

3. Design Creation and Explanation

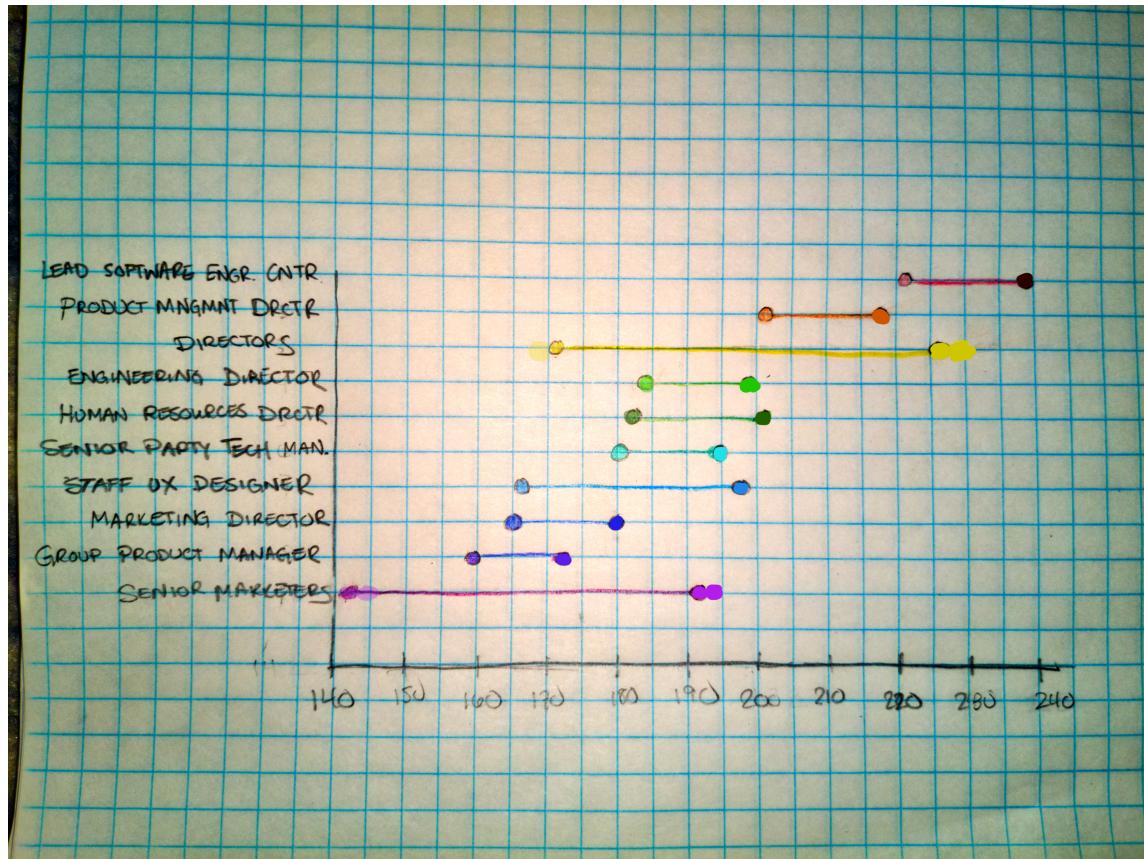


Figure 1: Simple Remake of Google Salaries

I decided to keep the remake of the Google Salaries visualization rather simplistic, as I found the original to be too complicated to ultimately decipher. Explicitly, I found it extremely hard to compare one salary range to all the others easily and quickly, and the pie chart was absolutely useless, and I wanted to remedy this. First, following **Gestalt Principles**, I employed lines and circles as marks to denote quantities and ranges, and I used color hue to denote different jobs (different color for the different positions) and color saturation to again denote quantity (left side of the range is always less-saturated than the right, higher side of the range). Following **CRAP**, I employed Contrast through use of different colors and saturations, Repetition of the same style to denote salary range, Proximity through the dots - the closer they are, the smaller the salary range - and Alignment through the use of an x-axis scale, which was desperately needed and lacking in the original. Although I'm not sure how this information was encoded in the previous besides specifying

it in an aside, Directors and Senior Marketers' range was for two salaries. I felt compelled to include that by using two dots on both sides, and it actually ended up revealing something I hadn't been able to detect in the original: the ranges with 2 salaries are by far the largest.