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USING INFOGRAPHICS AS A MARKETING TOOL

Case Study: FixUI

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Bachelor's Thesis
Spring 2017
Business Information Technology
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ABSTRACT

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Title of Bachelor's thesis: Using Infographics as a Marketing Tool
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Term and year of completion: Spring 2017   Number of pages: 39

FixUi Ltd is a usability company which helps companies to design services and products which users can and want to use. FixUi offers following services: user needs studies, UI design, graphic design, and usability evaluations. FixUi was established in 2011 located in Oulu, Finland.

In this project I will try to use theoretical knowledge and analysis in order to improve the client's navigation icons in their website as a primary goal alongside with some digital marketing. The correct usage of icons and infographics in the website in order to have the best outcome are on the priority list. In addition, there will be a clear view of the development process of how the new methods have been applied and how they have affected the company's visual representation.

In the theoretical part I will discuss the clear definition of infographics used across a wide range, from websites to presentations, promotional videos and marketing materials to internal corporate communications. This will allow me to have a better approach to the practical part of the thesis where I will use them as a reference to my work.

At the end there will be a conclusion on how everything has been started, developed during the project and how it would hopefully help the client to have a better understanding of good infographic marketing related to their services. I hope this thesis would be a help for people who want to do some research on the related field.

CONTENTS

1   INTRODUCTION

In this project based on the agreement with the client, FixUI, there will an attempt to improve client's webpage interface alongside with some projects related to digital marketing. Usage of previous theoretical and practical knowledge is on the priority which will get any sort of support and supervision from both university side and client's side.

1.1   FixUI

FixUi Ltd is a usability company based in Oulu, Finland, which helps companies to design services and products that users can put them into use for their own purposes. FixUi offers following services: user needs studies, user interface design, graphic design, and usability evaluations. FixUi was established in 2011 and currently it contains of a very small but talented team of graphic designers and web developers. (Kangas, e-mail message 23.11.2015)

"Usability design and evaluation is our specialty. We help to design your product or service so that customers are able and willing to use them. Whether it's user interface or the user experience, let's fix it. If your business idea is only the Scribble corner of the screen of the paper, we are able to clarify it and to help bring it all the way to the market. We provide flexible and backgrounds multidisciplinary team use, the visual design. All product design services under one roof." (FixUI 2016, cited 2.12.2016)

1.2   Development and Research Problems

The main purpose of the thesis is to develop and come up with new solutions for FixUI website and their marketing channels, LinkedIn, Facebook, Twitter and Google+ using infographics. In another words, this thesis will try to provide a valid and reliable way of encouraging users to interact and connect more to the content of social media and the main website of the company.

I will several meetings at work with employees of FixUi in order to collect some data for better understanding the problem and having a better approach to the results. These raw data will be used in this thesis in the practical part alongside with the demonstration of how they have been utilized in the project.

2 RESEARCH METHODS

In order to have as much data as possible I planned to use two states, interviewing and doing a pilot test with user experience experts. I managed to have relevant conversations with the staff and colleagues which made it possible to have a good collection of related material for the further research.

As the result I based my knowledge on direct and indirect conversations with employees, colleagues and known experts of the project and it brought me to the conclusion of using empirical research for my thesis which gives me the opportunity of analyzing the data qualitatively. In this case, I have the opportunity to combine data from qualitatively analyses and reach a very comprehensive conclusion which would not be possible in any other cases.

Moreover, in some cases I have used action research techniques. "Action research is unique from other research techniques because of its strong emphasis on action, more specifically, bringing about change within a business. It is, therefore, useful for providing answers to 'how' questions." (Saunders, Lewis, Thornhill 2008, 147). Using this method will give me extra resources to complete the research in the best possible way.

3   VISUAL COMMUNICATIONS

We preserve the world around us through the gate of our visual system in our brain. It gets the raw information from our surrounding, processes it and transfers it into a form that we can understand, feel and communicate with. Our visual system is in charge of different tasks, from observation of an object to calculating the distance, colors, shape and many different features as it appears as reality, and it basically uses light as its main sources to transfer and read all those inputs.

Human species is tenant to live in groups as we call them societies and way that they achieved living in large amount of people was by communicating with each other using sign language. So, from the very early ages we have been using signs, figures and drawings in order to communicate with each other and during the time the communication skills have evolved alongside humans and it became the main and essential tool we use daily.

"Visual Communication as the name suggests is the communication through visual aid and is described as the conveyance of ideas and information in forms that can be read or looked upon. Visual communication in part or whole relies on vision, and is primarily presented or expressed with two dimensional image, it includes: signs, typography, drawing, graphic design, illustration, color and electronic resources. It also explores the idea that a visual message accompanying text has a greater power to inform, educate, or persuade a person or audience" (Smith 2005, 123). As it has been described perfectly in the definition of visual communication above, we will be focusing on different dimensions of communication by discussing typography, photography, graphic design, and information graphics.

By the end of this chapter, we should have a broad understanding of visual communications which is necessary for us to move on to the next chapter which is infographics and marketing and there I will use these definitions as a reference.

3.1 Typography

In the early time, when mankind tried to find a new way of transmitting feelings, emotions, observations etc. and replace them with drawings, they eventually came up with language; letters made them able to present their thoughts in a new form. They were able to craft a visual comprehension to a form that someone else can also understand.

Letters gave the drawing a new personality and they changed our lives forever. Experiences, way of living, cultures and adventures were passing by nation and it made people get to know other parts of the world. Trading became possible and eventually it all led to education, training and developing the society. After all it has been undermined how important the role of typology is in our lives and how it has affected our communications dramatically.

Determining the exact period where mankind started to use letters in form of passing on information is quiet ambiguous, but the very first evidence shows it has been used in numeric forms from the second Millennium age until it has been developed to readable format in 1800 B.C to 1600 B.C. In a diagram below I will try to demonstrate the history of typography by using different sources. (Tselentis, Haley, Poulin, Seddon, Leonidas, Saltz, Henderson, Alterman 2012, 10)

As it has been clearly demonstrated in the figure 1, the concept of typography has developed rapidly during the last decades and it has reached a level never achieved before. From computer to our mobile phones, big billboards to TV advertisements, we see fonts everywhere which brings us all to the challenges that font designers will face in order to decorate our daily life with wonders that letters can convey to our brain, taking us to the world of communications.

Later on in the development and implementation chapter I will show how important the role of typography is and how it will affect the entire process of infographic design. It will determine the layouts, color pallets, spacing of the entire design and then the font size, font type and all the relative features would set up the work.

It might be better to put it this way "Type is no longer the invisible servant of design, but rather recognized as design of the highest order. Typography is a subject of fierce debate and even controversy. Its passionate base celebrates and covets its innate complexity and characteristics." (Tselentis, Haley, Poulin, Seddon, Leonidas, Saltz, Henderson, Alterman 2012, 4).

Second millennium age, reuse of identical characters

1800/1600 B.C The principle of typography

1440, Introduction of movable type printing

1757, first transitional roman typeface is introduced by John Baskerville

1816, William Casion IV produces the first typeface without serifs of any kind.

1954, A Swiss artist, Max Miedinger, creates Helvetica, the most popular typeface of our time.

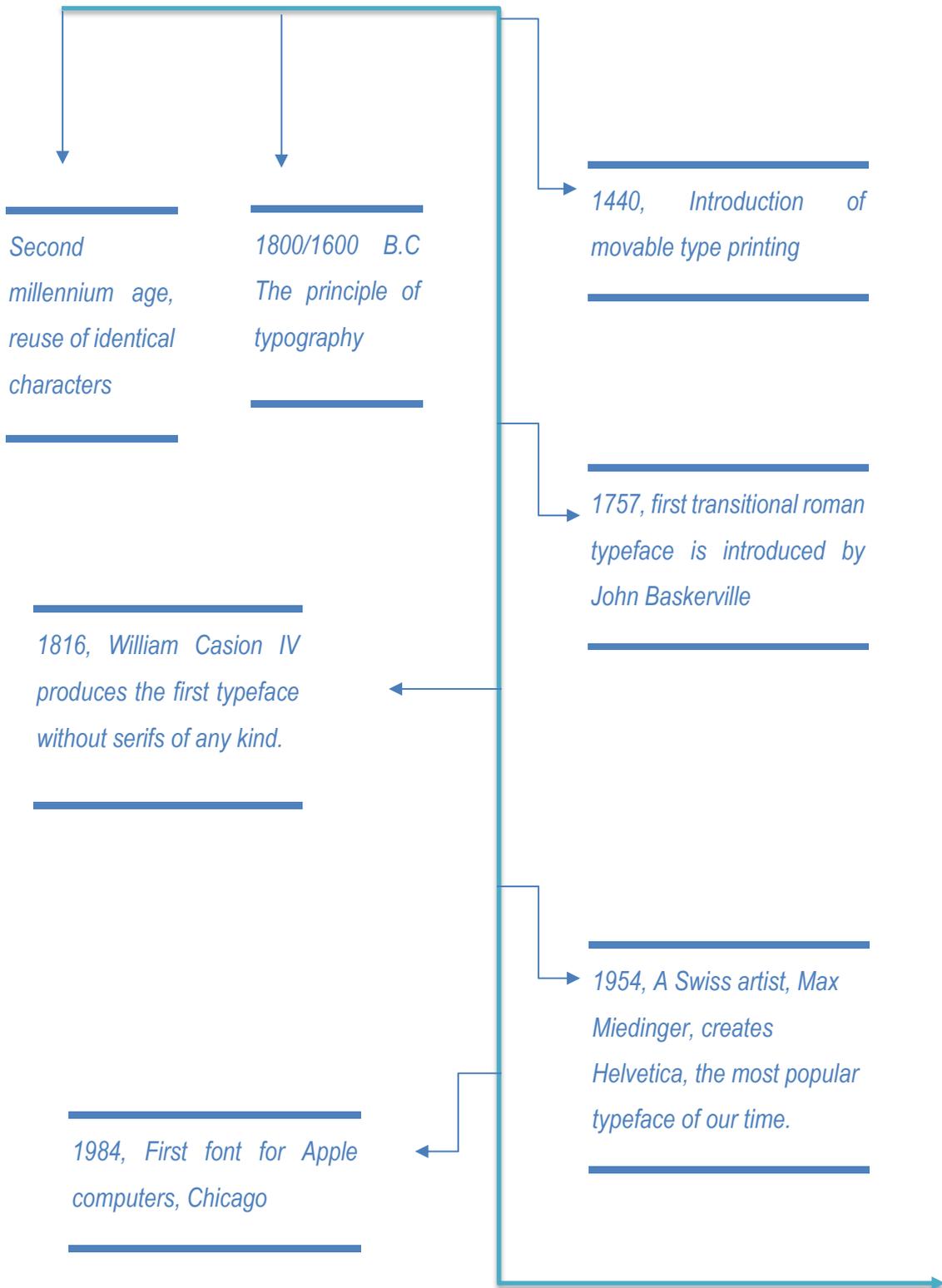1984, First font for Apple computers, Chicago

FIGURE 1. History of Typography (Cullen 2012, 12)

In a general view, Typography has a lot of different branches; from color, position, spacing and alignment to paragraphs, hierarchy and grid systems. It would be out of reach to cover all the related topics but the most important and relevant branches will be discussed shortly.

3.1.1 Space and Spacing

- Word Spacing

As the title clarifies the definition perfectly, word spacing refers to the size of the space between words. Regarding the importance of word spacing, it brings the easiness of reading to the audience. A bad word spacing would make it difficult for people to have a constant and enjoyable concentrated reading.
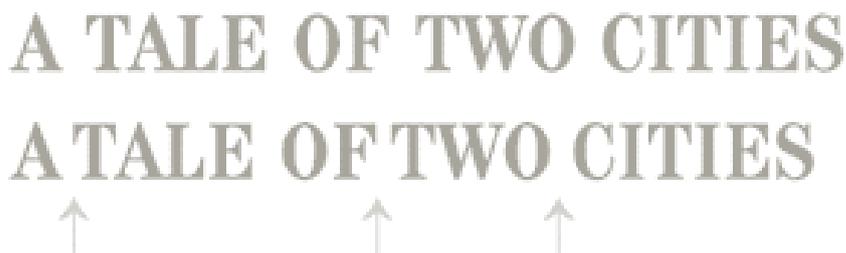

FIGURE 2. An example for word spacing.

- Letter Spacing

Letter Spacing also known as tracking (mainly in editing software) refers to the scope between each individual letters in a sentence. The increase in letter spacing will bring a better readability and that is why words with high number of letter spacing are usually used for banners, headers and brochures. On the other hand, decrease in letter spacing would give the impression of intensity and importance. Last but not least, the decision on letter spacing depends on the project, and the designer's personal taste.

LETTER SPACING
LETTER SPACING
LETTER SPACING
LETTER SPACING
LETTER SPACING

FIGURE 3. An example for letter spacing.

- Sentence Spacing

Sentence spacing has a more standard manner comparing to other categories. Before 1950 print centers used 2 spaces between sentences but after that time period the default space between each sentence changed to one and it has not been changed since then. (Cullen 2012, 86)

d at the end.   Cap

iod at the end.   Capi

period at the end.   Capita

period at the end. Capita

FIGURE 4. An example for sentence spacing.

3.1.2   Alignment

Text alignment also known as text justification is referred to position of the text comparable to other page layout elements such as column and tables. The variations in text alignment is varied from flush-left, flush-right to justified and centered.

Flush Left (or Ragged Right)

Design Instruct is a regularly updated web magazine for designers and digital artists where you can find and learn design tips and tricks. We feature high-quality tutorials from some of the top designers and digital artists from around the world, as well as articles that cover an array of topics to keep you informed and inspired.

Flush Right (or Ragged Left)

Design Instruct is a regularly updated web magazine for designers and digital artists where you can find and learn design tips and tricks. We feature high-quality tutorials from some of the top designers and digital artists from around the world, as well as articles that cover an array of topics to keep you informed and inspired.

Justified

Design Instruct is a regularly updated web magazine for designers and digital artists where you can find and learn design tips and tricks. We feature high-quality tutorials from some of the top designers and digital artists from around the world, as well as articles that cover an array of topics to keep you informed and inspired.

Centered

Design Instruct is a regularly updated web magazine for designers and digital artists where you can find and learn design tips and tricks. We feature high-quality tutorials from some of the top designers and digital artists from around the world, as well as articles that cover an array of topics to keep you informed and inspired.

FIGURE 5. An example for alignment.

3.2 Photography

The importance of photography will be discussed in detail in this chapter, from the historic point of view to how we have developed different devices in order to use them in variety of industries, and eventually different type of photography and how each type could have an impact on an artist's general point of view or the final result of a project.

As a professional photographer myself, I believed that it would be really easy to define the term but the more I tried to narrow it down the more difficult it became as the whole concept is so wide and hard to narrate it in one sentence. The most suitable approach to interpretation of photography in my opinion would be "preserving the time, in a format of drawing with lights".

I used the term "drawing" as I see the photographer more like a painter who thinks, imagines, and then draws a scene the way it has been visualized in his head.

The term "light" has been used in order to remind that visualization would not be possible without it. We perceive everything around us as a reflection of light bouncing on top of objects, reaching our eyes and being processed in our brain and turned into a language we can understand.

"Time" or more specifically, space-time, can be preserved in a capsule which we call a photo. The time capsule (photo) maintains the information that maybe in the close future can be used in order to revive memories. In the core process which is combination of all, light, time, and imagination makes the final product, photo.

From a technical approach we can define that "photography is the science, art, application and practice of creating durable images by recording light or other electromagnetic radiation, either electronically by means of an image sensor, or chemically by means of a light-sensitive material such as photographic film." (Spencer 1973, 454).

The main purpose of including photographing as a chapter in this thesis was to emphasis how the imagination and visualization would affect the final work of any fine art artist and basically photographing will provide a platform where you can bring an idea to life.

"Photography has gained the interest of many scientists and artists from its inception. Scientists have used photography to record and study movements, military, police and security forces use photography for surveillance, recognition and data storage and scientists such as Edward Muybridge's study of human and animal locomotion." (Robinson 2006, 8)

3.3   Graphic Design

"Anyone trying to communicate in a new language has to first gain a complete understanding of its fundamentals; ABCs of the language-definitions, functions, and usage. The language of graphic design provides graphic design students and practitioners with an in-depth understanding of the fundamental elements and principals of their language, graphic design, and what they are, why they are important, and how to use them efficiently." (Poulin 2011, 9).

Last but not least, in order to reach the final destination in our journey of infographics we have to pass one more stop. The whole concept of graphic design is the most important bridge between an artist and the final result. It is what gives shape, meaning, abstraction and a whole variety of features that makes the outcome more appealing to the target audience.

In order to have a comprehensive approach towards infographics we need to break down this chapter a lot. I will try to cover a very basic discussion over how small elements like points, lines, shapes, colors, light's texture etc. would set on our design regardless of the customer or the target audience. At the end of the chapter I will sum up everything I have discussed so far and prepare the next chapter which will at last explore the world of infographics.

Graphic design can be looked upon as a language; the language that a designer uses in order to communicate with another artist or an ordinary person. Any language has its own structure, grammar and roles, graphic design language is not an exception.

The main reason to mention typography and photography in the previous chapters was to demonstrate that they are basically the fundamentals of graphic design and how much they have over-blown it during the last decade.
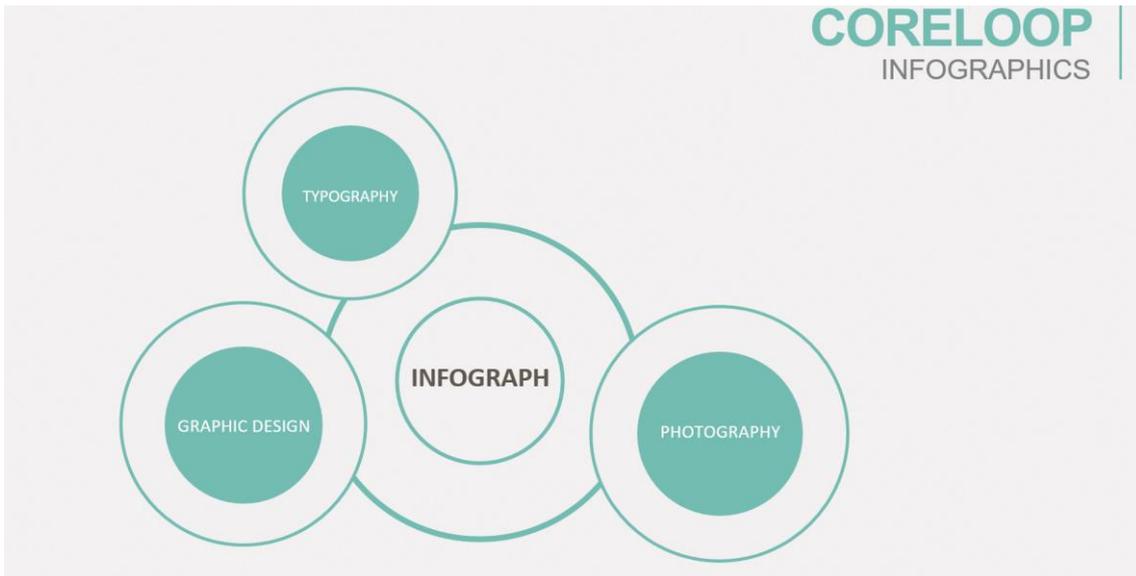
FIGURE 6. A general view over infographics.

"The principles of graphic design are the framework for using elements in the most appropriate and effective manner to create meaningful and understandable visual communications." (Poulin 2011, 12).

4   INFOGRAPHICS AND MARKETING

4.1   Information Graphics

Humans use their vision as their primary and most powerful form of communication on a daily basis. They observe the colors, movement, figures and as a result they can transfer their observation to another. It is not a wonder if this form of transferring data becomes a crucial part of virtual communications which eventually bring us to information being presented as a form of graphic demonstration.

In the previous chapters the demonstration on the importance of typography, photography and graphic design has brought us to this point where all of them will merge into Infographics. On a general point of view, the importance of infographics come to play when we have an overall analysis on the internet users, from the scale to the purpose of using internet.
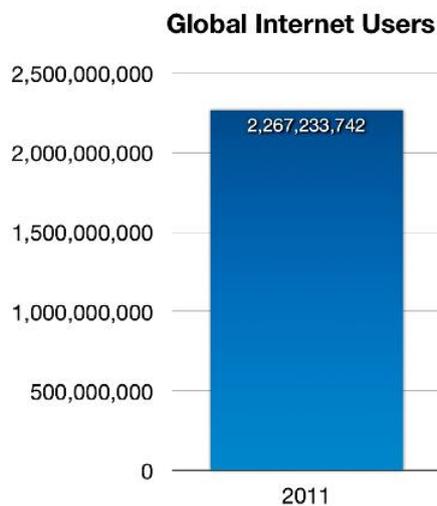

FIGURE 7. (Krum 2013, 17)

More than one/third of the population are considered as global internet users. These users are facing daily advertisement, online shopping, video channels and weblogs. The best way to present all those raw data to the views would be a good visual demonstration which eventually lead every business to use infographics.

This is the part where a designer comes to play. They have to have great understanding of the core loop, typography photography and graphic design, in order to process the input data provided by client, turn an idea to a real sketch and eventually bring that to life. In a way we can see an infographic designer as a bridge between raw data on client side and understandable language on customer side. This would give a great amount of power to the designer that can be used in various ways. But basically we can divide the whole process in 3 different parts, foundation/introduction, the main event and conclusion *(Krum 2013, 27)* which from my point of view can be seen the same as almost every other system that has an input, processing and output. Even though this method could be considered a very old-fashion style but still it is a fundamental way of dealing with any small or big project.

The discussion and information provided in these chapters was only achieved by studying great books in the field of infographics. This raw information can provide a great reference and help to turn a theoretical project to practical. I will be using the gained knowledge and put them into practice in the projects I will be receiving from the company FixUI and try to analysis them based on what I have learned from the books.

5 DEVELOPMENT AND IMPLEMENTATION

5.1 Project Planning

As the theoretical part has prepared and broaden our knowledge, we can easily focus on development and implementation of infographics, graphic design and usage of them as a marketing tool for the client, in this case FixUI.

Several meetings with the client eventually lead us to an agreement for the overall view of what are the expectations from each side, and what would be ultimately the outcome of the project. In order to have a better understanding of the criteria determined for this case, they will be shortly presented and some of the key points which came to existence and have been already in used will be discussed and analyzed from both client side and the student side.

5.2 Graphics Toolbox for Digital Marketing

The following topics have been agreed on in the final meeting with the client. Not all of them will be used as a show case in this thesis but the most important subjects will be briefly introduced.

- Facebook Marketing
  o How can marketing be done in Facebook?
  o What images/graphics are needed?
  o What is a good Facebook profile?
  o What is a good status update?
  o How to get more followers?

- LinkedIn marketing
  o How can marketing be done in LinkedIn?
  o What images/graphics are needed?
  o What is a good status massage?
  o How to get more followers?

- Google+ Marketing
  - How should the profile look like?
  - Why the Google+ profile is needed?
  - What images/graphics are needed?

- Twitter Marketing
  - What graphics/images are needed?
  - What is a good tweet in business-to-business?

- Web Pages: graphics and marketing goals.
  - What image/graphics are needed?
  - Remembering the company's brand in graphics.

- **Case FixUI**
  - FixUI
    - What kind of company is it?
    - Goals of the web pages and social media activities.
    - Status before the work:
      - Visual design for the new webpages not done, how to tell "boring" stories with nice pictures/infographics?
      - Some profiles need to be updated/created.
      - Good content is needed for the support of the created pages.
  - Infographics for the new webpages
  - Infographics toolbox for social media needs
    - Infographics to update the profile
    - Infographics and images to use in status messages

Unfortunately, because of the lack of time, it was impossible to cover all these subjects. After a discussion with the client, we decided to focus on the most useful and most important ones which in this case was Facebook and Case FixUI.

5.3   Infographics and Service Icons

At the beginning of the project, the client defined a simple task in order to show, test and set the general design style of the design, layout and graphics related to their webpage. In the description of the task given by the client there was not enough details which led the design to a wrong path. In the description: (Kangas, e-mail message 19.10.2015)

FIGURE 8. Sample versions presented by the client

- Service balls (if they are balls) / Icons
- Style: modern, timeless, informative, stylish (quite flat style preferable) could be with a hint of playfulness.
- Visual style for the website has not been designed yet. Adjectives above apply, also we will not change the style of current pages too much. Site will be on this template, so hints of this style could end up in end result also:
  http://www.kriesi.at/themes/enfold/?skin=Cyan
- Main colors are white, grey, black and pink #e50083 and cyan #00a3c2
- Ball row in infographic must be vertical.
- Ball row must work as a navigation without any texts in service subpages.
- Font will probably be Futura or Open sans

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FIGURE 9. Sample versions presented by the client

As the details were quite shortly and poorly described, it was incredibly difficult to come up with a design that satisfies the client the exact way that they were expected. As a result, a solution was improvised, to make a variety of styles suggested by myself. In this way the client had the opportunity to grasp the idea of how many different styles can be implemented and had the chance to choose one that suits their need the best. The final draft has been shown in the figure 10.

FIGURE 10. Suggested draft to the client

After the review and feedback from client side, the style of general design was set. With three personal meetings that were arranged with them, the main issues were discussed including how the description of each part should be a lot more in details in order to avoid any time to be wasted on unnecessary designs and both sides would be happy about the results.

5.4   Infographics for FixUI

In the main meeting with the client side, major requirements were listed. FixuUI is providing services for user interface design and user experience design and after the internal analysis that they have had, they realized that their own website, which represents all of their available services and the quality of their work, is not based on a good and standard user friendly design.

As a result, they requested a brand new user friendly centric infographic design. The challenges were a lot considering the amount of design mistakes in the main website and it would have needed more time and expertise that were not possible based on thesis project. To ease the process, the client provided a glimpse of what would be the possible final version of the running website and it could be used as the grand design reference. The draft delivered by client has been shown in figure number 11.

Some of the basic layout and design criteria was attached to the draft so that the raw designs can be fit perfectly to the final version and can be imported directly to the webpage. They might seem basic information but they have a huge impact on each and every design, here are some to mention: (Kangas, e-mail message 02.11.2015)
-    Widest version of Infographic 1210px (fits in to 1310px wide resolution with 50px margins).
-    Infographic stays the same (scales) until 768px.
-    Mobile version (boxes on top of each other) or still stays the same and user can zoom.
-    Infographic is vertically scrollable so it can be as long as needed.
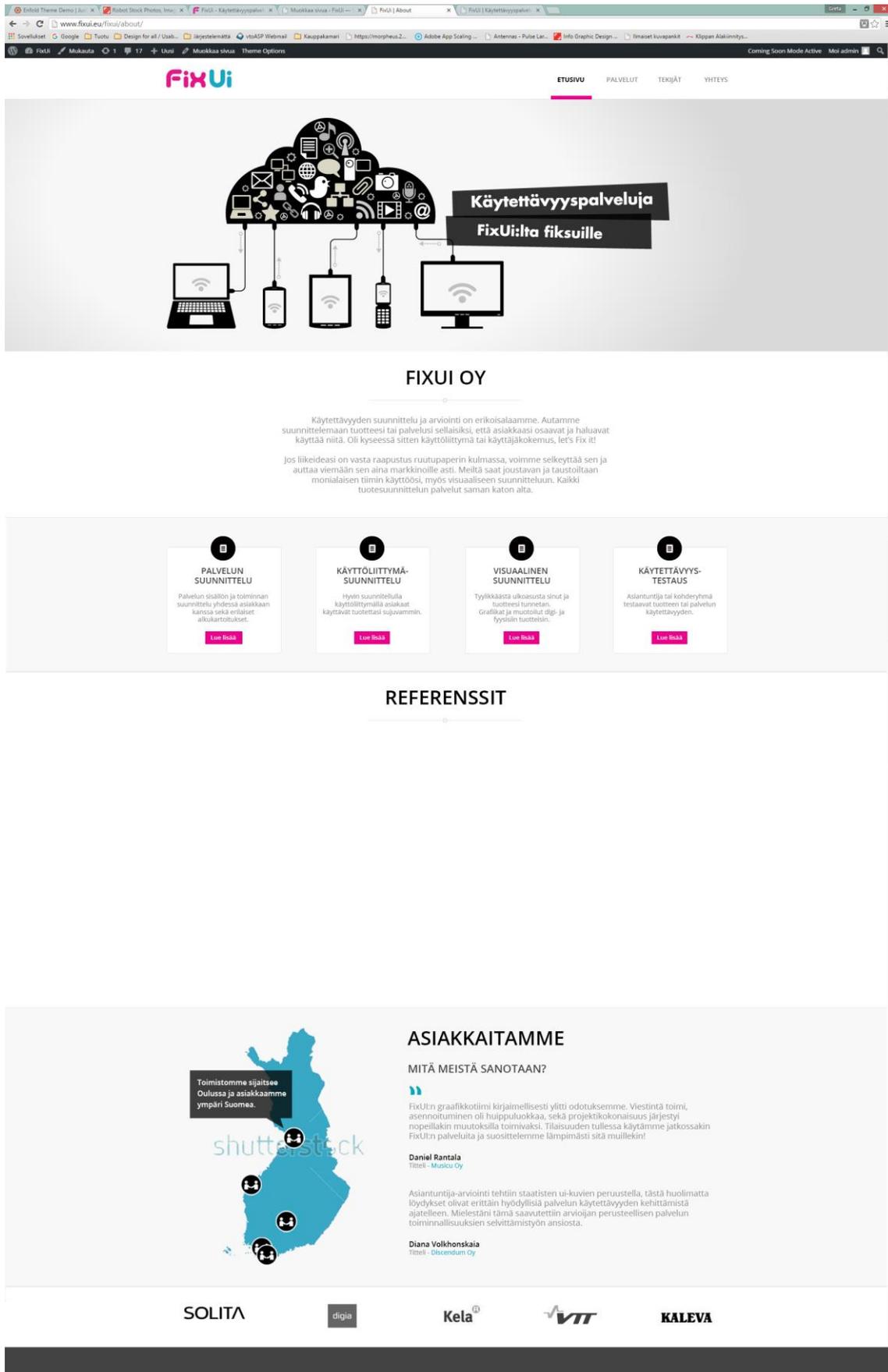-   Fit in font size 16-18px if possible.

FIGURE 11. A draft of final website layout delivered by client

To have the right approach towards a perfect design, these factors needed to be considered first.

- Shapes should be simple and flat.
- The designs for the corners need to be more sharp-edged than round-edged.
- Taking into account the general usage of grey color in the website, it should be used in the design.
- The design should be scalable for mobile version as well as different web browser sizes.

After a week of working on different prototypes, a pre-final draft, figure 12, was presented to the client.
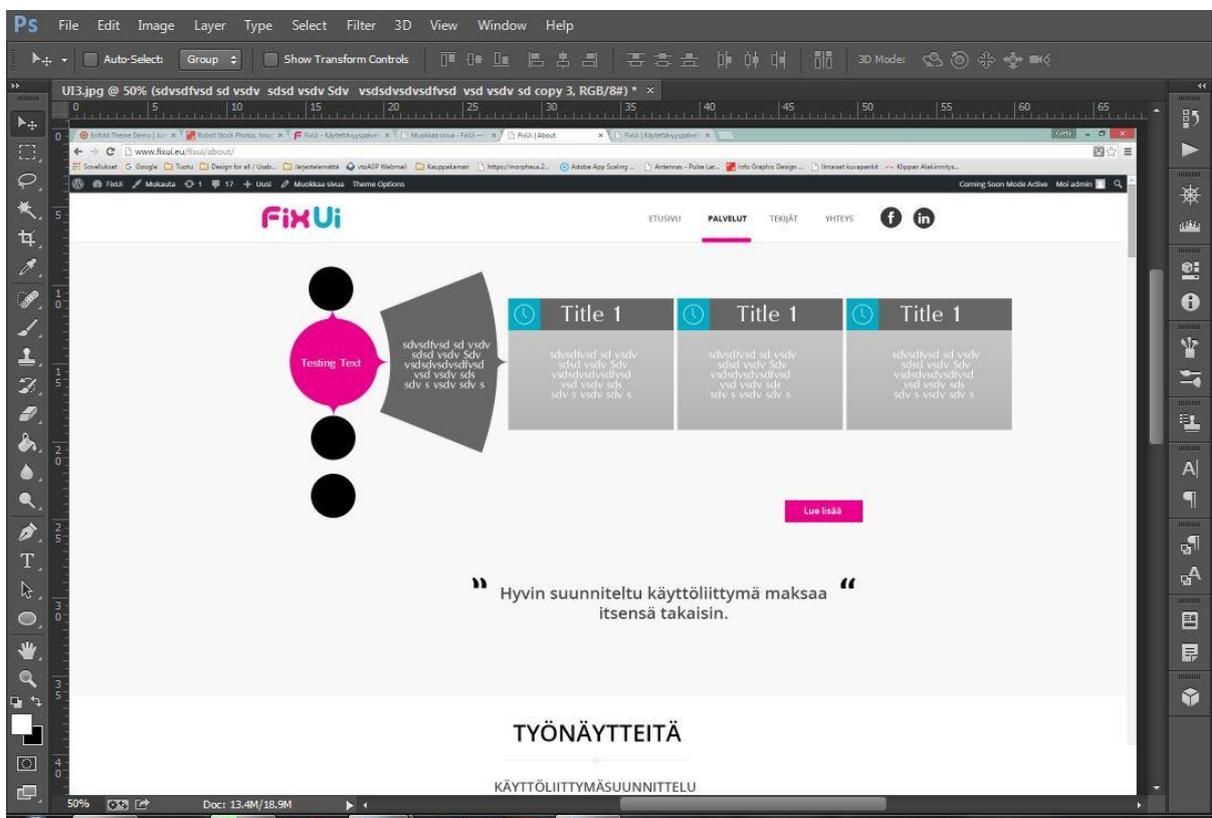

FIGURE 12. A draft of final website layout presented to the client

In the draft there were many user-experience design elements used in a way to make and present the website as more appealing and more user friendly.

The color pallet used in the design was pretty simple and based on the colors used in the logo of the company. The box sizes were matched to the layout of the webpage and as the client had already asked, the colors used for all the boxes were light grey. Design of the corners in the icons

and text boxes were kept sharp which was one of the main criteria asked by the client. On the meeting with the visual and UX designer of FixUI, there was a lot of positive feedback related to the design but also some minor negative feedback was mentioned which needed to be applied to make the draft final. The most important feedbacks were: (Kioski, e-mail message 09.11.2015)

- "Only two square boxes per service (customer benefits and outcome)"
- "No icon or titles for square boxes since we don't have separate icons or titles for them. (Titles of squares are on top of infographic for the whole column, like on my previous sketch. Figure 9" Icons are in balls.)"
- "Arrows go horizontally only. "
- "Check with this tool that you have enough contrast between colors of background and text http://www.dasplankton.de/ContrastA/ "

A suggestion was made in order to keep the speed of the project on its peak that the client started to do the very minor changes by themselves. It was a well-received proposal and the raw and original working files were delivered to the client, as a result they were incredibly happy.

5.4.1   Icons

In order to keep the progress in the project and reach the final steps, the client offered a new sub-project of designing new icons that would fit the new layout of the website. There were not that many detailed descriptions for this sub-project. By reason of knowing that there is enough comprehension of the general layout style or as it can be called "style sheet".

3 major requirements by clients regarding the icons designs were:

- Lightbulb for design of a service
- Users for usability testing
- Wheels for execution of an app

At this point of the project, the drafts were created unbelievably fast due to the fact that the style sheet, color pallet and general layout was predetermined and compromised completely. A final version of desired icons was presented to the client in a meeting. (Figure 13)
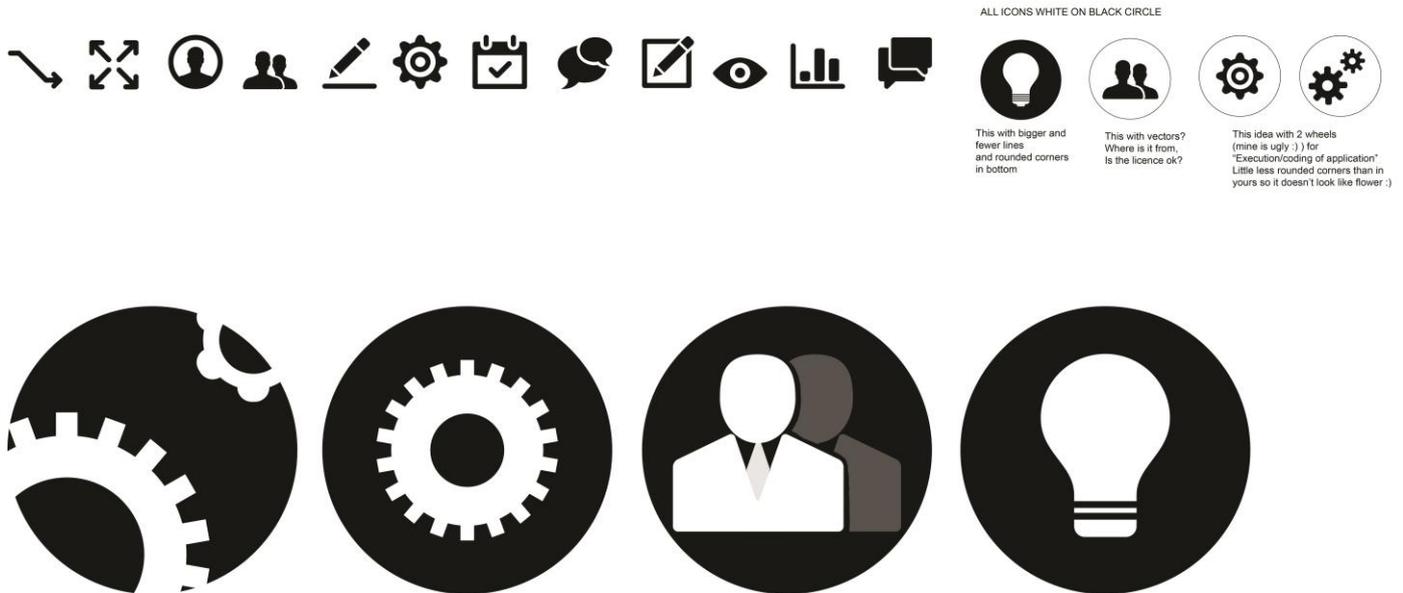
FIGURE 13. Final Icon's draft presented to the client

In the draft presented to the client, there was a feedback picture included on the top left corner in order to show the progress, changes and new styles which have been implemented in the new sketch. In addition, a long list of alternatives was attached on top of the draft so that the client can see and feel the freedom to change the icons the way it would fit the best for them.

As it was expected, this method of presentation of drafts was well-favored and is a very good and recommended way for anyone who is willing to distinguish their style from others. It was expected that some follow up changes would be needed and the client only mentioned two: (Kioski, e-mail message 12.11.2015)

- "We really like the wheels that are not whole in the circle. We would like to use that, but a) could you make the big wheel a little bit bigger? And we would need a version of this, where also the big wheel is whole. So could you make it available also as whole circle?"
- "Could you make the users as a silhouette with no suits (kind of like in yours and mine small icon examples)? And the person behind could be a woman. The men with suits look now a little bit too much like business men or doctors so we'd like to have more like "normal people".

Based on the feedback, some explanation and changes were made. It was necessary to justify some points to the client such as the gearwheel is actually the same as the one next to it but with a bigger inner circle and it's also half, but whenever the client need it they can simply use the one
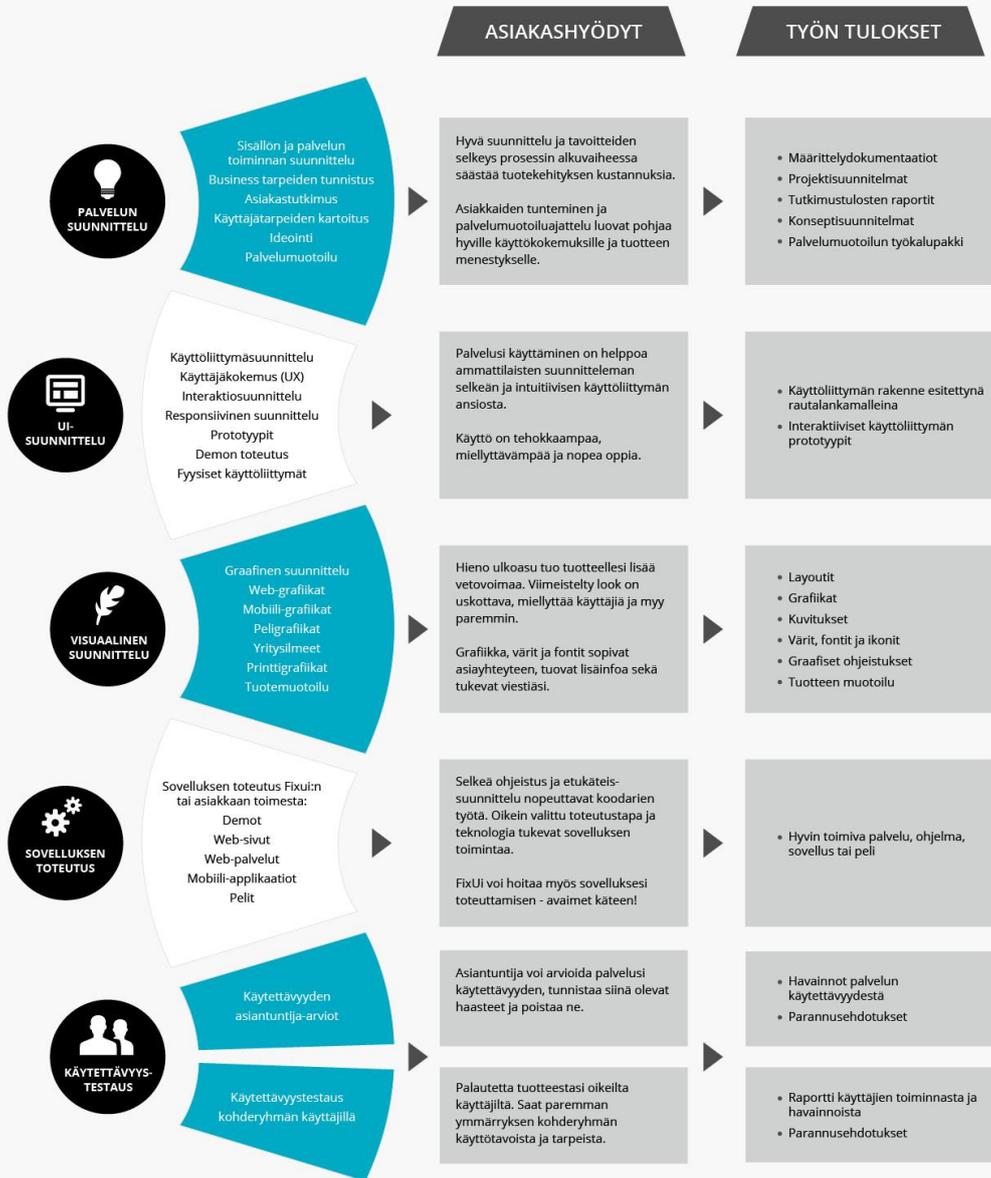
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next to it because they are basically the same. Also another gearwheel was made and it was put on top. That one is also the same gearwheel but with even bigger inner circle and some tools in it. Business man was made more casual, no suits or any extra clothes, it was a bit hard to show a woman when the colors are only black and white so usage of a bit of dark grey was necessary. Also the original icons were added on the top so if the clients feel they need to change them, or one of them would fit better from their point of view, they could replace it. (Figure 14.)

FIGURE 14. Draft with applied changes.

The level of expectations was reached from both sides. In view of general style applied in all the icons and the colors followed by the style sheet it eventually made it to the equivalent of perfection. In the last meeting related to this project, the client explained that some changes still were made in order to keep the resolution of the page suitable for all the web browsers and they delivered a glimpse of what it would look like when the website will be launched. It was a satisfying moment to see the designed infographics and their actual implementation in the website. (Figure 15.)

FIGURE 15. Final possible look of the website.

5.5 Christmas project

It was getting closer to Christmas and the company decided to show that the scent of it getting into their office and therefore a new project was born. Here is a brief description presented by the company in the meeting: (Kioski, e-mail message 02.12.2015)

"You could do next the Christmas illustrations for social medias and also a Christmas card proposition that FixUi could send to its clients (the same style). Subject could be anything about Christmas. (Gifts, Santa, Reindeer, Snowflakes, Christmas tree…) But it would be supercool, if you come up with an idea that has something to do with our work for example UI wireframe coming out of gift box or like in attachment (Figure 16.). (I did that sketch, but I'm not sure if we are going to use that so you could do also your card suggestion with the same style as you do the social media cover images.)

- Style: Flat vector style, some images as attachment but feel free to be creative. Some more reference links will be provided in the possible meeting.
- Or surprise us"

FIGURE 16. Sample sketch delivered by the client

Preparing something for Christmas beneficial to social media marketing was a very challenging project but bearing in mind the huge graphical design background of me it brought a great level of proficiency to the table. Taking into account all the requirements by the client I was able to eventually come up with four different styles that can each be used in a separate social media channel that they were running, some are more suitable for Facebook and some are more suitable for business side like LinkedIn. (Figure 17, 18, 19, 20).

FIGURE 17. First Christmas card delivered to the client

In this design (Figure 17) the main purpose has been set to be used as a Christmas card that the client can send to its customers. Using specific colors was meant to bring the sense of the company's logo and using the color green was a good way of transferring the feeling of Christmas, joy and happiness. Shapes in this design were based on the shapes in the website sketch, sharp-edged boxes and some Christmas balls that in a way represent the icons on the website.

FIGURE 18. Second Christmas card delivered to the client

In this design (Figure 18) the main purpose was to give the customer a feeling of having a present specifically by using a polar bear character on top of the card who is the representation of happiness. This design was not meant to be used as sending cards but rather to be used in social media marketing campaigns. Usage of colors was based on the logo of the company but also golden colors would present a "golden gift" inside the card.

FIGURE 19. Third Christmas card delivered to the client

Considering that the main targeted market is a local market based in Oulu or around Oulu, a decision was made to bring more feeling of the cold and snow to the design, consequently the usage of simple colors like white and light blue are in the most parts of the design. This card would fit the best for their social media marketing, especially Facebook. Having no distraction and sticking to the simplistic style was the main goal of this design.

FIGURE 20. Third Christmas card delivered to the client

In this design the main purpose was to prepare a good looking Christmas card that the client can send to their customers. In this design the usage of different colors makes it entirely different from the style that the client uses in their website. Also in the bottom part of the design there are four Christmas balls that can be used by the client to mention some of their services there. In general, it was a surprise design.

For the final part, after the last meeting with the client, some changes were requested by them, as they will be mentioned here: (Kioski, e-mail message 07.12.2015)

-   "Nice work! We like many different things in different sketches. Could you make a combination of them?

- We like the bear popping out of gift box in number 2.
- We like the look of gift boxes in number 1 (in number 2 the illustrations are little bit different style).
- Could you make the bear pop out of that kind of gift box?
- If you can, bear could have either FixUI pink or blue in its clothes.
- We like the text style in number 4, so could you put that kind of text "Hyvää Joulua!" (that's merry Christmas in Finnish) under or above the picture."

After taking their feedback and changing and combining the designs, there was the last and final version (Figure 21) which satisfied the client perfectly and they used it in all of their social media pages including Facebook, LinkedIn and Google+.

FIGURE 21. Final Christmas card delivered to the client

6   CONCLUSION

Entering the massive era of infographics could be both challenging and interesting. Challenges would play the part when it comes to the raw knowledge, from photographing to typography and graphic design. They would lead us to the world of creation, where you as an artist play with the characters, symbols and shapes in order to bring an idea to life.

In this thesis I took the opportunity to use my previous knowledge to prepare myself for the bigger task. The task that included a lot of different variations and needed more concrete concentration. The whole project was to bring more user friendly design and infographics to the users of the website. In order to achieve such a big goal, the decision was made to divide the project into smaller tasks so eventually at the end you would attain the same results with less time and energy spent.

The first part of the project was to obtain a general look for the boxes and balls and icons used in the website. The difficulties arrived when the client did not know how to describe their desired design, so it led to a lot of meetings regarding very minor changes. So what could be done to make the process work better was to provide a good template for the client where they can easily answer some questions related to the details of the design and details that are necessary for the artist to get a better understanding of how the design needs to be approached. Despite all the communication problems a very good collaboration was made and it provided us with a very desirable design for the client which they could use in their final website design.

The last mini project was a Christmas card design which the client can use as a digital marketing tool or send the actual card to their local customers. Since the previous mini project helped a lot to comprehend how to ask for extra details from the client side, the design process was a lot faster, all the requirements were matched and the client was extremely happy with the results.

For the future projects, providing details template for client would be a must. On the other hand giving the feeling of freedom to choose and make a desirable design based on what the client is asking for is a nice touch that would differentiate your style from others and also helps the process a lot more.

Last but not least, it was a great journey that taught me a lot I did not know about, helped me to broaden my knowledge, made me come up with new communication methods with clients and eventually was a lot of fun. Thanks a lot for providing the opportunity, both from client side, FixUI, and the great supervisor, Ilkka Mikkonen. I hope I have provided enough information and instructions for people who are reading this thesis.

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