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This infographic was created with bright, saturated colors that are reminiscent of natural fruits and vegetables. Green is the dominant color in the palette used for this design and creates cohesion due to its repetition throughout the graphic. The “O” letters in “food” are represented by circular orange slices, further strengthening the food theme of the graphics. Behind the title at the top of the graphic is a green square with an inverted triangle at the bottom, which not only makes the title stand out and creates separation from the rest of the text, but the triangle seems to point downward, naturally guiding the eye through the information.

In the center of the infographic are two facts, one about food waste around the world, and one about food waste specifically in the U.S. The fact about the world is accompanied by the outline of a green apple, filled with an image of the continents, overlaid with the numbers “1/3”. These numbers represent the amount of food wasted around the world, as stated in the text next to the image. The placement of this graphic containing the number being referenced in this text creates a sense of proximity in each fact. The same is true of the second, U.S. based fact, which has the same apple but with



an image reminiscent of the American flag. Both of these facts are separated by a thin red line, creating balance between the two facts.

Below the facts in the middle is a thin blue rectangle, similar to the green rectangle behind the title. It contains a number, similar to the apples, that pertains to the fact below. Again, there is an inverted triangle that leads the eye from the number in the rectangle to the rest of the fact. Next to each of these elements is an icon of a gray trash can that contains a green apple, the full icon being the same height as the aforementioned icons. This height similarity creates a sense of closure, which is a design technique in which the interior space of an element may not be fully closed, but because of the human eye's tendency to see closed shapes, a complete shape may be perceived (Hampton-Smith, 2018). This creates the illusion in which these three elements create one full rectangle.

## References

Hampton-Smith, S. (2018, December 11). The designers guide to Gestalt Theory, Creative Bloq.