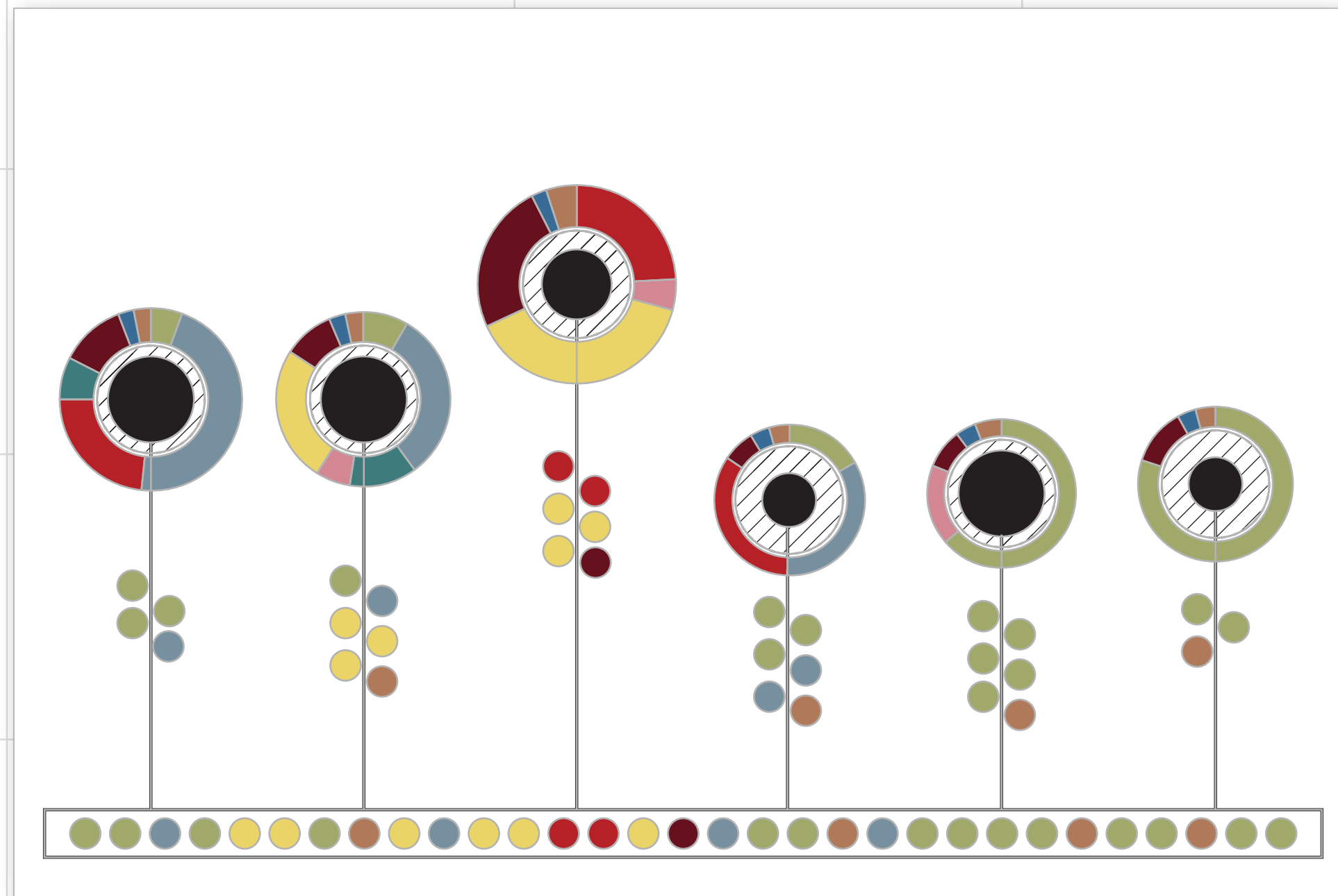
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**Focus:** tracking photo and video projects based on outcome quality and value for portfolio, learning, and networking.

**Variables:** photography type, amount of photos for each projects, level of satisfaction (photo quality), video or photo, value for network, portfolio, learning

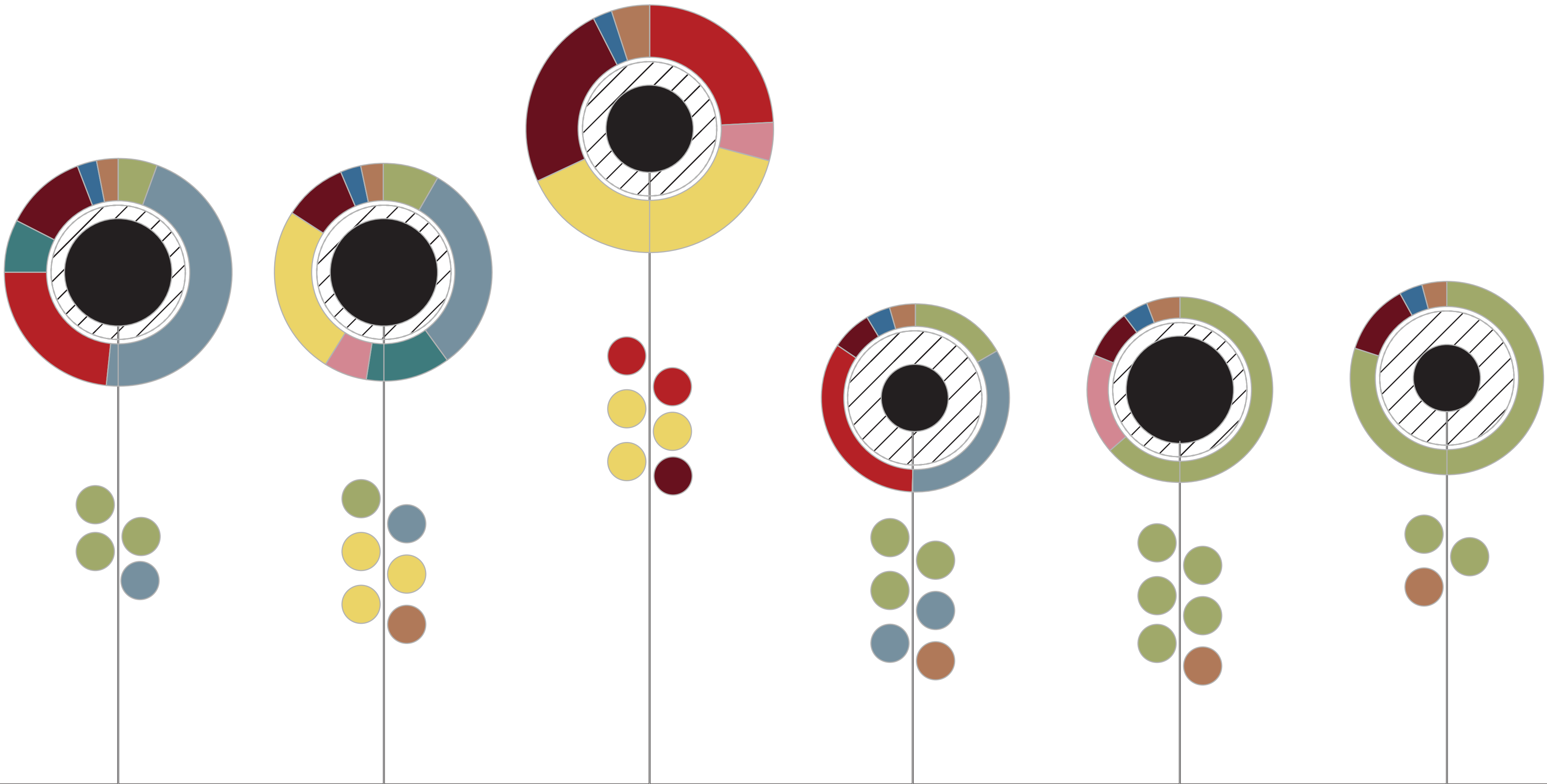


# THE WEEK OF INSPIRATION

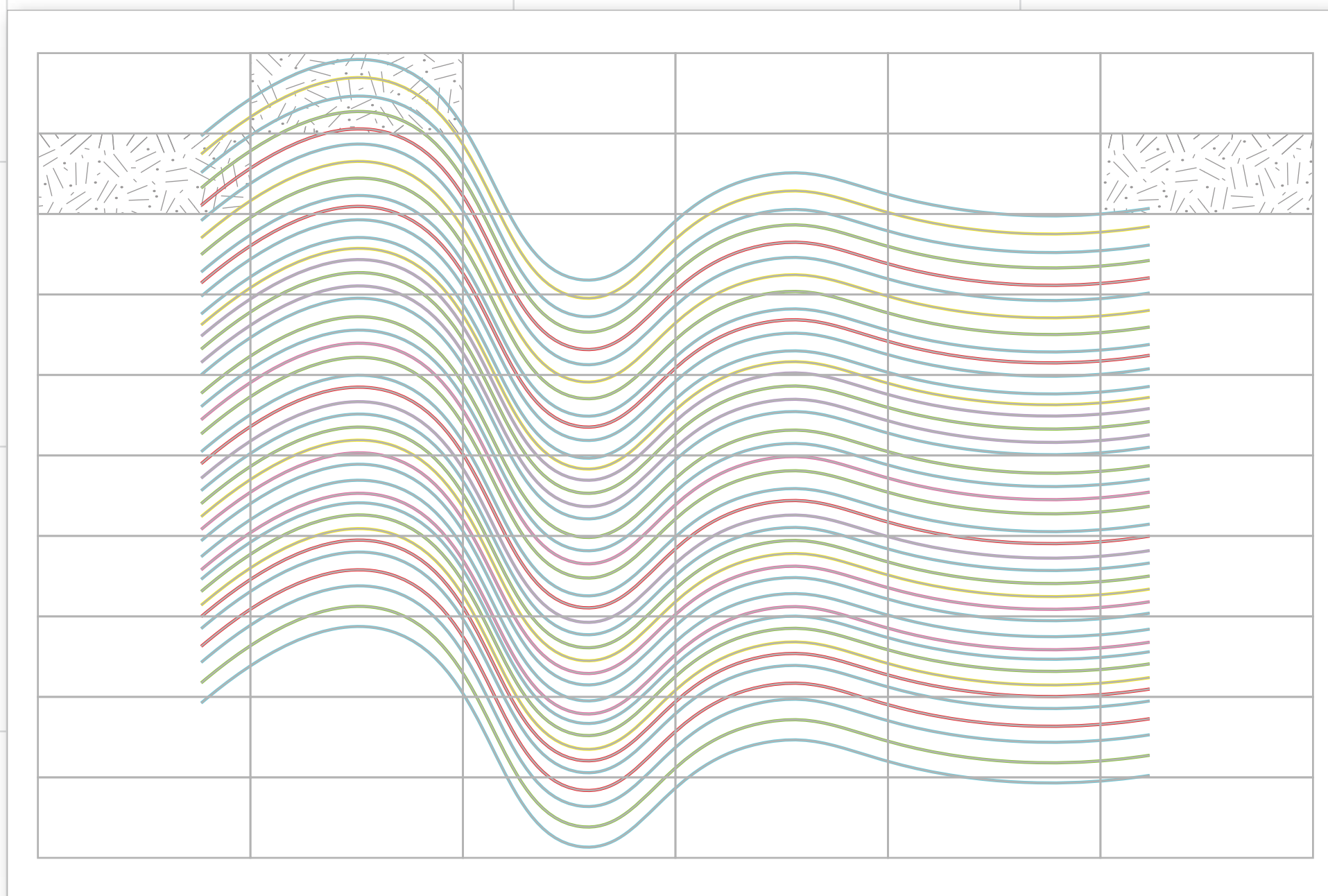


**Exploration:** how everyday activities influence mood, creativity, and energy levels.

**Variables:** activity types and time spending on it, amount of new ideas, energy level



# THE WEEK OF COLORS



## THE WEEK OF COLORS

### COLORS:

- Blue
- Yellow
- Green
- Pink
- Red

### MOOD TIMELINE

Amount of lines:  
frequency of using a color



### PATTERN BLOCKS

Creative Days  
Position: level of creativity  
(new ideas)



### GRID

Shows my data as a  
timeline with my mood  
on the y axis

The graph represents the amount of colors I used during the week, and its correlation on my mood and creativity. Since the time period is not that long and amount of colors is limited, I've decided not to overcomplicate this infographic and not to show amount of each color daily, instead, it shows how this color palette may affect my mood during the week.



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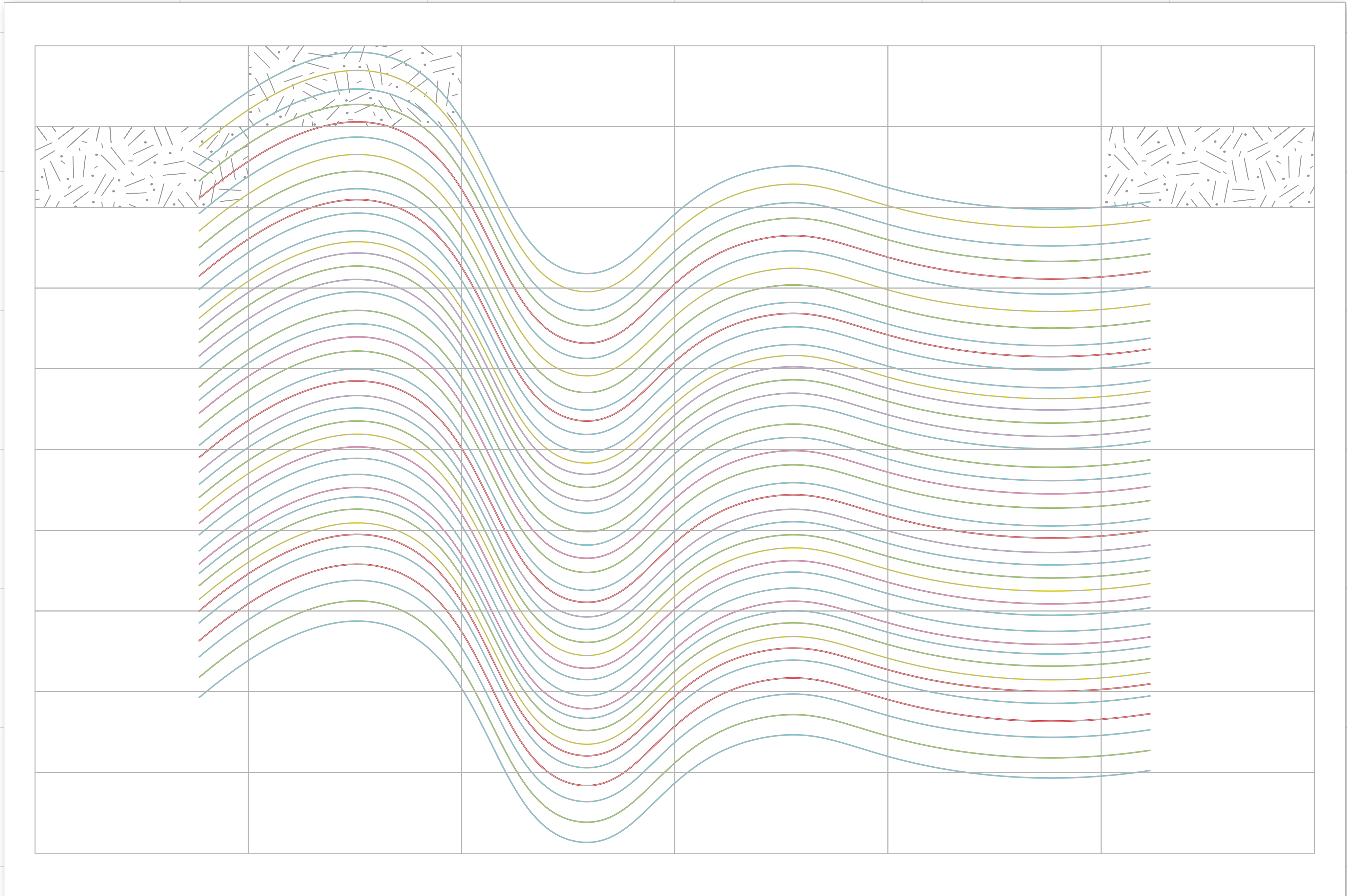
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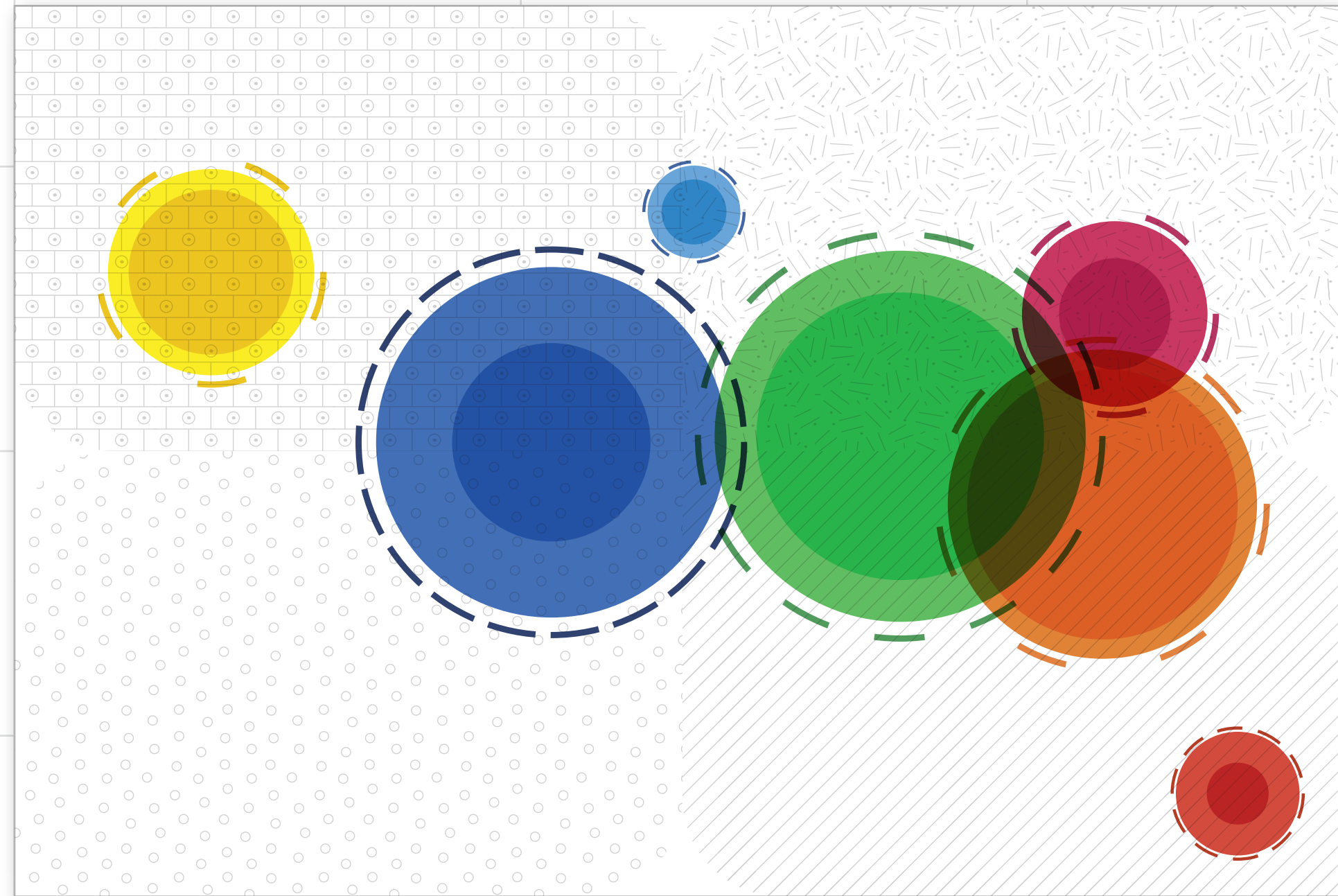
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**Observation:** how daily color choices correlate with mood and creative output.

**Variables:** colors, level of mood, level of creativity, medium, weather



# THE WEEK OF SOFTWARE



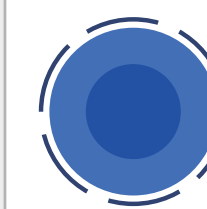
## THE WEEK OF DESIGN SOFTWARE

### SOFTWARE:

- Lightroom
- Figma
- InDesign
- Illustrator
- Davinci Resolve
- Photoshop
- Google Slides

### PROJECT TYPES AFFINITY MAP:

- Career & Portfolio
- Career or Learning
- Personal & Portfolio
- Personal



- Inner circle: level of creativity (%)
- Middle Circle: amount of time on the tool (min)
- Outer circle: joy boost (%)

- Gaps: speed of work & Proficiency

The week of design software helped me understand on which tools it's better to focus. I placed the representation on the affinity map that shows, for example, what tools are good for my career, where I have a gap of knowledge, and where my design passion is.



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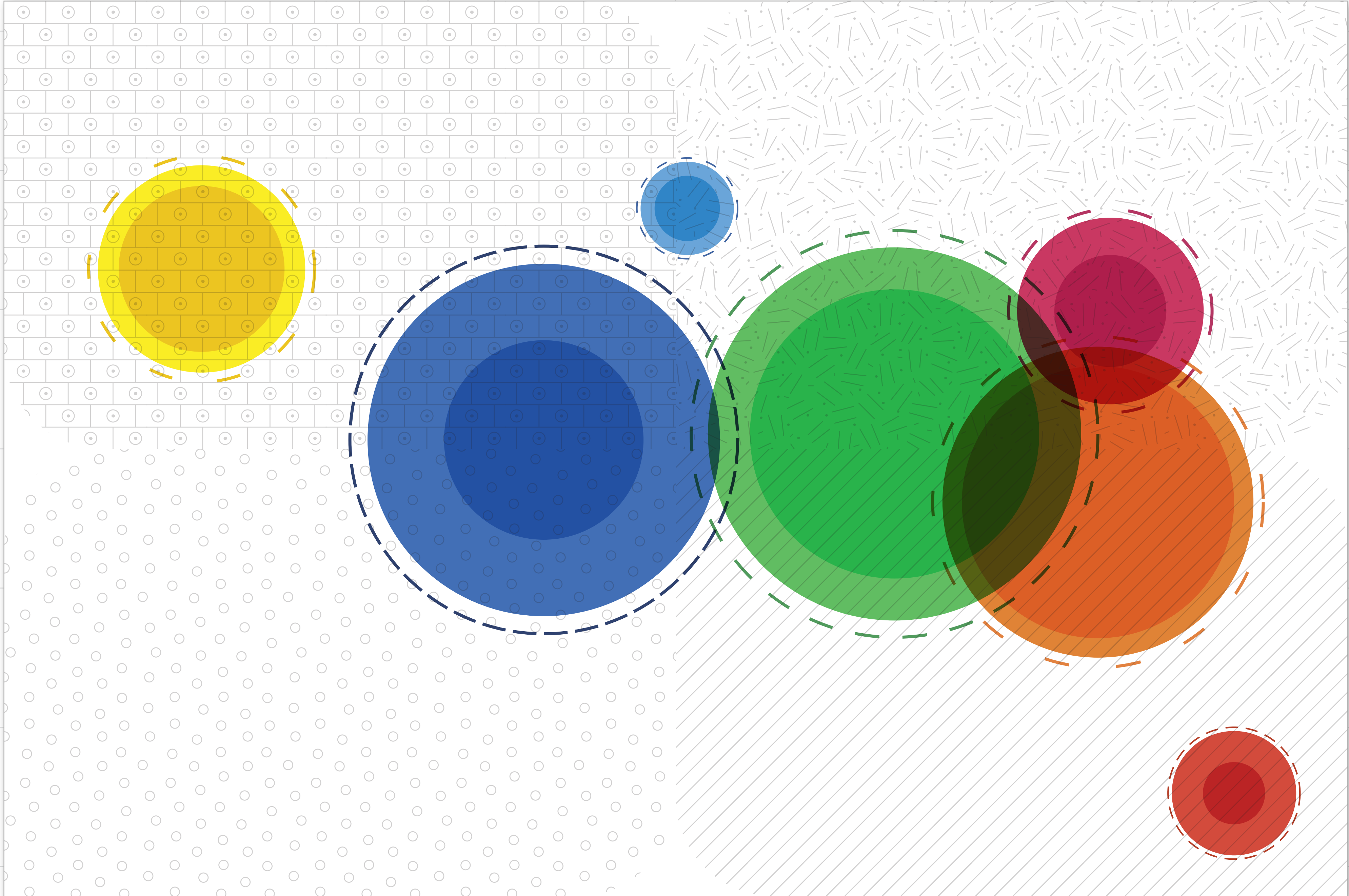
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**Analysis:** comparing design tools based on proficiency, time investment, creative output, and career relevance.

**Variables:** time of using each tool in minutes, speed of work, level of joy (joy boost), level of creativity (new ideas and insights), value for career & portfolio.



# INSIGHTS

## THE WEEK OF PHOTOGRAPHY:

Prioritize product photography and video projects with defined outcomes to low-intent shooting.

## THE WEEK OF COLORS:

Use color choices intentionally on creative days—treating wardrobe color as a subtle performance cue rather than a purely aesthetic decision.

## THE WEEK OF IDEATION:

Schedule walks, events, and networking deliberately as part of the creative process.

## THE WEEK OF DESIGN SOFTWARE:

Shift focus toward mastering tools that balance career value and creative satisfaction, and reassess time spent on low-return software.

## DEAR DATA PROJECT

Even personal data, when structured and designed, becomes practical. Did you notice?



# Thank You!

College Project for Information Design Course at Humber Polytechnic

References:

Tiled A6 Postcards Mockup. (n.d.). Pixelbuddha.  
<https://pixelbuddha.net/mockups/5386-tiled-a6-postcards-mockup?ref=RMKY>

Lupi, G., & Posavec, S. (2016). Dear data. Princeton Architectural Press.