

CGT 270 Data Visualization
Makeover Monday #4 (2021 Dataset)

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Date: Nov 10, 2021

Lab section: Wednesday

Show your work!!!

Acquire

Week: 3

Date: 21.03.2021

Year: **2021**

Data:

Source Article/Visualization: The Cereal Industry Had A Very Weird Year

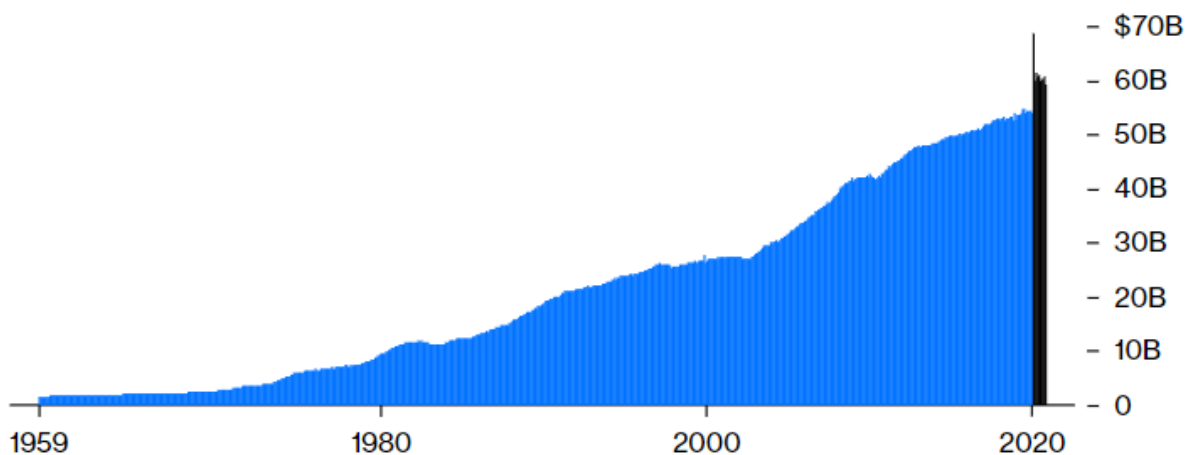
[The Cereal Industry Had A Very Weird Year](#)

DATA SOURCE: [Bureau of Economic Analysishttps://www.makeovermonday.co.uk/data/](https://www.makeovermonday.co.uk/data/)

Represent

Well That Sure Was Unusual

Monthly U.S. personal consumption expenditures on cereals*



Source: U.S. Bureau of Economic Analysis

*Includes flour, rice, pasta etc. as well as breakfast cereal, but does not include restaurant meals

Critique

I like how the title of the visualization helped weave it into the conversational narrative of the entire article. I disliked how the area chart was just made of bar charts instead of being an actual area chart, and also I don't like the garish colors used in this visualization. I also feel like it might be asking the wrong questions; I don't think 2020 was a strange year for just cereal. We had to adapt to the pandemic, so I have a feeling that all food consumption was affected since going out to buy groceries wasn't encouraged. I want to take a look at personal consumption as a whole, instead of just cereal.

This visualization is convergent thinking, and it is an overview of all cereal brands. This would also be a bar chart; the bars are just very tiny and it seems like a weird design choice to me.

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Mine

How has personal consumption changed over time?

Filter

Abc	📅	#
Sheet1	Sheet1	Sheet1
Category	Month	Millions of ...
Alcoholic bev...	1/1/1976	9,908
Alcoholic bev...	2/1/1976	9,994
Alcoholic bev...	3/1/1976	10,127
Alcoholic bev...	4/1/1976	10,204
Alcoholic bev...	5/1/1976	10,233
Alcoholic bev...	6/1/1976	10,481
Alcoholic bev...	7/1/1976	10,500
Alcoholic bev...	8/1/1976	10,527

Stakeholders

- My audience could be economists, or sociologists that want to study the effects of the pandemic on people in comparison to other things before, or any other trends throughout history that they would want to analyse.

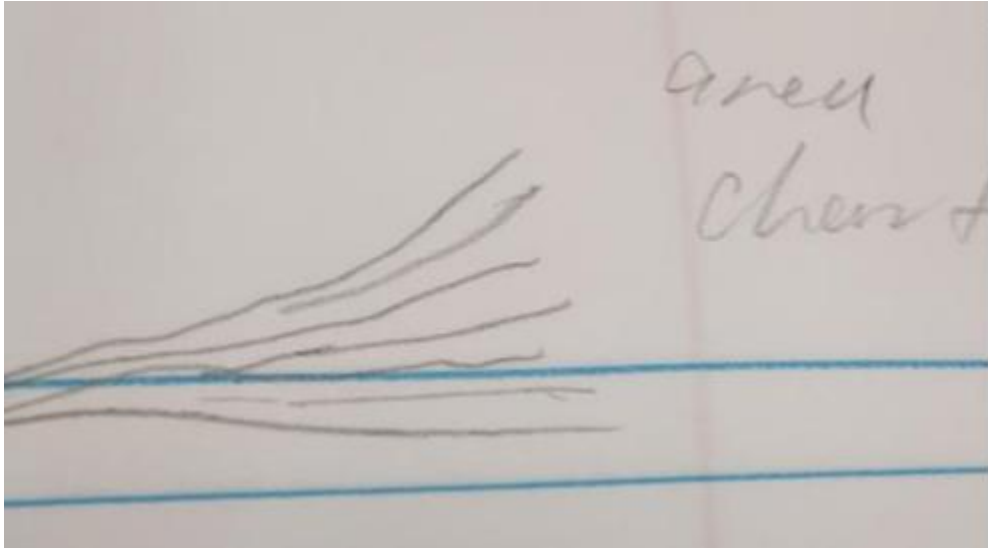
What to submit: This document in PDF format only (if you do not know how to do this, ask).

Choose the best layout for your makeover visualization: Portrait or Landscape, Remove the page of the layout that you DO NOT choose. No blank pages!

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NEW Sketch your Makeover

In the space below, sketch out your ideas for refined visualization. You must use pen/pencil and paper to sketch out your idea, then take a photo of your sketch and include it in the space below.



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Refine (Makeover – Landscape view)

Food Consumption Over Time

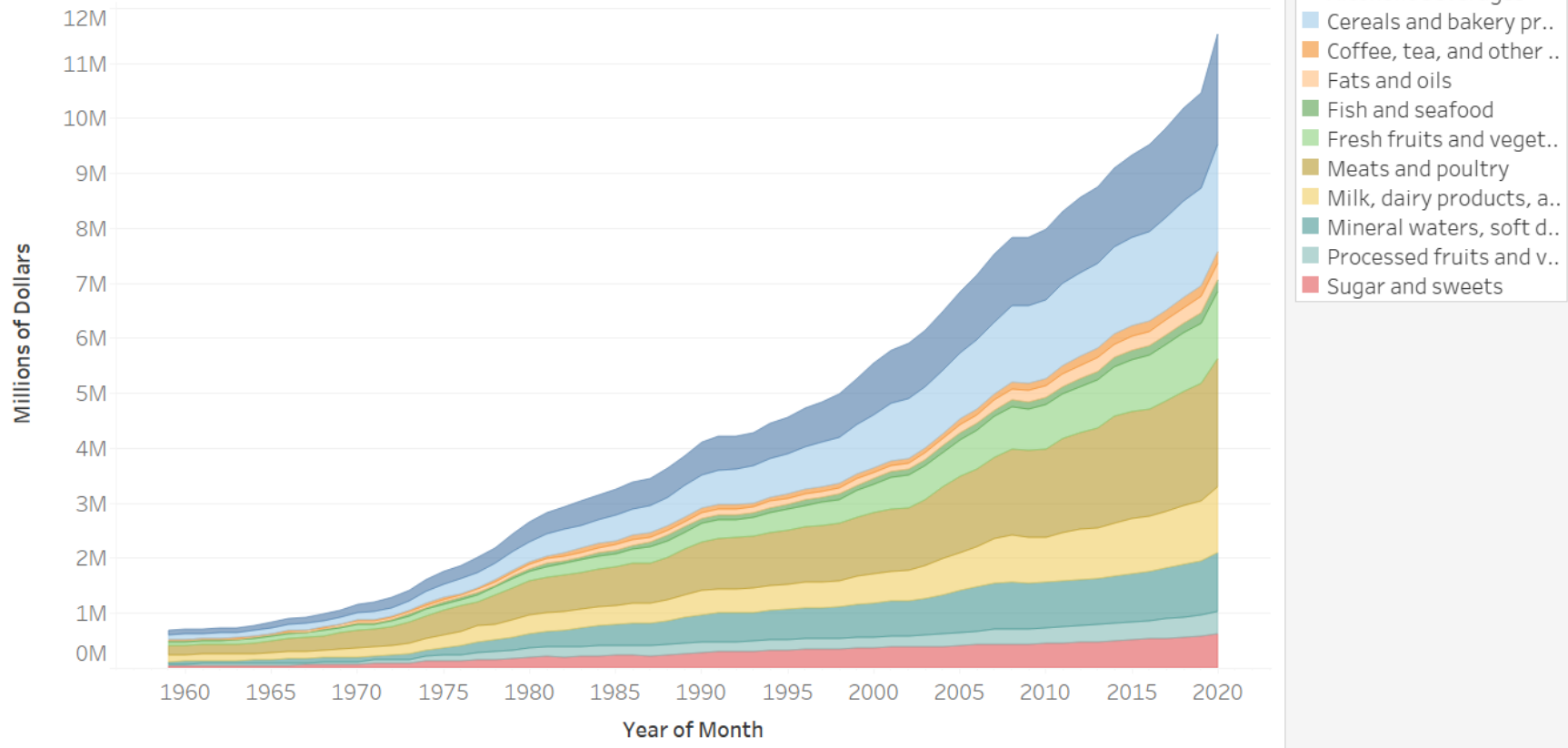


Figure Caption. Stacked area chart displaying food product consumption over time. A spike is located at 2020.

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Resources

Data Visualization Checklist:

http://stephanieevergreen.com/wp-content/uploads/2016/10/DataVizChecklist_May2016.pdf

How to give constructive criticism:

<https://personalexcellence.co/blog/constructive-criticism/>

Sample Makeovers

<https://www.makeovermonday.co.uk/gallery/>

Grading Rubric

Excellent (11-15 pts)	Good (6 -10 pts)	Fair (2-5 pts)	Needs Improvement (0 - 1 pt)
Meets ALL or most of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed.	Meets MOST of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed.	Consistently meets SOME of these: Makeover is esthetically pleasing (color, perception), best practices followed (insightful), Correct dataset downloaded; provided an interesting point of view of the data; critiqued previous makeover, critique is constructive (indicates one thing that is done well, and one thing that could be done differently, what will be done to improve the visualization), assumptions (more than one) are listed.	Little to no evidence of the understanding of the data visualization process. Lackluster makeover or no makeover. Little effort.
Sketch included: hand drawn [5 pts]	Sketch included, but was generated by computer [2 pts]	No sketch included. [0 pts]	
More advanced chart types used [5 pts]	More advanced chart types used, followed most best practices [3 pts]	Basic chat types used in the makeover [2 pts]	Little to no improvement in visual representation of the data [0 pts]