# Introduction

Advanced visualization techniques are effective for data analysis.[][] By introducing metaphor borrowed from nature[whisper], applying carefully designed layout algorithm,[shixia] sophisticatedly combining existing visualizations,[fluxflow] novel visual presentations help people identify patterns, trends and correlations hidden beneath data. However, these advanced visualizations are usually not intuitively recognizable. Users need to go through some training, for example, reading a long and boring literal description, before they grasp the knowledge required to understand and freely explore a visualization.

What is more, even designers of these advanced visualizations suffer when they are required to introduce their design, especially when the visual encoding has complicated logic dependency, or when their audience have little prior knowledge about visualization techniques.

As a result, these advanced visualization technology, in spite of the fact that their utility has been verified by domain experts from various fields, gain little exposure outside visual community. Unaware of or unable to understand these advanced visualization, main stream media is still dominated by naïve visualizations, such as bar charts, pie charts.

For a visualization, its design space can be described as the orthogonal combination of two aspects: graphical elements called marks and visual channels to control their appearance[tamara]. But why the explanation of these two things are so complicated?

This problem mainly arises from the great amount of information that an advanced visualization design attempts to deliver with visual encoding. First, it will overload the audience if we just expose all the information to them at one time. Second, even if we try to explain them one by one, considering the logic dependency existing among visual elements, an improper explaining order can totally confuse the audience. For example, the topic streams of a theme river should be explained before the keywords mapping upon them, otherwise, the audience will get totally lost. Third, when digesting such considerable amount of information, audience can easily get distracted or forget what has been told before. [3][4].

Thus, a specific order of encoding explanation becomes necessary. Attention guidance and reminders are also needed to make sure that audiences are following such order, not get distracted or forget previous information.

Narrative, which means “connected events presented in a sequence” [cite ..], has long been used to share complex information. As the data visualization field becomes more mature, many researchers move their focuses from analysis to presentation, making narrative data visualization an emerging topic.[5] Many efforts have been taken to define, classify, and provide design suggestions for narrative data visualization[6] [7] [8]. Some visualization systems have already incorporated narratives module into their design. [geotime], [annotation][tableau]. However, current work mainly focuses on communicating the conclusion of analyses, rather than guiding the audience on how to read a visualization.

Here, we present a prototype to adopt narrative techniques to create visual encoding explanation. Based on our analysis of the structure, logic dependency, and visual distraction existed in a visualization design, we develop an authoring tool to decompose a visualization, reorganize extracted visual elements, and explain their visual encodings through animated transition one by one in the form of slideshow. By incorporating narrative sequence, proper amount of information, rather than all the information, is delivered to the audience at a time, effectively avoiding information overload. Reminders, such as questions, summarizations, repetition are inserted into the narrative sequence to enhance audience’s memory while visual attention guidance, such as flickers, highlight, morphing are inserted to lead their attention to newly added information. (字数超了就删掉)

To the best of our knowledge, this is the first attempt to explain visual encoding with narrative. We believe we have the following contributions: 1). Analysis of the structure, logic dependency, and visual distraction existed in a visualization design. 2) A framework for narrative visual encoding explanation. 3) An authoring tool to generate and edit narrative visual encoding explanation

We conjecture our work can motivate and enable people to use more advanced visualization designs.

# related work

In this section, we provide an overview of prior researches around analysis of narrative structure in data visualization, animation in data visualization, and existing authoring tools for narrative visualizations.

## Structure of Narrative Date Visualization

Narrative is as old as human history. [cite something] People in the fields of literature, comics [“Visual Narrative Structure,], cinema [“the living handbook of narratology,] have gone great length to analyse the sequencing and forms of grouping used in a narrative, as well as how they affect the meaning a narrative try to deliver.

Some people believe that works from other fields can inspire researches in data visual community. Amini et al, [cinema lens] borrowed concepts from comics[Visual Narrative Structure,] to classify and analyse the structure of data videos. Wang et al [citation] adopt two representative tactics, time-remapping and foreshadowing, from cinematograph to organize narrative sequence for visualizing temporal data.

Other researches, on the other side, focus on narrative structure exclusively for data visualization.

Satyanarayan and Heer, through interviews with professional journalists,［ellipsis］define the core abstractions of narrative data visualization as state-based scenes, visualization parameters, dynamic graphical & textual annotations, and interaction triggers. Hullman et al[A Deeper Understanding of Sequence in Narrative Visualization], by identifying the change of data attributes, propose a graph-driven approach to automatically identify effective narrative sequences for linearly presenting a set of visualizations.

These works, however, rarely discuss narrative explanation of visual encoding scheme, which is the fundamental of a visualization. We hope our work can fill this gap.

## Animation in Data Visualization

There is a wide discussion about the effects of animation when used in a data visualization environment.

Animation can facilitate cognitive process. Heer and Robertson [Animated Transitions in Statistical Data Graphics] confirmed the effectiveness of animation when relating data visualizations backed by a shared dataset. Ruchikachorn et al [morphing], going a step further, design morphing animations to bridge the gap between a familiar visualization and an unfamiliar one, thus introducing new visualization design through animation. [graphdiaries] use animation to help audiences track and understand changes in a dynamic visualization.

On the other hand, animation can be an effective tool to attract and guide visual attention. Huber et al [14] study the perceptual properties of different kinds of animation, as well as their effects on human attention. Waldner et al [filcker], by dividing the animation into an “orientation stage” (intensive flicker stimulus) and an “engagement stage” (a minimally disturbing luminance oscillation), make a good balance between the attraction effectiveness and annoyance caused by flicker.

It is, however, noteworthy that animation, in spite of all the advantages mentioned above, can bring negative effects when used improperly. [trend]

Our work is based on the results of these researches, which give us a guideline on how to implement animations in our system.

## Authoring Tools for Narrative Visualization

Extensive needs of data communication exist not only in data visualization field but also in journalism, media, etc. This has motivated researchers to investigate ways for authoring narrative visualization.

User experience is of great concern to an authoring tool. Sketch story, with its freeform sketch interaction, [,,] provides an more engaging way to create and present narrative visualization. Dataclips, [][]lower the barrier of crafting narrative visualization. The library of data clips it offers allows non-experts involving in the producing of narrative visualization.

However, it is information delivery that is the core consideration of an authoring tool. Existing authoring tools usually choose a specific type of narrative visualization based on the information they want to convey. [][]Meanwhile, integrating authoring tool for narrative visualization with data analysis tool has become a trend since it effectively bridge the gap between data analysis and data communication. [geotime, tableau, heer]

These systems offer inspiring user interaction design as well as good examples to implement narrative visualization. However, they treat visual encodings as cognitively obvious attributes that can be universally and immediately recognized without a formal introduction, making them inapplicable for our purpose.