CGT 270 Data Visualization
Makeover Monday #1 (2016 Dataset)

Name: Liam McGuire   **Date:** 3/21/2022   **Max points:** 25

Lab section: Wednesday

Show your work!!!

Acquire

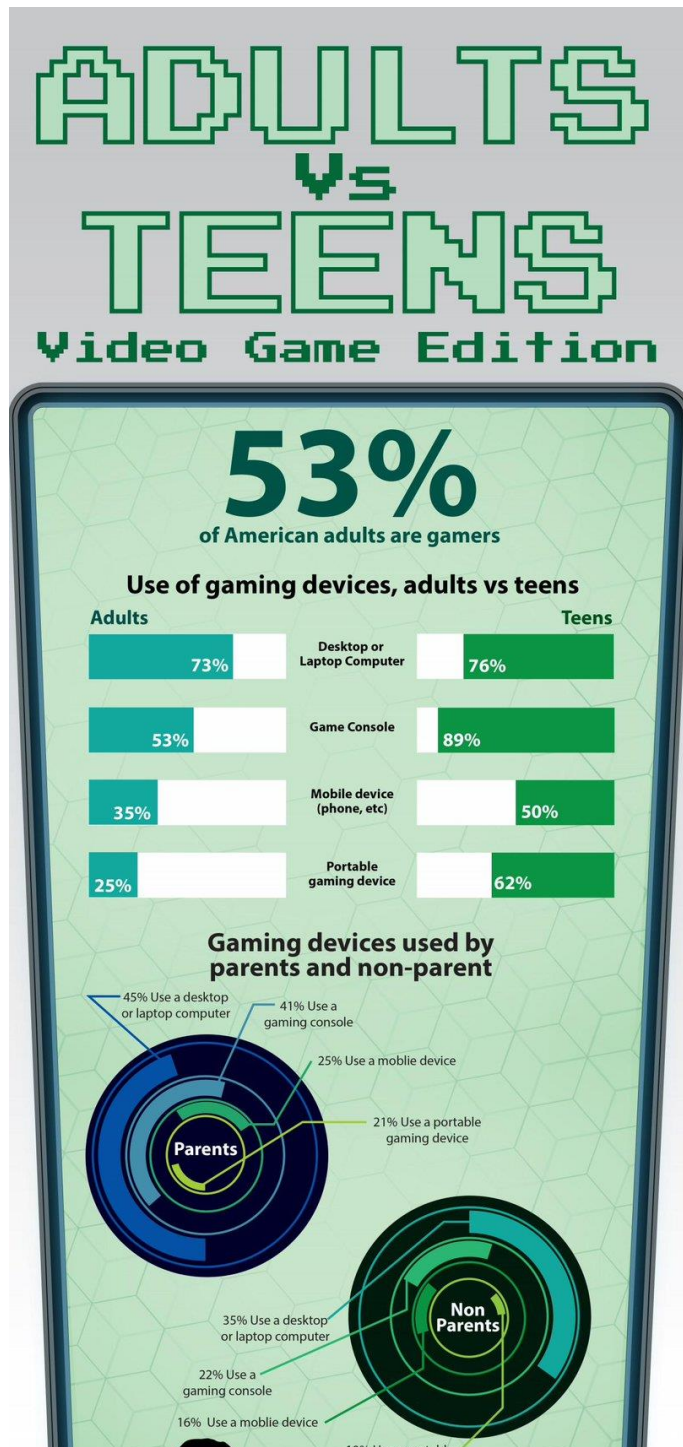Week: 11

Date: Year: **2016**   Data:

Source Article/Visualization: Adults vs Teens, Video Game Edition [Infographic] (forbes.com)

Represent

ADULTS Vs TEENS

Video Game Edition

53%

of American adults are gamers

Use of gaming devices, adults vs teens

Adults   **Teens**

73%	Desktop or Laptop Computer	76%
53%	Game Console	89%
35%	Mobile device (phone, etc)	50%
25%	Portable gaming device	62%

Gaming devices used by parents and non-parent

45% Use a desktop or laptop computer

41% Use a gaming console

25% Use a moblie device

21% Use a portable gaming device

Parents

Non Parents

35% Use a desktop or laptop computer

22% Use a gaming console

16% Use a moblie device

Critique

I like the overall look of the visualization. It looks nice and has effective and simple visualizations that make the data easy to take in and interpret to the average viewer. The only criticism I have is that maybe the pie chart could look a little better and make it a little more visually easier to interpret. It is obviously related to the data visualization method because of this. I would say that it incorporates divergent thinking due to the numerous answers and comparisons for each category used in the infographic, as for the overview, it compares the usage of certain gaming devices between adults and teens, with adults being fairly outdone in every category by teens.

Based on your knowledge of the Periodic Table of Visualization Methods (discussed in class this week), discuss which one of the 6 categories does the visualization you provided in the Represent stage falls in. Identify the method most closely related to the visualization in the Represent Stage and discuss the characteristics: overview, detail, detail AND overview, divergent thinking, convergent thinking. Refer to Week 10 Readings to assist with categorizing the visualization.

Mine

Do Non-Parent gamers consistently play more of every category of gaming devices compared to Parent gamers?

Filter

I got rid of the 53% of American adults are gamers since I found it irrelevant to the data below, along with making the pie charts easier to intepret

Stakeholders

- My audience is of course, gamers, as this data is primarily about gaming itself. I assumed that all these statistics were taken from American gamers and not gamers from other countries. As for software, I didn't use a software, but rather drew my own refined visualization.

What to submit: This document in PDF format only (if you do not know how to do this, see Lab 0 Exercise 1). Save this document as: LastnameFirstInitial_CGT270S22_MakeoverMonday#1.pdf

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!
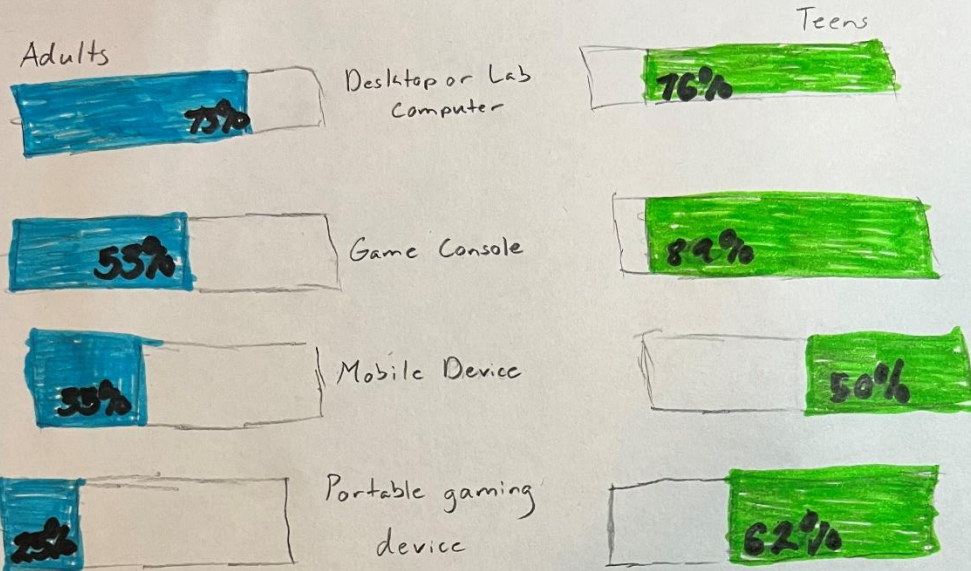
NEW Sketch your Makeover

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.
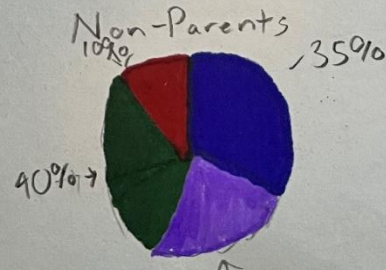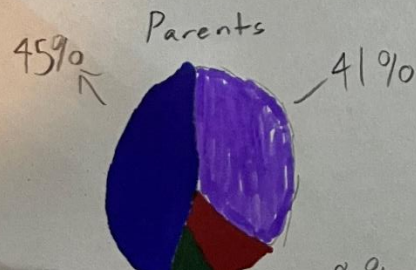
Adults Vs Teens
Video Game Edition

Use of gaming devices, adults vs teens

	Adults	Teens
Desktop or Lab Computer	73%	76%
Game Console	55%	89%
Mobile Device	55%	50%
Portable gaming device	25%	62%

Gaming devices
Parent vs Non-Parent

Parent
- Desktop/Laptop Computer
- Gaming Console
- Portable Gaming Device
- Mobile Device Device

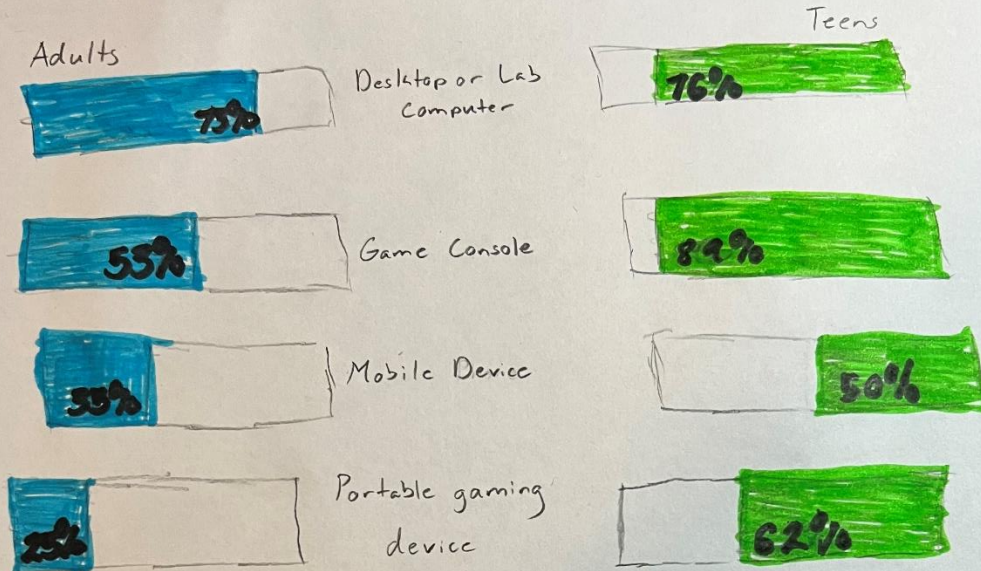**Parents**
45% 41%

Non-Parents
10% 35% 90%

Refine (Makeover – Portrait View)

In the space below, show the computer-generated version of your sketch using the visualization tool of your choice. DO NOT draw what you sketched. The visualization should be created with the visualization tool (Tableau, Excel, Power BI, etc., of your choosing). 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). You MUST use more advanced chart types for your makeover. **Chart types that are not allowed: bar (single or stacked), pie, line charts, scatter plots, no tables.**
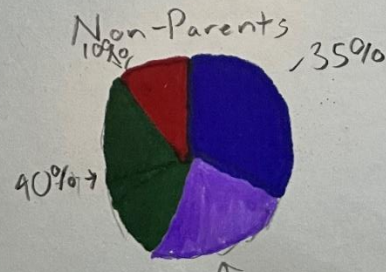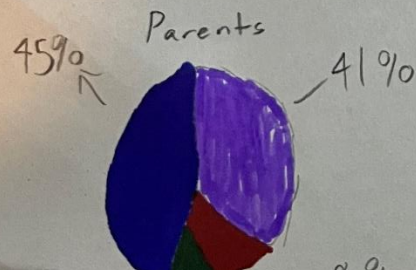
Adults Vs Teens
Video Game Edition

Use of gaming devices, adults vs teens

Adults

Teens

Device	
75%	Desktop or Lab Computer	76%
55%	Game Console	89%
55%	Mobile Device	50%
25%	Portable gaming device	62%

Gaming devices
Parent vs Non-Parent

Parent
- ● Desktop/Laptop Computer
- — Gaming Console
- — Portable Gaming Device
- ● Mobile Device Device

Parents

45% ↖   ↙ 41%

Non-Parents

10% ↙   ↙ 35%

40% ↗

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	Good	Fair	Needs Improvement
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. [15 pts]	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. [10 – 14 pts]	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. [5 – 9 pts]	Little to no evidence of the understanding of the data visualization process. Lackluster makeover or no makeover. Little effort. [0 – 4 pts]
Sketch included: hand drawn, data vis best practices evident. [5 pts]	Sketch included: hand drawn, lacking data vis best practices. [3 pts]	Sketch included, but was generated by computer [2 pts]	No sketch included. [0 pts]
More advanced chart types used [5 pts]	More advanced chart types used, followed most best practices [3 pts]	Basic chat types used in the makeover [2 pts]	Little to no improvement in visual representation of the data [0 pts]