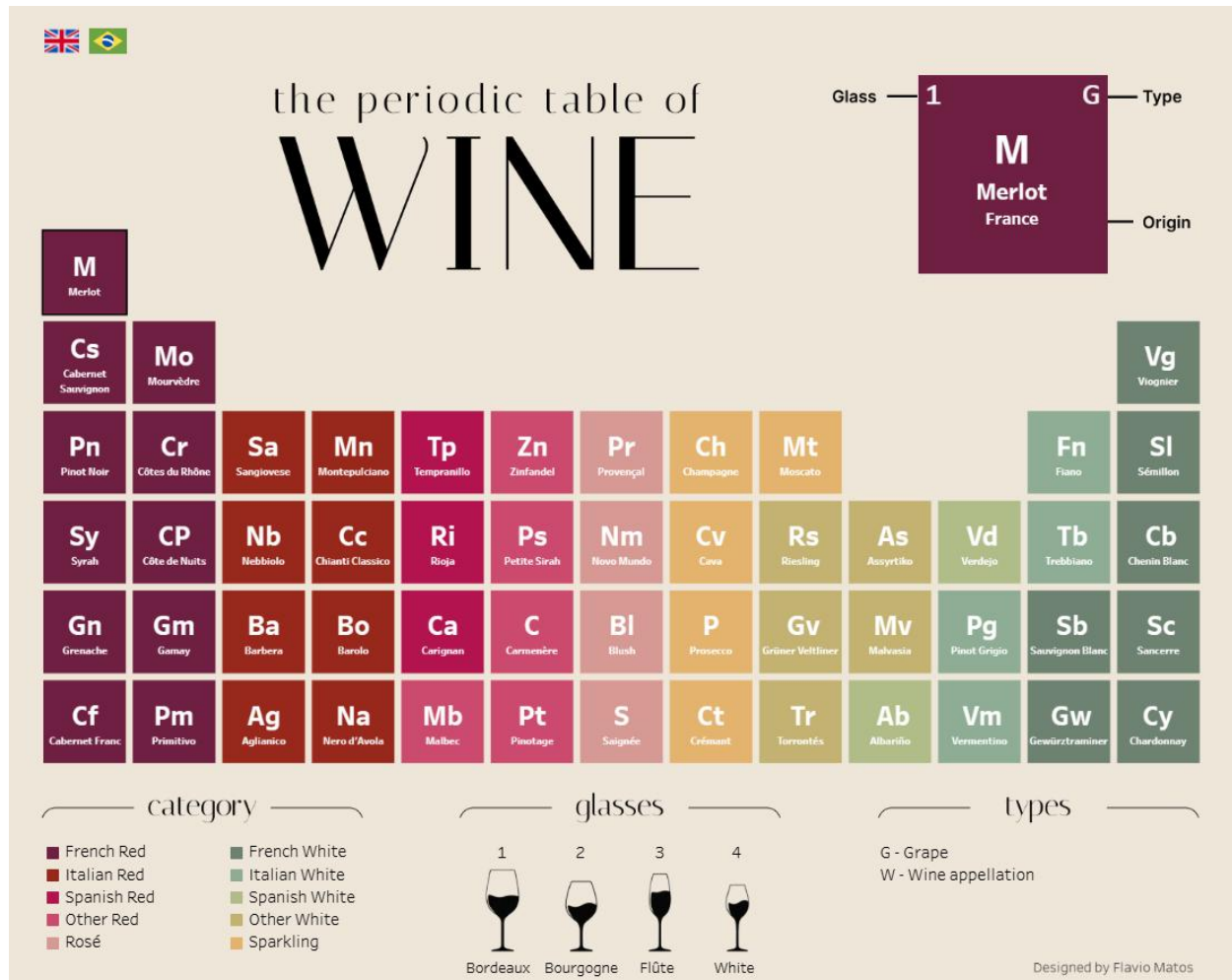


## Visual Design Basis & Tableau



<https://public.tableau.com/app/profile/flavio.matos/viz/ThePeriodicTableofWine/periodictableauofwineEN>

### TEXT

- Are the title and text descriptive enough? (i.e., do you understand what the visualization is trying to convey just by looking at the title and text?)
  - The title and text of this visualization uses simplicity to explain the readability of this wine Periodic table. It uses tile form its visualization as an example so you can't understand the reuse of a Periodic chemical. The legend below is easy to follow regarding where they fall into place on the individual tile.
- Are there text labels?
  - The texts are labels but used in a way that is already familiar – The Periodic Table. The text is used to represent the name of wine, the type of class you should consume it from and the type of wine that it is. They are easily abbreviated as well.

3. Does the text portray any redundant information that could be gotten rid of?
    - I believe the text portrays all the information needed to understand the table. There is not naturally abbreviation for wine names, and this gives you a good understanding of what category of wine these are while also making use of it looking like a natural Periodic table.
  4. Do colors, shapes, and size scales come with legends?
    - There is a legend to help understand the color indication. I would say there is a rough shapes scale as the number in the top left-hand corner of these wine tiles will tell you what type of wine glass to consume this wine in. As far as size there is no indication necessary for that in this visualization.
- 

## COLOR

1. What does the color scheme signify?
    - The color scheme signifies the type of wine: red, white, rose, sparkling. It further gives different hues to signify the origin of the wine: Spanish, French, Italian.
  2. Are there more than five colors?
    - Yes, there are 10 colors.
  3. Does the color scheme make sense? Are colors analogous, complementary, monochromatic, or intuitive?
    - The colors are a mixture. All three primary colors are used with some monochrome scales (red, orange, yellow). A single secondary color is used with some monochrome scales (green).
  4. If color is used to draw attention to important information, is the darkest color representing the most important information?
    - Color is not used to draw attention.
- 

## OTHER

1. Are different sizes used? If so, is there meaning behind the sizes?
  - All tiles representing a specific wine are the same size. There is different size fonts used. The large letter is used as an abbreviation to the small font below that gives the name of the wine. This use in font size is to duplicate the original Periodic Table.
2. Are there groupings in the data that can be portrayed through color, size, or position?
  - The groupings are by color. These colors indicate if the wine is red, rose, white or sparkling and what their origin country is. There are no size indications used. Position does play a small role in this table. The colors do tend to create a good gradient of color, and the positioning helps to separate the wines from each other. An example is the red French wine is on the left-hand side while the French white wine is on the right.

3. Is there (enough) whitespace?
    - There is enough whitespace. The background color is a pale beige and while it isn't white it does help the elements stand out. There is plenty of spaces between each tile on the table, the legend below, the title at the top and the example tile on the top right-hand corner.
  4. Is the visualization accessible?
    - I believe the visualization to be mostly accessible for people who can see color. I'm not color blind but I put a black/white monochrome filter over the image and found it hard to read what groups some of the wines are in. I don't believe it to be accessible to some color-blind people.
  5. Does the visualization teach you something?
    - This visualization does teach me several things. The colors used helped me to learn which wines are red, white, rose or sparkling and their origins. The number in the top left of the tile taught me what the appropriate glass each should be consumed from. The letter in the top right of the tile taught me what type the wine is made from.
- 

#### **My Improvements:**

1. To improve this chart, it'd focus on accessibility when it comes to color. A few of the reds and green-yellow colors blended when I tried a black/white monochromatic filter. I had a harder time determining which groups that belonged to. This was my way of trying to duplicate someone with colorblindness. I would have selected wider ranges of red and green-yellow hues to help tell them apart.

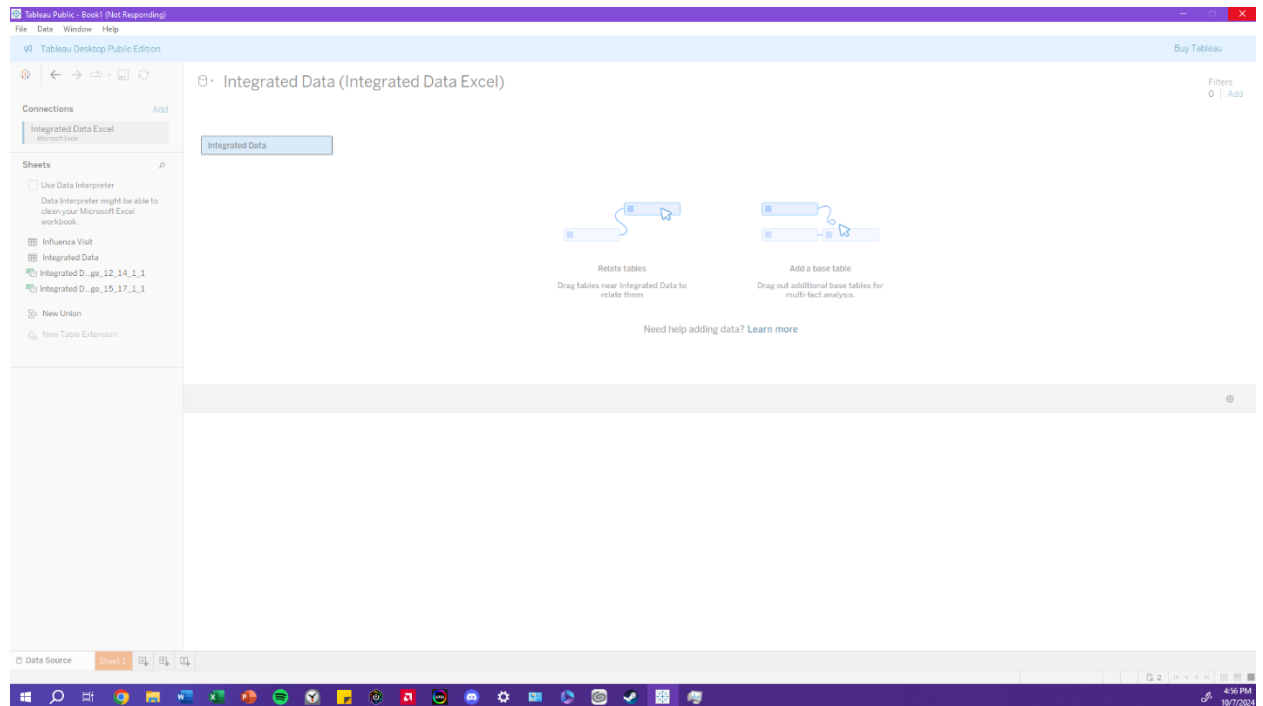
#### **Check List Additions:**

1. Does the legend do a good job explaining the various colors, sizes, shapes, etc.

# Data Immersion

## Exercise 2.2

Jordan Novelli



My Tableau will sync my Integrated data but once I double click on it to open it, it states the program is “not responding”. I’m having a hard time getting it to cooperate with me. I am trying numerous things such as looking into upgrading my core processor or power supply since the task manager states it’s power usage is very high. I cannot indicate what the dimensions or the measures are as I cannot get the program to cooperate.