

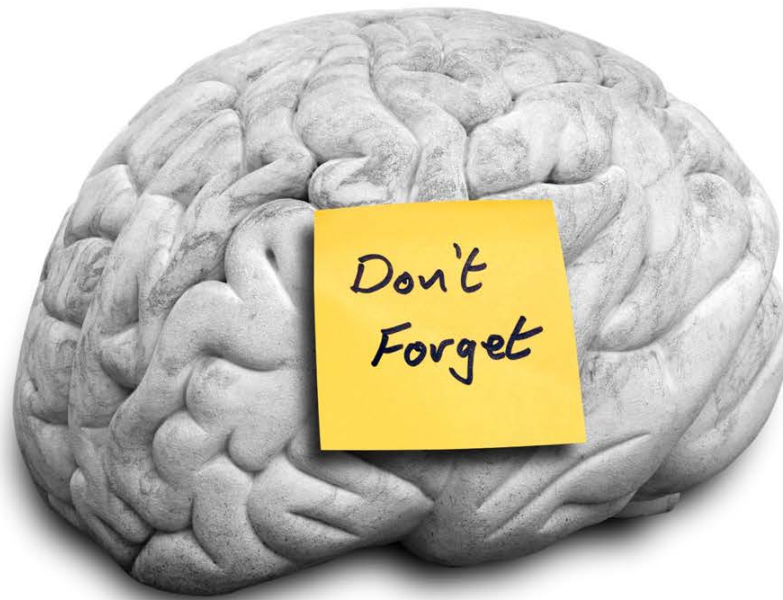


Essential Design Principles for Tableau

Pre-Attentive Attributes of Visualizations

Iconic memory is the sense memory of visual images
after the images are gone



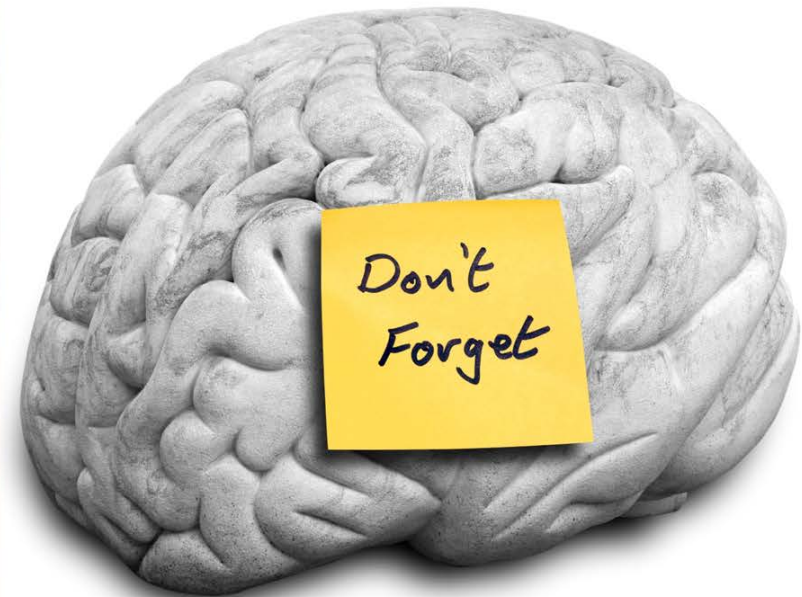


Short-term memory is the ability to hold information
in active memory



Long-term memory is information and memories
we retain indefinitely

Data visualization works with both sensory and active memory



Count the 4s

How many do you see?

756395068473

658663047576

860472658602

846589107840

756395068**4**73
6586630**4**7576
860**4**72658602
8**4**65891078**4**0

Count the 4s again

How many do you see?

Was it easier?



Did you notice
how quickly you
recognized the 4s?



Good visualizations
allow users to **see what
we want them to see**
before they know that
they have seen it

Change one of these to
focus the user's
attention:

Size

Color

Orientation

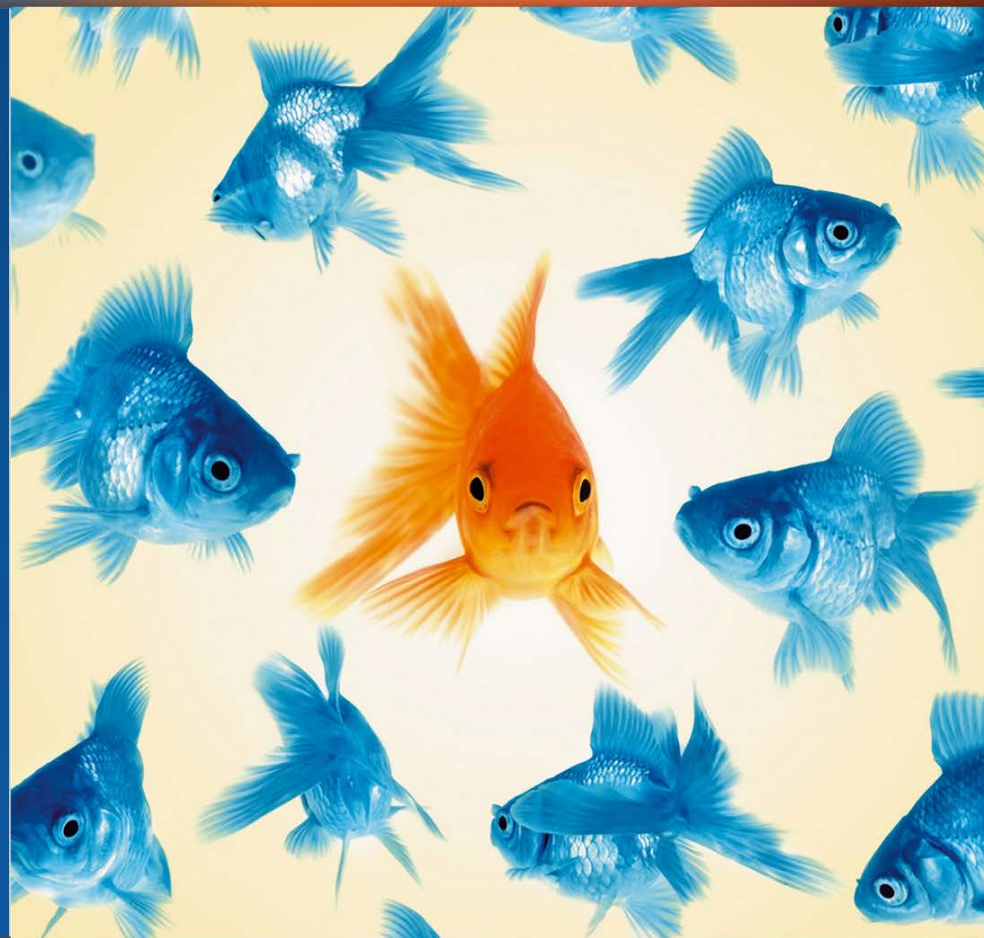
Shape

Line composition

Enclosure

Intensity

Position



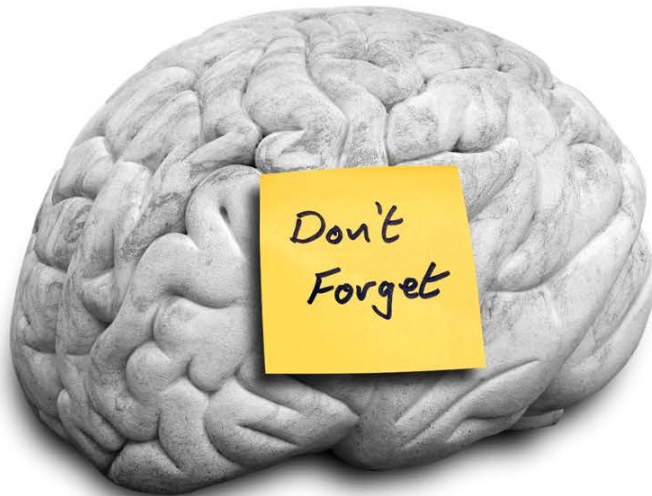


Each tool has
specific uses:
Quantification
Categorization

Be strategic

Shift user's attention to
what you want them to
see





Most commonly used
pre-attentive attributes