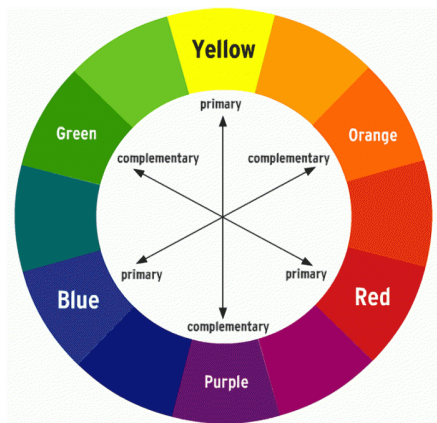Dylan DeJesus

8/1/23

Introduction

       In my infographic I have discussed my AI image results on the keyword, "Taxi Driver". I know we have discussed this enough already in class but I wanted to bring up another point. It was something that I have questioned and thought of during my research. However, first I will talk about the pattern, style, purpose, organization, and audience of my infographic.

Appearance

       The style and appearance of my infographic is, in my opinion, easy to the eyes. The background color is a dark navy blue. To contrast the very dark color, the text is white. This makes it easy to understand and read the text on screen. My donut charts and icons are also white and very bright colors. The donut chart that includes race is mostly a white skin tone color. I used donut charts so readers can visualize the absurd uneven ratio of my results. To compare AI and reality I color coded them. AI represents light blue and reality represents orange. Blue and orange are complementary colors. They are even on the opposite side of the color wheel which makes them complementary.

Figure 1

A light blue and orange stands out in the dark navy background. I have compared AI images and real images with color coded boxes divided by a line. I did this so readers can easily see the traits of AI on one side and reality on the other side. I took inspiration from a template in Canva but I created the infographic from scratch. I used icons to represent what is being compared. An example is a tuxedo icon to explain professional attire and a t-shirt for casual attire.

Accessibility

Originally, the background was going to be a gradient of light blue and purple. I was gonna use black text for the lighter portion of the gradient and black text for the darker portion. However, this was very inconsistent. Also, people with colorblind disabilities might have a hard time seeing the text. The text didn't pop out as much as the newer color choice. A background that is just one color is easier to see than a gradient background.

Audience

My audience for my infographic is anyone who is a teenager or older. It is easy for teenagers and adults to comprehend the information. The infographic wouldn't be too interesting for children. The audience can also be anyone internationally. For people in America, they would see how AI image compares to what they see in real life. For anyone international and are not familiar with urban areas, they would see what taxi drivers actually look like. This infographic isn't for anyone who needs a complex understanding of the topic and can be for anyone, with previous knowledge or not.

Purpose

What I wanted my audience to take away from my infographic is why AI portrays taxi drivers the way it does. I want them to notice that AI image taxi drivers look "perfect" and why

they are defaulted to be white. What I took away from it was that this is related to social media and the internet only showing perfection. It shows what people or in this case, taxi drivers, are supposed to be and look like. Just like how, in social media, people only post the perfect sides of themselves and how the internet reinforces these views. The AI images show the taxi drivers dressing professionally while real life cab drivers dress casually. It shows that professional taxi drivers only work at night. I want my audience to think and have open ended discussions like this after reading my infographic. I want discussion and questions to form. There is no conclusion in my infographic and it only shows information. This is because the audience is intended to come up with conclusions and hypotheses. They take away that there is a clear inaccuracy and bias and they would come up with answers of why this happens.

References

"COLOR WHEEL", thebass.org, n.d. - [*https://thebass.org/learn/lesson-plan-world-of-color/*](https://thebass.org/learn/lesson-plan-world-of-color/)