

Temple Analytics Challenge

Merck- Will and Ebola Vaccine Change the World?

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We chose to use an infographic for our submission graphic because of the native downward flow and the simple, yet powerful colors and icons. Our infographic is great in that it is very simple to understand. We wanted to give viewers an overview of the Ebola virus and the important facts about transmission. It is important to give an overview because viewers will vary in their degree of knowledge of the virus and we wanted to make sure that our infographic would appeal to all. We chose to use vibrant colors and icons in order to draw viewers to our infographic because we feel that educating others on the Ebola virus is a necessary step in helping to prevent and control any future outbreaks. As viewers move down our graphic they will grow in their knowledge of the disease and then end on an important point, how and where to deploy the vaccine when the next outbreak occurs. We focused on the ring vaccination technique due to its proven effectiveness in eradicating smallpox. We focused on Africa as the deployment area because of the recent outbreaks, extreme density, and weak access to healthcare.