

DATA VISUALIZATION DESIGN

EXERCISES

DESIGN EXERCISE 4



Creating the design

Design Exercise 4: Sketching visualizations with the 10+10 approach

- **14.15-14.25:** Introduction to the exercise
- **14.25-15.00:** Use the 10 approach on the appropriateness dataset
- **15.00-15.15:** Break
- **15.15-15.55:** Use the 10+10 approach on your own dataset
- **15.55-16.00:** Round-up and thank you for today!
- **16.00-:** WEEKEND!

Sketch 10 visualizations



- Create 10 different visualizations of the "appropriateness dataset" using sketching by hand
- Each group member creates 10 sketches of the dataset
- If time allows, discuss your sketches in the group

Don't use the computer for this task!

Remember: to take pictures and document your process —> useful for your hand-in (16/3)!

Mean Appropriateness Ratings for 225 Behavior-Situation Combinations

Situation	Behavior														
	<i>Run</i>	<i>Talk</i>	<i>Kiss</i>	<i>Write</i>	<i>Eat</i>	<i>Sleep</i>	<i>Mumble</i>	<i>Read</i>	<i>Fight</i>	<i>Belch</i>	<i>Argue</i>	<i>Jump</i>	<i>Cry</i>	<i>Laugh</i>	<i>Shout</i>
<i>Class</i>	2.52	6.21	2.10	8.17	4.23	3.60	3.62	7.27	1.21	1.77	5.33	1.79	2.21	6.23	1.94
<i>Date</i>	5.00	8.56	8.73	3.62	7.79	3.77	3.12	2.88	3.58	2.23	4.50	4.42	3.04	8.00	3.79
<i>Bus</i>	1.44	8.08	4.27	4.87	5.48	7.04	5.17	7.17	1.52	2.15	4.17	3.12	3.08	7.10	3.00
<i>Family dinner</i>	2.56	8.52	4.92	2.58	8.44	2.29	2.54	3.96	1.67	2.50	3.25	2.29	3.21	7.13	1.96
<i>Park</i>	7.94	8.42	7.71	7.00	8.13	5.63	5.40	7.77	3.06	5.00	5.06	7.42	5.21	8.10	6.92
<i>Church</i>	1.38	3.29	2.38	2.85	1.38	1.77	3.52	3.58	0.62	1.42	1.92	1.71	3.13	2.60	1.33
<i>Job interview</i>	1.94	8.46	1.08	4.85	1.73	0.75	1.31	2.48	1.04	1.21	1.83	1.48	1.37	5.88	1.65
<i>Sidewalk</i>	5.58	8.19	4.75	3.38	4.83	1.46	4.96	4.81	1.46	2.81	4.08	3.54	3.71	7.40	4.88
<i>Movies</i>	2.46	4.98	6.21	2.73	7.48	4.08	4.13	1.73	1.37	2.58	1.71	2.31	7.15	7.94	2.42
<i>Bar</i>	1.96	8.25	5.17	5.38	7.67	2.90	6.21	4.71	1.90	5.04	4.31	3.75	3.44	8.23	4.13
<i>Elevator</i>	1.63	7.40	4.79	3.04	5.10	1.31	5.12	4.48	1.58	2.54	2.58	2.12	3.48	6.77	1.73
<i>Restroom</i>	2.83	7.25	2.81	3.46	2.35	2.83	5.04	4.75	1.77	5.12	3.48	3.65	4.79	5.90	3.52
<i>Own room</i>	6.15	8.58	8.52	8.29	7.94	8.85	7.67	8.58	4.25	6.81	7.52	6.73	8.00	8.17	6.44
<i>Dorm lounge</i>	4.40	7.88	6.54	7.73	7.19	6.08	5.50	8.56	2.40	4.00	4.88	4.58	3.88	7.75	3.60
<i>Football game</i>	4.12	8.08	5.08	4.56	8.04	2.98	5.23	3.69	2.04	3.85	4.98	7.12	4.31	7.90	7.94

Note:

0 = "The behavior is *extremely inappropriate* in this situation.

9 = "The behavior is *extremely appropriate* in this situation.

B R E A K



15:00-15:15

10+10 approach on your own dataset

- Each group member creates 10 sketches of your dataset
- Each group member chooses 1 sketch (the best/most interesting sketch)
- Each group member creates 10 new versions/sketches of the chosen sketch
- Evaluate and discuss the sketches with your group members
- *Save your sketches! You will need them for the exercise next week!*

OBS: It is okay if you don't have collected all of your data yet – then just use the parts you have already collected, or use the dataset from before the break.

Don't use the computer for this task!

Remember: to take pictures and document your process --> useful for your hand-in (16/3)!



Thank you!

HAND-INS

~~HAND-IN 1: 23/02~~

~~HAND-IN 2: 02/03~~

~~DESIGN BRIEF: 03/03~~

~~HAND-IN 3: 09/03~~

HAND-IN 4: 16/03

HAND-IN 5: 23/03

HAND-IN 6: 30/03