

# Design critiques

September 30, 2015

This is a list of points to consider when critiquing a design, consider them conversation starters.

- What is the problem domain or context of the visualization under consideration?
- Which tasks can be achieved with this visualization?
- Tufte's principles of graphical integrity:
  - Are the scales appropriately labeled?
  - Is the *Lie factor* high?
  - Does the visualization show data variation and not design variation?
- Tufte's visualization design principles, are they adhered to?
  - Maximize the *data-ink* ratio.
  - Avoid chart junk.
  - Increase data density.
  - Layer information.
- Graphic design principles:
  - How is *contrast* used? What kind of contrast is used?
  - How is *repetition* used?
  - How is *alignment* used?
  - How is *proximity* used?
- Comment on the visual encodings that are used.
  - Which visual encodings are used?
  - Are the visual encodings appropriate?
- Comment on subjective dimensions such as *aesthetics*, *style*, *playfulness* and *vividness*.
- What is the intended goal of the visualization and is that goal achieved?
- Are there any things you would do differently, and why?