# COMS 2200 midterm test

## Fall 2024 -- "due by November 11"

**Instructions:** Answer all three of the following short questions in part 1, and the analysis in part 2. When you're done, send the answer as a Word or PDF document to jhroberts@rogers.com  You should receive a confirmation shortly after the due date (below).

Answer the part 1 questions in a few paragraphs each. Answer part 2 in about 500 words.

The test should take you about 2 hours total to complete.

**The due date to send this to Jamie is Monday, November 11 @ 11:59 PM Eastern.**

## Part 1

**Required short questions:**

1. All digital media shares common aspects in relation to distribution, data, and creation / copying. What are these aspects, and why are they important in communication?
2. According to Tufte, what is almost always a better way of arranging data than a pie chart? Why?
3. What are the main communication advantages and disadvantages of bitmap and vector images?

## Part 2

Read the data graphic at the link below, and analyse its use of data, its graphic presentation, and its persuasive or story elements (what narrative is it telling? Is it trying to convince the reader of something specific?). Remember, using examples from the source makes your answer more convincing!

Source: https://informationisbeautiful.net/visualizations/the-billion-dollar-gram/