CGT 270 Data Visualization Fall 2021

Module II

Week 5

**Lab 5: Critique & Refine**

The goal of this lab is to critique and refine visualizations you created in Lab 4: Filter & Represent using your **Tableau Training Data**. In this lab you will perform a self-critique of the two visualizations you created last week and refine each of the visualizations.

**Part I**

Load each visualization to the website below, then perform your self-critique/assessment

<https://stephanieevergreen.com/rate-your-visualization/>

For each visualization you will rate all 24 checkpoints in about 5 minutes or less (per visualization). At the end, you’ll see your visual’s total score, along with a list of the checkpoints where you rocked it and places where you could improve. **Save your scores for each visualization (Print to PDF) and upload it with your assignment.**

By the end of Part I you should be able to

|  |  |
| --- | --- |
| Remember | *Recall* [visualization principles](https://data.ucop.edu/support-training/tableau-files/goodenoughtogreat.pdf). |
| Understand | *Discuss* [data visualization best practices.](https://www.dataplusscience.com/files/visual-analysis-guidebook.pdf) |
| Apply | *Examine* visualization solution(s) for insight. |
| Evaluate | *Assess* data visualization products for impact & effectiveness of visualization(s). |
| Analysis | *Distinguish*between the question being asked and the visual solution provided; does the visualization address/answer the question(s) . |
| Create | *Propose* and make recommendations for improvement. |

**Part II**

You will need the Andy Kirk Book.

By the end of Part II, you should be able to:

|  |  |
| --- | --- |
| Remember | *Describe* what happens in the **refine** stage. |
| Understand | **Describe** what stages are impacted by the **refine** stage and how. |
| Apply | **Implement** some method(s) or technique(s) to make the visualization better. |
| Evaluate | **Evaluate** the advantages and disadvantages of the changes made. |
| Analysis | **Explain** the rationale for the features that were refined. |
| Create | **Generate, produce and/or**improve the visualization. [Tips to improve your data visualization design.](https://www.columnfivemedia.com/25-tips-to-upgrade-your-data-visualization-design/) | |

The Andy Kirk Book (Data Visualization Handbook for Data Driven Design) contains a gallery of visualization chart types (CHRTS) located in Chapter 6: Data Representation). Each chart type in the gallery includes: representation description, an example, how to read it and what to look for, presentation tips and variations and alternative chart types.

Locate the chart type you chose to represent your data as part of the Filter & Represent Lab (Week 4) in in the gallery of visualization chart types. For each of the visualizations you created in the Filter & Represent Lab (Week 4) locate the variations and alternatives section on the gallery page and choose one of the variations and/or alternative chart type to represent the refined version of your visualization.

For example, if you created a bar chart, find out what variations and alternative chart types are recommended. Using the same data, you used in the Filter and Represent lab, create a new visualization using one of the variation or alternative chart types.

You must use data visualization best practices (see **Data Visualization Check list**).

Perform a self-assessment of the newly created visualizations (see Part I).

**WHAT TO TURN IN**

Part I: Critique

1. Self-assessment of the two visualizations you created in the Filter & Represent Lab (Week 4); saved in PDF format
   1. LastnameFirstInitial\_Fig1SelfAssessmentScore.pdf
   2. LastnameFirstInitial\_Fig2SelfAssessmentScore.pdf

Part II: Refine

Make sure you use data visualization best practices (See Data Visualization Check list).

**Figure 1**

Original Chart type: Stacked Bar Graphs

Refined Chart type: Horizontal Bar Graph

How to read it and what to look for (Refined Chart type): My Refined Chart type would be considered as a Bar Chart. To read this chart, you have to look at the longest bar, this will tell you which athlete got paid the most. After locating the longest bar, you can look at the x-axis to see exactly how much they made. To find out the name of the athlete who got paid the most you must look at the y-axis.

Figure Caption: This visualization is made to display which athletes made the most in the year 2014, by playing their respectable sports. This data set took all the athletes globally into account.

Export the refined visualization as an image, save as LastnameFirstInitial\_Fig1Refined.jpg

**Figure 2**

Original Chart type: Side0by-Side Bar Graphs

Refined Chart type: Horizontal Bar Graph

How to read it and what to look for (Refined Chart type):

Figure Caption: This visualization is made to display which athletes made the most from outside endorsements. This dataset also looked at all the top athletes globally. To read this graph, you have to look at the longest bar, this will tell you which athlete got paid the most in endorsements. After locating the longest bar, you can look at the x-axis to see exactly how much they made. To find out the name of the athlete who got paid the most you must look at the y-axis.

Export the refined visualization as an image, save as LastnameFirstInitial\_Fig2Refined.jpg

**(PNG files WILL NOT be graded)**

***(add an additional page if needed)***