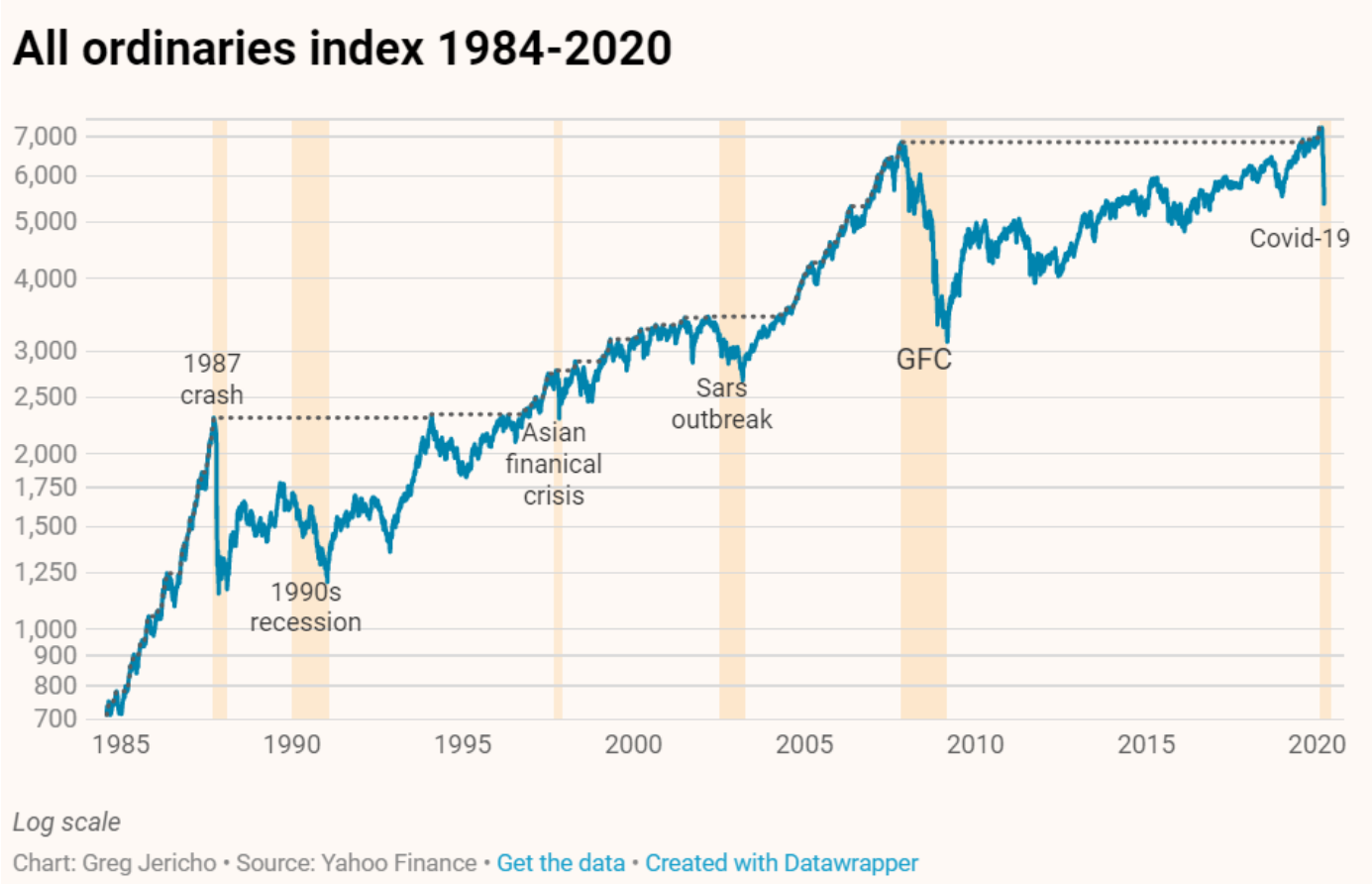
Hi Everyone,

to give you more of an idea what you should be looking for, here are my 'good' and 'bad' examples.

Good Example:

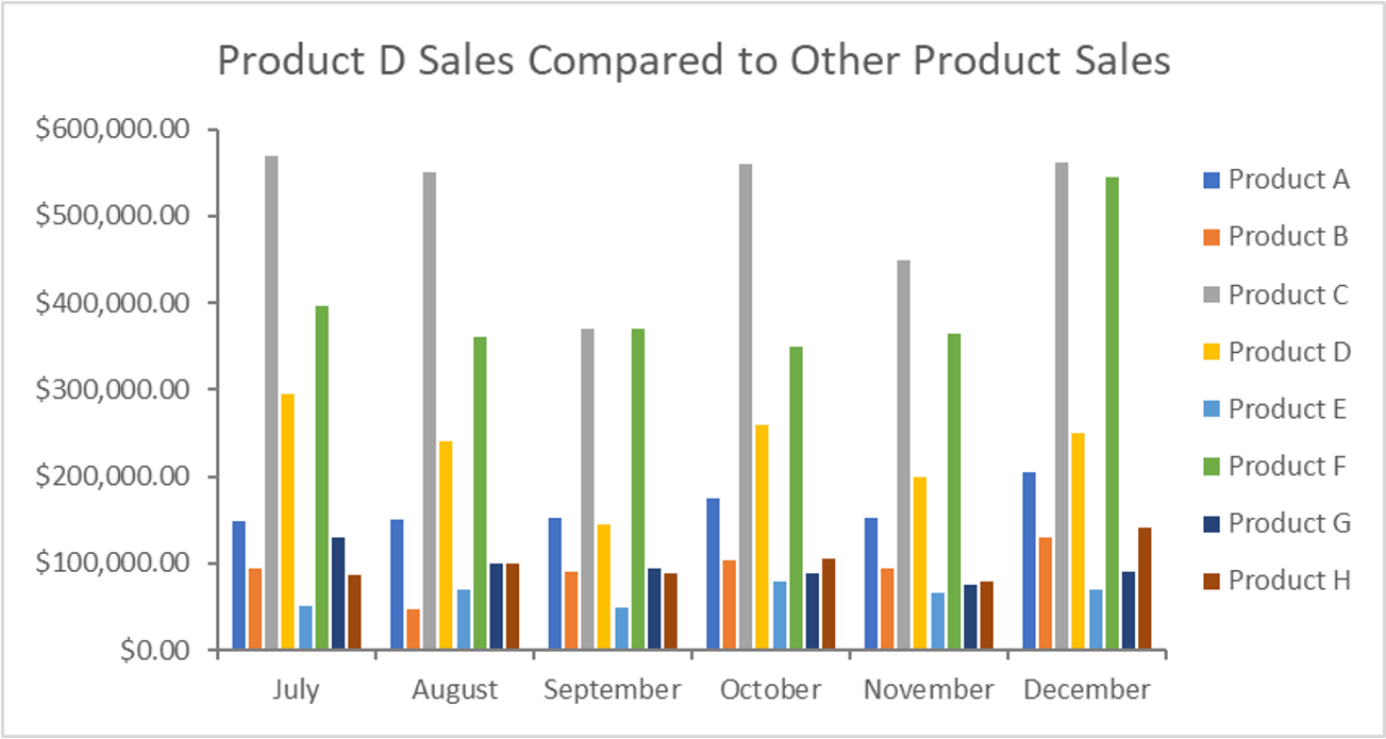
This comes from The Guardian and aims to compare the current situation to the impact of other major events on the Australian stock market.



This graphic uses Gestalt principles of *connection* (line graph) and *enclosure* (shading) to highlight the impact of major events. Some of the annotations could be improved but overall this is a pretty effective graphic.

Bad Example:

This is a hypothetical but fairly typical example of a business graph that suffers from severe design problems.



At first glance, it is not clear what the purpose of the graph is. With its multiple categories and colours, the graph is quite complex. As such, it breaks the '*Law of Prägnanz*' mentioned in one of the readings.

This graphic relies entirely on its title to suggests its purpose, and even then the design fails to support that purpose. It lacks a *focal point*, which the title suggests should be the sales of product D.

Different colours are used to represent different products, which follows the *similarity* principle, however it is not effective in this case due to the large number of products. There is a legend to help us match bars to products, however it sits too far away to make it easy to do (no *proximity* to facilitate ease of perception and comprehension).

Bars are arranged in order dictated by product names rather than sales levels, which makes it harder to perceive patterns in sales, and works against the principle of *continuity*.

In summary, while a clustered bar chart is appropriate for this type of data, in theory at least, this graphic is trying to present too much information at once. This works against the user's ability to understand it.