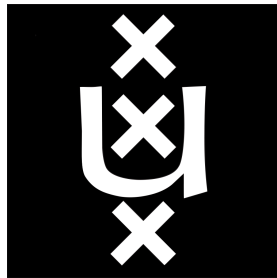# Data processing

Design 3

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Design critique

So today we are looking at a confluence by Harshawardhan Nene and Kedar Vaidya. It's a interactive visualisation which shows a graph were parameters merge together. The designers seeks a correlation between financial success and the rating of the movie and the difference in opinion between audience and critic ratings. In the standard settings you see little purple and pink circles, which respectively represents the critics rating and the audience rating. Once you move over a circle, a screen pops up which shows the name of the movie, the ratings of both audience and critics, its budget, the worldwide gross in terms of budget and a bar chart which shows on the left budget(orange) and on the right revenue, which is split in domestic gross(green) and foreign gross(blue).

The y-axis show the rating form 0 to 100. The x-axis has to be read as followed: at the most left the audience disagreed with the critics, where in the right the critics disagreed with the high scores the audience gave, in the middle the movie ratings agrees.

In the visualisation we can change the standard setting such as re-size the movies by budget, profitability and more financial statics. Although it is kinda bad that the designers didn't add a normalized size for the the re-size, because now some outliers destroys the purpose of the visualisation and doesn't sketch a realistic image. You can also click on the circle and then another screen pops up with the cast, a synopsis and the movie poster. After that the background of the visualisation changes to its movie poster you clicked last.

It can be seen there is a lot of design work into this visualisation and some things could have been left out, such as the background change. Also the white triangles, which shows the separation between the ratings could have left behind, because it's not clear what it really does if you stare at. The most of the design work has it purpose of being informative, but maybe the designers could have change the y-axis into profitability, worldwide gross, etc. And make the x-axis the rating scale. Then it would provide more information on the financial aspects of the visualisation.

Nevertheless this visualisation is a lot of fun, if you like movies and want to now more about the ratings and the financial statistics of the movie. Because of the different settings, you want to give most of them a try.

The re-size is a great tool for that, above I spoke over profitability, which didn't showed a realistic image, but worldwide gross does. Under the visualisation there is a short walk-through what the visualisation does and what you can achieve. At the bottom of the page we can see this is designed by blimp design, if you want to know who is behind blimp design you have to go to acknowledgments. There is a lot of design into this site as well, you can also go to another visualisation. Due to the high playfulness of the visualisation it is easier to remind some facts you just learned, like paranormal activity had a worldwide gross of 11420 times its budget, which was zero, ain't not much.

In terms of contrast there are a few things that separate different things. At first we have the pink a purple circles which easily distinguish the audience and critics. We have as well the size, but because of the so many and the outliers there is no real information, well if you want to know the biggest gross it sure helps, but that easily provided elsewhere. Although there is a lot repetition, it does not help us to get more information. Alignment there is, because of this setup, where only the ratings locate the circles, each visualisation has the same movie on the same place, which makes it easier to compare the different financial aspects of the movie. Actually we should see the movies as a char bar, where each movie is a really small bar that states the difference in rating. Therefore proximity is in the visualisation which groups the difference in rating from middle to right(if critic ¡ audience) and middle to left(if critic ¿ audience).

I thin the designers did good with visualizing the difference between rating in audience and critics, for the other part, a correlation between rating and financial success, I can't say that. In this critic I spoke of the outliers and that maybe the financial success should be normalized, to provide more information about that. I would have wanted an option to bring down the amount of movies that is shown, maybe only the block-busters, or movies form a certain period. Maybe the focus should have been more on the correlation between financial success and movie ratings, and show the worldwide gross/ profitability on the y-axis, where the x-axis would be the score of a movie.
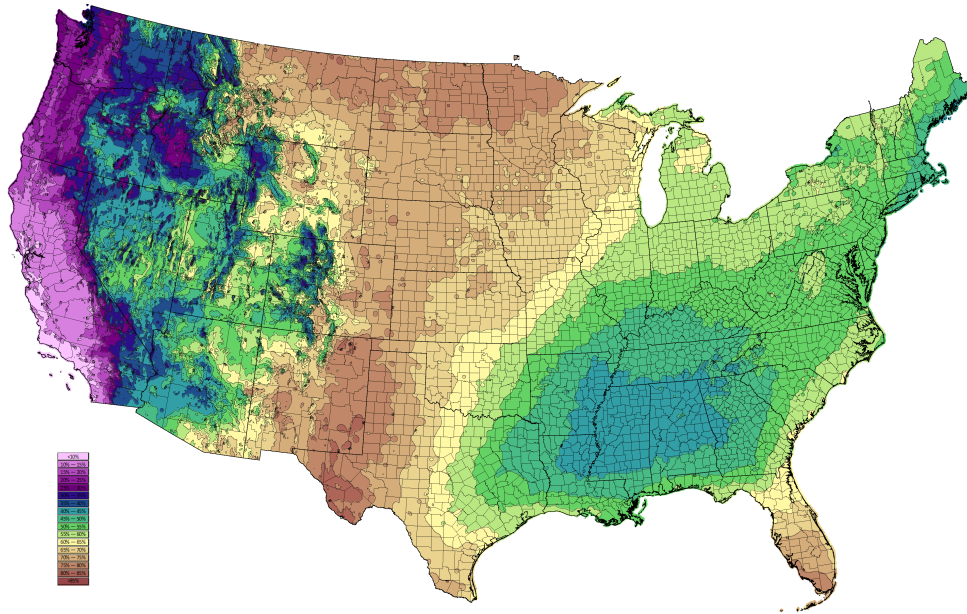
Figure 1: Annual precipitation falling May-October

Rainbow color Map

This rainbow color map shows the annual precipitation falling May-October, which are the six warmest month of the united states. This map is meant for meteorologists , a weatherman, farmers and all kind of people who are interested in these kind of subjects. The use of color is to distinguish the different regions which is measured in percentage of the rainfall annually. The different colors can easily be distinguished and therefore we can immediately see in which regions there falls a lot of rain in the warmest six month of the year. Personally I prefer a color scheme where just one color is used and the percentage should reflect the brightness of the color.

http://www.bonap.org/Climate%20Maps/percentannpptmaytooct20110322.png