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Lab No: Tutorial 06

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**Homework**

Task 1 – Chartjunk

1. Identified chartjunk:
2. Total revenue by country

* Country map icons are considered as chartjunk as the country names are already being written down in the x-axis below

1. Gross margin of all retailer types

* The text annotations that show the gross margin value for some of the retailer types are considered as chartjunk as they encode the same information as the gross margin value that are originally written outside each section of the pie chart

1. Products total quantity

* Line chart is considered as chartjunk as it technically encodes the same information as the bar chart
* Picture of product eyewear and woods are also considered as chartjunk as they kind of distract the users in understanding the visualization

1. Diagram found on the top right corner of the dashboard is not needed as they do not encode any useful information in this sales report

Task 2 – Colour, Layout and Typography

1. Improved aspects:

* Layout: the layout is rearranged by making the title “Florida demographics total population per square mile” in the middle between the map and the line chart. This enables the viewer to know that the both map and line chart is used to show the Florida demographics. Only a few horizontal sight lines are found between each section.
* Typography: sans-serif typeface is used in this task where the font is arial. The title has a larger weight and font size as compared to the subtitle and the text in order to form a clear hierarchy of elements.
* Diagram: two interesting facts about the population of Florida is being mentioned in the line chart by using text annotations. A dotted line for each state is used to estimate the population in 2010. The legend is replaced by using color coded title in which each color in the title corresponds to each state.
* Color: The word “Florida” in the text is encoded using orange color in order to match its color in the line chart.
* Tooltip: the tooltip is modified by using a clear hierarchical structure in which title has a larger font with orange color which represent the state of Florida as compared to the elements below





