**Link to tableau public:**

<https://public.tableau.com/app/profile/phoebe.miller8340/viz/FocusAttentionUpdate/BlockbusterFilmIterations?publish=yes>

**Analyzation of iterations:**

My visualization skills have grown tremendously over the semester. In my starting point, the scatter plot is way too cluttered at it’s honestly hard to look at with all the data points and colors. I think the biggest and most important change I made to the vis was in the declutter step. I made a huge jump from a scatter plot to a bar graph, which not only made the vis easier to look at, but also led me to realize that my conclusion about action being the most profitable genre was incorrect. As can be seen in the graph, animation actually has the highest worldwide gross. In the next iteration, focusing attention, I decided to only put the animation genre in color since that is really what the audience should be focusing on. I also used some gestalt principles, like connection and similarity, in the text box I provided to directly address what I intended to show through the graph. With the help of peer feedback, I realized that in this iteration the listing of genre for each individual bar on the x-axis was distracting. Because of this, in the think like a designer iteration, I wanted to make the labels vertical and only have one listing of each genre for both the gross and budget bars. I couldn’t find a way in tableau to do that though, so in the dashboard I covered the labels up with a white text box and made each label individually. I also bolded the animation label to further focus attention. I did duplicate that iteration before making final changes, but tableau public carried over the changes in the final iteration into the previous one. Overall, I loved the way my visualization looked and I know that I have made great progress on it throughout the semester. My final change was simple, just putting “Worldwide Gross” in dark orange and “Film Budget” in light orange in the title. I did this because of the gestalt principle of similarity, as the words now match the color of what they represent in the graph. I am so grateful for this course, because I was able to gain further knowledge in design and graph-making skills that I will carry throughout the course of my career. I now know how to maximize the potential of a visualization to provide the most knowledge to an audience in the easiest ways for them to understand. Whether it’s decluttering, focusing attention, or thinking like a designer, I have the skills to make a thorough visualization that is successful in showing the intended message.