Workshop activity

Who is the intended audience?

Movie lovers and critics.

What tasks does the visualization enable?

It shows peaks in box office revenue for specific movies, with the option to link to a NYT movie review.

What data is represented in this visualization? Be specific.

It shows box office revenue over time for the movies that were in theaters between 1986 and 2008.

How is each data type visually encoded?

It is showed as a combined flow chart.

How do the visual elements and user interactions support the tasks?

Color shows the amount of revenue, width shows a movie's longevity and clicking on a movie shows a short review to see its critical reception.

Why do you like / dislike this visualization?

It's visually pleasing and clear in what is shows, but it doesn't at a glance show the supposition that is made in the title.

Problem 1: Design critique

What is the problem domain or context of the visualization under consideration?

The visualization attempts to convey the correlation between a movies success in terms of ratings (both by critics as audience) and financially.

Which tasks can be achieved with this visualization?

A comparison can be made between popular and critical opinion about movies.

Tufte's principles of graphical integrity:

– Are the scales appropriately labeled?

The scales aren't fully labeled. To understand the specifics of the graph, you need to thoroughly read the added explanation underneath.

– Is the Lie factor high?

Difficult to measure, but it seems to be around 1.

– Does the visualization show data variation and not design variation?

When it comes to the difference between critic and audience scores, the visualization seems to show a data variation. However, when it comes to the revenue a 100M dollar budget movie is shown to be equal to a 1M dollar budget movie.

Tufte's visualization design principles, are they adhered to?

– Maximize the data-ink ratio.

While it may look spiffy, the dots that indicate a movie score between 0 and 100 needn't be as large as they are. Not only does use more then necessary ink, it also obscures more than it reveals by its overlap.

– Avoid chart junk.

There doesn't seem to be much, if any, in the way of chart junk. The only junk is that when a movie is clicked on, movie art is displayed on the web page background. This can however be turned off.

– Increase data density.

Density already seems pretty high. Almost the entire graph space is filled with data and the one space that isn't (lower left), is used to display information on individual movies.

– Layer information.

All layers are properly marked *(to what principle does this refer?)*.

Graphic design principles:

– How is contrast used? What kind of contrast is used?

Contrast is used to:

differentiate between elements of the graph (color, shape);

highlight the selection (shape, color and type);

– How is repetition used?

There is a repeated use of the circle in both the graph and the interaction. This creates a nice whole.

– How is alignment used?

A horizontally centered aligned graph for the distribution of the ratings.

– How is proximity used?

Proximity is used to bring elements of the selected movie together

Comment on the visual encodings that are used.

– Which visual encodings are used?

It uses:

position, text labels, size, boldness and color

– Are the visual encodings appropriate?

Yes

Comment on subjective dimensions such as aesthetics, style, playfulness and vividness.

It looks pretty, it has a definite stylistically appealing presentation, it give the viewer/user a, if not fun, at least enjoyable set of tools to browse its contents and both its use of color and movie fan art make the graph quite vivid.

What is the intended goal of the visualization and is that goal achieved?

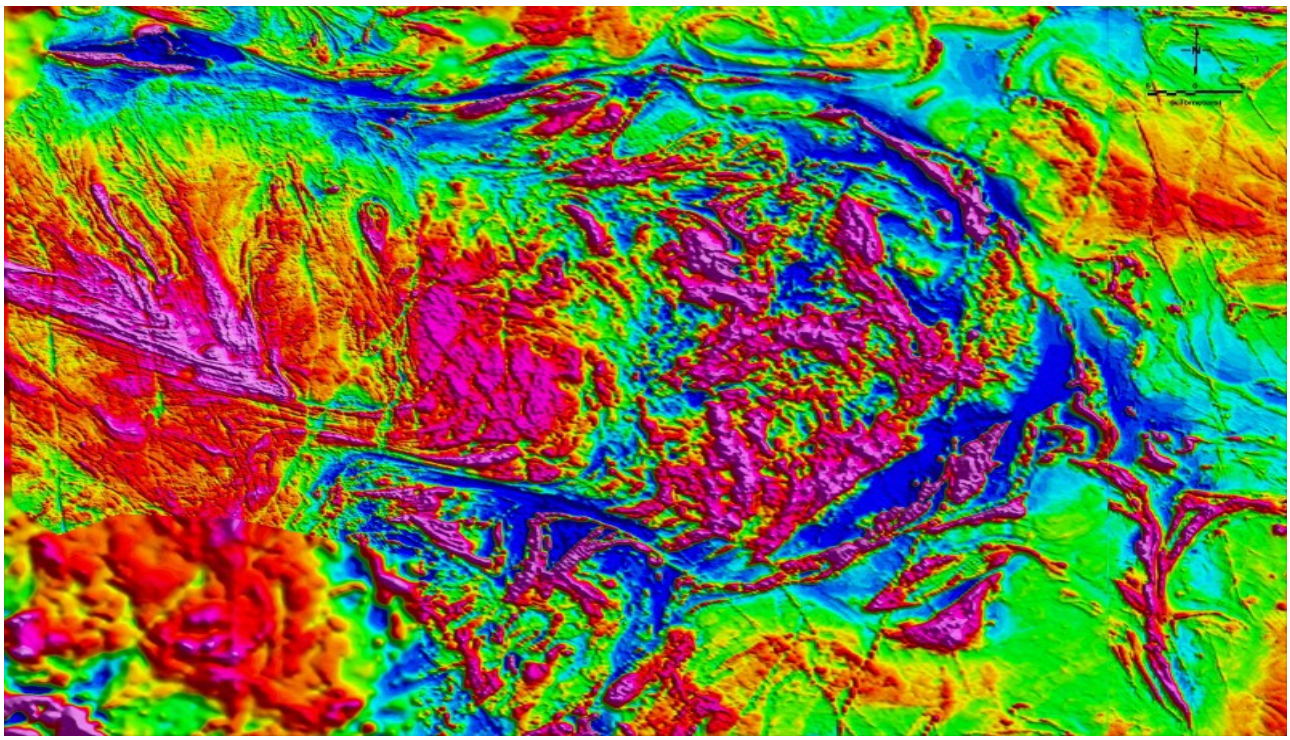
The graph aims to convey a link between the divergence of movie ratings by critics and the audience and how this correlates to revenue.

Are there any things you would do differently, and why?

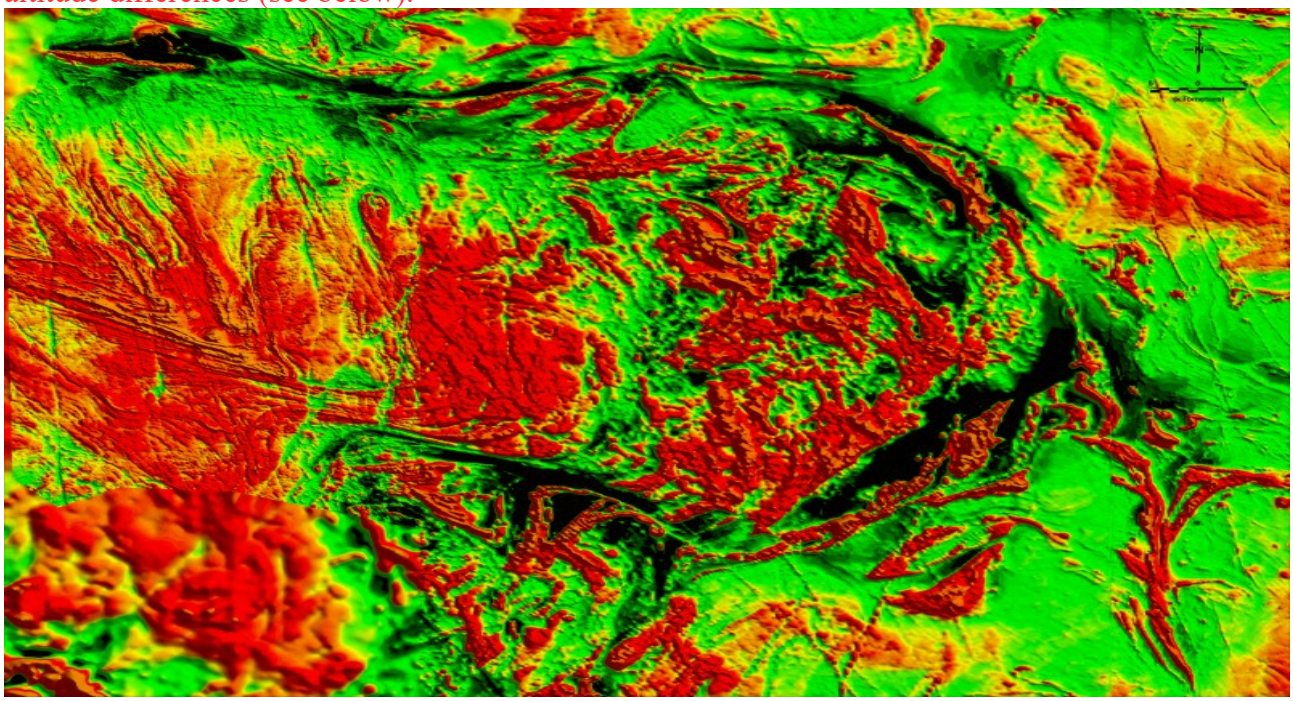
I would have tried to make a separate legend, linked to the graph, that could visually convey the details of the graph instead of having them explained in quite a bit of text below.

Problem 2: Rainbow color map

http://norontresources.com/about/ring-of-fire/



So, this is a representation of a area that is being exploited for mining in Ontario. It is meant to show the distinctive topography of the “Ring of Fire” area to potential investors (and failing spectacularly). While general feature van be made out, like the river cutting through the highlands and giving the topography the shape that inspired its name, its multitude of colors obfuscates more then in reveals. Simply removing the blue from the image already helps tremendously in showing altitude differences (see below).



The sad thing is, that the original image is actually more effective in its purpose. While conveyance of information is less, this is not really the ultimate goal. Its supposed to a a bit mystic, hard to read and very geophysical to impress investors who probably care more for visual impact that its subject matter.