**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

**Strong points:**
- Story telling and insight:
    - **playfulness and style**: the intro sets the tone and quickly illustrates the topic, background music matches topic, connects story to an example of a person, which makes the story more lively and relatable,
    - **vividness**: calm narrator + live drawing makes the message easy to follow as it's step by step
- 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 (does not adhere to Tufte's principles of graphical integrity)

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 01:20 and bar graph at 02:20 are not readily understandable and could be improved when narrative would be slower or visualizations step by step or by live drawing
- Representation
    - **Poor visual encoding of housing prices:** at 00:30, *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 01:00, 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.

Good points:
- Storytelling: calm and understandable narrator, connects story to example, introduction and conclusion are matched
Representation:
    - no apparent *Lie factor* as data seems to be presented in full
    - color scheme of bar graph at 02:20 is appropriate
    - consistent style so according to Tufte's principle of "data variation not design variation"