

Critique the Poster

by Harry Morris

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CRITIQUE AND POSTER

**Data Analysis and
Visualisation**



By Harry Morris

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The Secret of Success Graph!

The secret of success is a radar chart which asks different social strata the same question which is "which are the main reason for success?". The social groups which was asked include, poor, middle class and rich people. This document will discuss/evaluate the effectiveness of the graph and the problem which the graph currently has. I will also be recommending improvements which could be used to improve this graph.

Good Features!

Within this section of the document I will outline the good features of the graph, anything that I believe makes the graph will be discussed here.

Images – Images are used on this graph to represent the reasons of success. The images aid the graph as [1] 'they help users engage with the content, and such emotional reactions influence information retention.' This improves the graph effectiveness as the readers/end users are able to retain the information the graph is displaying.

Legend – the legend is a good feature to have on a graph as it allows the reader to understand what the different colours on the graph represents. A legend could also be used to [2] 'to help make a complicated plot more understandable.' Which could help prove the point the graphs trying to make.

Title/Description – The purpose of having a title on the graph is to [3] 'provide an overview of the information it contains and give the readers an indication of the data they will be looking at.' The Secret of Success does this well as it informs the of the information they will be looking at. The description also informs the reader about the question that the graphic is answering, which allows the reader to get a better understanding of the graph.

Problems with the Graph!

This section of the document will be dedicated to the problems which I have with the graph. I will outline the problems and give the reason why it has a negative effect on the graph.

Colours – One negative of the Secret of Success graph is the choice of colours used to display the data. The colours which blend together can cause some issue for people who are colour blind, this has a negative effect on the graph as some of the demographic might not be able to see the graph correctly. [4] 'In Britain this means that there are approximately 3 million colour blind people' by not catering to their needs can limit the effectiveness of the graph.

Overlapping Numbers – Another problem with the graph is the number which overlap on different section on the graph. These overlapping numbers can cause problems for people who have dyscalculia as they have [5] 'difficulty in understanding numbers which can lead to a diverse range of difficulties with mathematics' This can cause confusion for people with dyscalculia which effect the graphs quality to display information to the reader.

Text and Font Size – The text and font size are another problem with the graph which needs to be address, as they can cause some issues for people who have dyslexia. The small size font can make it more difficult for dyslexic people as they have [6] 'have difficulty processing and remembering information they see' the smaller the text size the harder it is for the dyslexic person to read/understand the displayed information. The style of text also has a dramatic effect the processing of information and should be changed to aid people with this disability.

Improvements that could be Made!

Change Colours

Changing the colours of the graph section can dramatically improve the overall quality of the graph. Using different lightness of the colours in the graph [4] 'has the big advantage that readers with a colour vision deficiency will still be able to distinguish your colours.' This will allow people with colour blindness to be able to distinguish the difference between the colours on the graph, meaning they will be able to understated the information displayed on the graph.

Change Font

Chaining the font should be another change made to graph, this should be done in order for the people who suffer with dyslexia to be able to understand the information which is being displayed. [7] 'font size should

be 12-14 point or equivalent' to ensure that the text is readable. Another thing which need to be consider is the font style as that also has an effect on the way the dyslexic person processes information. Fonts which should be considered are [7] 'Arial and Comic Sans, as letters can appear less crowded.' This will ensure that the dyslexic person can read the text on the graph and understand it fully.

Remove Numbers

Removing the overlapping number will help the people who suffer with dyscalculia removing the overlapping number will stop them from having any difficulties. Allowing the to be able to understand the information on the graph, without having any difficulties.

Conclusion

Overall, this document has outlined both the positives and negatives with the Secret of Success graph. The good features of the graph included the images, legend and the title and description of the graph. While things which could be improved was the colours, the removal of the overlapping numbers and the font size and style. If these improve where made to the graph then its effectiveness of displaying this information would go up as people with leaning difficulties like dyslexia and dyscalculia as the information displayed has been catered to their needs.

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GRADEMARK REPORT

FINAL GRADE

58/0

GENERAL COMMENTS

Instructor

Student FEEDBACK FORM

This section details the *extent* to which the assessment criteria are demonstrated by you, which in turn determines your mark. The marks available for each category of skill are shown. Lecturers will use the space provided to comment on the achievement of the task(s), including those areas in which you have performed well and areas that would benefit from development/improvement.

Generic Assessment Criteria	Marks available	Marks awarded
1. Engagement with Literature Skills		
·		
Links to literature.		
· Some references used, purely online sources.	10	5
· No evidence given of wider reading		

2. Knowledge and Understanding Skills		
Description of what is wrong with the original poster. You have discussed all of the relevant areas of visualisation. Some good evaluations, supported by relevant literature; however, you could have supported more of your points.	20	12
3. Cognitive and Intellectual Skills		

Presentation of data with appropriate use of colour, shape, text and other creative elements. · You have shown that you have thought about the people who are going to view your poster and design the data visualisation to make it easy for them to understand it. · You have also used supporting graphics to provide context for the data · Most colours are visible – Although purple/blue foreground and background difficult to see. · Text is a sensible size and well-spaced · Some graphic design elements work well	25	17
5. Transferable Skills for Life and Professional Practice		

Document presentation, referencing. · The document layout and structure are very good A good introduction. · Easy to read · Some spelling or grammatical issues. · Within the wordcount	10	5
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Assessment Mark (Assessment marks are subject to ratification at the Exam Board. These comments and marks are to give feedback on module work and are for guidance only until they are confirmed.)

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