Alberto Cairo Chapter 1 & 2

Infographics and visualization exist on a continuum.

All graphics present data and allow a certain degree of exploration of those same data. When graphics have a more evident presentation component, they are called infographics. When graphics have a larger exploration part, they are a visualization. **Every** infographic and every visualization has a presentation and an exploration component. Graphics, charts and maps aren’t just tools to be seen, but to be read and scrutinized.

College 2-11

Design 101:

* Always use scales on axis
* Bar charts: always start on zero. Length is what is compared in these charts, not starting at zero will not give an absolute difference.
* Line charts: Can sometimes be okay to not start at zero, must be mentioned if done so.
* Length and size comparison can distort the data in its visualization, leading to miscommunication.

Visualization Design Principles

The Data-Ink Ration: Data ink/total ink used in graphic. Shows if the ratio is skewed and there is too much that can distract from the message.

Increasing Data Density: Data density = number of data items/area of data in graphic.

Char Junk

Subjective Dimensions:  
**Aesthetics**: attractive things are perceived as more useful then unattractive ones

**Style**: Communicates brand, process and who the designer is

**Playfulness**: Encourages experimentation and exploration

**Vividnes**: Can make a visualization more memorable

Graphic Design Principles

* Contrast
* Repetition
* Alignment
* Proximity

Use contrast to make them differ and show when data is different.

Nothing should be placed on the page arbitrarily, every item should have a visual connection to something else.

Group