Re-Design Exercise

Design Exercise

Task: Analyze and Re-design visualizations
- Identify data variables (N,O,Q) and encodings
- Critique the design: what works, what doesn’t
- Sketch a re-design to improve communication
- Present result to your classmates

Break into groups (~5 people per group)
You have ~35 minutes.

Design Critique & Iteration

Each group should join with another group.
1. One group presents their critique & redesign.
2. The other group should then do the same.
3. Compare similarities and differences between critiques and re-design ideas.

Mackinlay’s conjectured effectiveness of visual encodings
Number of Classified U.S. Documents

Source: The Atlantic 300 no. 2 (September 2007)

Preparing for a Pandemic

Source: Scientific American, 293(5). November, 2005, p. 50
Music: Super Cuts (page 92)