

DATA 23700 Winter 2025

Exercise 3: Design critique

Due January 31, 2025

In this exercise, you will offer constructive critique on visualizations created by your peers for Assignment 1. You will see only the final image but not the rationale for their design choices. Keep in mind that you cannot see the whole thought process behind the chart, and be respectful of each other. Consider the choices made about elements of the grammar of graphics such as marks, encodings, scales, labels, and annotations. You may also focus your critique on other elements of design.

Students should submit their responses as a PDF document on Gradescope.

Instructions

Students' task is to choose Assignment 1 submissions from five peers, and submit a constructive design critique of each visualization.

You can find submissions from your peers in this [Google Doc](#).

For each chosen visualization, students should copy the image to a new document, and write below that image at least 3 pieces of design critique. Critiques should follow the framework presented in lecture:

- **“I like...”** - Give positive feedback using statements that start with “I like”. Be sure to include some of these. Critique is not all negative.
- **“I wish...”** - Give negative feedback using statements that start with “I wish”, followed by things you wish the visualization designer had done differently or tasks that you wish the visualization supported better. Be respectful.
- **“What if...”** - Suggest redesign strategies using statements that start with “What if”. Try to come up with one of these for each visualization you consider since this is good practice for your own creative process.

For each critique, make sure that you say enough that it's clear why you are giving the critique. If a critique seems petty or arbitrary, there's probably a better way to say it or otherwise some other issue that's more important. Be reflective; don't just give your knee-jerk reactions.

Students should turn in a PDF containing at least 5 images and 15 design critiques.