

**Category:** Student  
**Project:** Childhood Obesity Information Poster

**What was the challenge?**

This was a studio project; we were learning about using quantitative data to reveal or discover possible cause and effect relationships about a complex problem. I was assigned the topic of childhood obesity, which has become a big problem in the U.S.

In my research on the topic, I noticed a possible relationship between the amount of obesity and the imbalance of how much exposure children have to soda and junk food TV commercials compared to PSAs (public service announcements) that encourage healthy eating habits. In addition, there were correlations to be made based on how many ads a child saw and how likely they were to be obese. There is an unbelievable amount of money spent on advertising junk food to kids, and I wanted to show that as well.

**What was the solution?**

I decided to use a visual metaphor to bring the viewer's attention to the poster. Two children on a playground 'see-saw' are shown to be unbalanced, since one of them is very obese and the other is not. The obese kid is 'weighed down' by his bad eating habits. The idea of imbalance is my main concept, so playing with a metaphoric kind of imbalance seemed appropriate. I included quantitative charts that depicted how many commercials were viewed daily, obesity by age group, and then a comparison of junk food ads vs. healthy PSAs. In the bottom section of the poster, I showed the amazing imbalance of money spent by junk food advertisers to the amount of money the U.S. government spends trying to inform children about healthy eating.

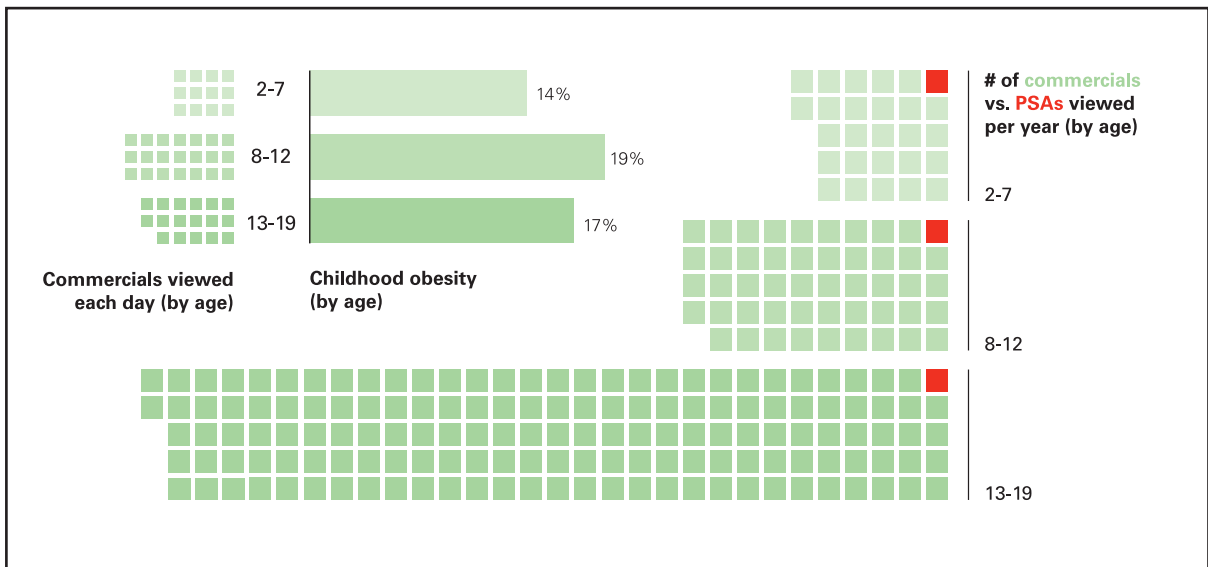
**What was the effect?**

This was a hypothetical studio assignment in my junior graphic design studio class. It was not used by a client.

**Contact:**

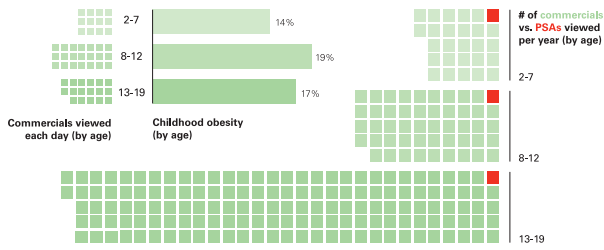
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*closeup view of some of the data* ↓



# OUT OF BALANCE

## JUNK FOOD VS. HEALTH FOOD IN AMERICA



Junk food advertiser spending vs. government budget for 5-a-day campaign (\$ = \$9.5 Million)



the full poster 