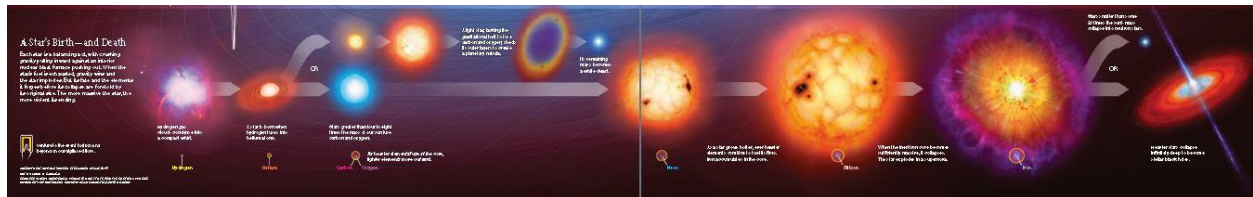


## Good and Bad Visualizations

### Good Visualization Example

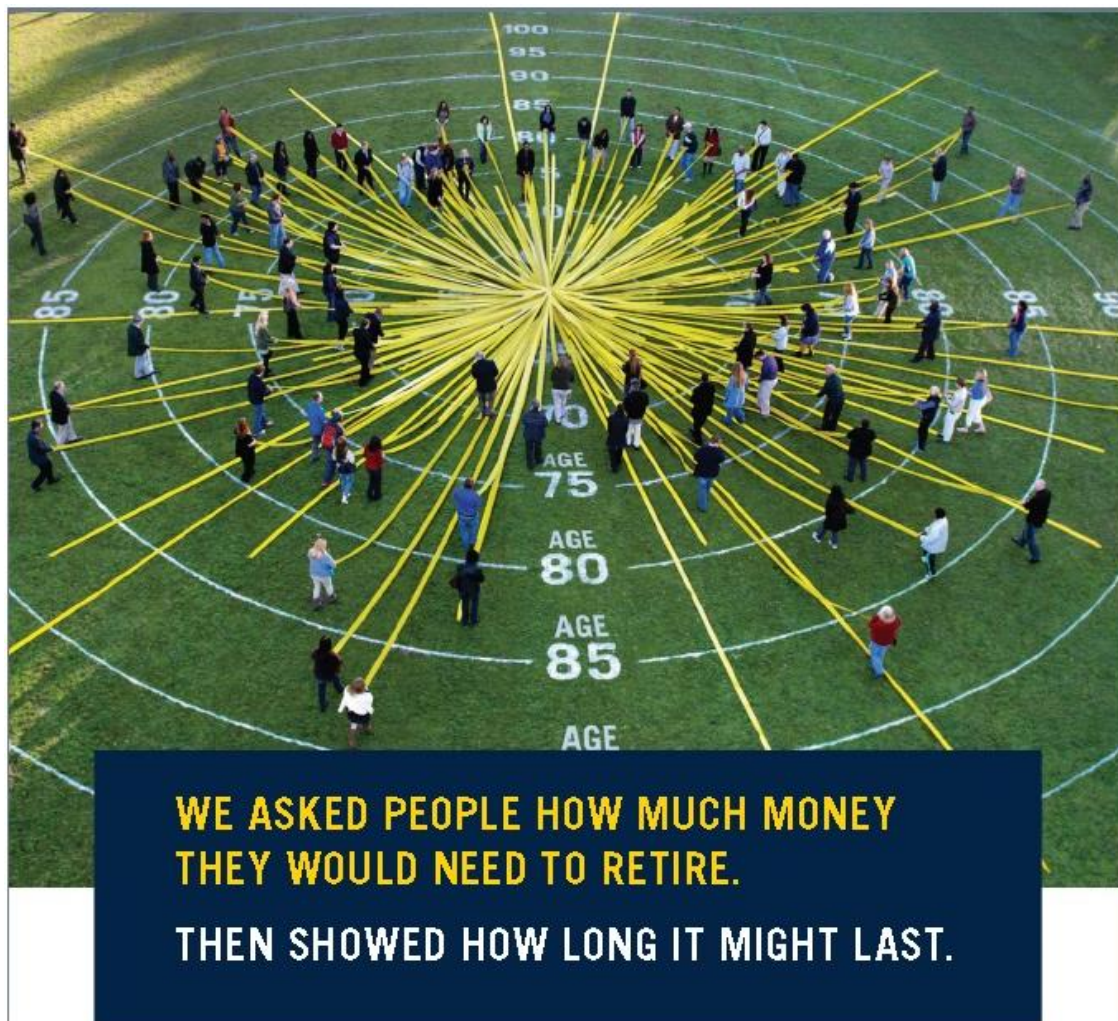


I really like this visualization because it very accurately (in terms of star temperature, color, size, progression, and nuclei element) portrays the progression of a star from its birth to its death, across all its major stages. The intended audience here is supposed to be people who know bare minimum about the temperature, and the different colors it exhibits in mass depending on its value. (Red being the coolest, blue (leading to black) being the hottest). The best thing about this is that the various constituents of this visualization (aside from the text, logo and arrows – which are also valuable and remove almost all ambiguity) are near identical depiction of how the star actually looks, while at the same time conveying to the audience the various phases of the star's life.

Though the usage of ink is high, I think it is justified as it enables very high rate of information transfer to the intended audience, and also manages to attract the audience because of its visual appeal/ beauty.

Source: National Geographic USA, March 2014 – page 98, 99.

Bad Visualization Example



This visualization is intended for the general public (mainly adults).

Though the visualization attempted here is interesting (it's from Prudential J), there is a significant lie factor involved here. The "graph" displayed here is circular in nature, with concentric circles indicating the various values of the "Age" parameter. The problem with this is that for any two concentric spaces with the same number of people or "data points", the density of these data points would be different as the one closer to the center would appear denser because of comparatively lesser area available to depict the data points, thereby misleading the audience a bit. For the same reason, the yellow stripes (the length of which indicates the amount of money) also misrepresent the actual meaning.

Source: National Geographic USA, April 2014 – page 10