

Data Processing: Design 2

Problem 1

Who is the intended audience?

New York Times readers and movie fans.

What tasks does the visualization enable?

Clicking on a movie shows a short summary, and includes a link to an overview by the New York Times.

What data is represented in this visualization? Be specific.

The visualization shows the performance of movies at the box office. This includes the weekly box office, the longevity and the total domestic gross of each movie.

How is each data type visually encoded?

The height of each “mountain” shows the weekly box office revenue of the movie. The width shows the longevity of the movie. The area and the color of the shape correspond to the film’s total domestic gross, through Feb. 21.

How do the visual elements and user interactions support the tasks?

The “mountains” grow up, as well as down, in order to be able to show more data as it does not allow negative numbers. The colors clearly give an indication of the total domestic gross of a movie. There is also the option to search a specific movie.

Why do you like / dislike this visualization?

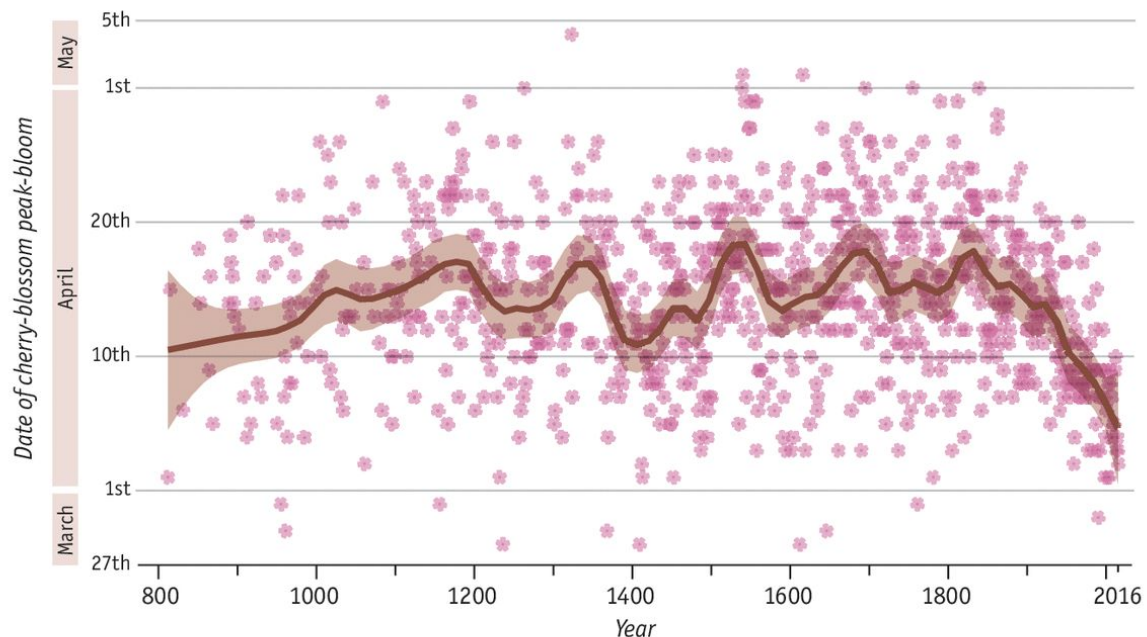
We think the image is unclear because there is a lot going on in it. It doesn’t give you the opportunity to get information on the topic at one glance, which is an aspect we think belongs to a good data visualization. Also, it doesn’t allow you to see the actual numbers by clicking on the “mountains”

Problem 2

Cherry bomb

Date of cherry-blossom peak-bloom in Kyoto, Japan, 800AD - 2016

Trend Confidence interval



Source: Yasuyuki Aono, Osaka Prefecture University
Economist.com

<https://www.economist.com/blogs/graphicdetail/2017/04/daily-chart-4>

Consider Bertin's characterization of visual variables (position, size, shape, value, color, orientation, and texture). Pick 2 of Bertin's visual variables, and discuss them in relation to your visualization.

1. **Color:** The colors in this visualization are in line with the subject of it. The graph shows the dates of cherry-blossom peak-bloom in Kyoto from 800AD - 2016. The color of these trees is the same pink color of most of the graph. This makes the graph an eye-catcher and pleasant to look at. Also, there are not too many different colors and the colors are peaceful, which makes the graph also pleasant to look at. The colors also become darker if there are more data points in that area and this is done so that you can easily see where the bunched data points are located, which could possibly be very helpful.
2. **Shapes:** The data points are also shaped like little cherry blossoms, which is again in line with the subject that the graph provides information about. Also there is just one shape for all data points which makes it again a peaceful image to look at. If there are a lot of shapes in a graph that all represent another piece of information, the graph can easily become too confusing.

Ask yourself what the designer is trying to convey and think of three to four possible tasks this visualization should help you with. Does the visualization achieve any of your tasks? (To view an example, see Albert Cairo, pages 26-28.)

The designer is trying to show when the cherry blossom trees are blooming at its peak for each year since 800AD until 2016. There is also an error margin, as the cherry blossoms

bloom for more than just one day, and the older data is not as specific as the most recent data, which is shown from the larger confidence interval area at the start of the graph when compared to the end of the graph. What the graph also shows is that the dates have moved up compared to the past. Nowadays, the cherry blossom peak-bloom dates are occurring earlier each time.