**Encoding:** The process of taking a variable and representing it on a chart.

* **WaPost Example:**
  + A “bar” chart
    - x-axis: financial/spending categories
    - height (of the $100 bills) captured the amount spent/owed for each group level.
  + **Vaccination Map:**
    - X- and y-positions: are used to capture the geographies of interest (we used light gray lines to capture counties and their borders and the black lines to capture states)
    - Color: denoting the % vaccinated (categorical variable) on the map.