3) Design Analysis / Critique

Visualization B

1. **Who is the audience?**

The audience might be anyone who is interested in applying to be a Nobel Prize winner. This graph also appears to be something that might be in a trade journal.

2. **What questions does this visualization answer?**

This visualization tries to give a graphical representation of the age at which each Nobel prize recipient won from the years 1901-2012. It also tries to depict from which university they attended. It also gives what degree they attained when they won the prize. As well as it tries to also give if each recipient was male or female.

3. **What design principles best describe why it is good/bad?**

Good:

- The graph does tell an overall story.
- It tells you the average age of all the individuals that won the prize within their respective category.
- It gives what degree the recipient had when they won.
- Which hometown they came from.
- Etc.

Bad:

- The first thing that jumped out at me was "How to read it". If you need a caption to tell the viewer of the visual how to read it, then it is a clear indication it isn't simple.
- Too many visuals for one page.
- The diagram is tilted, when it should be aligned straight.
- There appears to be a lot of chart junk involved.
- It looks like the graph is lying in line charts. It doesn't give the user anything as a basis to go off of for the x-axis

4. **Why do you like/ dislike this visualization?**

I dislike this visualization because it took too long to understand what it was trying to represent. Not until after I spent some time studying it did I fully comprehend what the author was trying to say because there is so much information.

5. **How could the data-ink ration be improved? And can you suggest any other improvements?**

Break up the graphs into multiple graphs. I can see this visualization being broken up into 5-6+ different graphs. In doing this you can create more beautiful elements, and you can minimize chart junk. I would also tell the author of the visualization that they don't need to tell the user everything, just the highlights. So that would cut down on a lot of the total ink used in the graphics as well.