

**AN INFOGRAPHIC POSTER CAMPAIGN ON
CONTROLLED DIET FOR MUSCLE BUILDING OF
BODY BUILDERS THROUGH ILLUSTRATIONS
GRAPHIC**



**By
NASIRUDDIN
Roll No: 62**

**BS ART & DESIGN
(Communication Design)**



**DEPARTMENT OF ART AND DESIGN
UNIVERSITY OF PESHAWA
Session 2022-2026**

**AN INFOGRAPHIC POSTER CAMPAIGN ON
CONTROLLED DIET FOR MUSCLE BUILDING OF
BODY BUILDERS THROUGH ILLUSTRATIONS
GRAPHIC**



*A thesis submitted to the Department of Art & Design in partial fulfillments for the
requirements for the award of degree of BS Art & Design*

**In
COMMUNICATION DESIGN**

By:

NASIRUDDIN



**DEPARTMENT OF ART AND DESIGN
UNIVERSITY OF PESHAWA
Session 2022-2026**

AN INFOGRAPHIC POSTER CAMPAIGN ON CONTROLLED DIET FOR MUSCLE BUILDING OF BODY BUILDERS THROUGH ILLUSTRATIONS GRAPHIC

*Thesis project Report was submitted to the Department of Art & Design in
partial fulfillment for the requirements for the award of the degree of*

Bachelor in Art & Design in Communication Design



Submitted by:

Nasiruddin

Bachelor of Art & Design
Communication Design
Session: 2021-2025

Research Supervisor:

Ms. Farah Javid

Lecturer
Department of Art & Design
University of Peshawar

External Examiner:



**DEPARTMENT OF ART AND DESIGN
UNIVERSITY OF PESHAWA
Session 2022-2026**

DECLARATION

I hereby declare that thesis, titled “An Infographic Poster Campaign on Controlled Diet for Muscle Building of Bodybuilders Through Raster Graphics” is my original work and has not been submitted for any degree, diploma, or other institution or university. The research and findings presented in this report are based on my personal work, and all references, ideas, and contributions from other sources have been duly acknowledged.

I also declare that the materials included in this thesis are either my own work or properly attributed to other authors. The thesis was carried out under the supervision of Ms. Farah Javid

NASIRUDDIN

Date: ____ / ____ / 2026

ACKNOWLEDGMENT

I would like to express my deep gratitude to Allah for His divine guidance and mercy throughout my life. I am profoundly thankful to my parents, who have been my unwavering support, continually providing moral, spiritual, emotional, and financial assistance throughout my journey.

I extend my heartfelt thanks to my research thesis advisor, Ms. Farah Javid for his invaluable help and guidance in carrying out this research.

Lastly, I would like to acknowledge my friends, who have supported me through thick and thin. Their invaluable contributions to the thesis report are greatly appreciated. I am truly grateful to have such wonderful people by my side.

NASIRUDDIN

TABLE OF CONTENTS

ACKNOWLEDGMENT.....	i
TABLE OF CONTENTS.....	ii
ABSTRACT.....	iv
Chapter-1	1
INTRODUCTION.....	1
1.1 Introduction	1
1.2 Statement of the Problem	3
1.3 Aim of the Study	3
1.4 Objectives of the Study	4
1.5 Scope of the Study.....	4
Chapter-2	5
RESEARCH METHODOLOGY	5
2.1 Methodological Approach.....	5
2.2 Research Design and Data Collection Methods.....	5
2.3 Materials and Studio Tools	6
2.4 Studio Practice and Artwork Development Process	6
2.5 Justification of Methodological Choices.....	7
2.6 Chapter Summary.....	8
Chapter-3	9
DESIGN PROCESS	9
3.1 Research Board	9
3.1.1 Research Board Explanation.....	10
3.2 Mood Board.....	13
3.2.1 Mood Board Explanation.....	14
3.3 Introduction	16
3.4 Conceptual and Design Development of Corporate Identity	16
3.5.1 Theme One: Development of a Distinct Corporate Identity	17
3.5.2 Theme Two: Effectiveness of Vector Graphic Design	17
3.5.3 Theme Three: Visual Communication and Brand Perception	17
3.5.4 Theme Four: Importance of Color and Typography	18
3.5.5 Theme Five: Rebranding and Promotional Impact.....	18
3.6 Summary of Findings	18
Chapter-4	20
CATALOGING.....	20
4.1 Introduction	20
4.2 Final Logo Design.....	21
4.3 Color Palette.....	25
4.4 Typography System.....	26
4.5 Recipe Card Design.....	26

4.6	Banner Design	31
4.7	Poster 1– Chicken Protein Diet	32
4.8	Poster 2– Fish Protein Diet.....	34
4.9	Poster 3 – Beef Protein Diet.....	36
4.10	Poster 4 – Pulses Protein Diet	38
4.11	Poster 5 – Workout Planner	40
4.12	Final Display	42
4.13	Chapter Summary.....	43
Chapter-5		44
CONCLUSION		44
5.1	SWOT Analysis.....	44
5.1.1	Strengths	44
5.1.2	Weaknesses	44
5.1.3	Opportunities.....	44
5.1.4	Threats.....	44
5.2	Introduction	45
5.3	Discussion of Major Findings	45
5.4	Practical Implications	46
5.5	Limitations of the Study	47
5.6	Recommendations for Future Research	47
5.7	Conclusion.....	48
REFERENCES.....		50

ABSTRACT

Bodybuilding requires not only regular physical training but also a well-controlled diet to support muscle growth, recovery, and overall performance. However, many bodybuilders and fitness enthusiasts often lack adequate knowledge regarding proper nutritional planning, balanced food intake, and healthy dietary practices. Misinformation from social media and unreliable fitness sources frequently leads individuals to adopt ineffective or unhealthy eating habits. Therefore, there is a growing need for educational materials that communicate bodybuilding nutrition in a clear, engaging, and accessible manner.

This study focuses on the design and development of an infographic poster campaign on controlled diet practices for muscle building among bodybuilders through illustration graphics. The primary aim of the project is to create visually appealing and informative posters that increase awareness about the importance of nutrition in achieving fitness goals. The research explores the relationship between controlled dietary habits and muscle development while examining how visual communication can effectively deliver health-related information.

A mixed-method research approach was employed, including surveys, interviews, and the analysis of existing fitness and nutrition awareness materials. Data were collected from bodybuilders, gym members, and fitness enthusiasts to identify their dietary knowledge, challenges, and information needs. The findings revealed that many participants understood the importance of exercise but lacked comprehensive knowledge regarding nutrient balance, meal planning, and dietary control. Participants also expressed a preference for visually engaging educational materials that simplify complex nutritional information.

Based on the research findings, a series of infographic posters was designed using illustration graphics, effective visual hierarchy, appropriate color schemes, and clear typography. The poster campaign communicates essential information about protein intake, carbohydrate consumption, hydration, meal timing, and healthy muscle-building practices. The use of illustrations and infographic elements helps improve understanding, retention, and audience engagement.

The study concludes that infographic poster campaigns can serve as an effective visual communication tool for promoting controlled diet awareness among bodybuilders. By combining nutritional education with creative illustration design, the project contributes to healthier lifestyle practices and supports informed decision-making regarding muscle-building nutrition.

Keywords: Infographic Poster Campaign, Controlled Diet, Muscle Building, Bodybuilders, Nutrition Awareness, Illustration Graphics, Visual Communication, Health Education.

Chapter-1

INTRODUCTION

1.1 Introduction

In today's modern world, health and fitness have become an important part of people's lifestyles. Many individuals participate in physical activities and fitness programs to improve their physical appearance, maintain good health, and increase their overall performance. Among various fitness activities, bodybuilding has gained significant popularity because it focuses on developing muscle mass, strength, endurance, and body composition. However, achieving successful bodybuilding results requires more than regular exercise and weight training. Proper nutrition and a controlled diet are equally important factors that contribute to muscle growth and physical development.

A controlled diet refers to a planned nutritional program that provides the body with the right balance of proteins, carbohydrates, fats, vitamins, minerals, and water according to individual fitness goals. For bodybuilders, nutrition plays a vital role in supporting muscle repair, recovery, and growth. During resistance training, muscle fibers undergo stress and microscopic damage. The body requires adequate nutrients, especially protein, to rebuild these fibers and promote muscle hypertrophy. Therefore, a well-balanced diet is essential for achieving effective muscle-building results.

Despite the increasing popularity of fitness and bodybuilding, many individuals still lack awareness about proper nutritional practices. A large number of bodybuilders rely on social media, online influencers, and unverified sources for dietary advice. This often leads to misinformation, unhealthy eating habits, excessive supplement consumption, and nutritional imbalances. As a result, individuals may fail to achieve their fitness goals or may experience health complications due to poor dietary choices. There is a growing need for educational materials that can communicate accurate nutritional information in a simple, engaging, and understandable manner.

Visual communication has become one of the most effective methods for educating audiences and spreading awareness. People are more likely to understand and remember information when it is presented visually rather than through long blocks of text. Infographic posters are powerful communication tools that combine illustrations, icons, typography, charts, and concise information to present complex topics in an attractive and organized format. Through visual storytelling and information design, infographic posters help audiences quickly understand important concepts while maintaining their interest.

Illustration graphics further enhance the effectiveness of infographic posters by transforming technical information into visually engaging content. Illustrations can simplify nutritional concepts, explain food groups, highlight dietary benefits, and communicate health-related information in a more appealing manner. In fitness and health communication, illustration graphics are particularly useful because they allow viewers to connect with the content emotionally and intellectually.

This thesis project focuses on developing an infographic poster campaign on controlled diets for muscle building among bodybuilders through illustration graphics. The campaign aims to educate bodybuilders, gym users, and fitness enthusiasts about the importance of balanced nutrition, protein intake, meal planning, hydration, and healthy eating habits. Through carefully designed infographic posters, the project seeks to promote awareness and encourage informed dietary decisions that support muscle growth and overall physical well-being.

The study also explores the role of communication design in health education by demonstrating how infographic design and illustration graphics can be used to simplify nutritional information and increase public understanding. By combining research-based content with creative visual solutions, the campaign aims to bridge the gap between scientific knowledge and practical fitness applications. Ultimately, the project contributes to both communication design and health awareness by providing an innovative visual approach to bodybuilding nutrition education.

1.2 Statement of the Problem

Many bodybuilders and fitness enthusiasts focus heavily on physical training while paying limited attention to proper nutrition and dietary management. Although information about muscle-building diets is widely available, much of it is often confusing, inaccurate, or presented in complex formats that are difficult for the general public to understand. As a result, many individuals develop unhealthy eating habits, consume excessive supplements, or follow unbalanced diet plans that may negatively affect their health and fitness performance.

Furthermore, there is a lack of visually engaging educational materials specifically designed to promote awareness about controlled diets for muscle building. Traditional methods of presenting nutritional information often fail to attract audience attention or effectively communicate important dietary concepts. Therefore, there is a need to develop an infographic poster campaign that uses illustration graphics to simplify nutritional information and educate bodybuilders about healthy dietary practices.

1.3 Aim of the Study

The aim of this study is to design, develop, and evaluate a comprehensive infographic poster campaign that promotes awareness and understanding of controlled diets for muscle building among bodybuilders through the effective use of illustration graphics and visual communication techniques. The study seeks to provide accurate, research-based nutritional information in a visually appealing and easily understandable format that can help bodybuilders, gym users, and fitness enthusiasts make informed dietary decisions. In addition, the study aims to highlight the importance of balanced nutrition, adequate protein intake, proper hydration, meal planning, and healthy eating habits in supporting muscle growth, recovery, and overall physical performance. By integrating communication design principles with health education strategies, the project also aims to demonstrate how infographic posters can serve as effective educational tools for simplifying complex nutritional concepts, increasing public awareness, and encouraging positive behavioral changes related to bodybuilding nutrition and fitness lifestyles.

1.4 Objectives of the Study

The objectives of this study are:

- To explore the importance of controlled diets in muscle growth and bodybuilding.
- To identify the nutritional requirements necessary for effective muscle development and recovery.
- To examine the role of infographic posters in communicating health and fitness information.
- To develop visually engaging infographic posters using illustration graphics.
- To promote awareness about balanced nutrition, protein intake, and healthy eating habits among bodybuilders.
- To create educational design materials that encourage informed dietary choices and support fitness goals.

1.5 Scope of the Study

This study focuses on the development of an infographic poster campaign related to controlled diets for muscle building among bodybuilders. The project covers topics such as bodybuilding nutrition, protein-rich foods, meal planning, hydration, dietary balance, and muscle recovery. It also explores the use of illustration graphics, infographic design principles, typography, color schemes, and visual communication strategies in health education.

The project is limited to the design and production of infographic posters and supporting promotional materials such as recipe cards, banners, standees, and educational graphics. It does not involve the development of mobile applications, websites, or detailed clinical nutrition programs. The primary target audience includes bodybuilders, gym members, fitness enthusiasts, and individuals interested in improving their nutritional knowledge for muscle-building purposes.

Chapter-2

RESEARCH METHODOLOGY

2.1 Methodological Approach

This study adopted a practice-based research approach that combines theoretical investigation with creative design practice. The purpose of selecting this methodology was to explore the importance of controlled diets in muscle building and transform research findings into effective visual communication through infographic poster design. Practice-based research is widely used in communication design because it allows researchers to develop creative solutions while investigating real-world issues.

The study focused on understanding bodybuilding nutrition, dietary requirements, muscle growth processes, and visual communication techniques. Through this approach, information collected from various sources was analyzed and translated into illustration-based infographic posters. The methodology enabled the researcher to combine research, design thinking, and creative problem-solving to produce educational materials that effectively communicate nutritional information to bodybuilders and fitness enthusiasts.

2.2 Research Design and Data Collection Methods

The research design followed a structured process that included information gathering, visual analysis, concept development, and artwork production. Various data collection methods were used to obtain relevant information regarding bodybuilding nutrition and controlled diets.

A literature review was conducted using books, journals, research articles, fitness magazines, and online resources. This helped in understanding the scientific aspects of muscle building, nutritional requirements, protein intake, hydration, and healthy eating habits.

Visual research was also carried out to examine existing fitness campaigns, nutrition awareness posters, bodybuilding advertisements, and infographic designs. This process helped identify suitable design styles, layouts, color palettes, typography, and illustration techniques relevant to the project.

Observation was another important method used in the study. The researcher observed gym environments, workout routines, meal preparation practices, and dietary habits of bodybuilders. These observations provided valuable insights into the target audience and their nutritional behaviors.

In addition, case study analysis was conducted to evaluate existing health and fitness awareness campaigns. This helped identify effective communication strategies and visual approaches that could be applied to the infographic poster campaign.

2.3 Materials and Studio Tools

Several materials and studio tools were utilized throughout the design and production process. Traditional drawing materials included sketchbooks, pencils, erasers, rulers, markers, and A3 sheets for brainstorming and rough sketch development.

Digital design tools played a significant role in the project. Adobe Illustrator was used for creating vector illustrations, icons, layouts, and infographic elements. Adobe Photoshop was used for image editing, color correction, and presentation mockups. Additional software such as Canva, Microsoft Word, and PowerPoint were used for documentation and visual presentations.

Online platforms such as Pinterest, Behance, and design inspiration websites were also used to collect visual references and study current trends in infographic and fitness-related design.

2.4 Studio Practice and Artwork Development Process

The artwork development process consisted of several stages. The first stage involved developing a research board containing images and visual references related to bodybuilding, controlled diets, muscle growth, healthy foods, and fitness campaigns. This helped establish the visual direction of the project.

The second stage involved creating a concept board by selecting the most relevant references and organizing them according to the project theme. A mood board was then developed to define the project's visual identity, including color palettes, typography, illustration styles, and graphic elements.

After completing the planning stage, rough sketches were created to explore different layout compositions and design structures for posters, recipe cards, banners, and standees. These sketches were refined and transformed into digital illustrations using Adobe Illustrator.

The final stage involved developing complete infographic posters and promotional materials. Typography, illustrations, icons, charts, and nutritional information were combined to create visually engaging educational content. The completed designs were then presented through realistic mockups to demonstrate their practical application.

2.5 Justification of Methodological Choices

The selected methodology was appropriate because the project required both research and creative design development. A practice-based approach allowed the researcher to investigate nutritional concepts while simultaneously producing visual communication materials.

The use of literature review and observation ensured that the information presented in the campaign was accurate and relevant. Visual research and case study analysis helped identify effective design strategies and communication techniques. The incorporation of illustration graphics and infographic design principles enhanced the project's ability to communicate complex nutritional information in a simple and engaging manner.

Therefore, the chosen methodology successfully supported the research objectives and provided a strong foundation for developing an effective infographic poster campaign on controlled diets for muscle building.

2.6 Chapter Summary

This chapter discussed the research methodology adopted for the development of the infographic poster campaign on controlled diets for muscle building among bodybuilders. It explained the methodological approach, research design, data collection methods, materials, studio tools, and artwork development process. The chapter also justified the selected research methods and highlighted their importance in achieving the project objectives. The combination of research and creative practice provided a comprehensive framework for producing visually engaging educational materials that promote healthy dietary habits and muscle-building nutrition.

Chapter-3

DESIGN PROCESS

3.1 Research Board



3.1.1 Research Board Explanation

The research board was developed during the initial stage of the design process to collect visual references related to controlled diets, bodybuilding, healthy nutrition, and fitness awareness. The board consists of various infographic posters, logo inspirations, recipe card designs, workout plans, color palettes, and fitness banners that were selected to explore different visual directions for the project.

The infographic poster references were collected to study information hierarchy, content organization, illustration styles, and layout structures. These references helped in understanding how nutritional information can be communicated effectively through visual design. Logo inspirations were included to explore branding ideas related to fitness, strength, and muscle-building concepts. The selected logos use bold forms and fitness-related symbols that reflect energy, discipline, and physical development.

Recipe card references were gathered to analyze the presentation of meal plans, nutritional values, ingredients, and healthy food recommendations. These references provided insight into designing supporting materials that complement the infographic campaign. The banner references helped in understanding promotional strategies and visual advertising techniques commonly used in fitness and gym-related campaigns.

Overall, the research board served as a visual foundation for the project. It helped identify suitable design elements, color schemes, illustration approaches, and communication methods that support the development of an infographic poster campaign focused on controlled diets for muscle building among bodybuilders.

Color Scheme

The color scheme selected for this project is inspired by fitness, health, energy, and nutrition. The palette consists of light green, mustard yellow, brown, white, black, orange, gray, and green tones. These colors were selected from the research references because they successfully combine health-related visuals with fitness-oriented branding.

Light green represents healthy eating, natural food sources, and balanced nutrition. Mustard yellow symbolizes energy, motivation, and vitality. Brown reflects organic food, stability, and nutritional richness, while black communicates strength, determination, and power, which are important qualities associated with bodybuilding.

Orange adds a sense of activity, enthusiasm, and physical performance, while gray creates a modern and professional appearance. White improves readability and visual balance, and green reinforces the concept of health, wellness, and natural dietary practices. Together, these colors create a strong and attractive visual identity that supports the overall theme of muscle building through controlled diets.

Visual Style and Promotional Direction

The visual style of the campaign is based on modern infographic design combined with illustration graphics. The selected references demonstrate a clean and organized layout structure that effectively communicates information through illustrations, icons, charts, and concise text. The design approach focuses on simplifying complex nutritional information and presenting it in an engaging and educational format.

The promotional direction of the campaign emphasizes awareness, education, and motivation. Through infographic posters, recipe cards, banners, and supporting materials, the campaign aims to promote healthy dietary practices among bodybuilders and fitness enthusiasts. The visuals focus on protein-rich foods, meal planning, workout support nutrition, hydration, and muscle recovery.

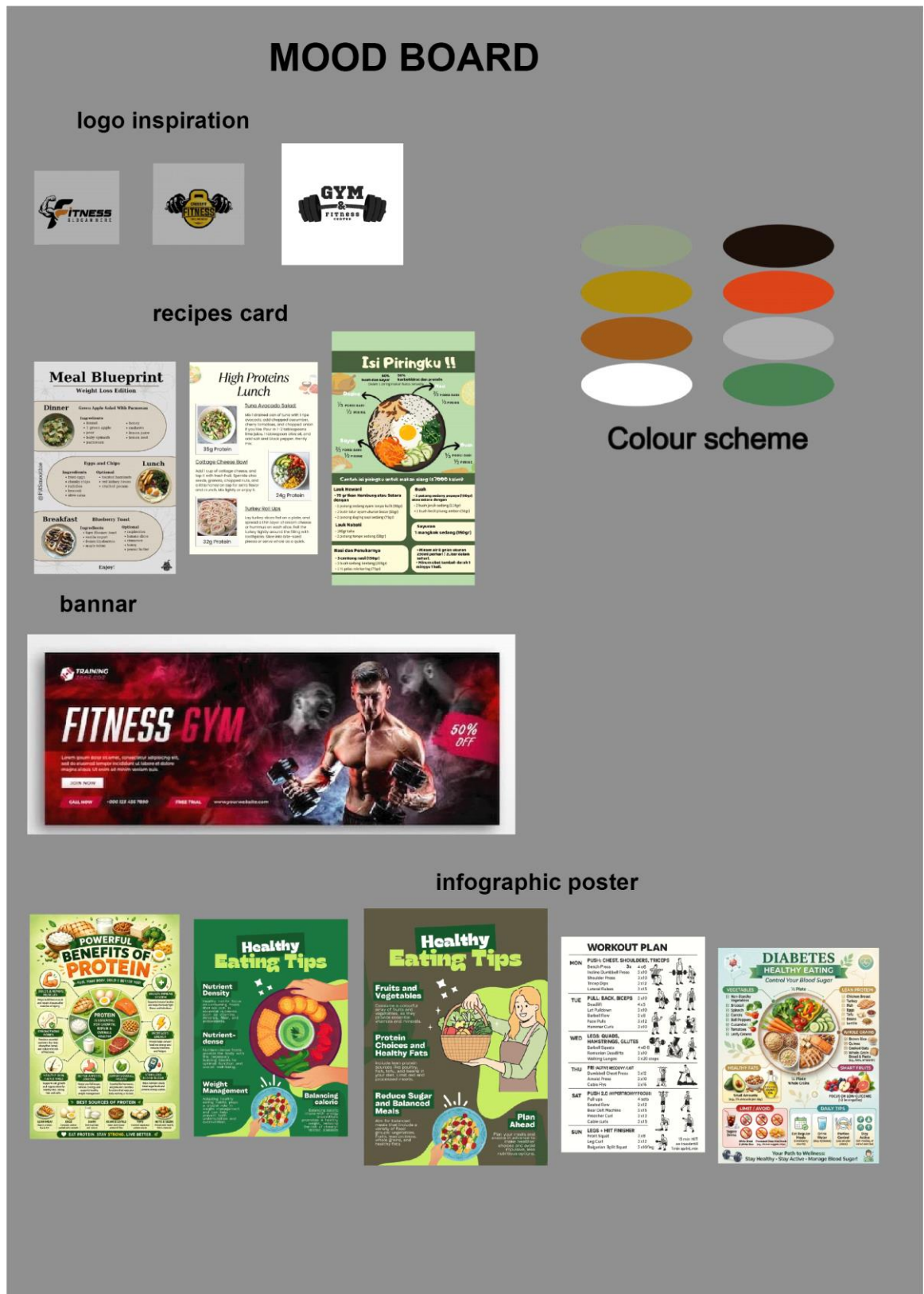
Illustrations play a major role in the communication strategy by making nutritional information visually attractive and easier to understand. The combination of fitness-related imagery and educational content helps create a strong connection between bodybuilding and healthy eating habits.

Typography

Typography was selected to reflect strength, clarity, and professionalism. The research references demonstrate the use of bold sans-serif typefaces that are highly readable and visually impactful. Large headings are used to attract attention and create strong visual hierarchy, while smaller body text is organized in a clean and structured manner to improve readability.

The typography style follows a modern fitness-oriented approach that complements the overall visual identity of the campaign. Bold fonts communicate power and confidence, while clean body text ensures that nutritional information remains easy to understand. This typographic system helps maintain consistency across infographic posters, recipe cards, banners, and promotional materials while supporting effective communication of the campaign message.

3.2 Mood Board



3.2.1 Mood Board Explanation

The mood board was developed after the completion of the research and concept development stages to establish a clear visual identity and creative direction for the infographic poster campaign. As an important design tool, the mood board brings together a collection of visual references that communicate the intended style, tone, and atmosphere of the project. It serves as a source of inspiration throughout the design process and helps ensure that all visual elements remain consistent with the campaign objectives.

The board includes carefully selected references related to fitness branding, healthy nutrition, bodybuilding culture, recipe card layouts, infographic poster designs, promotional banners, typography styles, illustration approaches, and color palettes. These references were chosen because they closely relate to the project's aim of promoting controlled diets for muscle building among bodybuilders. By examining existing visual materials within the fitness and nutrition industry, the project was able to identify effective design characteristics that could be adapted and incorporated into the final campaign.

Several fitness and bodybuilding logos were included to explore branding approaches commonly used within the industry. These references feature bold typography, strong geometric forms, muscular imagery, and gym-related symbols that communicate strength, determination, and physical performance. Studying these examples helped establish ideas for creating a visual identity that would appeal to bodybuilders and fitness enthusiasts while maintaining a professional and trustworthy appearance.

References for recipe cards and nutritional guides were also incorporated into the mood board. These examples provided insight into effective methods of presenting meal plans, calorie information, macronutrient breakdowns, and dietary recommendations in a clear and visually appealing manner. Since the campaign focuses on educating audiences about controlled diets, it was important to investigate layouts that balance visual attractiveness with readability and information clarity.

Promotional banner references were selected to examine marketing and advertising strategies frequently used in fitness campaigns. These examples demonstrated how visual hierarchy, impactful headlines, strong imagery, and strategic color usage can attract attention and encourage audience engagement. Understanding these techniques helped guide the development of supporting promotional materials that complement the infographic posters and strengthen the overall campaign message.

Infographic poster references formed another significant component of the mood board. These examples were analyzed to identify suitable layout structures, illustration styles, icon systems, data visualization techniques, and methods of organizing information. The references highlighted how complex nutritional concepts can be simplified through the use of graphics, charts, diagrams, and concise text. This research informed the design approach adopted for the final posters and contributed to the creation of educational materials that are both informative and visually engaging.

Color selection was another important consideration reflected in the mood board. The chosen color references emphasize themes associated with health, fitness, energy, discipline, and strength. Green tones were explored because they are commonly associated with healthy eating, freshness, and nutritional awareness. Darker shades such as black and charcoal were included to represent power, determination, and the intensity often associated with bodybuilding culture. Accent colors were also considered to create contrast, improve visibility, and draw attention to key information within the designs.

Typography references were gathered to explore styles that communicate professionalism, confidence, and clarity. Bold sans-serif typefaces were favored because they are highly readable and commonly used in fitness-related branding. These references helped establish a typographic hierarchy that supports effective communication and ensures that important information can be quickly understood by the target audience.

Overall, the mood board reflects themes of strength, discipline, health, motivation, energy, and nutritional awareness. It provides a comprehensive visual framework that guides the design process from concept development to final production. By bringing together relevant references and design inspirations, the mood board ensures consistency across all campaign materials and supports the creation of a cohesive visual identity. Ultimately, it serves as a foundation for effective visual communication and contributes to the successful promotion of controlled diets for muscle building among bodybuilders.

3.3 Introduction

This chapter presents the design development process and findings obtained through visual research, concept exploration, and creative practice. The chapter focuses on the development of the infographic poster campaign and examines how visual communication strategies can be used to promote awareness regarding controlled diets for muscle building among bodybuilders.

The findings are organized into several themes that emerged during the research and design process. These themes highlight the importance of branding, visual communication, color selection, typography, promotional strategies, and illustration graphics in creating effective educational materials. Through these themes, the chapter explains how design decisions contributed to the overall success of the campaign.

3.4 Conceptual and Design Development of Corporate Identity

The conceptual and design development process was based on the integration of nutritional education and visual communication. The project aimed to transform complex dietary information into attractive and understandable visual content through infographic design and illustration graphics.

The development process began with research and visual exploration, followed by the creation of research boards, concept boards, and mood boards. These stages helped identify suitable design styles, branding elements, typography, color palettes, and illustration techniques. Initial sketches were then developed and refined into digital compositions.

The final design direction focused on presenting information related to protein-rich foods, healthy meal planning, workout nutrition, and muscle-building diets in a visually engaging manner. Illustration graphics, icons, charts, and organized layouts were used to simplify information and increase audience engagement.

3.5.1 Theme One: Development of a Distinct Corporate Identity

One of the major findings of the project was the importance of creating a strong and recognizable visual identity. A consistent visual identity helps establish credibility, improve audience recognition, and create a professional appearance. Through the use of fitness-inspired graphics, healthy food illustrations, and structured layouts, the campaign developed a distinctive identity that reflects bodybuilding, nutrition, and healthy living.

The selected design elements effectively communicate the purpose of the campaign and help differentiate it from other health-related promotional materials.

3.5.2 Theme Two: Effectiveness of Vector Graphic Design

The research demonstrated that illustration graphics are highly effective in communicating nutritional information. Illustrations simplify complex concepts and make educational content more visually attractive. Food illustrations, fitness icons, and body-building graphics helped transform technical dietary information into engaging visual messages.

The use of illustrations also increased audience interest and improved the overall readability of the infographic posters.

3.5.3 Theme Three: Visual Communication and Brand Perception

Visual communication plays a significant role in influencing audience understanding and perception. The findings revealed that organized layouts, visual hierarchy, and attractive graphics help viewers process information more efficiently. Infographic posters provide a clear structure that allows audiences to quickly understand nutritional concepts and dietary recommendations.

The combination of visuals and concise text creates a positive learning experience and encourages audience engagement.

3.5.4 Theme Four: Importance of Color and Typography

Color and typography were identified as essential components of effective communication design. The selected color palette communicates themes of health, strength, energy, and fitness. Green tones represent healthy nutrition, while darker colors communicate power and determination associated with bodybuilding.

Typography contributes to readability and visual hierarchy. Bold headings attract attention, while clear body text improves understanding. Together, color and typography enhance the overall visual appeal and effectiveness of the campaign.

3.5.5 Theme Five: Rebranding and Promotional Impact

The final theme focuses on the promotional value of infographic campaigns. The findings suggest that visually engaging educational materials are effective tools for raising awareness about health-related topics. Through posters, recipe cards, banners, and supporting graphics, the campaign successfully communicates information about controlled diets and muscle-building nutrition.

The promotional materials encourage healthy eating habits and provide viewers with practical dietary knowledge that can support their fitness goals.

3.6 Summary of Findings

The findings of this chapter highlight the importance of visual communication in promoting awareness about controlled diets for muscle building. Five major themes emerged from the research and design process, including the development of a distinct visual identity, the effectiveness of illustration graphics, the role of visual communication, the importance of color and typography, and the promotional impact of infographic design.

The results indicate that infographic posters can effectively simplify nutritional information and communicate educational messages to bodybuilders and fitness enthusiasts. Through the integration of illustration graphics, organized layouts, and strategic design elements, the campaign successfully promotes healthy dietary practices and supports muscle-building goals.

Chapter-4

CATALOGING

4.1 Introduction

This chapter presents the final design outcomes and visual materials developed for the project titled “An Infographic Poster Campaign on Controlled Diet for Muscle Building of Body Builders Through Illustration Graphics.” The purpose of this chapter is to document and present the complete catalog of creative works produced throughout the design process. These visual outcomes were developed based on the research findings, conceptual exploration, mood board analysis, and design strategies discussed in the previous chapters.

The cataloging process serves as a visual record of the project’s creative development and demonstrates how research-based information was transformed into effective communication design solutions. The chapter includes all major design components of the campaign, such as logo development, color palette selection, typography system, infographic posters, recipe cards, banners, standees, and other promotional materials. Each design element was carefully created to communicate the importance of controlled diets, healthy nutrition, and muscle-building practices among bodybuilders and fitness enthusiasts.

The visual materials presented in this chapter utilize illustration graphics, infographic design principles, and structured information layouts to simplify complex nutritional concepts and make them more accessible to the target audience. Through the integration of educational content and engaging visual elements, the campaign aims to increase awareness regarding balanced diets, protein intake, meal planning, hydration, and healthy lifestyle choices.

Furthermore, this chapter highlights the practical application of communication design in health education and awareness campaigns. The cataloged designs demonstrate how visual communication can be used as an effective tool to educate, inform, and motivate audiences. Each design outcome reflects the overall theme of fitness, strength, discipline, and nutritional awareness while maintaining consistency in branding, color schemes, typography, and illustration style.

The following sections provide a detailed presentation of the final design outputs and their role in supporting the objectives of the infographic poster campaign.

4.2 Final Logo Design

The final logo design was developed to establish a strong and recognizable visual identity for the infographic poster campaign titled “An Infographic Poster Campaign on Controlled Diet for Muscle Building of Body Builders Through Illustration Graphics.” The logo represents the concepts of strength, fitness, discipline, healthy nutrition, and muscle development, which are the core themes of the project.

The design incorporates a bold letterform integrated with a barbell symbol to visually communicate the relationship between physical training and nutritional management. The logo reflects the idea that successful muscle building requires both exercise and a controlled diet. Through its simple yet impactful structure, the logo creates an immediate connection with the target audience, including bodybuilders, gym members, and fitness enthusiasts.

The primary visual element of the logo is the stylized letter “N”, which serves as the foundation of the brand identity. The letter is combined with a barbell illustration, representing strength training, bodybuilding, dedication, and physical performance. The integration of these elements creates a unique and memorable mark that effectively communicates the campaign’s purpose.

The logo was designed using a modern and minimalistic approach to ensure versatility and scalability across different media platforms. Its clean geometric structure allows it to maintain clarity and readability when applied to posters, banners, recipe cards, standees, merchandise, and digital platforms. The balanced composition enhances visual appeal while reinforcing the campaign’s message of healthy muscle development through proper nutrition.

Color selection played an important role in strengthening the visual identity of the logo. Warm earthy tones and fitness-inspired colors were chosen to represent energy, determination, health, and motivation. The combination of brown, orange, gray, and

neutral tones creates a professional and energetic appearance that aligns with the fitness industry and supports the overall branding of the campaign.

Typography was carefully selected to complement the logo symbol and maintain consistency throughout the campaign. The use of a bold sans-serif typeface enhances readability and creates a strong visual presence. The typography reflects confidence, professionalism, and modern design aesthetics while supporting the overall fitness-oriented identity.

To ensure flexibility, multiple logo variations were developed, including full-color, monochrome, and alternate color versions. These variations allow the logo to be applied across different backgrounds and promotional materials without losing its visual effectiveness. The logo was also tested through various mockups such as T-shirts, gym bags, water bottles, wall signage, and promotional merchandise to demonstrate its practical application.

Overall, the final logo design successfully captures the essence of the project by combining visual elements associated with fitness, strength, and healthy nutrition. It establishes a distinctive brand identity that supports the campaign's objective of promoting controlled diets for muscle building and serves as a consistent visual symbol throughout all communication materials.

1.LOGO CONCEPT

The Nexa Gym logo is a modern and powerful mark that represents strenght, fitness, and dedication. The bold letter "N" combined with a barbell symbolizes power, balance, and progress. it reflects our commitment to helping members achieve their fitness goals with confidence and energy



2.LOGO BREAKDOWN



3.LOGO VARIATIONS



4.COLOR PALETTE





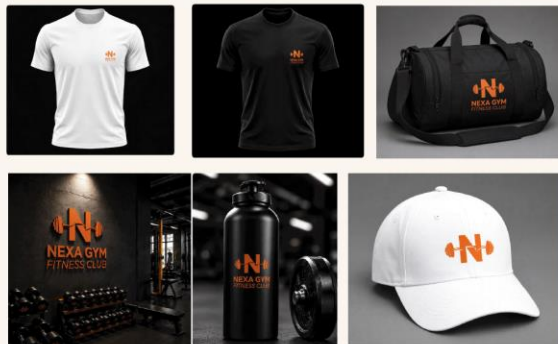
NEXA GYM
FITNESS CLUB

5.TYPOGRAPHY

MONTERRAT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

MONTERRAT REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

6.MOCKUPS



7.ICONS



4.3 Color Palette

The color palette was developed to create a strong and consistent visual identity for the infographic poster campaign. The selected colors were inspired by themes of fitness, strength, energy, health, and nutritional awareness. Color plays an important role in communication design because it influences audience perception, emotional response, and brand recognition.

The primary colors used in the campaign include Pearl Gray, Mahogany Brown, Rust Orange, and Pumpkin Orange. Each color was carefully selected to communicate specific meanings related to bodybuilding and healthy living.

Pearl Gray represents professionalism, balance, and simplicity. It provides a neutral background that improves readability and creates visual harmony within the design compositions.

Mahogany Brown symbolizes stability, determination, discipline, and strength. This color reflects the dedication required for bodybuilding and supports the campaign's fitness-oriented identity.

Rust Orange represents energy, motivation, confidence, and physical performance. It helps create a dynamic visual appearance and attracts audience attention to important information.

Pumpkin Orange communicates enthusiasm, vitality, and positivity. This vibrant color enhances visual appeal and contributes to a motivating and energetic atmosphere throughout the campaign.

The combination of these colors creates a balanced visual system that effectively represents the concepts of muscle building, controlled nutrition, and healthy lifestyle choices. The selected palette is consistently applied across all campaign materials, including posters, recipe cards, banners, standees, and promotional items.

4.4 Typography System

Typography is a fundamental component of visual communication because it helps organize information, establish hierarchy, and improve readability. The typography system for this project was selected to reflect strength, professionalism, and modern design aesthetics while maintaining consistency throughout all campaign materials.

The primary typeface used in the campaign is Montserrat, a modern sans-serif font known for its clarity and versatility. Montserrat was selected because of its clean structure, strong visual presence, and excellent readability in both print and digital formats.

Montserrat Bold is used for headings, titles, and key information. The bold weight creates emphasis, attracts attention, and establishes a clear visual hierarchy. It reflects confidence, strength, and determination, which are qualities associated with bodybuilding and fitness culture.

Montserrat Regular is used for body text, descriptions, nutritional information, and supporting content. Its simple and readable appearance ensures that information can be easily understood by the audience without causing visual fatigue.

The typography system follows a structured hierarchy that includes headings, subheadings, body text, captions, and informational labels. This hierarchy improves organization and allows viewers to quickly identify important information. Consistent typography also strengthens the overall visual identity of the campaign and contributes to a professional presentation.

4.5 Recipe Card Design

The recipe card design was developed as a supporting component of the infographic poster campaign to provide practical and easy-to-follow nutritional guidance for bodybuilders and fitness enthusiasts. The primary purpose of the recipe cards is to educate the target audience about healthy meal options that support muscle growth, recovery, and overall physical performance. Each recipe card presents

protein-rich meal ideas in a visually appealing and organized format, making nutritional information more accessible and engaging.

The recipe card series consists of four categories: Chicken Protein Recipe, Fish Protein Recipe, Beef Protein Recipe, and Pulses Protein Recipe. These categories were selected because they represent some of the most common and effective protein sources used in bodybuilding nutrition. Each card contains multiple meal options, nutritional descriptions, and supporting illustrations that help communicate the health benefits of each food source.

The design follows a consistent visual structure throughout all recipe cards. A central food illustration is used as the focal point, while supporting meal options are positioned around it using a balanced layout. This arrangement creates visual harmony and allows viewers to easily navigate the information. Icons and connecting lines are incorporated to strengthen visual organization and improve readability.

The Chicken Protein Recipe Card highlights meal options such as Chicken and Rice Bowl, Grilled Chicken Breast, Spicy Chicken Wrap, and Chicken Salad. These meals emphasize high-quality protein intake, muscle recovery, and balanced nutrition. The card communicates how chicken-based meals can contribute to lean muscle development and sustained energy levels.

The Fish Protein Recipe Card focuses on Fish and Rice Bowl, Grilled Fish Fillet, Spicy Fish Wrap, and Fish Salad. Fish was selected because it provides lean protein, healthy fats, and omega-3 fatty acids that support muscle recovery and overall health. The card promotes fish as an essential component of a balanced bodybuilding diet.

The Beef Protein Recipe Card presents meal options including Grilled Beef Steak, Beef and Rice Bowl, Spicy Beef Wrap, and Beef Salad. These meals provide protein, iron, and essential nutrients required for muscle growth, strength development, and athletic performance. The card highlights the nutritional value of lean beef within a controlled diet plan.

The Pulses Protein Recipe Card introduces plant-based protein alternatives such as Lentil and Rice Bowl, Mixed Pulses Curry, Spicy Chickpea Wrap, and Pulses Salad.

These recipes demonstrate that plant-based foods can also contribute significantly to muscle development while providing fiber, vitamins, and minerals that support overall health.

The color palette used in the recipe cards follows the established visual identity of the campaign. Warm brown and orange tones were selected to create a strong association with nutrition, energy, fitness, and healthy eating. These colors maintain consistency with the overall branding while enhancing visual appeal.

Typography was carefully selected to ensure clarity and readability. Bold headings help distinguish each recipe category, while supporting text provides concise nutritional information in an easy-to-read format. The structured typographic hierarchy improves information accessibility and strengthens communication effectiveness.

Illustration graphics play an important role within the recipe card designs. Food illustrations, fitness icons, and exercise-related visuals were incorporated to reinforce the connection between nutrition and muscle building. These visual elements increase audience engagement and help transform technical dietary information into attractive educational content.

Overall, the recipe card design successfully supports the objectives of the infographic poster campaign by providing practical nutritional guidance in a visually engaging format. The cards encourage healthy eating habits, promote protein-rich meal choices, and reinforce the importance of controlled diets in achieving muscle-building goals. Through the combination of informative content, illustration graphics, and consistent branding, the recipe cards serve as an effective educational tool for bodybuilders and fitness enthusiasts.

CHICKEN PROTEIN RECIPE



CHICKEN AND RICE BOWL

A balanced gym meal packed with protein and carbohydrates. Chicken with rice helps refill muscle.



GRILLED CHICKEN BREAST

A lean and high-protein meal perfect for muscle growth and post-workout recovery. Grilled chicken breast with vegetables and brown rice provides clean energy and supports fat loss while keeping you full longer.



SPICY CHICKEN WRAP

Made with grilled chicken, fresh vegetables, and light sauce. This recipe is a healthy option for quick meals, offering protein for muscle repair and nutrients for daily fitness goals.



CHICKEN SALAD

A light yet nutritious recipe filled with chicken strips, greens, and healthy toppings. It is low in calories, rich in vitamins, and perfect for weight management and lean muscle maintenance.



FISH PROTEIN RECIPE



FISH AND RICE BOWL

A balanced gym-friendly meal packed with protein, healthy fats, and carbohydrates. Fish with rice helps boost recovery, improve stamina, and keep you energized throughout the day.



GRILLED FISH FILLET

A lean and protein-rich meal perfect for muscle recovery and healthy eating. Grilled fish with vegetables and brown rice provides clean energy, supports heart health, and helps maintain lean muscle mass.



SPICY FISH WRAP

Made with grilled fish, fresh vegetables, and light sauce. This healthy wrap is ideal for quick meals, providing high-quality protein and essential nutrients for fitness and active lifestyles.



FISH SALAD

A light yet nutritious recipe filled with fish strips, fresh greens, and healthy toppings. It is low in calories, rich in omega-3 and vitamins, making it perfect for weight management and muscle maintenance.



BEEF PROTEIN RECIPE



GRILLED BEEF STEAK

A high-protein and iron-rich meal perfect for muscle growth and recovery. Grilled beef steak with vegetables and brown rice provides strength, energy, and supports lean muscle development.



BEEF AND RICE BOWL

A balanced fitness meal packed with protein, healthy nutrients, and carbohydrates. Beef with rice helps restore energy, improve performance, and keep you full for longer hours.



SPICY BEEF WRAP

Made with grilled beef strips, fresh vegetables, and light sauce. This quick and healthy wrap delivers quality protein and essential nutrients for active lifestyles and daily fitness goals.



BEEF SALAD

A nutritious low-calorie recipe filled with beef strips, fresh greens, and healthy toppings. Rich in protein, iron, and vitamins, it supports weight management and muscle maintenance.



PULSES PROTEIN RECIPE



LENTIL AND RICE BOWL

A healthy and balanced protein meal packed with fiber, carbohydrates, and plant-based protein. Lentils with rice help provide long-lasting energy and support muscle recovery naturally.



MIXED PULSES CURRY

A nutritious recipe made with beans, lentils, and chickpeas cooked with light spices. Rich in protein, iron, and fiber, this meal supports strength, digestion, and overall fitness.



SPICY CHICKPEA WRAP

Made with seasoned chickpeas, fresh vegetables, and light sauce. This quick and healthy wrap is perfect for daily nutrition, providing plant protein and essential nutrients for an active lifestyle.



PULSES SALAD

A light yet filling recipe prepared with mixed pulses, fresh greens, and healthy toppings. It is low in fat, high in fiber and protein, making it ideal for weight management and muscle maintenance.



4.6 Banner Design

The banner design was created to promote the infographic poster campaign and attract the attention of bodybuilders and fitness enthusiasts. It features a powerful fitness image of a bodybuilder performing weightlifting exercises, representing strength, dedication, and muscle growth.

The banner uses the campaign's logo, bold typography, and a black-orange color scheme to create a strong visual impact. The layout is clean and professional, ensuring that the main message and branding elements are clearly visible.

Overall, the banner serves as an effective promotional tool that enhances campaign visibility and raises awareness about controlled diets and healthy nutrition for muscle building.



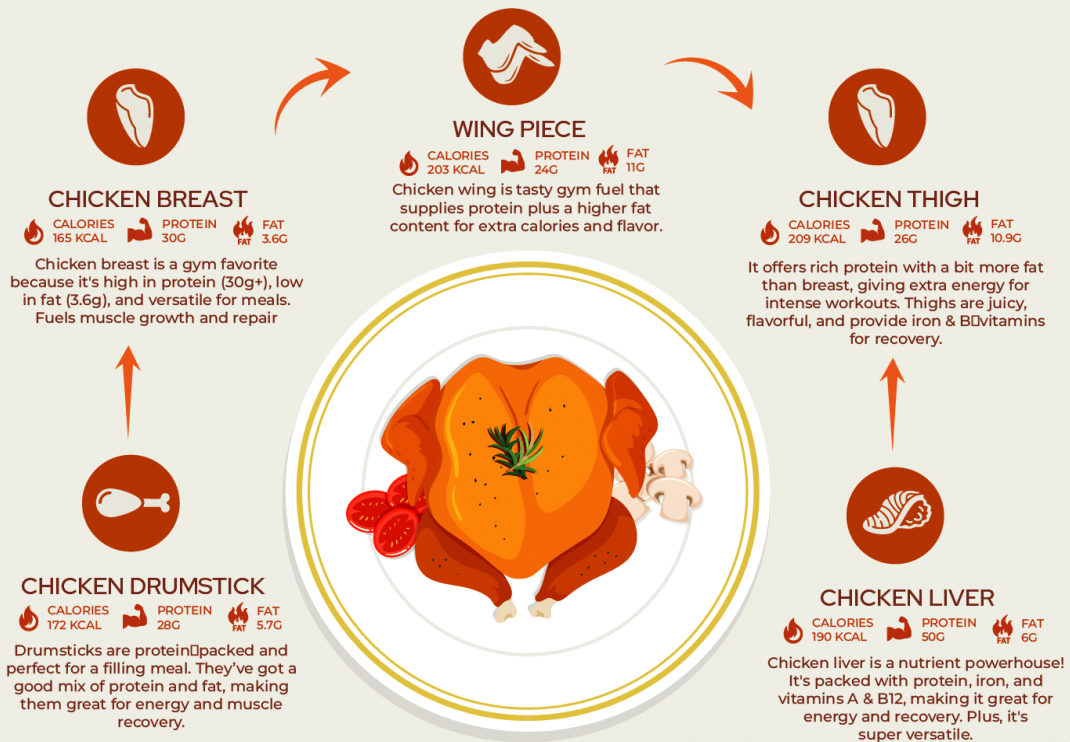
4.7 Poster 1– Chicken Protein Diet

The Chicken Protein Diet poster was designed to educate bodybuilders and fitness enthusiasts about the nutritional value of chicken as an important source of protein for muscle growth and recovery. The poster presents different chicken parts, including chicken breast, wing piece, thigh, drumstick, and liver, along with their protein content, calorie values, and health benefits. A central chicken illustration serves as the focal point of the design, making the information visually attractive and easy to understand.

The poster utilizes infographic elements, icons, charts, and typography to organize information in a clear and engaging manner. Additional sections such as protein intake tables, advantages and disadvantages, and fitness recommendations help viewers understand the role of chicken in a controlled muscle-building diet. Overall, the poster effectively promotes healthy eating habits and highlights the importance of protein consumption for strength development, muscle recovery, and overall fitness performance.

CHICKEN PROTEIN DIET

Ancient people believed meat builds strength. In the 20th century, chicken became popular as a lean, affordable, high protein food for athletes and bodybuilders.



Gym User's Chicken Protein Intake

Protein Source	Protein Content
Chicken Breast	30g per 100g serving
Chicken Thigh	26g per 100g serving
Chicken Wing	21g per 100g serving
Drumstick	24g per 100g serving
Chicken Liver	21g per 100g serving

The table shows the protein content of different chicken parts, making it easy to plan your gym diet. Chicken breast tops the list with 30g of protein per 100g serving, followed by chicken thigh with 26g.

Advantages and Disadvantages

Advantages

Builds muscles, helps repair body, supports weight loss, keeps you full, affordable, easy to cook, fits most diets.

Disadvantages

Lacks fiber alone, fried adds unhealthy fat, too much is unhealthy, needs balanced diet.

Chicken is one of the consumed protein sources worldwide because of its high protein to fat ratio.

The chicken protein diet comes from gym plans. People eat chicken, mostly breast, to gain muscle and recover, as it has clean protein and low fat.



Muscle built

25-40 min strength training (push-ups, squats, weights) to build muscle.



Warm-up

5-10 min light exercise to prepare body and prevent injury.



Cardio

15-20 min to boost heart & burn fat



4.8 Poster 2– Fish Protein Diet

The Fish Protein Diet poster was designed to promote fish as a healthy and high-protein food source for bodybuilders and fitness enthusiasts. The poster presents information about different fish parts, their protein content, calories, and nutritional benefits through infographic elements and illustrations. A central fish illustration is used to attract attention and create visual balance within the design.

The poster highlights the importance of fish in muscle growth, recovery, and overall physical fitness. The use of icons, charts, and organized information makes the content easy to understand and visually appealing. Overall, the poster effectively educates viewers about the benefits of including fish in a controlled diet for muscle building.

FISH PROTEIN DIET

Fish has been eaten for centuries as a healthy source of nutrition. Today, it is popular among athletes and fitness lovers because it is rich in lean protein, omega-3 fatty acids, and essential vitamins that help build muscles and improve recovery.

Gym User's Chicken Protein Intake

Protein Source	Protein Content
Fish Head	22g per 100g serving
Fish Body	29g per 100g serving
Fish Fins	19g per 100g serving
Fish Wing	25g per 100g serving
Fish Tail	26g per 100g serving

This table shows the protein content of different fish types, helping gym users choose the best option for muscle growth and recovery.

Fish is one of the famous protein sources worldwide because it provides lean protein and important nutrients.

Advantages and Disadvantages

Advantages

Builds muscles, supports heart health, improves recovery, rich in omega-3 fatty acids, easy to digest, and good for weight management.

Disadvantages

Some fish may contain higher fat levels, fried fish adds unhealthy calories, and too much intake without balance is unhealthy.

Fish is one of the healthiest protein sources worldwide because it provides lean protein and important nutrients.

The fish protein diet is common in gym meal plans because it helps gain muscle, recover faster.



Muscle built

25-40 min strength training to improve muscle growth.



Warm-up

5-10 min light exercise to prepare body and prevent injury.



Cardio

15-20 min to boost heart & burn fat



FISH TAIL

CALORIES 205 KCAL **PROTEIN** 19G **FAT** 14G

Fish tail provides protein along with healthy fats that support joint health and endurance. Great for strength and recovery meals.



FISH WING

CALORIES 200 KCAL **PROTEIN** 20G **FAT** 14G

Fish wing is tasty gym fuel that supplies protein plus a higher fat content for extra calories and flavor.



FISH FINS

CALORIES 129 KCAL **PROTEIN** 26G **FAT** 2.7G

Fish fins is a lean protein favorite for gym users because it is low in fat and high in protein. It helps build lean muscle and keeps you energized.



FISH HEAD

CALORIES 208 KCAL **PROTEIN** 20G **FAT** 13G

Fish head is light, easy to digest, and ideal for clean eating plans. It supports fat loss while maintaining muscle mass.



FISH TRUNK

CALORIES 132KCAL **PROTEIN** 28G **FAT** 1G

Fish body is packed with high-quality protein and healthy omega-3 fats. It supports muscle growth health.

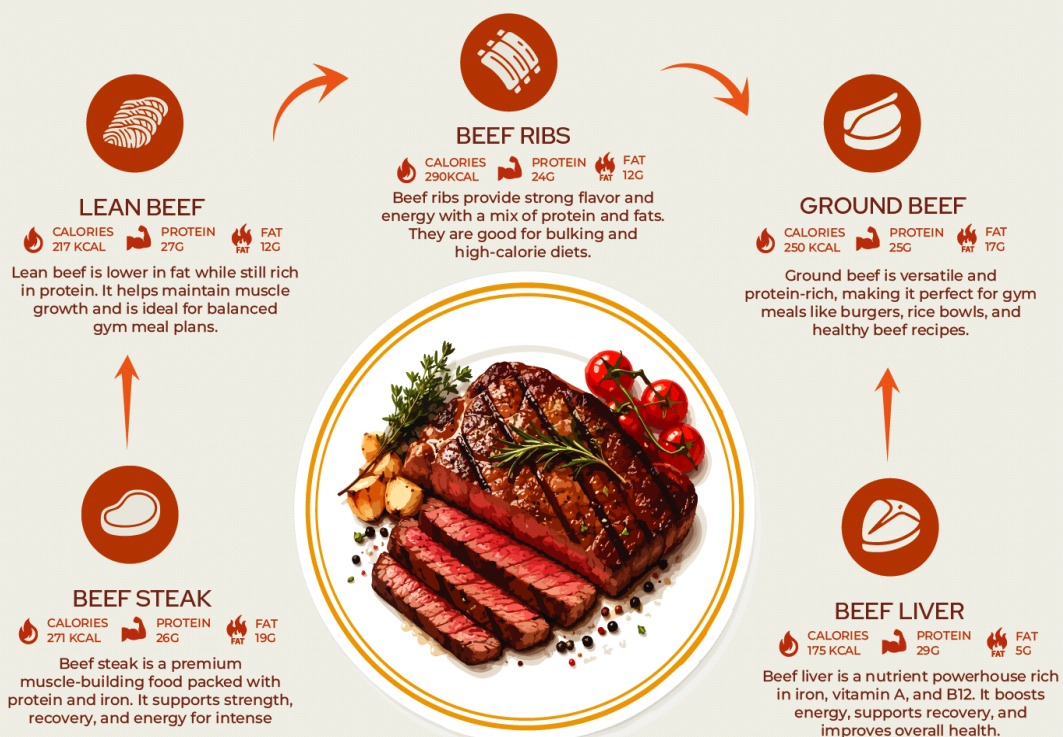
4.9 Poster 3 – Beef Protein Diet

The Beef Protein Diet poster was designed to educate bodybuilders and fitness enthusiasts about the nutritional benefits of beef as a high-quality protein source. The poster highlights different beef categories, including lean beef, beef steak, beef ribs, ground beef, and beef liver, along with their protein content, calorie values, and health benefits. A central beef illustration is used to attract attention and create a strong visual focus within the composition.

The poster uses infographic elements, icons, charts, and typography to present information in a clear and engaging manner. The organized layout helps viewers easily understand how beef supports muscle growth, strength development, energy production, and workout recovery. Overall, the poster effectively promotes beef as an important component of a controlled diet for muscle building and physical fitness.

BEEF PROTEIN DIET

Beef has been a powerful protein source for centuries and is widely used in fitness diets today. It is rich in high-quality protein, iron, zinc, and vitamin B12, helping athletes and gym users build strength, muscle mass, and energy.



Gym User's Chicken Protein Intake

Protein Source	Protein Content
Beef Steak	26g per 100g serving
Lean Beef	27g per 100g serving
Beef Ribs	24g per 100g serving
Beef Liver	29g per 100g serving
Ground Beef	25g per 100g serving

This table shows the protein content of different beef cuts, helping gym users choose the right option for muscle gain and recovery.

Advantages and Disadvantages

Advantages

Builds muscles, improves strength, rich in iron and vitamin B12, supports recovery, increases energy, and keeps you full longer.

Disadvantages

Some beef cuts are high in fat, fried beef adds unhealthy calories, and excessive intake may affect a balanced diet.

Beef is one of the most consumed protein sources worldwide because of its rich nutrients and muscle-building benefits.

The beef protein diet is common in bodybuilding and strength-training meal plans because it supports muscle gain,



Muscle built

25-40 min strength training (push-ups, squats, weights) to build muscle.



Warm-up

5-10 min light exercise to prepare body and prevent injury.



Cardio

15-20 min cardio to improve stamina and burn fat.



4.10 Poster 4 – Pulses Protein Diet

The Pulses Protein Diet poster was designed to promote plant-based protein sources for muscle building and healthy nutrition. The poster highlights different pulses, including lentils, chickpeas, kidney beans, black gram, and green moong, along with their protein content, calories, and nutritional benefits. A central illustration of mixed pulses is used as the main visual element to attract attention and create balance within the design.

The poster uses infographic elements, icons, charts, and typography to present information in a simple and visually engaging manner. The organized layout helps viewers understand how pulses support muscle growth, recovery, digestion, and overall fitness. Overall, the poster effectively encourages healthy eating habits and demonstrates the importance of plant-based proteins in a controlled diet for bodybuilders and fitness enthusiasts.

PULSES PROTEIN DIET

Pulses have been an important source of nutrition for centuries and are widely used in healthy diets today. They are rich in plant-based protein, fiber, vitamins, and minerals that help support muscle growth.

Gym User's Chicken Protein Intake

Protein Source	Protein Content
Lentils	9g per 100g serving
Chickpeas	19g per 100g serving
Kidney Beans	25g per 100g serving
Green Moong	7g per 100g serving
Black Gram	8.7g per 100g serving

This table shows the protein content of different pulses, helping gym users choose healthy plant-based protein sources for muscle growth and recovery. Pulses are one of the healthiest vegetarian protein sources worldwide because they provide protein.

Advantages and Disadvantages

Advantages

Rich in plant protein, high in fiber, supports digestion, affordable, improves energy, and helps maintain a healthy diet.

Disadvantages

Some pulses may cause bloating if eaten in excess, and they contain less protein compared to meat sources.

Pulses are one of the healthiest vegetarian protein sources worldwide because they provide protein, fiber, and essential nutrients.

The pulses protein diet is popular among fitness lovers and vegetarians because it supports muscle recovery.



Muscle built

25–40 min strength training to improve muscle growth.



Warm-up

5–10 min light exercise to prepare body and prevent injury.



Cardio

15–20 min to boost heart & burn fat



CHICKPEAS

CALORIES 164 KCAL **PROTEIN** 19G **FAT** 2.6G

Chickpeas are a healthy gym-friendly food packed with protein and carbohydrates. They support muscle recovery and keep you full longer.



KIDNEY BEANS

CALORIES 127 KCAL **PROTEIN** 8.7G **FAT** 0.5G

Kidney beans provide protein, iron, and fiber that help improve energy and support muscle recovery exercise.



BLACK GRAM

CALORIES 120 KCAL **PROTEIN** 25G **FAT** 1.6G

Black grams are highly nutritious and protein-rich, making them ideal for strength and muscle-building diets.



LENTILES

CALORIES 116KCAL **PROTEIN** 9G **FAT** 0.4G

Lentils are rich in plant protein and fiber. They help build muscles, improve digestion, and provide long-lasting energy for workouts.



GREEN MOONG

CALORIES 105KCAL **PROTEIN** 7G **FAT** 0.4G

Green moong is light, easy to digest, and rich in nutrients. It supports clean eating and healthy weight management.



4.11 Poster 5 – Workout Planner

The Workout Planner poster was designed to provide bodybuilders and fitness enthusiasts with a structured weekly exercise schedule. The poster presents workout routines for different muscle groups, including chest, back, legs, shoulders, triceps, and biceps. It also includes exercise guidelines, sets, repetitions, rest periods, and recovery tips to support effective training.

The design uses infographic elements, icons, illustrations, and a clear layout to organize information in an easy-to-understand format. The orange and brown color scheme maintains consistency with the campaign's visual identity while promoting fitness, strength, and motivation. Overall, the poster serves as a practical guide that helps users combine proper exercise routines with controlled diets to achieve muscle-building goals.

WORKOUT PLANNER

GYM WORKOUT PLAN



IMPROVE
HEALTH



BUILD
MUSCLE



BURN
FAT

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
CHEST  · Bench press · Push-Ups · Chest fly · Cable Crossover · Dumbbell press · Peck deck machine	BACK  · Deadlifts · Pull-ups · Barbell rows · Lat Pulldowns · Barbell curls · Hammer curls	LEG  · Squats · Leg press · leg extensions · Calf raises · leg curl · Hack squat	SHOULDER  · Arnold press · Upright rows · Lateral raises · Skull crushers · Cable pushdowns · Bicep curls	TRICPS  · Tricep pushdown · Skull crushers · Diamond push-ups · Parallel bars · Close-grip bench · Overhead tricep extension	BICEPS  · Barbell curl · Dumbbell curl · Hammer curl · Concentration curl · Preacher curl · Cable curl
 REST & RECOVERY	 STRETCH 10-15min full body stretching	 FOAM ROLL Release muscle tightness & improve mobility	 HYDRATE Drink plenty of water throughout the day	 SLEEP 7-8 hours of quality sleep	

EXERCISE INFOGRAPHICS

EXERCISE	MUSCLES WORKED	SETS	REPS	REST
 CHEST		3-4	8-12	60-90 sec
 BACK		3-4	8-12	60-90 sec
 LEG		3-4	6-10	90-120 sec
 SHOULDER		3-4	8-12	60-90 sec
 TRICPS		3-4	8-12	60-90 sec
 BICEPS		3-4	8-12	60-90 sec



WARM-UP & COOL-DOWN



WARM-UP
5-10 min
light cardioDynamic
Stretching



WORKOUT
45-75 min
follow your plan with
intensity and focus



COOL-DOWN
5-10min static
stretching deeBreathing



CARDIO GUIDELINE
Add 20-30min cardio 3-5
times per week for fat loss
and heart health

4.12 Final Display



4.13 Chapter Summary

This chapter presented the cataloging and final design outcomes of the project titled “An Infographic Poster Campaign on Controlled Diet for Muscle Building of Body Builders Through Illustration Graphics.” The chapter documented the complete visual identity and promotional materials developed throughout the design process.

The chapter discussed the final logo design, color palette, typography system, stationery design, recipe cards, banners, workout planner, and a series of infographic posters focusing on protein-rich food sources such as chicken, fish, beef, and pulses. Each design was developed using illustration graphics and infographic principles to communicate nutritional information in a clear, attractive, and educational manner.

The visual materials demonstrated the application of research findings, design concepts, and branding strategies established in previous chapters. Consistent use of colors, typography, illustrations, and layout structures helped create a unified visual identity throughout the campaign. The designs effectively promoted awareness about controlled diets, healthy eating habits, muscle growth, recovery, and fitness management.

Overall, the chapter showed how graphic design can be used as an effective communication tool for health and fitness education. The final outcomes successfully achieved the objectives of the study by transforming complex nutritional information into engaging visual content for bodybuilders and fitness enthusiasts.

Chapter-5

CONCLUSION

5.1 SWOT Analysis

5.1.1 Strengths

The infographic poster campaign effectively communicates nutritional information through visually engaging illustration graphics. The project combines fitness education, diet awareness, and graphic design principles in a clear and organized manner. The use of posters, recipe cards, workout planners, banners, and branding materials creates a comprehensive campaign that can easily attract the target audience. The consistent use of color, typography, and illustrations strengthens the visual identity and enhances audience understanding.

5.1.2 Weaknesses

The study focuses mainly on selected protein sources such as chicken, fish, beef, and pulses and does not cover all nutritional categories. Due to limited time and resources, extensive audience testing was not conducted. The campaign is primarily educational and does not include interactive features that may further improve audience engagement and participation.

5.1.3 Opportunities

The campaign can be expanded into digital media platforms such as websites, mobile applications, and social media marketing campaigns. Additional diet plans and fitness-related educational materials can be developed in the future. The project also has potential for collaboration with nutritionists, fitness trainers, health organizations, and gym centers to increase its impact and educational value.

5.1.4 Threats

Rapid changes in nutritional science and fitness trends may require frequent updates to campaign content. The availability of large amounts of online fitness information may create competition for audience attention. There is also a possibility that individuals may misinterpret nutritional recommendations without professional guidance.

5.2 Introduction

This chapter presents the conclusion of the study titled “An Infographic Poster Campaign on Controlled Diet for Muscle Building of Body Builders Through Illustration Graphics.” The chapter summarizes the findings obtained during the research and design process and evaluates the effectiveness of infographic design as a communication tool for promoting healthy eating habits and muscle-building nutrition. It also discusses the practical implications of the project, identifies its limitations, provides recommendations for future research, and presents the overall conclusion of the study.

The project was developed to address the need for visually engaging educational materials that communicate nutritional information in a simple and understandable manner. Through the use of illustration graphics, infographic layouts, and branding strategies, the campaign sought to educate bodybuilders and fitness enthusiasts about controlled diets and healthy nutritional practices necessary for muscle development and overall physical fitness.

5.3 Discussion of Major Findings

The findings of this study indicate that infographic design is an effective communication tool for presenting nutritional information related to muscle building and fitness. The integration of visual elements such as illustrations, icons, charts, typography, and color schemes improved the accessibility and readability of complex dietary information.

The research revealed that bodybuilders and fitness enthusiasts require clear guidance regarding protein intake, meal planning, recovery nutrition, and workout support. Through the development of educational posters focusing on chicken, fish, beef, and pulses, the campaign successfully transformed detailed nutritional content into visually appealing educational resources.

Another important finding was the effectiveness of illustration graphics in attracting audience attention and improving information retention. Visual representations of food sources, exercise routines, and nutritional benefits helped simplify technical information and enhanced audience engagement.

The study also demonstrated the importance of maintaining consistency across all design outputs. The use of a unified color palette, typography system, logo identity, and visual style strengthened the campaign's overall branding and professional appearance. This consistency helped establish a strong visual connection between the different campaign materials, including posters, recipe cards, banners, workout planners, and promotional designs.

Furthermore, the research highlighted the relationship between nutrition and exercise. The campaign not only promoted healthy eating but also emphasized the importance of physical activity, recovery, hydration, and structured workout planning. This integrated approach contributed to a broader understanding of muscle-building strategies among the target audience.

5.4 Practical Implications

The practical significance of this project extends to several fields, including graphic design, health communication, sports nutrition, and fitness education. The campaign materials can be utilized in gyms, fitness centers, educational institutions, health awareness programs, and sports organizations to promote healthy eating habits and nutritional awareness.

The infographic posters can serve as educational displays in fitness environments, helping gym members understand the importance of protein intake and balanced nutrition. The recipe cards provide practical meal suggestions that can be easily incorporated into daily dietary routines, while the workout planner supports physical training and exercise management.

The project also demonstrates how graphic design can contribute to public health education. Designers can use infographic principles to communicate complex information in a visually engaging and understandable format. The study provides a practical example of how illustration graphics can be used to influence positive behavioral changes and promote healthier lifestyles.

Additionally, the campaign can be adapted for digital communication channels such as social media platforms, websites, and mobile applications. This adaptation would increase audience reach and improve access to educational content for a wider population.

5.5 Limitations of the Study

Although the project achieved its objectives successfully, several limitations were encountered during the research and design process. One limitation was the restricted scope of nutritional information included within the campaign. The study focused primarily on selected protein sources and did not extensively explore carbohydrates, healthy fats, supplementation, hydration strategies, or specialized dietary plans.

Another limitation involved the absence of comprehensive audience evaluation. Due to time constraints and resource limitations, it was not possible to conduct extensive surveys, interviews, or usability testing among bodybuilders, nutritionists, and fitness professionals. Such feedback could have provided additional insights into audience preferences and communication effectiveness.

The project was also limited to the development of visual communication materials rather than measuring their long-term influence on dietary behavior. Future studies may examine how infographic campaigns affect knowledge retention, lifestyle choices, and health outcomes over extended periods.

Finally, nutritional requirements vary among individuals based on age, gender, body composition, health status, and fitness objectives. Therefore, the dietary information presented in the campaign should be viewed as general educational guidance rather than personalized nutritional advice.

5.6 Recommendations for Future Research

Future studies should expand the scope of nutritional topics addressed within infographic campaigns. Researchers may explore additional areas such as sports supplementation, hydration strategies, weight management, pre-workout nutrition, post-workout recovery, and specialized diets for athletes.

Further research should incorporate audience-centered evaluation methods to assess the effectiveness of infographic communication. Surveys, interviews, focus groups, and usability studies can provide valuable feedback regarding audience engagement and learning outcomes.

Researchers are also encouraged to investigate the use of interactive media technologies such as animation, motion graphics, augmented reality, and mobile applications for health communication. These technologies may enhance user engagement and improve information retention.

Future projects should involve collaboration between graphic designers, nutritionists, healthcare professionals, and fitness trainers to ensure both visual quality and scientific accuracy. Such interdisciplinary approaches can strengthen the educational value and credibility of health communication campaigns.

Additionally, future studies may evaluate the long-term effects of infographic-based nutrition education on dietary behavior, exercise habits, and overall fitness outcomes among different population groups.

5.7 Conclusion

This study successfully developed an infographic poster campaign focused on controlled diets for muscle building through illustration graphics. The project demonstrated the effectiveness of infographic design as a visual communication tool for educating bodybuilders and fitness enthusiasts about nutrition, protein intake, and healthy lifestyle practices.

The campaign integrated research findings, illustration graphics, typography, color theory, branding principles, and infographic design techniques to produce a comprehensive series of educational materials. These materials included posters, recipe cards, workout planners, banners, logos, and supporting promotional designs that effectively communicated key nutritional concepts.

The findings confirm that visual communication can significantly improve the presentation and understanding of health-related information. By transforming complex nutritional concepts into attractive and organized visual content, the

campaign successfully promoted awareness regarding controlled diets and muscle-building nutrition.

In conclusion, the project achieved its objectives and demonstrated the value of graphic design in health education and fitness promotion. The campaign provides a foundation for future research and practical applications in the areas of visual communication, nutrition awareness, and fitness education.

REFERENCES

- Academy of Nutrition and Dietetics. (2021). Nutrition and Athletic Performance. *Journal of the Academy of Nutrition and Dietetics*, 121(10), 2023–2040.
- Aremu, T. O. (2020). *Graphic Design and Visual Communication*. Lagos: Creative Arts Publications.
- Jeukendrup, A., & Gleeson, M. (2019). *Sport Nutrition: An Introduction to Energy Production and Performance* (3rd ed.). Human Kinetics.
- Kerksick, C. M., Wilborn, C. D., Roberts, M. D., et al. (2018). ISSN Exercise & Sports Nutrition Review Update. *Journal of the International Society of Sports Nutrition*, 15(38), 1–57.
- Landa, R. (2018). *Graphic Design Solutions* (6th ed.). Boston: Cengage Learning.
- Lupton, E. (2014). *Thinking with Type*. New York: Princeton Architectural Press.
- Smiciklas, M. (2012). *The Power of Infographics: Using Pictures to Communicate and Connect with Your Audiences*. Indianapolis: Que Publishing.
- Thomas, D. T., Erdman, K. A., & Burke, L. M. (2016). Position of the Academy of Nutrition and Dietetics: Nutrition and Athletic Performance. *Journal of the Academy of Nutrition and Dietetics*, 116(3), 501–528.
- Wheeler, A. (2017). *Designing Brand Identity* (5th ed.). Hoboken: John Wiley & Sons.
- Williams, R. (2015). *The Non-Designer's Design Book* (4th ed.). Berkeley: Peachpit Press.