

Design choices

- I chose to combine a scatterplot with a piechart because I liked the idea of representing everything by means of circles;
- Originally, I planned to maintain the pink theme throughout both visualisations, however, sequential colours are not as suited for representation of categories (pie chart) as they are for depicting increasing levels of population density (scatterplot). Therefore, I chose to use qualitative colouring for the pie chart;
- Placing the visualisations next to each other, rather than beneath one another, was also a personal choice (I don't like scrolling);
- The axes were designed to be as clean and minimalistic as possible, whilst carrying all the information one needs to understand the graph (i.e., they contain the variable as well as the unit of said variable);
- The story telling texts are kept grey because (in my opinion) the colourful visualisations should be the first thing to catch the user's attention;
- The scatterplot was designed to (visually) contain as much information as possible, such as radii representing total population and shades of pink representing population density. This makes for a stronger narrative when viewing the graph (i.e., the user gets a better feel of how populous Los Angeles is compared to Richmond, or how densely populated New York is compared to McAllen);
- I also used the complete range of each variable when calculating the axes and the coordinates of the circles, such that the entire graph is utilised for every pair of X and Y variables;