

- 1 point

1. The effectiveness of a visualization depends mostly on subjective taste and personal preferences.  

☐ True

☒ False
- 1 point

2. The effectiveness of a visualization depends exclusively on how accurately a given data set is represented.  

☒ False

☐ True
- 1 point

3. Where in the eye is the retina located?  

☐ Around the whole eye

☐ In the front of the eye

☒ In the back of the eye
- 1 point

4. Rods are sensors in the retina that are sensitive to low light conditions and cones are sensitive to normal light conditions.  

☒ Yes

☐ No
- 1 point

5. The size of the fovea is approximately:  

☐ The size of a pin's tip at arm's distance.

☒ The size of a thumbnail at arm's distance.

☐ The size of a 13-inch computer monitor at arm's distance.
- 1 point

6. Which of the following statements is true?  

☐ The information that is perceived and retained in memory depends on the task that a person is trying to accomplish.

☒ Only a small set of information processed by our visual system reaches our memory.


☐ The human eye perceives information at the same resolution across the whole field of view.
- 1 point

7. Which of the following is the meaning of the statement "The world is its own memory"?  

☐ We always have information in our brain storing information about the world that surrounds us.

☒ Information contained in the world surrounding us can be used to access information on demand when needed to accomplish a task.

☐ Computers can store information about the real world.
- 1 point

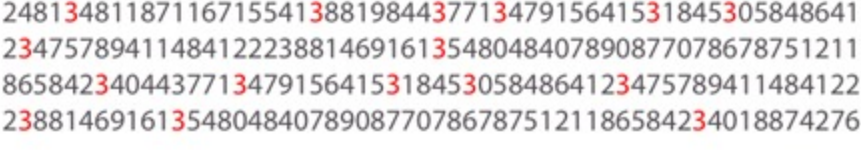
8. A person wants to go from Morden station (green circle) to South Kensington (pink circle) and needs to decide which trains to take in order to get there. Which of the following are potential visual queries this person may execute in order to find a solution?  


☒ Which lines intersect the black line?

☐ Where is the brown line?

☒ How many white dots are in the blue line?

☐ How many white dots are in the red line?
- 1 point

9. Why is it so easy to identify all the occurrences of the number 3 in this image?  


☐ Because all the occurrences of the symbol "3" have the same color.

☐ Because the shape of the symbol "3" is very different from the rest.

☒ Because all the occurrences of the symbol "3" have the same color and there are very few other colors in the image.
- 1 point

10. What is the meaning of the guideline "eyes beat memory"?  

☒ It's better to design visualization that does not rely on our ability to memorize information.

☐ It's better to design visualizations that are not memorable

☐ It's better to design visualizations that don't require our eyes to move.
- 1 point

11. Which of the following is a correct statement involving the "expressiveness" principle?  

☐ The length of a bar is better at encoding than the size of a circle, to represent quantitative information.

☐ Quantitative data should not be encoded with the size of a symbol.

☒ Ordinal data should not be encoded with color hue.
- 1 point

12. Which of the following channels is appropriate to express a quantity?  

☐ Shape

☐ Color Hue

☒ Position