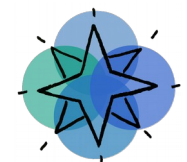


Data Viz is magic !

And you can unleash its power



@EleonoreMayola
Elle-est-au-nord.com
#datazine

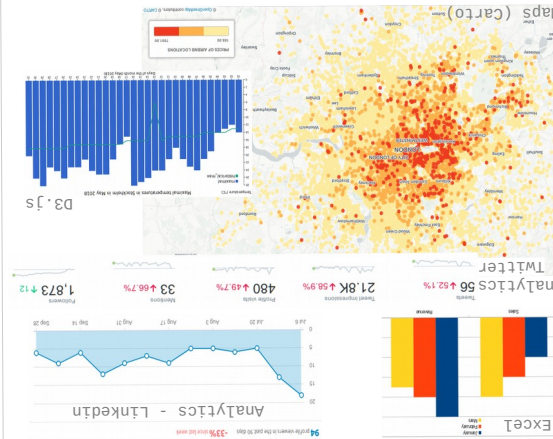
Resources

- https://en.wikipedia.org/wiki/Data_visualization
- <http://daydreamingnumbers.com/blog/visual-perception-data-visualization/>
- <http://daydreamingnumbers.com/blog/preattentive-attributes-example/>
- The New York Times graphics <https://twitter.com/nytgraphics/>
- Gapminder <https://www.gapminder.org/>, <https://twitter.com/Gapminder/media>
- Inspiration: projects exhibited at "1-2-3 Data" at EDF Foundation in Paris <https://123data.paris/collection>
- Web viz: The Refugee Project by Hyperakt (<http://www.therefugeeproject.org/>) | Movie Galaxies (<http://moviegalaxies.com/>)
- 3D viz: Mapping trees density (<https://www.youtube.com/watch?v=jqdOkXQngw8>) | Population lines (<http://spatial.ly/2014/08/population-lines/>)
- Hand-drawn data viz: Mona Chalabi (<https://www.instagram.com/monachalabi/>), Stefanie Posavec (<https://www.instagram.com/stefpos/>)
- Physical viz: Domestic data streamers (<https://www.instagram.com/domesticdatastreamers/>) | Tele-present water (<http://www.dwbowen.com/telepresentwater>)

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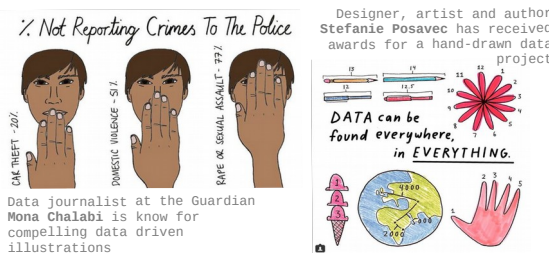
"Data visualization or 'data viz' is a visual representation of data to communicate information efficiently"



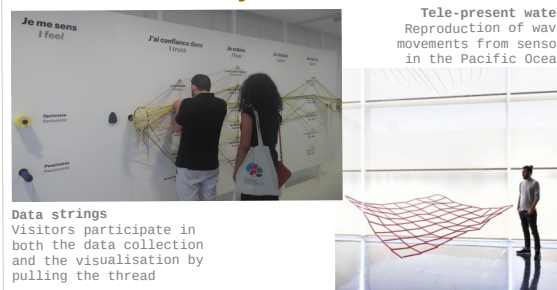
What?!

Traditional media like are more than ever relevant to efficiently get information across to people

Hand-drawn viz



Physical viz

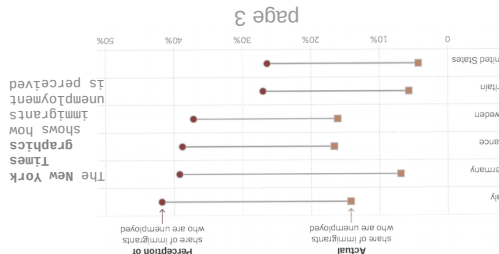


Why??

- our visual perception is **selective**
- our **eyes** are drawn to **familiar patterns**
- our working memory is **limited**

A "good" data viz:

- Highlights important information to draw the viewer's attention
- Gets the viewer to memorise more complex information



How?

- Form (length/width, shape, size)
- Colour (hue, intensity)
- Spatial Position
- Movement

Inspiration

Web viz (interactive)

THE LORD OF THE RINGS: THE FELLOWSHIP OF THE RING (2001)

We get most of our news through a screen. Interactive maps or graphs more than ever relevant



3D viz



