Lab: Data Deconstruction

In order to make effective visualizations you must be able to critique and deconstruct them. This lab will give you a chance to do that, and get some feedback on your deconstruction.

Visualizations are a means to a end, with communication or new analytic insight as the end goal. If a visualization doesn't get you to a goal, it is poorly designed. Effective creators and consumers of visualization deconstruct the mappings and techniques used, and can articulate how these are in service of the goals at hand.

You are encouraged to work together in teams for this project. Look for teammates with backgrounds that differ from your own.

Remember: a critique points out both the good and the bad.

Requirements

1. Find a visualization for each Data Type: Nominal, Ordinal, Interval, and Ratio.

- Find a minimum of Two visualizations, and maximum of Four. (Some visualizations contain multiple data types– that's fine.)
- You may use the links below or look elsewhere. Any source is fair game.

2. Concisely describe the data variables shown in the visualization. Be sure to include each variable's Type.
3. Concisely describe the visual encodings for each data variable. Refer to the slides, book, and handout as needed.
4. Briefly critique the mapping.

- Are any of the visual mappings poorly chosen? What are better mappings?
- Is the data transformed or aggregated in any way from the "raw" source? Is this choice justified?
- (Don't go through a lot of trouble to dig up the actual source data files. Oftentimes you can tell if something is aggregated or transformed by looking at the data itself.)

Links

- NY Times (Example: 2014 Interactive Storytelling)
- FlowingData (Example: Best Data Vis Projects 2014)
- Visual.ly's Huge Infographics Collection
- Literally anywhere else. Go look!

Turning in the project

Fork the example Lab repo, make changes and add your images, and make a pull request.

Grading

This lab is graded on a 100 point scale. The writeup will be graded completeness (80) and overall quality (20).