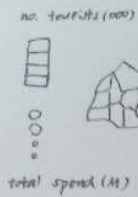
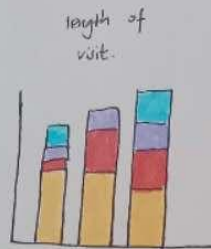
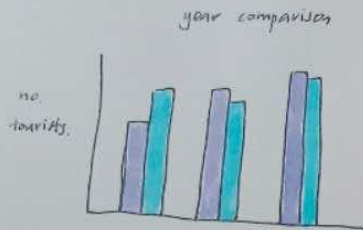
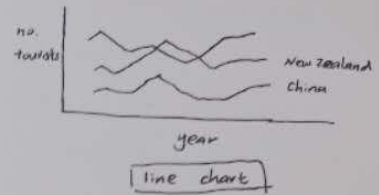
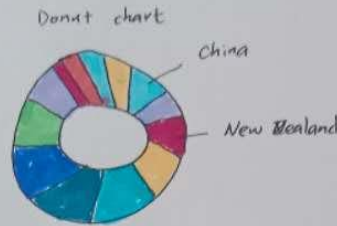


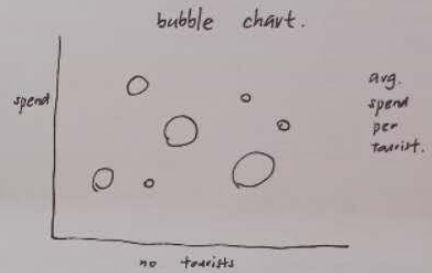
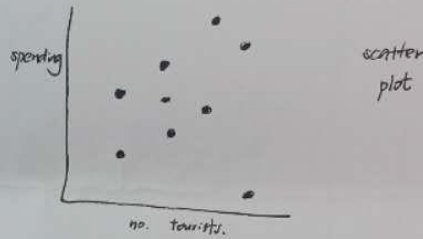
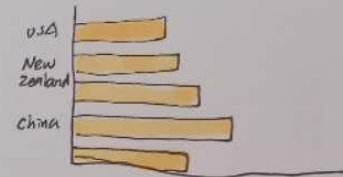
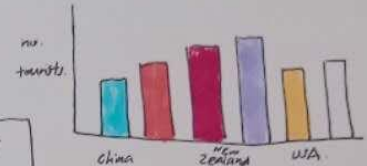
IDEAS



also proportional symbol map



bar charts



FILTER

Donut Chart



not very readable
too many keys difficult for viewers to read.
instead, bar charts are more useful to compare among countries.

Vertical & horizontal bar chart.



vertical bar graph could be more suitable when many categories, and avoid label overlapping.

CATEGORISE

trend : line chart.

comparison : bar charts.

proportional symbol map.

relationships : bubble chart,

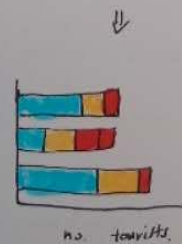
scatter plot, chord diagram

QUESTION.

- chord diagram can be created using vega-lite?
- does it present the viewers with a clear overall picture and inbound outbound comparison??

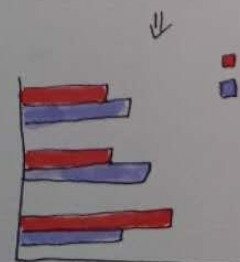
COMBINE & REFINE

stacked horizontal comparison.



1-2 days
2-4 days
4+ days

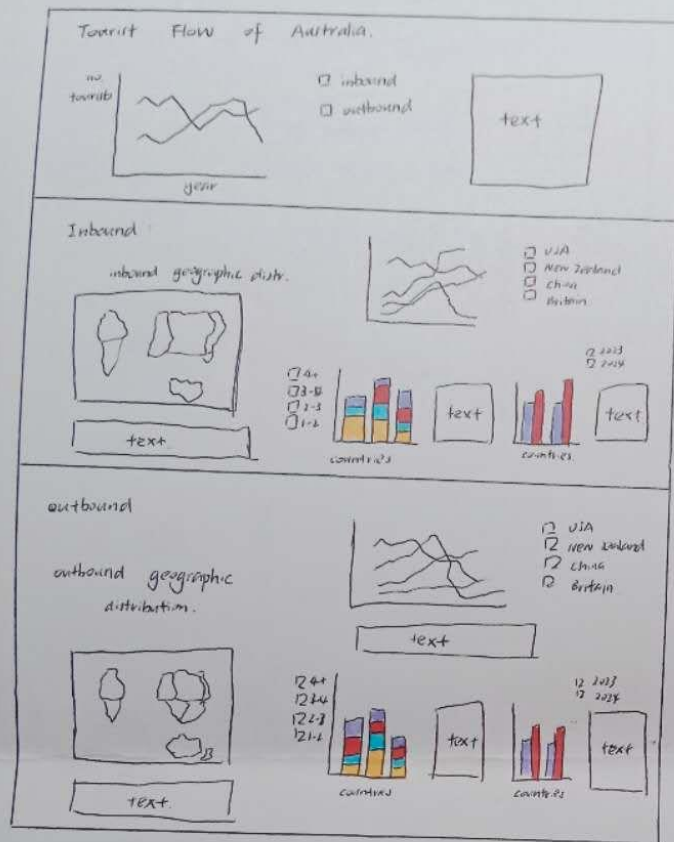
focus on the composition and total of each category.



2024
2023

focus on the difference from previous year, the change for each category.

LAYOUT



Title: Overall tourist flow of Australia.

Author: chengke Ma.

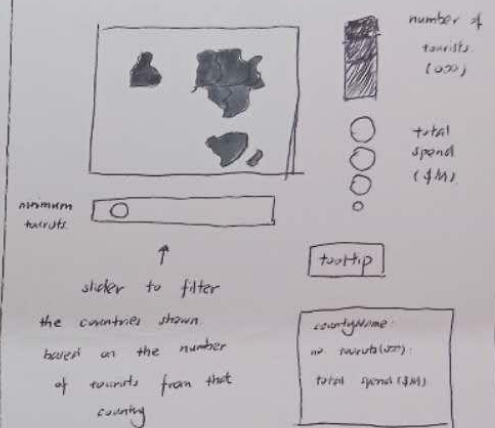
Date: 9th Oct 2025

Sheet: 2

Task: Design of infographic poster.

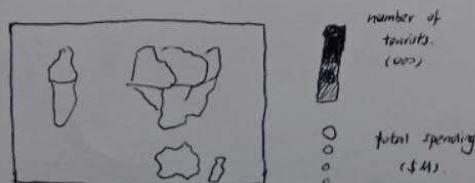
OPERATIONS

highlight the proportional symbol map with interactions.



FOCUS

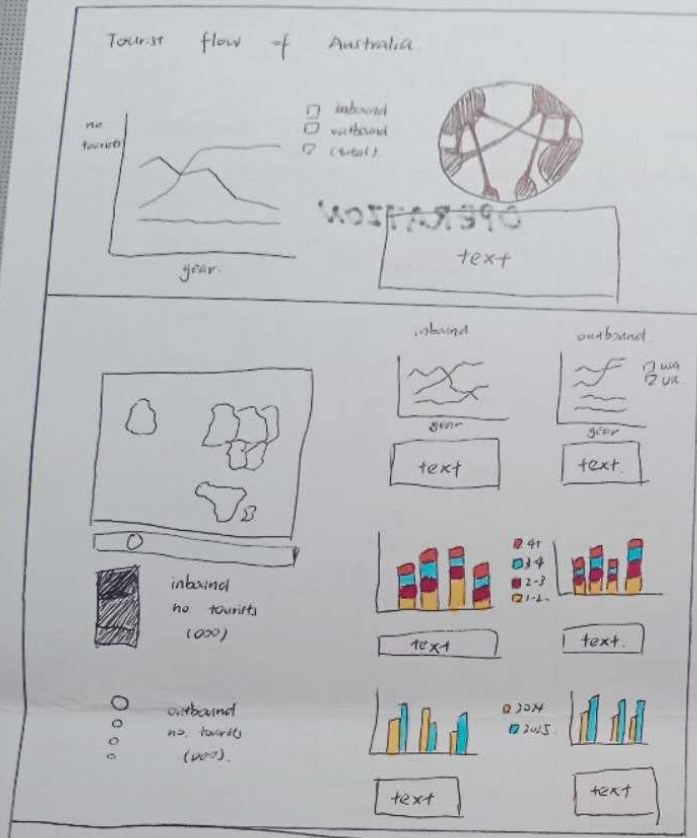
The main focus for this layout will be the geographic (proportional symbol map) distribution of the inbound / outbound tourists of Australia. Highlight the comparison between the destination countries of tourists from Australia and the source country of resident of tourists coming to Australia.



DISCUSSION

- similar layout for inbound and outbound tourism. efficient comparison?
- overall picture at the start of the poster. (overall → inbound → outbound).
- conclusion / general comparison after outbound section?

LAYOUT



Title: Overall tourist flow of Australia.

Author: Cheryl Ma.

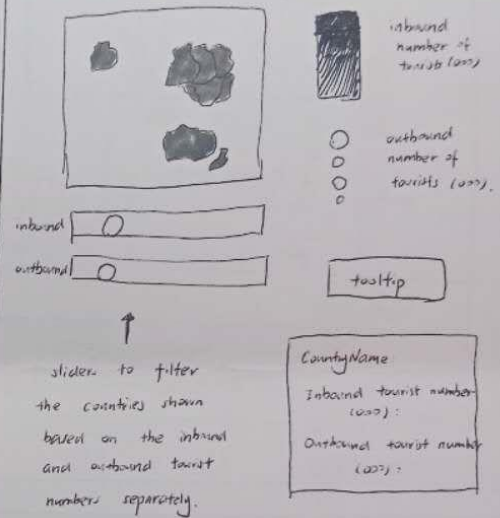
Date: 8th Oct 2023

Sheet: 3

Task: design for infographic poster.

OPERATIONS

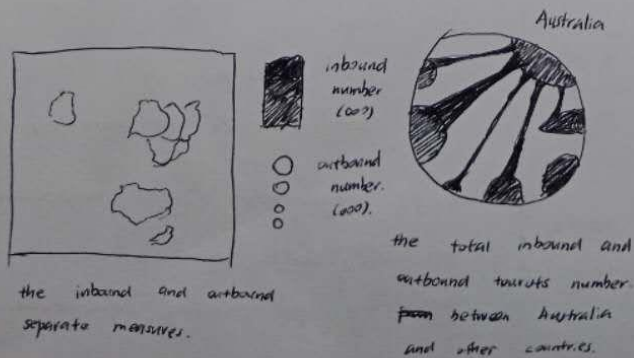
highlight the proportional symbol map with interactions.



slider to filter the countries shown based on the inbound and outbound tourist numbers separately.

FOCUS

The focus for this layout will be the proportional symbol map and the chord diagram which focuses on the comparison between the inbound and outbound tourist numbers.

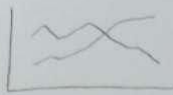


DISCUSSION

- chord diagram might not too sufficient only recorded data between Australia and other countries, too crowded for area of Australia.
- more direct comparison by placing the visualizations for inbound and outbound side by side.
- possible conclusion / additional info after the comparisons.

LAYOUT

Tourist flow of Australia.



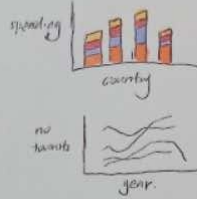
□ inboard
□ outboard

text

Inboard:



no. tourists
spending



□ among
□ sum
□ avg
□ winter

Outboard:



no. tourists
spending

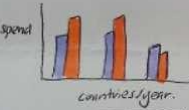


□ among
□ sum
□ avg
□ winter

Economic significance.



food
entertainment
shopping



□ inboard
□ outboard

text.

text.

Title: Overall tourist flow of Australia

Author: chengjie Ma

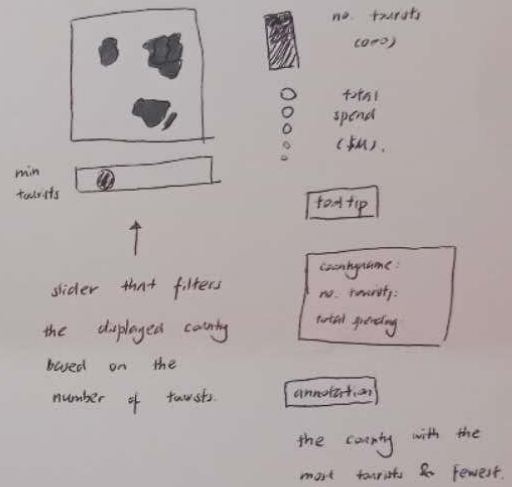
Date: 9th Oct 2025

Sheet: 4

Task: Design of infographic poster.

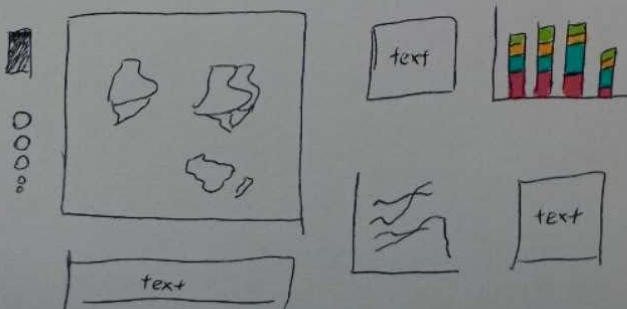
OPERATIONS

highlight the proportional symbol map
with interactions.



FOCUS

- No ~~main~~ main focus for this layout, all graphs are important.
- proportional symbol map more space ~~occupied~~ compared to the other ones.

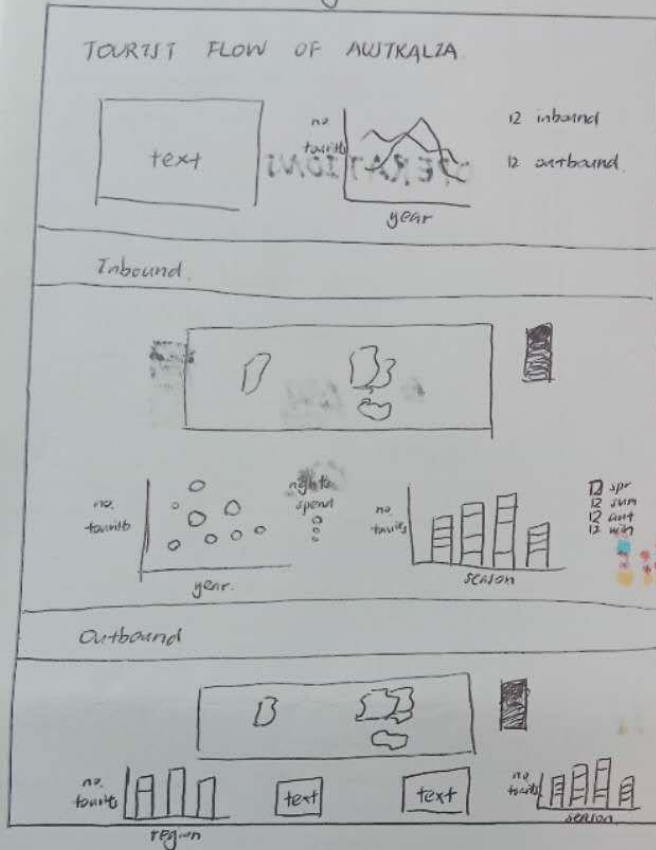


DISCUSSION

- additional info about the economic significance of the inboard / outboard tourism visualized, richer content.
- less info about the inboard / outboard country analysis.

LAYOUT

Based off of design 1.



Title : Overall Tourist Flow of Australia

Author : Chengke Ma.

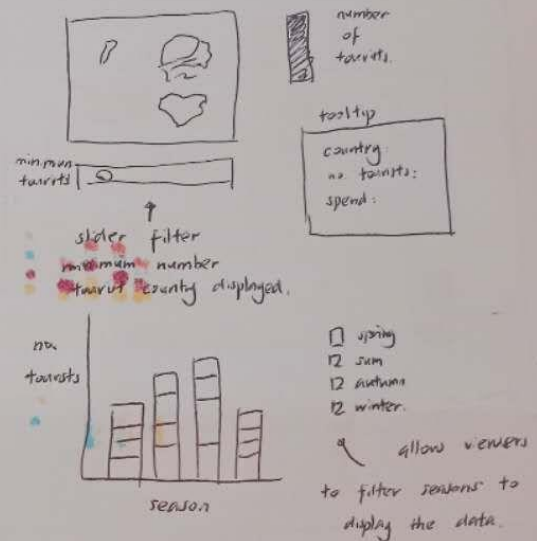
Date : 9th Oct 2025

Sheet : 5

Task : final design for the

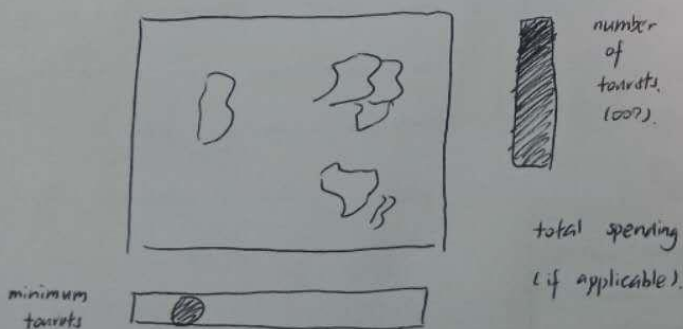
OPERATION

interactions with filtering, tooltips



FOCUS

The main focus for this design will be the geographic maps (proportional symbol maps). Highlight the geographic distribution difference between inbound and outbound tourists.



DETAILS

Dependencies : Vega - Lite

Estimated time & Effort -

at least 3 days for idioms building.

3 days for layout and design.

- ↳ maps x1
- ↳ bar charts x1 (+)
- ↳ scatter bubble & line chart (x1).

Specific requirement : need preprocessing for the data before putting into vega-lite for creating visualizations.