Homework 3: Visual Design

The purpose of this assignment is to provide you with practice and experience designing the appearance of data tables and basic visual charts. Below are two Excel spreadsheets. For the first (Part 1), you should create a table that presents its information as clearly and informatively as possible. Keep in mind the basic chart principles we covered in class.

For the second (Part 2), design a visual chart that does the same. Think about the data in each spreadsheet and what an analyst looking at that data would care about. You are allowed to derive new variables (attributes) that are combinations of the given ones, but you cannot make up totally new variables and values.

To create and render your designs, you can use colored pencils/markers if you’d like. You can also design, lay out, and draw your ideas in a computer tool such as Illustrator, PowerPoint, Photoshop, but you cannot use those tools to do any of the design for you. That is, tools that are not allowed include: Tableau, ggplot, Spotfire, Numbers, Excel, etc. Again, you don’t need a tool for this, hand-drawn is fine.  If you want to use a tool, they should just be used as drawing tools — The ideas behind the design should be yours.

**Submission**: Scan or take a picture of your table and graph designs and submit to Canvas.

**Grading**: We will evaluate the effectiveness and design aspects of your creations, how well and how clearly they can answer a variety of questions about the data. Of course this is subjective, but we will look for tables and graphs that apply the design recommendations discussed in class and in our readings.