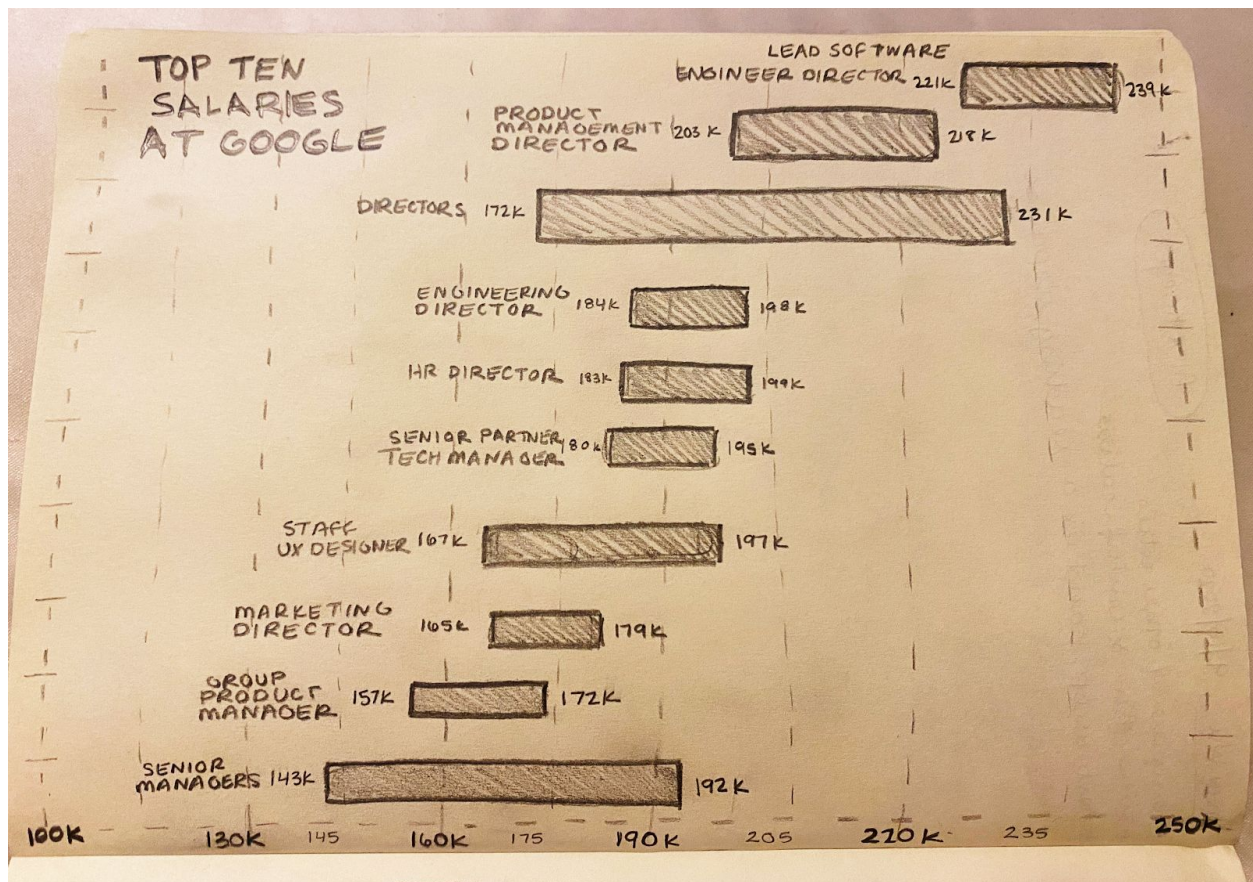Rebecca Brand
CS171: Visualization
Homework 3
20 September 2020

Google Salaries Infographic Sketch (Revised):

Changes (CRAP):

- ○ ***Contrast*** - I've rendered the infographic in black and white, which emphasizes the contrast between the varying salary ranges. In the prior graphic, the overlapping colors distracted from its readability.
- ○ ***Repetition -*** I've repeated the same mark type - the rectangle - to represent the salary range for each job type. This consistency allows for easier visual comparison between each salary range and their scope.
- ○ ***Alignment*** - Similar to repetition, the consistent alignment and spacing of each rectangle allows for easier visual comparison between their values

and in respect to the number range on the x-axis. The dotted lines running both vertically and horizontally complement this effect, as does the left-aligned text of each job type.

- ○ *Proximity* - The rectangles are evenly spaced relative to one another so that their values don't overlap like in the original graphic.

Changes (Gestalt principles):

- ○ *Proximity* - Reiterating the above comment, the proximity of the rectangles to one another maintains visual connection for comparison purposes. Similarly, the numbers on the left and right of each rectangle reiterates the idea of it being a range as opposed to a sum value.
- ○ *Similarity* - Rather than employ multiple colors, the rectangles have been rendered in black and white to maintain similarity between them.
- ○ *Enclosure* - Each rectangle acts as a discrete enclosure focused on representing the salary range for each job.
- ○ *Connection* - The lack of connection between the rectangles for each salary range/job avoids confusion where there might be overlaps in salary ranges.
- ○ *Continuity* - The extension of each rectangle from the low end of its unique salary range to its high end elicits visual continuity on each line of the infographic.
- ○ *Figure-Ground* - The contrast between the rectangles - which employ dark fills and thick outer strokes - and the dashed-line grid establishes a figure-ground relationship between the data that is being visualized and the quantitative methods of measuring it.