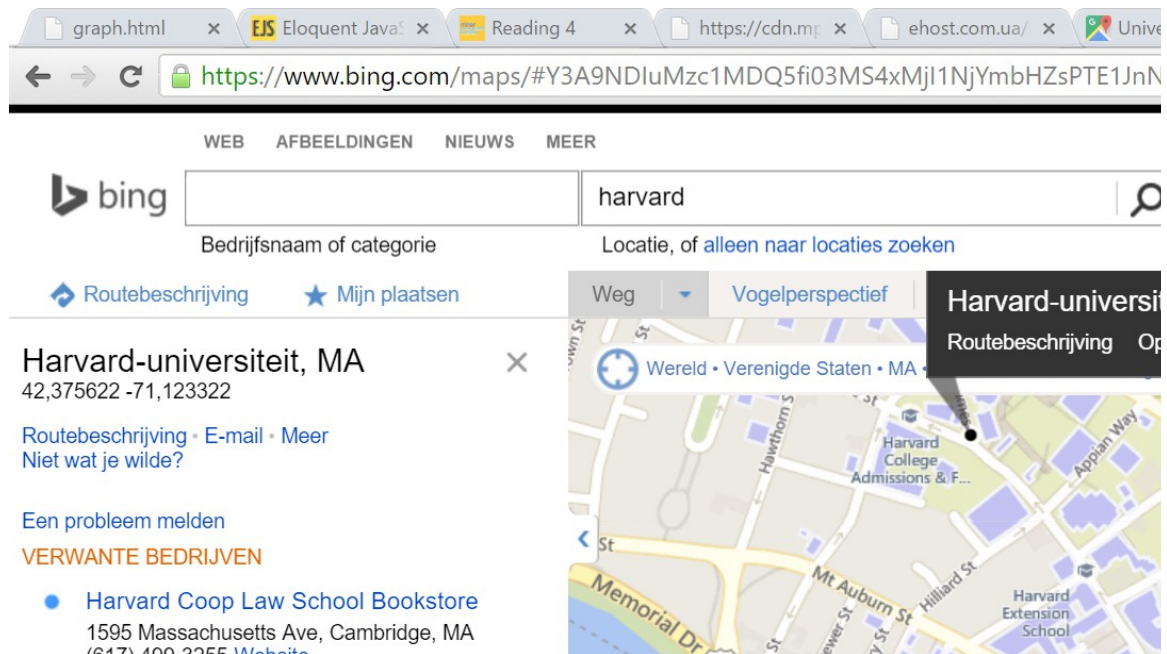
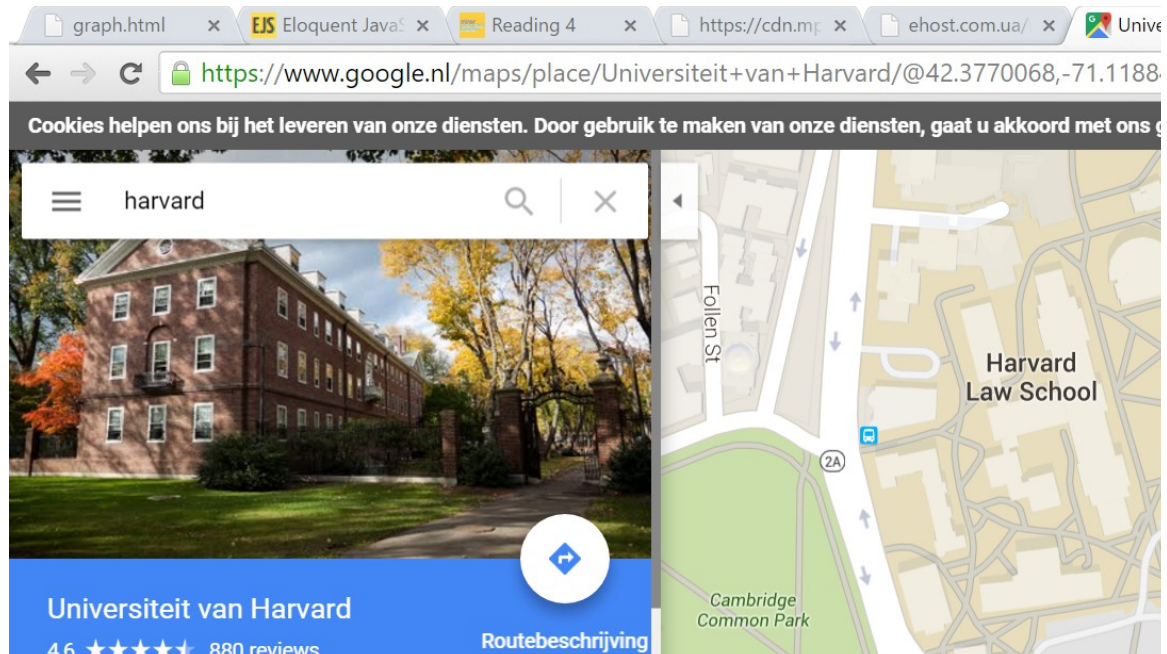


## Readings 4

Patrick Jonk, 1001336

## Maps

I've used google and bing maps.



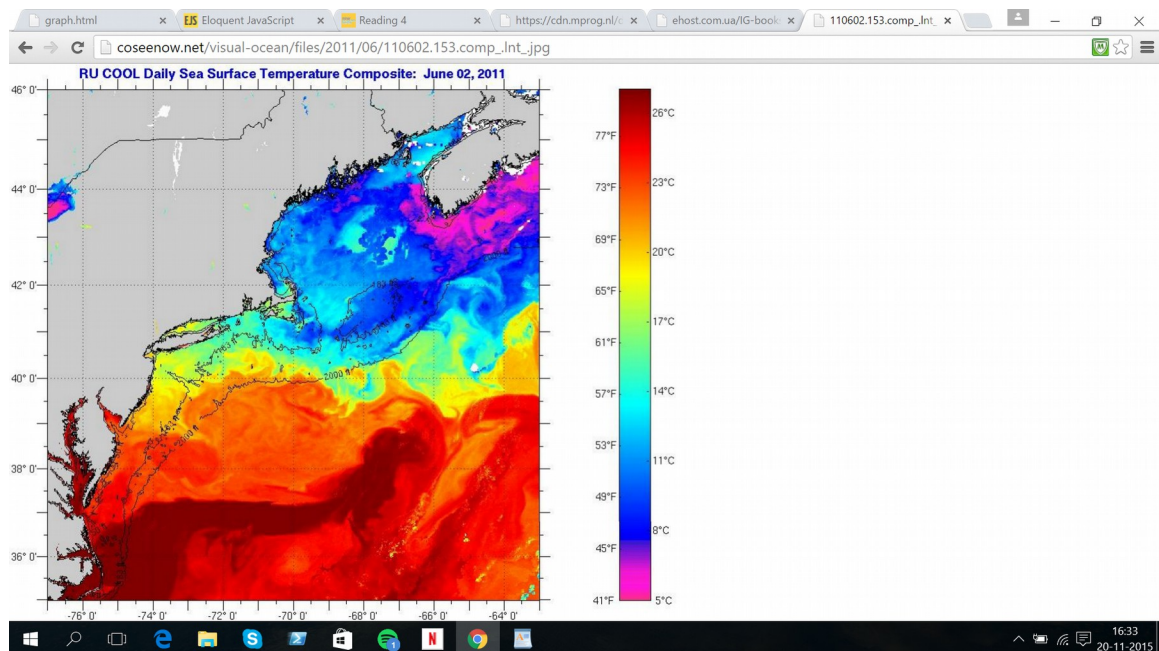
Bing allows for easier visual search for buildings. The purple used in Bing maps has a higher contrast with the background than the grey in Google Maps. Moreover, in the Bing map, when you hover over a building, all the buildings on the screen will get black contours which make them stand out even more.

The Google Maps visualize routes better. This is because the route in the Bing map is a shade of purple, just like the buildings. In Google Maps the route is given by a blue line against a greyish background of streets and buildings. This offers a better contrast.

Overall, I think the Bing map is better. The turning purple of the building you searched for is a useful feature. At first glance there are no other huge differences between the maps.

### Rainbow map

[http://coseenow.net/visual-ocean/files/2011/06/110602.153.comp\\_int.jpg](http://coseenow.net/visual-ocean/files/2011/06/110602.153.comp_int.jpg)



The objective of this graph is to show the sea surface temperature on June 02, 2011. The audience is probably mostly scientists. If the objective is reached successfully is arguable. It's easy to distinguish points of different temperature. However, the way the different colors represent cooler or warmer temperatures is not intuitive.

This week's paper proposes to abandon continuously varying data, and instead use areas or bands of one particular color. In addition, less colors should be used. For example, red - white - blue would be much clearer.