INFS 5116 – DATA VISUALISATION

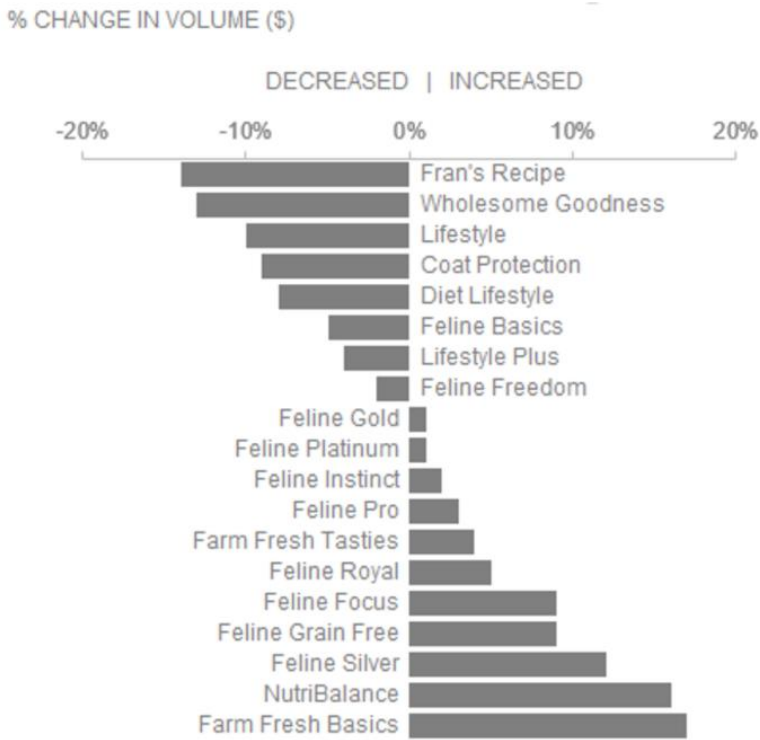## Workshop Week 7

Colour in visualisations

Mini-lecture

Working with data

Question 1 – How would you use colour to focus attention?

Consider the graphic shown below. **Briefly answer at least one of the questions that follow,** then download the data and create a graphic that employs the strategies you have suggested.

(a) Suppose you want to highlight the fact that all 'Lifestyle' brands experienced decreases in sales. You know that your graphic will be printed in black and white.

(b) Suppose that you want to talk about the 'Feline' brand group, namely all of the brands that have 'Feline' in their name. This line of cat food has a purple logo. How would you focus the viewer's attention?

(c) Suppose you want to distinguish between the brands that decreased and increased in sales. In addition, you want to highlight the two brands that increased the most, and the two brands that decreased the most. You can use any colour palette.

(d) Could achieve any of the above using UniSA corporate colours only?

Cat food brands: Year-to-year sales change

% CHANGE IN VOLUME ($)

DECREASED | INCREASED

Data file: *Cat-food-data.xlsx*