

# **Design**

## **Layout**

The layout is strongly influenced by Gestalt's principles of enclosure and proximity. Focusing on horizontal sightlines made by the coloured boxes that differentiate between topics, and vertical sightlines to make columns of text that support the graph.

## **Colour**

Colour's chosen in this visualisation are earthy tones, relative to an Australian theme. Starting with the background colour, light and darker green, the darker green encloses the information in each topic following Gestalt's principle of enclosure. Meaning the objects within this box are grouped together. (Harley, 2020) The colours within the visualisation are kept to 5-8 colours which differentiate between the states as to not overwhelm the viewer. Colour hues are used to show a nominal attribute such as purposes seen in the symbol map and states seen in the radial plot and bar chart.

## **Figure-Ground**

As mentioned before the visualisation mainly uses Gestalt's principle of enclosure where the white space around the graphs separates each topic. The hierarchy is focused upon the larger/bolder text first, so the title before going downwards to the headings and then the content.

## **Typography**

There are two typefaces used in the visualisation – Playfair and Verdana. Playfair was used as the title and headings of each section as the serif font is more legible in a larger scale and differentiates it from the sans-serif body text. Verdana is a lot simpler and easier on the eyes, so more suitable to be used in larger masses. Certain texts in the body paragraphs were bolded in either colour or black, this highlights the main point of these paragraphs. If it was also in colour, it is a linkage between the text and colours within the graphs.

## **Story Telling**

The narrative genre used in this visualisation is a magazine format where the storytelling is focused upon the text in the visualisation and is promoted by the graphs and images provided. Textual annotations across the graphs are used to enhance the fluidity of the connections between graphs and text. While the parameters provide user interaction which increases user experience.

## References

- Blanche, L. (2020). Quarterly Tourism in Australia. Retrieved from <https://www.kaggle.com/datasets/luisblanche/quarterly-tourism-in-australia>
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- Harley, A. (2020). Retrieved from <https://www.nngroup.com/articles/gestalt-proximity/>