* Visualization is a communication tool
  + On a personal level, talking about storytelling
    - storytelling is a good practice to know overall, not just in the data, but we can use it in the data too because data often has a narrative we naturally uncover
    - storytelling has (http://www.aaronshep.com/youngauthor/elements.html)
      * a setting
      * characters
      * structure (beginning, middle, end)
      * plot
      * style and tone
  + On a mechanical level: Communication is Sender - channel/medium - receiver
    - Reciever
      * Stimulus (light), sensory organ, then the three stages of cognition (ch 5 in “show me the numbers” from few is good -74 pages, and Cairo is good here too):
        + takes things into iconic memory (pre-attentive)

few is really good here

* + - * + then to visual working memory

maybe Cleveland here, decoding quantitiative versus categorical

* + - * + then to long-term memory
      * Brain will fill in things (gestalt principles of visual perception)
      * Brain and color
    - channel/medium
    - sender
    - quantitative data encoding:
      * points, lines, bars, boxes, shapes-2d-areas, shapes-2d-color-intensity
      * “lines are just points in motion” (heard that somewhere)
    - categorical data encoding:
      * 2-d position, hue, point shape, fill patterns, line style
    - relationships
      * time series, ranking, part-to-whole, deviation, distribution, correlation, geospatial, nominal comparison