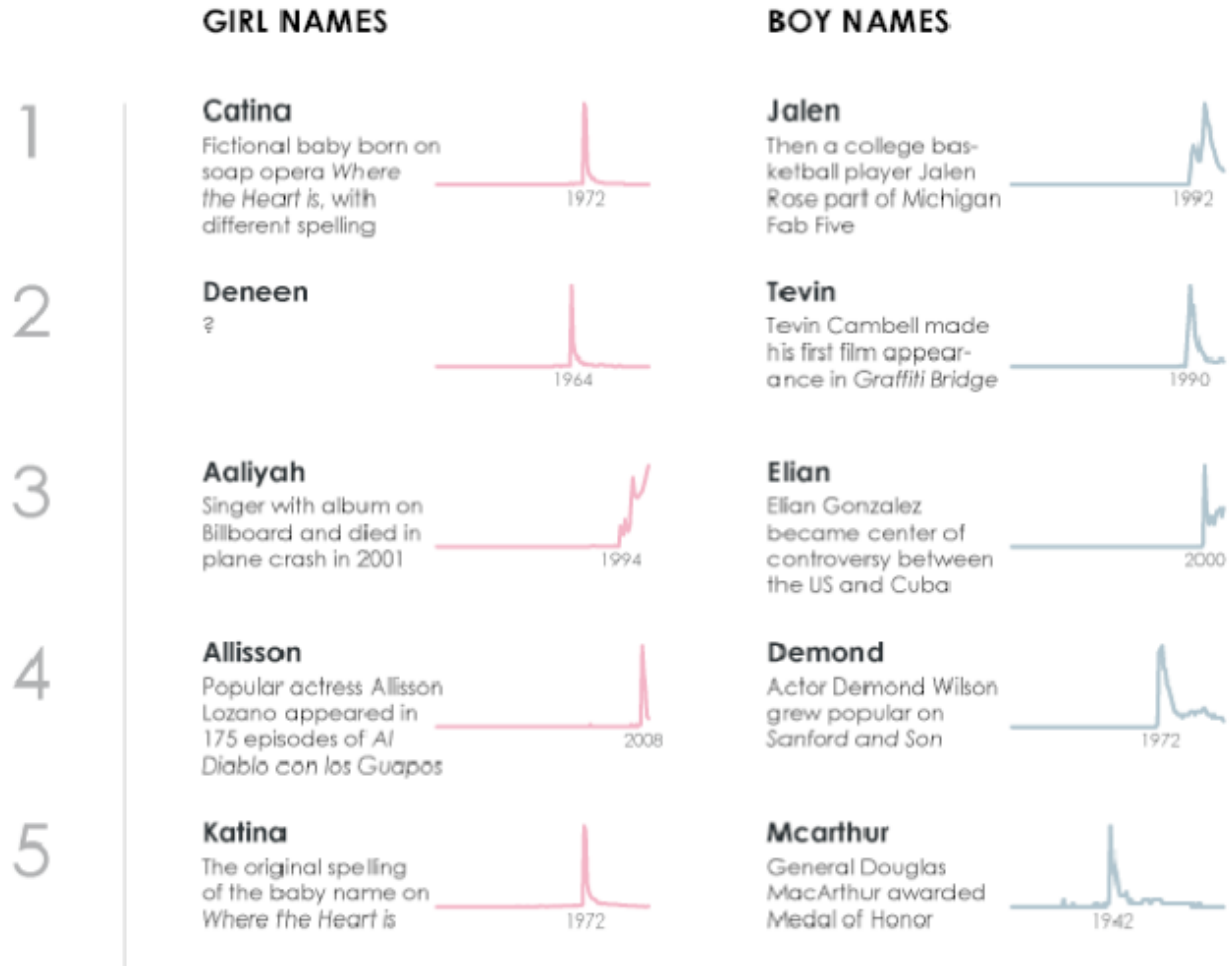
Visualization Project 0

myfile.pdf

Good Vis:



Why we like it:

- This is an excellent visualization because it employs simplicity and readability in order to effectively communicate data. This visualization very clearly illustrates the sudden rise and fall in popularity of some of the trendiest names from throughout recent US history. The content of the visualization is organized in a cohesive and easily-readable manner. Names are intuitively listed by gender, and a simple line graph appears next to each name. Line graphs were an excellent choice for this visualization as they are effective in illustrating change over time in order to demonstrate a trend. Each of these graphs have an immediately distinguishable characteristic in common-- all of the trend lines begin with a plateau and are followed by a sudden upward spike. Most often, the upward spike reflects only a temporary influx, and is followed by an immediate downward spike. As intended, this immediately focuses the reader's attention to the trendiness aspect of

each of these names. These line graphs are very simple; a single year is listed on the x-axis of each line graph, identifying and emphasizing the year of this sudden influx in the number of instances being filed of that particular name. The brief informational blurb included with each name is sufficient to provide a valid suggestion as to why a particular name had the according trendiness pattern. These characteristics contribute to the simplicity of this visualization, which is an essential for a great visualization. Additionally, the coloring scheme is beneficial. A light gray font is used for the numberings of the names, in order that the numberings will attract less attention from the reader. The standard coloring convention for identifying between male (blue) and female (pink) is used to help the reader to identify that the names are organized by gender. The perfect amount of color is used here in order to make the visualization more aesthetically pleasing. There is absolutely no clutter here, and the visualization ultimately speaks for itself.

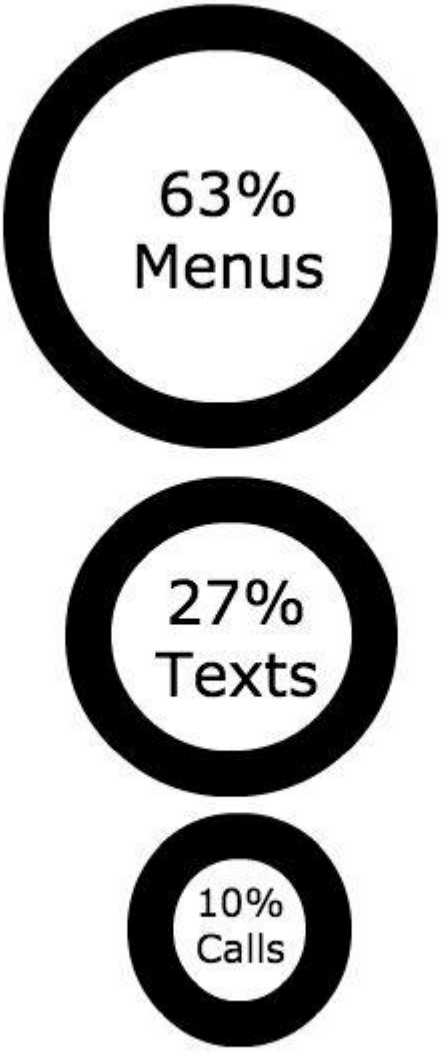
Bad Vis:

Customers deciding where to eat tend to focus on three factors.

Why we hate it:

- We hate this visualization because the numbers do not add up to 100. This makes it unclear whether or not the numbers inside each circle are even related to one another. Also, the circles are not proportional to one another. It would make sense for their sizes to be based off of the values inside them, but 33 is larger than 20 and 69 (which are the same size). Again, this makes it unclear whether these values have any relation to one another. If these numbers have no relation to each other, then the circles are misleading. Additionally, it might be helpful for easier comparison if the circles were lined up in a way that you could instantly see which ones are bigger. In this triangle fashion, there could be ambiguities between numbers that are close to one another.

How we would change it:



PERCENT OF TIME SPENT ON CELL PHONES

- This design is a much better one. We have addressed some of the issues of organization and clarity that existed in the original design. Unlike in the original design, the percentage values in this design actually sum to 100, which implies that the values each relate to one-another. The sizing and the placement of the circles in the original design were problematic, and so we have addressed those issues by sizing the circles according to their respective percentage values. In addition to sizing the circles accordingly, we have also sized the fonts within the circles accordingly. Additionally, we aligned the circles in descending order in a column in order that the differences in the sizes of the circles were more easily distinguishable.