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CHAPTER 4: FOCUS YOUR AUDIENCE'S ATTENTION

DATA 110

Main Points



MEMORY AND ATTENTION



Color

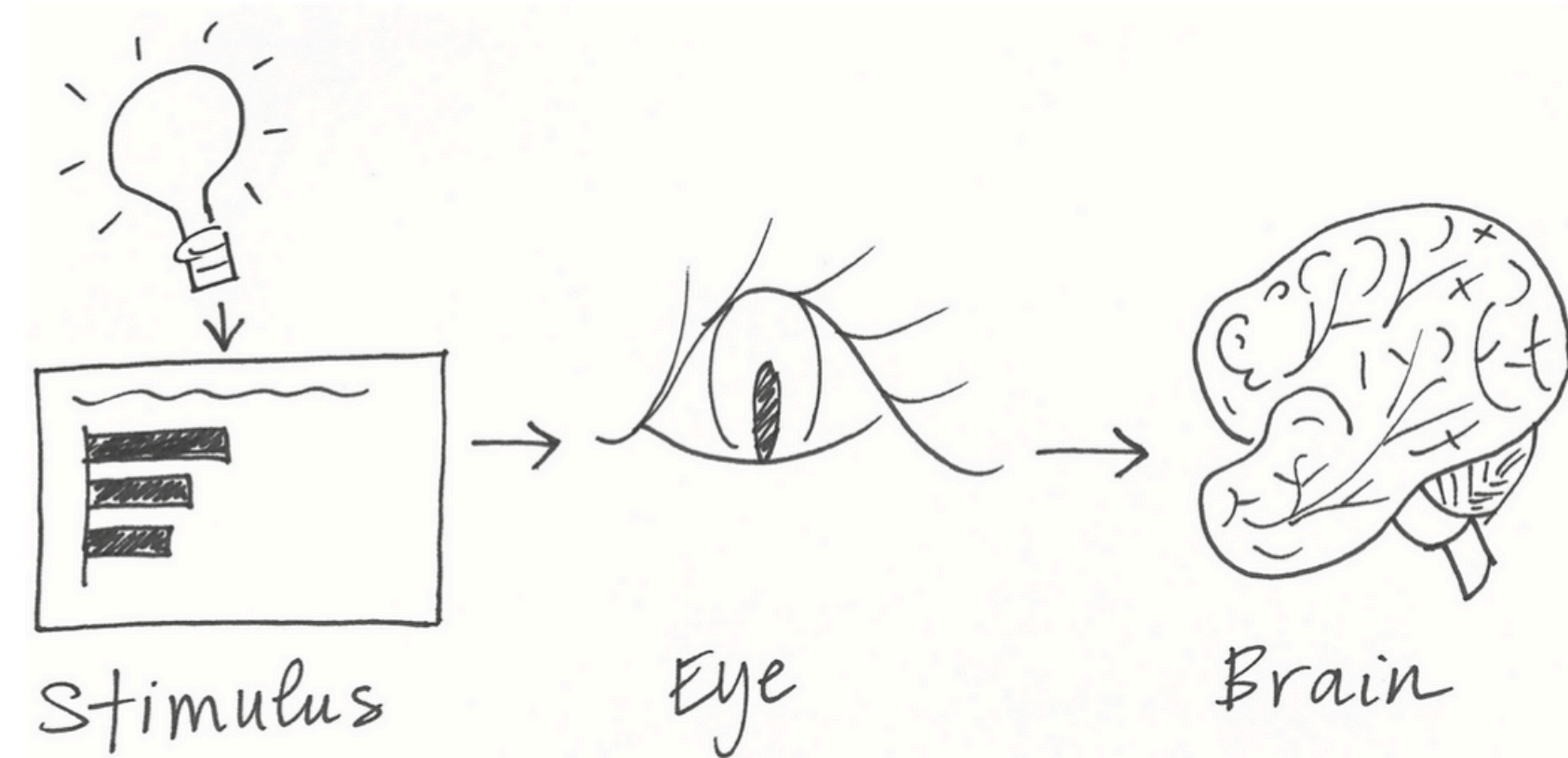
Size

Positioning

KEY FACTORS THAT HELP MAKE UP A WELL DESIGNED
GRAPH



The Importance of Focusing Attention



Why Focus Matters in Data Visualization

- PEOPLE'S ATTENTION IS LIMITED, SO TOO MUCH INFORMATION CAN OVERWHELM THE BRAIN AND OVERCOMPLICATE THINGS.
- EFFECTIVE VISUALS ALSO HELP THE AUDIENCE RETAIN KEY INSIGHTS AND IMPORTANT INFORMATION.
- FOCUS ENSURES THAT THE AUDIENCE SEES WHAT YOU WANT THEM TO SEE.
- WE ALSO WANT TO USE **PREATTENTIVE ATTRIBUTES** WHICH HELPS US CREATE VISUALS THAT EMPHASIZE THE MOST IMPORTANT INFORMATION.

Preattentive Attributes

- Size, color, and position that are processed unconsciously by the brain.
- These attributes help direct attention instantly, even before active thinking.
- We use them strategically to highlight key parts of the visual.

EXAMPLE :

Top 10 design concerns

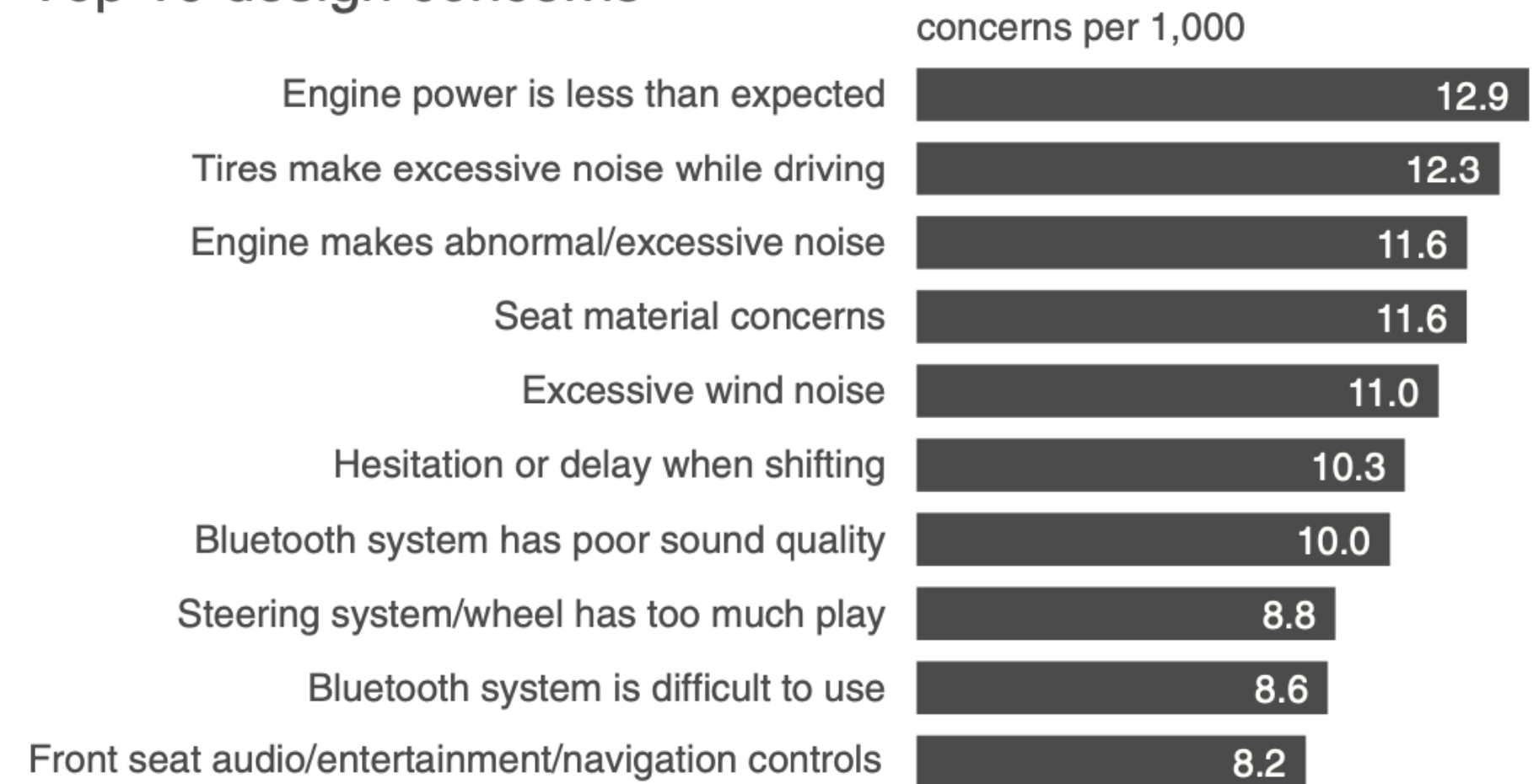


FIGURE 4.7 Original graph, no preattentive attributes

NOTE: SINCE THE GRAPH HOLDS NO COLOR, WE ARE LEFT TO DIFFERENTIATE THE INFORMATION GIVEN TO US.

Colors

- Color quickly draws attention, even before conscious thought.
- Too many colors dilute focus and create confusion.
- Contrast helps establish a clear visual hierarchy.
- Minimal use of color ensures the key message stands out.
- Simplicity prevents clutter from overshadowing important information.

NOTICE HOW IT'S THE SAME GRAPH BUT IT'S EASIER TO SEE BECAUSE THERE IS COLOR THAT HELPS US CATEGORIZE THE DATA

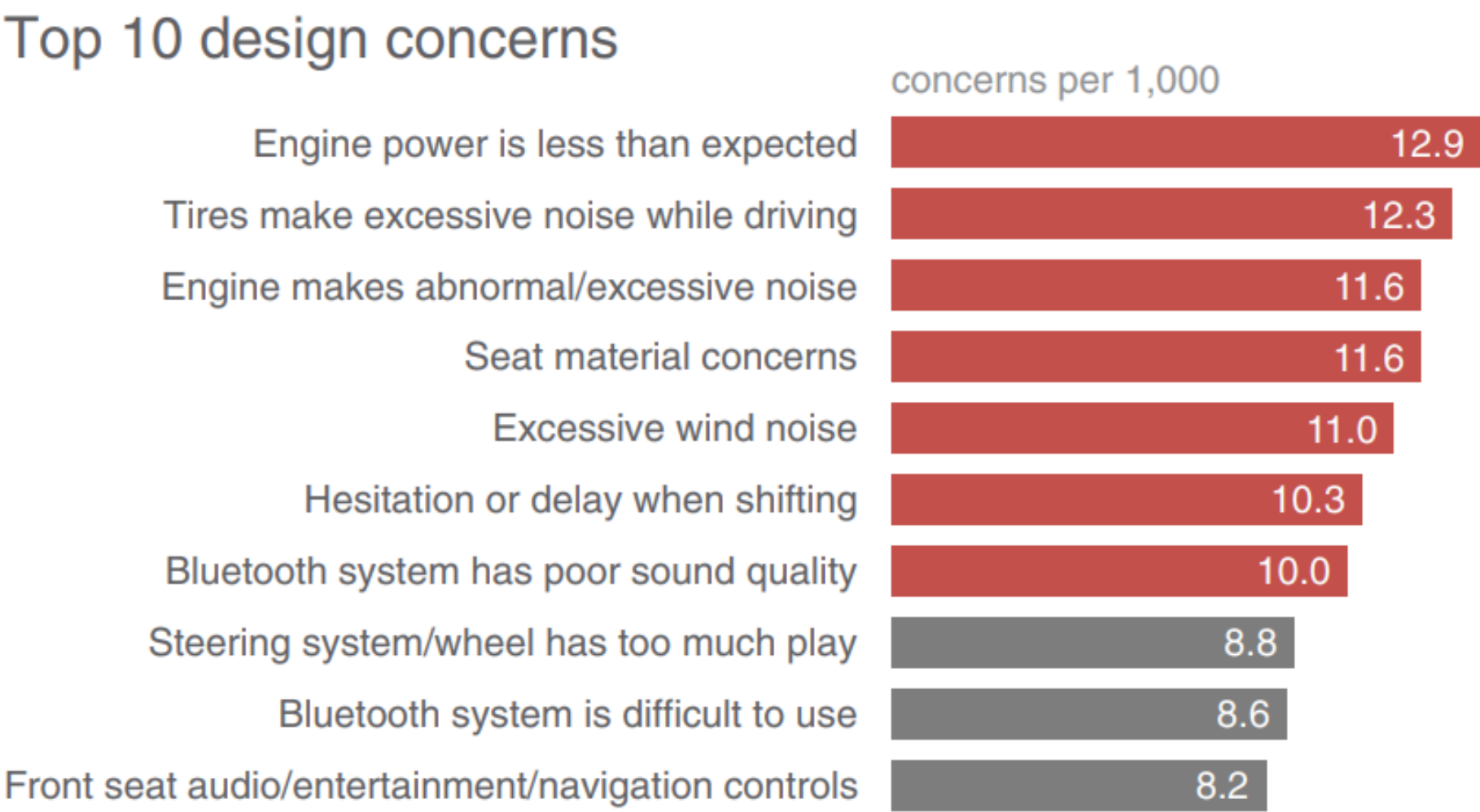
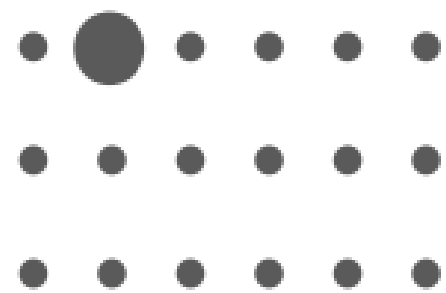


FIGURE 4.8 Leverage color to draw attention

Size

- It draws immediate attention without conscious thought.
- Larger elements signal importance, helping prioritize information.
- Size creates a visual hierarchy, guiding viewers through content.
- It enhances clarity, making key points stand out quickly.
- It supports quick comprehension in just a glance.



Size

SIZE ENHANCES CERTAIN PARTS THAT
MAKES THE AUDIENCE'S ATTENTION
DRAWN TO IT

Size

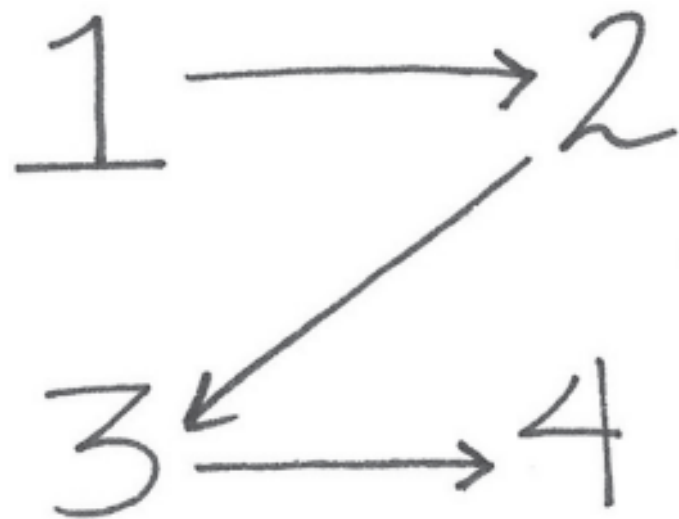
What are we doing well? Great Products. These products are the best in their class. Replacement parts are shipped when needed. You sent gaskets

without me having to

ask. Problems are resolved promptly. Bev in the billing office was quick to resolve a billing issue I had. General customer service exceeds expectations. The account manager even called to check in after normal business hours. You have a great company – keep up the good work!

Positioning

- Visuals should follow the natural reading pattern (top left to bottom right).
- Position key data in high-traffic areas to create a clear hierarchy.
- Use size and contrast to guide the viewer's eye smoothly.
- Avoid overcrowding important areas to keep focus on the main message.



A WELL POSITIONED GRAPH THAT EXEMPLIFIES A LEFT TO RIGHT READING PATTERN AS WELL AS OTHER ATTRIBUTES LIKE COLOR AND SIZE OF TEXT

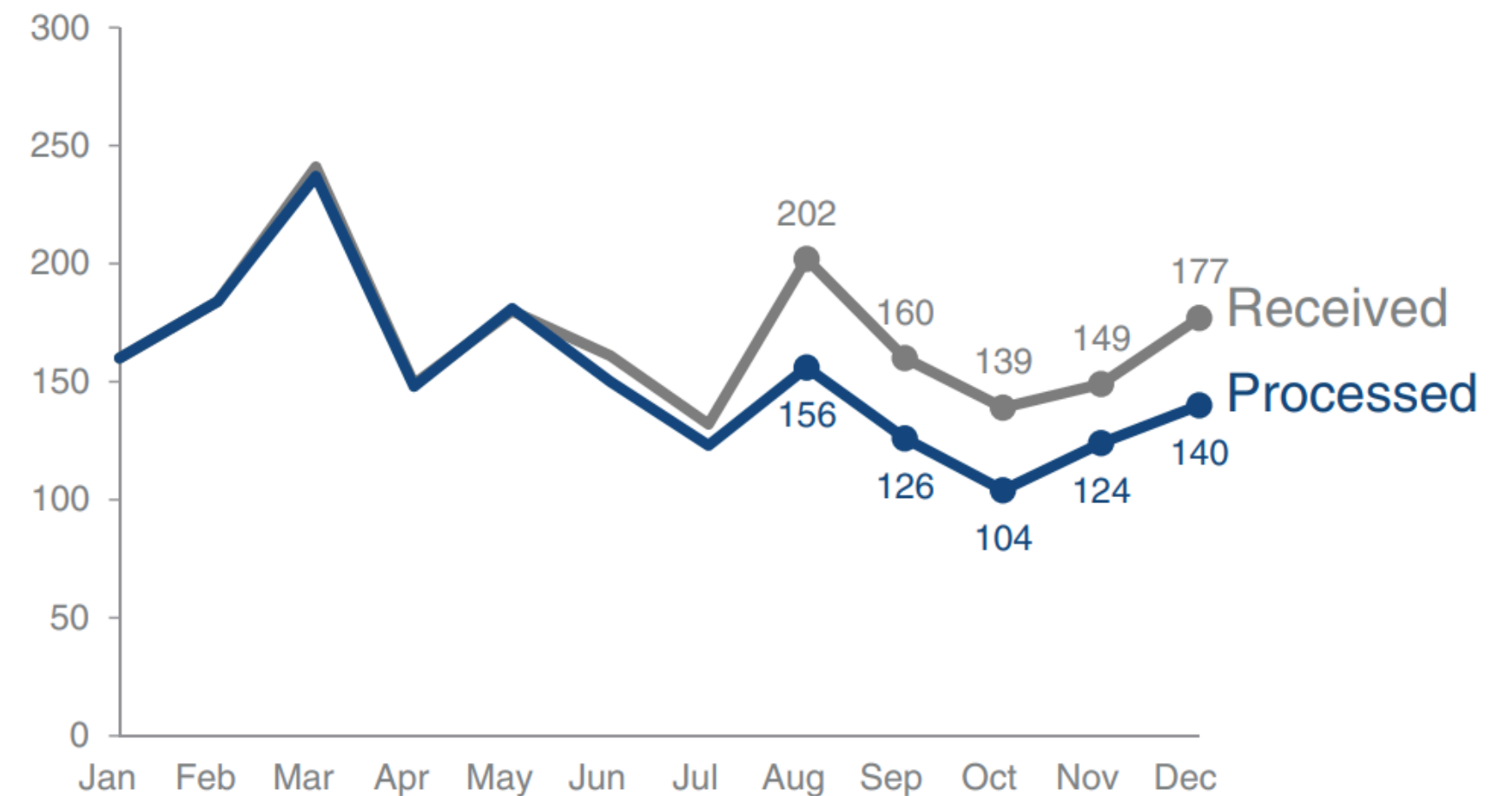


FIGURE 4.14 Data labels used sparingly help draw attention

Personal Analysis

DATA VISUALIZATION IS KEY TO AUDIENCE COMPREHENSION

From my understanding, simplifying visuals has led to stronger engagement, with audiences understanding data faster when not it's overwhelmed with details. This chapter also promotes designing with purpose, ensuring every element serves the end goal. By balancing data and storytelling, data transforms from given information into a well displayed visual.

**THANK
YOU**