

Elements of Visualization Design

Activity Guide

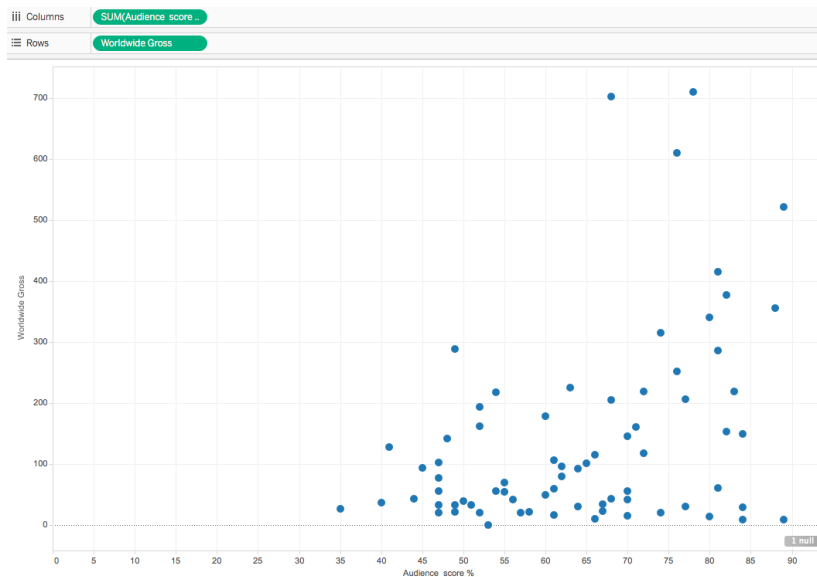
With your group, discuss problems with the following charts and ways to better design them to tell a story. List problems and potential solutions or create a new chart on a whiteboard that demonstrates better design principles.

See these online at the following link:

<https://public.tableau.com/profile/al.blaine#!/vizhome/BadExamples/AudienceScorevsWorldwideGross>

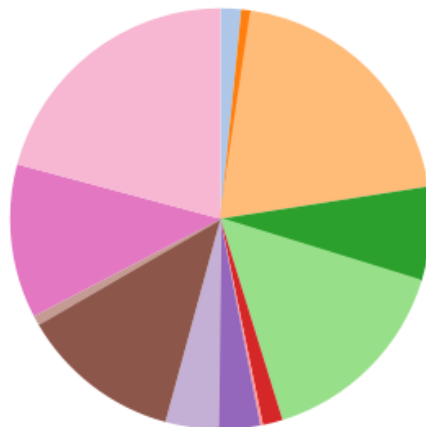
Example 1: Scatterplot

This graph shows audience score (X-axis) and Worldwide Gross revenue in millions of dollars (Y-axis). The purpose of this graph is to see if there is a correlation between box office gross revenue and a film's audience score. What would help make this visualization better?



Example 2: Pie Chart

This pie chart attempts to show how studios in terms of revenue.



to
of



chart
show
much film
compare
gross

Example 3: Bar chart

This bar chart shows worldwide gross by film and genre. Each color stripe is one film. It's too busy and needs help!

