**Name:** Gabby Willard **Date:** November 3, 2021

**Lab section:** Wednesday

**Show your work!!!**

**Acquire**

Week: 46

Date: November 16 Year: **2020** Data: data.world

**Source Article/Visualization:**

The Majority of Advertising Dollars are Now Being Spent Online

<https://www.makeovermonday.co.uk/data/data-sets-2018/>

**Represent**

A picture containing diagram

Description automatically generated

**Critique**

I like how each category is clearly separated from one another and I can tell the difference between them. I don’t really like how the numbers are percentages instead of actual dollar amounts. I would change the outcome from percentages to amounts in billions of dollars to be displayed instead. This visualization falls under the Concept Visualization because the visual also displays predictions for the immediate future along with the past years.

**Mine**

How much has the amount of money spent in billions of dollars in advertising changed from the past to the future?

**Filter**

A screenshot of a computer

Description automatically generated with medium confidence**Stakeholders**

* Who is your audience? What assumptions did you make? What visualization tool/software did you use?

My audience is most likely people who are curious about advertising money spent by companies or companies looking to advertise a product.

**What to submit:** This document in PDF format only (if you do not know how to do this, ask).

**Choose the best layout** for your makeover visualization: Portrait or Landscape, Remove the page of the layout that you DO NOT choose. No blank pages!

**NEW Sketch your Makeover**

In the space below, sketch out your ideas for refined visualization. You must use pen/pencil and paper to sketch out your idea, then take a photo of your sketch and include it in the space below.

**Refine (Makeover – Landscape view)**

Use an additional page if necessary. Remember, the purpose of visualization is “insight.” Take and include a screenshot of your visualization and include it below. Use Data Visualization Best Practices (see data visualization checklist).

Chart, bar chart

Description automatically generated

The amount of dollars spent in billions for advertising.

**Resources**

Data Visualization Checklist:

<http://stephanieevergreen.com/wp-content/uploads/2016/10/DataVizChecklist_May2016.pdf>

How to give constructive criticism:

<https://personalexcellence.co/blog/constructive-criticism/>

Sample Makeovers

<https://www.makeovermonday.co.uk/gallery/>

**Grading Rubric**

|  |  |  |  |
| --- | --- | --- | --- |
| **Excellent**  **(11-15 pts)** | **Good**  **(6 -10 pts)** | **Fair**  **(2-5 pts)** | **Needs Improvement (0 - 1 pt)** |
| Meets **ALL** or most of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. | Meets **MOST** of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. | Consistently meets **SOME** of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. | Little to no evidence of the understanding of the data visualization process.  Lackluster makeover or no makeover.  Little effort. |
| Sketch included: hand drawn [5 pts] | Sketch included, but was generated by computer [2 pts] | No sketch included. [0 pts] |  |
| Makeover Monday Assessment Completed  [5 pts] | Makeover Monday Assessment not completed [0 pts] |  |  |