Tsao-Kun Liu

Data Visualization

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Chapter 3 to 6 summary

Chapter three is taking how to make data organized. Not just add every element in a blank screen or blank page. This chapter tell people not to make information messy. Chapter three is going to introducing six principles in the book: proximity, similarity, enclosure, closure, continuity, and connection. Those are very important to data visualization.

Chapter four is teaching how to get people’s attentions. The chapter teach people to stand in people’s shoes to think. This chapter introduces some memories related to brain like Iconic memory, Short‐term memory, and Long‐term memory. Showing the pictures to demonstrate what people most see in the chapter. Size, color, and position can attract people to focus what people want to show.

Chapter five is teaching people to think like designer. The chapter explores affordances, accessibility, and aesthetics. Affordances is to make things easy and simple to use. Eliminate distractions is important to data visualization because not every data is useful. Accessibility can define the things useful in people’s lives. Aesthetics is all about the things look pretty or like artwork.

Chapter six is talking about dissecting model visuals. The choices people make was regarding what to emphasize and draw the audience’s attention and to de‐emphasize. The chapter shows five model visuals. Two for line graph, and three for stacked bars. Author wants to people to learn from each graph.