

Encoding Principles

Munzner, T. (2014). Visualization analysis and design. CRC press.

→ Position

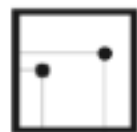
→ Horizontal



→ Vertical



→ Both



→ Color



→ Shape



→ Tilt



→ Size

→ Length



→ Area



→ Volume



Marks as Items/Nodes

➔ Points



➔ Lines



➔ Areas



Marks as Links

➔ Containment



➔ Connection



Tools & Approaches