

# Design Conventions of COVID-19 Vaccine Infographics: Federal versus State

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## Questions

What are the:

- design conventions regarding COVID-19 vaccine posters on the CDC website?
- design conventions regarding the COVID-19 vaccine posters on state health department websites?
- differences (or gaps) between the design conventions at the national level and the state level?

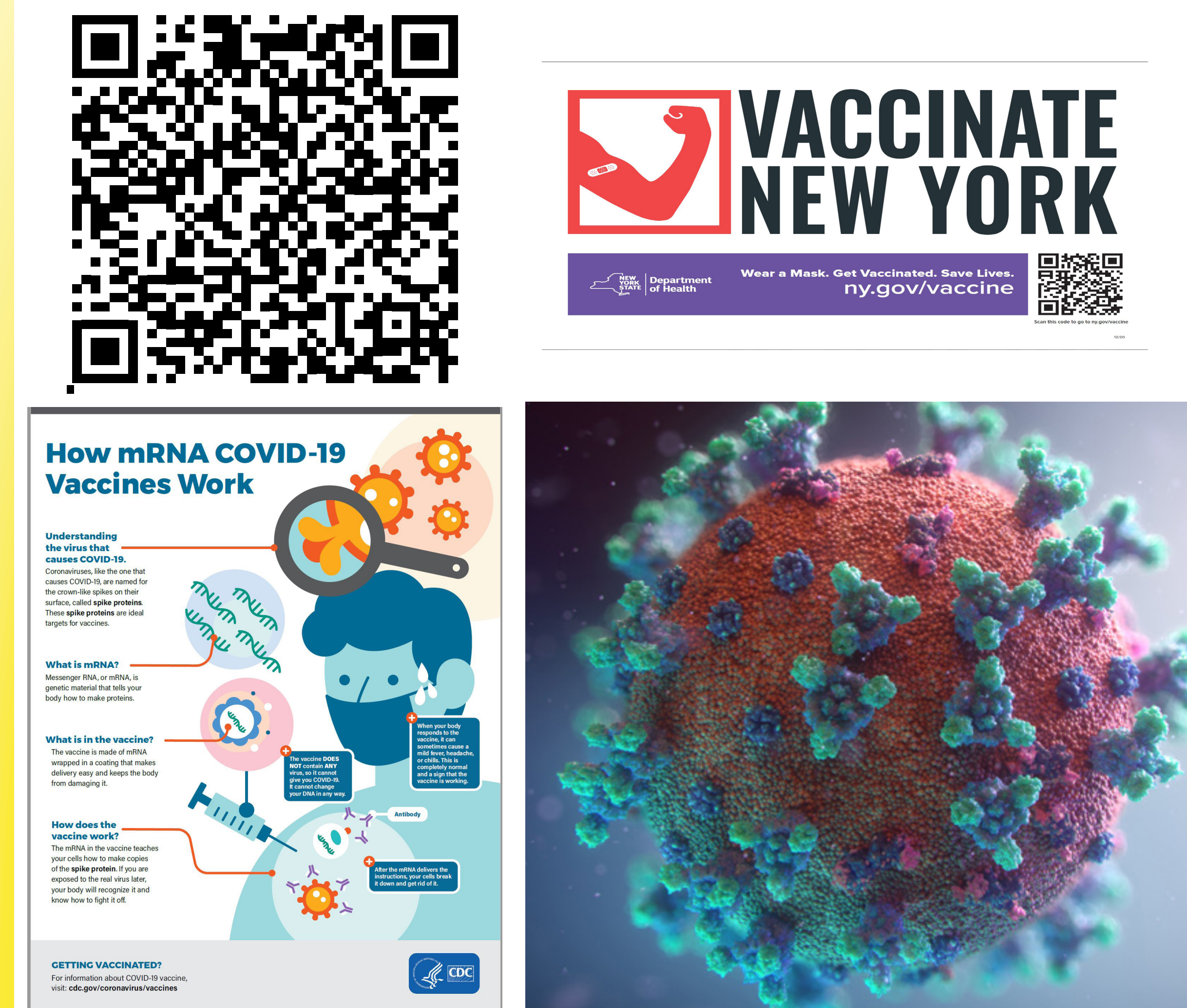
## Methods

Examined CRAP principles from:

- Five artifacts from the CDC regarding COVID-19 information
- Five artifacts from the New York state government regarding COVID-19 vaccine information
- Five artifacts from the Texas state government regarding COVID-19 vaccine information
- Five artifacts from the California state government regarding COVID-19 vaccine information

After examining, design conventions were scored on a scale from 1-10 for each group (1=poor; 10=best), and average scores were then compared.

## Data Set



## Results

	CDC	New York	California	Texas
Contrast	10	10	5	10
Repetition	2	6	7	10
Alignment	5	5	8	9
Proximity	4	6	9	8
Average	5.25	6.75	7.25	9.25

## Limitations

- Does not account for politically-based preconceived notions, so even though a state may have a higher CRAP analysis, the vaccine rate may not improve.

## Implications

- Create consistency across all platforms concerning designs regarding vaccine information in order to prevent confusion for users.
- Ensure that graphics *contribute* rather than distract from educating about vaccines (do not enlarge a graphic of a mask or a COVID molecule, instead of a vaccine bandaid or syringe).

## Conclusion & Discussion

- Design conventions according to the CRAP principles vary considerably between state sites and federal sites.
- Graphics were either present or not present, and occasionally the graphics were conflicting and competed with the main purpose of the poster (educating about the vaccine).
- Occasionally, the colors used, while eye-catching, did not provide the best contrast with the text.

## References>>

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