

## **A visual guideline of designing info-graphic (case study on social media during the Pandemic lockdown)**

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### **Abstract:**

During the “COVID-19 Pandemic lockdown”, the rise of dependency over social media platforms for communication, led to dissemination of fake news and misleading information. Backed up with the lack of consistency of effective crisis communication, trust and risking protective measures adherence by the public. Also, the neglect of achieving the “laws and principles” of visual perceptions of info-graphics published by the Egyptian MoHP (Ministry of Health and Population) and it’s affiliated councils, as a tool to inform the citizenry of the government measures surrounding the “COVID-19” policy.

### **The aim of this research:**

Is to analyze the visual communications tools of the “Ministry of health” on the social media during the pandemic, and to measure the effectiveness of adherence to the public. This paper will create a new model of data visualization, combining the principles of psychology, usability, graphic design and statistics to convey complex information addressing the public comprehensively.

### **Research problem:**

- In spite of Info-graphics is a powerful tool to illustrate complex information. There are, debate about its visual approaches.
- The “visual problem” with info-graphics is due to the misuse of visual elements in the graphic when presenting information.

### **Research hypothesis:**

- The main “visual problems” in designing the info-graphics will lead to a poor interest or engage with the audience.
- Using a clear model of data visualization will help to solve the design problems such as: usage of irrelevant colors, wrong choice of format (horizontal and vertical), overused pictographic icons, and off topic visual elements.

### **Research Methodology:**

In this research we will use a descriptive-analytical approach that presents the use of info-graphics by MoHP and its affiliated councils on social media during the pandemic of covid-19. Also we will design and examine a rebranding model for their means to achieve better results regarding both, visual and knowledge literacy.

### **Keywords:**

- Info graphic, visual communication, visual literacy, COVID-19, data visualization, Ministry of Health and Population (MoHP), National population council (NPC).