Design 7 - Design critique
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Particularly good video: **XTC** (https://vimeo.com/195271288)

Topic: Party drugs are well covered in the media focusing on dangers and the rise of abuse. In this video these trends are explored and put in perspective.
Intended audience: general public
Message: Despite increase in dose, XTC results in fewer deaths than other drugs
Sources: jellinek.nl, Antenne 2014

Strong points

- Story telling and insight:

  - **playfulness**: the intro sets the tone and quickly illustrates the topic, background music matches topic. Great choice for classical music in the intro as a background for what is obviously not a classical music concert. This immediately gets attention of viewer.
  - **vividness**: connects story to an example of a person, which makes the story more lively,
  - **style**: calm narrator and live drawing makes the message easy to follow
  - **aesthetics:** videos of a club scene fit theme, are consistent and are visually stimulating

- Representation:

  - no apparent *Lie factor* as data seems to be presented in full
  - line graphs at 01:00, 01:20 and 02:00 become clear due to **repetition**
  - line graph and bar graph at 02:00 are clear because of close **alignment**
  - line graphs 01:00, 01:20 and 02:00 and bar graph at 02:10 have great **data-ink ratio** and avoid **chart junk**, adhering to Tufte's principles of graphical integrity
  - consistent style so according to Tufte's principle of **"data variation not design variation"**
  - pie chart at 01:45 fits theme of round pills but is also easily understandable and minimal in design

Room for improvement

- line graphs at 01:00 and 01:20: distance between years on x axis are not equal. This not adhere to Tufte's principles of graphical integrity and gives the impression of a more sudden difference than is actually the case.

Video that could be improved: **Woningmarkt in Amsterdam** (https://vimeo.com/195215947)

Topic: The housing market in Amsterdam is overheated and prices skyrocket compared to the rest of The Netherlands In this video the underlying causes are discussed.
Intended audience: General public and in particular students who are looking for property in Amsterdam.
Sources: CBS, financieel.infonu, NOS
Message: Due to high housing prices in Amsterdam, it is difficult for students to buy a house in the city when they finish their studies.

Weak points

- Storytelling and insight:

  - Line graph at <u>01:20</u> and bar graph at <u>02:20</u> are not readily understandable because of the amount of information presented at once. This could be greatly improved when narrative would be slower or visualizations step by step or by live drawing

- Representation

  - **Poor visual encoding of housing prices:** at <u>00:30</u>, *raw* housing prices are shown in price/m^2, which is effectively a table. By using a form of data visualization such as a bar graph, the differences would become clear in an instant.

  - **Visual representation of size is not suitable for surface area:** at <u>01:00</u>, differences in surface area are illustrated by size differences of a 2D house. This is difficult to grasp in an instant. A bar graph would be sufficient and an effective way of communicating the size difference.

  - **Use of colors and windows in the drawings of houses does not add information:** also, at 01:00, the houses could have at least been plain. This design results in chart junk and poor data-ink ratio and does not adhere to Tufte's design principles of graphical integrity.

  - **Different colours in map do not add information**: at 02:00, a map shows houses for sale but uses different colours for different cities. This is not necessary and adds chart junk.

  - **Color scheme in map is not relevant nor appropriate**: also, at 02:00, different provinces have different colors but these colors do not seem to have any meaning, which adds to chart junk. This is a missed opportunity as data density could have been improved by creating a chloropleth map showing sales per province. However, the color scheme would then be inappropriate anyway because the color gradient is not clear.

<u>Good points:</u>

- Storytelling:
  - **style**: calm and understandable narrator, introduction and conclusion are matched
  - **aesthetics**: combination of images and hand drawing is visually stimulating
  - **vividness:** connects story to example, which makes the story more lively

Representation:
  - no apparent *Lie factor* as data seems to be presented in full
  - consistent style, according to Tufte's principle of "data variation not design variation"