

## Task 2.2

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### 1. **Chosen Visualisation:** The Periodic Table of Wine by Flavio Matos -

<https://public.tableau.com/app/profile/flavio.matos/viz/ThePeriodicTableofWine/periodictableauofwineEN>

### 2. **Visualisation Checklist**

#### A) Text

- The title and text are very descriptive, and the format of presentation conveys the essence of the visualisation.
- There are text labels.
- There is no redundant text
- There are legends which describe the colours used and the abbreviations fully.

#### B) Colour

- The colour scheme communicates the type of wine and corresponds well to its actual colour.
- There are about 9 colours, but the colours are arranged in a meaningful way, which doesn't create confusion but aids in the conveying of information.
- I would describe the colour scheme as analogous and intuitive.
- The information doesn't really have information which can be ordered as more or less important, but depending on the interest of the viewer, it would be easy to identify information important to the viewer.

#### C) Other

- Each of the wines is given the same tile size in the periodic table, however the names of the wines are largest within the tile, and therefore the key identifier is communicated first.
- The colour of the tile of the wine, immediately tells of the colour of the actual wine and the positioning of the tiles relates to their position in the spectrum of wines.
- There is technically no white space, but I think there is enough empty space, so that the visualisation is not cluttered.
- The labels are strongly contrasted from their tile, and the shading may be sufficient for colour-blind stakeholders to understand what is being communicated. I would rate it as moderately accessible.
- Overall this visualisation is excellent for teaching the differences between different wines, their origins, the glasses used for drinking them and where they fall into the spectrum of wines.

I learned a new and interesting format for communicating classification and characteristics of a commodity or product. Correlating shades of a plotted area to the underlying item/product is effective and intuitive.

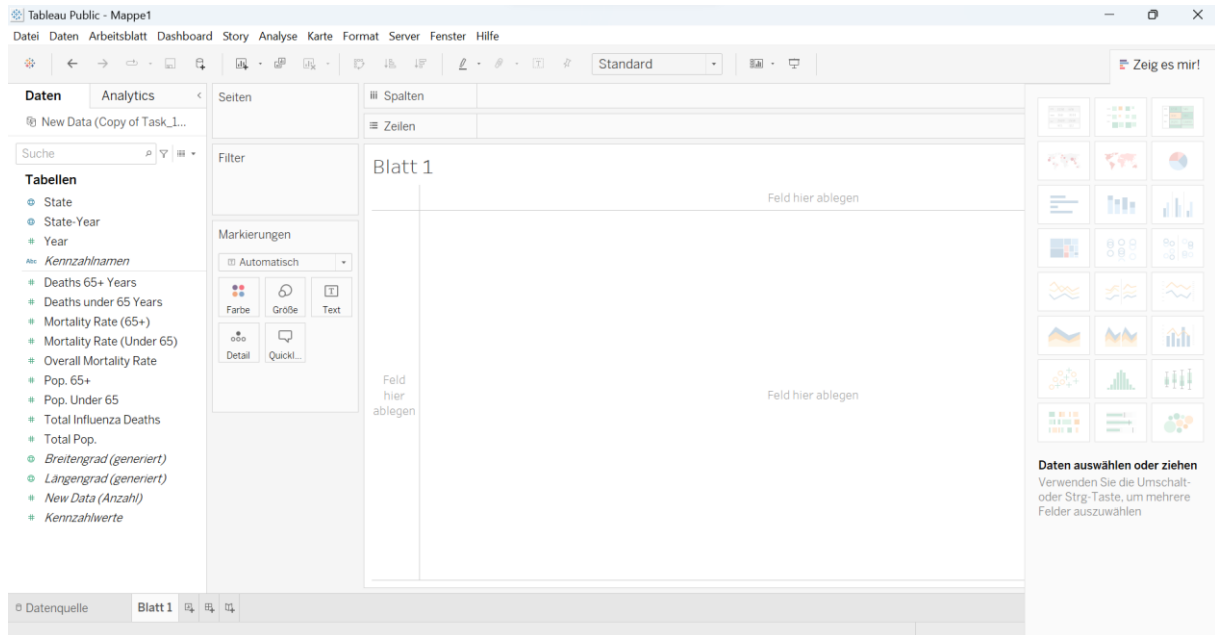
3. To be honest, there is little I would have differently.

- I would have tried to include the glass type (i.e., 1,2,3 or 4) as well as the G or W (which indicates whether the wine is from grape or appellation), but it may have crowded the visualisation.
- I would have left the background white and then been able to replace the green tiles on the far white with colours closer to their real wine colours.

4. Under Colour Checklist:

- Does the use of colour sufficiently communicate any spectrums which exist?

6.



Dimensions:

- State
- State-Year
- Year

Measures:

- Deaths 65+ Years
- Deaths under 65 Years
- Mortality Rate (65+)
- Mortality Rate (Under 65)
- Overall Mortality Rate
- Pop 65+
- Pop. Under 65
- Total Influenza deaths
- Total Pop.