

Datavis, infovis, infographics

- Increasing control
- Designer makes choices to tell a story
- But can you make a graphic without choices?

Choices

- Aesthetics (axes, color, facets, areas)
- Scales (area scaling, anchoring to zero or elsewhere)
- Scale transformations (logs, logistics, what to do about limits)
- Smoothing (linear, loess, spline)

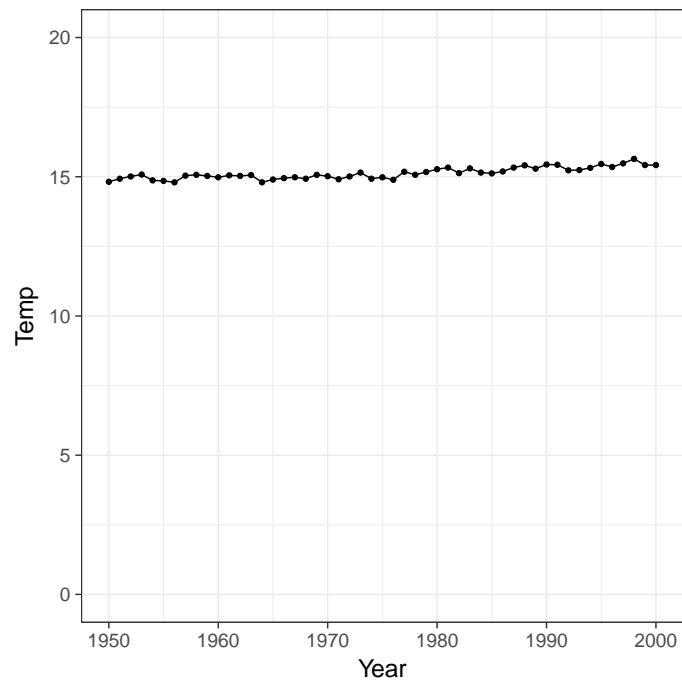
Banana example



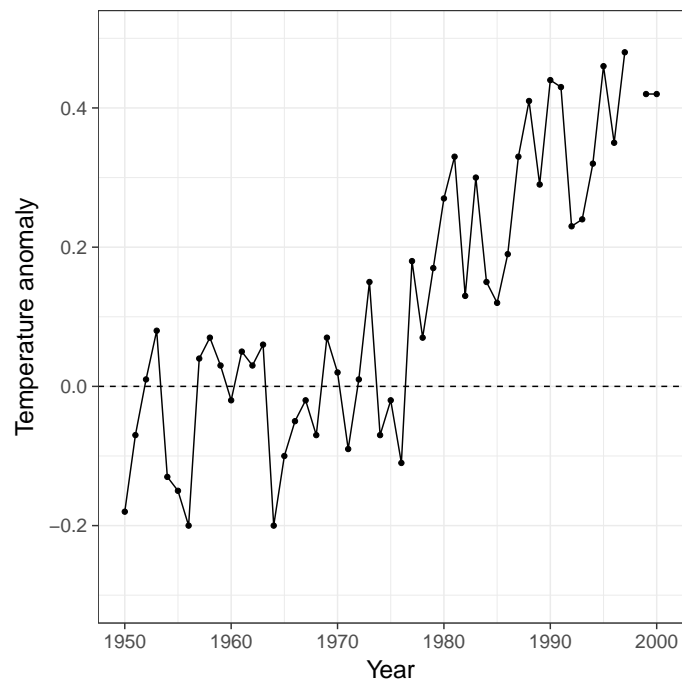
Types of choices

- Choices based on
 - Data types
 - Questions
 - Hypotheses
 - Conclusions

Climate example

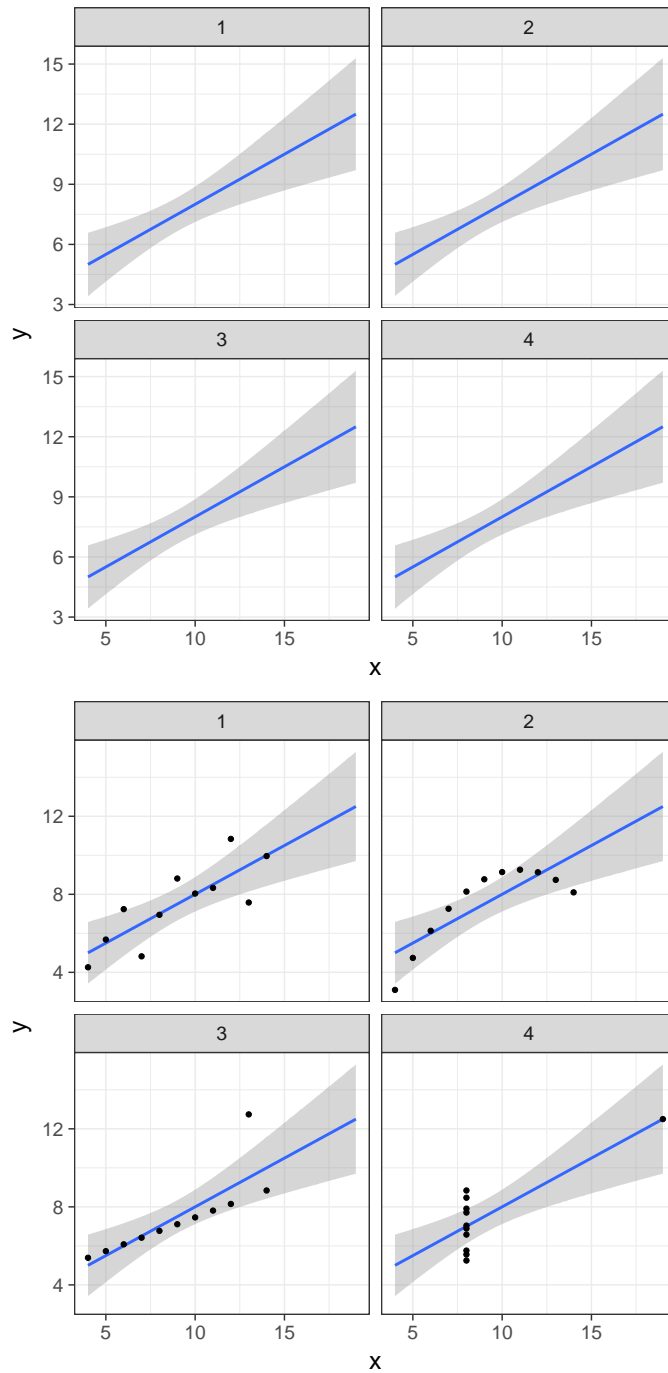


Climate example



Climate data

Climate data from US government



Dog faces

dog faces

Avoiding choices

Fly wing shapes

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3786396/figure/F2/>

Healthcare scatterplot

Conclusions

- Give thought to your goals

- Give thought to your decisions
- Be conscious when you are withholding information
 - Be willing to use more than one picture
 - Use dynamic features to give access to detail