

March 29

Visual Encodings

Remember

- Just like with words, there is a visual vocabulary
- Data Visualization is inherently process driven
- Explanatory vs. Exploratory
- Data Visualization is not D3.js

Form

Deconstructing a Data Visualization

The Facebook Offering: How It Compares

◀ Prev

Next ▶

1 2 **3** 4 5

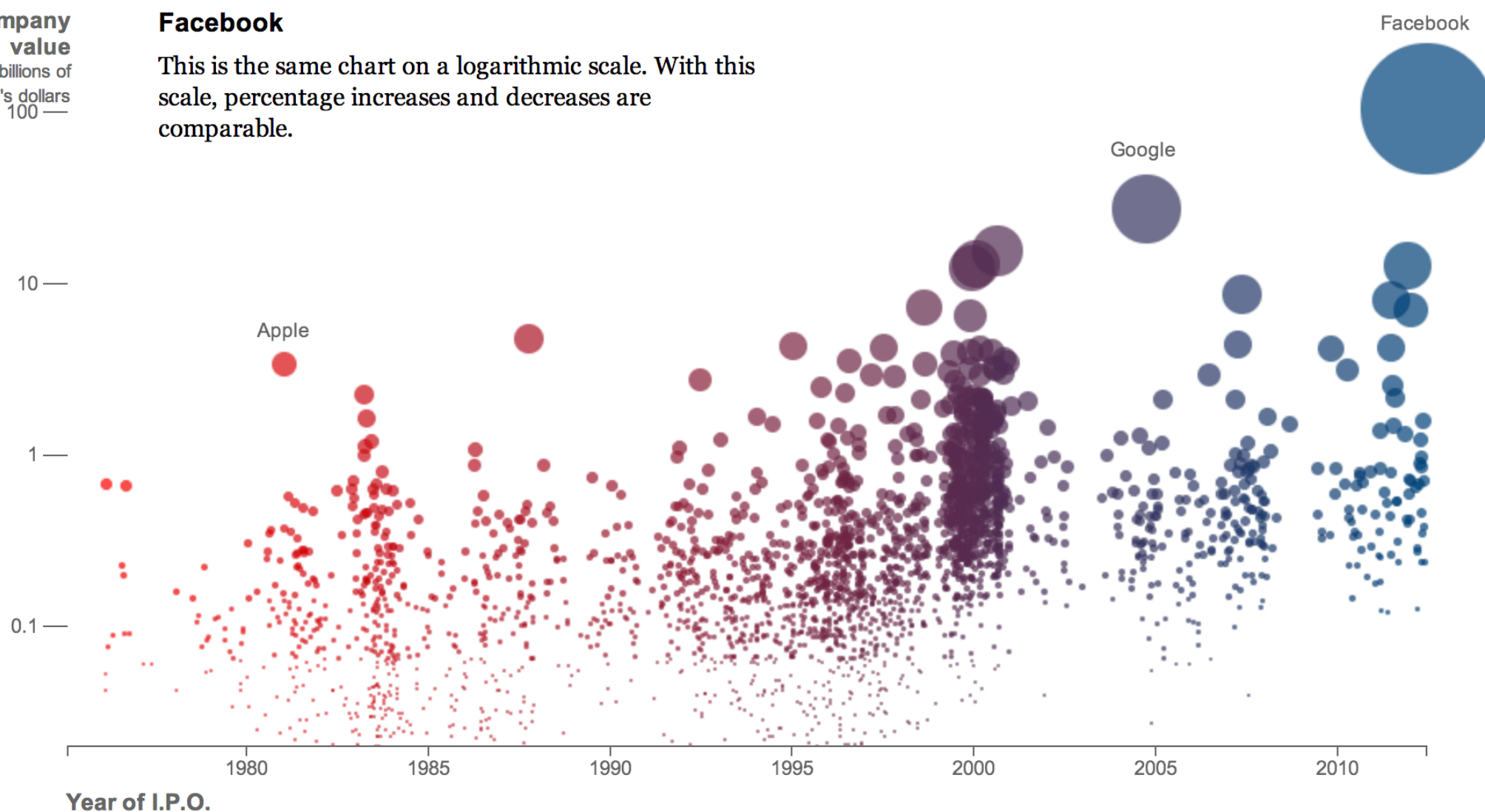
Find a company

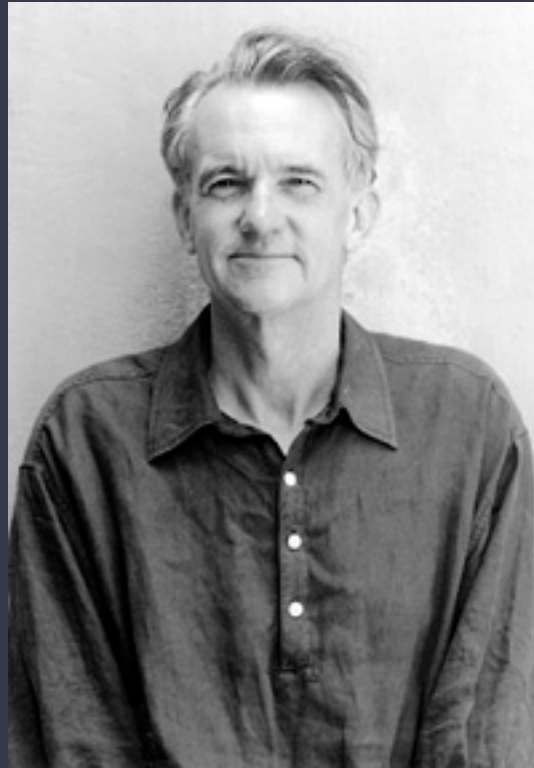
Company value

In billions of
today's dollars
100 —

Facebook

This is the same chart on a logarithmic scale. With this scale, percentage increases and decreases are comparable.

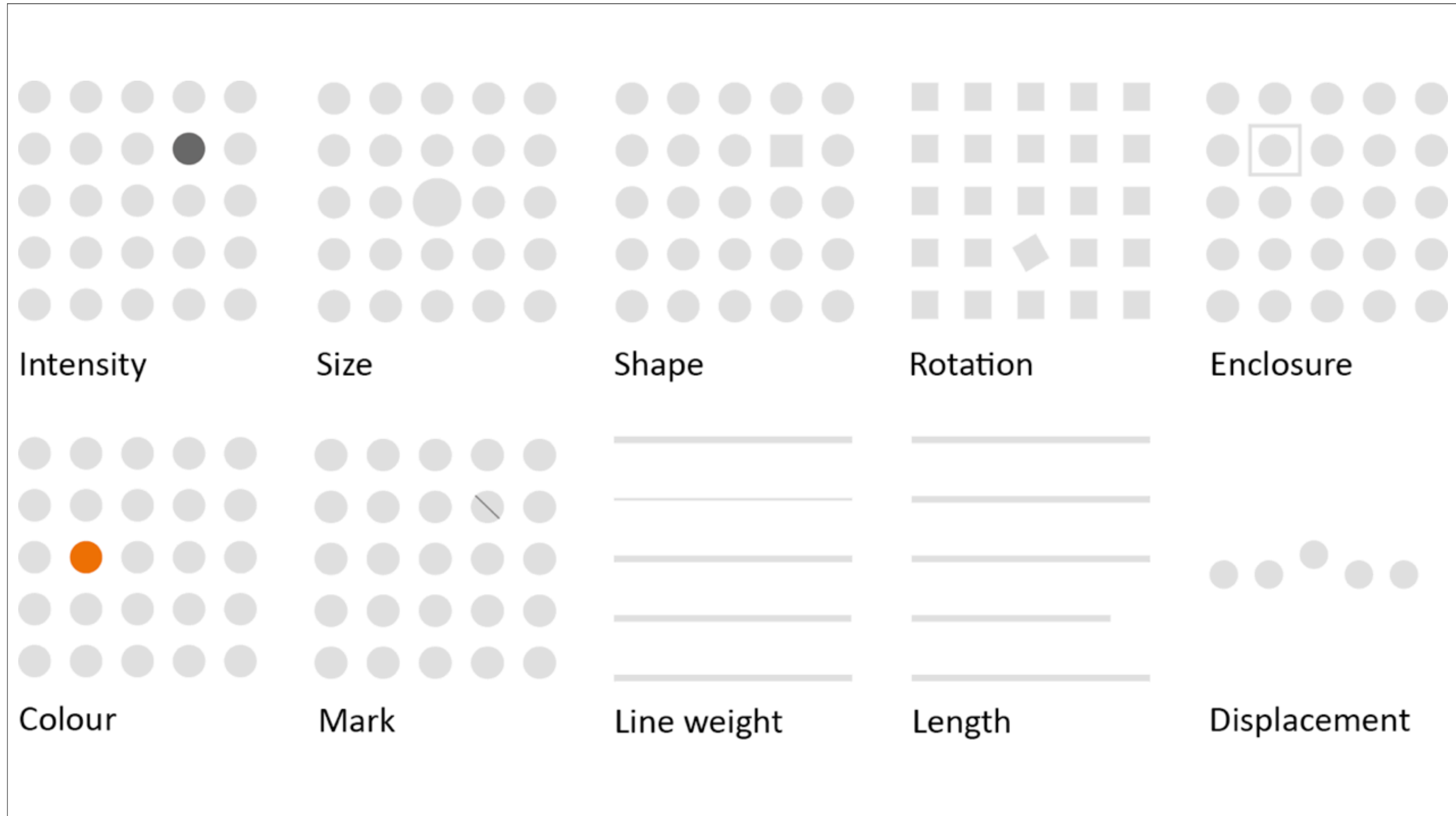




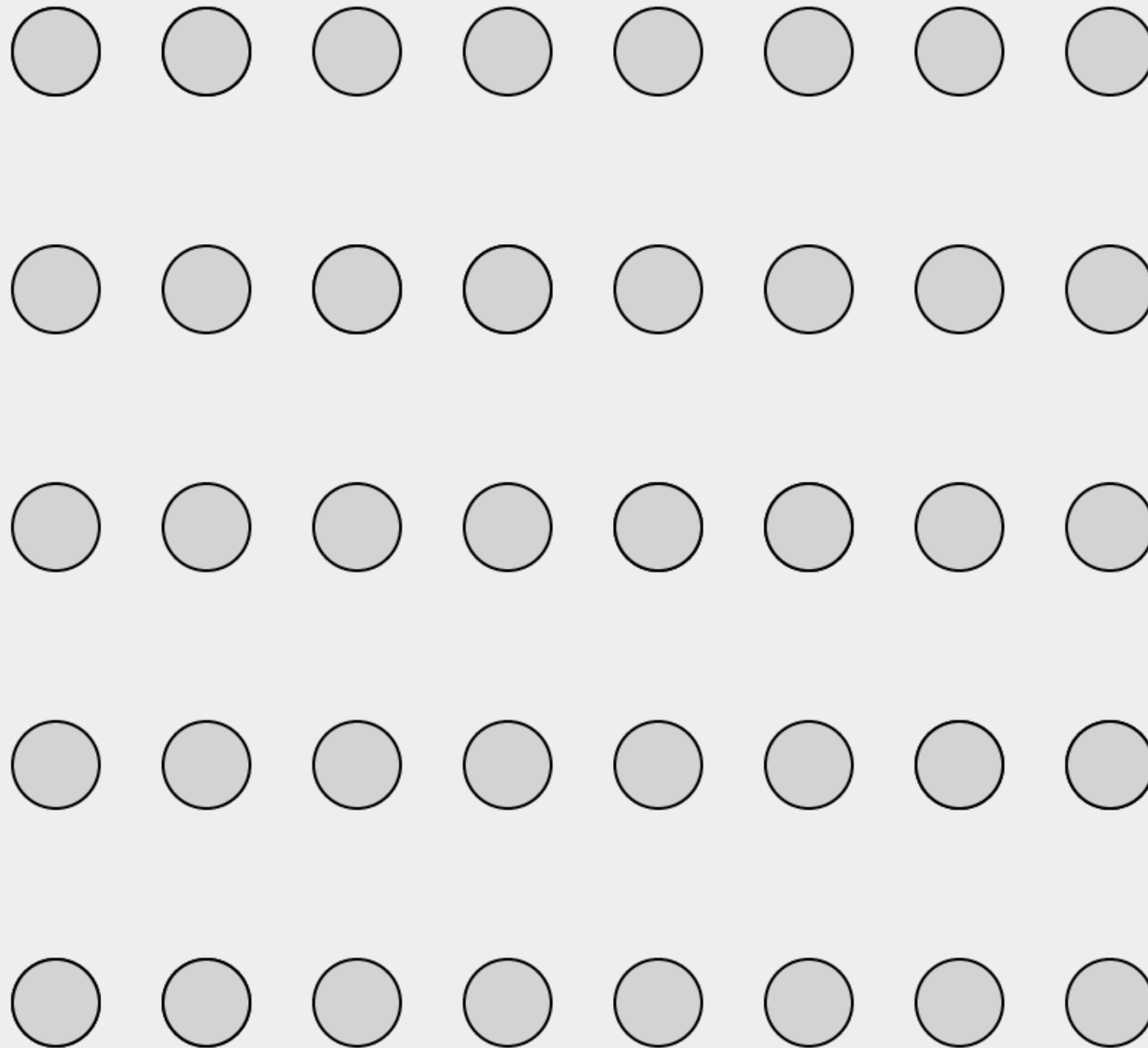
“Data graphics visually display measured quantities by means of the combined use of points, lines, a coordinate system, numbers, symbols, words, shading, and color.”

-- Edward R. Tufte

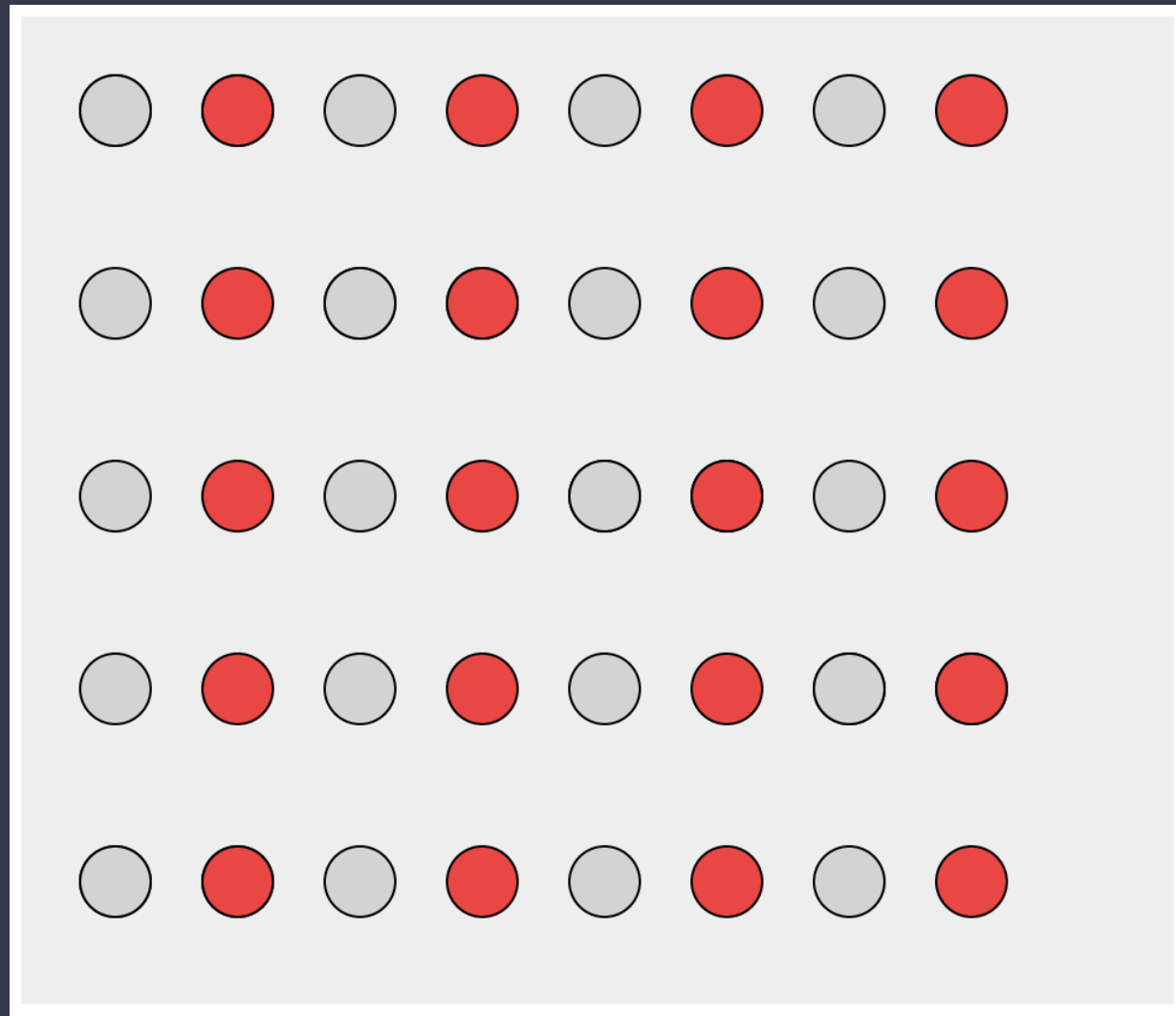
Visual Encodings



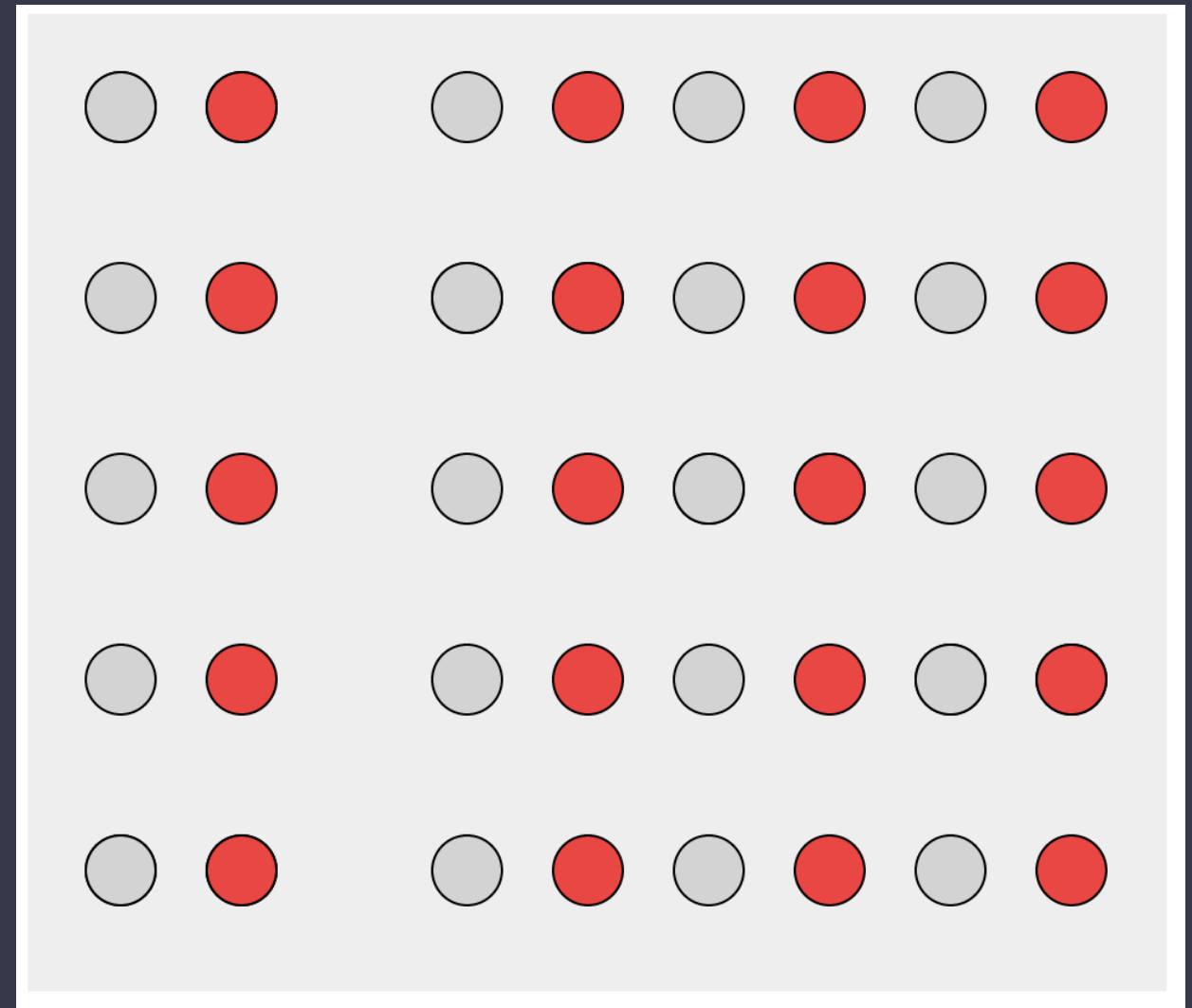
Gestalt Principles



Similarity



Proximity

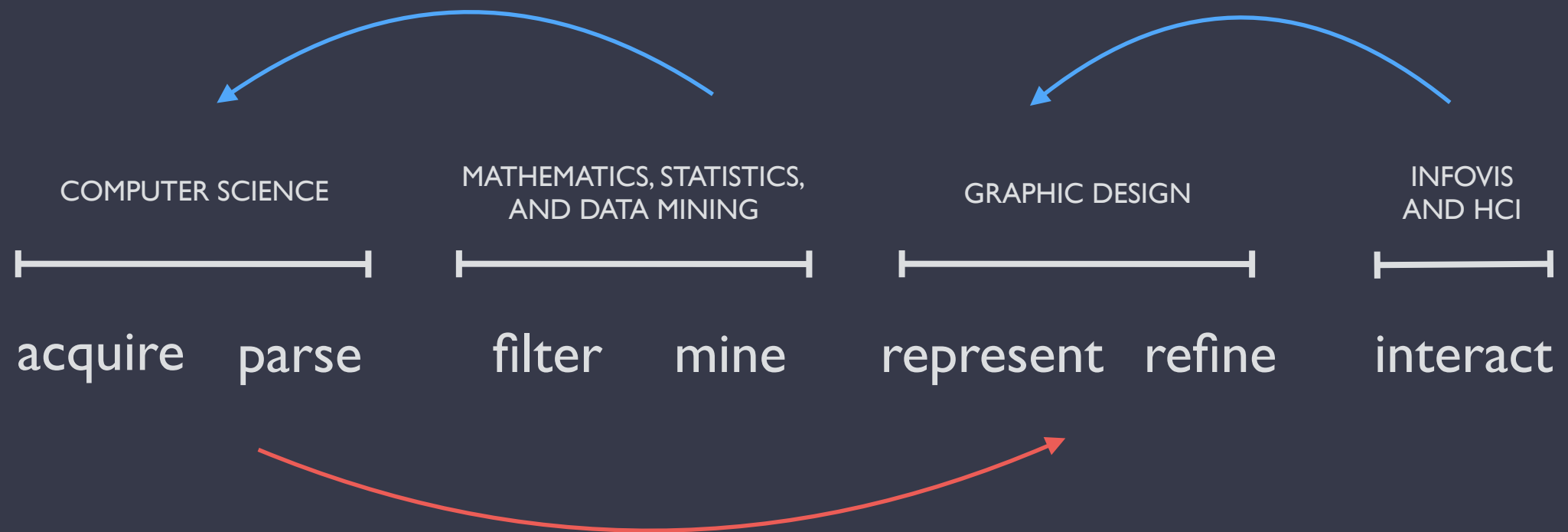


Function

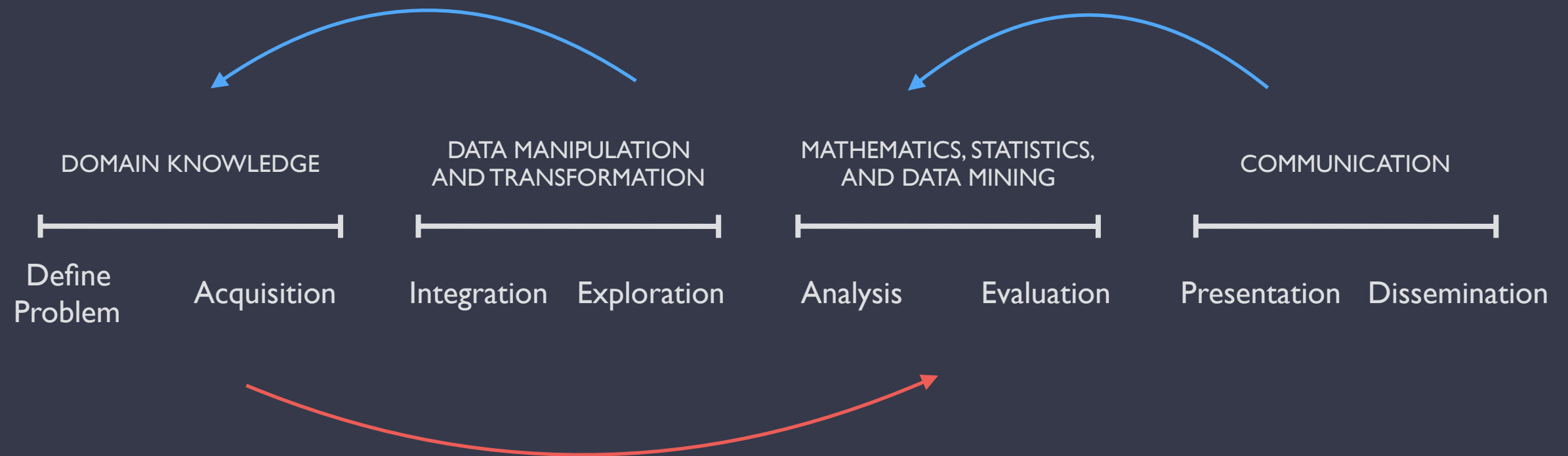
Process



Iterative Process

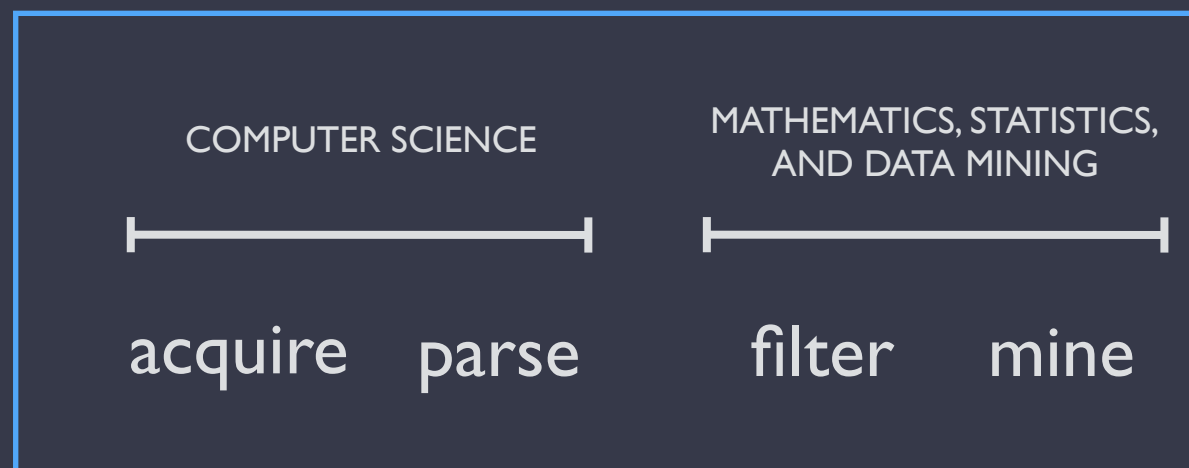


Iterative Process

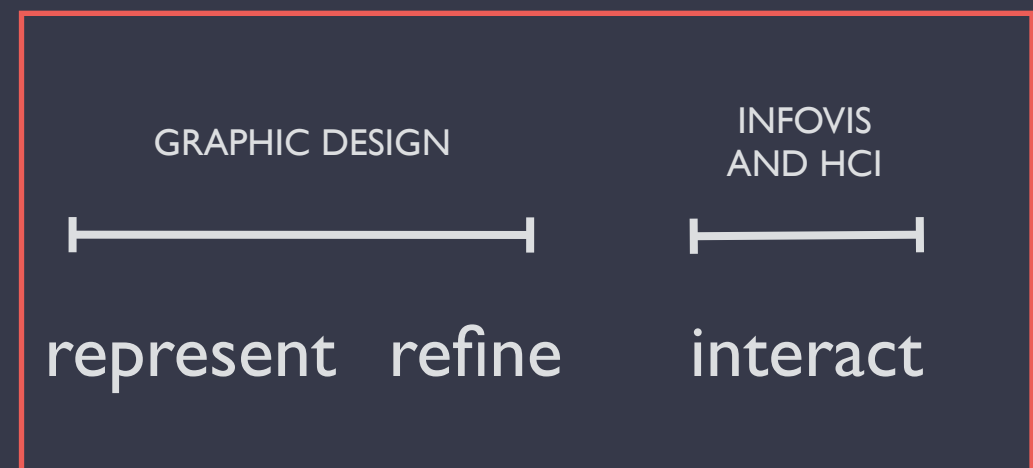


Process

Exploratory



Explanatory



Graphical Excellence

“Excellence in statistical graphics consist of complex ideas communicated with clarity, precision, and efficiency.”

-- Edward R. Tufte

Exercise

- Sketch an alternative visualization for the Facebook offering
 - Alternative editorialization
 - Alternative visual representation