
The Color of Beauty

The Cosmetics Industry at a Glance

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Overview

According to a UK study, 78% of women have said they would change their current makeup foundation if they could find a better color match (Boots UK, 2016). X-Rite, a leader in color measuring instruments, has developed a device known as the CAPSURE, which essentially allows someone to measure their skin color and find matching cosmetic products. This product is currently available for consumers to try out in many cosmetic stores worldwide. After consulting with X-Rite's cosmetics specialists, I discovered that there is a gap that needs to be filled in better marketing ourselves as a leader in the cosmetics industry, while soft-selling our CAPSURE device at the same time.

This 11x17 infographic is targeted at our direct customers of the CAPSURE itself. These customers mostly consist of cosmetic retail stores, which will typically purchase this device to help their own customers find their skin tone matches in store and sell more product. I left the end-consumer out of my target audience, as they would most likely not purchase this device. The main learning objective for this infographic is to educate our customers on the cosmetics industry as a whole, as well as consumer behavior. My secondary goal was to build a narrative around how the CAPSURE can help sell more product in stores.

I created this infographic in Adobe Illustrator because it is a vector-based software package which will allow me to enlarge it to a poster-size so that it can be displayed at tradeshow and other location from afar. At the same time, I can still export a smaller version for our website. During the creation process, I actually learned some new Illustrator tools that will be beneficial to me at my job and school in the future. One of these includes its graphing capabilities which helped me create the graph showing cosmetics revenue and industry make up.

Design Decisions

During the creation of this infographic I had five distinct design goals I wanted to focus on. For the appearance itself, it was important to choose a fitting color scheme, interesting graphics, and an appropriate amount of text. CARP was important to all three of these decisions, as I did not want to distract from my message or confuse my audience. Diving deeper, I also focused on telling a strong narrative and giving my call to action some impact.

Design Decision #1

Since I work in an industry where color is extremely important, this was naturally the first aspect of my infographic that came to mind when planning the design. I based my color scheme off X-Rite's corporate branding, which consists of purple and white. Reynold's (2009) rule of thumb when using color is to keep it simple as the greater the variety of color, the more complex managing it in an effective, harmonious way becomes (p. 66). Likewise, Golombisky & Hagen (2010) suggest creating a design scheme compatible with your overall design (p. 161). Since I designed this for X-Rite, I wanted there to be consistency between my design and our website, where this would be available for download. I later added the green type to compliment the purple and help key facts stand out.

Design Decision #2

I combined the cosmetics revenue and market segmentation into one graphic because this helped keep my message simple and make it stand out. A great simple message contains a core, or main idea, and is compact, because there's a limit to the amount of information we can take in (Heath, C., & Heath, D., 2008, p. 45). Combining these two pieces of data got my message across and helped me reduce the number of graphs displayed so I wasn't inundating the audience with too

much data. Golombisky & Hagen (2010) also explained that infographics can tell a deeper story and take up less space (p. 154). By taking the approach that I did, I left room for the other elements of my infographic.

Design Decision #3

Type is just as important to this infographic as the visuals. I used only one font for my entire infographic, Franklin Gothic, but changed the weight and size to add emphasis on key parts. Rick Poyner, a design critic said, “Type is saying things to us all the time. Typefaces express a mood, an atmosphere. They give words a certain coloring” (Reynolds, 2009, p. 42). This doesn’t mean use 100 different typefaces, but be intent in the ones that are used and use them to express your message. Medina (2008) also shared that what we pay attention to is often influenced by memory (p. 75). When using text, I kept my lines short and on point to make them easier to recall.

Design Decision #4

“The process of good infographic design is about storytelling and not just about making data visualization pretty or eye-catching” (Krum, 2013, p. 8). I had a ton of data to choose from for this infographic, but I focused on using the most relevant pieces and organized it in a way that would best tell a story about the cosmetics industry. Dunlap & Lowenthal (in press) describe the process of creating infographics as more than just information and graphics, but a narrative process (p. 16). Keeping this in mind, I started with a high level overview of the cosmetics industry as a whole and then took a closer look at consumer behavior within the industry. These two examinations helped build my story leading up to why the CAPSURE is important.

Design Decision #5

I chose to start my call to action by explaining the current situation, that 8 out of 10 women are wearing the wrong foundation, and then describe what I wanted customers to act on, the CAPSURE, because it can measure against 110 possible skin tones to find the perfect product match. I chose to lay out my call to action this way, because as Duarte (2010) explained, creating this imbalance between ‘what is’ and ‘what could be’ (p. 34) can help persuade audiences to our ideas. The design of an infographic should also not leave it to chance that customers will act appropriately, but should tell the readers explicitly what do (Krum, 2013, p. 29). After describing that more than 40,000,000 customers have already been measured, I included a link to learn more. I found this last statistic to be very memorable, and thought it would be a good one to end with.

Formative Evaluation Response

The peer feedback I received for this infographic was extremely valuable and changed the final result quite a bit. Below are the questions I asked my peers, along with the specific feedback I received and how I addressed it.

Peer Review Question #1

How can I improve the way my infographic is read or information is presented? I asked this question because I was concerned with the flow of information in my infographic and I wanted to make sure my story was easy to follow without getting lost.

Peer Reviewer A: First impression, I loved the purple and pictures you chose to use. I think with some headings and subheadings paired with specific alignment of information you will create a better flow in general. I wasn't sure where to go next after looking of the graph. Maybe start with your first fact on the left of the page since we naturally read left to right.

Peer Reviewer B: Man... I really like the way this is all laid out. I can clearly see that everything moves from top to bottom, and the variance of left/right justified is great.

Considerations: After reviewing my infographic, I was inclined to agree with reviewer A. I decided to align everything to left as the zig-zagging was a bit confusing. I also added headings and broke up my information into 3 distinct sections. I think this helps with both flow and readability.

Peer Review Question #2

How can I visually enhance the way my statistics are displayed? I tried to be conscious of how much plain text I used since I find that visuals can help get ideas across more than text alone. I was looking for my peers' thoughts here.

Peer Reviewer A: I liked the bold and larger font on your key information. As well as the integration of the lipstick for your graphs. Maybe make the numbers large and put the information underneath them, to create a little different look.

Peer Reviewer B: I can clearly see the main graph at the top is what you want people to focus on. Throughout the rest of the infographic, you do a good job of highlighting the numbers by making them bigger, so maybe just also changing the colors of the numbers to provide more contrast and draw eyes to them?

Considerations: Since I ended up having more information that I needed to put into this infographic, I decided not to make the numbers any bigger. Instead, I went with the reviewer B's idea and changed the font colors of my important information so they would still stick out and provide some contrast.

Peer Review Question #3

What did you get out of this infographic? What caught your attention or confused you? While I thought my first graphic was very unique, I still wanted to make sure it was easy to read. I did not want my design to overpower the ease of understanding.

Peer Reviewer A: I learned we care about faces and most of us are wearing the wrong color in foundation. Also that the cosmetics industry is growing. I think the information you provided was good and not too much. Depending on what you are trying to achieve I think there is room to add more information to achieve your ultimate message.

Peer Reviewer B: I took away from this infographic that the cosmetics industry is not just growing, but growing very steadily and consistently over the past 5 years. There is plenty of information, but only the facial care cosmetics stats are brought to light more than once. Is there a way to provide other support for the other types broken down on the tube of lipstick?

Considerations: Based on the thoughts shared from both reviewers, I added additional statistics to help support the CAPSURE and create a narrative. I still focused on facial/skin care because they make up the biggest market share and I thought added lipstick into the mix would make things too confusing.

Peer Review Question #4

How can I give my call to action more impact? I had more space at the end of this infographic to work with. I thought this was the biggest area I was lacking and needed some inspiration.

Peer Reviewer A: Is your call to action use CAPSURE cosmetics? If so it's a little lost for me. I think a more clear or specific subtitle or title of the infographic will help clear that up. "The Color of Beauty: The cosmetics Industry at a Glance" made me think I would be learning all about the cosmetics industry. Your infographic starts strong with stat on growth and graph. Then goes to facts about facial care and products. Are we only learning about foundations? Or everything we put on our faces? Lipstick? Blush? Eyeliner? Etc. Also as I said above I really think a couple subtitle or headings might clear the overall message up.

Peer Reviewer B: I think you could tie in the device/X-Rite presented at the bottom to the main trend at the top to show its importance in the growth of cosmetics.

Considerations: The advice I received here definitely helped guide me in the right direction. Since this infographic is about the cosmetics industry, I realized that I actually needed more information about the industry and a key piece of information I was leaving out is consumer behavior. Adding these statistics to the middle of this infographic helped the transition to CAPSURE and made this infographic of more informational value.

Peer Review Question #5

What other general CARP improvements can I make to the overall design? Having just learned CARP, I did not want to overlook any of these design principles. For my infographic, I thought it was important that everything should fit together and not seem out of place.

Peer Reviewer A: I love the purple and white. Maybe add one more color to create more contrast. Adjust some of the alignment and proximity. I had a hard time understanding what facts are related to each other and why I need this information. Maybe create more space between topics and stats, then bunch all the facts, stats, pictures and icons together.

Peer Reviewer B: I think more contrast with the font colors could be used. I think there could also be more repetition of the key stats, like mentioned earlier, only facial care was mentioned more than once. Unless I missed the tie between facial care and the device pictured below? Other than that, I enjoy the alignment and proximity of all of the texts and graphics used. No area of the infographic is too cluttered in my opinion.

Considerations: I think the changes I made based on feedback from my other questions essentially helped fix most of my issues related to CARP. I added some additional color, aligned everything left, and grouped similar information together. By changing my layout and flow, the CAPSURE is better tied in with the rest of the information.

Lessons Learned

Plan, plan, plan! When starting work on this infographic I rapidly discover how important it is to conduct a front-end analysis before anything else. I did not create this infographic just for myself, so first I had to make sure I was meeting all of the requirements from the person who would basically act as my client, plus all of the project requirements. This became stressful pretty quickly, as a bunch of ideas were getting thrown at me and the person I was creating this for didn't really know why they wanted an infographic. I started by researching some general information on the cosmetics industry and then started to make connections between the data I found and how it can relate to our products. From there, I tried to create a narrative that made sense to the story I wanted to tell. Mapping this information out before even thinking about the design was critical.

Creating compelling visuals was also pretty challenge. It took me about ten iterations of just the top graphic before I found a style I was happy with. I originally had global revenue and market segmentation as two separate graphics, but thought it was just too much information to look at. After the first graphic came together, I felt that everything afterwards fell right into place.

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