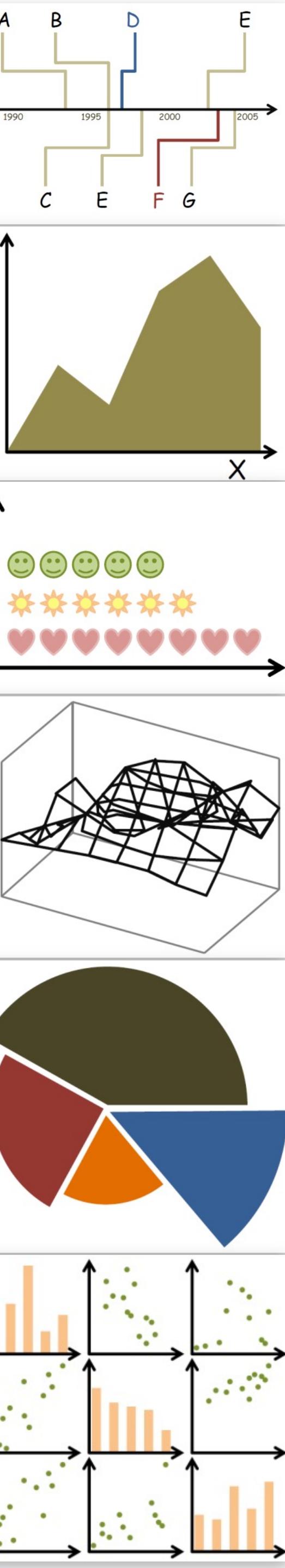


Lecture 10: Another Side of Visualization

DS 4200
SPRING 2022

Prof. Ab Mosca (*they/them*)
NORTHEASTERN UNIVERSITY

Slides and inspiration from Cody Dunne, Michelle Borkin, Dylan Cashman, Krzysztof Gajos, Hanspeter Pfister, Miriah Meyer, Jonathan Schwabish, and David Sprague



Last Class

We:

- Reviewed arranging visual encodings for tables
- Reviewed iterative design / sketching new visualizations

Any Questions?

Today

- Look at some fun and creative visualizations!

ANOTHER SIDE OF VISUALIZATION

Giorgia Lupi



What sets Giorgia apart is her [humanistic approach](#) to the world of data. Data is considered to be impersonal, boring, and clinical, but her work proves the opposite.

She uses data as a lens to better understand our human nature and every aspect of our society. By [distilling our personal experiences](#) (our activities, thoughts, behaviors, relationships) into what we so coldly call data, and by actively building her datasets and expressing them as a designer and artist, she seeks to grasp glimpses of humanity and discover overlooked details.

When Giorgia is presented with data, [she seeks to humanize it](#), to make it speak our language and represent our human nature, because, in her opinion, this is the ultimate goal of any design work, especially with data. She often combines the original data with layers of softer and more qualitative information that renders and presents its more nuanced and more human aspects of us.

Giorgia Lupi – Dear Data

GIORGIA

week seven

a week of complaints

Stefanie

“DEAR DATA

WEEK 07: MUSICAL COMPLAINTS

HOW TO READ IT:

- Each “note” is a single complaint I said. (i.e. every single time I expressed dissatisfaction or annoyance about a situation or particular thing)
- Each “Score” represents a typology of things I complained about, featuring complaints in chronological order.

SCORES:

- ME AS A PERSON (e.g. “I am so... angry / obsessive...”)
- ME AT WORK (e.g. “I should’ve done...”)
- WORK (e.g. “this project isn’t going well!”)
- TECHNOLOGY (e.g. “the scanner is not working!”)
- SERVICE/FOOD (e.g. “OMG the waiter is so slow!”)
- SOMEBODY (e.g. “He’s really a jerk...”)
- COLD (e.g. “I am freezing! The A.C. is crazy!”)
- HOW I FEEL (e.g. “so tired!”, “so bored!”)
- BOYFRIEND (e.g. “you’re snoring!”, “you haven’t....”)
- OTHER (e.g. “I spent 1 hour waiting for...”)

POSITIONS OF NOTES:

- 1 - → ACTUAL need to complain
- 2 - → average “ ”
- 3 - → MORE! “ ”
- 4 - → x - MISSED COMPLAINTS: Thought of complaining but didn’t do!

ATTRIBUTES

- o to boyfriend
- o to friend, family
- o to strangers
- o in english (when others were in ITA)
- o via txt / email (digital life)
- #o adding EMPHASIS
- o close in time (same situation)
- p to Stefanie (about something related to DEAR DATA)

DELIVERED BY HAND (SPECIAL NYC DELIVERY!)

FROM:
GIORGIA LUPI
104 BROOKLYN
BROOKLYN
NY - USA

SEND TO:
STEFANIE POSAVEC
LONDON

TO:
GIORGIA LUPI
BROOKLYN, NY
USA

DEAR DATA - WEEK 07

A WEEK OF COMPLAINTS*

HOW TO READ IT:

- I ~~THREW DOWN MY 4 PENS WHEN I FINISHED~~ (COMPLAINT #7) WHAT IS WRONG WITH ME?
- ALL COMPLAINTS IN CHRONOLOGICAL ORDER EXCEPT ‘COMPLAINTS TO ME’ BECAUSE (COMPLAINT #1)
- I MESSED UP THE ORDER + BY THAT TIME I HAD ALREADY SPENT 1.5 HOURS ON THIS. AARGH! AND (COMPLAINT #2) THIS PART OF THE DRAWING IS NOT SYMMETRICAL WHICH BOTHERS ME!

TYPE OF COMPLAINT:

WEATHER	HEALTH
HUSBAND	HUNGER
ANIMALS	MYSELF
FAMILY	TECHNOLOGY / MEDIA
SOCIETY / THE WORLD TODAY	MONEY
ACQUAINTANCES / STRANGERS	INNATE OBJECTS
MY APPEARANCE	TRANSPORT
FRIENDS	

MAIN STATS

PRIVATE COMPLAINTS: 67
OUTWARD COMPLAINTS: 100
COMPLAINTS TO ME: 43
OF PEOPLE WHO COMPLAINED TO ME: 5
OF PEOPLES I AM DAD TO: 10
COMPLAINTS TO MY HUSBAND: 10
I COMPLAINED MOST ABOUT MY FAMILY (SISTER MUM + DAD) 100 VENTS!
SECOND MOST COMPLAINING ABOUT MY HUSBAND (SISTER STEPHIE + STEPHIE'S HUSBAND) 90 VENTS!

DELIVERED BY HAND (SPECIAL NYC DELIVERY!)

Note the hand-drawn stamps: these postcards were delivered in person in New York!

<http://giorgialupi.com/>

What better visual reference than a musical score to show the repetitiveness of Giorgia's protests and the "level" of complaint: whether they are justified or totally out of place.

Giorgia Lupi – Dear Data

GIORGIA

week forty-two

66 Dear Data
WEEK 42: Laughters!

HOW TO READ IT:

- Each element is a PERSON:
 - Boyfriend
 - mum
 - dad
 - grandma
 - in-laws
 - grandmafriends
- Accurat. guys! you! (via txt)
- friends in my via txt!
- red dot = collective laughter
- blue dot = it was a man fest

FROM:
NEW YORK NY
30 JUN 2015 PM
11:55 AM
BROOKLYN - NY - USA

SEND TO:
STEFANIE POSAVEC
LONDON ENGLAND
UK
ENGLAND

DEAR DATA - WEEK 42
A WEEK OF LAUGHTER FOR A CARD ABOUT LAUGHTER I AM SAD ABOUT HOW THIS CARD TURNED OUT

ABOUT THE DATA: I TRIED TO CAPTURE MY LAUGHS WHICH WAS REALLY HARD + GOT AGED IN THE WAY OF ENJOYING LIFE, HENCE THE DATA Voids :)

HOW TO READ IT:

IN CHRONO ORDER
START: EACH REPRESENTS A LAUGH OR MOMENT OF LAUGHTER.

WHICH WAS WITH

ALL LAUGHS ARE DRAWN IN CHRONOLOGICAL ORDER FROM L-R AS IF YOU'D READ A BOOK.

MARKERS INDICATE END OF ONE DAY + BEGINNING OF OTHER. IF MARKER IS IN "PEN", IT MEANS I HAD A DATA VOID DUE TO THE FOLLOWING: DRINKING W FRIENDS, MY B-DAY!! MY B-DAY DINNER

I WAS LAUGHING WITH: I WAS LAUGHING WITH:

- MYSELF
- MY HUSBAND
- FRIEND
- STUDIO MATES
- STRANGERS
- BEING TICKLED
- DEAR DATA
- HUSBAND
- ANIMAL
- GROUP OF FRIENDS
- PROFESSIONAL CONTACT
- PARENT
- SCHADENFREUDE
- PHONE AVOCALOGUE
- YOU!

When data-gathering gets in the way: Giorgia laughs and then has to report it. So, is she fully enjoying her cheerful moments as they pop up?

Stefanie

a week of laughters

DEAR DATA - WEEK 42
A WEEK OF LAUGHTER FOR A CARD ABOUT LAUGHTER I AM SAD ABOUT HOW THIS CARD TURNED OUT

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- PROFESSIONAL CONTACT
- PARENT
- SCHADENFREUDE
- PHONE AVOCALOGUE
- YOU!

AIRMAIL!

Stefanie

Stefanie was banned by her husband from gathering data at her birthday dinner in a posh restaurant (for obvious reasons). Hence the "data void".

Giorgia Lupi – Dear Data

GIORGIA

week fifty-two

a week of goodbyes

Stefanie

66 Dear Data
WEEK 52 - ... Goodbye! *LAST WEEK OF Dear Data

HOW TO READ IT:

- Each element is a goodbye I said, in chronological order.
- SHAPE = "HOW":

 - = in real life
 - = over the phone
 - = Skype / hangout
 - = in public (public speech)
 - = farewell to my old apartment!
 - * = missed goodnight to my boyfriend cause I fell asleep too early!

- Color + To Whom? (The triangle = did I add something?)
- Color = Physical contact
- Shape = How
- Color = Who?

SEND TO:

STEFANIE POSAVEC
LOTTOON - UK - ENGLAND

FROM: G. LUPI
BROOKLYN NY - USA

GLOBAL USA FOREVER 2014

DEAR DATA - WEEK 52
A WEEK OF GOODBYES! 14 - 18 September 2015

ABOUT THE DATA: SAYING GOODBYE, BOTH FOR AWHILE AND FOREVER.

HOW TO READ IT: EACH IS ONE GOODBYE.

GOODBYES ARE ORGANISED IN CHRONOLOGICAL ORDER FROM L-R AND TOP-BOTTOM.

TYPE OF GOODBYE / LEVEL OF EMOTION:

AM	PM	M	T	W	Th	F	S	S
PHONE / VIDEO / MESSAGE	AT HOME	AT WORK (INCL. MY AMAZING PUB CRAWL)	AT PUB (INCL. MY AMAZING PUB CRAWL)	ON SOCIAL MEDIA	BEING POLITE, WE WONT MEET AGAIN	UNTIL WE MEET AGAIN	Nearly A FINAL GOODBYE	A FINAL GOODBYE
IN SHOP	AT STUDIO (NEW & OLD)	AT STUDIO (NEW & OLD)	AT STUDIO (NEW & OLD)	COLLEAGUE	MY HUSBAND	SHOT WORKER	DEAR DATA	DEAR DATA
AT HOME	AT STUDIO (NEW & OLD)	AT STUDIO (NEW & OLD)	AT STUDIO (NEW & OLD)	STUDIOMATE	MY OLD STUDIO	MY OLD STUDIO	DEAR DATA	DEAR DATA
				FRIEND	YOU	YOU	DEAR DATA	DEAR DATA

THANKS FOR SUCH A GREAT PROJECT!!

TO: GIORGIA LUPI
BROOKLYN, NY USA

FROM: S. POSAVEC
LONDON, UK

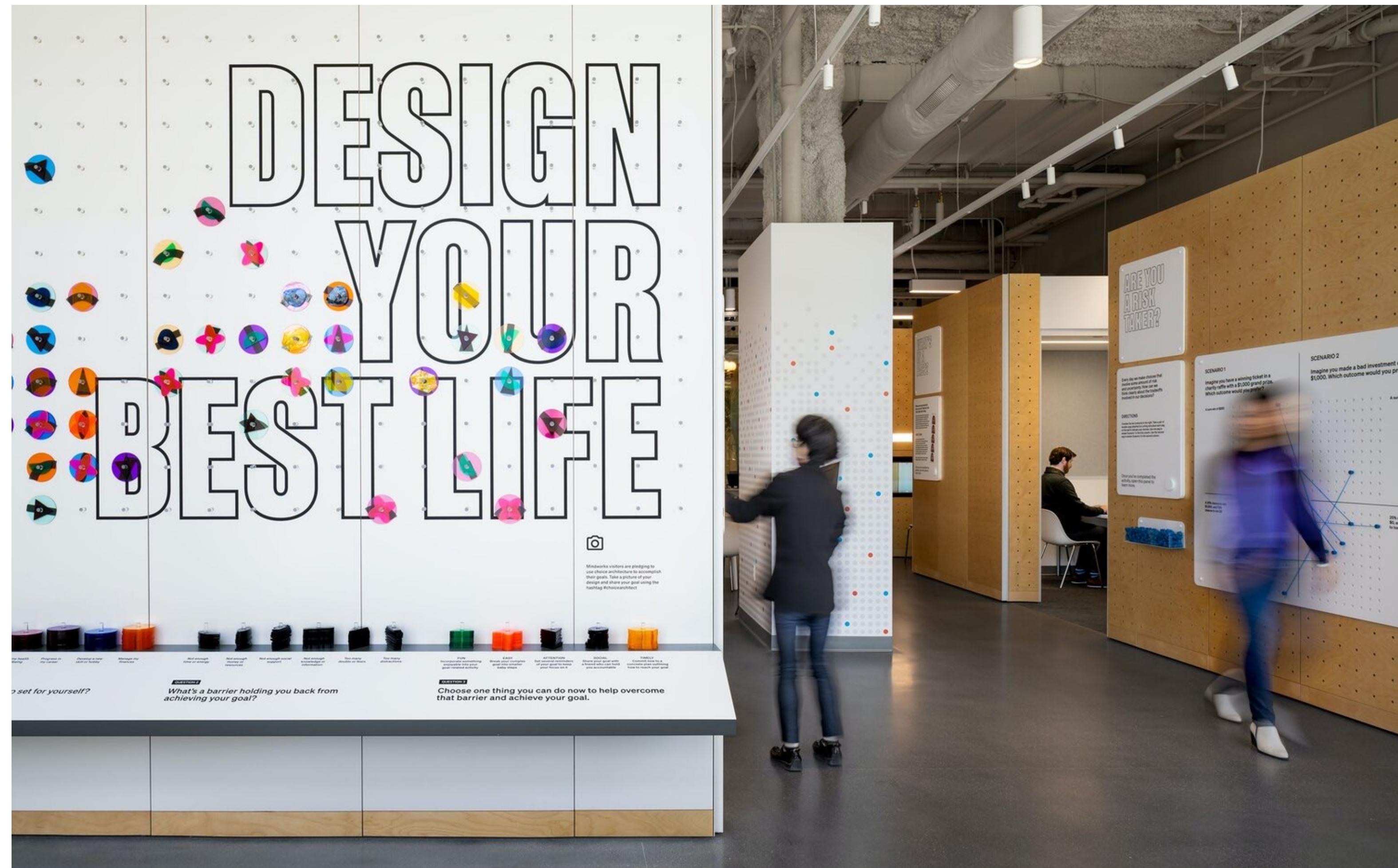
Royal Mail Mount Pleasant Mail Centre 15-09-2015 44009732

BY AIR MAIL par avion Royal Mail

The most shameful revelation. Of course, the last week of Dear Data was about "goodbyes", to include a special goodbye to Dear Data in their postcards. Guess what Giorgia forgot to add? :)

"My amazing pub crawl": Stefanie hit ten pubs in an afternoon and was feeling pretty proud. "My old studio": the pub crawl was in honour of the disbanding of the studio she shared with friends.

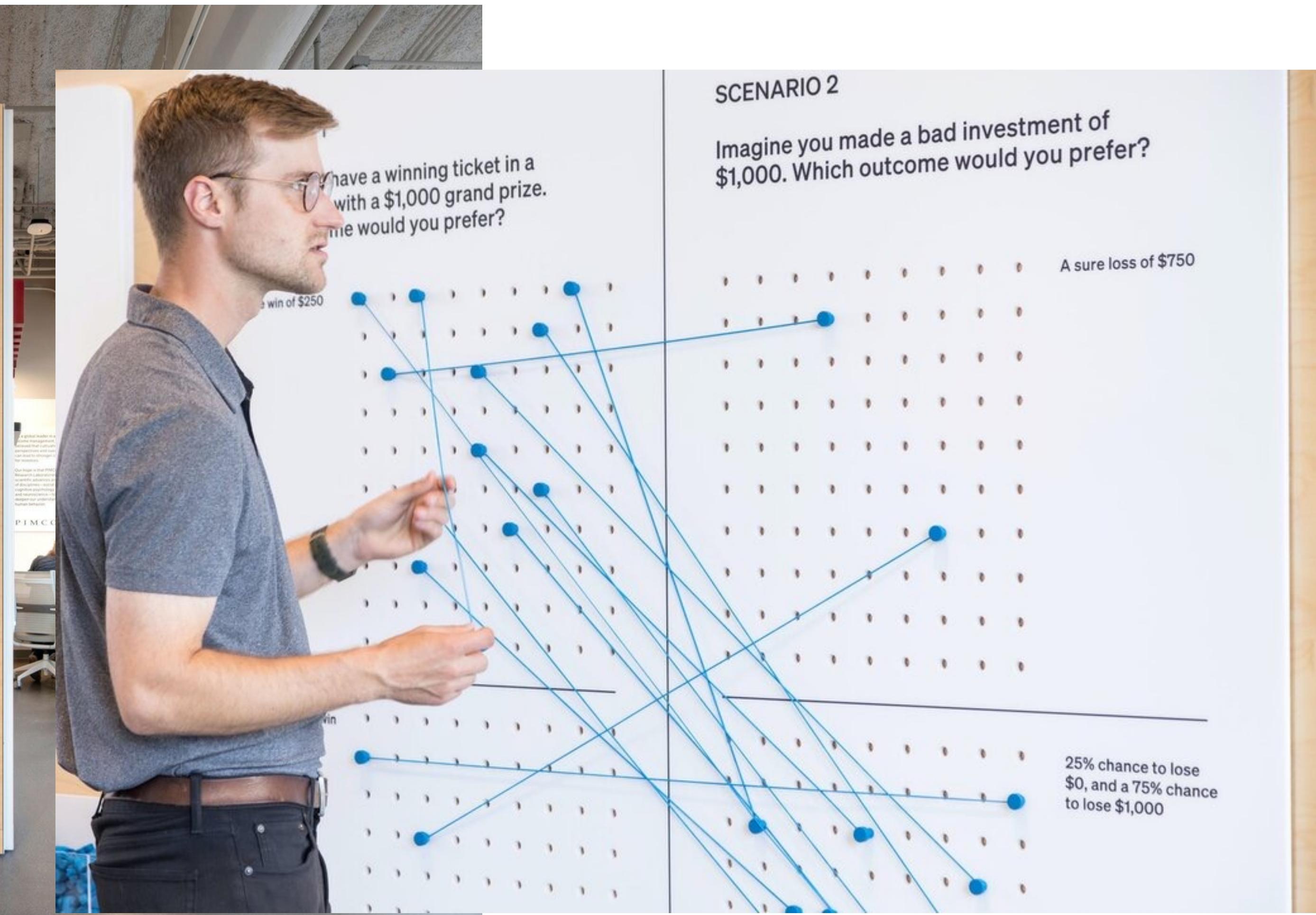
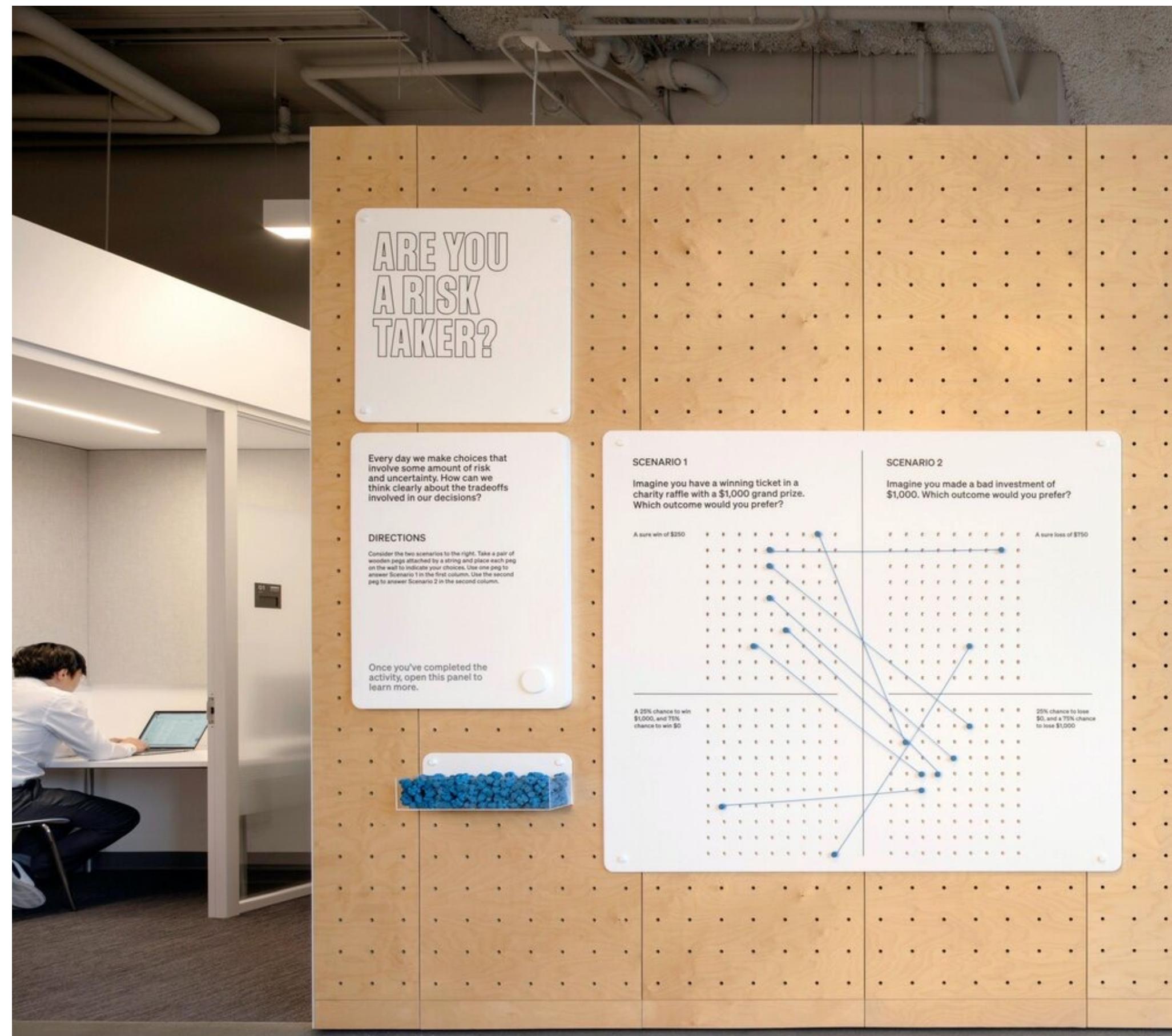
Giorgia Lupi – Physical Visualizations



Giorgia Lupi – Physical Visualizations



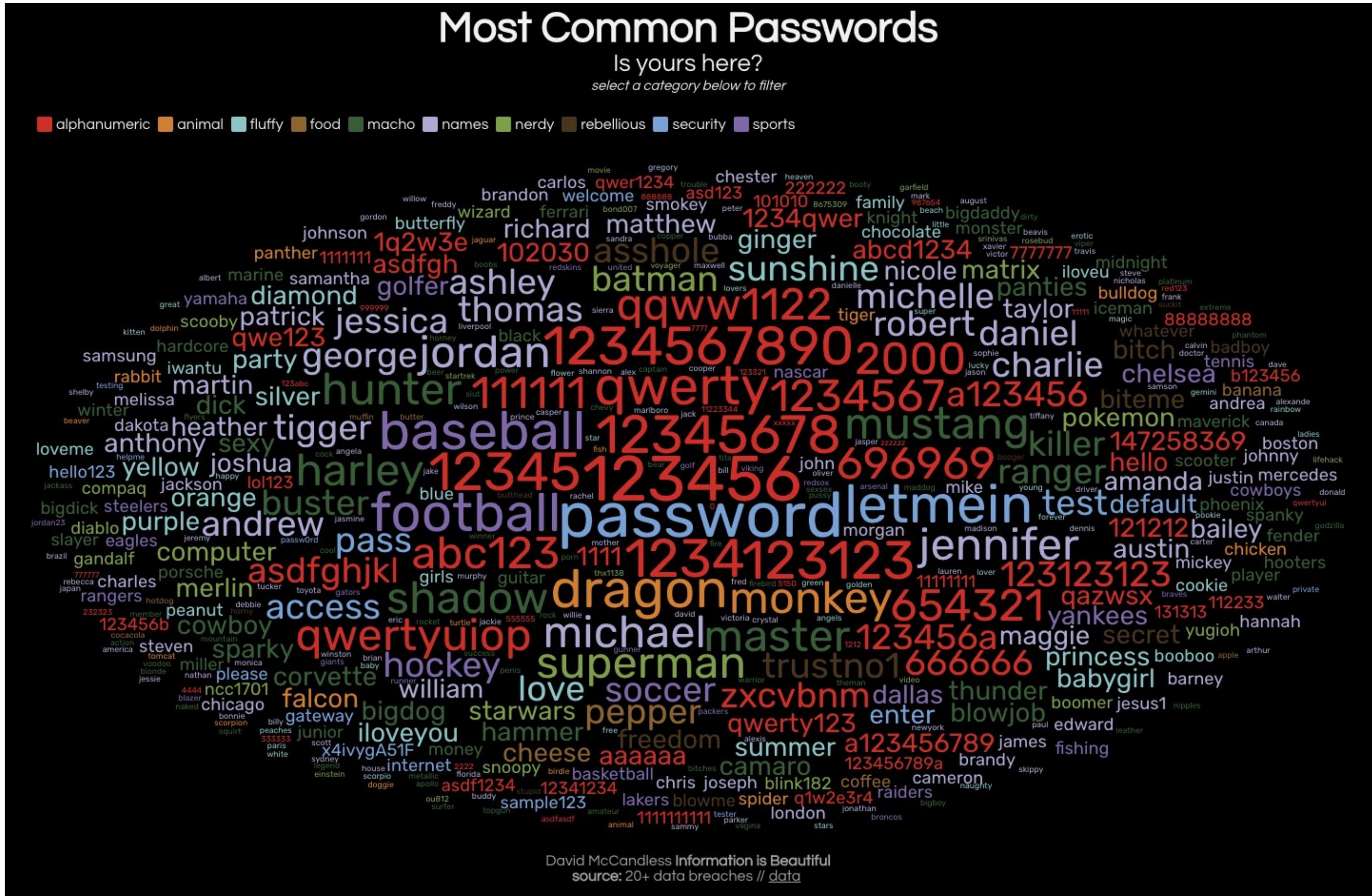
Giorgia Lupi – Physical Visualizations



information is beautiful

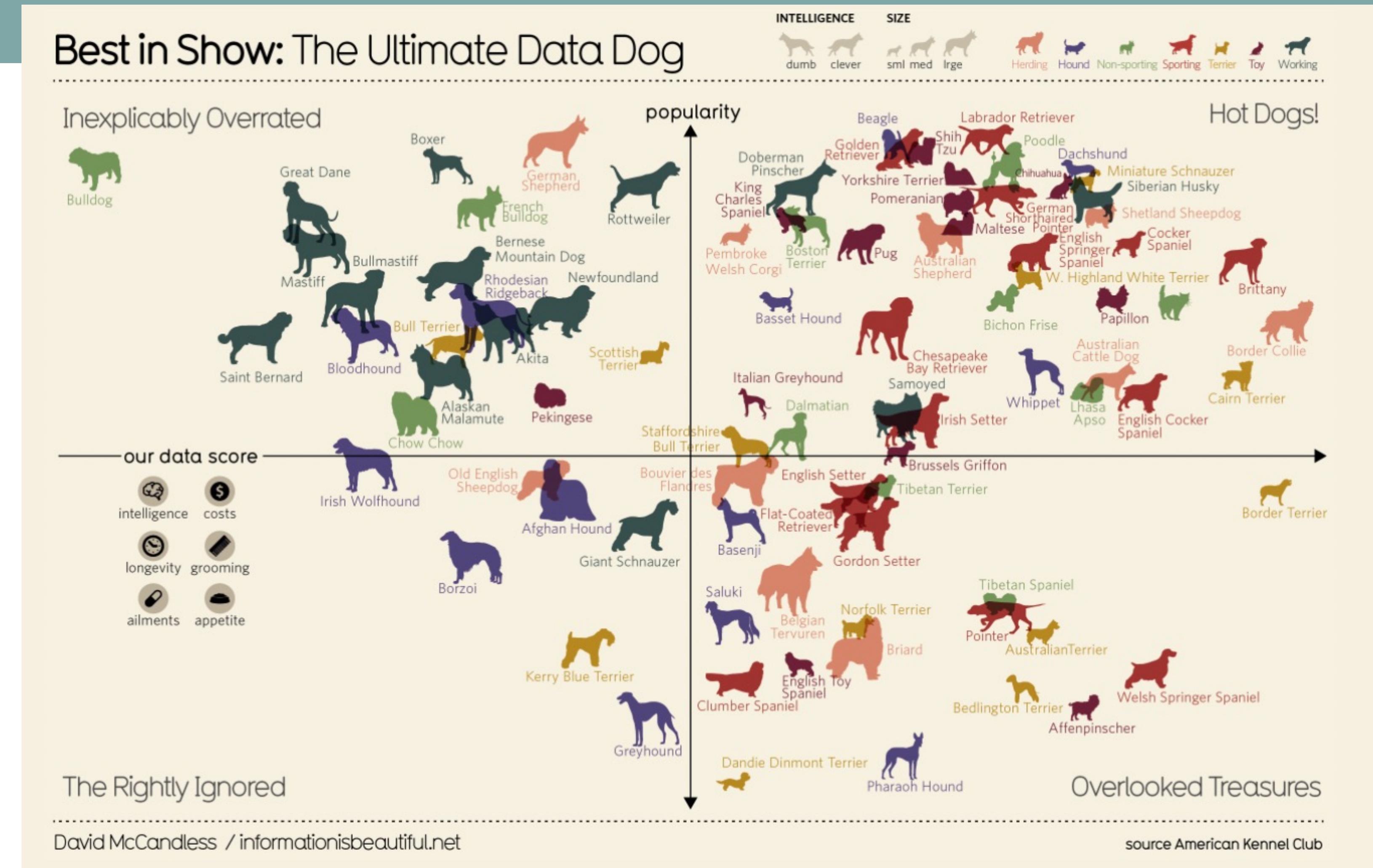


information is beautiful

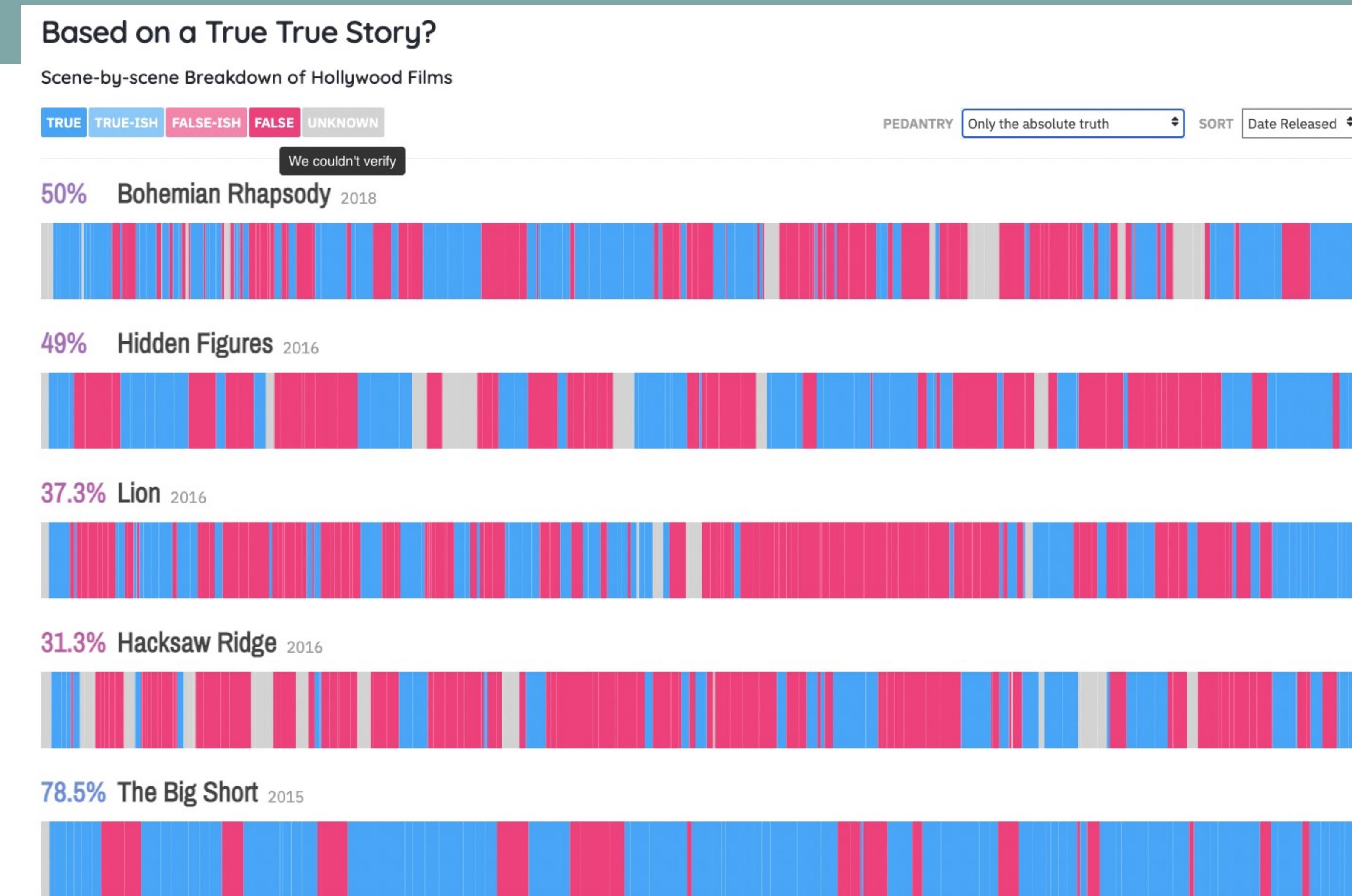


<https://informationisbeautiful.net/visualizations/top-500-passwords-visualized/>

information is beautiful

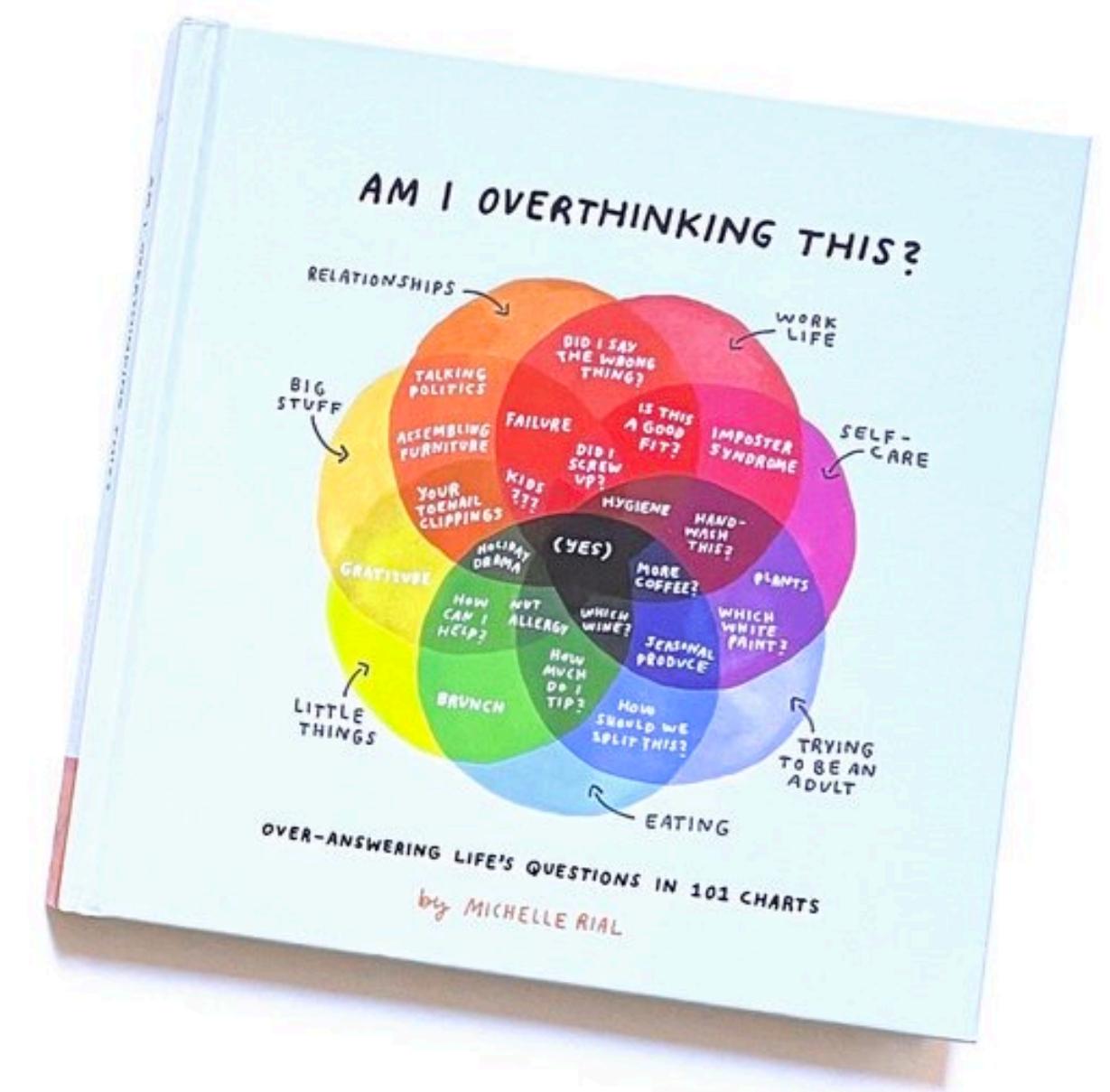
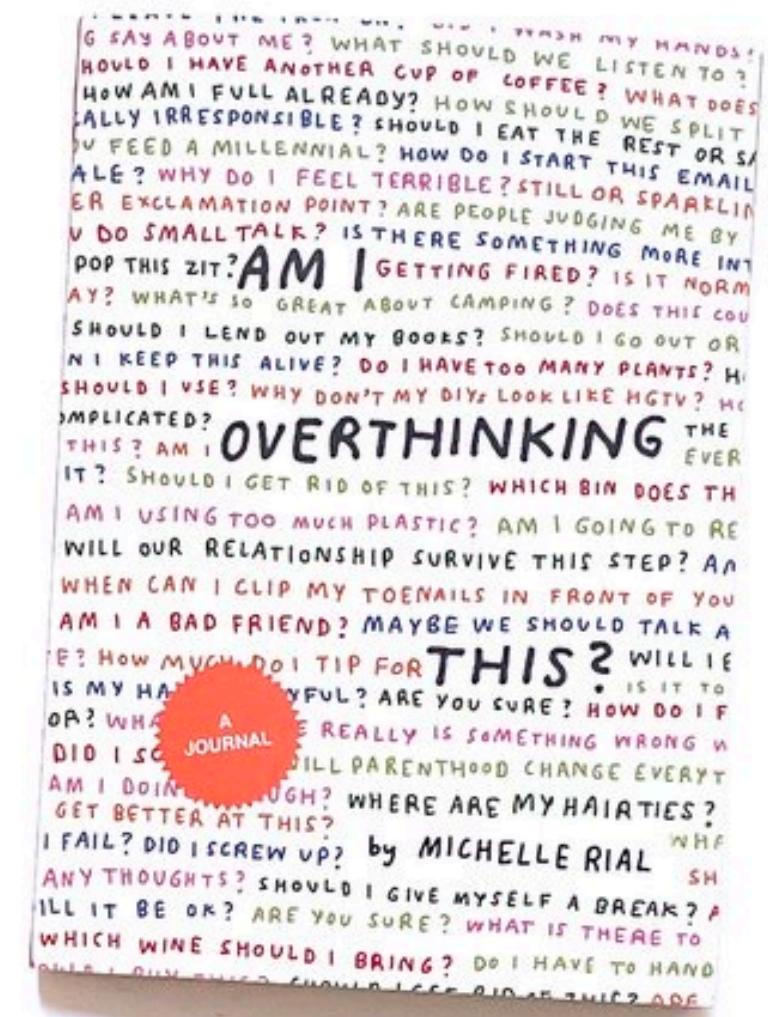
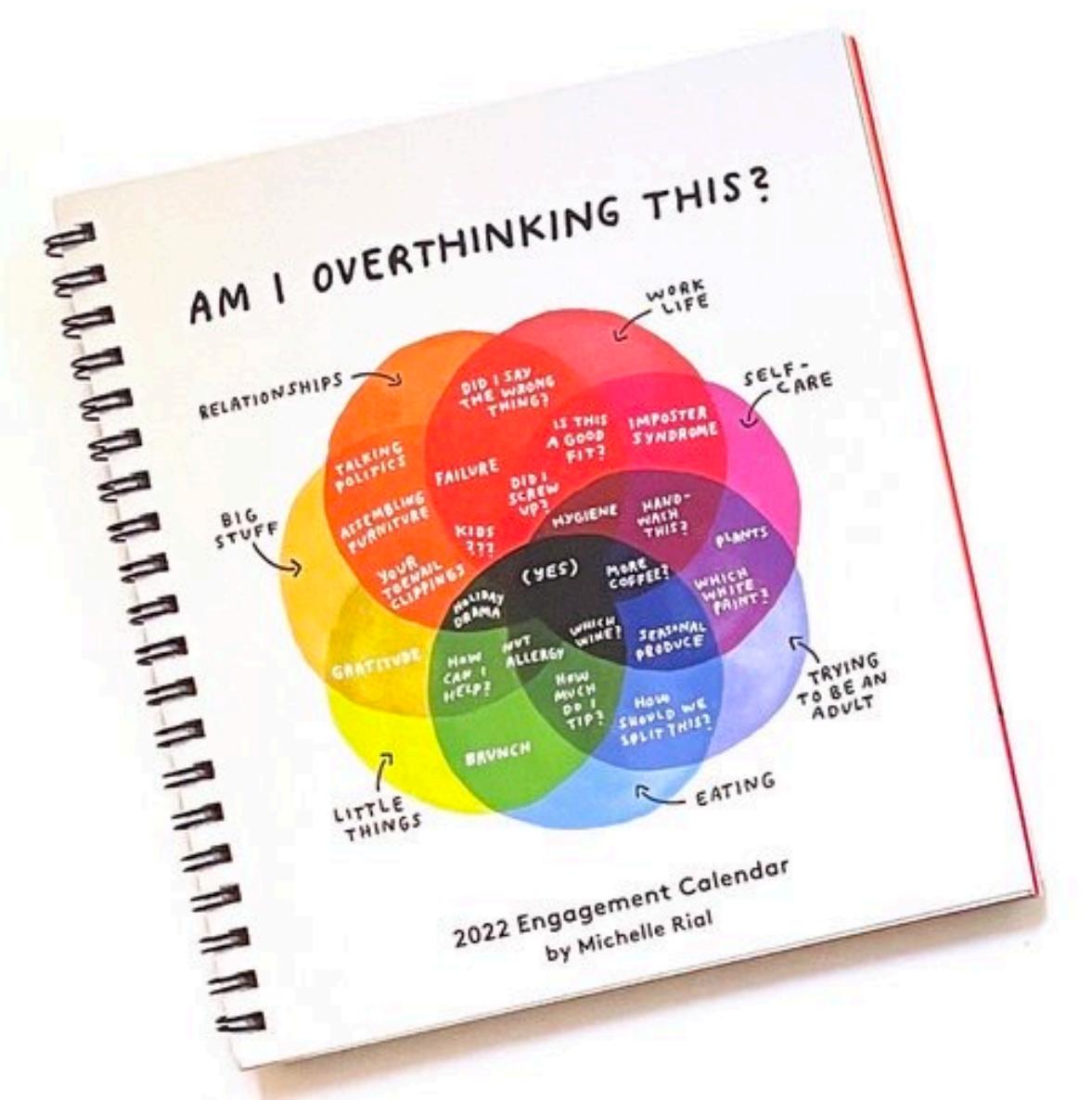


information is beautiful

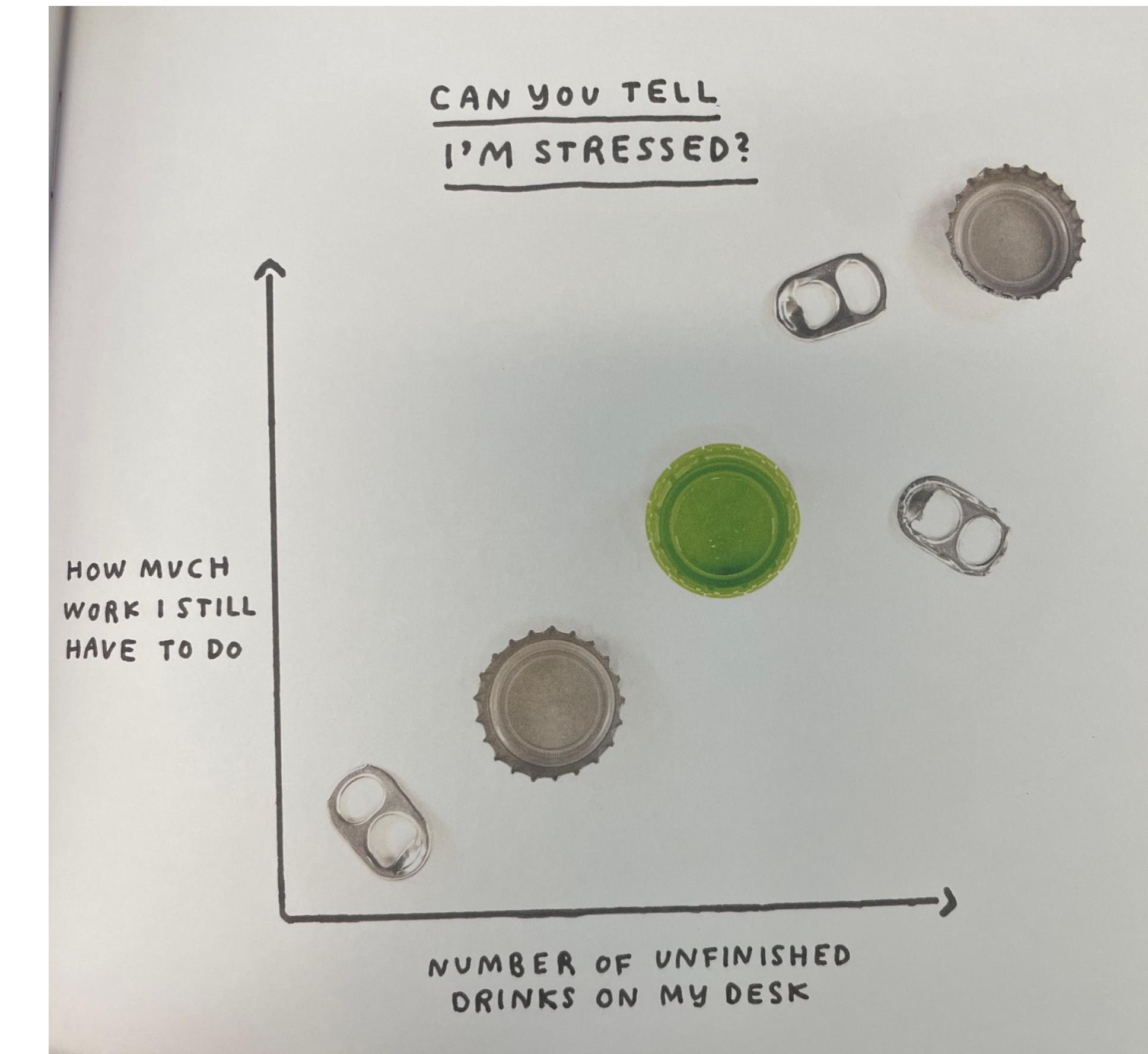
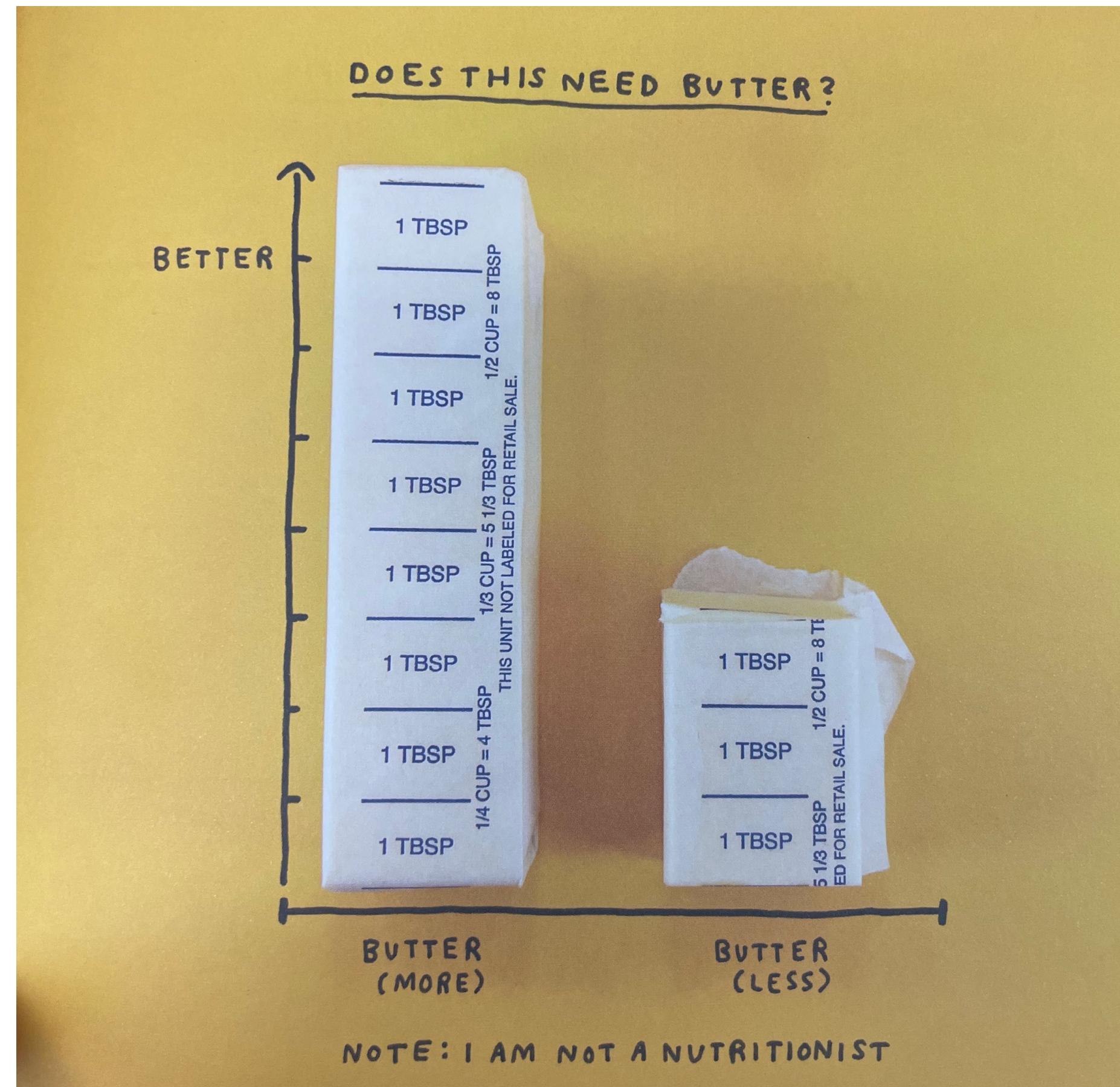


<https://informationisbeautiful.net/visualizations/based-on-a-true-true-story/>

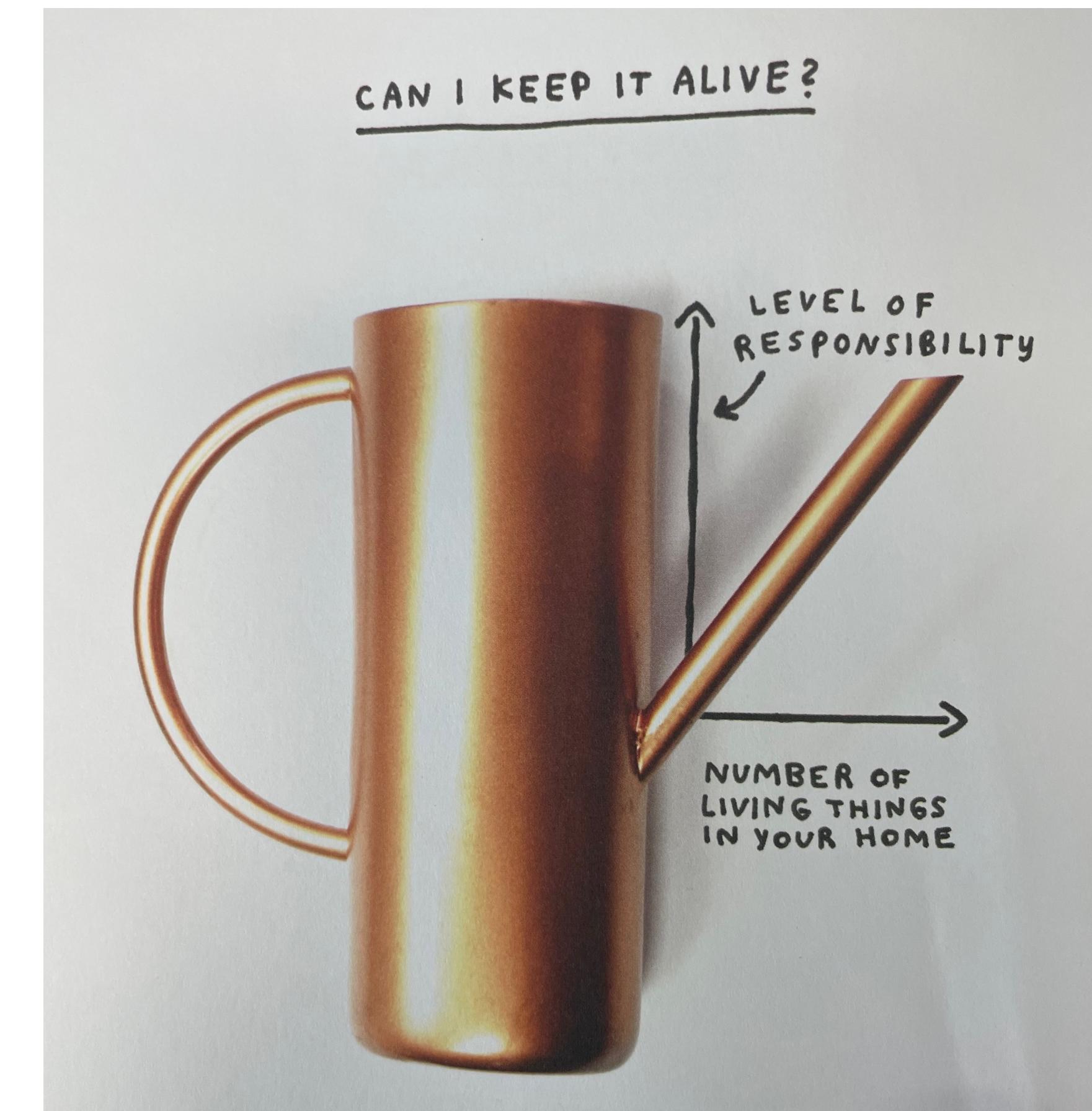
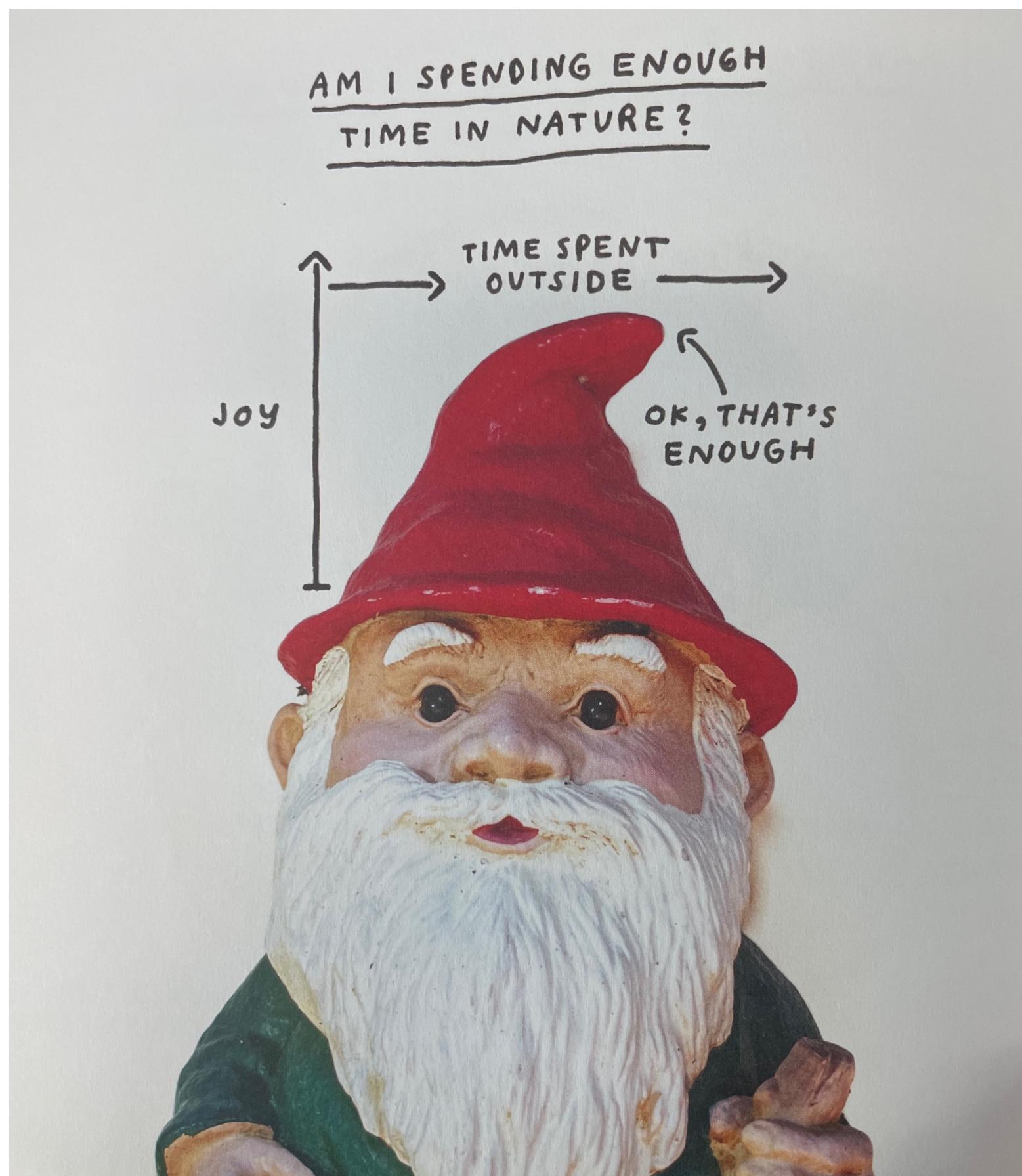
Michelle Rial



Michelle Rial – Am I Overthinking This?



Michelle Rial – Am I Overthinking This?



ACTIVITY

Design a Creative Visualization!

- Pick a topic and design a creative visualization yourself
- Sketch up a polished version
- If you send me a PDF with your polished version by 5pm today, I'll replace your lowest in-class activity score with a 2

Places to Find Inspiration

- Giorgia Lupi - <http://giorgialupi.com/>
- information is beautiful - <https://informationisbeautiful.net/>
- Michelle Rial - <https://www.michellerial.com/>
- DataIsBeautiful - <https://old.reddit.com/r/dataisbeautiful/>
- The Pudding - <https://pudding.cool/>
- Tableau - <https://www.tableau.com/about/blog>
- visme - <https://visme.co/blog/best-data-visualizations/>
- visually - <https://visual.ly/product/infographic-design>
- FiveThirtyEight - <https://projects.fivethirtyeight.com/>
- New York Times - <https://www.nytimes.com/interactive/2021/12/29/us/2021-year-in-graphics.html>

Summary

Today we:

- Looked at another side of visualization

Nothing is due until after Spring Break – enjoy your break!