First Visualization: Good One (Source: Journal of Applied Animal Welfare Science)

Critique:
This visualization is excellent for its expressiveness.

It used size and color in three diagrams. In the diagram, whose title is "Black Cats Have Trouble Getting Adopted", length was applied to compare black cats with other cats and this visual encoding is the first choice for quantitative data types. Also, it used orange to isolate the item "Black" from other items in a more obvious way. And it listed these items in descending order, which stands out items' rank directly.

The diagram in the right side, which was titled "Color Matters To Some People", still used color and size to represent data. The length of the each bar stands for the percentage (also the quantitative data type) of different point of views and the color is easy for viewer to catch important information. The third diagram, which is below 1st diagram, used size and color as well and the length of arc represents viewpoints' percentage. It also clearly told the facts in the data and made what we concerned about stand out from the other items.

In the meanwhile, this visualization used symbols at the bottom of this image, and the four symbols stand for "good luck", "organization related to cats", "campaign related to cats" and "wealth" respectively in a proper way, which can catch up viewers' attention as well as summarize the main topic of words below them.

I also like the layout of whole image. The black cat in the middle exactly matches the topic and the designer made full use of the rest space to display three diagrams. And the colors match well with each other too, which express the factor in a harmonious way.

Above all, this visualization used appropriate visual forms and visual encodings to express all the facts in the data. And it is also excellent in layout and color matching as the whole picture.


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Black Cats Really Do Have Bad Luck
Black Cats Have Trouble Getting Adopted
White 1.61
Color point 1.26
Gray 1.25
Tabby 1.0 (baseline)
Tabby with blue .99
Solid with white .93
Tortoise shell .87
Black and White .78
Tabby with red .75
Black .59
Brown .56
13%
of Americans are superstitious about a black cat crossing their path.
Color Matters To Some People
26.1%
said color was important or very important when adopting a new cat
23.9%
said they felt neutral about color
50%
said color was not important
In England, giving a bride a black cat is believed to bring her good luck.
Some organizations do not allow adoptions of black cats during the month of October for fear of animal cruelty.
In an effort to get people to adopt black cats, one Nevada shelter put on an "Adopt Your Own Mini Panther" campaign, and all 18 black cats they had were adopted.
According to Scottish lore, a black cat's appearance at your home leads to great wealth.
Sources: Anthrozoös, Gallup, PetFinder, Journal of Applied Animal Welfare Science
THE HUFFINGTON POST

Second Visualization: Bad One (Source: http://visual.ly/which-football-team-has-most-fanatic-fans-infographic)

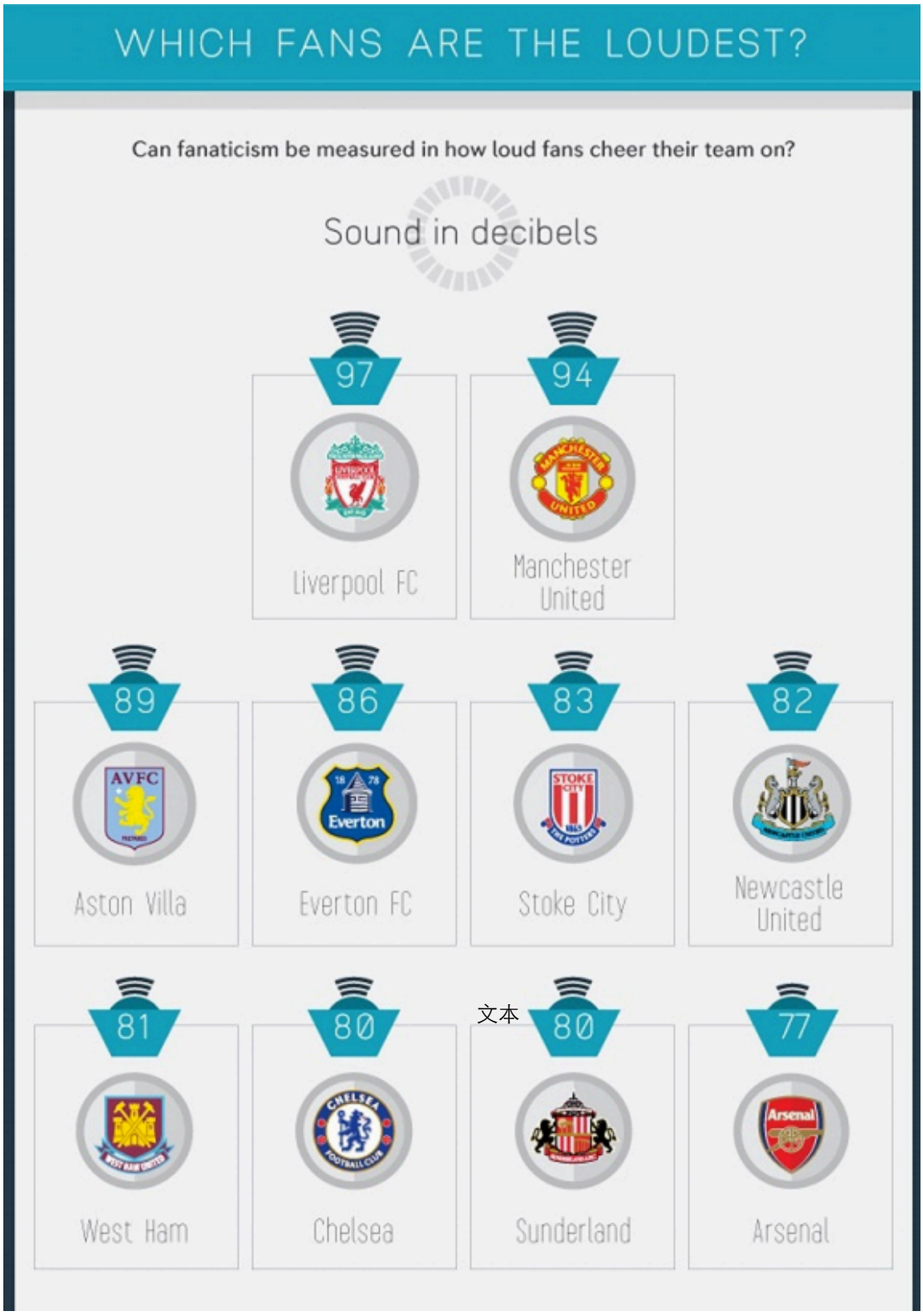
Critique:
This visualization did not do so well in telling the facts in the set of data.

It tried to use size to represent sound in decibels (the strength of signal above each numbers). It is reasonable that the designer used length as the visual encoding to represent the loudness value, which is quantitative data type. However, the strength of signal is not obvious enough to catch up our eyes, since the length of signal bar is too unobvious to stand out from other elements in this visualization. At first glance, the viewer may only notice the large team badge and the number above that. What's more, even though viewers find the signal bar, it will take viewer extra time to perceive the different length of the signal strength because one single bar does not make much difference. In my opinion, the team badge should be smaller and the signal bar should stand out.

Furthermore, these teams were not at the same horizontal line or vertical line and it will take viewers more time to recognize the different length of signal bar. On the basis that it used signal bar to represent the sound in decibels, the designer can put all these teams at the same horizontal line, which can make the difference of loudness between each teams more conspicuous for viewers.

Also, the map of Britain can be applied in this visualization to mark the location of these soccer teams, which can make it more expressive and effective. And the designer can use line to link soccer teams' names to their corresponding locations on the map.

Above all, this visualization did not use visual forms and visual encodings in an appropriate way to tell the facts in the data. And more other information is ought to be told by this visualization.


WHICH FANS ARE THE LOUDEST?
Can fanaticism be measured in how loud fans cheer their team on?
Sound in decibels
97
Liverpool FC
94
Manchester United
89
Aston Villa
86
Everton FC
83
Stoke City
82
Newcastle United
81
West Ham
80
Chelsea
80
Sunderland
77
Arsenal

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