Communications Design and Data Visualisation

Session 1.2

Understanding colours, layouts and presentation

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For the Department of Census and Statistics, Sri Lanka

Understanding colours, layouts and presentation



Why is good design important?

Understanding colours, layouts and presentation

Why is good design important?

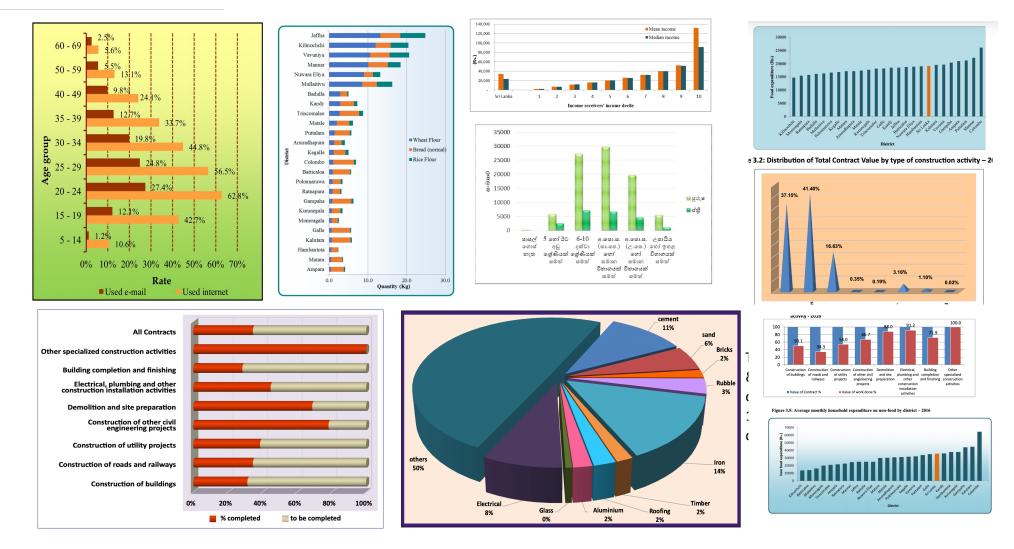
For the End User

- Visual consistency enables the user to find data and keep up with regular publications more easily
- Visual clarity improves the legibility of data, enables the user to engage with publications with minimal distractions

For DCS

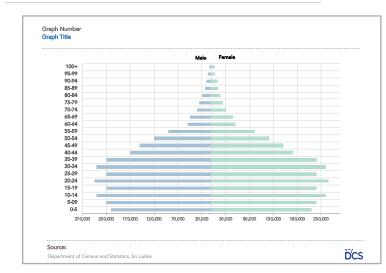
- Good visual presentation adds value to DCS's data offering, motivates more data users to use DCS sources.
- Good visual design uplifts DCS's public image to one comparable with international standards, thereby increasing both local and international exposure
- Good design makes DCS publications consistent, thereby enabling the organisation to develop an easily recognisable brand image.

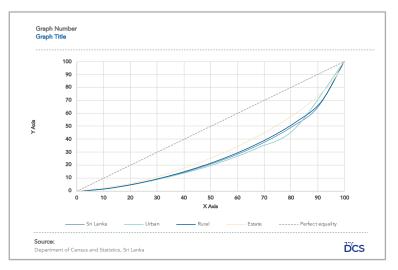
Here are some examples

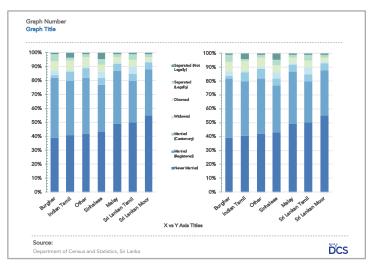


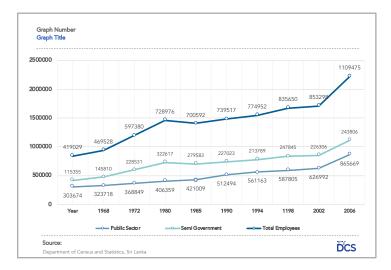
Inconsistent design, not guided by a brand image

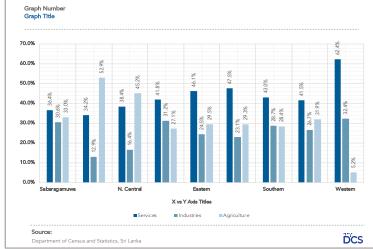
Here are some examples

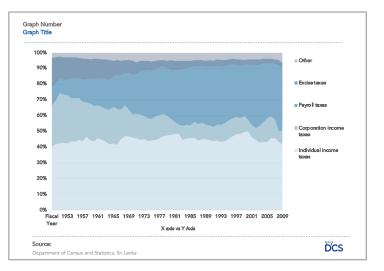












Consistent design, guided by a brand image.

Definition of 'Employed'

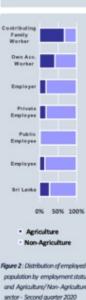
Persons, who worked at least one hour during the reference period, as paid employees, employers, own account workers or contributing family workers are said to be employed. This also includes persons with a job but not at work during the reference period .

Reference Period

Previous week of the survey week

The Employment Rate The proportion of em-

ployed population to the total labour force.



Quarter	Sri Lanka	Majo	r Industry G	roup
	an Lanka	Agriculture	Industries	Service
2019 Q2 (No.)	8,203,018	1,990,892	2,319,047	3,893,07
(%)	100.0	24.3	28.3	47
2019 Q3 (No.)	8,155,341	2,062,790	2,205,072	3,887,43
(%)	100.0	25.3	27.0	47
2019 Q4 (No.)	8,181,442	2,215,128	2,196,895	3,769,42
(%)	100.0	27.1	26.9	46
2020 Q1 (No.)	8,020,446	2,127,212	2,174,148	3,719,08
(%)	100.0	26.5	27.1	46
2020 Q2 (No.)	7,977,000	2,159,609	2,146,862	3,670,53
(%)	100.0	27.1	26.9	46

Table C - Distribution of Employeed new dation by main industry.

Employment ...

Table 5 shows the percentage distribution of employed population by main industry from second guarter 2019 to second quarter 2020. During second quarter of 2020, the total number of employed persons in Sri Lanka is estimated as about 8.0 million. Of which, about 46.0 percent engaged in Service sector, 27.1 percent in Agriculture sector and 26.9 percent in Industry sector. In the second quarter of 2020, there is an increase in employment in the agriculture sector compared to the second quarter of 2019 by 168,717.

Table 6 : Distribution of employed population by employment status in Agriculture and Non-Agriculture sectors - Second

Employment Status	Sri Lank		Sector			
				Agriculture		Non-Agriculture
	No.	%	No.	%	No.	%
Sri Lanka	7,977,000	100.0	2,159,609	27.1	5,817,390	7.
Employee	4,625,621	100.0	638,839	13.8	3,986,783	8
Public	1,180,450	100.0	27,323	2.3	1,153,127	9
Private	3,445,171	100.0	611,516	17.7	2,833,655	8
Employer	181,637	100.0	33,534	18.5	148,103	8
Own Account Worker	2,612,729	100.0	1,110,657	42.5	1,502,072	5
Contributing Family Worker	557,012	100.0	376,580	67.6	180,432	3.

Table 7 : Percentage distribution of Employed population by main industry & gender - Second quarter 2020

re	Major		Ger	der
ulture	Industry Group	Sri Lanka	Male	Female
ofemployed	Sri Lanka	100.0	100.0	100.0
loyment status	Agriculture	27.1	26.4	28.4
n-Agriculture rter 2020	Industry	26.9	27.0	26.7
	Services	46.0	46.5	44.9

Main industry categories and sub sectors

79

Agriculture Agriculture Forestry and Fishery (A)

Industries Mining & Quarrying (B) Manufacturing (C) 3. Construction, Electricity, gas, steam and air conditioning supply, Water supply, sewerage, waste management and reme-diation activities (D, E,P)

Services 1. Wholesale and retail trade, repair of motor vehicles and motor cycles (G). 2. Transportation and storage (H) 3. Accommodation and food services activities (D)

4. Information and communication (2) 5. Financial and insurance activities (K) 6. Professional, scientific and technical activities (M) 7. Administrative and support service activi-

ties (N) 8 Public administration and defense compal-

sory social security (O) Education (P) 10. Human health and social work activities

(0) 11. Other service activities (5) Activities of households as employers; 12. undifferentiated goods and services producing activities of households for own use (T) 13. Real estate activities (L) Arts, entertainment and recreation (E) Activities of

extra territorial organizations & bodies 0.3

2.9 6.2 7.7 23 1.5 7.5 2.4

> sector aporny employees followed by own account workers (Table 6).

> Table 7 depicts the percentage distribution of male and female employed population by main industry sectors. Highest employment share is in service sector and this is true for both male & female, while the lowest shares are for industry sector. Among employed females 28.4 percent is in agriculture sector while this share is 26.4 percent for males.

Bulletin : Sri Lanka Labour Force Survey 2nd Quarter - 2020

Unemployment

Unemployed

Persons available and/or looking for work, and who did not work and taken steps to find a job during last four weeks and ready to accept a job given a work opportunity within next two weeks are said to be unemployed.

The Unemployment Rate

The proportion of unemployed population to the total labour force.





Sampling erro

When a sample, rather than the entire population, is surveyed, estimates differ from the true values of population they represent. This difference, or sampling error, occurs by chance, and its variability is measured by the sampling error of the estimate.

For more details, please refer the explanatory note given under the labour force link in the DCS website: www.statistics.cov/k

The number of unemployed persons is estimated as 458,359 during the second guarter 2020. The unemployment rate for the second quarter 2020 is 5.4 percent.

As shown in Figure 3, it is very important to note that, when the changes in unemployment rate is explained the corresponding sampling errors 1 and the confidence limits need to considered.

Unemployment Rate (%)

	Sri Lanka	Sri Lanka	Gende	r
Age group (Years)	Number		Male	Female
Sri Lanka	458,359	5.4	4.1	8.2
15-24	255,156	27.7	24.1	34.4
25-29	89,292	11.0	6.6	19.1
Over 30	113,911	1.7	1.1	2.9

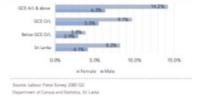
Table 8: Number of Unemployed and Unemployment rate by age group and gender Second quarter 2020

Unemployment Rate (%) Sri Lanka Sri Lanka Gender

Age group (Years)	Number		Male	Female
Sri Lanka	458,359	5.4	4.1	8.2
15-24	255,156	27.7	24.1	34.4
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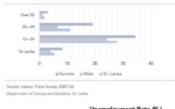
Table 8: Number of Unemployed and Unemployment rate by age group and gender-Second quarter 2020





The highest unemployment rate is eported from the G.C.E (A/L) and above group which is about 10.0 percent. Corresponding percentages are 6.3 percent and 14.2 percent for males and females respectively. Female unemployment rates are higher than those of males in all levels of education. Survey results further shows that the problem of unemployment is more acute in the case of educated females than educated males, which was observed consistently over the esults of previous survey rounds as well.

Figure 4: Unemployment rate by age group and gender - Second guarter 2020



		Uniemp	xoymen	t Rate (%)
Level of Education	Sri Lanka	Sri Lanka	0	Sender
	Number		Male	Female
Sri Lanka	458,359	5.4	4.1	8.2
Below GCE O/L	157,259	3.2	2.9	3.8
GCE O/L	107,905	6.9	5.5	9.7

GCE AL &

above

193,195

10 Table 9 Number of Unemployed and Unemployment rate by level of education - Second quarter 2020

6.3 14.2

3

2

Definition of 'Employed'	Table 5 : Distribut			nain industry		-		
Persons, who worked			cond quarter 202			dain in ub sect	dustry categorie ors	is and
at least one hour	r Quarter	Sri Lanka	Majo	r Industry G	roup	gricult		
during the reference			Agriculture	Industries	Services		iculture Forestry a	nd Fishery (
period, as paid	d 2019 Q2 (No.)	8,203,018	1,990,892	2,319,047	3,893,079	Industri	es : & Quarrying (B)	
employees, employers,	(%)	100.0	24.3	28.3	47.5	Marsufi	acturing (C)	
own account workers	5 2019 Q3 (No.)	8,155,341	2,062,790	2,205,072	3,887,479	air cor	uction, Electricity, aditioning supply	, Water su
or contributing family	y (%)	100.0	25.3	27.0	47.7		ge, waste manage activities (D, EJF)	ment and
workers are said to be	0	8.181.442	2,215,128	2.196.895	3,769,420	ervices		
employed. This also	0						ale and retail trade s and motor cycles	
includes persons with		100.0	27.1	26.9	46.1	Transp	ortation and stora modation and fee	ge (H)
a job but not at work	and the freed	8,020,446	2,127,212	2,174,148	3,719,086	ties (I)	ation and commun	
during the reference	e (%)	100.0	26.5	27.1	46.4	Financi	al and insurance as	ctivities (K)
period .	2020 Q2 (No.)	7,977,000	2,159,609	2,146,862	3.670.528	ities (N		
Reference Period :	(%)	100.0			46.0	ties (N		
Previous week of the						Public administration and deter		l defense co
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The proportion of em ployed population to the total labour force.	about 8.0 mill Service secto percent in In there is an ini- compared to t	lion. Of wh or, 27.1 period ndustry sec crease in en the second q iso of motion 2020	tich, about 46 cent in Agric tor. In the se nployment in	 percent vulture sects econd quart the agricu 9 by 168,712 	engaged in or and 26.9 ter of 2020, lture sector 7.	undi produ own i 1. Real ment extra (U) r (ment the Se	tites of household ferentiated goods acing activities of use (7) estate activities (it and recreation (territorial organi action action factor	and serv f househole] Arts, enti- (E) Activit zations & 1
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pulation employment share is in service sector and this is true for both male & female, while the lowest shares are for industry sector. Among employed females 28.4 percent is in agriculture sector while this share is 26.4 percent Bulletin : Sri Lanka Labour Force Survey 2nd Quarter - 2020

Unemployment

Unemployed

unemployed.

labour force.

4.5

The Unemployment Rate

45 46

95% Confidence Interval (C)

DCS website; www.statistics.gov/k

need to considered.

Sri Lanka

15-24

25-29

Over 30

Second quarter 2020

Age group (Years) Number

its variability is measured by the sampling error of the estimate.

the second quarter 2020 is 5.4 percent.

during the second quarter 2020. The unemployment rate for

As shown in Figure 3, it is very important to note that, when

the changes in unemployment rate is explained the

corresponding sampling errors 1 and the confidence limits

Sri Lanka Sri Lanka

458,359 5.4

255,156 27.7

89,292 11.0

113,911 1.7

Table 8: Number of Unemployed and Unemployment rate by age group and gender

Gender

4.1

6.6

Male Female

24.1 34.4

1.1 2.9

8.2

19.1

Unemployment Rate (%) Sri Lanka Sri Lanka Gender Age group (Years) Number Male Female Persons available and/or looking for work, and who Sri Lanka 458,359 5.4 4.1 did not work and taken steps to find a job during last four weeks and ready to accept a job given a work 15-24 255,156 27.7 24.1 opportunity within next two weeks are said to be 25-29 89,292 11.0 6.6 113,911 1.7 Over 30 1.1 Table 8: Number of Unemployed and Unemployment rate by age group and gender-The proportion of unemployed population to the total Second quarter 2020 14.2% GCEAL& dow 6.000 9.7% 0CE 0/1 5.9% Below GCE O/L 5.7 5.4 46 47 40 51 8.2% Siclarita 4.9% 0.0% 5.0% 10.0% mfertale mMale Source: Labour Firste Survey 2020 G2 Department of Census and Statistics, Sri Lanks The highest unemployment rate is eported from the G.C.E (A/L) and above group which is about 10.0 percent. Corresponding percentages are 6.3 percent and 14.2 percent When a sample, rather than the entire population, is surveyed, estimates differ from the true for males and females respectively. Female unemployment values of population they represent. This difference, or sampling error, occurs by chance, and rates are higher than those of males in all levels of education. Survey results further shows that the problem of unemployment For more details, please refer the explanatory note given under the labour force link in the is more acute in the case of educated females than educated males, which was observed consistently over the esults of The number of unemployed persons is estimated as 458,359 previous survey rounds as well.

Figure 4: Unemployment rate by age group and gender - Second quarter 2020 Over 30 3-8 15-24 Sri Lanka 40 10 20 30 . #Female #Male #SriLanka Source: Labour Farce Survey 2020-02 Unemployment Rate (%)

Level of Education	Sri Lanka	Sri Lanka	0	Sender
	Number		Male	Female
Sri Lanka	458,359	5.4	4.1	8.2
Below GCE O/L	157,259	3.2	2.9	3.8
GCE O/L	107,905	6.9	5.5	9.7
GCE A/L & above	193,195	10	6.3	14.2

3

8.2

34.4

19.1

15.0%

2.9

46.0

100.0

27.1

26.9

100.0

26.4

27.0

46.5

2

iri Lenka

Agriculture

dustry

Figure 2 : Distribution of employed

population by employment status

and Agriculture/Non-Agriculture

sector - Second guarter 2020

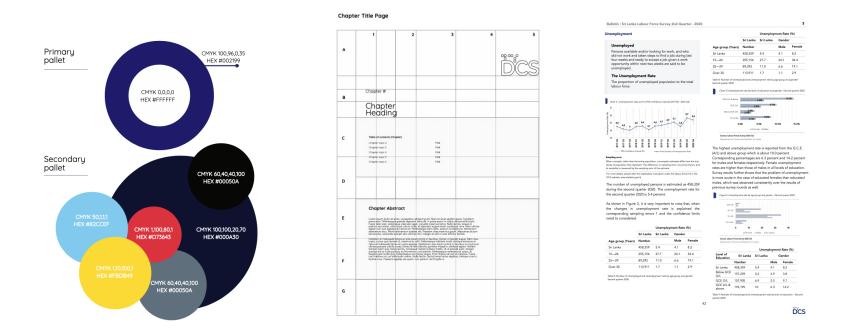
100.0

28.4

26.7

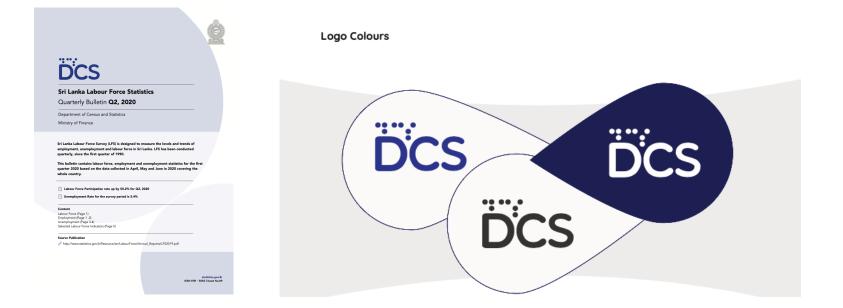
44.9

Understanding colours, layouts and presentation



A unique selection of colours, logical and easy to follow layouts and a compelling presentation style are what makes DCS publications stand out from the crowd and more attractive to the end user.

Understanding colours, layouts and presentation



Collectively, these elements make up our 'Brand Image' - our brand image gives us a unique visual identity, enabling the end user to identify our publications by their visual style alone.

Understanding colours, layouts and presentation

The principle colours, layouts and presentations styles we use in our communications are explained in the DCS Brand Guide and Publication Style Guide Book.

This publication will be one of the principle study tools that we will employ on this course.



Colour combinations and uses

Colours by publication type and recommended combinations

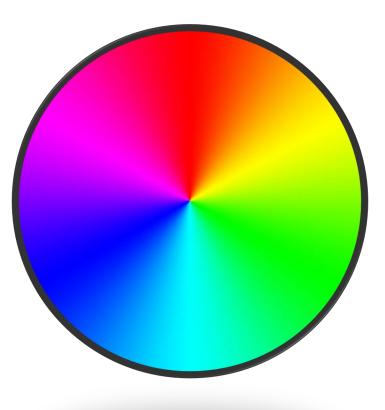


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Understanding colours, layouts and presentation

Colours – Less is More.

RGB spectrum



16,777,216 Colours