

Preattentive Attributes

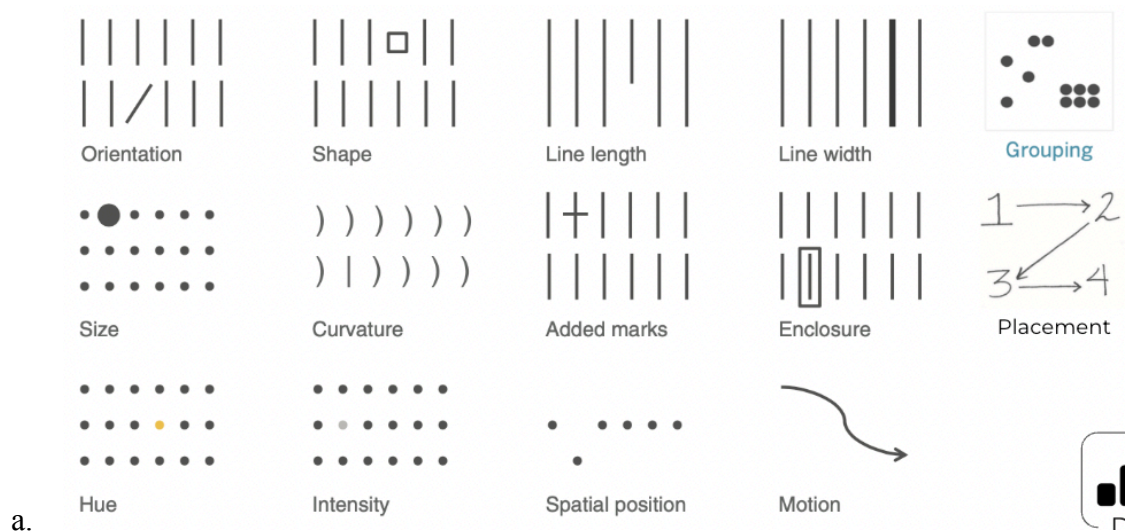
1. Preattentive Attributes

- a. Information we can process visually almost immediately, before sending the information to the attention processing parts of the brain

2. Uses

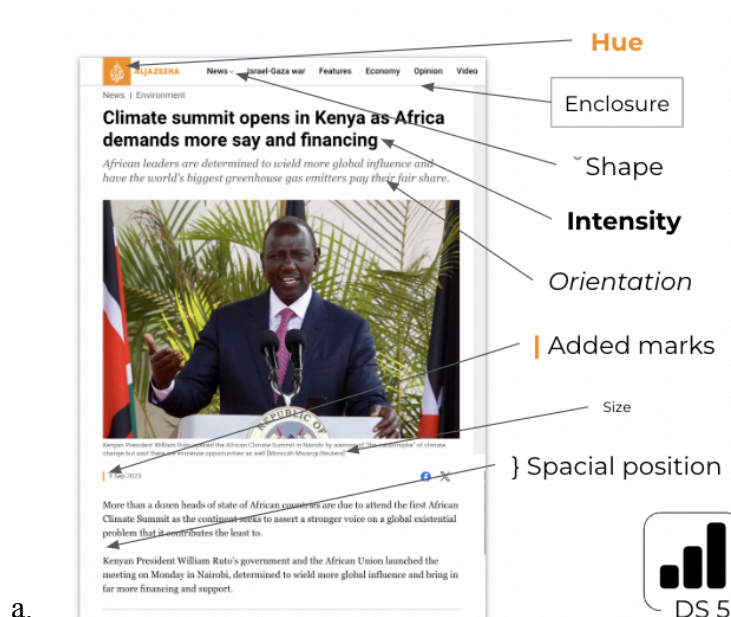
- a. Drawing attention quickly to make a point
- b. Creating a visual hierarchy of information

3. Types



a.

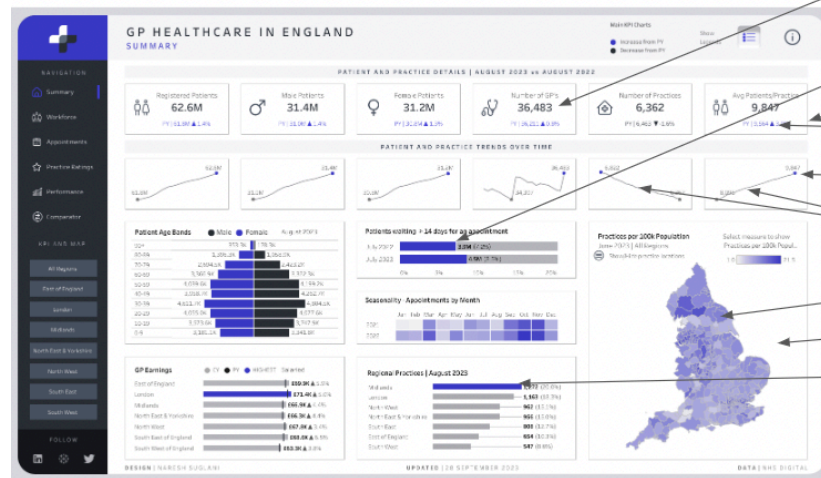
4. Information Hierarchy in Text



a.

5. Drawing Attention in Visualizations

Drawing Attention in Visualizations



a.

6. Same Rules as Color

- Don't make your audience work too hard
- Be inclusive (color blindness, visual impairment)
- Be consistent
- Use sparingly
- Be aware of bias (are you forcing a point?)
- Consider cultural meanings