1. Visual Hierarchy
- Figure/Ground: The visualization should clearly differentiate between the main data points (figure) and the background elements (ground). If the background elements are too prominent, they may distract from the main data.
- Shape, Colour, Large, Bold: The use of color and size should guide the viewer's attention to the most important data points. Ensure that key data is emphasized through larger sizes, bold fonts, or contrasting colors.
- Emphasize/De-emphasize: The visualization should emphasize critical data and de-emphasize less important details. This might involve using subdued colors for secondary information and brighter, more saturated colors for primary data points.

2. Layout
- Visual Centre: The most crucial part of the data visualization should be near the visual center, where the eye naturally falls.
- Sight Line: The arrangement of elements should guide the viewer's eyes in a logical path through the data. Ensure that sight lines are clear and lead the viewer from one part of the visualization to the next without confusion.
- Symmetry & Balance: The visualization should feel balanced, without one side feeling heavier or more cluttered than the other. Symmetry can contribute to a feeling of harmony and order in the presentation.

3. Typography
- Typefaces & Fonts:
  - Size: Ensure that text is legible and appropriately sized for its importance. Larger fonts should be used for headlines or critical data points.
  - Weight (Bold): Use bold text to highlight key information, but avoid overusing bold as it can lose its impact.
  - Style & Case: Consistent use of upper/lowercase is important for readability and should match the tone of the visualization.
  - Use Color to Link Attributes: Different colors should be used consistently to link related data points or categories.
- Hierarchy: Ensure that text hierarchy is clear, with more important information given prominence through size, weight, or color.
- Character Count: Consider whether text fits well within the allocated space, ideally keeping to about 10-12 words or 60 characters per line for readability.
- Annotation: Ensure that any annotations (e.g., explanations or labels) are clear and enhance understanding. For example, if a line graph looks too bare, consider adding more context or data points.

If you would like a detailed assessment of specific elements in your data visualization based on these criteria, I can review the visualization further.

Critiqued by: Foo Kai Yan

Visual Hierarchy: The background color is too prominent (high data-ink ratio) so it distracts the user from the prominent or primary data displayed. The title is in all capital letters and bolded as well as have the same text size as the other graphs title so there is barely any hierarchy. The color red and green is used so it's not really color blind friendly and hence another color hue should be used to correct this disadvantage. The female and male isotype is not equal in size and since the isotype already represents it as a male and female so the bolded color line using pink and blue is irrelevant but if it’s really needed maybe don’t put too thick of the lines.

Layout: The diagram does not have an obvious straight sight line hence its not really symmetry and balanced. The most important aspect of the data should be positioned near the visual center of the layout, which is where the viewer’s eyes naturally gravitate but I dont see anything in the middle as the important data.

Typography: Typography is lacking. San serif is used for all the text in the diagram which makes it standard and tidy but consider using serif as the title to allow hierarchy. No typography text is present in the diagram other than the ones present in the visualization so no bold or italics word is used. All text is in white as the background is black in color.