

Win rate

Game

COMBINE & REFINES

(1a) + (1b)

Thickness = trade cost + margin rate

(1a) + (1b)

Thickness = trade cost
negative

Trade Cost

0 1
0 10

2013

Year slider

Put into single interaction view

Full info on trade freq between
years per time.

(6) + (7) + (11)

Combine into toggle-multi-view.

Stocked for sale
selected
→ display (6)

Treezone Stream

(8b) > (8a)

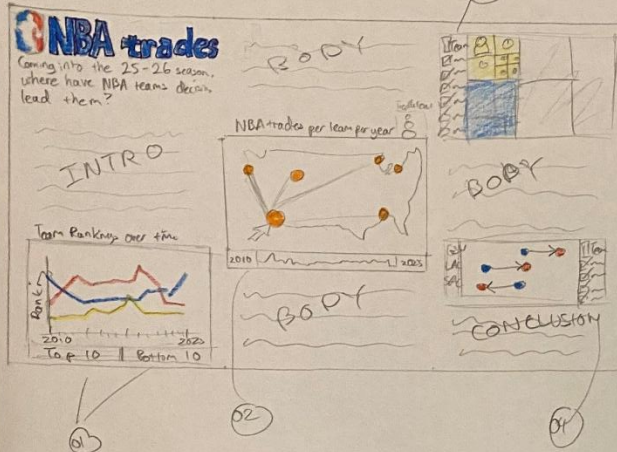
8b has potential to be open
of dot density map

< 10a

Map of the United States showing the distribution of 8b and 8a.

LAYOUT

1420 x 1080



Title: Partitioned Poster
 Author: Haru Le
 Date: 29/9/2025
 Sheet: 2
 Task: Design NBA trades viz

OPERATIONS

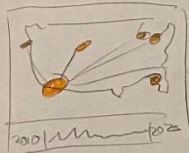
- 01 → Select to see top 10/bottom 10 in rankings (current)
Multi-view, compact
- 02 → Slider controls map, show trends, allow exploration
- 03 & 04 → Filter by team, exploration

Tooltips
 in structured information

FOCUS

Main Idea: Guided story of trade trends.
 ↳ Key annotations of things to notice for the next NBA Season.

- Key techniques
- Annotations
 - Narration
 - Emphasis
 - ↳ Slides
 - ↳ Filters



DISCUSSION

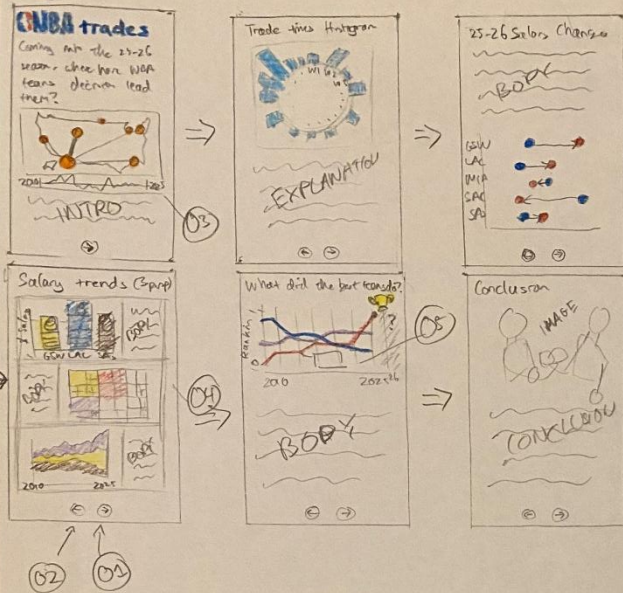
Advantages

- ↳ One page, concise information & simple
- ↳ Structured & clear visual guidance & narrative

Disadvantages

- ↳ May be cramped
- ↳ Not much space for large number of viz, e.g. 10

LAYOUT



Title : Flipbook Comic Strip
 Author : Haru le
 Date : 29/9/2025
 Sheet : 3
 Task : Design NBA trades vis

OPERATIONS

01 & 02 → Buttons to navigate

03 → Interaction slide off

04 → Linked Filter

05 → Annotation

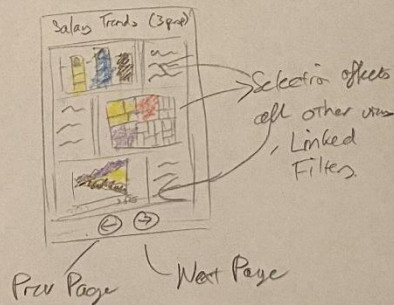
TOOLTIP

↳ Standard Information

FOCUS

Main idea : Flipbook of key points
 ↳ Builds narrative to next NBA season

Key techniques
 • Annotation
 • Interactions
 • Multi-view



DISCUSSION

Advantages

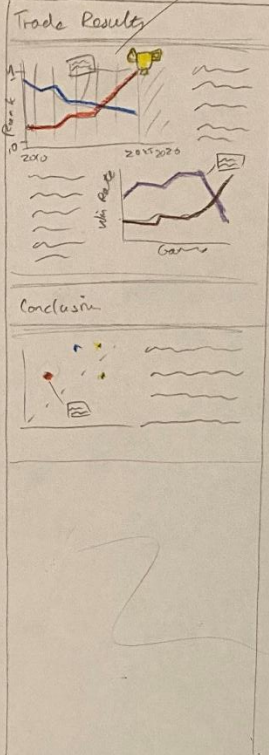
- ↳ Flexible, not space constrained
- ↳ Waterfall narrative, easy to understand
- ↳ Natural to read (comic like)

Disadvantages

- ↳ Not much space
- ↳ Hard to change screens
- ↳ Hard to connect different vis / idiom

LAYOUT

START



Title : Scrolltelling Website.
 Author: Haru Le
 Date : 29/9/2025
 Sheet : 4
 Task : Design NBA trades vs

OPERATIONS

- 01 → Interact slide
- 02 → Animation, reveal,
- 03 → Annotation

Tool tips

↳ Structured Information

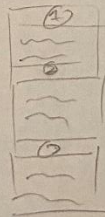
FOCUS

Main Idea: Scrolltelling website w/
 interesting visuals

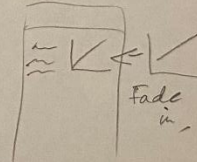
Key techniques

- Annotation
- Animation
- Interact

Section



Animation



Slowly reveal surprise

DISCUSSION

Advantages

- ↳ Flexible space with
- ↳ Creative, interesting, engaging animation

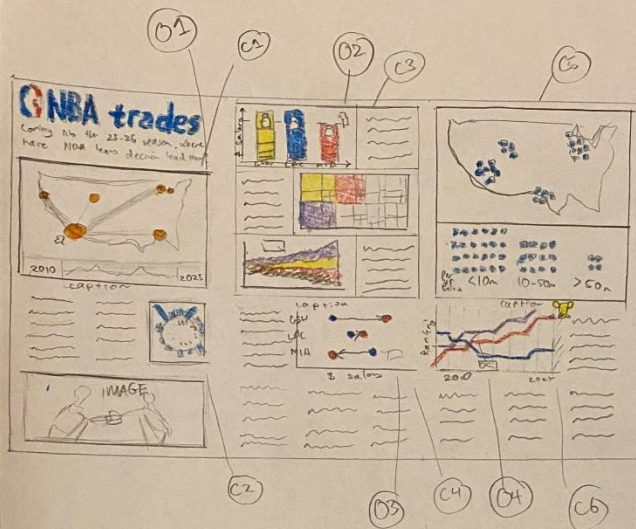
Disadvantages

- ↳ Rigid structure, (either 3 columns / 2 columns)
- ↳ No full picture view

LAYOUT

1920 x 1080

Like a Newspaper - Colour scheme



Title : NBA trades Poster

Author : Haru Le

Date : 29/9/2025

Sheet : 5

Task : Design final NBA trades poster

OPERATIONS

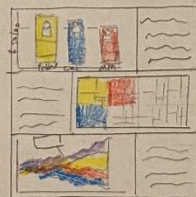
- (C1) - Trade Count per team per year Map, identify trends in trading
- (C2) - Radial Histogram for Trade Counts throughout a season. Explain how NBA trades work.
- (C3) - Salaries comic strip
 - ↳ Team salaries stacked bar chart
 - ↳ Team free map
 - ↳ Cumulative team salaries
- (C4) - Bubble chart of team salaries from 24 → 25
- (C5) - Player stats plot clearly symbol map + pie chart
- (C6) - Team ranking bar chart
- (O1) - Interactive slider
- (O2) - Linked filters
- (O3) - Tooltips
- (O4) - Annotations

FOCUS

Title : NBA trades : A preview into the 25-26 season.

Summary: A partitioned poster with elements of a comic strip to provide an engaging narrative led by data visualisations on the topic of trades, salaries, and how they affect winning in the NBA.

- Key parts
- Sectioning
 - Linked filters
 - Animation



DETAIL

Dependencies

- ↳ Vega Lite
- ↳ Python/R

Estimated Time & Effort

- ~ 7 days
 - ↳ Gather data (1-2 days)
 - ↳ Trades section (1 day)
 - ↳ Salaries section (2 days)
 - ↳ Win section + Narrative + Design (2 days)

Specific Requirements

- ↳ Large viewing device
- ↳ Data
- ↳ CSS, JS knowledge