

# Communications Design and Data Visualisation

## Session 1.4

**Introduction to basic  
principles of layout design**

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For the Department of Census  
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### Introduction to basic principles of layout design

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**To attract and hold users' attention, your report/publication needs to be laid out in a way that:**

- Looks appealing and approachable at first glance.
- Helps readers notice what information is available and important.
- Makes it easy for them to skim and find topics of personal interest.

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#### **A good layout makes it easier to navigate publications and Pick Up the Main Points**

To guide people smoothly through your report, use text and graphics in combination to give clear, consistent navigation signals. These signals help people notice what's in the report and help them find the parts of personal interest without distracting or misleading them.

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#### **Consistency is Key**

Consistent design helps orient people, facilitates skimming, and enables easy navigation through the report.

- Keep the overall page layout and design features consistent from page to page. Although each page in your report may have different content, the basic design should be consistent.
- Keep the formatting of titles, headings, bulleted lists, labels, and other text the same throughout the report (same font, size, color, and so on).
- In a printed report, keep page numbers and other reference text such as section titles in the same place on every page.
- In a Web report, provide persistent navigation links for the main headings and keep them in the same position on each page.

### 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 employed population to the total labour force.



Figure 2 : Distribution of employed population by employment status and Agriculture/Non-Agriculture sector - Second quarter 2020

### Employment ...

Table 5 : Distribution of Employed population by main industry  
Second quarter 2019 - Second quarter 2020

Quarter	Sri Lanka	Major Industry Group		
		Agriculture	Industries	Services
2019 Q2 (No.)	8,203,018	1,990,892	2,319,047	3,893,079
(%)	100.0	24.3	28.3	47.5
2019 Q3 (No.)	8,155,341	2,062,790	2,205,072	3,887,479
(%)	100.0	25.3	27.0	47.7
2019 Q4 (No.)	8,181,442	2,215,128	2,196,895	3,769,420
(%)	100.0	27.1	26.9	46.1
2020 Q1 (No.)	8,020,446	2,127,212	2,174,148	3,719,086
(%)	100.0	26.5	27.1	46.4
2020 Q2 (No.)	7,977,000	2,159,609	2,146,862	3,670,528
(%)	100.0	27.1	26.9	46.0

Figure 3 shows the percentage distribution of employed population by main industry from second quarter 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 - Second quarter 2020

Employment Status	Sri Lanka		Sector			
	No.	%	Agriculture		Non-Agriculture	
Sri Lanka	7,977,000	100.0	2,159,609	27.1	5,817,390	72.9
Employee	4,625,621	100.0	638,839	13.8	3,986,783	86.2
Public	1,180,450	100.0	27,323	2.3	1,153,127	97.7
Private	3,445,171	100.0	611,516	17.7	2,833,655	82.3
Employer	181,637	100.0	33,534	18.5	148,103	81.5
Own Account Worker	2,612,729	100.0	1,110,657	42.5	1,502,072	57.5
Contributing Family Worker	557,012	100.0	376,580	67.6	180,432	32.4

These figures are to be treated with caution as the corresponding CV

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

Major Industry Group	Sri Lanka	Gender	
		Male	Female
Sri Lanka	100.0	100.0	100.0
Agriculture	27.1	26.4	28.4
Industry	26.9	27.0	26.7
Services	46.0	46.5	44.9

Majority of the workforce are private sector 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.

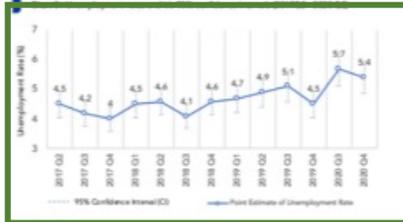
### Unemployment

#### 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 as said to be unemployed.

#### The Unemployment Rate

The proportion of unemployed population to the total labour force.



Sampling error

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.gov.lk](http://www.statistics.gov.lk)

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

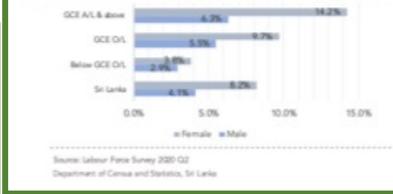
As shown in Figure 3, it is very important to note that, when the changes in unemployment rate is explained the corresponding sampling errors 1 and the confidence limits need to be considered.

Age group (Year)	Sri Lanka		Gender	
	Number	Sri Lanka	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

Age group (Year)	Unemployment Rate (%)			
	Sri Lanka	Sri Lanka	Gender	
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

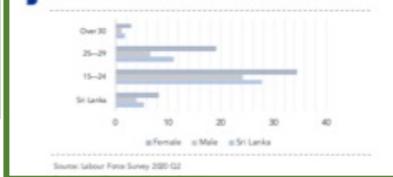
Table 8 : Number of Unemployed and Unemployment rate by age group and gender - Second quarter 2020



The highest unemployment rate is reported 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 results of previous survey rounds as well.

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



Level of Education	Unemployment Rate (%)			
	Sri Lanka	Sri Lanka	Gender	
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

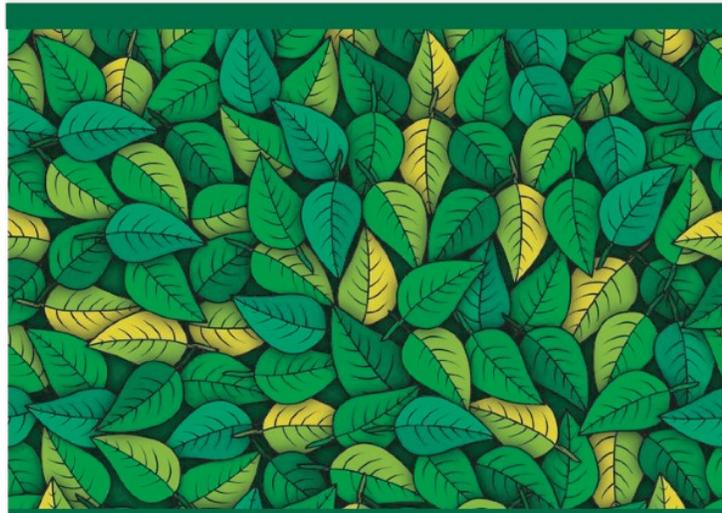
Table 9 : Number of Unemployed and Unemployment rate by level of education - Second quarter 2020

Source: Labour Force Survey 2020 Q2

# REGIONAL RESERVATION

## A GENERAL OUTLOOK

Preliminary Report for Achelu and Awaru  
2016



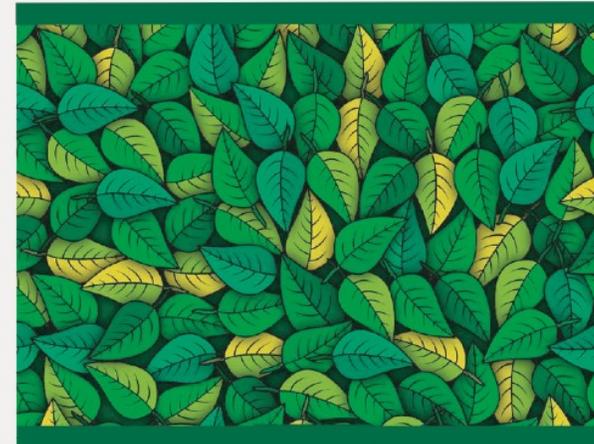
A WFN REPORT  
IN COLLABORATION WITH  
RESERVE SA



# REGIONAL RESERVATION

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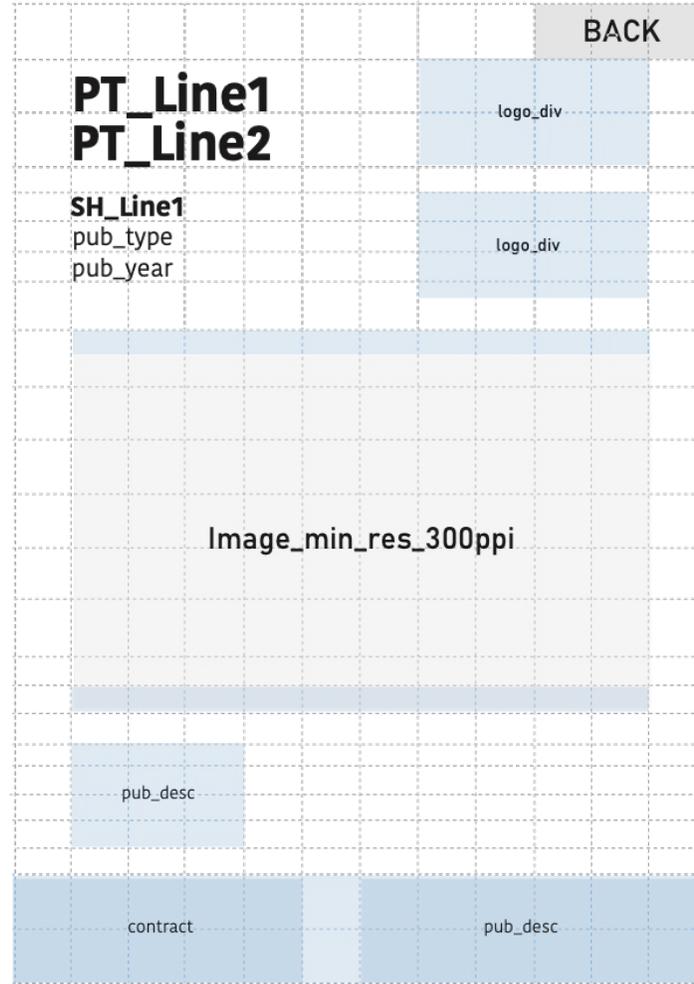
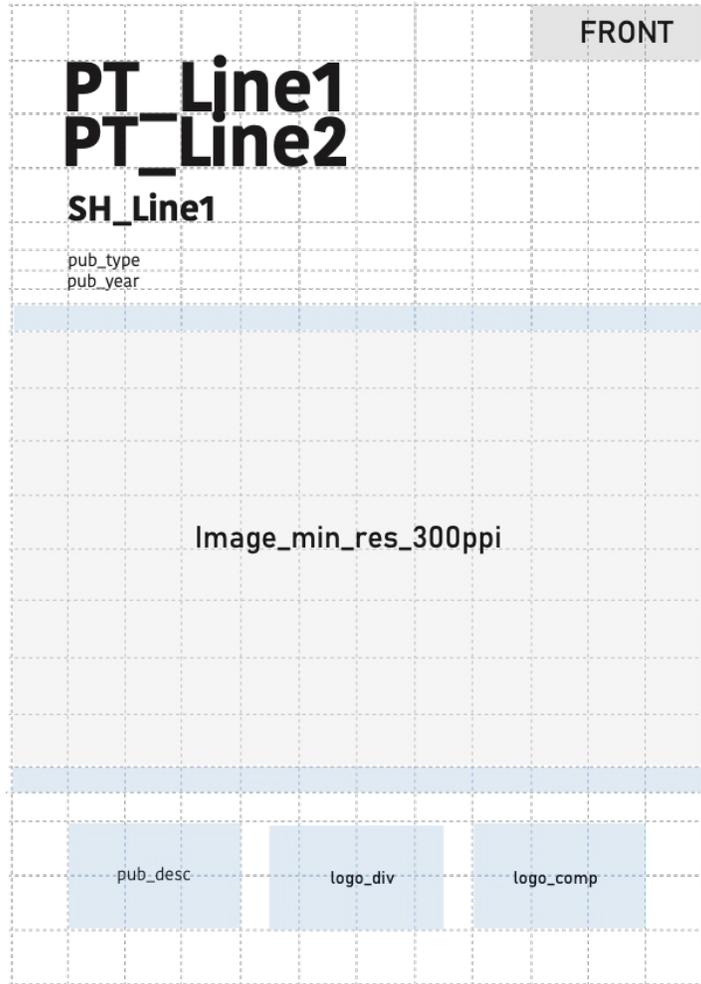
### WFN SOUTH AFRICA

www.wfnisa.sa  
info@wfnisa.sa  
00(27) 5566 3342

### RESERVE SA

www.reservesa.org  
con@reservesa.org  
00(27) 564 2342

The Whitley Fund for Nature is a fundraising and grant-giving nature conservation charity offering recognition, training and grants to support the work of proven grassroots conservation leaders across the Global South.



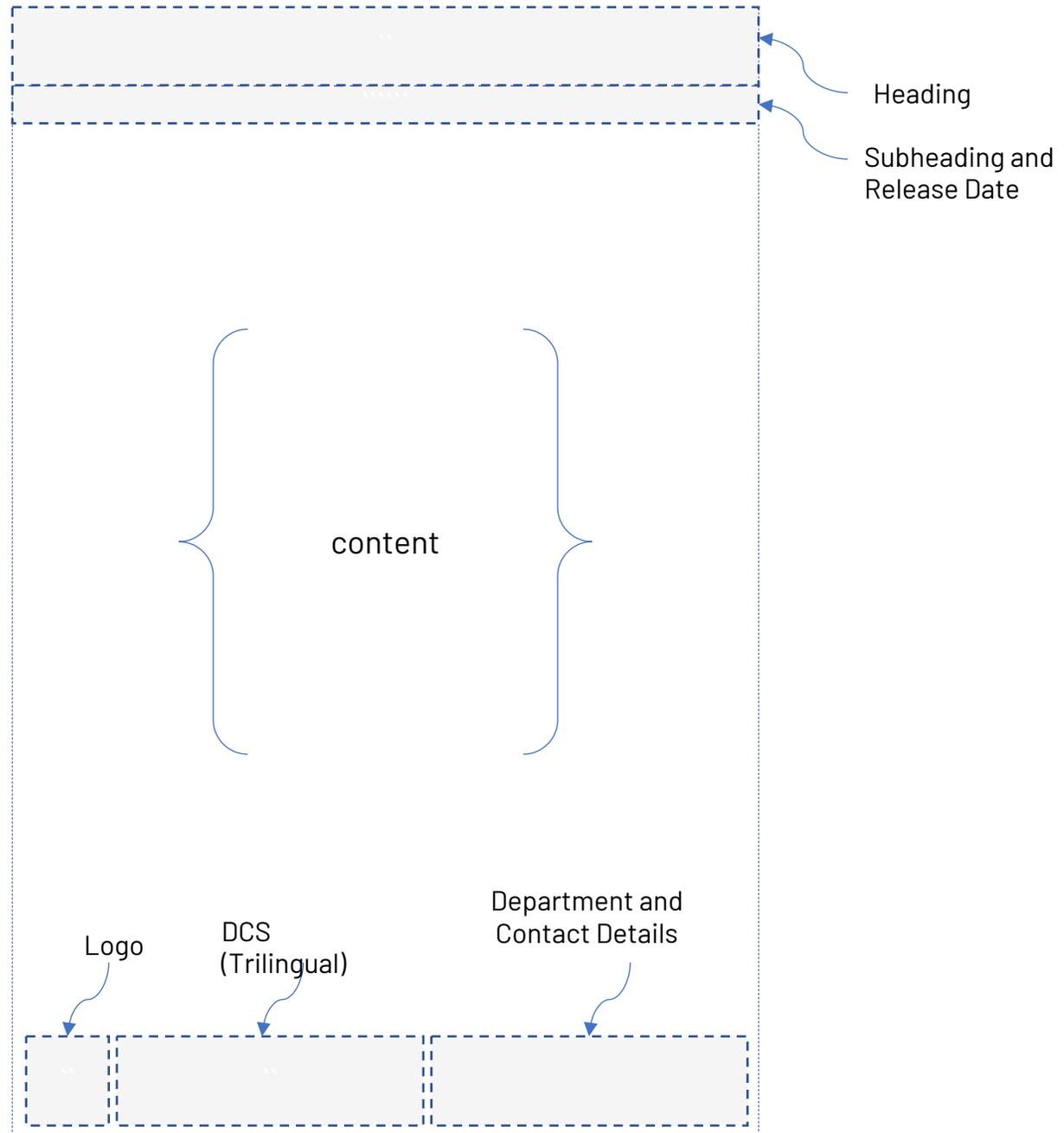
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#### Very basic examples

Template formatting for an infographic



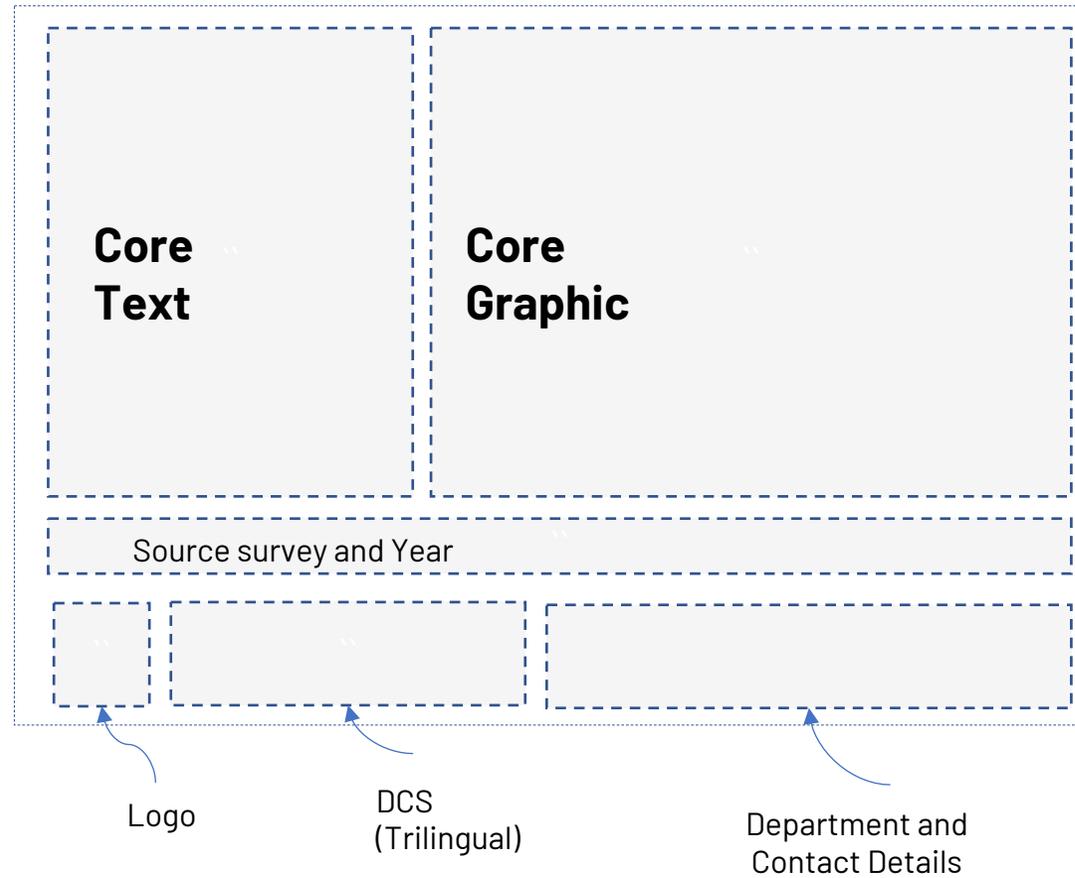
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#### Very basic examples

Template formatting for an embedded graphic on facebook

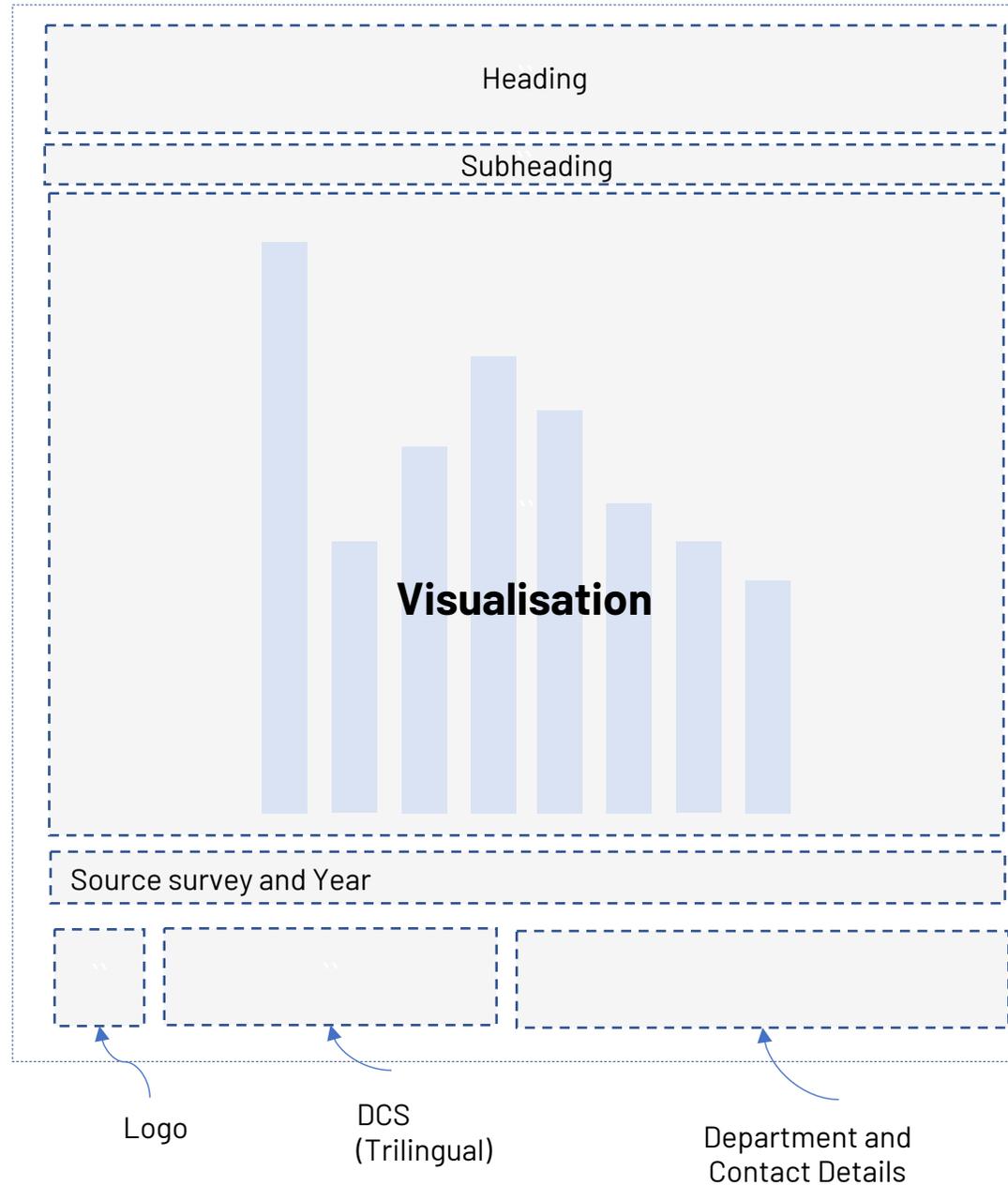


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Template formatting for an embedded graphic on facebook

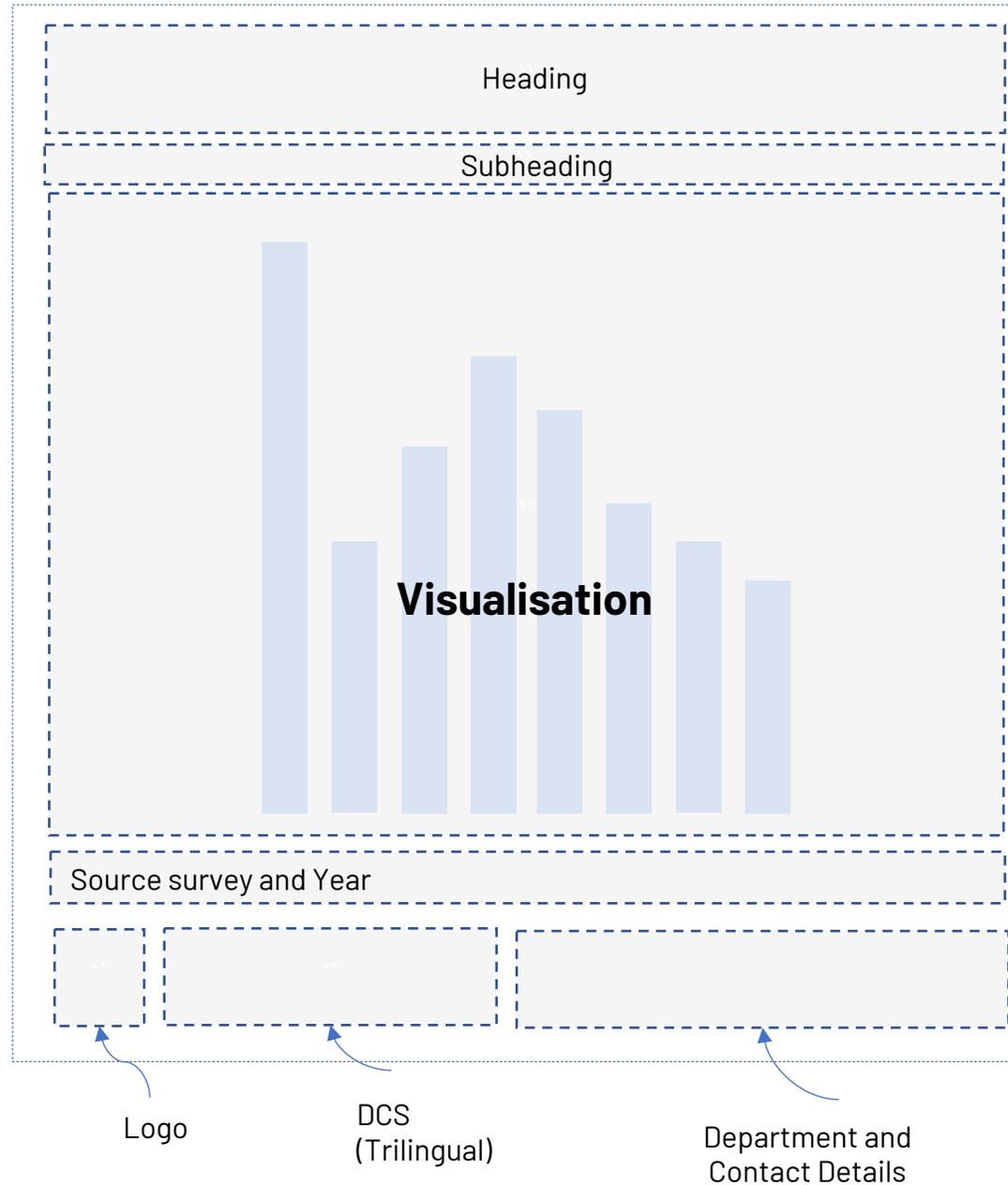


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Template formatting for an embedded graphic on facebook



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Page 18 and onwards in the brand guidelines publication lays out margins, layouts and proportions for commonly produced articles.



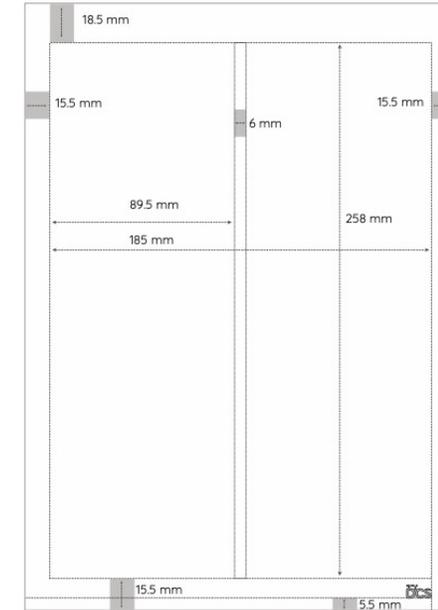
## Margins, Layouts and proportions



Press releases, bulletins, digitally disseminated and unbound documents

Page-setting and layout guidelines apply to all reports and bulletins (printed on A4) for both print and digital dissemination, all measurements, otherwise stated are in points (pts)

### Margins



General margins for all non bound and digitally disseminated material do not require mirrored margins and the gutters to the left and right can be kept at a minimum of 15.5 mm

Top margin is 18.5 mm from the bleeding edge, and accommodates both the page number on the right and publication/title/topic on the left.

The bottom margin is 12 mm from the bleeding edge and accommodates the DCS logo on the right hand side, the logo (6.5 mm x 12.2mm) rests against the right margin, 5.5mm above the bleeding edge.