

# INFOGRAPHIC

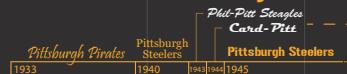
# Overview



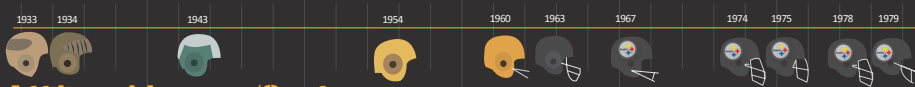
## PITTSBURGH STEELERS

An infographics by Howard (Zhe) Chen about American National Football League (NFL) Team Pittsburgh Steelers' history in a timeline and player salary analysis by position.

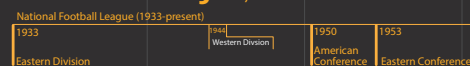
### Teamname History



### Helmet & Facemask Evolution



### Affiliated League/Conference

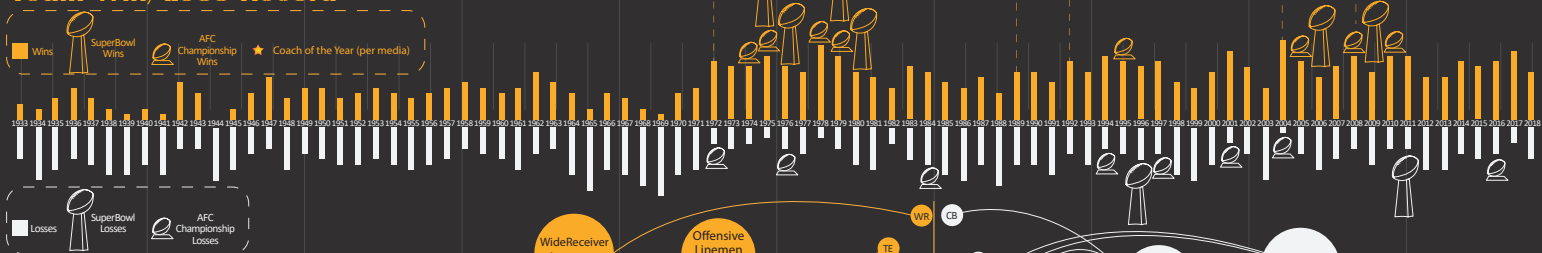


### Coach Era

Many Different Coaches

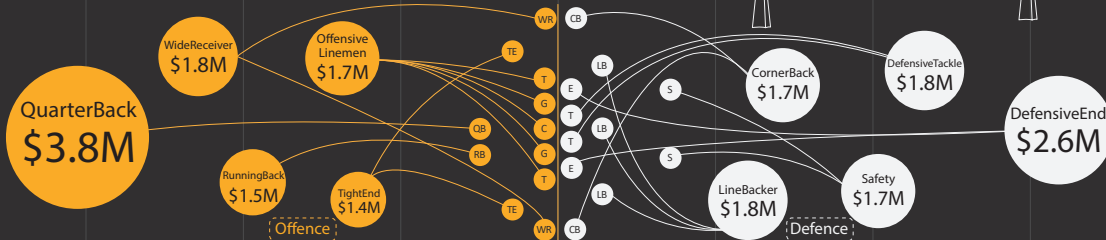
13 different Coaches were hired from time to time during this period. But unfortunately none of them were able to lead the team to a higher level.

### Team Win/Loss Record

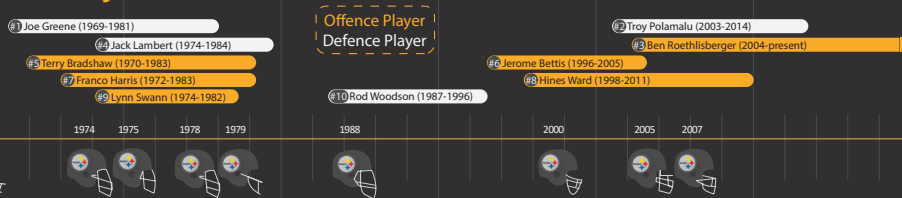


### Salary by Position

#1 Quarterback \$3,840,017  
#2 Defensive End \$2,599,874  
#3 Defensive Tackle \$1,807,581  
#4 Wide Receiver \$1,806,999



### Top 10 Players



# Design Choice

## Intro



The Pittsburgh Steelers is an American football team in NFL.

This infographic used a timeline as the story line showing the wins and losses throughout the Steelers history from 1933 to 2018. Different layer of data are laid on top of the timeline including the change of team names, history top 10 players, helmet and facemask evolution, coach era and championships won.

Apart from the timeline and bar chart data visual representation. Section 'salary by position' made use of circle shapes and strings to show how much different position makes on the field.

## Colour



The colour scheme naturally followed the team colour of Pittsburgh Steelers: White, Yellow and Black.

With black being the background, white and yellow become very important information categorisation scheme. Yellow refers to offense player, offense positions and wins in different sections whereas white stands for defence players, defence positions and losses records.

Throughout the design, content text is generally coloured in yellow to create contrast from background, but some details are coloured in white as they are special.

## Font

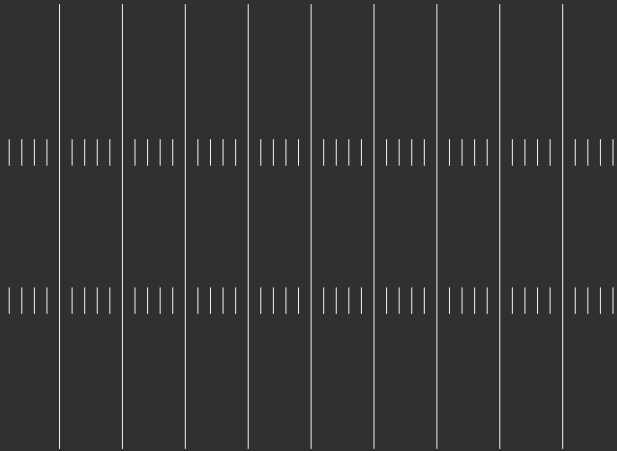


Gunplay is the Pittsburgh Steelers team font and it is used mostly for headings. Integrating the team font with the poster was aimed to create a sense of team culture and atmosphere. Also, it made the whole picture a lot more dramatic and smoother with the Pittsburgh Steelers colour scheme.

Myriad Pro is the font for most content as it increases the readability.

Different fonts are also used in different team name according to the font style with each team name.

# Design Choice



## Background

The background is a minimised version of a Gridiron football field with a long line every 5 yards and one short line at each dash per yard. Normally there are number marked on field indicating the yardage of specific line, but I minimised the numbers to increase the readability of content.

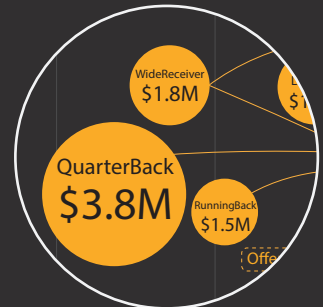
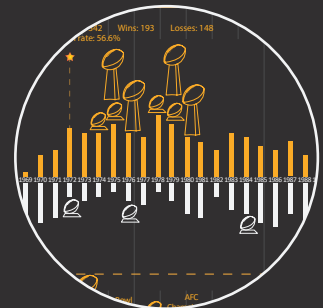
## Design

Many different visual representations are used including the bar chart of win and loss that made up the timeline and the use of shapes like circles and strings.

The timeline has every section above it lined up to the years and it provides historical accuracy.

The win/loss bar chart turns numbers into bars with different length and thus creating a visual connection between winning and higher yellow bars

Circle-string-circle shape shows that everyone is equal on field (same size circles) but it connects to different size of circles which shows that they all make different amount of money.



# Design Choice

## Coach Era & Team Win/Loss Record

### Chuck Noll (Pro Football Hall of Fame Coach)

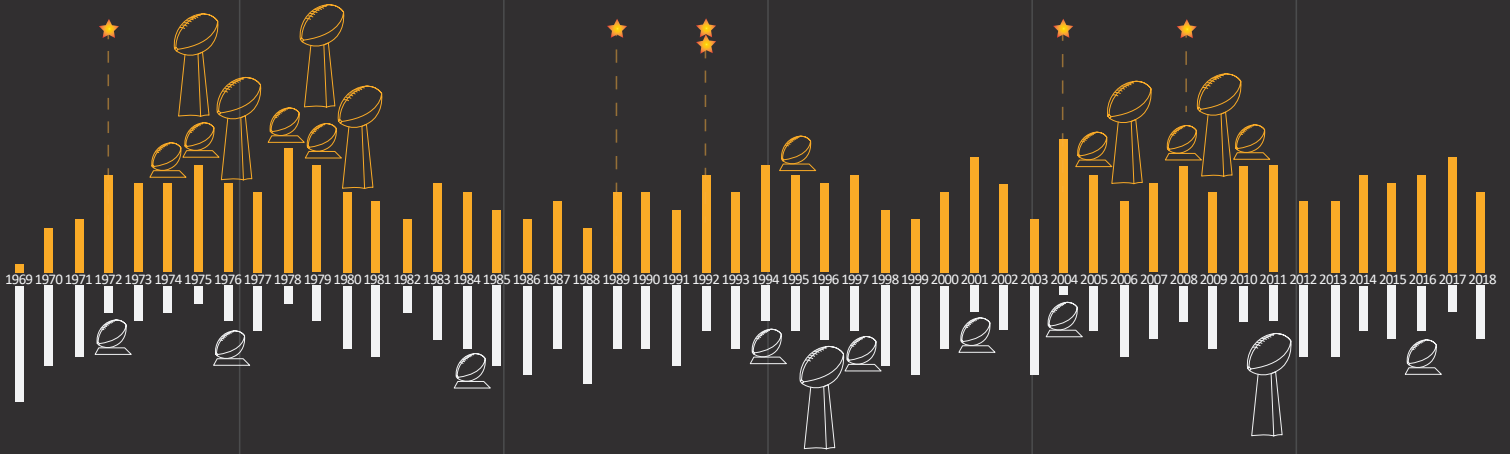
1969  
Games Coached: 342 Wins: 193 Losses: 148  
Ties: 1 Win rate: 56.6%

### Bill Cowher

1992  
Games Coached: 240 Wins: 149 Losses: 90  
Ties: 1 Win rate: 62.3%

### Mike Tomlin

2007  
Games Coached: 192 Wins: 125 Losses: 66  
Ties: 1 Win rate: 65.4%



# Design Choice

## Salary by Position

#1 QuarterBack	\$3,840,017
#2 Defensive End	\$2,599,874
#3 Defensive Tackle	\$1,807,581
#4 Wide Receiver	\$1,806,999

