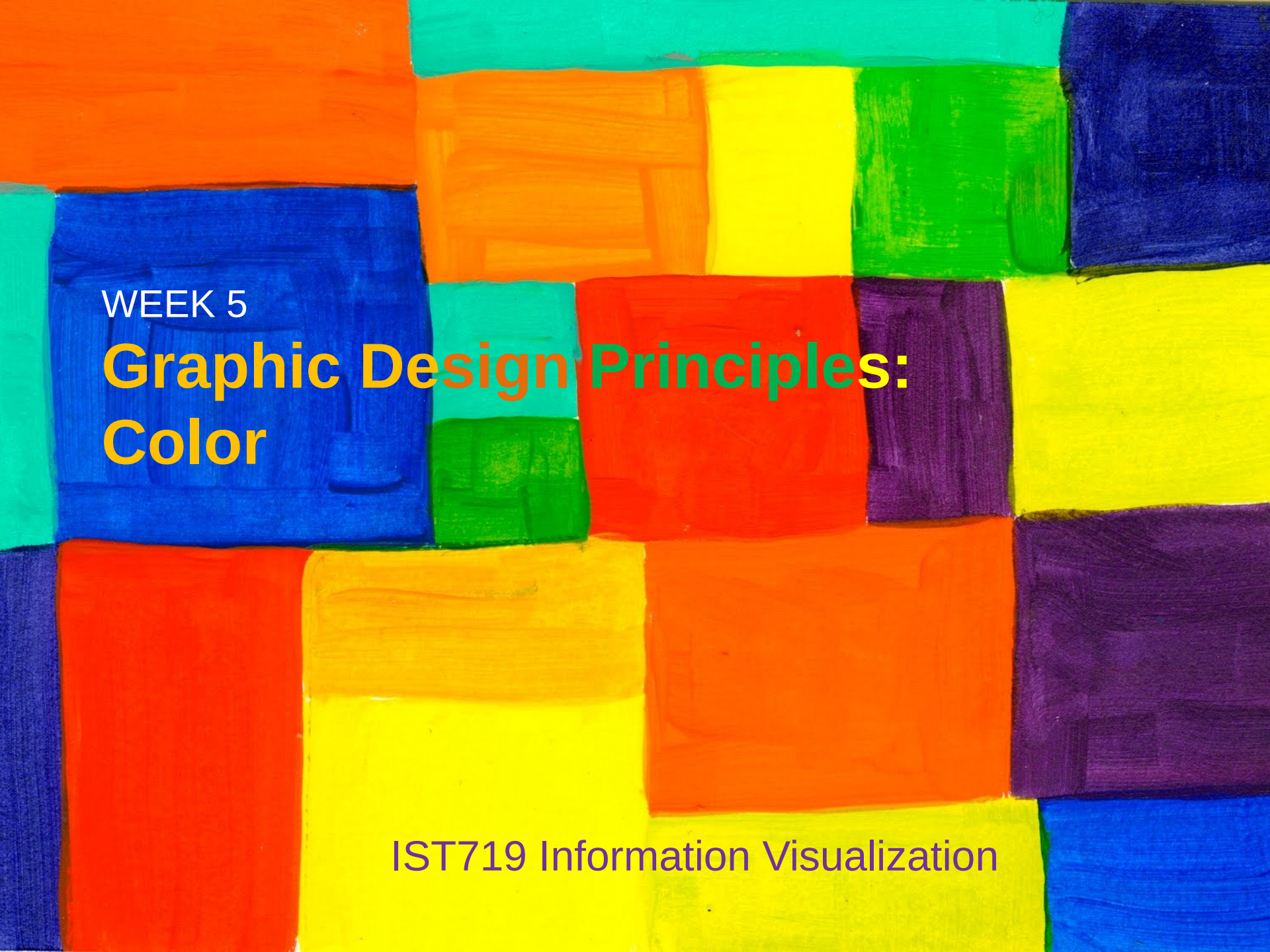


WEEK 5

Graphic Design Principles: Color

IST719 Information Visualization

WEEK 5

Overview for today

- Looking ahead
- Data
- Assignment for next week
- Design elements: Color
- R & Illustrator color workshop

Coming Up Soon

- Week 9 & 10: Adv. Topic Presentation
  - (Monday, Week 10 Wednesday)
- Week 11: Chasing Ice & WiP Report
- Week 12: GGplot
- Week 13: Shiny & Interactive Plots
- April 21st: Poster Session
- Week 14: Viz-a-thon

Got Data?

- Next assignment
- Poster

ASSIGNMENTS

Due Before Next Class

- DP Ch. 4
- Quiz 3

ASSIGNMENT

Due in Two Weeks

- Visual Data Report
  - Dataset should score 100 or above
  - (NumberOfColumns * 4) * (NumberOfRows/100) >= 100
  - See Blackboard for details

ASSIGNMENTS

Report tips

- Allow time for finding data
- Allow time for troubleshooting
- The purpose is to practice exploring and visually representing a dataset
- This data can be used as starting point for the final project

GRAPHIC DESIGN

Thinking with our eyes

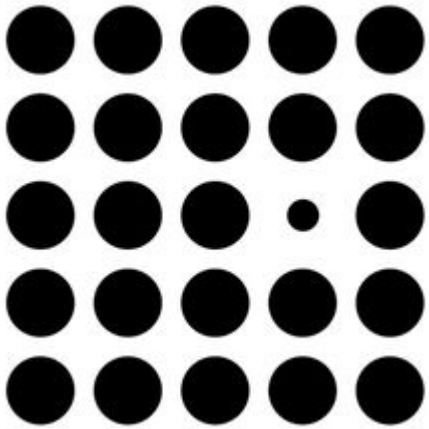
- We don’t attend to everything we see.
- We are drawn to familiar patterns.
- Memory is important but limited.
  Pre-attentive attributes
  - Basic vocabulary of vision

ELEMENT OF DESIGN
CONTRAST

ELEMENT OF DESIGN
CONTRAST

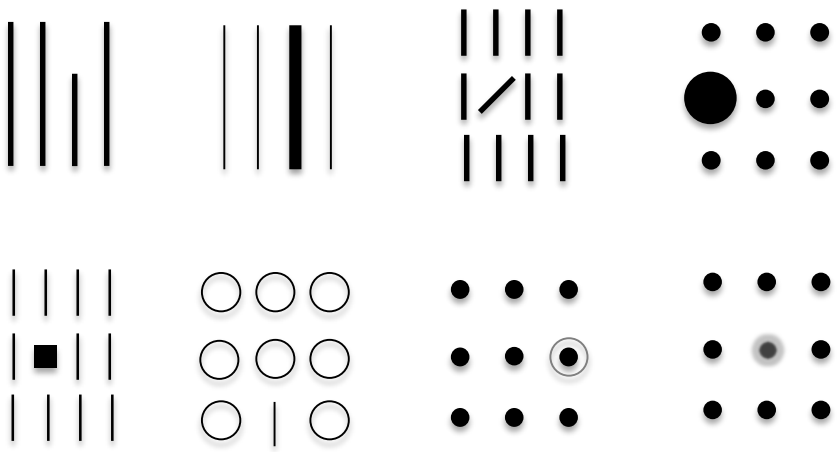
ELEMENT OF DESIGN
CONTRAST

ELEMENT OF DESIGN
CONTRAST

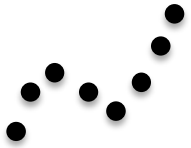
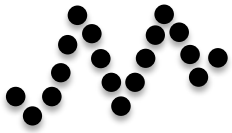
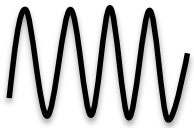
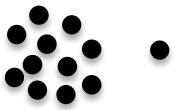
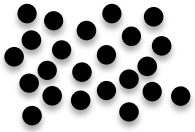


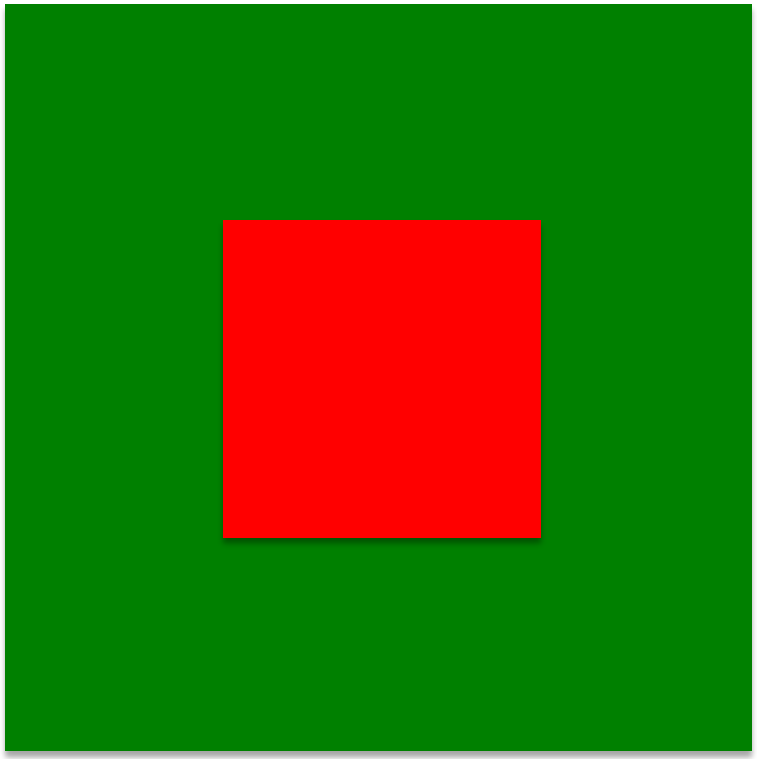
Visual thinking: Immediacy

We rely on pre-attentive attributes, “prior to and without the need for conscious awareness.” FEW, Now you see it, 2009



LENGTH
WIDTH
ORIENTATION
SIZE
SHAPE
CURVATURE
ENCLOSURE
BLUR

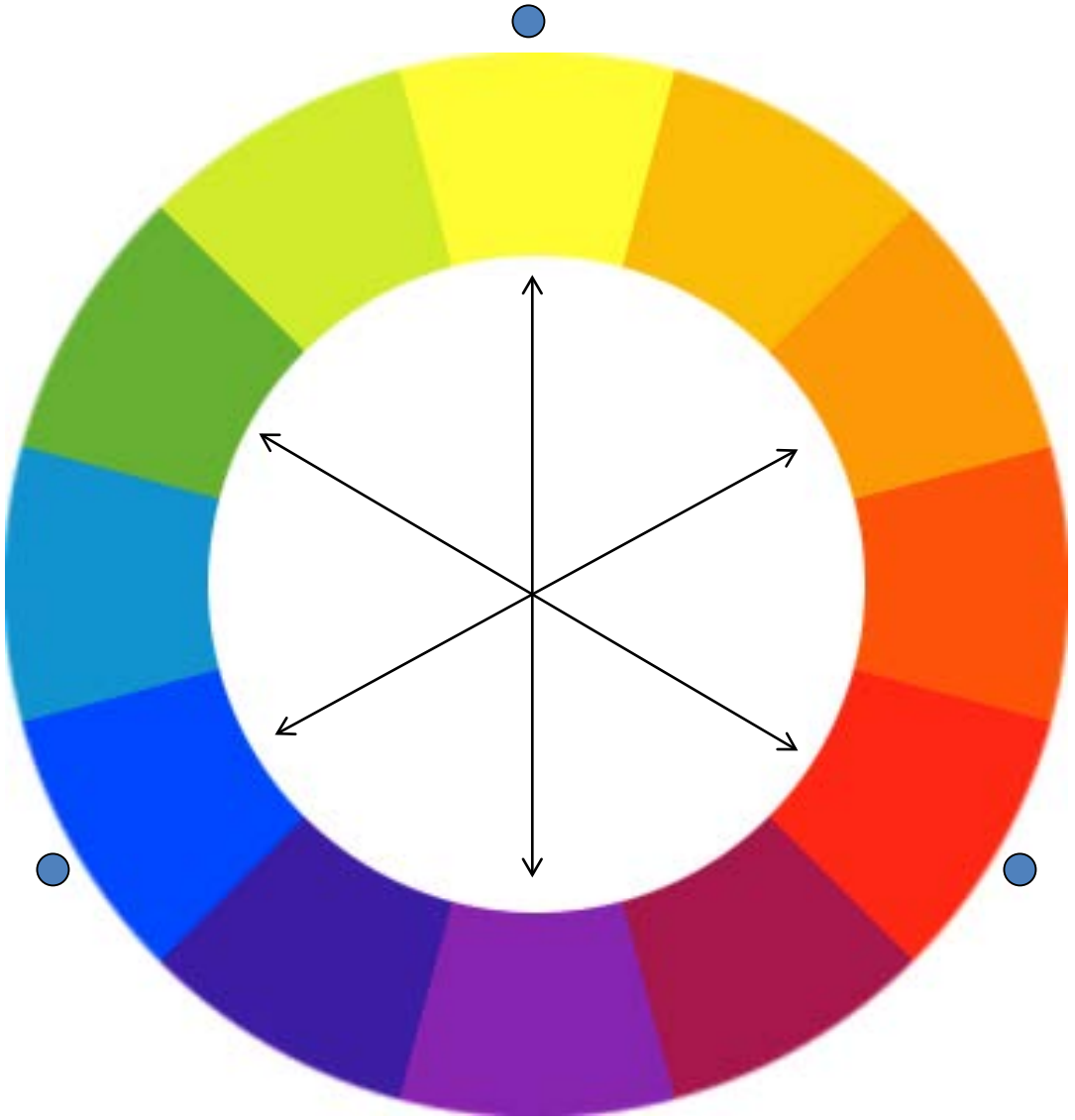
	Position	Length	Direction or Orientation	Size	Color
Increase					
Decrease					
Repeated Combinations					
Outliers					
Noise					



Good
Contrast
Bad
Contrast
Bad
Contrast
Good
Contrast

Color

- Hue
- Saturation
- Value



North

East

South

West

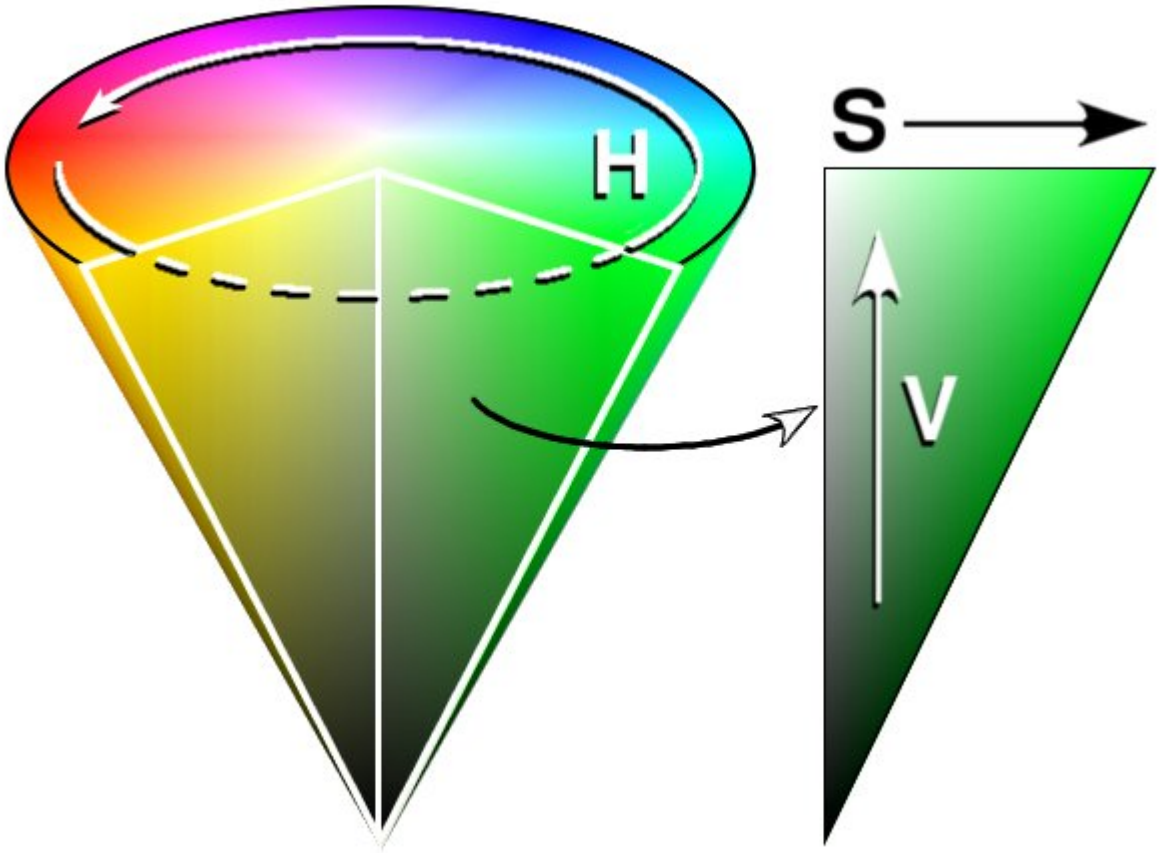
North

East

South

West

Hue, Saturation & Value



Color Tool Demo

http://paletton.com/

https://kuler.adobe.com/create/color-wheel/

http://www.colourlovers.com/palettes/most-loved/all-time/meta

In-Class Exercise

- Simple Plot
- RGB
- RColorBrewer (Package)
- colorRampPalette