Username: Guest user

Course Name: Sage Campus Demo Hub

Scorm Name: Introduction to Data Management Free Module

Question: What is the main goal of data visualisation?

Answer: To create engagement through interactivity

Type: MCQ

Status:

Question: The following answers fall into one of two categories: 'Representing' the data, and 'Presenting' the data. What is the focus when ‘Presenting’ the data?
Answer: Which features of annotation to include, Which chart type to choose, Which interactive features to deploy

Type: MCQ

Status: PARTLY CORRECT

Feedback: Both terms appear similar, but the main difference is that to ‘represent’ the data involves selecting which chart or charts are best to portray the data visually. ‘Presenting’ the data is a slightly different perspective that concerns the other visual choices across the whole design anatomy of any communicated piece of work i.e., it is about deciding on the potential useful interactivity, the annotated assistance, and the appearance through colour and composition.

Question: Which term best characterises the essence of data visualisation decisions?

Answer: Mostly it is about dealing with complexity

Type: MCQ

Status: CORRECT

Feedback: !Although there can be some complicated issues, most issues that we deal with in data visualisation are easy to make decisions about in isolation, but it is when you appreciate how those decisions have an impact on all other decisions that the task becomes complex.

Question: Which of these is NOT an aim of the design workflow process?

Answer: To accommodate your randomness and taste-driven preferences

Type: MCQ

Status: CORRECT

Feedback: !The aim of the design workflow is to assist with all the above but rather than accommodating your randomness and taste-driven preferences, it attempts to reduce them in your approach to creating a data visualisation.

Question: From the three principles of good visualisation design, which would be the correct order of importance placed on each one, from the most to the least, when seeking to optimise a visualisation work.
Answer: Trustworthy, Accessible, Elegant

Type: MCQ

Status: CORRECT

Feedback: !Though you can never absolutely guarantee it, being trustworthy is a non-negotiable pursuit. Accessible design - making every effort to ensure your work is as understandable as possible - is of next importance. Elegance, concerning the effort to make the visualisation as aesthetic and engaging as possible, is always going to be somewhat subjective, but it is still worthy of your efforts and energy to help optimise your work.

Question: A good visualisation design is:

Answer: Accessible, Trustworthy, Elegant

Type: MCQ

Status: CORRECT

Feedback: !Good visualisation design is trustworthy, accessible and elegant. Bad visualisation design is ugly, confusing and misleading.

Question: Trustworthy visualisation design is about having:

Answer: Content integrity, Visual integrity

Type: MCQ

Status: CORRECT

Feedback: !To make a data visualisation ‘trustworthy’ means to ensure you create integrity in your choice of content and design execution. Content integrity is important because it speaks to the trustworthiness of the data being represented. Visual integrity is important because bad design choices can lead to distortions of data, whether intentionally done or not.

Question: Once you have articulated your origin ‘curiosity’ for your work, you cannot change

your definition thereafter and you will be committed to pursuing this enquiry alone.
Answer: False

Type: MCQ

Status: CORRECT

Feedback: !The overriding enquiry your work is pursuing may evolve as you get closer to the scope of your project, the nature and potential of your data, and what stories are emerging. Establishing the curiosity is a starting point to help give you focus. As with all aspects of this ‘Formulating your brief’ stage, this represents the first occasion, not the final occasion that you will consider this matter.

Question: Evaluation of a creator’s skills and knowledge and the availability of different technological options for a visualisation project are part of which circumstance group?
Answer: Resources

Type: MCQ

Status: CORRECT

Feedback: !The skills and knowledge of the creator(s) involved in producing a visualisation will shape the scope of the project as much as the tools and applications they have access to. These are vital matters to establish an understanding about as early as possible.

Question: Defining the vision of your visualisation is mostly concerned with...

Answer: The ‘what’ and the ‘how’

Type: MCQ

Status: CORRECT

Feedback: !Defining the content of your visualisation is more about why are you doing it - from where has it originated - and then the practical factors such as who is it for and when is it due. Defining the vision is more broadly a forward-looking perspective concerned with what you are hoping to achieve and shaping up an initial sense of how you might accomplish it.

Question: What kind of experience and tone will your visualisation likely require if you want to give people a sense of the seasonality of the movie industry box office takings whilst also sharing some key observations?
Answer: Exhibitory and feeling

Type: MCQ

Status: INCORRECT

Feedback: The feeling tone of voice would place more emphasis on just serving a big-picture sense-making view of data, rather than precise value reading. An explanatory experience

would be the suitable choice to bring to the surface key observations you, as a designer, wish to share with your audience.