Critique template

1. Idioms and data used, chart design

* Data-ink ratio
* Layout
* Idioms with appropriate mark and channel (color hue – categorical, color saturation - quantitative)
* Legend or is chart used suitable

1. Color choices

* Avoid red and green (color blind hard to differentiate); blue and orange (color blind friendly palette)
* Don’t use Green & Red; Green & Brown; Blue & Purple; Green & Blue; Light Green & Yellow; Blue & Grey; Green & Grey; Green & Black
* Text color (lighter background -> darker text color e.g. black)

1. Layout

* Sightline (many means not too good)
* Balance & white space
* Visual center & alignment (center is better)
* Title of visualization shifted horizontally from left aligned position to center (balance)

1. Typography

* Too many typeface
* Weight and size to create visual hierarchy
* Placement of annotation
* Tooltip (no short form)
* Color of title
* Max number of words per line < 10
* Varying font size in title to indicate importance and form hierarchy. E.g. “Wheat” has largest size
* Heavier font weight to highlight the importance of something
* Annotations: merge extremely small values with others
* Short form issue