**INFO 633 Information Visualization**

2019-2020 Spring

Mid Term

Answers in the mid-term must be your own independent work. This is not a group project.

Points Possible: **25**

Due: Week 5 Sunday 11:59 pm EST

**Format**

Page Limit: Your answer to each question should be no more than 2 pages, including figures.

Submit all your answers in a PDF file under the Assignment page on Blackboard.

*You may draw upon your own learning based on the reading materials, software experiences, and discussions on the discussion board of this course as well as relevant materials on the Internet, provided that proper references are included accordingly.*

**Question 1 (15 points)**

Consider the design shown in Figure 1 and answer the following questions. Justify your answers and strengthen your arguments/conclusions with reference to relevant concepts, principles, theories, heuristics, or other considerations.

1. What is the primary purpose of the design? (**5** pts)

The ultimate goal of information visualization is to

1. Which part of the design is particularly effective to serve the intended purpose? Why? (**5** pts)
2. Does any part of the design have weaknesses that may hinder its effectiveness? Why? (**5** pts)

A screenshot of a cell phone

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Figure 1. The original design.

**Question 2 (10 points)**

Consider the redesign shown in Figure 2 and answer the following questions. Justify your answers and strengthen your arguments/conclusions with reference to relevant concepts, principles, theories, heuristics, or other considerations.

1. What do you think are some of the most significant changes made in the redesign? (**3** pts)
2. In your opinion, what are key advantages of redesigned visual encoding over the original design? Why? (**4** pts)
3. What are lessons learned concerning information visualization in general from your overall experience in exploring, decoding, and comparing the two visualizations? (**3** pts)

A screenshot of a cell phone

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Figure 2. A redesign.