

# Design Critique: The Largest Vocabulary in Hip-Hop

*By Vanya Arikutharam (PES1201800379)*

The initial perception of the webpage is minimalistic and elegant. The nicely chosen typeface brings my attention to the main heading followed by the sub heading, both concisely conveying the right information to the audience. This is followed by a short intro, explaining the inspiration behind the chart and article. I personally would've preferred to see the chart as soon as the page loaded instead of scrolling, but the current choice of placing the intro first is good too.

The chart is neatly presented and intuitive to understand. The choice of using the rappers face as an attribute along with the hover annotation is a nice way of providing a lot of information without making the chart seem too cluttered. The Shakespeare and Moby Dick annotations in the chart are a nice addition and provide a level of context to what the author/designer was trying to show with this visual.

The 3 options of viewing the chart is also a nice touch as viewers with more hip-hop knowledge will appreciate the third option whereas less experienced viewers will find the first two options informative without getting lost in a sea of information. The placement of the sources right below the chart as opposed to say the bottom of the webpage adds on to the trustworthiness factor quickly. I also liked the inclusion of a link to the code behind the visualisation which people who are into data viz will appreciate. The short paragraph further explaining the analysis methods may be a bore to the standard audience, but it's worded in way that a layman can understand.

The remainder of the webpage includes a much more detailed analysis of the conclusions drawn from the main chart, with an initial focus on Wu-Tang who I'd previously never heard of, but still found it interesting to read their surprisingly high placement in the chart. The sub-charts used here were informative, even to a non hip-hop audience (like me) and nicely annotated.

After Wu-Tang, the next main focus is Outkast, who is one of the best southern hip-hop artists (a fact I learnt from this chart). I liked the regional breakdown chart as the averages were interesting to look at but the x - axis of the chart wasn't clearly labelled which led to a bit of initial confusion as to what the placement of the dots actually meant. I would've also liked if Outkast was annotated in the chart.

The next focus of the in-depth analysis is the surprisingly low ranks of the very popular artists like Kanye West, Snoop Dogg and Drake. The chart used here is very similar to the one used in the regional breakdown. Annotating popular artists in the chart helped provide more context to the focus of the analysis as one could clearly see where they stood in comparison to the other artists.

The final conclusion of the analysis is nicely phrased and allows the viewer to form their own opinion without the author projecting their own biases and conclusions. All in all, it was a wonderful read which was further enriched by the sub-charts.