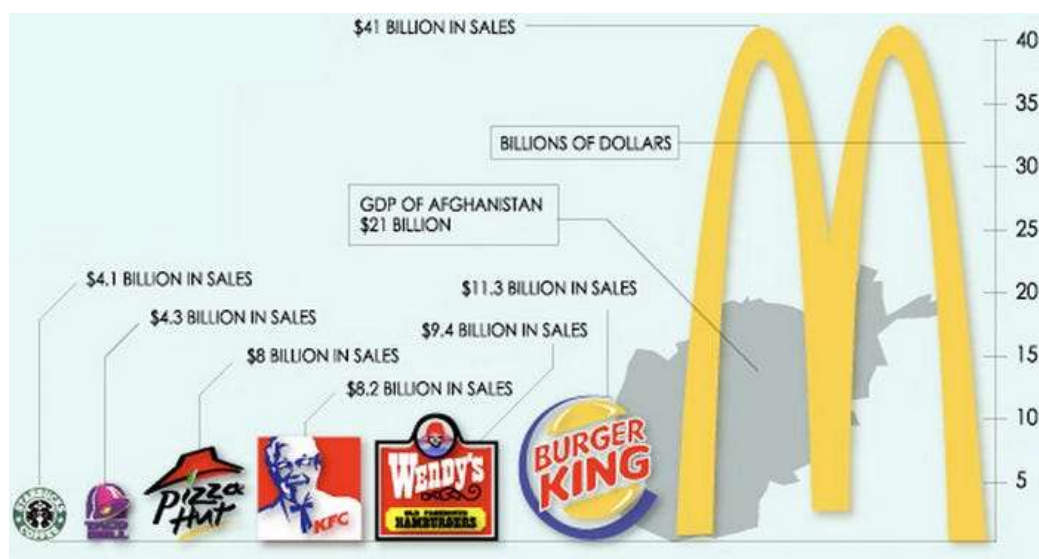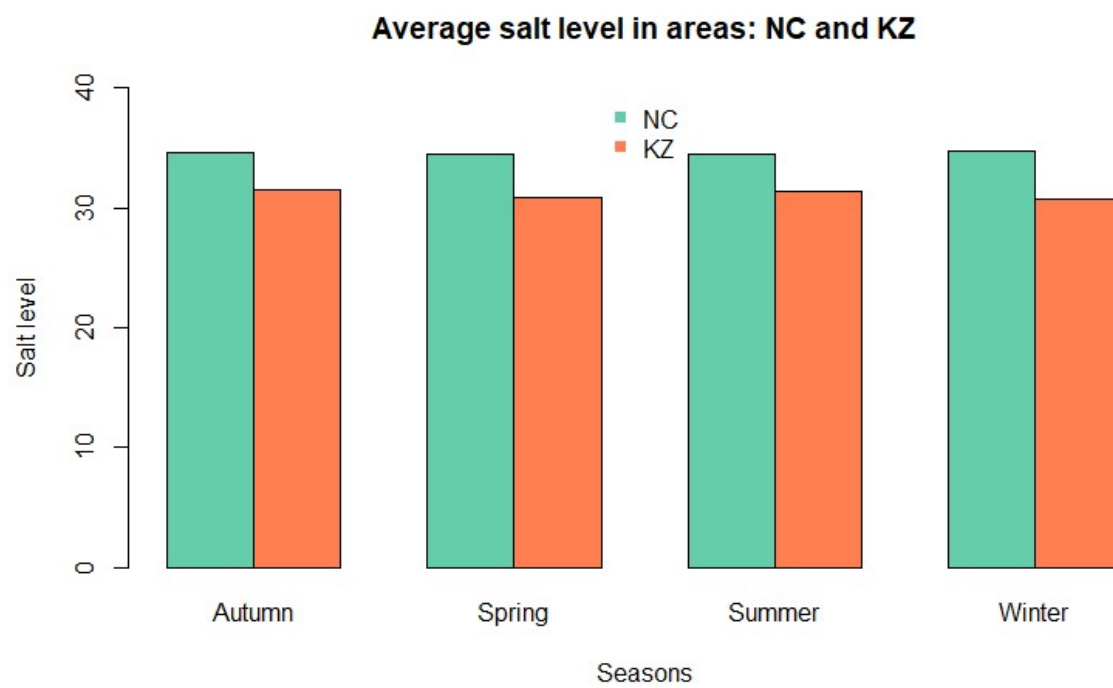Part 1. Graphic inquisition

1. <u>Gestalt principles & illusions.</u> Logos of the fast-food restaurants is not clear, especially the ones that are too small. and nothing is written in the U axis. However, the difference of right and left side is clear.

2. <u>Keep it simple. Decoding & Operations</u>. The figure is relatively simple to perceive.

3. <u>Less is more: Chartjunk & data-ink ratio</u>. However, the map and GDP of Afghanistan is creating more confusion than giving some information to compare the sales values.

4. <u>Graphical data integrity & lie factor.</u> The size of the logos and the sales amount is not accurate. For example, the sales number of McDonalds is about 4 times compared to that of Burger King; but the ratio of their logos' area is about 8 times. It seems to imply a trend of sales across various fast-food restaurants, but the size of the logos misleads about actual differences in sales.

5. <u>Annotation & stand-alone Readability</u>. The values in Y-axis is given, but has no label. The label is repeated several times ("billion in sales) inside the graphic. The label of X- axis is missing. Lacks title of the graph. There is no reference of time.

Part 2. Graphic design

Average salt level in areas: NC and KZ

Variables used to generate my own figure are: Mean salt level, Area, and Seasons.

1- Gestalt principles & visual structure. Clear bar chart showing Salt levels across the 4 seasons of the year in two areas, NC and KZ.

2- 2- Keep it simple: Decoding & Operations. Simple 2D graphs have been used. 3 variables were not shown in a clumsy 3D diagram.

3- Less is more: Chartjunk & data-ink ratio. Light, but contrast color is used for the two areas.

4- Graphical data integrity & lie factor. Data did not have information on which year's data this. It would have been useful to put this information the graphic.

5- Annotation & stand-alone readability. The axes are clearly labeled. It clearly shows that on average in every season NC has higher salt levels than KZ. In both areas, there are seasonal variations as seen by the different height of the bars.