



**General Goal:** Though the original graphic answers the question “What are the top 10 salaries at Google?”, I also wanted to answer the question “How do the ranges of the top 10 salaries at Google compare with one another”. The reason why I wanted to answer this question is because I believe that was what the purpose of the wedges were in the original graphic—to show the range and relationship of salaries from smallest to largest between varying roles, while using different sized wedges for readability. However I believe that the above sketch is more effective because it uses the following C.R.A.P. and Gestalt Principles.

**C.R.A.P.:** I use contrast and repetition between colors, fonts, and the job positions that correspond to them so that it is easier to identify which positions correspond to which salary range. This is similar to what the original graphic does, but one key difference is that I am able to use the other C.R.A.P. principles to declutter my sketch. For instance, I use alignment to have clear spacing and separation between the different job positions, whereas the original graphic uses pie slices of varying height, color, and layering to attempt the delineation of varying jobs in the center part of the graphic. I also use alignment to show the relationship and range of the salaries in order to address the question that I posed above.

**Gestalt:** I think that the most effective Gestalt principle used in the sketch above is closure—though there are no drawn lines, the brain will instinctively fill in the upward trend of the graph, better showing the relationship between various salary ranges than the original graph. We also use the principles of symmetry and order to allow for better readability which ties back to the C.R.A.P. principles of repetition and alignment. Lastly, the above sketch uses continuity to show how large or small the salary range is for a particular job position.