

Communications Design and Data Visualisation

Session 1.2

**Understanding colours,
layouts and presentation**

**Presented by Vajira Gayan
Sooriyaarachchi**

Data Visualisation Consultant



For the Department of Census
and Statistics, Sri Lanka

Session 1.2.

Understanding colours, layouts and presentation

Why?

Why is good design important?

Session 1.2.

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.

Session 1.2.

Here are some examples

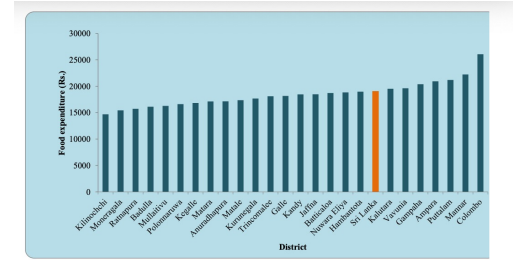
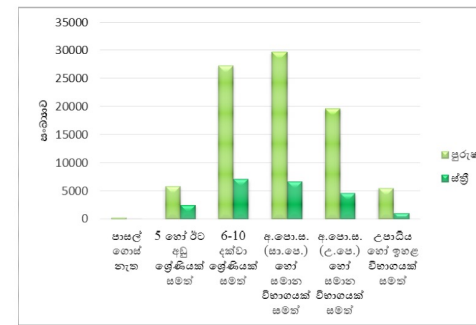
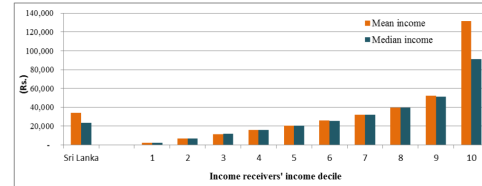
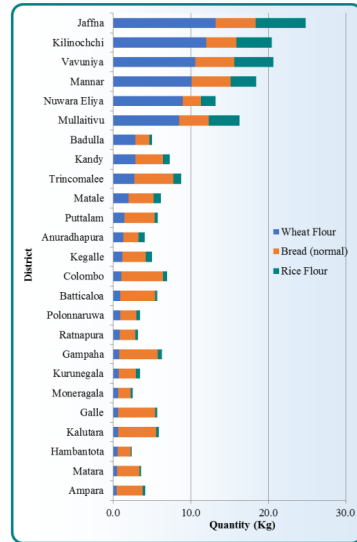
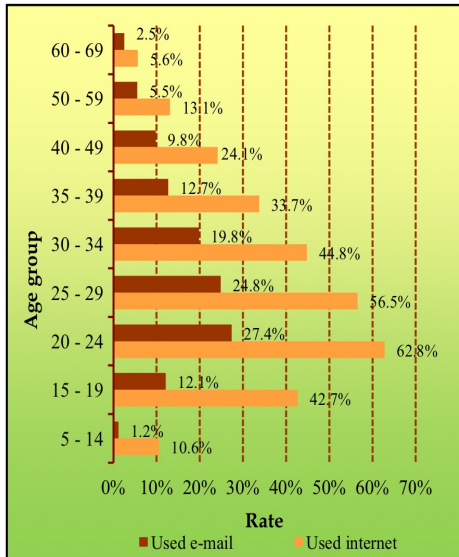


Figure 3.2: Distribution of Total Contract Value by type of construction activity – 2016

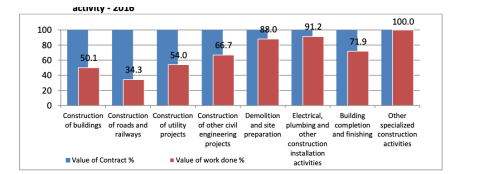
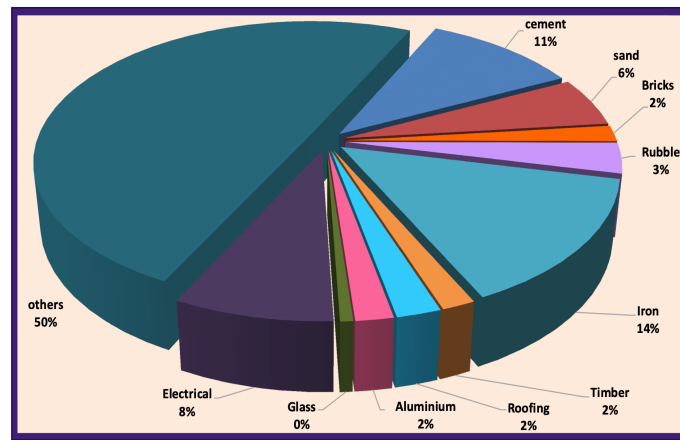
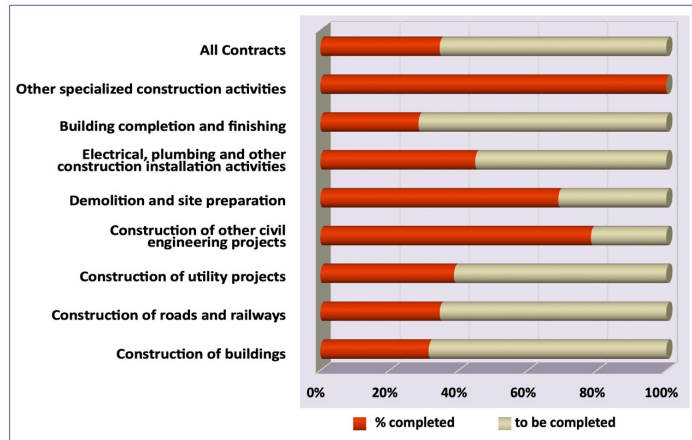
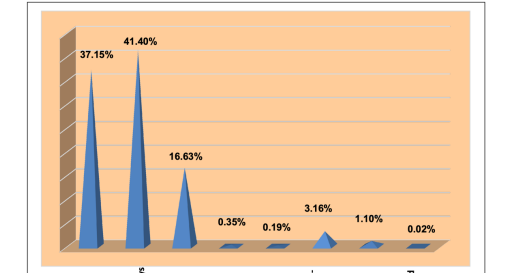
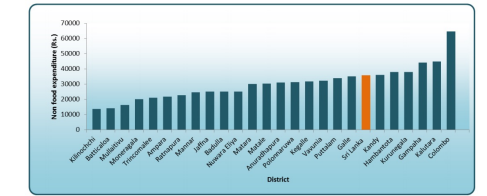


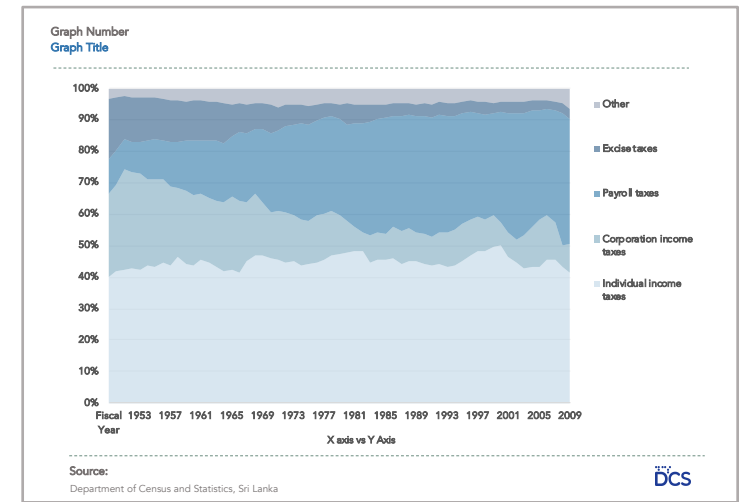
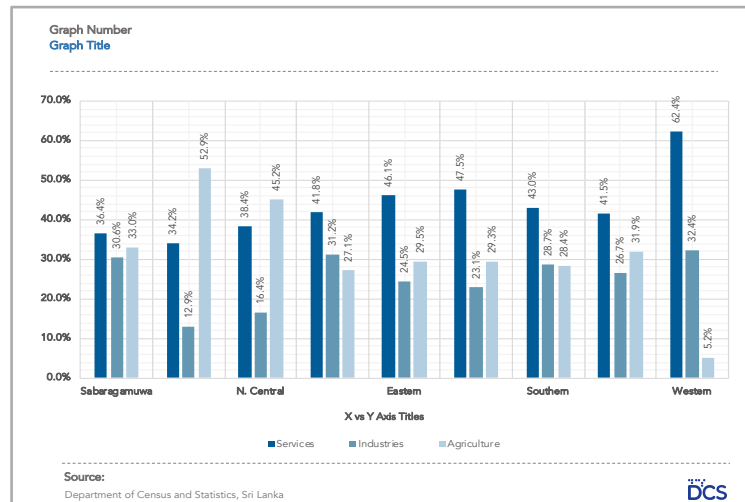
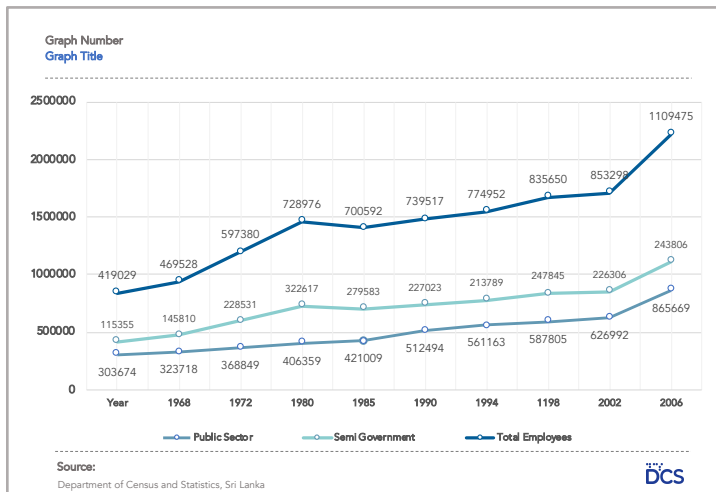
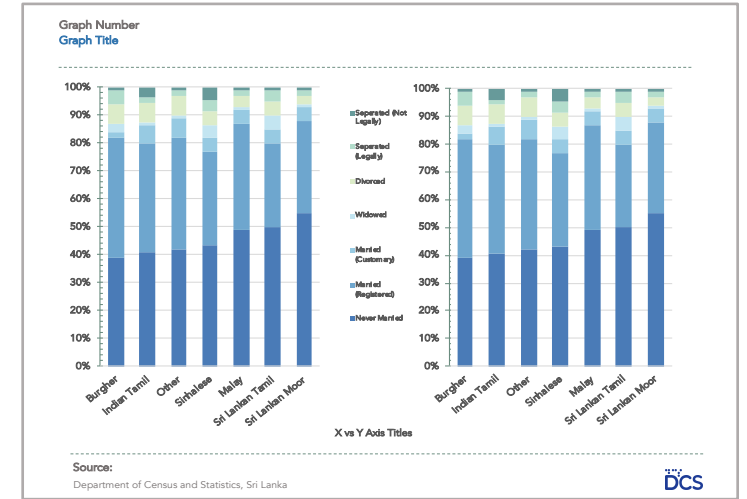
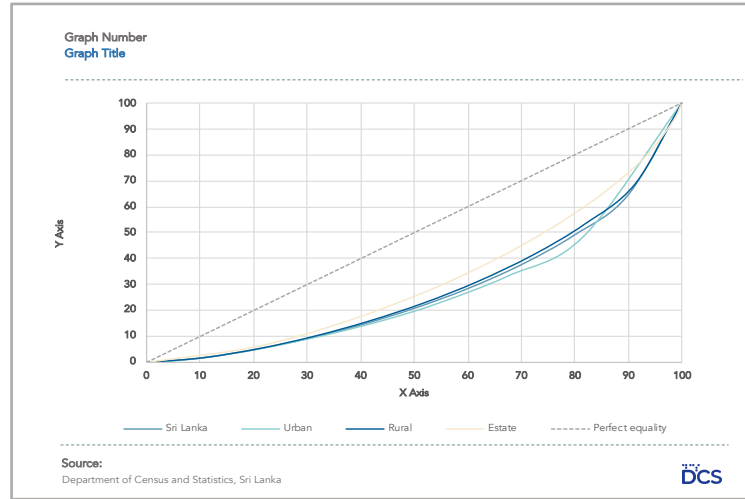
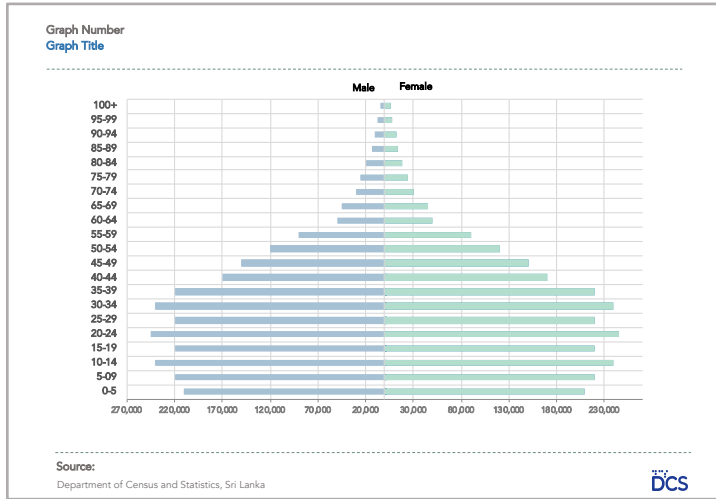
Figure 3.5: Average monthly household expenditure on non-food by district – 2016



Inconsistent design, not guided by a brand image

Session 1.2.

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 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

Table 5 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 in Agriculture and Non-Agriculture sectors - Second quarter 2020

Employment Status	Sri Lanka		Sector			
	No.	%	Agriculture		Non-Agriculture	
			No.	%	No.	%
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 (Coefficient of variation) values are high.

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

Main industry categories and sub sectors

- Agriculture**
1. Agriculture Forestry and Fishery (A)
- Industries**
1. Mining & Quarrying (B)
2. Manufacturing (C)
3. Construction, Electricity, gas, steam and air conditioning supply, Water supply, sewerage, waste management and remediation activities (D, E,F)
- 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 (I)
4. Information and communication (J)
5. Financial and insurance activities (K)
6. Professional, scientific and technical activities (M)
7. Administrative and support service activities (N)
8. Public administration and defense compulsory social security (O)
9. Education (P)
10. Human health and social work activities (Q)
11. Other service activities (S)
12. Activities of households as employers; undifferentiated goods and services - producing activities of households for own use (T)
13. Real estate activities (U) Arts, entertainment and recreation (R) Activities of extra territorial organizations & bodies (L)

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

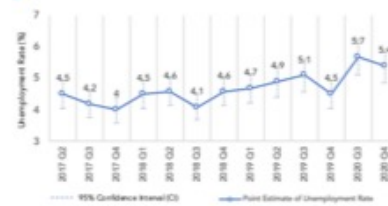
Unemployed

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.

Chart 3: Unemployment rate and its 95% confidence interval (2017Q2 - 2020 Q2)



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

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 and the confidence limits need to be considered.

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

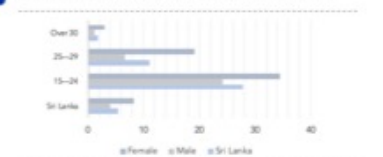
Chart 5: Unemployment rate by level of education and gender - Second quarter 2020



Source: Labour Force Survey 2020 Q2
Department of Census and Statistics, Sri Lanka

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



Source: Labour Force Survey 2020 Q2
Department of Census and Statistics, Sri Lanka

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

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

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

Main industry categories and sub sectors

- Agriculture**
Agriculture Forestry and Fishery (A)
- Industries**
Mining & Quarrying (B)
Manufacturing (C)
Construction, Electricity, gas, steam and air conditioning supply, Water supply, sewerage, waste management and remediation activities (D, E,F)
- Services**
Wholesale and retail trade, repair of motor vehicles and motor cycles (G)
Transportation and storage (H)
Accommodation and food services activities (I)
Information and communication (J)
Financial and insurance activities (K)
Professional, scientific and technical activities (M)
Administrative and support service activities (N)
Public administration and defense compulsory social security (O)
Education (P)
Human health and social work activities (Q)
Other service activities (S)
Activities of households as employers undifferentiated goods and services producing activities of households in own use (T)
Real estate activities (U) Arts, entertainment and recreation (V) Activities of extra territorial organizations & bodies (U)

Employment Status

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

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 are said to be unemployed.

The Unemployment Rate

The proportion of unemployed population to the total labour force.

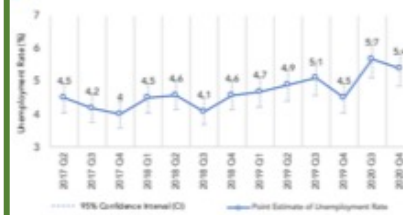


Figure 3: Unemployment Rate (%) by quarter - Second quarter 2020

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 (Years)	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

Unemployment Rate (%)

Age group (Years)	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

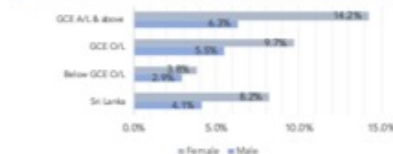


Figure 4: Unemployment rate by age group and gender - Second quarter 2020

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.

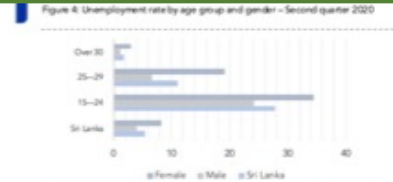


Figure 5: Unemployment rate by level of education - Second quarter 2020

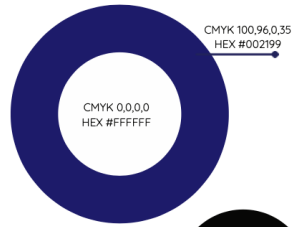
Level of Education	Sri Lanka		Gender	
	Number	%	Male	Female
Sri Lanka	458,359	5.4	4.1	8.2
Below GCE O/L	157,259	3.2	2.9	3.8
GCE O/L	107,905	6.9	5.5	9.7
GCE A/L & above	193,195	10	6.3	14.2

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

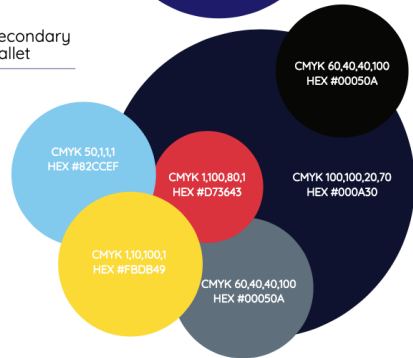
Session 1.2.

Understanding colours, layouts and presentation

Primary pallet



Secondary pallet



Chapter Title Page

	1	2	3	4	5
A					DCS
B	Chapter # Chapter Heading				
C	Table of contents (Chapter) Chapter track 1: FSW Chapter track 2: FSW Chapter track 3: FSW Chapter track 4: FSW Chapter track 5: FSW Chapter track 6: FSW				
D					
E	Chapter Abstract Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet sagittis ipsum, hendrerit porta ante. Sed ut perspiciatis unde omnisque natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur adipiscing elit, sed qui ut perspiciatis unde omnisque natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur adipiscing elit, sed qui ut perspiciatis unde omnisque natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt, explicabo.				
F					
G					

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.

Chart 3: Unemployment rate and its 95% confidence interval (2010:Q2 - 2020:Q2)

Chart 4: Unemployment rate by level of education and gender - Second quarter 2020

Age group (Years)	Unemployment Rate (%)			
	Sri Lanka	Male	Female	
Sri Lanka	458,359	5.4	4.1	6.2
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 6: Number of unemployed and unemployment rate by age group and gender - Second quarter 2020

Chart 5: Unemployment rate by level of education and gender - Second quarter 2020

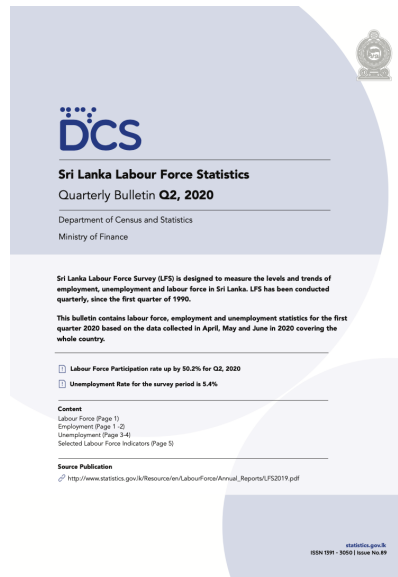
Level of Education	Unemployment Rate (%)			
	Sri Lanka	Male	Female	
Sri Lanka	458,359	5.4	4.1	6.2
Below GCE O/L	157,259	3.2	2.9	3.8
GCE O/L	107,905	6.9	5.5	9.7
GCE A/L & above	193,195	10	6.3	14.2

Table 7: Number of unemployed and unemployment rate by level of education - Second quarter 2020

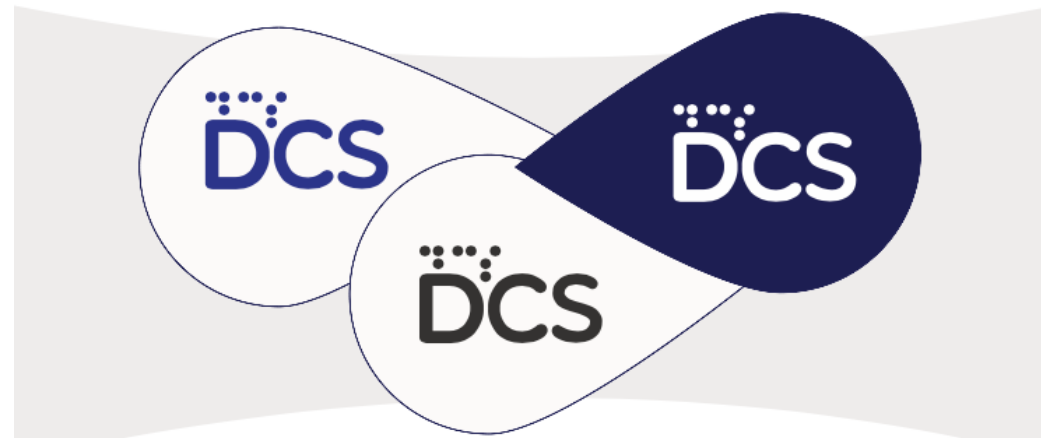
A unique selection of colours, logical and easy to follow layouts and a compelling presentation style are what makes DCS publications stand out from the crowd and more attractive to the end user.

Session 1.2.

Understanding colours, layouts and presentation



Logo Colours



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.

Session 1.2.

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

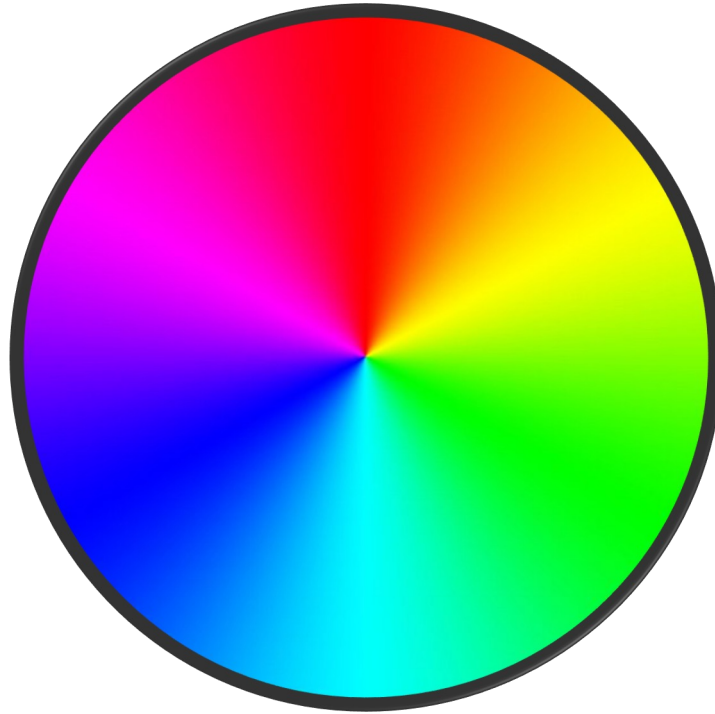
	Primary	1	2	3
General Publications				
CMYK	100,100,20,70,1	100,93,42,0	60,40,40,100	15,11,1,0
RGB	000A30	2D3D6F	00050A	D4DAEC
Economy				
CMYK	75,25,0,0	61,33,13,0	77,64,48,34	39,25,18,0
RGB	009BDF	6895BB	3A4856	9DADBD
Agriculture				
CMYK	90,35,100,29	70,51,69,44	39,22,38,0	41,23,22,0
RGB	00642D	3C4A3E	9FAFA1	98AFBA
Demography				
CMYK	75,100,19,6	73,34,52,10	43,24,7,0	0,10,0,0
RGB	602A77	49817A	90AECF	FFE8FF
Administration				
CMYK	51,6,72,0	93,73,0,0	71,45,28,4	15,0,2,0
RGB	87BD75	0056B1	557B97	CFF6FF

Session 1.2.

Understanding colours, layouts and presentation

Colours – Less is More.

RGB spectrum



16,777,216 Colours