

Information Visualization Milestone 01

Team P3-7

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agenda



01

Visualization 1

Background, Data-Task-Idiom,
Improvements, Implementation

02

Visualization 2

Background, Data-Task-Idiom,
Improvements, Implementation

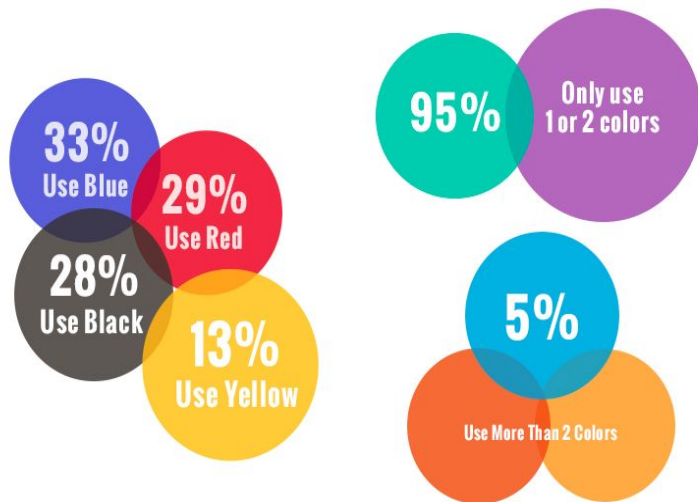
03

Next Milestone

What will graph will we focus on

COLOR TRENDS

THE MOST-USED COLORS OF THE WORLD'S TOP BRANDS



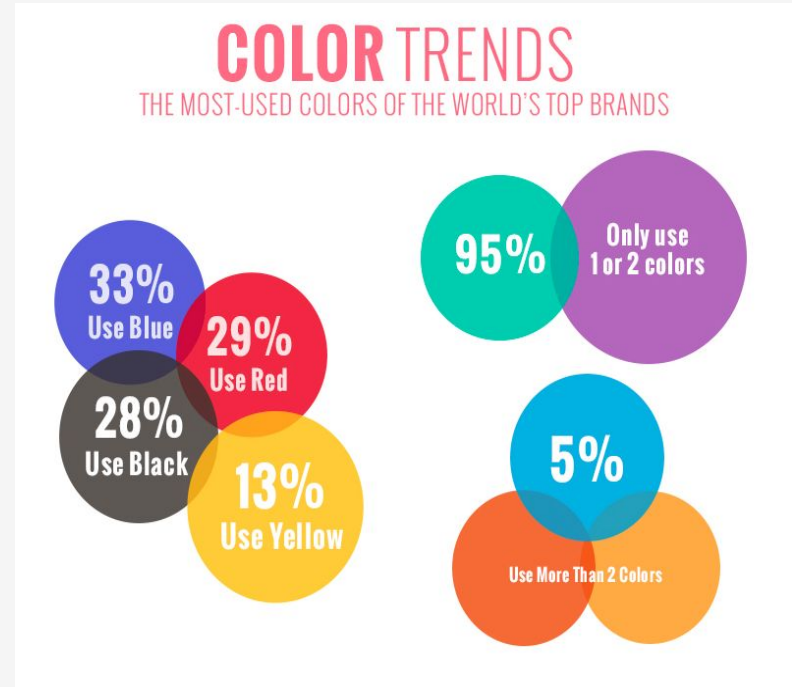
01

Visualization 01

Description, Data-Task-Idiom,
Improvements, Implementation

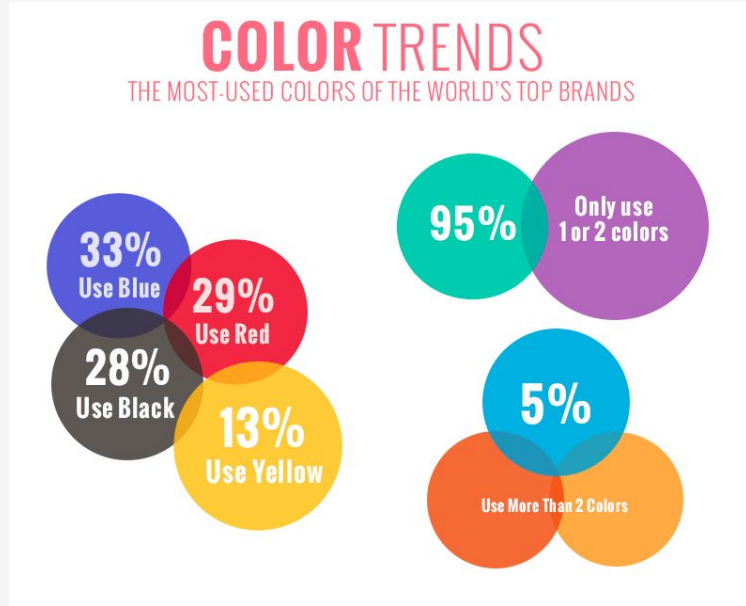
Background

This visualisation was created by an agency called Blueberry Labs and shows the most common colours used by brands.



<https://analythical.com/blog/examples-of-awful-data-visualization>

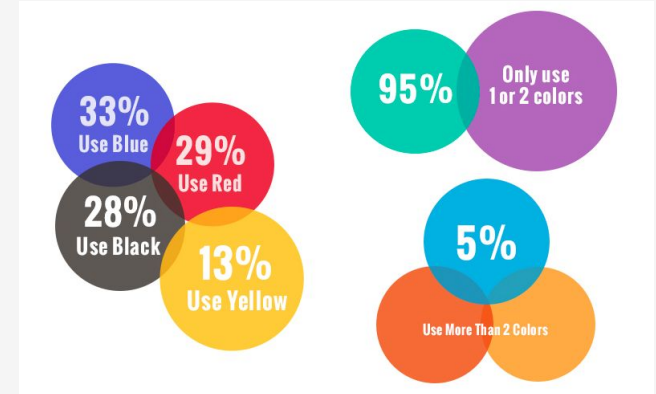
Data (What)



- 33% of the world's top brand uses **blue** color, 29% of the world's top brand uses **red** color, 28% of the world's top brand uses **black** color and 13% of the world's top brand uses **yellow** color
- In general, 95% uses only 1 or 2 colors from **blue**, **red**, **black** and **yellow**. 5% remaining uses more than 2 colors
- Values on the left != Values on the right
- Target Audience: Fashion Designers, Brand Designers

Task (Why)

- Visualisation design
 - Colour
 - Size
- The designer probably wanted to display the visualisation in a more visually appealing way, hence colours were used to represent the respective colours trends which is effective in highlighting the data to help identify the colours easily
- Different sizes of circles were used to represent each colour trend, however the size of the circle isn't relative to the value which is misleading
- Overlapping circles are misleading, shows an unintentional venn diagram

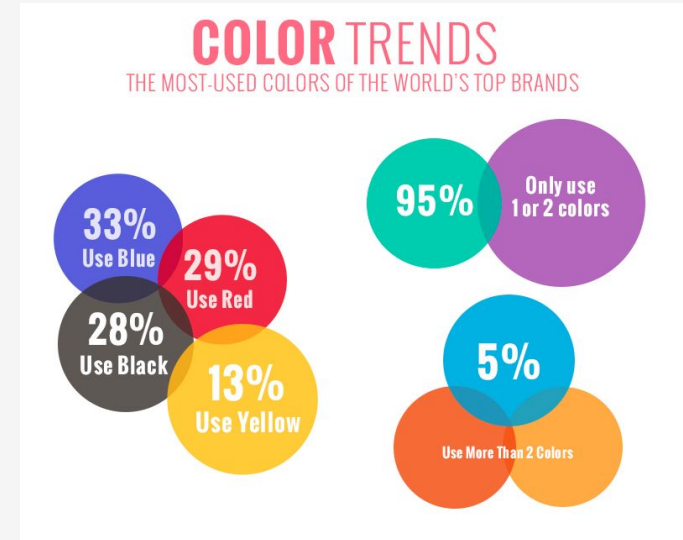


Idiom (How)

- Marks: Circles
- Link marks: Attempts to create a connection between the values and its hypothesis by overlapping one another
- Channels: Uses color channel to represent each data

It is **not expressive** as it fails to express the ranking of each individual colors.

It is **not effective** as it not clear in answering the most important question of "What is the most popular color for that year".



Improvements



Size of Circle

Size of circles should be relevant to the value

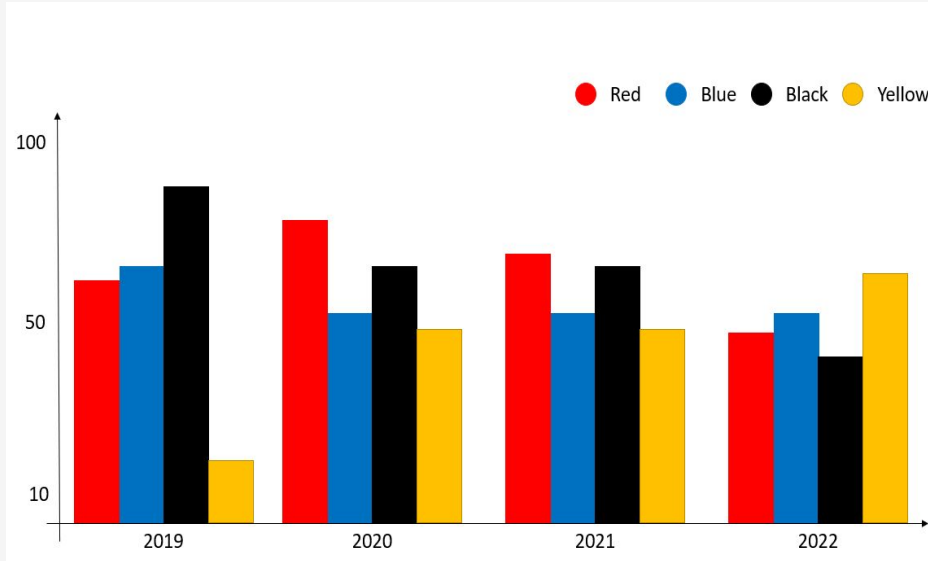
Avoid Overlapping

Avoid overlapping circles unless there is correlation

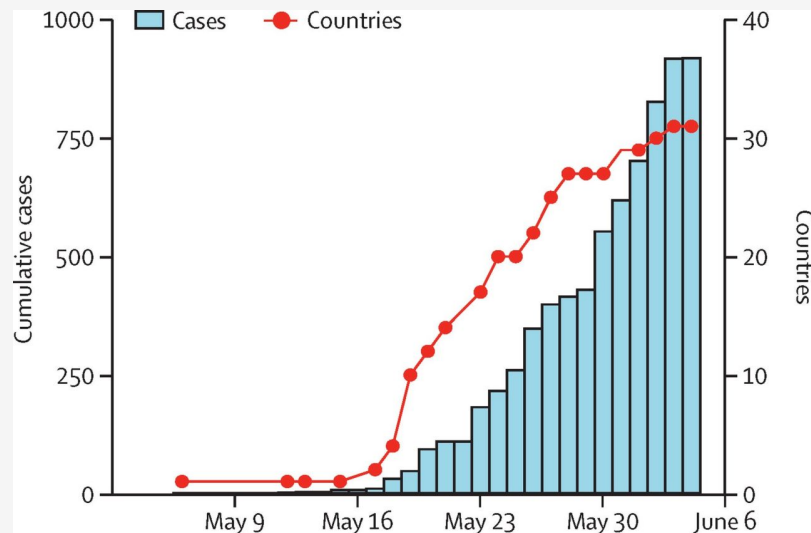
More Meaning

More meaningful when comparison of colour trends is over a specific of time

Implementation



- X-Axis: Years over a period of time
- Y-Axis: Percentage (%) or Value



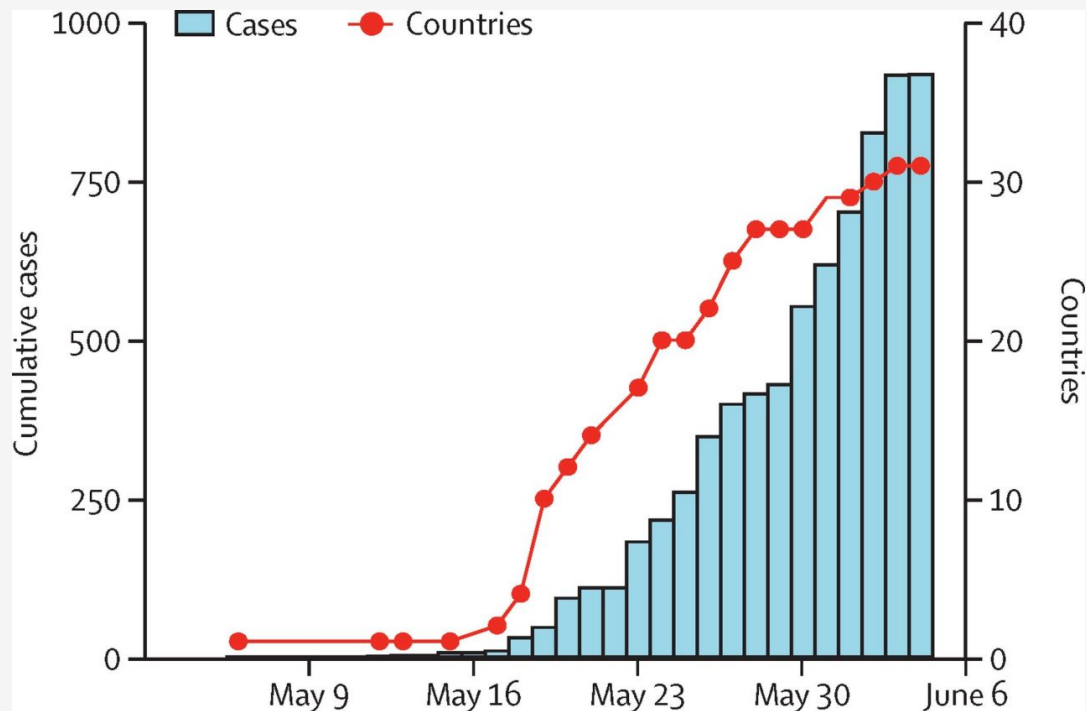
02

Visualization 02

Description, Data-Task-Idiom,
Improvements, Implementation

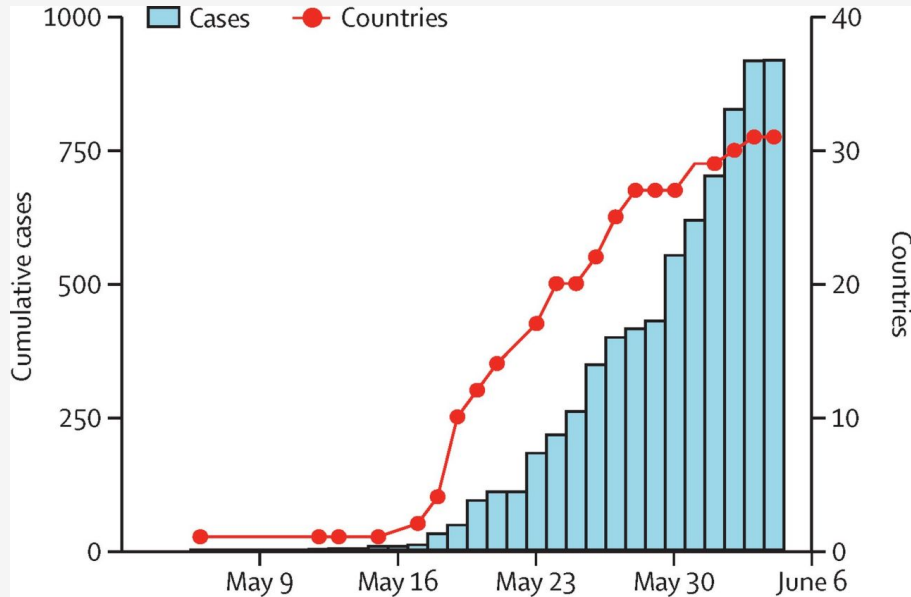
Background

This visualisation was created by the Lancet Infectious Diseases on the 2022 monkeypox outbreak.



<https://www.thelancet.com/journals/laninf/article/PIIS1473-3099%2822%2900359-0/fulltext>

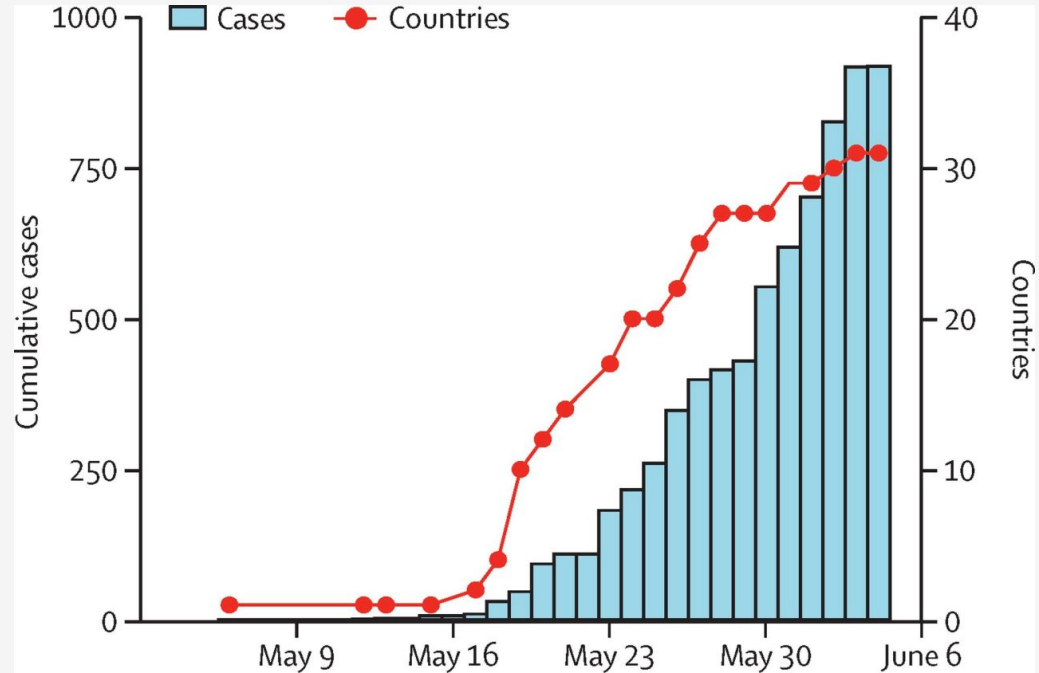
Data (What)



- A line and bar graph on the trend of Monkeypox outbreak in the world
- X-axis represent the range of dates
- Y-axis represent the number of outbreak/ countries
- Target Audience: General Public

Task (Why)

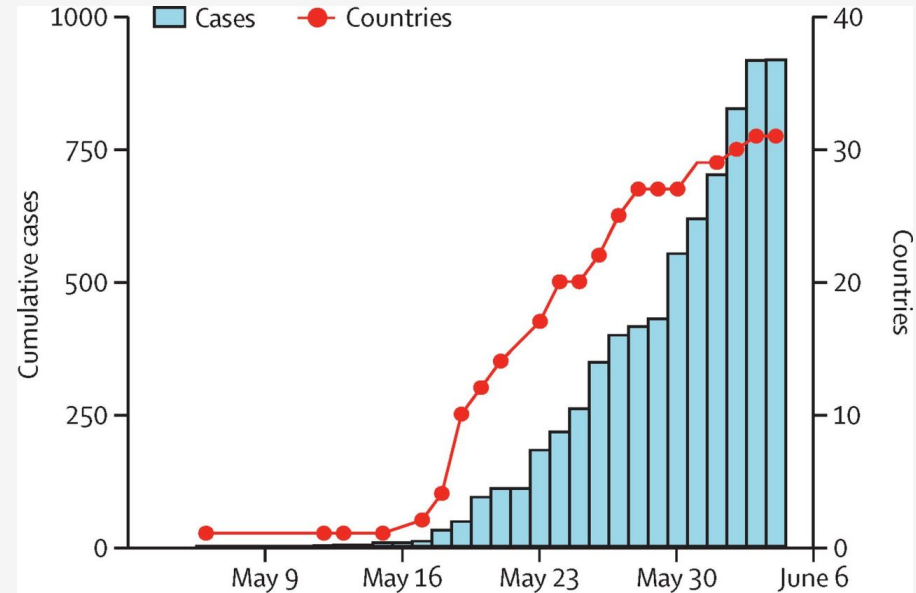
- Line graph used to visualise the number of countries which is effective in showing trend/changes over a period of time
- Bar chart represents the number of cases which is efficient when comparing the data at a glance



Idiom (How)

- The graph does not answer the following question:
 1. What are the specific countries that experience the outbreak

The representation of countries on a linear scale is misleading.



Improvements



Add Comparison Data

Line graph can compare lots of data at once, would be good to add in different countries data for comparison

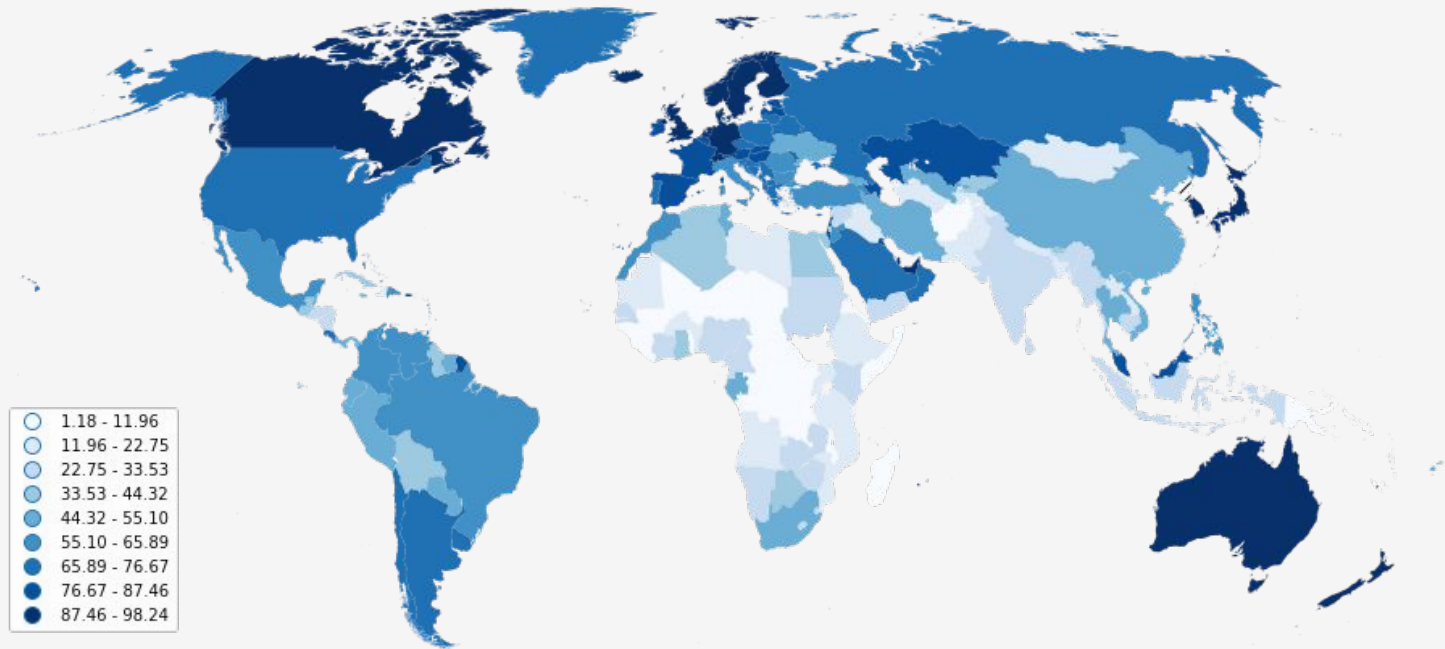
Use Colors, Line Width and Line Dashes

More meaningful when comparison of colour trends is over a specific of time

Choropleth Map

Allow audience to have an overview of the monkeypox cases across different countries

Implementations





03

Next Milestone

Description, Data-Task-Idiom,
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Focus on Visualization 02

<https://www.kaggle.com/code/deepcontractor/monkey-pox-dataset>

kaggle

Thank You! :)

Any Question?