

Contextual components

Friday, November 2, 2018 00:37

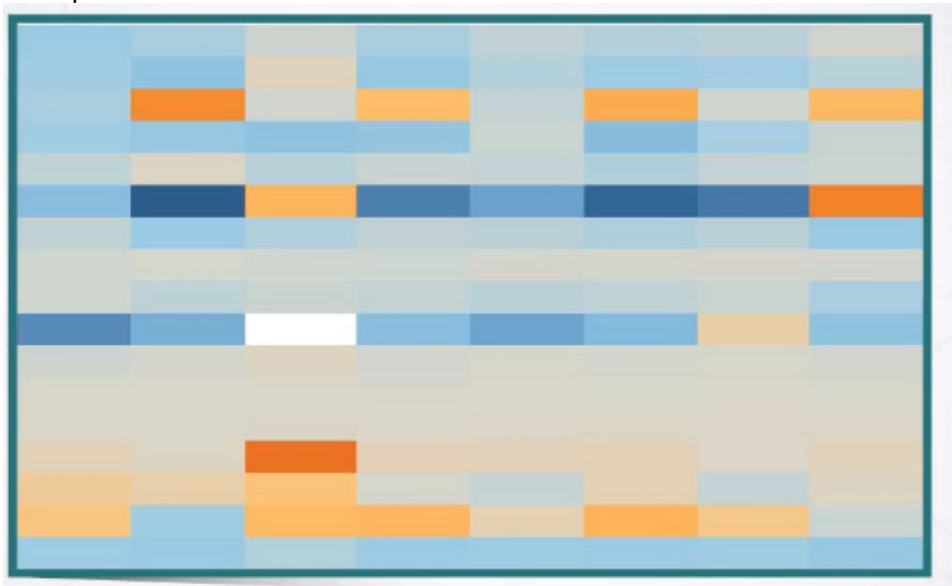
Marks and channels are not the only graphical elements that you typically have in a visualization.

Groups

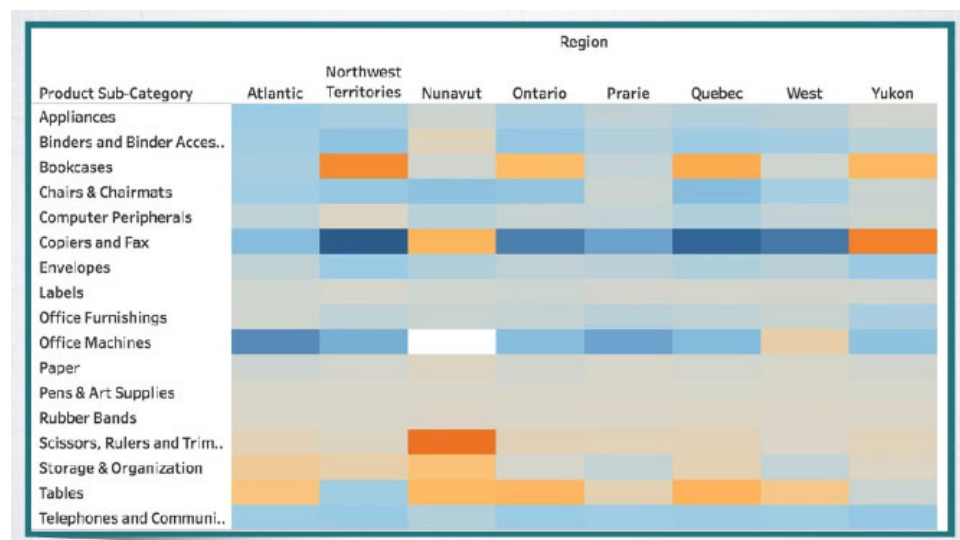
1. Legends, labels and annotations

They enable the interpretation of graphical elements

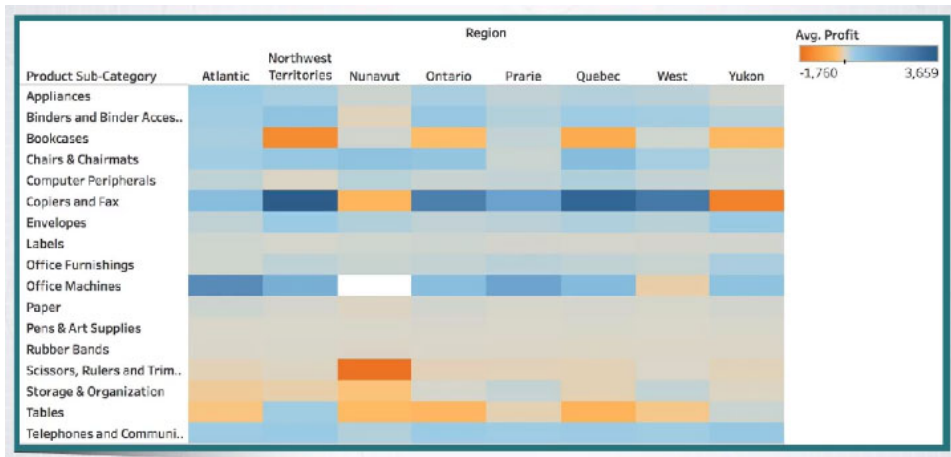
Example:



Nothing to help to interpret

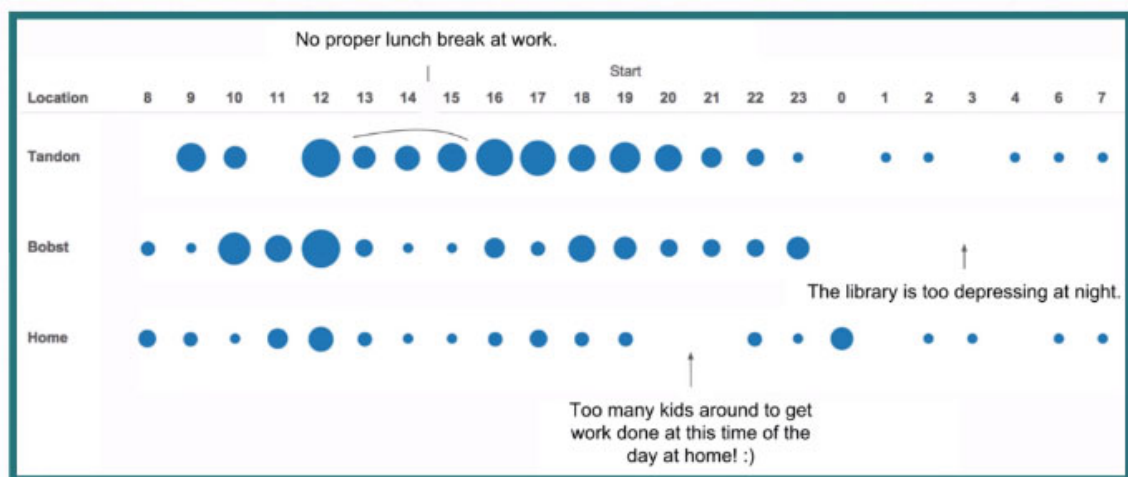
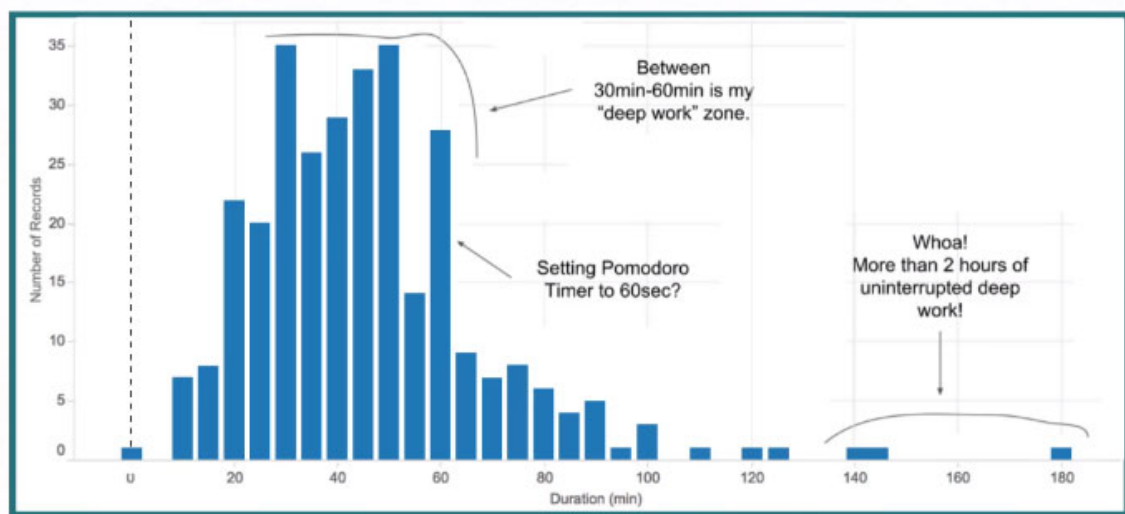


Attribute's labels are helpful to understand



Legend makes easier to interpret the meaning of the colors

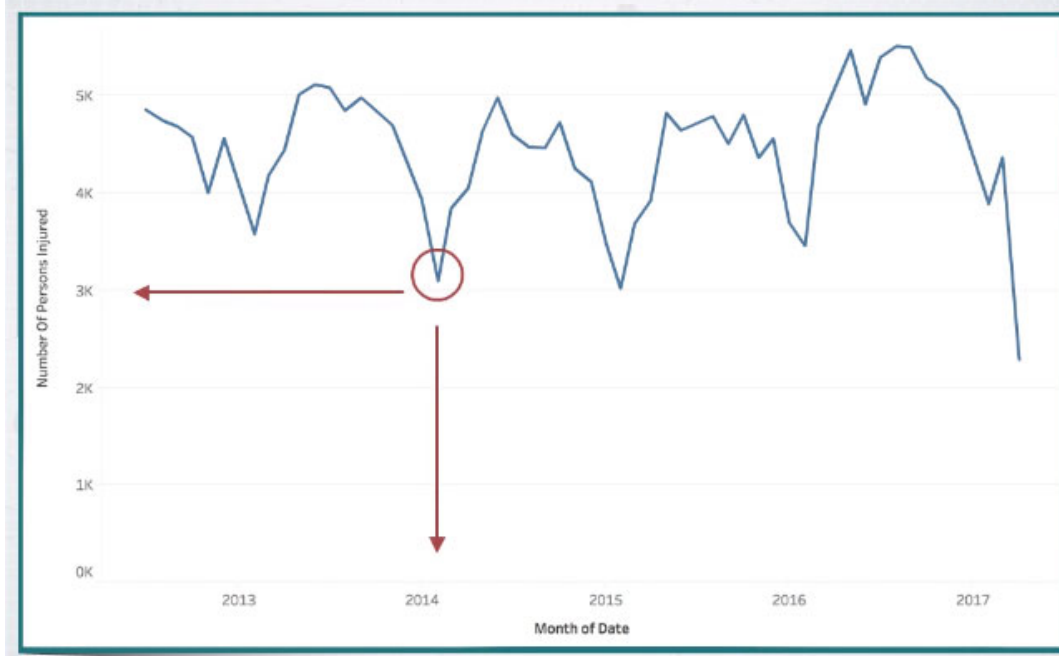
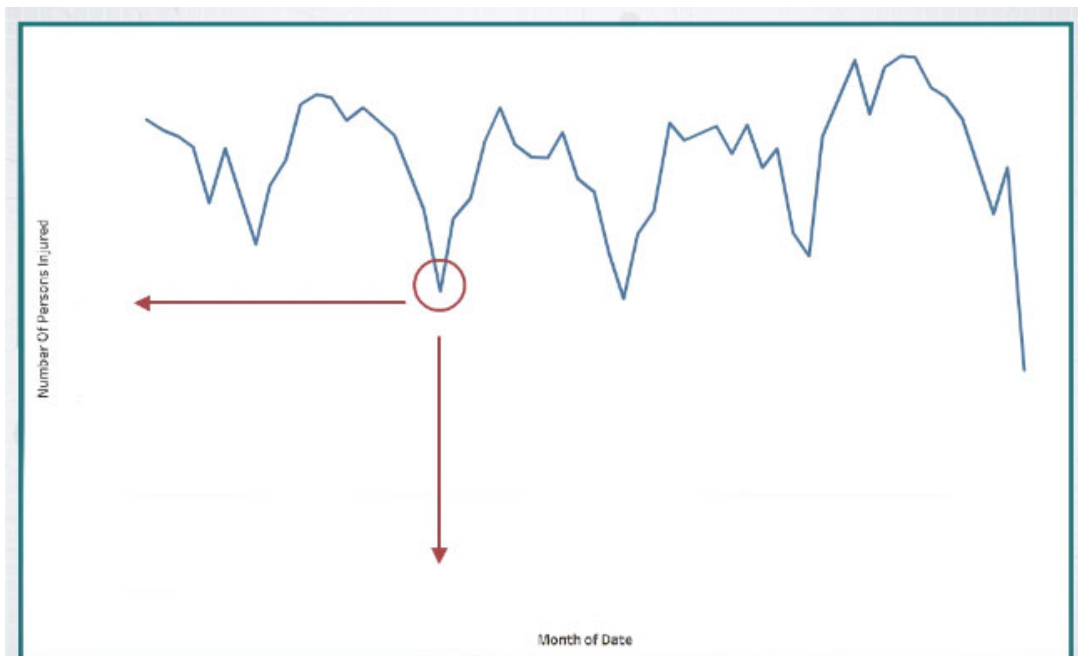
Annotations guide attention to and explain patterns of interest.

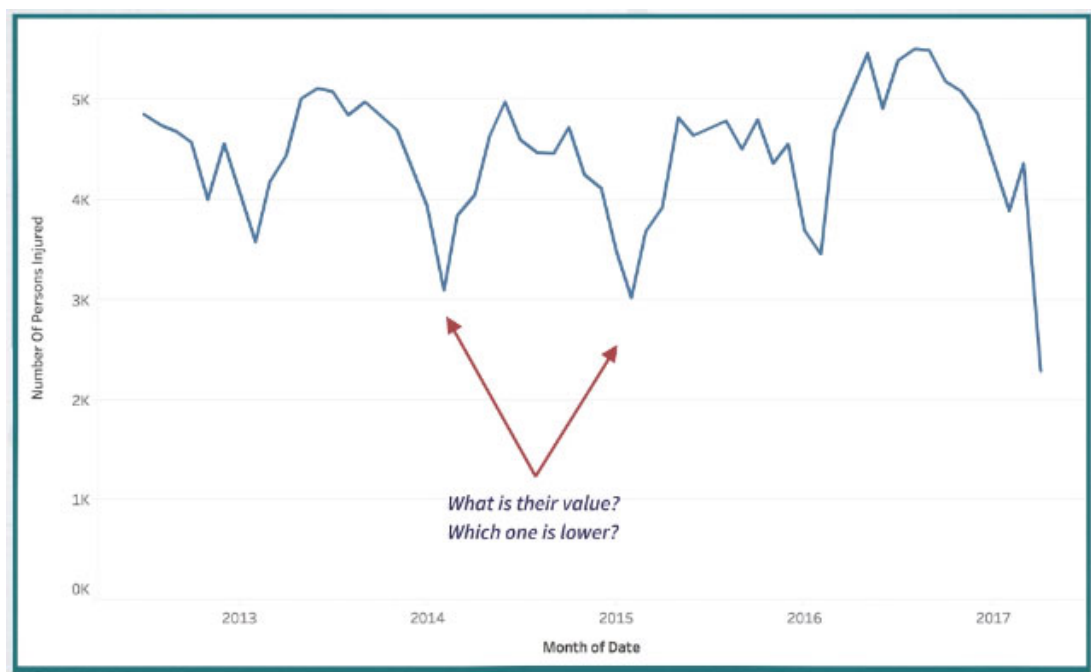
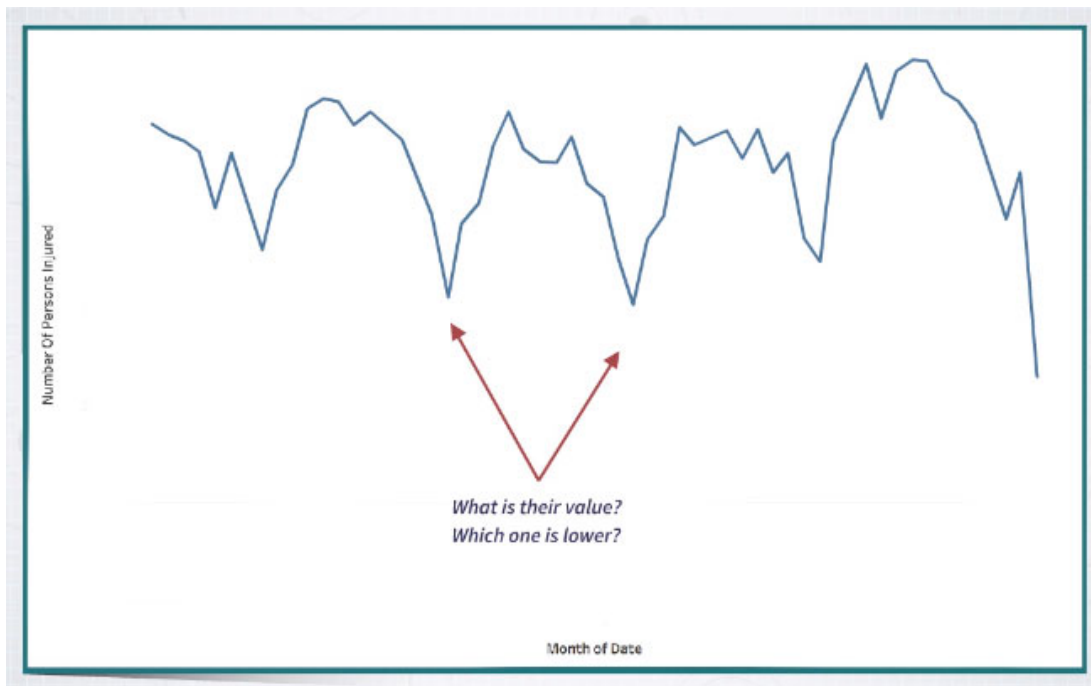


2. Axes, grids and reference lines

Enable value reading and comparison.

Examples:





Trend lines

- Shows a trend overall, despite all the ups and downs
- Gets easier to compare individual values that are above or below the trend (segment the visualization on areas)

