Link: <https://www.visualcapitalist.com/cp/visualizing-global-wheat-production-by-country/>

Color

* This visualization represents different regions/continents (qualitative) by using color hue, e.g. red for Europe. This is perfectly fine in this case as there are only 4 major continents in this visualization.
* This visualization represents wheat production value (quantitative) by using color saturation for sequential color changes in which darker colors represent higher value and lighter colors represent smaller value. This makes the visualization to be more intuitive for the viewer during the comparison of wheat production value between different countries.
* The color of text annotation for each region/continent matches the color used for the group of countries, which enables the viewer to navigate better in the visualization.
* Improvements:
* The text color for those countries with a lighter background such as Slovakia which is right under Poland in the Europe region can be changed to a darker text color such as black, so that the viewer can identify them more easily.
* Avoid color combination of green and red which is being used in the visualization as they can be a potential nightmare to color blind viewers. Instead, we can choose blue and orange to differentiate the regions as they are color blind friendly palette.

Layout

* The convex treemap is being placed at the **visual centre** and **aligned to the center**. Since a majority space has been taken up by the treemap, this signifies to the viewers that it is the most important element.
* The layout of the visualization seems to be **balanced** overall, with most of the **white space** being found at the left, right and upper right of the visualization.
* The **sight lines** are found around the convex treemap and three sections below the treemap. Since there are only minimal sight lines, this shows that the layout is good.
* Improvements:
* The title of the visualization should be shifted horizontally from left aligned position to the center so that the visualization will be perfectly balanced.

Typography

* The typeface used in this visualization is sans serif
* Alternative typeface called Frutiger, which is also a sans serif typeface can be used instead
* Varying font size is used in the title to indicate importance and form a hierarchy. For example, the most important word ‘Wheat’ has the largest size in the title as the main topic of the visualization is about wheat production whereas the word’ Global’ has the next largest size to show that the wheat production is compared among different countries globally.
* The number 2 in the lower right corner of the visualization has a heavier font weight to highlight the importance of wheat being the 2nd most traded grain commodity in the world
* Improvements of annotations:
* It would be better if those countries with extremely small wheat production are merged with ‘other’. For example, the country ‘LV’ which stands for Latvia in Europe region which only has 0.2% wheat production should be merged with ‘other’ as the viewer might find it hard to read the values and some of the viewers who are not that good in Geography might not know which country ‘LV’ represents (short form issue for country).