Submit:

A PDF or screenshot of your data visualization.

A brief document describing:

* the choices and reasoning behind your redesign. Be sure to:

1. identify which data preparation techniques (such as selection, normalization, classification, aggregation, simplification) you used, and why. In other words, how did your data preparation approach help your audience see a particular aspect of the pattern in the data?
2. identify which visual variables you used, and the reasoning behind your choices of those particular visual variables for representing the variables shown in your visualization
3. identify the gestalt principles that influence how people perceive the visualization you have created

* the intended audience, purpose, message and visual task around which your re-design is focused. Be sure that your write-up addresses the following questions:

1. ***audience:*** Who will be reading this visualization? What do they already know about the topic? What do they care about?
2. ***purpose:*** What do you want the audience to do? What kind of task, decision, or conclusion should they be focusing on?
3. ***message:*** What is the main take-home message? Think of a 1-sentence statement for this.
4. ***visual task:*** What information should the audience be searching for in your visual? What are the visual tasks they need to perform to find and extract your message from the visual?