

Assignment design critique

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Seksueel Geweld

The theme of this visualization is the ideas about sexual violence amongst Europeans. They follow a very strong and shocking story line. The goal of this video is to show that sexual violence is still a big problem in Europe. Which they do by displaying the differences between the ideas Europeans have about sexual violence and the numbers of women that experience assault. I think this goal is achieved and this storyline and visualisation promote a discussion about an important topic.

I think the strong point of this visualization is how the design fits to the storyline and theme. They use a very clean and serious design which fits the topic. Firstly, by only using graphs and text they do not subtract the viewer from the topic. Secondly, the entire video is in black and white which fits really well to the theme. This is possible because they use simple “clean” graphs and visualisations that do not need colour to be comprehensible. Finally, I think the pace of the video is really good. By taking the time for the individual visualisation the viewer has enough time to take in the message. Furthermore, by using a white screen in the end the viewer has the time to think about the overall message of this visualisation.

The three different visualisation have a very similar design and are similar graphs. The use of this design style throughout the video makes it easy to comprehend the different visualisations and makes the data variation and not design variation stand out. This visualisation is composed of three graphs:

1. In the first visualisation individual circles are used to depict the percentages of the population that agree with a statement or have experienced a problem. In this case the proximity and the shape of the circles shows to which category they belong. The colour of the circles to show which proportion of the population agrees with a statement. Although there are no axis or legend it is clear what every symbol represent through the way the graph is build up during the video. Besides, the percentages are depicted besides the visualisation which clarifies any confusion. Though I think the graph works very well overall I think using a bar graph would make it easier to compare the percentages to each other. A strong point of this visualisation is that repetition of shapes is a nice representation of a population.
2. In the second visualisation stickwomen are used to represent the proportion of women that experiences sexual assault. The second visualisation is very similar to the first and proximity, repetition and colour are used in the same way. However, a divergence with the previous visualisation is that the total amount of stick figures is different in the two categories. I think this includes a small lie factor, because in this type of visualisation the amount of figures scales the entire visualisation. By using a different scale for both visualisations it is hard to compare both visualisations. They amount of women experiencing rape looks approximately the same to the amount of women experiencing sexual assault though it is actually a lot lower.
3. In the third visualisation a bar graph is used to depict the different reasons that people give to justify rape. Though there are no axis this bar graph still depicts the numbers in a very accurate and memorable way. The different reasons are represented by using little figures. This gives clear division between the different categories and moreover this representation also makes the different reasons very memorable. There is no y-axis for this bar graph. However, the data is still clearly represented because the bars are drawn to scale and the percentages are depicted next to the bars. Overall I think this last graph conveys a serious and important message in a clear and simple way.

Voor ieder wat pils

The theme of this visualisation is the changes in Dutch beer consumption. The goal of the visualisation is to explain how it is possible that the beer consumptions decreased in the last couple of years. The storyline is very nice and answers the main question very well. However, the video sometimes distracts the viewer from this story line through seemingly unrelated images, such as the “making-of” shots. Though I think this video is very entertaining to watch it does not always represent the data accurately.

The visualisations are very creative and playful which suits the theme, however they are mostly hard to read and comprehend. The visualisation and types of graphs are very different therefore the differences in design are more obvious than the differences in data. The visualisations have a low data-ink ratio, or data-beerbottle ratio, they use a lot of visual components to convey relatively simple data. Furthermore, the graphs are not appropriately labelled and some visualisation show a lie factor:

1. The first visualisation uses the amount of beer in a glass to depict the amount of beer that the Dutch population consumed in a year. The repetition of different glasses shows the different years of beer consumption. Though this is a playful way to show the differences in beer consumption it is not easy to absolute differences in this visualisation. Firstly, it is not easy to see the differences in consumption, even though the litres of beer are depicted on top of the glasses at the end. There are no scales next to the glasses so we cannot relate an amount of beer to a number. Moreover, this visualisation includes a lie factor, because the differences in amount of beer in the glasses do not seem relative to the beer consumption. Where the first glass is almost filled to the top, the third glass is only filled to half of that volume. However, the beer consumption in the first and the third year are 80 and 82 litres respectively. Thus there is only a difference of 2 litres though the visualisation implies that the beer consumption decreased by half between 2013 and 2015.
2. The second graph shows the price of beer over the last 5 years as a line graph composed of beer bottles. I think this again a playful way to depict the data. However, where the last graph made it hard to read the data this graph is very clear and comprehensive. The axes are appropriately labelled and by slowly building up the graph in the video we can see how the beer price increased over the last couple of years. Overall this is a creative though clear way to represent the data.
3. The third visualisation shows the increase of consumption of different types of beer between 2014 and 2015. This increase is depicted as the amount of beers that are places into two beer crates. I find this visualisation very confusing. There is no legend or axis so it is hard to comprehend what the addition of a beer bottle represents. Furthermore, when there is an increase of 25% half of the places in the crate are filled so the graph does not scale the data to 100% which makes it even more confusing. Overall I think this visualisation does not convey the message clearly.
4. In the fourth visualisation the amount of kids that ever drank alcohol are represented in cans of coke and beer. We see the amount of cans change between 2014 and 2015. I think the strong point of this visualisation is the dynamic change of the amount of cans over time, for it conveys the sensation change over time. However, there are no legend, axes or absolute numbers displayed, which makes it hard to get an idea about the real changes in consumption.