

CGT 270 Data Visualization  
Makeover Monday #2 (2018 Dataset)

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Date: 3/25/2022

Max points: 25

Lab section: Wednesday 11:30

Show your work!!!

### Acquire

Week: 5

Date: February 3

Year: 2020

Data:

<https://data.world/makeovermonday/2020w5-brexite-bond>

### Source Article/Visualization:

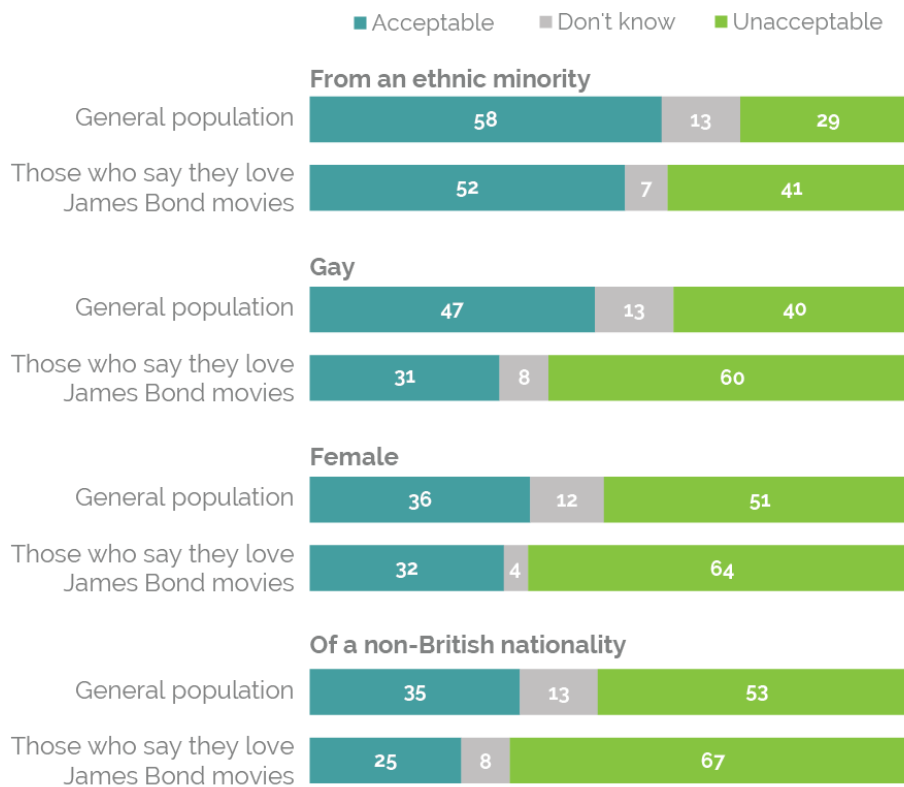
Majority support a black James Bond, but few want a female or gay 007

<https://www.makeovermonday.co.uk/data/data-sets-2018/>

### Represent

#### Can James Bond be black?

Do you think it is acceptable or unacceptable for the character James Bond to be... %



YouGov | yougov.com

September 17-18, 2018

### Critique

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I like how the visualization is clear and easy to understand. I do not think there is anything actively bad about this visualization, I just think it could be shown in a more visually interesting way.

The visualization is a bar chart that deals with an overview of data and convergent thinking.

**Mine**

Which change to James Bond's image is the least popular?

**Filter**

From an ethnic minority	Acceptable	73	47
From an ethnic minority	Unacceptable	17	41
From an ethnic minority	Don't know	10	12
Female	Acceptable	46	26
Female	Unacceptable	42	65
Female	Don't know	12	9
Gay	Acceptable	61	36
Gay	Unacceptable	28	52
Gay	Don't know	11	11
Of a non-British nationality	Acceptable	43	25
Of a non-British nationality	Unacceptable	47	64
Of a non-British nationality	Don't know	10	11

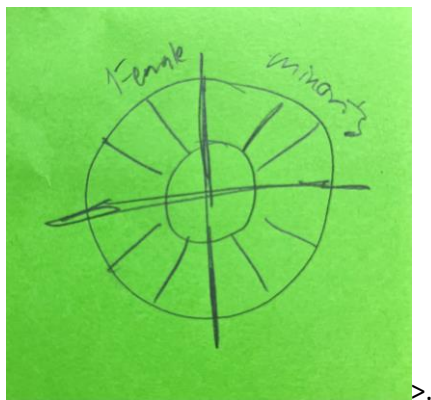
**Stakeholders**

- My audience is people who care about the James Bond franchise. I assume that this data only reflects a general opinion, not the actual route the studio will take.

**What to submit:** This document in PDF format only (if you do not know how to do this, see Lab 0 Exercise 1). Save this document as: **LastnameFirstInitial\_CGT270S22\_MakeoverMonday#2.pdf**

**Choose the best layout** for your makeover visualization: Portrait or Landscape, Remove the page of the layout that you DO NOT choose. No blank pages!

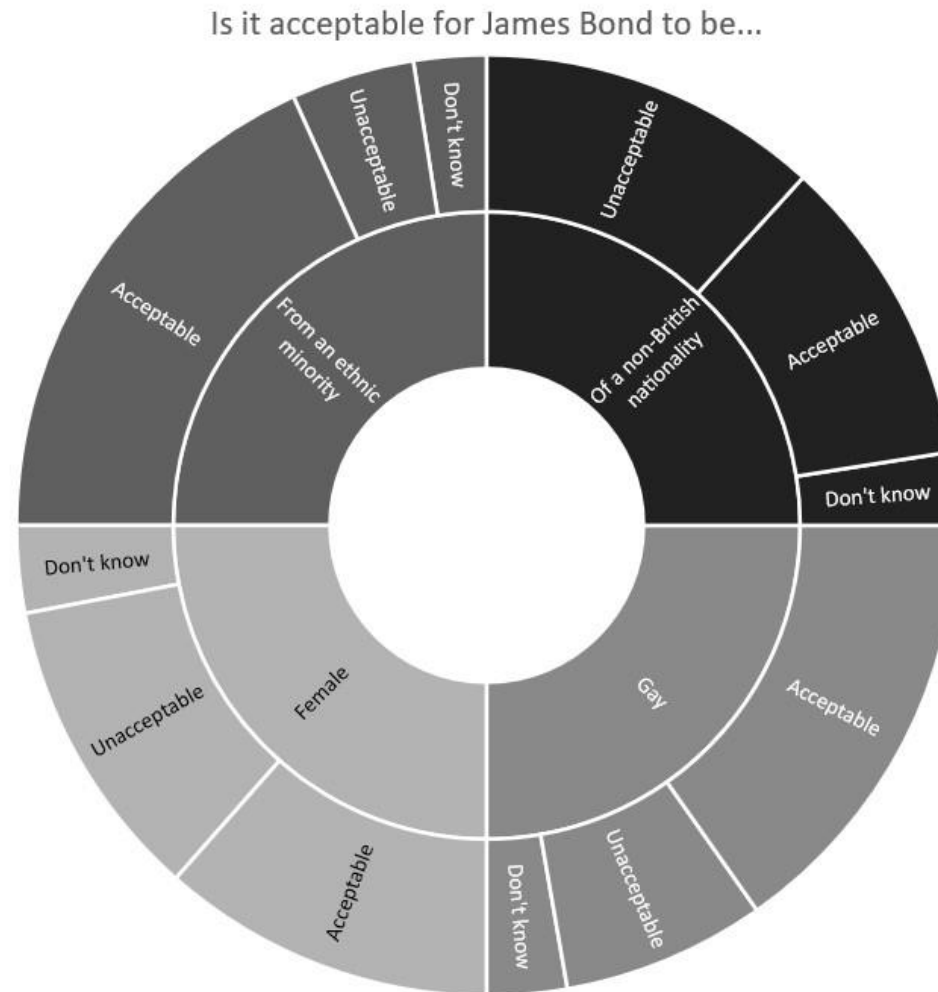
**NEW Sketch your Makeover**



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**Refine (Makeover – Landscape view)**

Use an additional page if necessary. Remember, the purpose of visualization is “insight.” Take and include a screenshot of your visualization and include it below. Use Data Visualization Best Practices (see data visualization checklist). **You MUST use more advanced chart types for your makeover. Chart types that are not allowed: bar (single or stacked), pie, line charts, scatter plots, no tables.**



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### Resources

Data Visualization Checklist:

[http://stephanieevergreen.com/wp-content/uploads/2016/10/DataVizChecklist\\_May2016.pdf](http://stephanieevergreen.com/wp-content/uploads/2016/10/DataVizChecklist_May2016.pdf)

How to give constructive criticism:

<https://personalexcellence.co/blog/constructive-criticism/>

Sample Makeovers

<https://www.makeovermonday.co.uk/gallery/>

### Grading Rubric

Excellent	Good	Fair	Needs Improvement
Meets <b>ALL</b> or most of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. [15 pts]	Meets <b>MOST</b> of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. [10 – 14 pts]	Consistently meets <b>SOME</b> of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed. [5 – 9 pts]	Little to no evidence of the understanding of the data visualization process.  Lackluster makeover or no makeover.  Little effort.  [0 – 4 pts]
Sketch included: hand drawn, data vis best practices evident. [5 pts]	Sketch included: hand drawn, lacking data vis best practices. [3 pts]	Sketch included, but was generated by computer [2 pts]	No sketch included.  [0 pts]
More advanced chart types used [5 pts]	More advanced chart types used, followed most best practices [3 pts]	Basic chart types used in the makeover [2 pts]	Little to no improvement in visual representation of the data [0 pts]