**Artic Sea Ice Volume Re-Imagined:**

1. I went with a simplification technique, while still keeping the polar plain idea. I thought the first graph had too much going on and my takeaway from the information was that Artic sea ice has decreased over the past 40 years. I kept all of the data, but instead used the time series to produce a continuous series, with the years being different colors. No data was lost, but I don’t think seasonality was the biggest take away from this information. I wanted to show the greater “trend” of overall sea ice depletion, while still keeping this “polar” plain idea.
2. The visual variables used in this graphic are location, size, shape, and color. By using a black and white map of the Artic circle, and the rainbow palette, there is a contrast between the two elements. The bright color of the years is meant to drag your eye towards the center of the images. Orienting the volume over the ice sheet used shape and location to help the audience put into perspective the amount the sea ice has been reduced.
3. The Gestalt Principles in this image are mainly closure and continuity. The perception is that the sea ice is an enclosed item, when really it is one continuous line with and open end at the start date of 01/01/1979 and end date of 12/31/20. This also implies continuity as there are missing data points throughout that disconnect pieces of the line. However, the audience only perceives concentric circles in different colors.

**Audience:** This visualization will be for the general public. This might be a visual linked with an article sabout Artic Sea Ice and it’s future. The audience would already be aware that the global ice sheets are melting but will not be aware of any further information. This graphic would appear at the top of the article to grab people attention. These audience members will care about learning more on a surface level about the rate that sea ice is melting.

**Purpose:** The audience should look at the visual and think about how small the center line is. I want them to then look outward towards the edge to see where the red line starts. Their eyes should then travel over to the legend where they can process the difference in the years. They should be able to draw the simple conclusion that the Artic Sea Ice Volume has shrunk significantly and that the land cover is much smaller.

**Message:** The message the audience should take away from this image is that Artic sea ice has decreased significantly over the past 40 years.

**Visual Task:** The audience should be looking for what the colors mean. Their eyes will go directly to the center and as they work outwards, they will notice the Artic map in the background. They then must think about why there are random colored circles in the middle of the map. The eyes will finally move the left to see the legend, showing the colors are years. Finally, the title will play the roll in letting the audience know it is the volume of sea ice over the years. This is meant to be a simple visual to intrigue the audience to continue down to the article linked with the image to learn more.