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| Visualisations | Criteria | Technical description of what you implemented |
| **A** House prices | Use of visual channels | I have used varying line thickness for the difference between London and Newcastle here. This line thickness helps the London data stand out as it is bolder than Newcastle’s, allowing the viewer to process the information separately. I have also decided not to use a grid here as it would distract from the data lines and only lead to confusion trying to interpret the graph. |
| Gestalt design principles | I used lines with points on this graph where London is a solid line and Newcastle a dotted line this uses the Gestalt principles of connection for the London data and continuity for the Newcastle data. Similarity is also at play here to show the data is the for the same house type as they use the same colour for both areas making it easier to contrast one specific house type. |
| Use of colour | I used a set of 4 main colours to display the 4 different house types. These 4 colours are of multiple hues from a deep purple to a salmon pink. But are colour blind friendly and print safe as verified using Coblis[[1]](#footnote-1) to allow all users to be able to see the differences between the lines clearly even if the graph is printed out or viewed by a user with a form of colour blindness. |
| Use of language in the visual and narrative in the caption | I have used a pair of legends here, one displaying the different house types expressed using colour differences and another representing the location. In the narrative, I have also conveyed how a viewer can see the differences between these two regions in conjunction with house types by looking at different elements of the graph and how these show the differences in investment in London and Newcastle respectably. |
| **B** Broadband performance data | Use of visual channels | I have used darker colours for the outliers here, also highlighting their outlying nature in the legend. In addition, I have used a box to highlight their separation from the rest of the data. I have also again decided not to use a grid as I found it produced more confusion in the graph, specifically with the box and regression line, as they seemed to get lost when a grid was present. |
| Gestalt design principles | I used a box in this graph to show enclosure to represent the data which fit into the standard value range so that the outliers outside of this enclosure are then more clearly away from the norm of the data. Similarity through colour is also once again used for these same data points by using a different colour for them separating them once again from the rest of the data. |
| Use of colour | I used a similar colour palette to A here which once again is colour blind friendly and printer safe using Coblis1 to verify. I have also used a large contrast from a quite light colour to represent most of the data whilst giving the outlying points a darker hue allowing for them to be spotted more easily as separate to the rest of the data. |
| Use of language in the visual and narrative in the caption | I have used labels on the two points of York and Kingston upon Hull to highlight what regions exactly are outlying points. In the narrative, I have also conveyed how these two regions vary from the rest of the data articulating how York is a massive outlier. I also highlight the otherwise reasonable amount of consistency represented by the data to amplify the difference between them and the outliers. |
| **C** Financial time series data | Use of visual channels | I have used a straight line for the stock value here compared to dotted lines for the rest to help highlight its relative importance to the rest of the data, also using a legend to highlight what the elements of the graph mean. I also have again decided against a grid as this information’s volatility adds even more messiness to already quite messy data making it more confusing than it needs to be. |
| Gestalt design principles | I used connection here for the raw value data to show how it is the focus data as the rest of the lines are dotted meaning the principle of continuity which is a weaker connector can be used for them. This makes the main data stand out whilst the Bollinger bands® are viewed secondarily to then assist in showing the changes in this value data. |
| Use of colour | I used a similar colour palette to A and B here to keep a colour theme as well as keeping the adjustments so that the graph works for colour blindness and printing once again verifying this using Coblis[[2]](#footnote-2). I have used the colours in order of darkness do darker colours represent higher values whilst lighter colours represent lower values to create a clear contrast going down through the data. |
| Use of language in the visual and narrative in the caption | I have used a legend to show the data each of the lines represent, specifying which band is which when referring to the Bollinger bands to help the viewer understand the information. In the narrative, I have presented how the Bollinger bands react during a crash, for instance, in 2008 and how the average stock value is affected when a market crash occurs. |

1. <https://www.color-blindness.com/coblis-color-blindness-simulator/> [↑](#footnote-ref-1)
2. <https://www.color-blindness.com/coblis-color-blindness-simulator/> [↑](#footnote-ref-2)