KEATON WILSON

SOME DATA VIZ STRUCTURE TO THINK ABOUT

MEMORY AND VISION WORKING TOGETHER

Preattentive attributes:
Immediately eye-catching
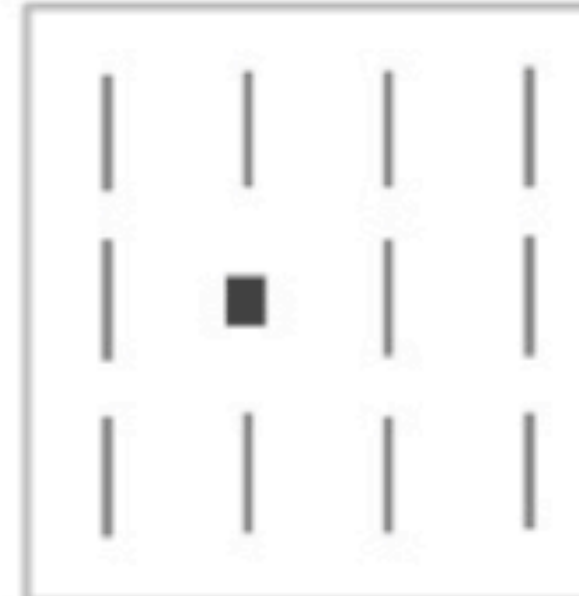Less than 10 milliseconds

Form

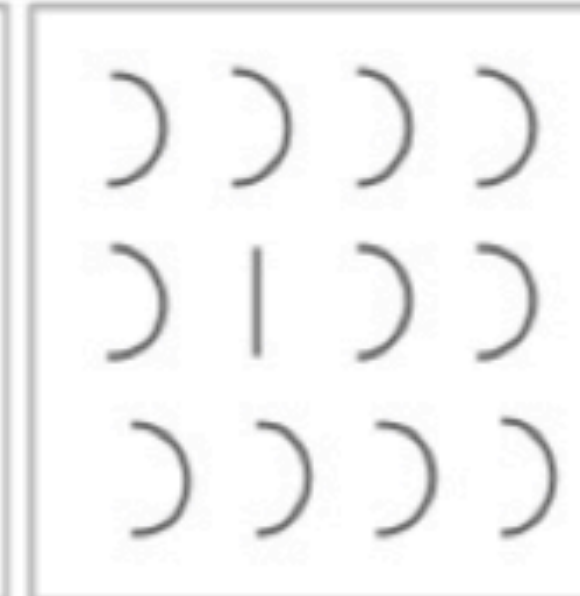Orientation | Line Length | Line Width | Size
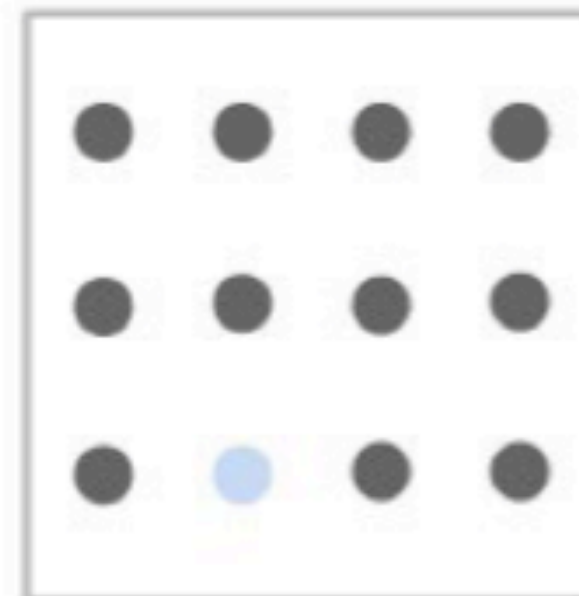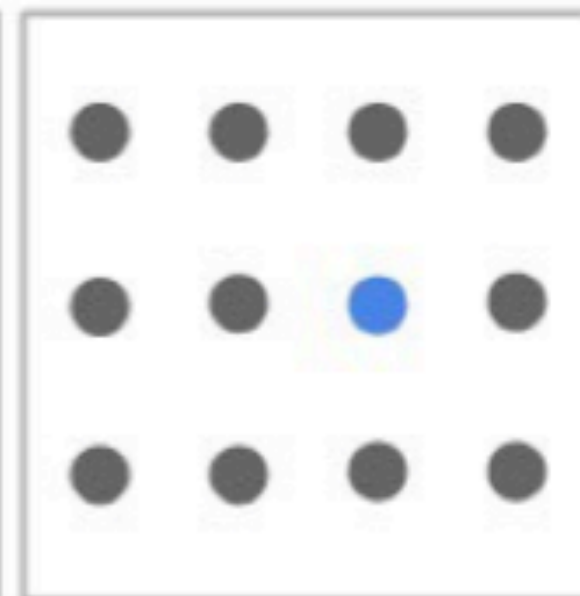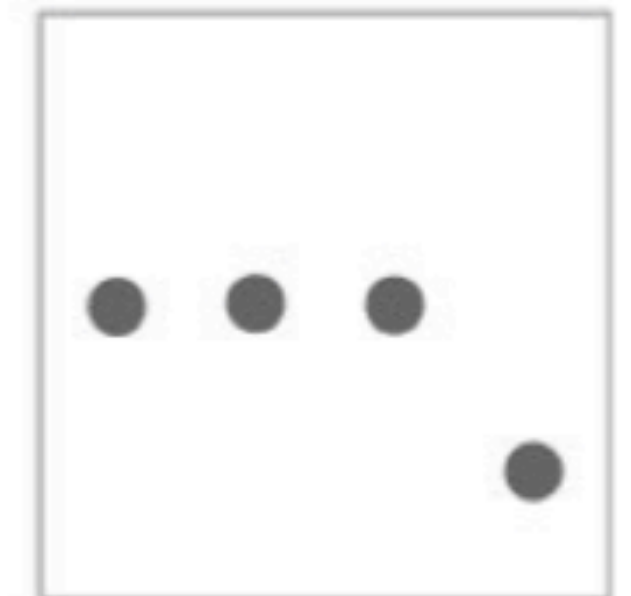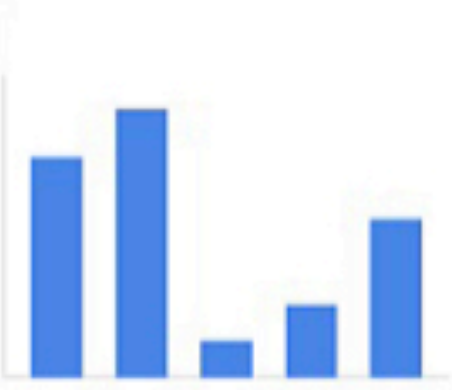
Shape | Curvature | Added Marks | Enclosure

Color

Intensity | Hue
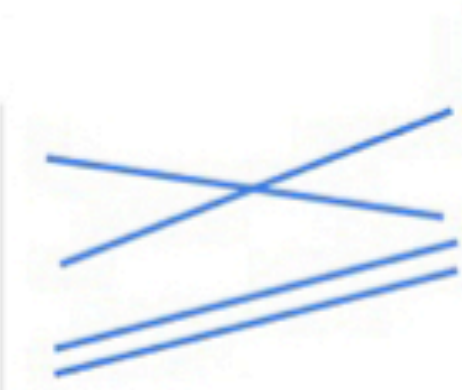
Spatial Position

2-D Position

Analytical patterns are built from preattentive attributes

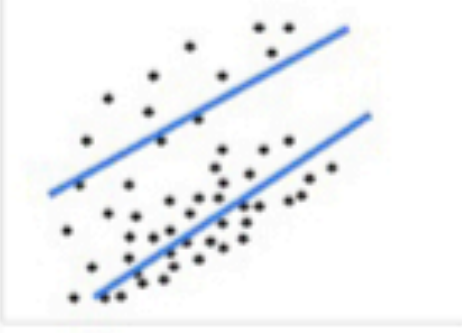| Pattern	Example	Pattern	Example
High, low and in between		Non-intersecting and intersecting	
Going up, going down and remaining flat		Symmetrical and skewed	
Steep and gradual		Wide and narrow	
Steady and fluctuating		Clusters and gaps	
Random and repeating		Tightly and loosely distributed	
Straight and curved		Normal and abnormal	

Edward Tufte - The Visual Display of Quantitative Information

Data ink ratio = data ink/total ink used in the graphic

MAXIMIZE THIS RATIO!

DITCH CHARTJUNK

- Vibrating chart junk - i.e. crosshatching or patterns that distract

- Grids

- Color schemes or patterns that are introduced for artistic appeal rather than information content

- Move toward horizontal graphics about 50 percent wider than tall (3:2)

FIGURE CRITIQUE LINK:
BIT.LY/2MTDHQO