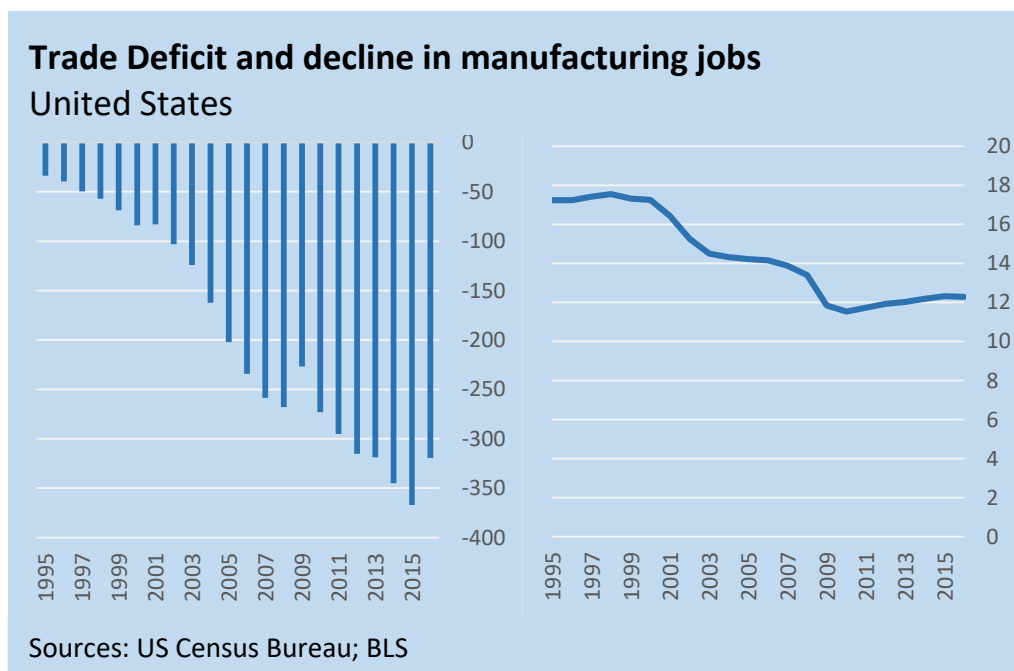# Assignment 2: Visualization Critique

From week 1 assignment I had chosen below visualization as bad visualization and explained what the issues with below visualization were



As part of the week 2 assignment I have redrawn this visualization and have to overcome whatever issues that had been identified. Below is modified version of the above visualization
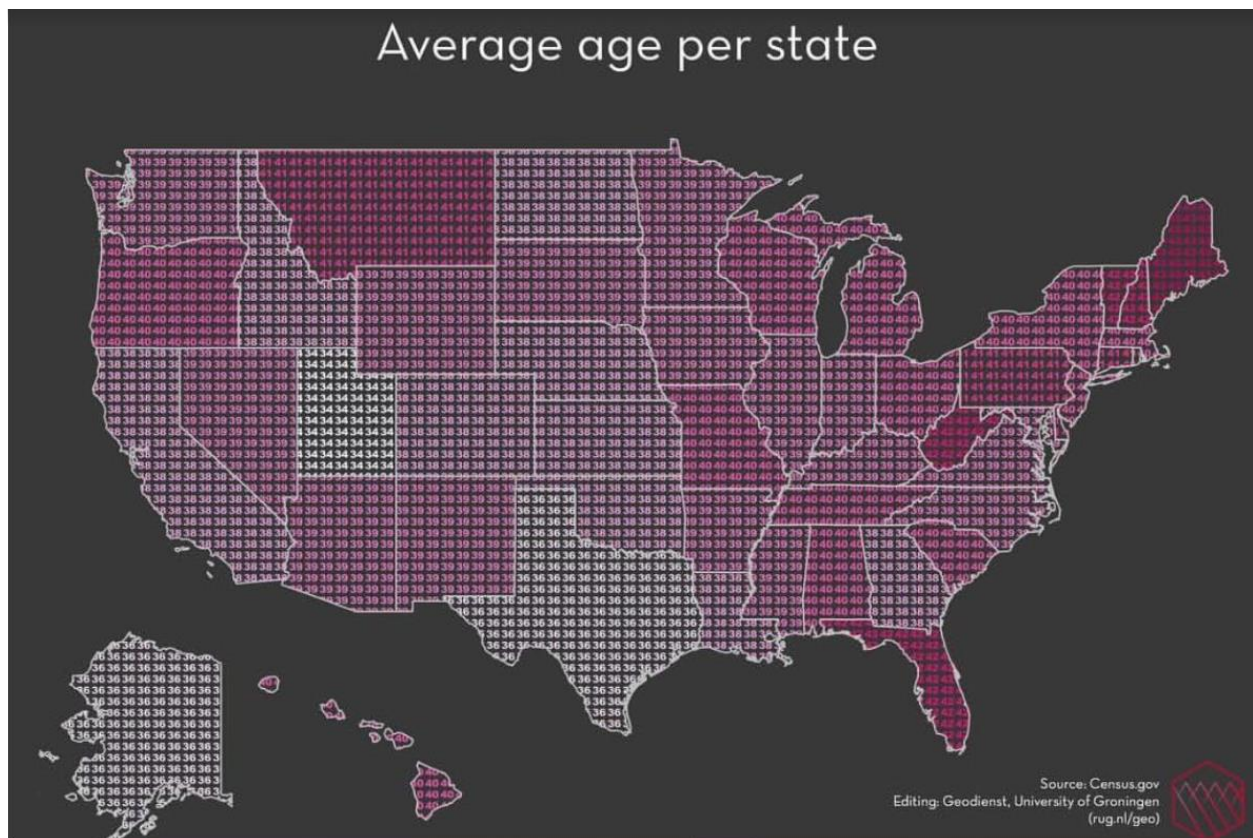


## Issues with the above bad visualization

- There are 2 data series that are getting plotted over here and one is negative (trade deficit) and the other is positive (Manufacturing Jobs), which does not seem to be readily visible to the user unless you deep dive into the chart and observe.

- The chart does not simplistically convey the intended message and it confuses the audience with 2 scales.
- The two data series don't share a common baseline. The baseline of the trade deficit is at the top of the chart (highlighted by a red line drawn across half of the chart body). The baseline of the right scale is at the bottom. This can be misleading to the audience and confusing as well.
- The title mentions Free markets and Free Workers, which does not seem to be making sense, it could have just mentioned that Trade Deficit and decline in manufacturing jobs.
- There is nothing aesthetically pleasing in the chart or anything significantly different which catches audience attention.
- Instead of combining the 2 series they could have been shown separately in 2 charts side by side, this way it would had been simple easy to understand and would have had conveyed the intended message.

## Another bad example

It shows the average person age per state, the intended message to convey is very simple.



- It's confusing to see the metric associated with each state.

- Comparing states with an equal average age is very troubling due to the closeness of colors which can mislead the user.
- Even though aesthetically pleasing but does not highlight the story behind the visualization precisely.
- The audience might get lost in the visualization, instead of showing repeated numbers within the state, only a single number with decent font size should be shown.