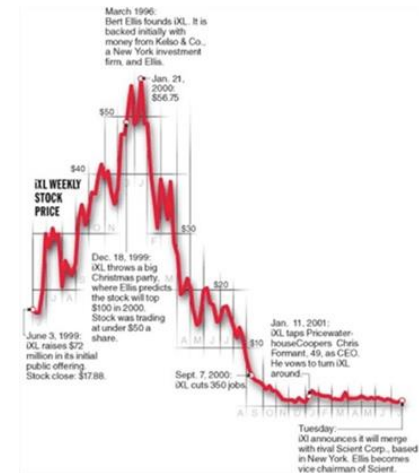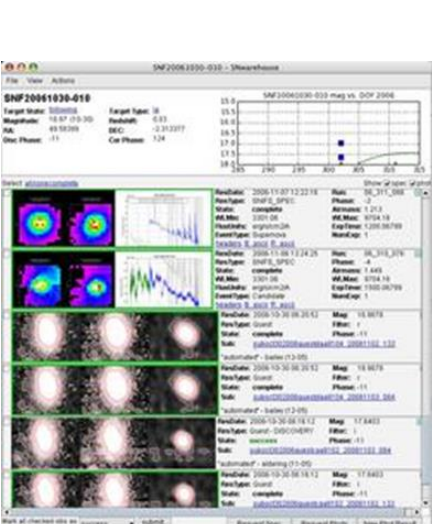# Data Types and Visual Mappings (Exercises)

Cecilia Aragon

Associate Professor
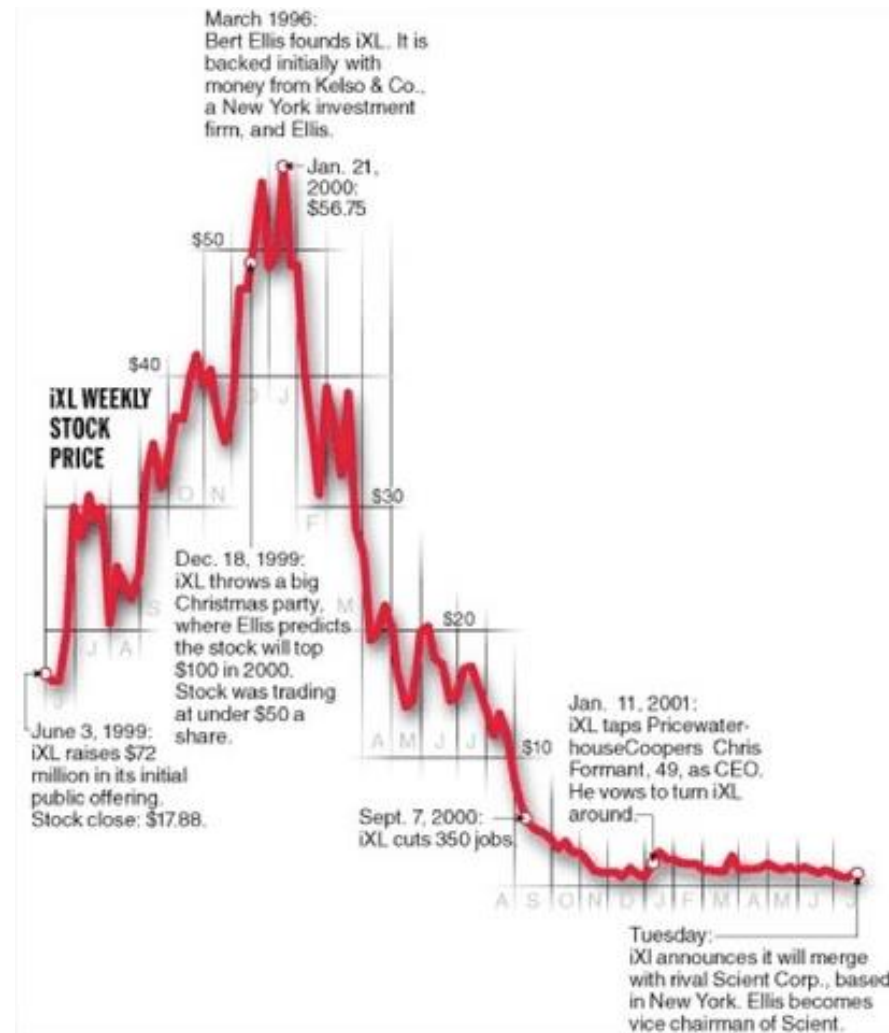
Department of Human Centered Design & Engineering
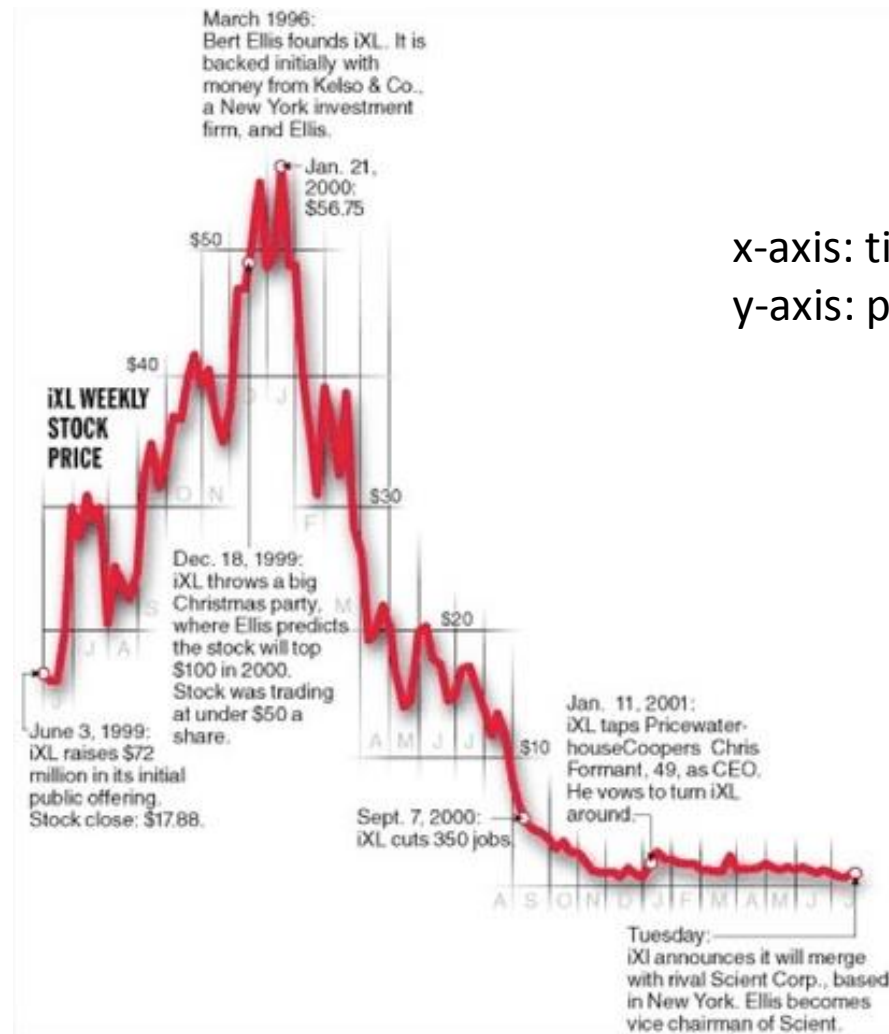
University of Washington

Exercises

- Identify what types of data and mappings are represented on the following visualizations:

Stock chart from around 2000
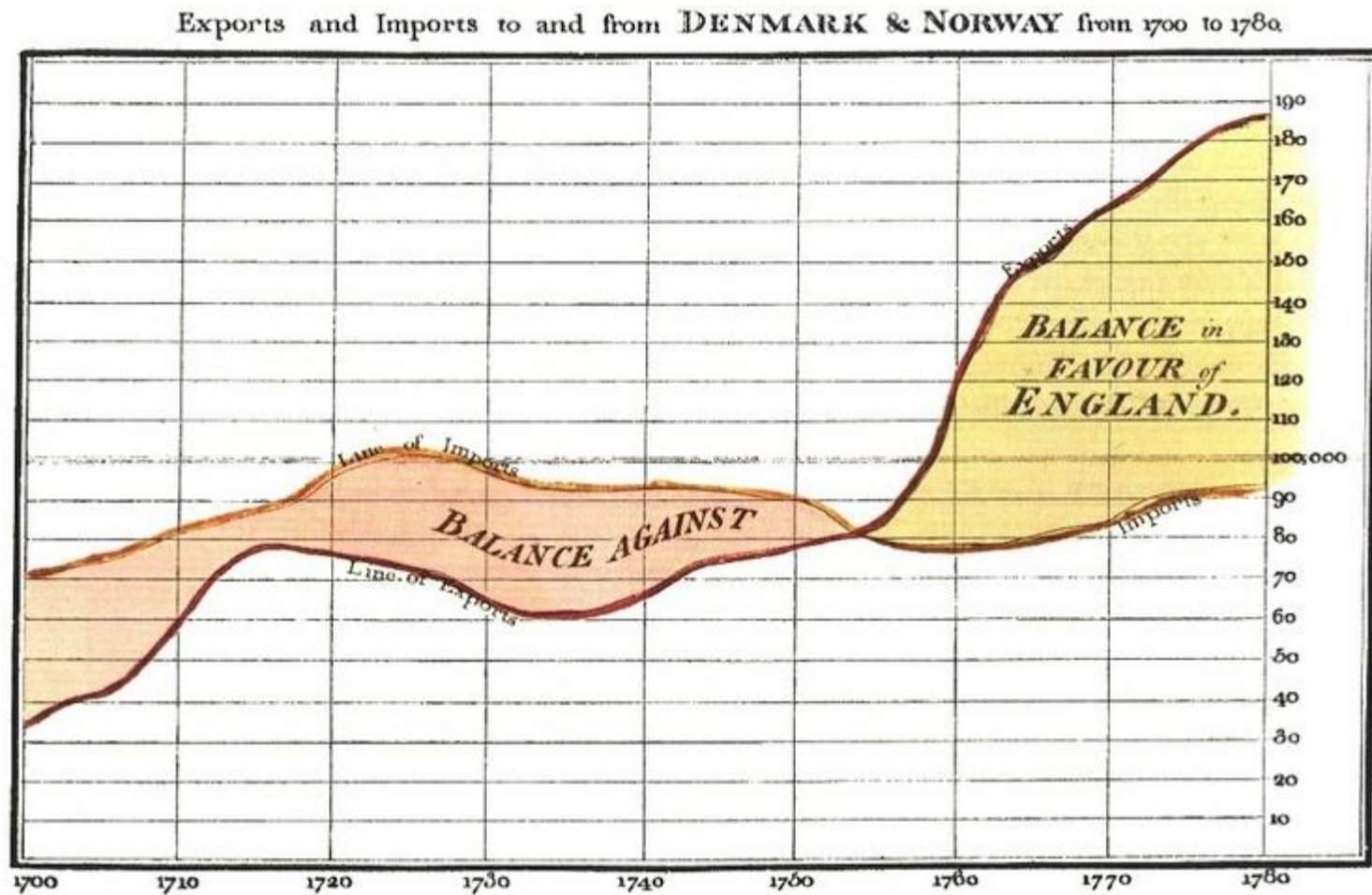

[slide adapted from Maneesh Agrawala]

Stock chart from around 2000
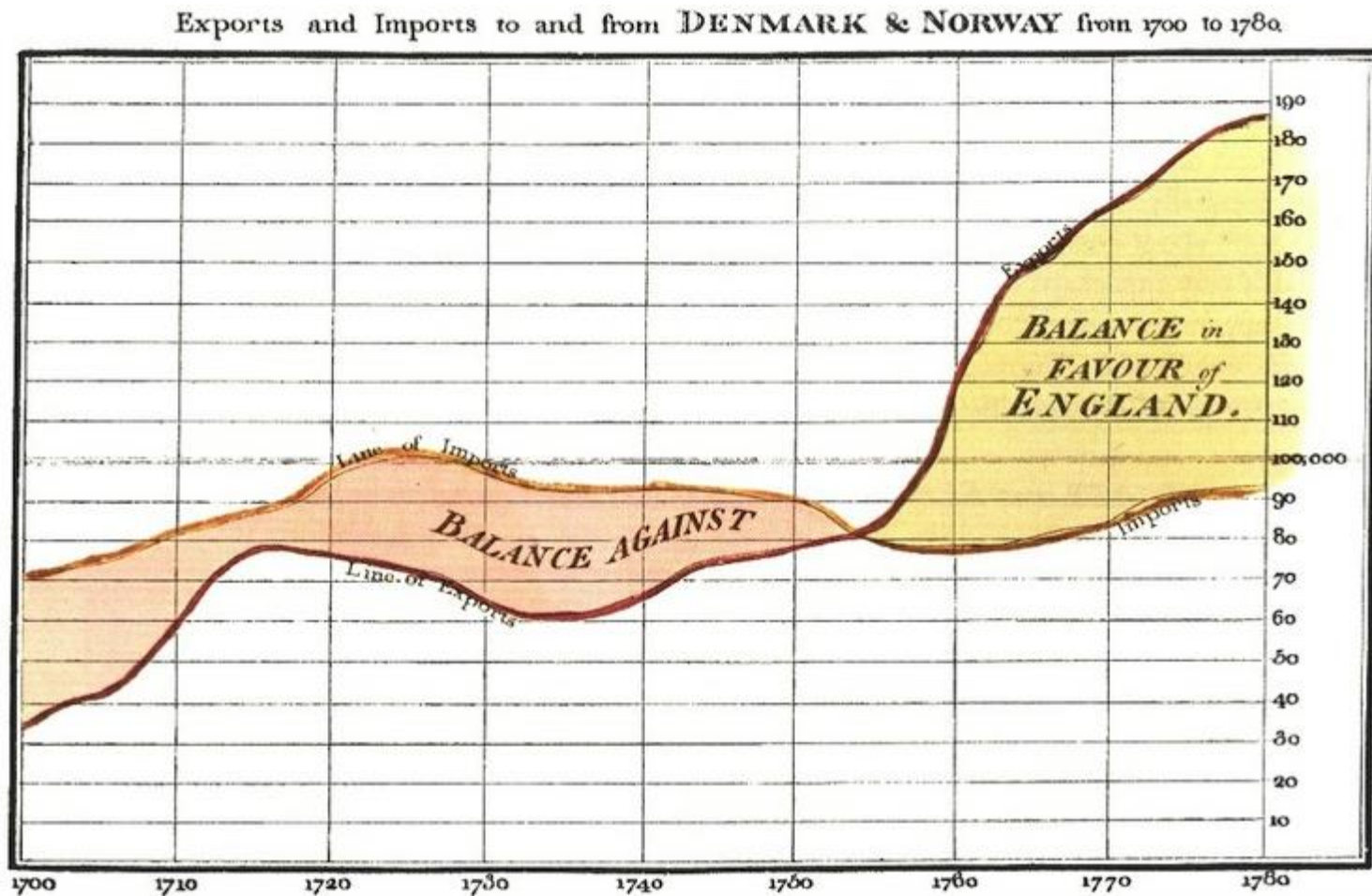

x-axis: time (Q)
y-axis: price (Q)

[slide adapted from Maneesh Agrawala]

Playfair 1786

Exports and Imports to and from DENMARK & NORWAY from 1700 to 1780.

[slide adapted from Maneesh Agrawala]

Playfair 1786

Exports and Imports to and from DENMARK & NORWAY from 1700 to 1780
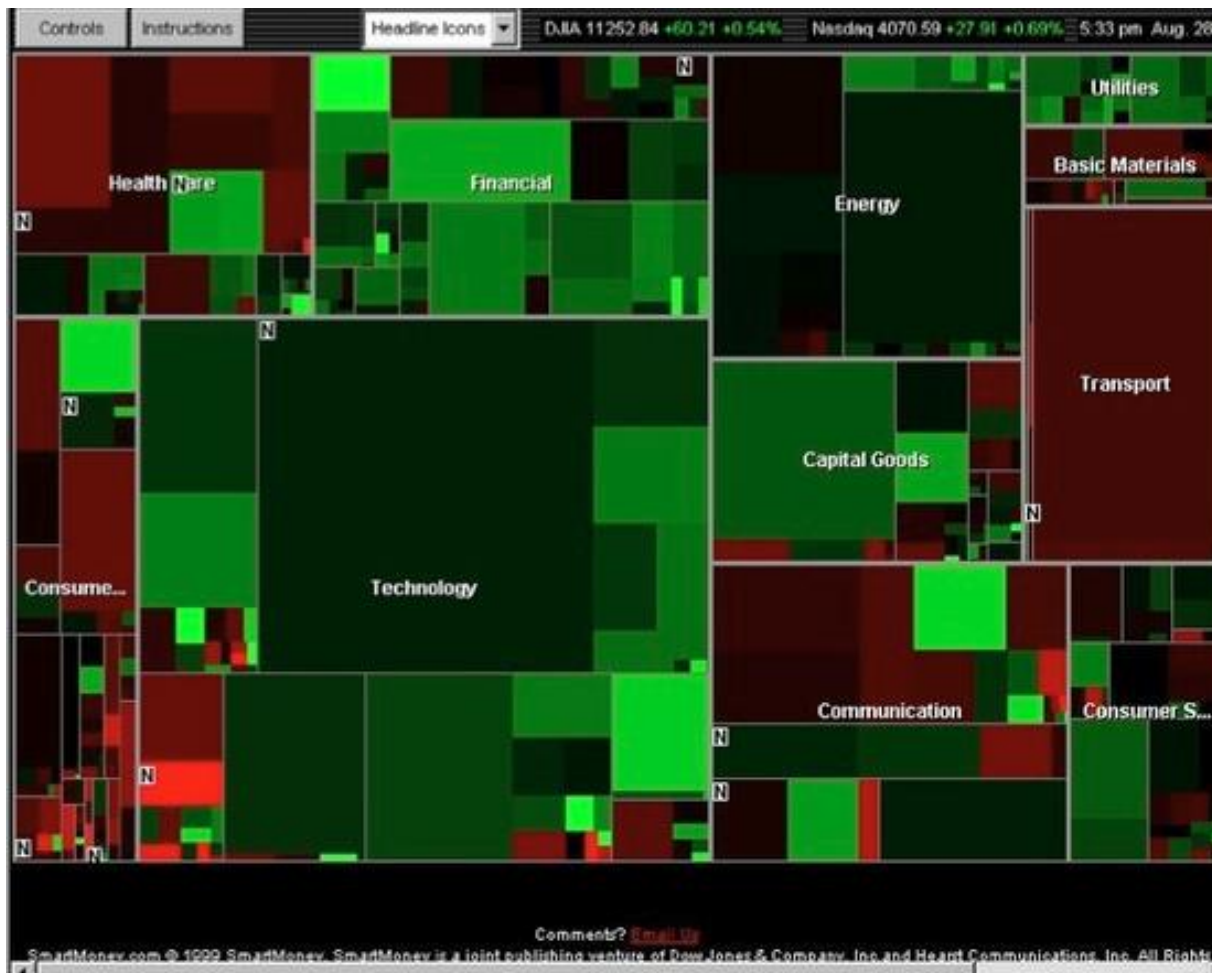
X-axis: year (Q); y-axis: imports/exports - currency (Q); color: balance of trade (N, O)
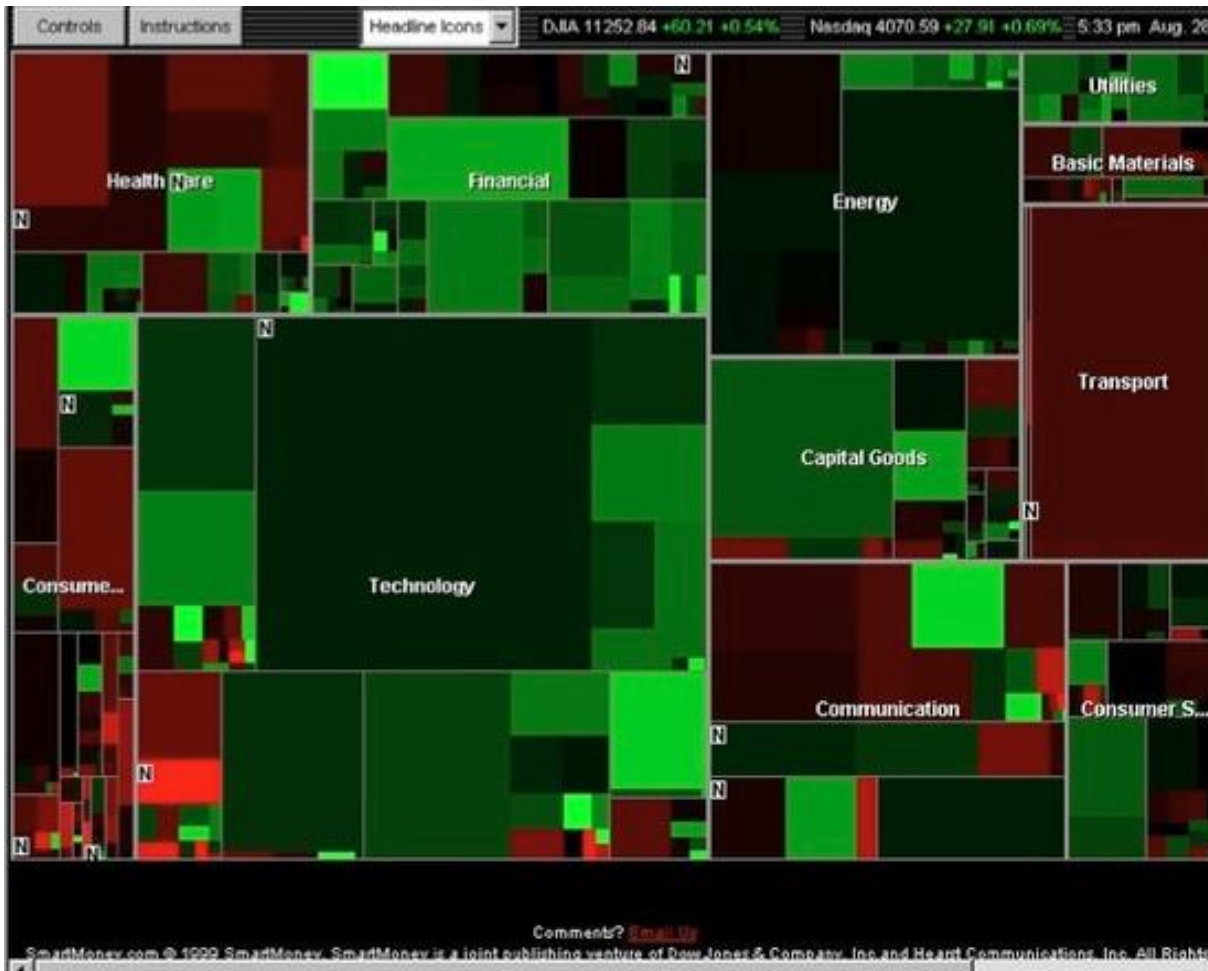
[slide adapted from Maneesh Agrawala]

Wattenberg 1998

[www.smartmoney.com/marketmap]

Wattenberg 1998

- Rectangle area:
market cap (Q)

- Rect position:
market sector (N)

- Color hue:
gain or loss (N, O)

- Color value:
magnitude of
gain or loss (Q)

[www.smartmoney.com/marketmap]