Taxonomy of Visualization

A PERIODIC TABLE OF VISUALIZATION METHODS

Data Visualization
Visual representations of quantitative data in schematic form (either with or without axes)

Information Visualization
The use of interactive visual representations of data to amplify cognition. This means that the data is transformed into an image, it is mapped to screen space. The image can be changed by users as they proceed working with it

Concept Visualization
Methods to elaborate (mostly) qualitative concepts, ideas, plans, and analyses.

Strategy Visualization
The systematic use of complementary visual representations in the analysis, development, formulation, communication, and implementation of strategies in organizations.

Metaphor Visualization
Visual Metaphors position information graphically to organize and structure information. They also convey an insight about the represented information through the key characteristics of the metaphor that is employed

Compound Visualization
The complementary use of different graphic representation formats in one single schema or frame

C continuum																G graphic facilitation
Tb table	Ca cartesian coordinates							Me meeting trace	Mm metro map	Tm temple	St story template	Tr tree	Ct cartoon			
Pi pie chart	L line chart							Co communication diagram	Fp flight plan	Cs concept sceleton	Br bridge	Fu funnel	Ri rich picture			
B bar chart	Ac area chart	R radar chart cobweb	Pa parallel coordinates	Hy hyperbolic tree	Cy cycle diagram	T timeline	Ve venn diagram	Mi mindmap	Sq square of oppositions	Cc concentric circles	Ar argument slide	Sw swim lane diagram	Gc gantt chart	Pm perspectives diagram	D dilemma diagram	Pr parameter ruler	Kn knowledge map	
Hi histogram	Sc scatterplot	Sa sankey diagram	In information lense	E entity relationship diagram	Pt petri net	Fl flow chart	Cl clustering	Le layer chart	Py minto pyramid technique	Ce cause-effect chains	Tl toulmin map	Dt decision tree	Cp cpm critical path method	Cf concept fan	Co concept map	Ic iceberg	Lm learning map	
Tk tukey box plot	Sp spectogram	Da data map	Tp treemap	Cn cone tree	Sy system dyn./ simulation	Df data flow diagram	Se semantic network	So soft system modeling	Sn synergy map	Fo force field diagram	Ib ibis argumentation map	Pr process event chains	Pe pert chart	Ev evocative knowledge map	V Vee diagram	Hh heaven 'n' hell chart	I infomural	

Cy **Process Visualization**

Hy **Structure Visualization**

☼ **Overview**
▫ **Detail**

◎ **Detail AND Overview**

< > **Divergent thinking**

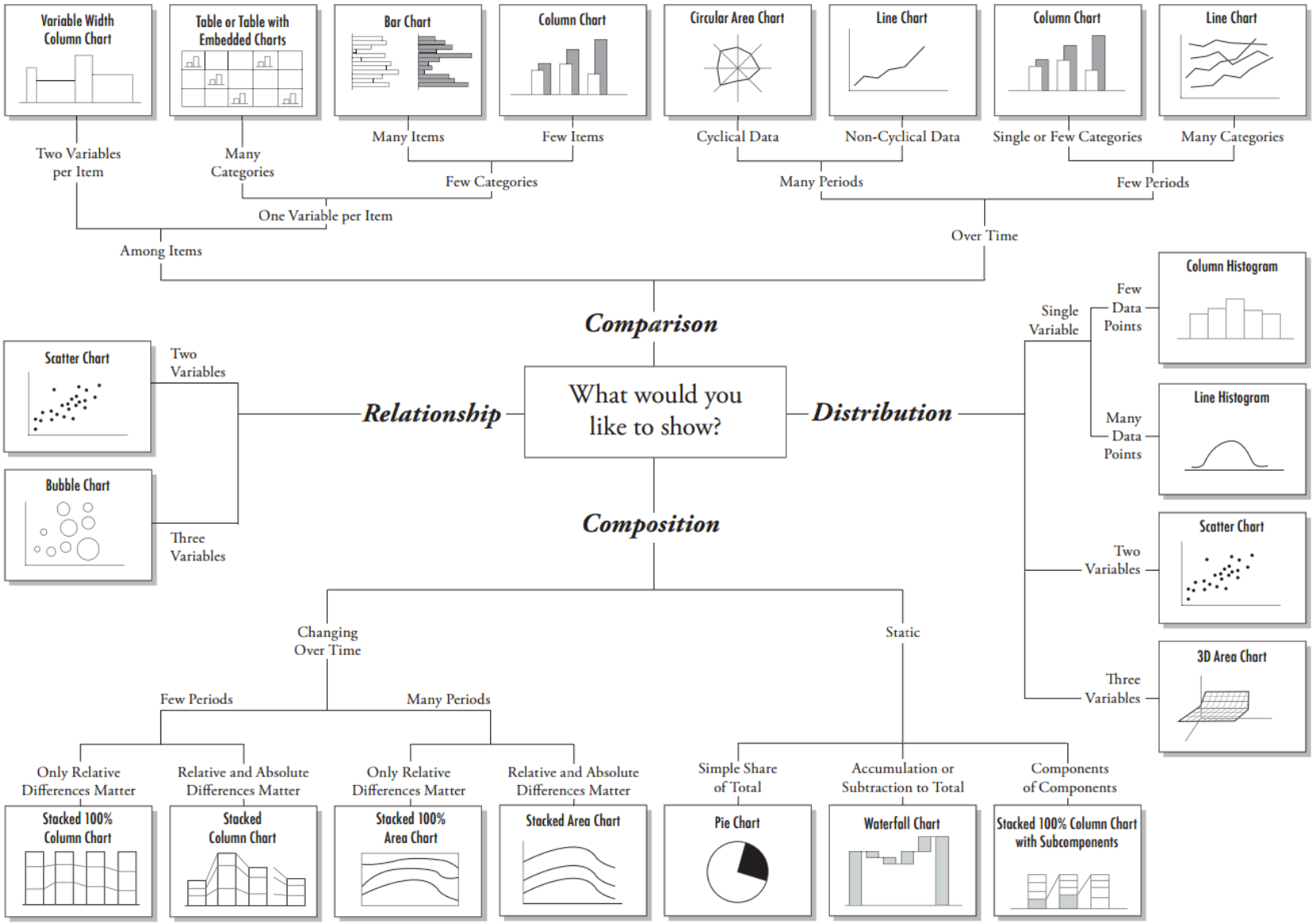
> < **Convergent thinking**

Note: Depending on your location and connection speed it can take some time to load a pop-up picture.

version 1.5

Su supply demand curve	Pe performance charting	St strategy map	Oc organisation chart	Ho house of quality	Fd feedback diagram	Ft failure tree	Mq magic quadrant	Ld life-cycle diagram	Po porter's five forces	S s-cycle	Sm stakeholder map	Is ishikawa diagram	Tc technology roadmap	
Ed edgeworth box	Pf portfolio diagram	Sg strategic game board	Mz mintzberg's organigraph	Z zwicky's morphological box	Ad affinity diagram	De decision discovery diagram	Bm bcg matrix	Stc strategy canvas	Vc value chain	Hy hype-cycle	Sr stakeholder rating map	Ta taps	Sd spray diagram	

Chart Suggestions—A Thought-Starter



Tables vs. Graphs

Table

- Textual information displayed in columns and rows
- Placement relative to column or row heads encodes meaning

Graph

- Graphical information displayed on one or more axes
- Placement of marks relative to axis origins encodes meaning

Berkeley SCHOOL OF INFORMATION