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## Visual Analytics References

The following options are available to further your knowledge of Visual Analytics.

### Video Links

Video	URL
Basketball awareness (short-term memory)	<a href="https://tinyurl.com/3g3q2jd">https://tinyurl.com/3g3q2jd</a>
Derren Brown Person Swap (short-term memory)	<a href="https://tinyurl.com/n4hhmyb">https://tinyurl.com/n4hhmyb</a>
Switcheroo (short-term memory)	<a href="https://tinyurl.com/mtdkmg5">https://tinyurl.com/mtdkmg5</a>
Do you see what I see (sensory memory)	<a href="https://tinyurl.com/y7nd748t">https://tinyurl.com/y7nd748t</a>
Brain games with color (sensory memory)	<a href="https://tinyurl.com/ns3a7d6">https://tinyurl.com/ns3a7d6</a>

### Books

Author	URL
Edward R. Tufte	<a href="https://tinyurl.com/mrspr4q">https://tinyurl.com/mrspr4q</a>
Stephen Few	<a href="https://tinyurl.com/n5rs9cn">https://tinyurl.com/n5rs9cn</a>
Steve Krug	<a href="https://tinyurl.com/n4f6vnp">https://tinyurl.com/n4f6vnp</a>
Alberto Cairo	<a href="https://tinyurl.com/keudmo4">https://tinyurl.com/keudmo4</a>
Steve Wexler, Jeffrey Shaffer, and Andy Cotgreave: The Big Book of Dashboards: Visualizing Your Data Using Real-World Business Scenarios	<a href="https://tinyurl.com/j2qy4dq">https://tinyurl.com/j2qy4dq</a>

### General Information

Topic	URL
Color Oracle (vision deficiency preview)	<a href="http://colororacle.org/">http://colororacle.org/</a>
How to use custom colors: Tableau online help	<a href="https://tinyurl.com/kw5jb7y">https://tinyurl.com/kw5jb7y</a>
Preview websites for color deficiency (Toptal)	<a href="https://tinyurl.com/mb86d2y">https://tinyurl.com/mb86d2y</a>
Custom Color Scheme generator (Colormind.io)	<a href="http://colormind.io/">http://colormind.io/</a>
Tableau KB article on determining RGB hexcodes for colors	<a href="https://tinyurl.com/ybd3nnjv">https://tinyurl.com/ybd3nnjv</a>
Gestalt Principles by Elijah Meeks	<a href="https://tinyurl.com/mj77l4f">https://tinyurl.com/mj77l4f</a>
Gestalt Principles by Udhaya Padmanabhan and Shilpi Choudhury	<a href="https://tinyurl.com/kvl9t5c">https://tinyurl.com/kvl9t5c</a>
Spurious Correlations by Tyler Vigen	<a href="https://tinyurl.com/qb4n9mf">https://tinyurl.com/qb4n9mf</a>
Andy Cotgreave Blog: Deconstructing a Dashboard	<a href="https://tinyurl.com/l87xpek">https://tinyurl.com/l87xpek</a>
Josh Weyburne Viz Cookbook	<a href="https://tinyurl.com/m2rugdh">https://tinyurl.com/m2rugdh</a>