

Data Visualization Quiz #1

Name:

1) List four of Bertin's visual variables. **(2 pts)**

2) Given the following data set, label each column as nominal, ordinal, interval or ratio. **(2 pts)**

Student Name	GPA (4.0 Scale)	Hair Color	Shoe Size
John	2.12	Brown	1
James	3.65	Blue	15
Julie	3.33	Blonde	9
Jill	2.57	Brown	7

3) What type of color scale would be most applicable to visually represent Hair Color and why? **(2 pts)**

4) In Lecture #1 we discussed Mackinlay's Effectiveness Criteria from his work: "Automating the Design of Graphical Presentations of Relational Information". In your own words, define this criteria. **(2 pts)**

5) In Lecture #3 we discussed a variety of pre-attentive visual features. List two of the features that were defined as pre-attentive. **(2 pts)**