22232

3 Hours / 70 Marks   Seat No. ☐☐☐☐☐☐☐☐

Instructions :   (1)   All Questions are *compulsory.*

(2)   Illustrate your answers with neat sketches wherever necessary.

(3)   Figures to the right indicate full marks.

(4)   Assume suitable data, if necessary.

(5)   Mobile Phone, Pager and any other Electronic Communication devices are not permissible in Examination Hall.

Marks

1.   **Attempt any FIVE of the following :**   **10**

(a)   What is who, what and how in data visualization context ?

(b)   State the reason to reduce the clutter.

(c)   Explore affordances and accessibility terms.

(d)   Elaborate the concept of big data.

(e)   Compare iconic and short term memory.

(f)   Identify potential distractions during data design.

(g)   State the importance of storytelling in plays.

2.   **Attempt any THREE of the following :**   **12**

(a)   State the reasons for we are not naturally good at storytelling with data.

(b)   Discuss the three things who, what and how before visualizing data.

(c)   Elaborate waterfall chart with the help of example.

(d)   Explain Detrending & Time series Decomposition.

3. **Attempt any THREE of the following :** 12

   (a) Discuss preattentive attributes during visual look in numbers.

   (b) Describe affordances concept in data design.

   (c) Discuss few strategies you can leverage for gaining acceptance in the design of your data visualization.

   (d) Explain bar graph visual model.

4. **Attempt any THREE of the following :** 12

   (a) State the importance of storytelling in cinemas.

   (b) Explain the power of repetition.

   (c) Write the tactics to help ensure that your story is clear.

   (d) Explain the case study : Leveraging animation in the visuals you present.

   (e) Explain the case study : Alternatives to pies.

5. **Attempt any TWO of the following :** 12

   (a) Explain line graph visual model.

   (b) Outline the questions to consider and address when it comes to setting up the story.

   (c) Outline the ideas for content that might make sense to include as you build out your story and convince your audience to buy.

6. **Attempt any TWO of the following :** 12

   (a) Explain the case study. Colour considerations with dark background.

   (b) Discuss data visualizations like the popular ones Google spreadsheets, Tableau, Python.

   (c) Discuss few great blogs and resources on the topic of data visualization and communicating with data.

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