# Assignment: Visualization for Communication

## Objective

Design and reflect on how data visualization changes depending on the audience.

## Your Task

You will design two visualizations to answer a scientific question — one tailored to a technical audience (e.g., environmental scientists, transport planners) and one for a general audience (e.g., residents, the public, decision-makers).  
  
You may:  
- Continue to use the question from your previous assignment (highly recommended),  
- Or choose a new question if your original one is hard to visualize or not suitable for two groups.

Example:

Fig. 1 Annual average hourly NO2 levels, designed for residents:

A graph with red lines

AI-generated content may be incorrect.

Fig 2. Annual average hourly NO2 levels, designed for a technician:A graph of a number of people

AI-generated content may be incorrect.

## Data & Tools

You may:  
- Use the provided air pollution dataset,  
- Or choose any other dataset relevant to your question.  
  
You may:  
- Use R, the script and code explanation is provided. You could also use codes from <https://www.data-to-viz.com/>.  
- Use RawGraphs, kepler.gl, or any tool.  
- Or fully/partly draw the concept/idea by hand, please make sure all the visual components are there.

## Submission

***DEADLINE: 15.07.2025***  
1. Two visualizations (one per audience group)  
2. A short explanation (1–2 paragraphs) answering:  
 - What are the visual choices (e.g., colors, labels, units, scales, layout, basemaps) that differ between the two?  
 - Why did you make those choices? What audience needs or interpretation differences did you consider?

## Tips:

- Highlight if you use contextual elements (like guideline thresholds, rush hour shading, icons, or titles).  
- Think about communicating effectively to different users.