



Northwestern
University

Data Visualization Best Practices

Week 2



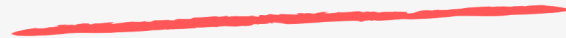
AGENDA



- Quiz
- Lecture exercise
- Assignment #1
- Assignment #2
- Final project
- Examples of data viz
- Exercise
- Demo



Quiz



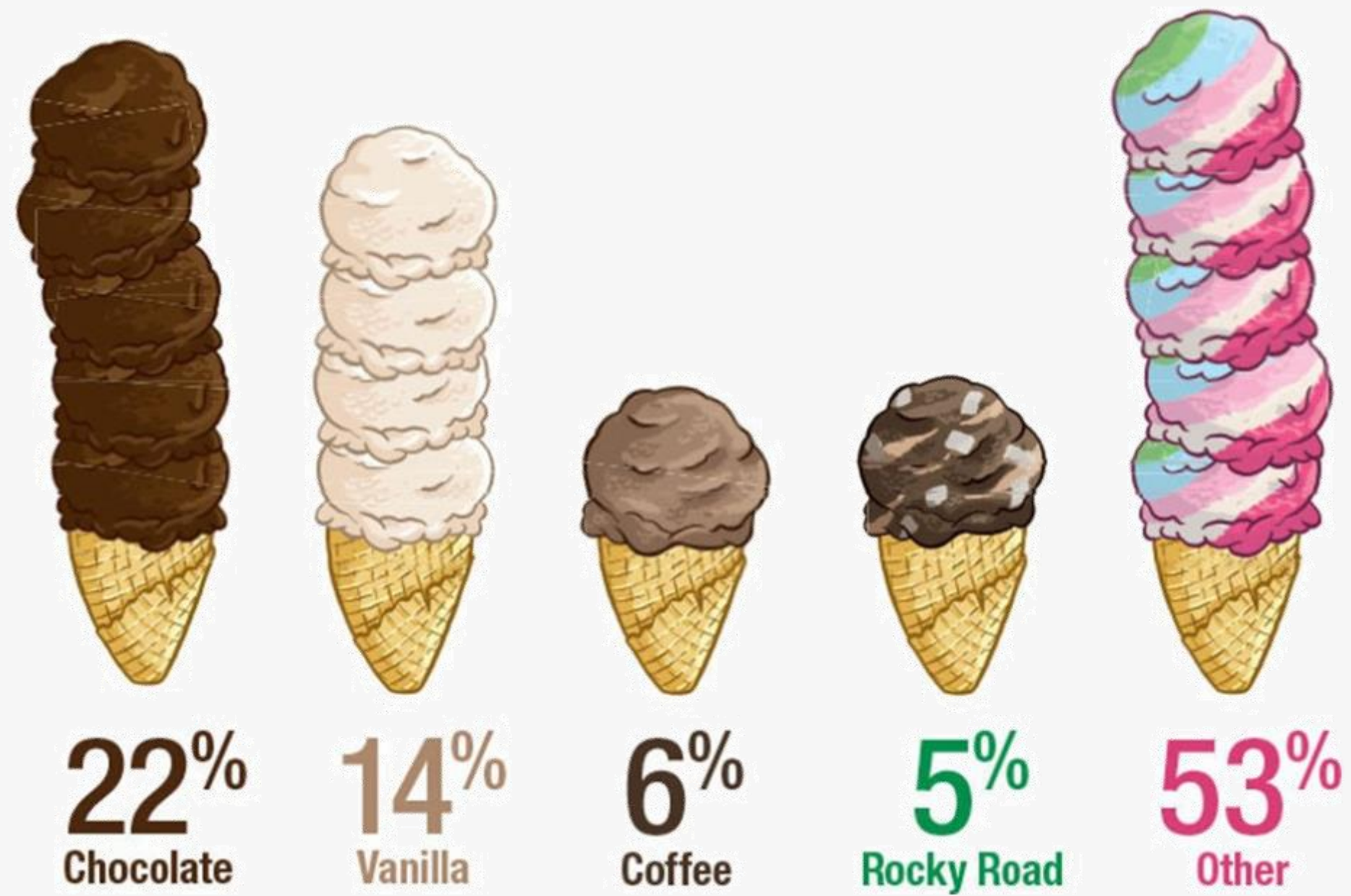


Exercise

Take a look at the ice cream chart on the next slide.

Is it accurate or misleading? Why?

Do you think there is a 'rule' in data viz that applies to this chart?



Source: Costco flyer

Assignment #1





Assignment #2



Final project

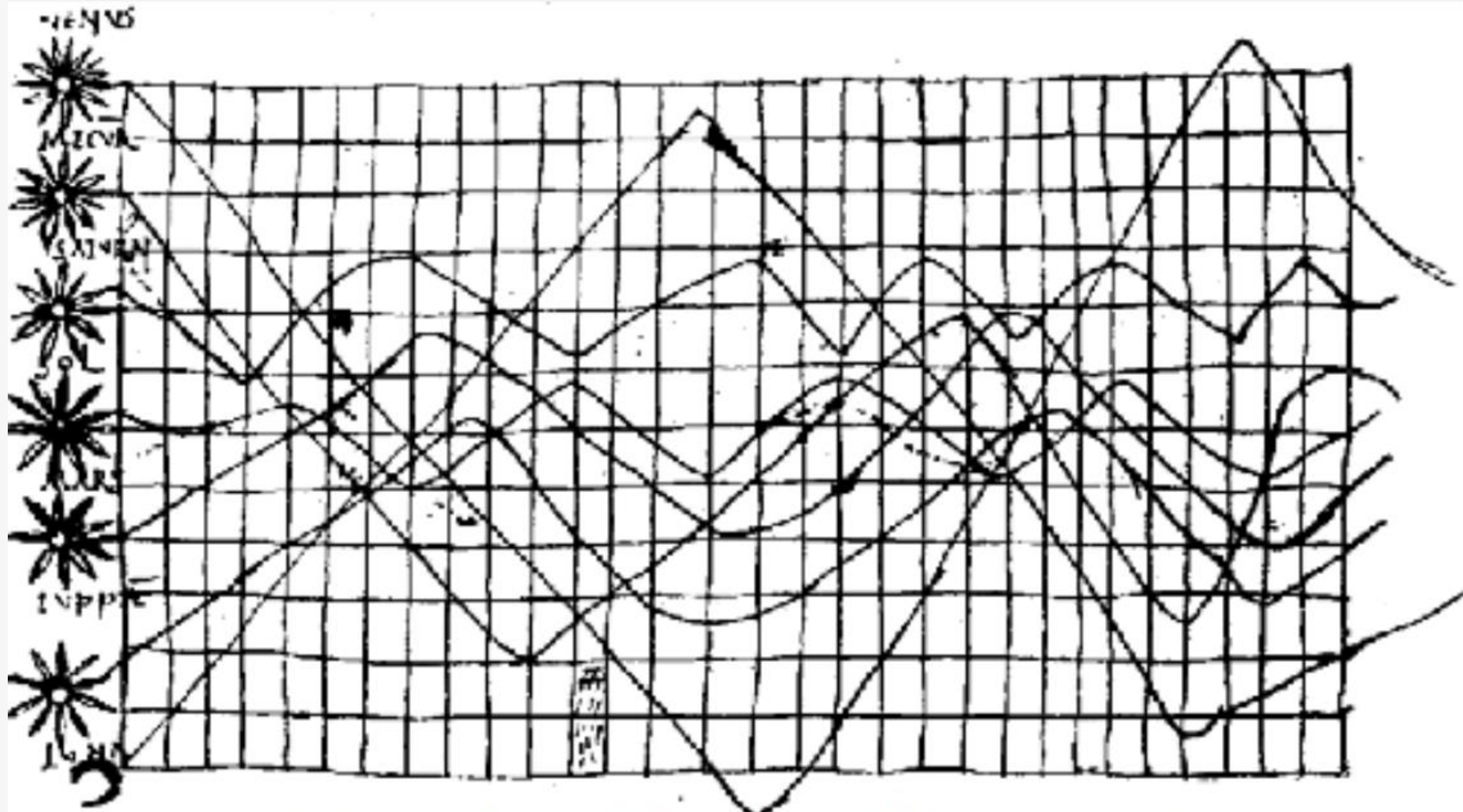


Examples of data viz

MAPS (Middle Ages)

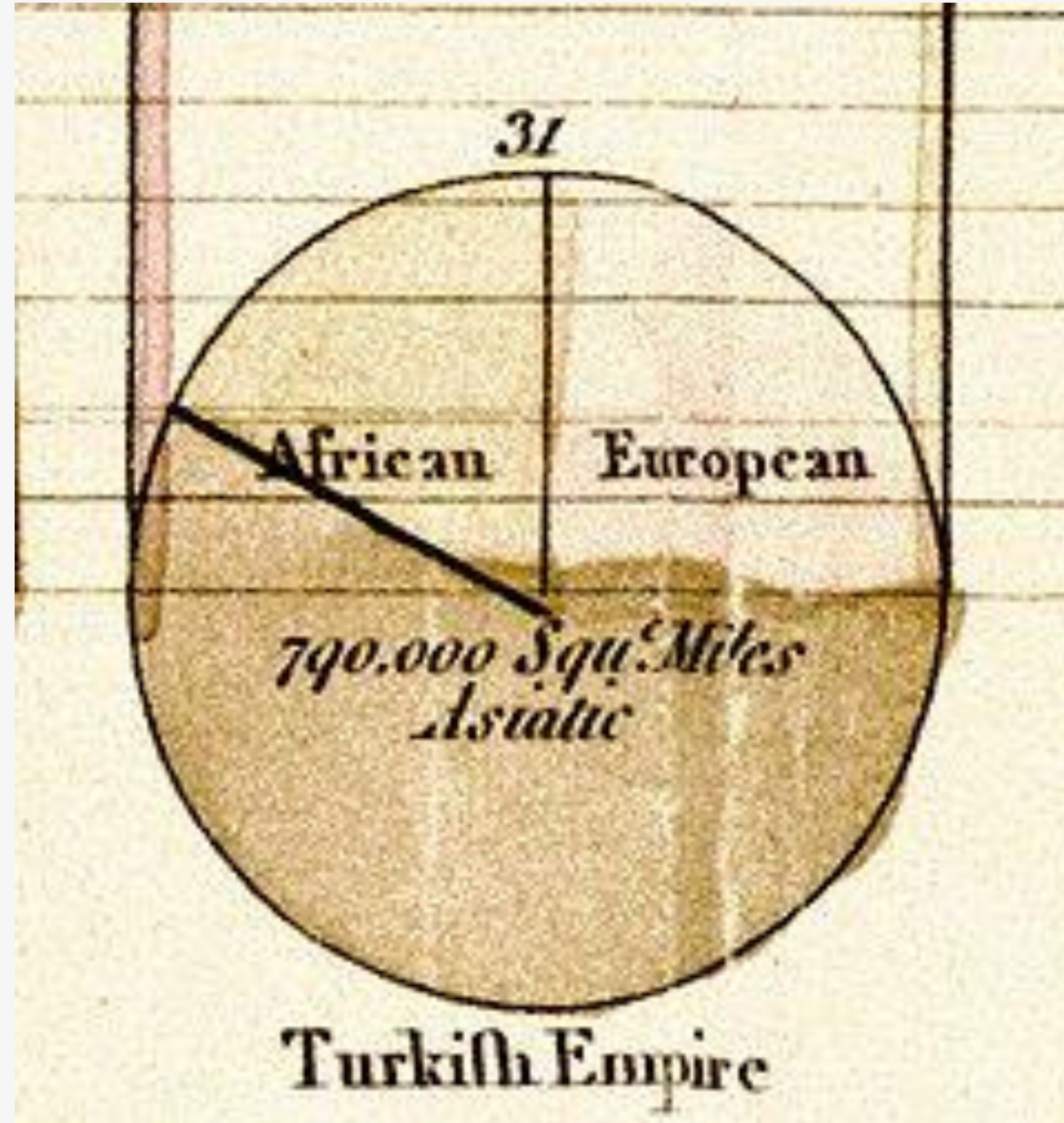


LINE GRAPH (950 AD)



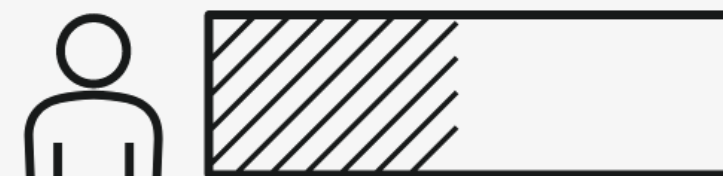
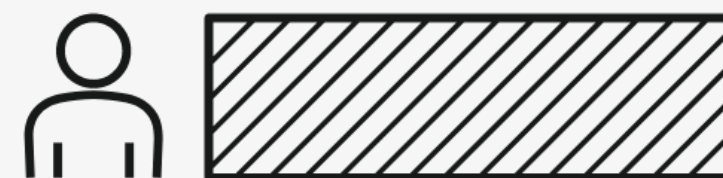
Positions of the Sun, Moon, and Planets Throughout the Year (Europe, 950 AD)

WILLIAM PLAYFAIR (1759-1823)

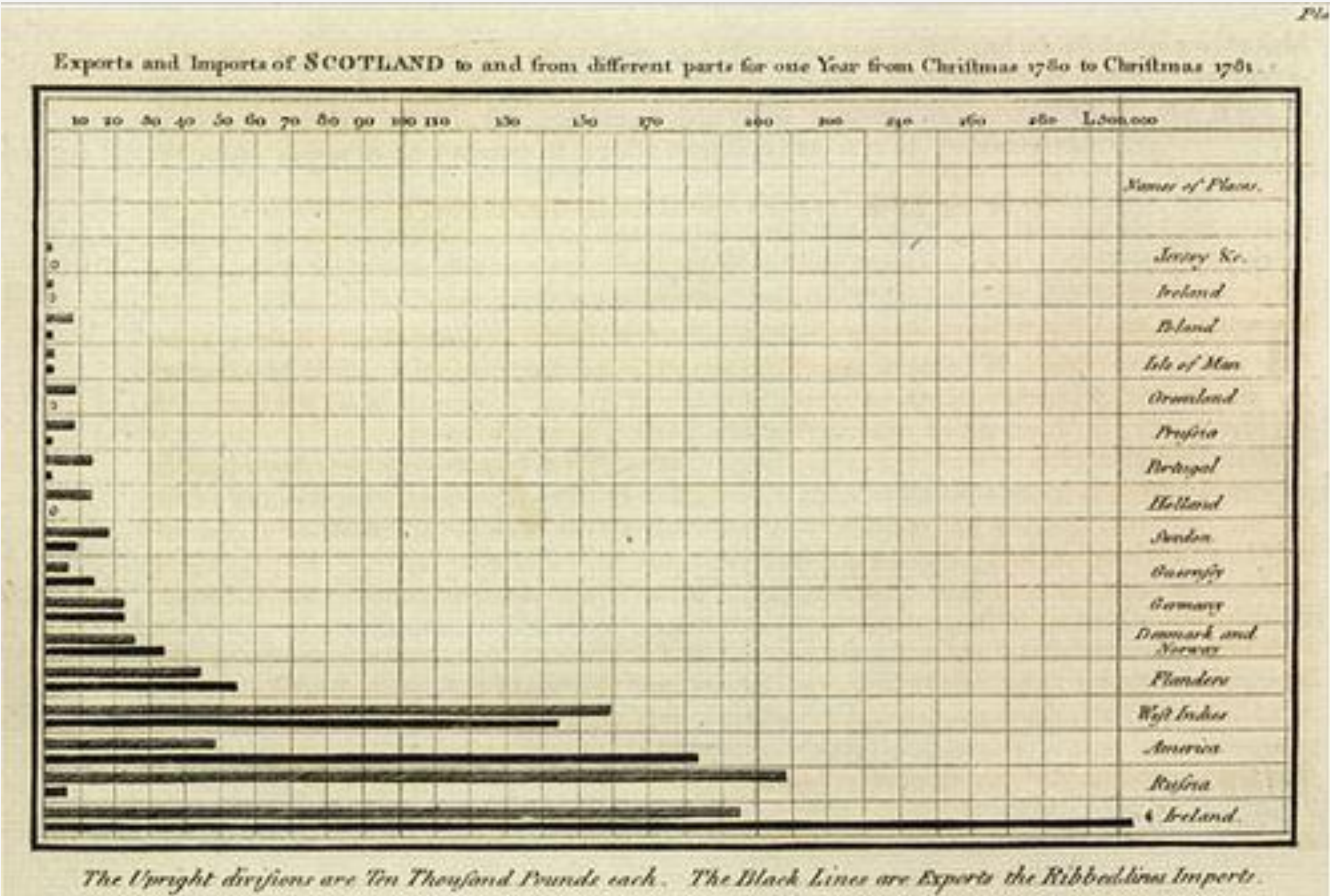


POLL

When was the bar chart invented?



WILLIAM PLAYFAIR (1759-1823)



21st CENTURY



Escher's Gallery

455 pieces of artwork by Dutch Artist [M.C. Escher \(1898-1972\)](#)

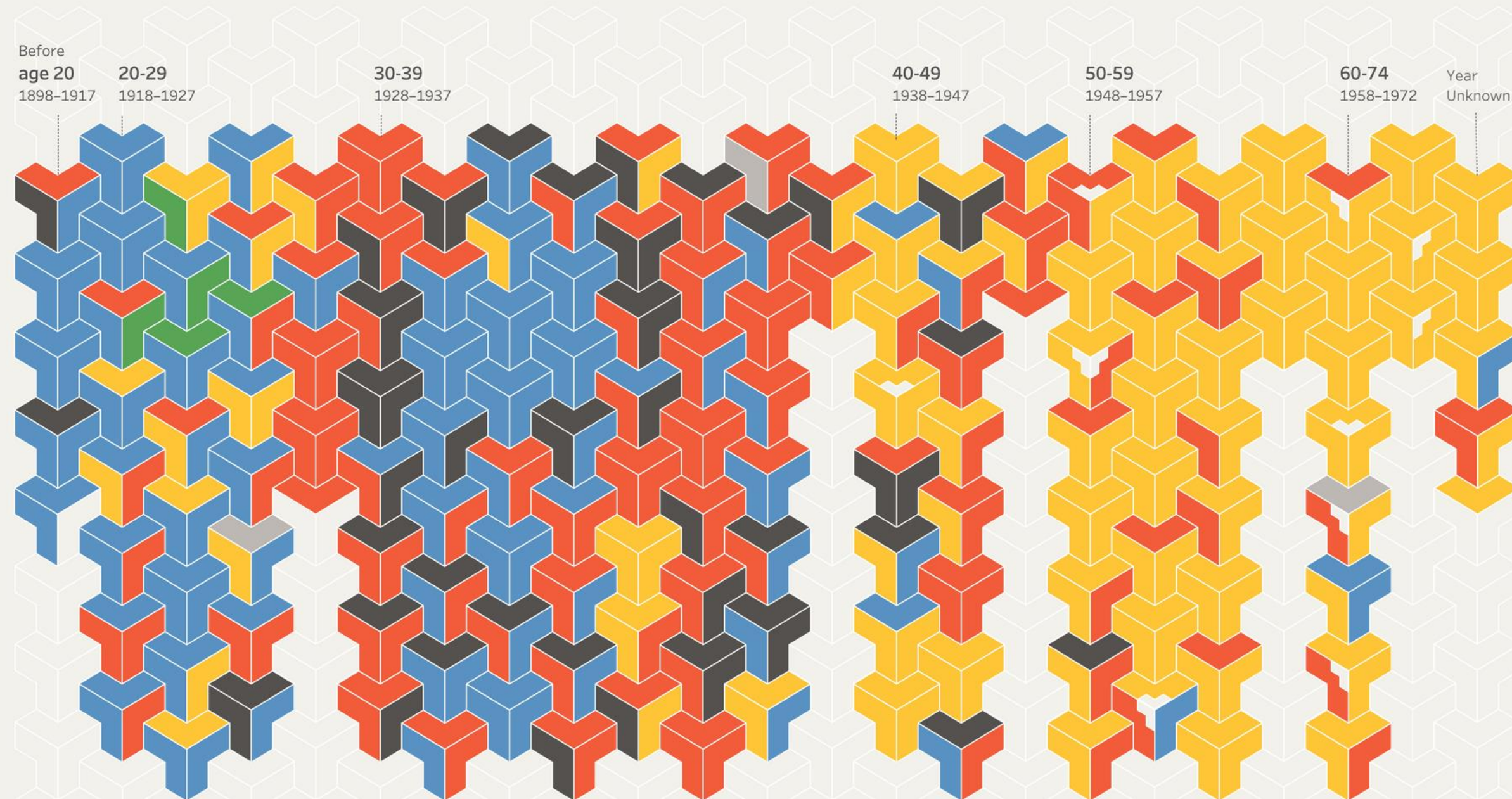
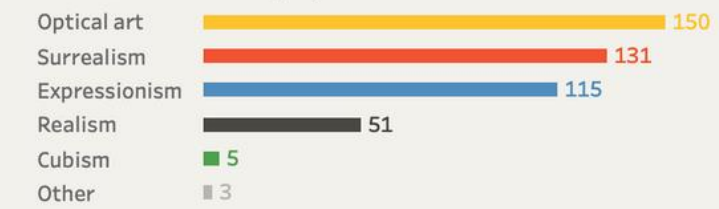


A piece of artwork



A famous piece of artwork

Number of artworks by style



Data source and images: www.wikiart.org/en/m-c-escher

Wendy Shijia | @ShijiaWendy | 24 August 2020

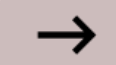


Exercise

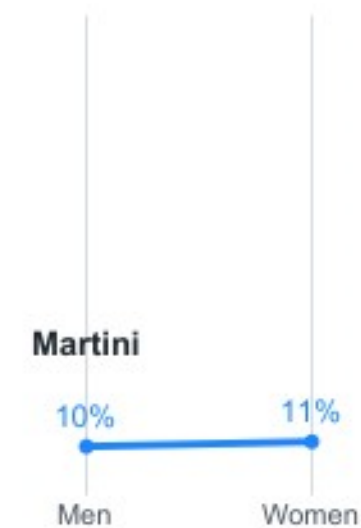
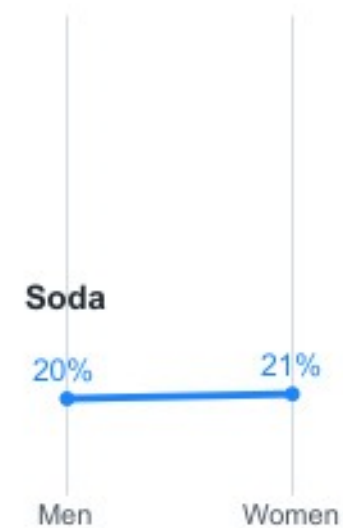
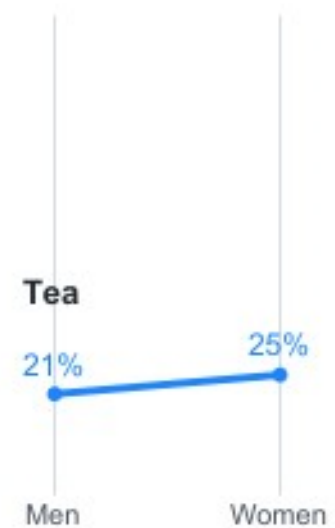
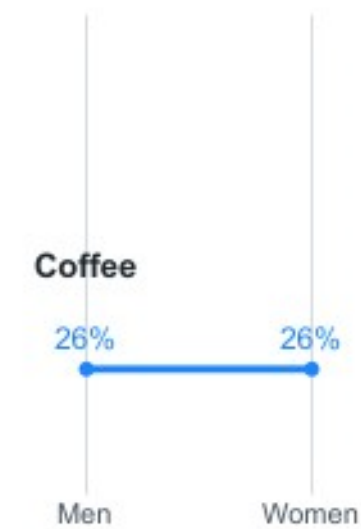
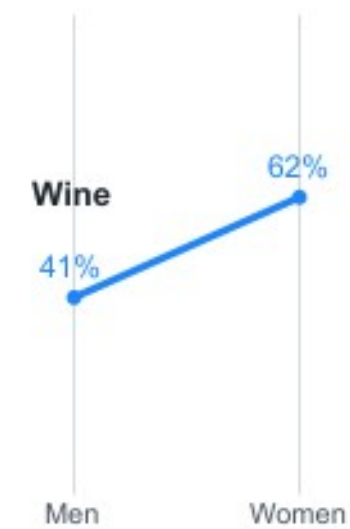
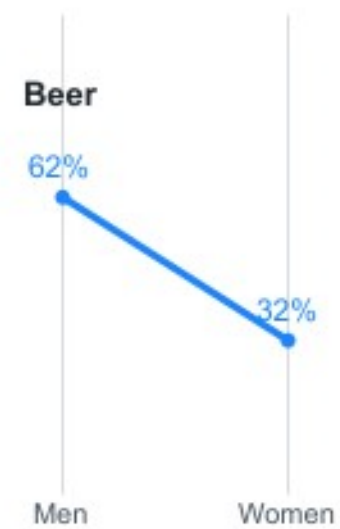


Take a look at the dashboard ‘Most Popular Drinks for Dates.’

Work in pairs of two and try to replicate this dashboard in Tableau the best you can.



MOST POPULAR **DRINKS** FOR DATES



WHAT DID
YOU LEARN?

