Topic 5
Create Custom Visualization

This week we have been focusing on exploring the process of custom visualization design. This is the final step of the process we have started last week. The Lab 5 specifically focuses on how to combine multiple charts into of a single visualization.

The purpose of this week's Lab and Topic (5) is to move from the concept of a *dashboard,* where a different charts show multiple information, to the creation of a single visualization composed by more than one visual model.

If you have followed last week's Lab and Topic (4), at this point you should have created charts that are going to serve as a building blocks for your final artwork.

Expected Outcome

The expected outcome of this topic is:

A single visualization that combines <u>more than one</u> visual model, reflects your initial "project" idea, and communicates your story about the data.

The visualization should be placed within a single artboard (1300 px X 700 px, using the presets explained in the Lab 5). The file should be exported as a JPG.

The artboard must contain:
- a title
- a subtitle (that briefly explains the topic and/ or the approach)
- the visualization
- the legend

Note!
If you decide to create a custom module, please make sure to explain all components using the legend. Choosing to create the custom module is not obligatory step, but we will support any attempt towards its completion.

Start with defining the concept and fast-sketch it using previously created visualizations (Topic 4). These steps will help you structuring your narrative. You should be able to explain your work (the structure of the visualization and designing approach) during studio time.

Data

Marvel + DC Datasets
Data source here: <u>link</u>

Note!
We decided to use the same dataset this week because we want you to invest most of your time on design aspect of the Topic and improving your drawing skills using Illustrator, rather than searching for trends in an unseen data.

The Task

Practice with Illustrator as much as possible. Use this submission to create something that expresses your own interpretation of the data through a custom visual composition. Consider this task as the preparation for the midterm.

We would suggest you to follow the entire process explained in the Lab 4 and Lab 5. Following the single steps will help you coming up with the final result.

Combine the visualizations you created last week into a single custom visualization.

You should try to combine at least 2 visual models (remember that you can communicate data with typography!). You don't have to create an extremely complex designs, just pay attention to the layout of the information and the storytelling.

Coming up with a custom visualization is a challenging task, but taking this step is what makes a difference between a *visual analytics*, a visualization created with a tool and an *InfoVis*, an information design that communicates the story.

We don't expect you to create a perfect and polished artwork. We are more interested in observing your visual thinking progress, motivating you to improve your designs and Illustrator skills.

This week we are paying a particular attention to:

- structure and narrative of your work
- visual consistency (color, typography, visual elements)
- composition

Experiment and draw as much as you can!
Good luck!