To: Benjamin Asher

From: Gregory Asher         (initials go here)

Date: 07-28-2016

Subject: Graphic Design Critiques

Purpose

Producing clear and easy to read graphics is essential to convey information accurately to the reader.

Critiques

The graphic you have produced has a few key issues.

Chart Junk

Chart junk refers to the images on the bars of people. This is an unnecessary addition to the chart and distracts the reader from its intended purpose. You should always avoid including any graphics within graphics causing charts to be cluttered.

Title

The title of a graphic is important as it immediately lets the reader know what they are looking at. The title in the graphic you have provided lacks details for this type of chart. A chart should have a title that references the axis labels. A good example title for this chart would be "Approximate Testosterone Levels vs Human Male Age."

Axis Labels

Axis labels are the identifiers on the axis to inform the reader what that axis is representing. The y-axis on the chart provided has no label which causes confusion on what is represented by the values. The x-axis while seemingly obvious for what it represents also lacks a label. You should always label the axis ensuring to include the units of what is being represented.

Axis Scale

A consistent axis scale allows the reader to quickly draw conclusions from the data. The x-axis in the chart has a confusing scale that appears to change increments. Choosing a proper scale to accurately reflect the data is important to convey to the reader that your information is valid. You should always choose a consistent scale that increments evenly throughout the given axis.

Source

Providing the source of your data at the bottom of the graphic allows the reader to take a closer look if they are interested. The source also provides an additional layer of validity to the graphic. When producing a graphic you should always provide a source.