

# Introduction

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**ID 413: Information Graphics and Data Visualization**  
**Spring 2016**

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venkatra@iitb.ac.in

<http://info-design-lab.github.io/ID413-DataViz/>

# Agenda

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- Introductions
- Administrative information
- Introduction to Information Graphics & Data Visualization

# Course Information

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<http://info-design-lab.github.io/ID413-DataViz/>

Schedule of classes and topics

Lecture Slides

Readings

External Links

Assignments

References

# Course Information

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## Registration:

ASC may require some of you to register manually. If so, use the registration form on the course website (or from IDC Office) and take my signature latest by Jan 9th, 11:00 am.

## Timings:

Wednesdays and Fridays 9:30 am to 11 am (LT 303).

## Attendance:

*Students not having 80% attendance may be debarred from appearing in the semester end examination and be awarded XX grade, which requires the student to re-register for the course when it is offered again.*

## Office Hours:

Fridays 11:30 AM to 1:00 PM at my office in Transit Building, Room No. 330 or by appointment.

# Course Information

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## Grading:

Your grades will be determined through

4 individual assignments (20%)

1 group project (40%)

No midsem

Endsem (30%)

Attendance & class participation (10%)

# What is design?

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# What is design?

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- a mixture of creativity and analyses
- problem solving
- evolution
- the creation of solutions to problems
- integrating into a coherent whole
- a fundamental human activity
- improve the human condition through physical change
- imaginative/creative jump from present facts to future possibilities
- thoughts and actions intended to change thoughts and actions
  
- etc...

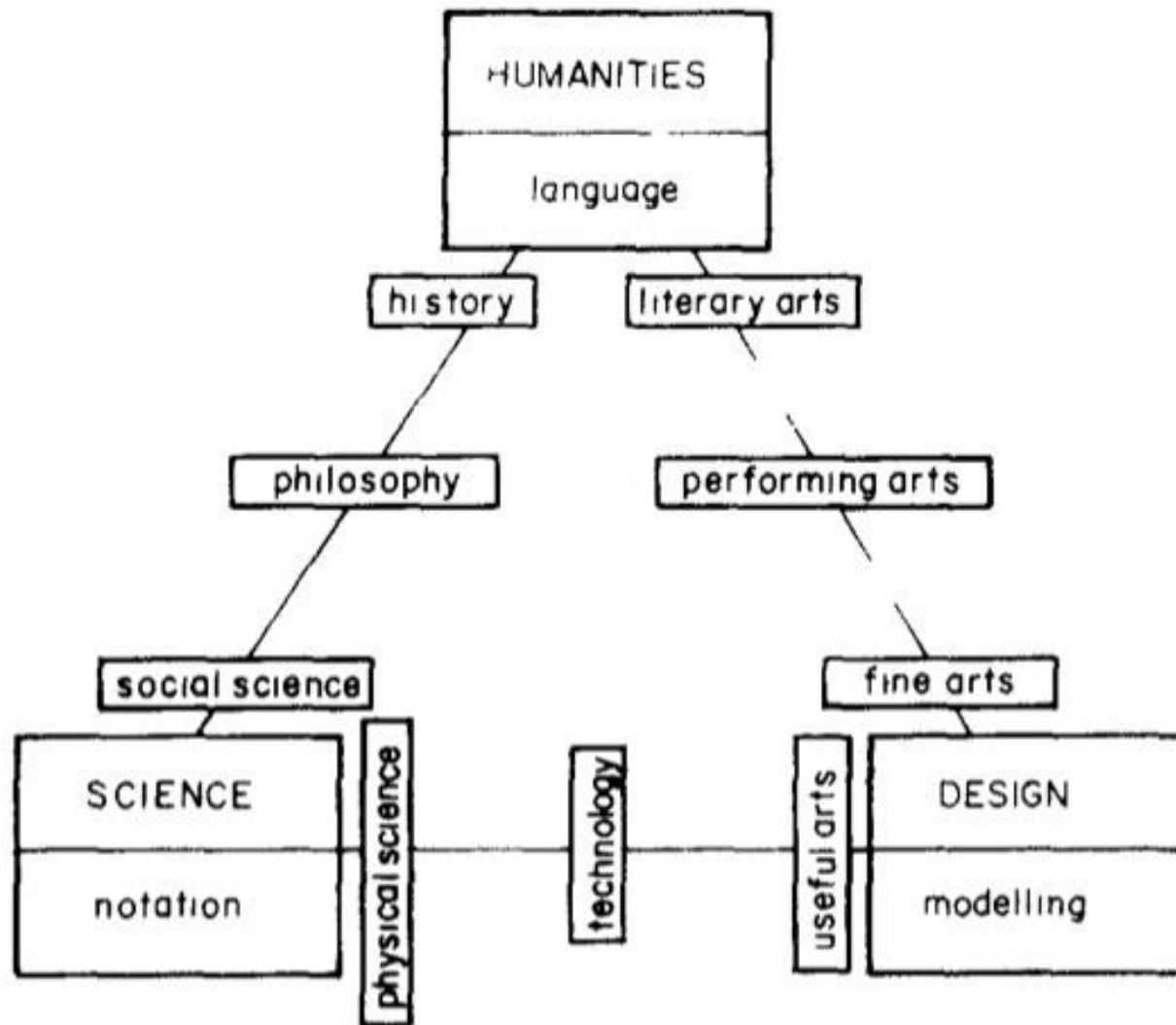
# What is design?

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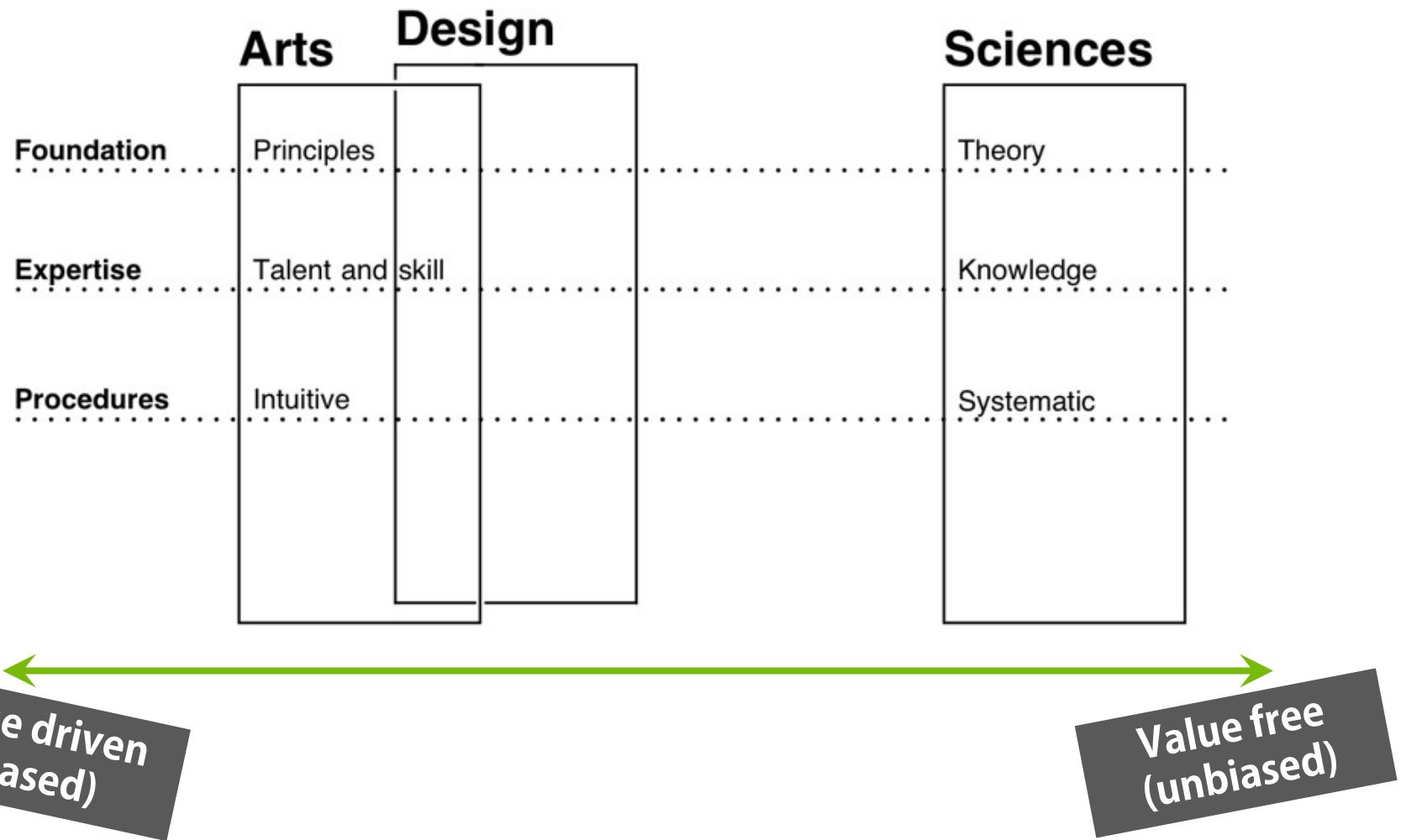
Everyone designs who devises courses of action aimed at changing existing situations into preferred ones. The intellectual activity that produces material artifacts is no different fundamentally from the one that prescribes remedies for a sick patient or the one that devises a new sales plan for a company or a social welfare policy for a state.

Herbert A. Simon (1969) *The Sciences of the Artificial*. P. 130. MIT Press, Cambridge, Mass.

# What is design?



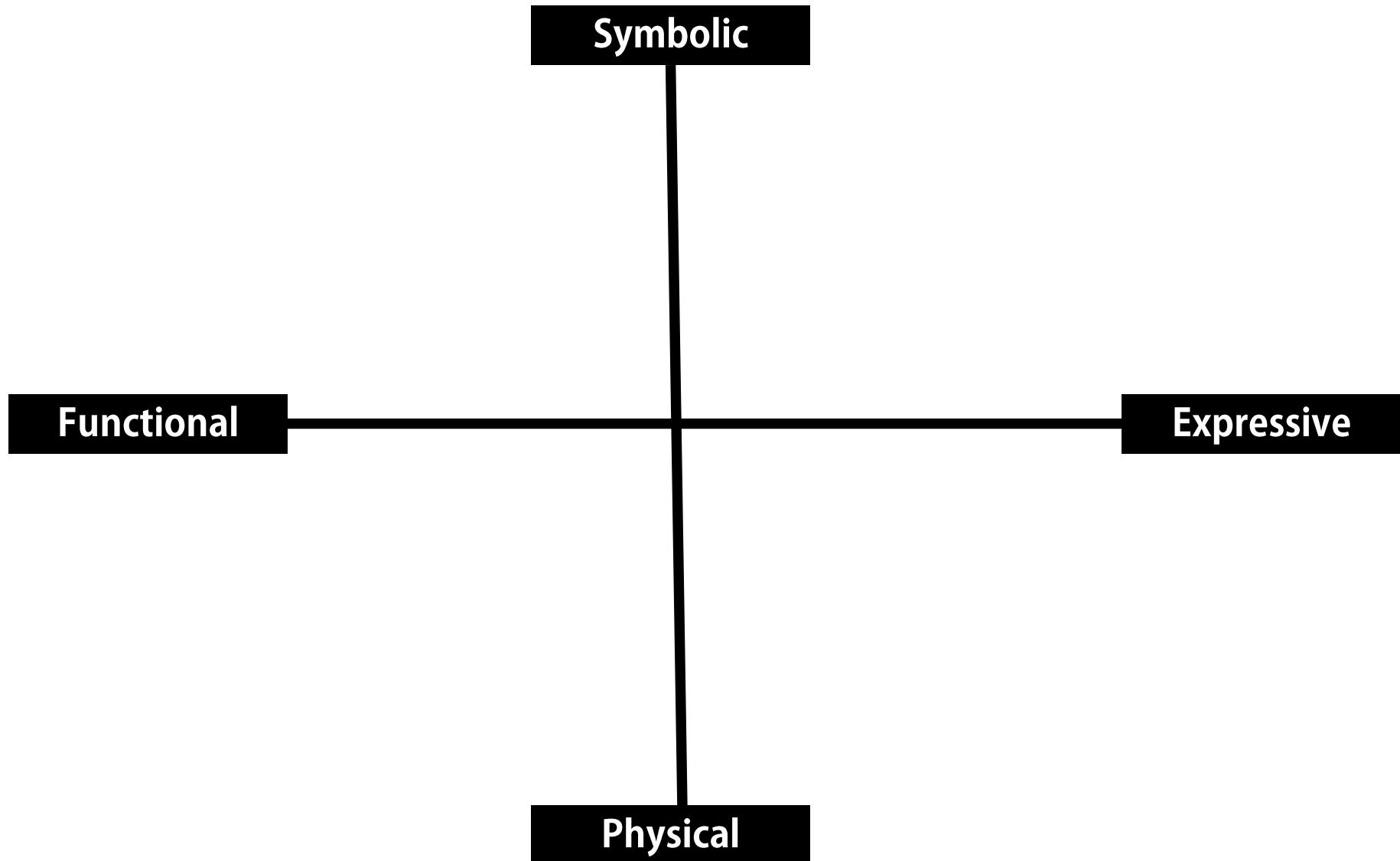
# What is design?



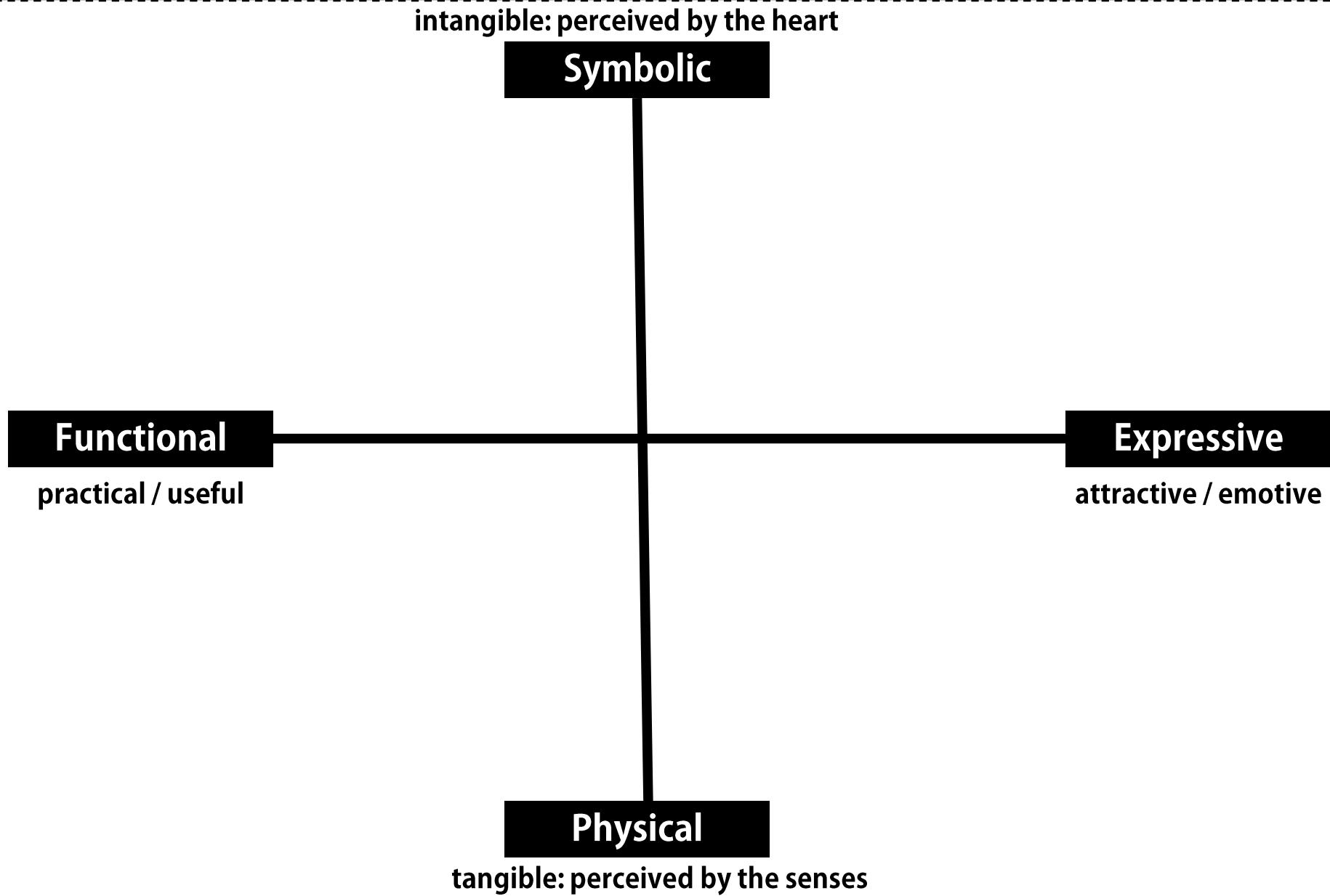
Charles Owen (1991)

# What is design?

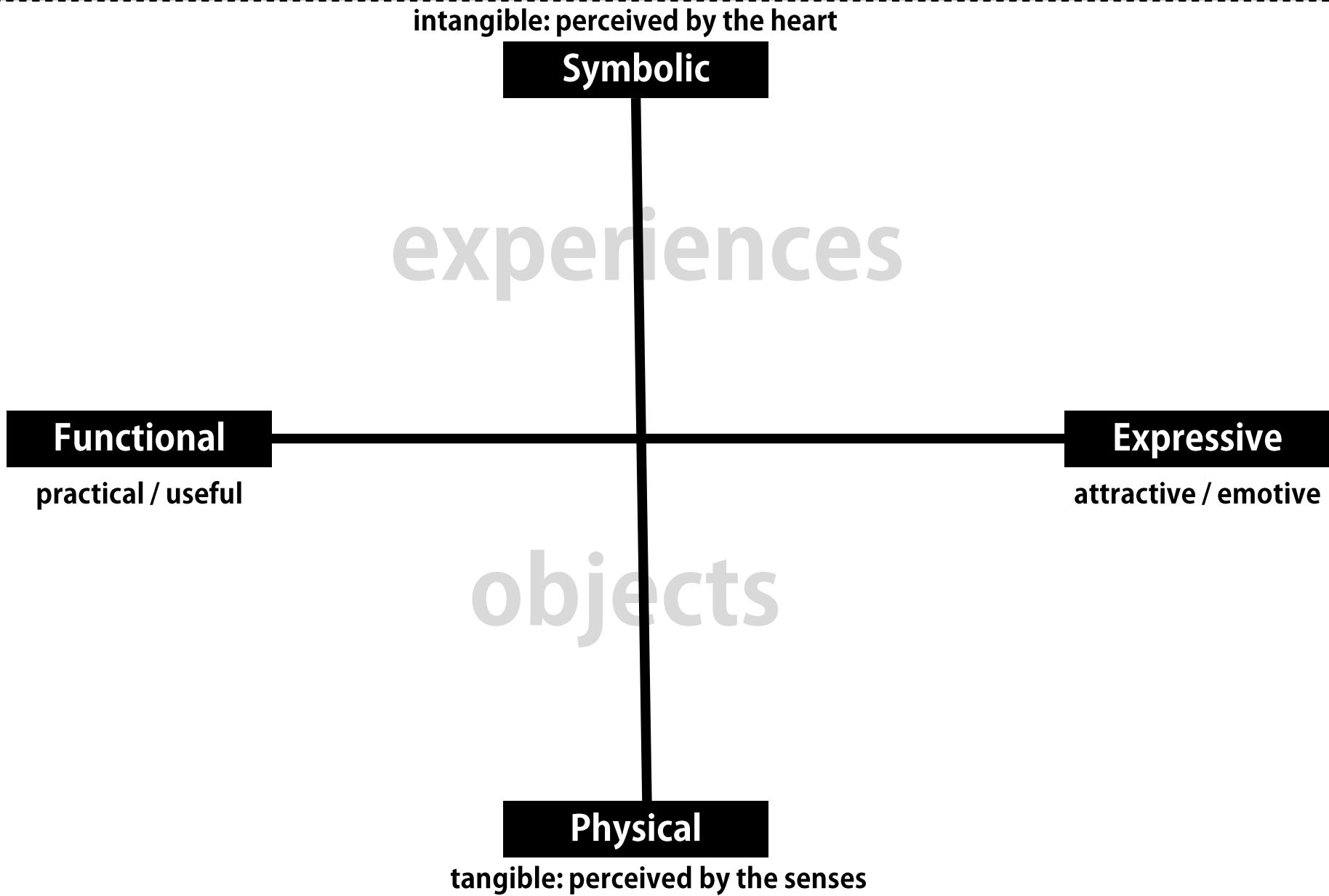
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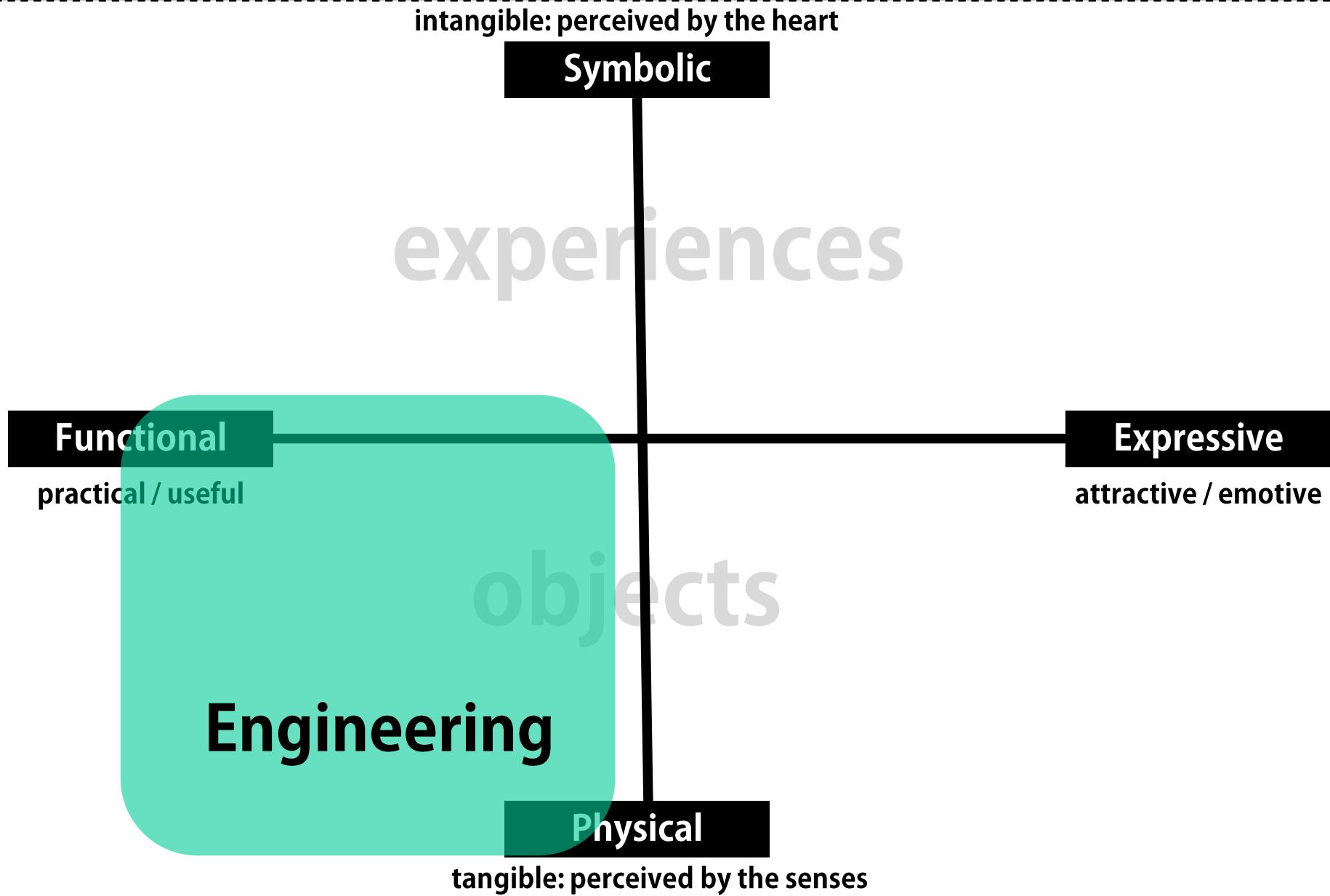
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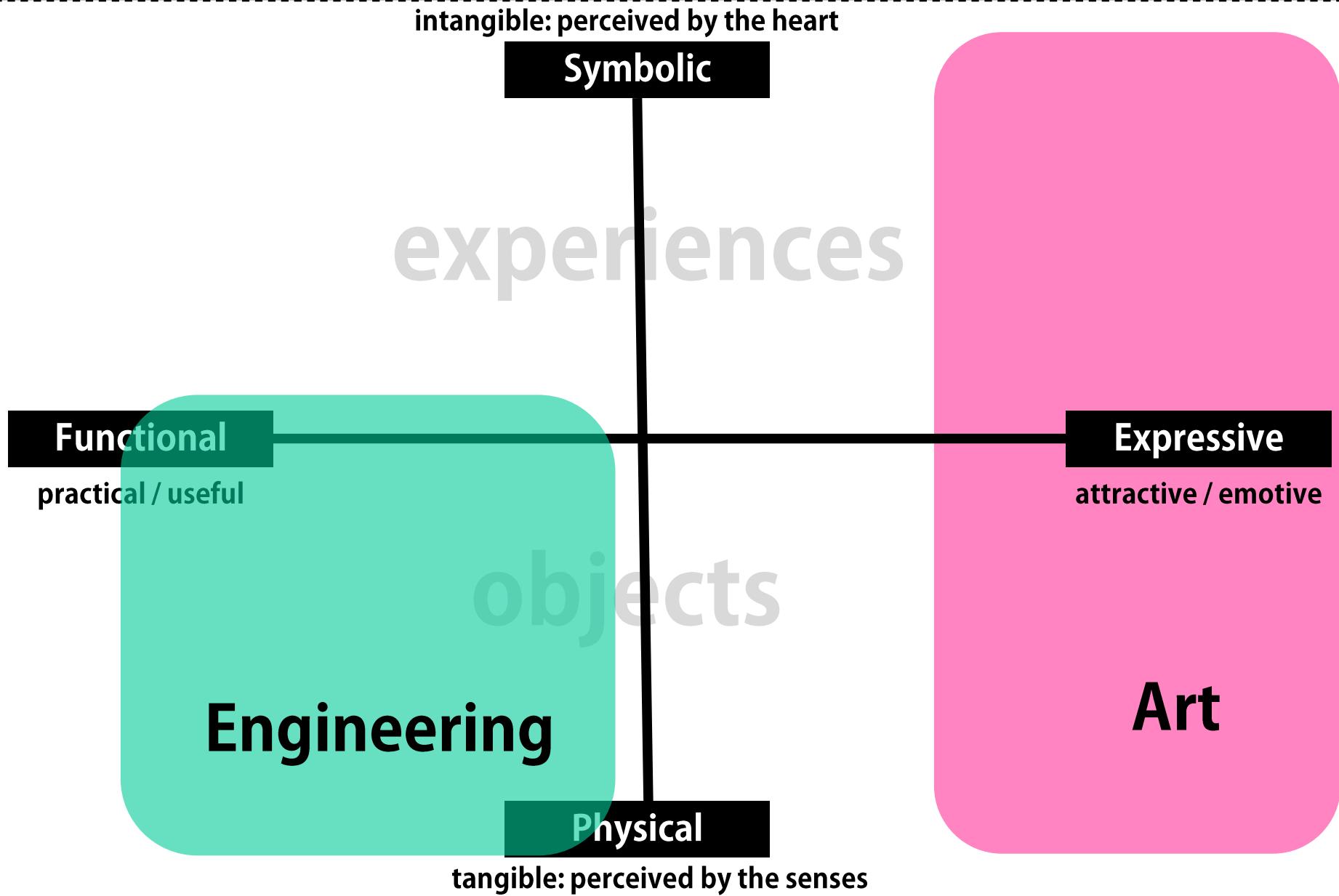
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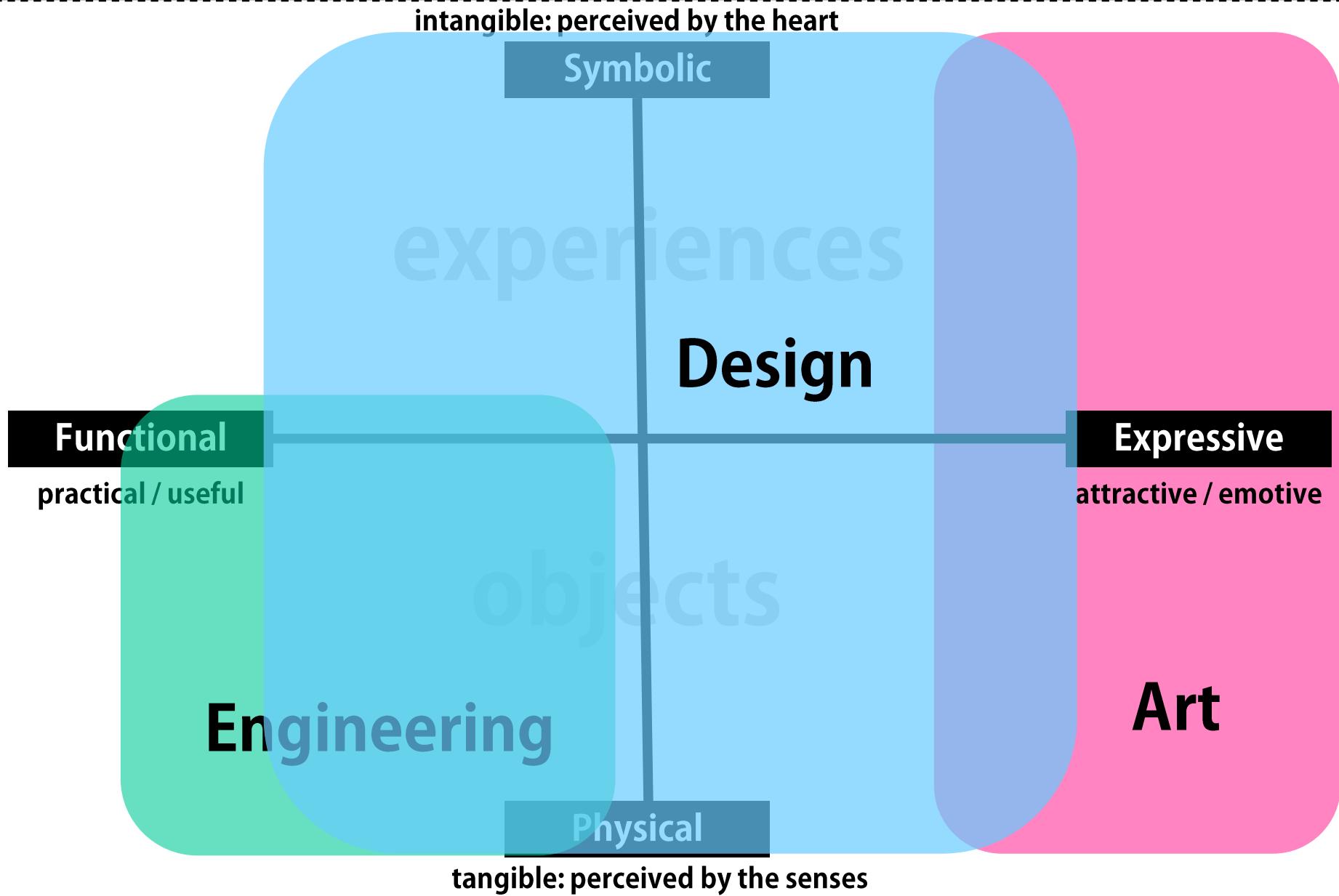
# What is design?



# What is design?



# What is design?



# What is design?

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Design, as a unique way of thinking and acting, does not have a long, well-developed scholarly history. Other intellectual traditions, such as science and art, have enjoyed thousands of years of considered thought.

Harold Nelson & Erik Stolterman (2002)c

# What are information graphics?

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Clear thinking made visible – Edward Tufte

It is not about designing graphics. It is all about designing information  
– Richard Saul Wurman

Vision can no longer be employed simply to support verbal and conceptual meanings: Its potential as a cognitive power in its own right must be exploited – Kepes

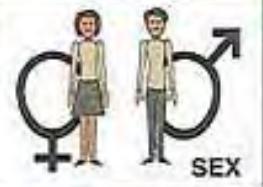
# IDENTIFICATION



AGE



10



20

30

40

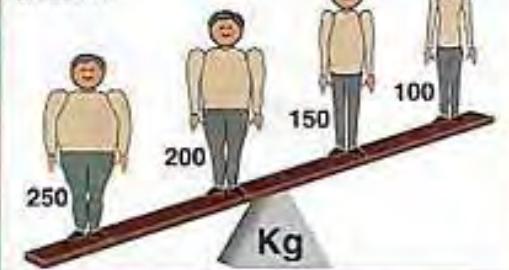
50

60

70

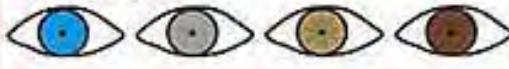
80

WEIGHT



Kg

EYE COLOR



SKIN COLOR



HAIR COLOR



FACIAL HAIR



HAIR STYLE



# AMBUSH



TARGET TYPE



LOCATION OF ATTACKER





# // PROGRAMM

**MITTWOCH 21.04.2004**

**LAGERHALLE**

**KUNSTHALLE  
DOMINIKANERKIRCHE**

**DONNERSTAG 22.04.2004**

**LAGERHALLE**

**BRAVE NEW WORLD**  
13:00 // 58 min

**ELSEWHERE**  
13:30 Le Gout du Kosmique // 66 min

**MEMORIES ARE MADE OF THIS**  
14:00 // 84 min

**JONAS AT THE OCEAN**  
14:30 // Peter Sculpol / adam /  
2001 / 95 min

**ARTHOUSE 4**

**DIE PERLE IN DER KACKE**  
15:30 // Birte MBL / 80 min

**EWIG**  
15:30 /  
Artik

**ARTHOUSE 5**

**MINATORI WA HADASHI DA**  
15:30 // Aizuma Meritaki / Japan 2003 / 34 min / 0 ms

**ARAO**  
15:30 /  
Furb

**HAUS DER  
JUGEND (HDJ)**

**STUDENT FORUM: MEDIA ACADEMIES / PART I**  
13:00 LAMAS Kyoto  
Christina Semmerer (A/JP)

13:00 Academy of Fine Arts, Prague  
Aneta Maria Chlouba (E/CZ)

**STUDENT FORUM: MEDIA ACADEMIES / PART II**  
14:00 HFG Offenbach  
Rainer Fapo (D)

14:00 AKI Saitama  
HIE Sylahessan (NL)

14:00 KHM Köln  
Karina Peters (D)

**FREITAG 23.04.2004**

**LAGERHALLE**

**SUICIDE**  
12:00 // Amanda Trosvagoe / 70 min

**OF(F) BALANCE**  
13:30 // 46 min

**RETROSPEKTIVE: C. MACLAINE**  
14:00 // 70 min / 60 min

**VISIONS OF DELIGHT**  
16:00 // 98 min

**ARTHOUSE 4**

**EWIGE SCHÖNHEIT**  
15:30 // Marcel Scherzer / 90 min / mit Vor-  
lesung: Achikaracan

**DIE PI**  
15:30 /

**ARTHOUSE 5**

**VAMPIRE HUNTER**  
15:30 // Tomiki Kawaiji / Japan 2000 / Anime / 105 min /  
german / Deutsche Postung

**NEWA**  
15:30 /

**HAUS DER  
JUGEND (HDJ)**

**TRANSMITTER PART I**  
13:00 Dr. Karla Kwasniak, Uni  
München / Irritation

13:00 Ken Felingold (USA) / Div-Arts

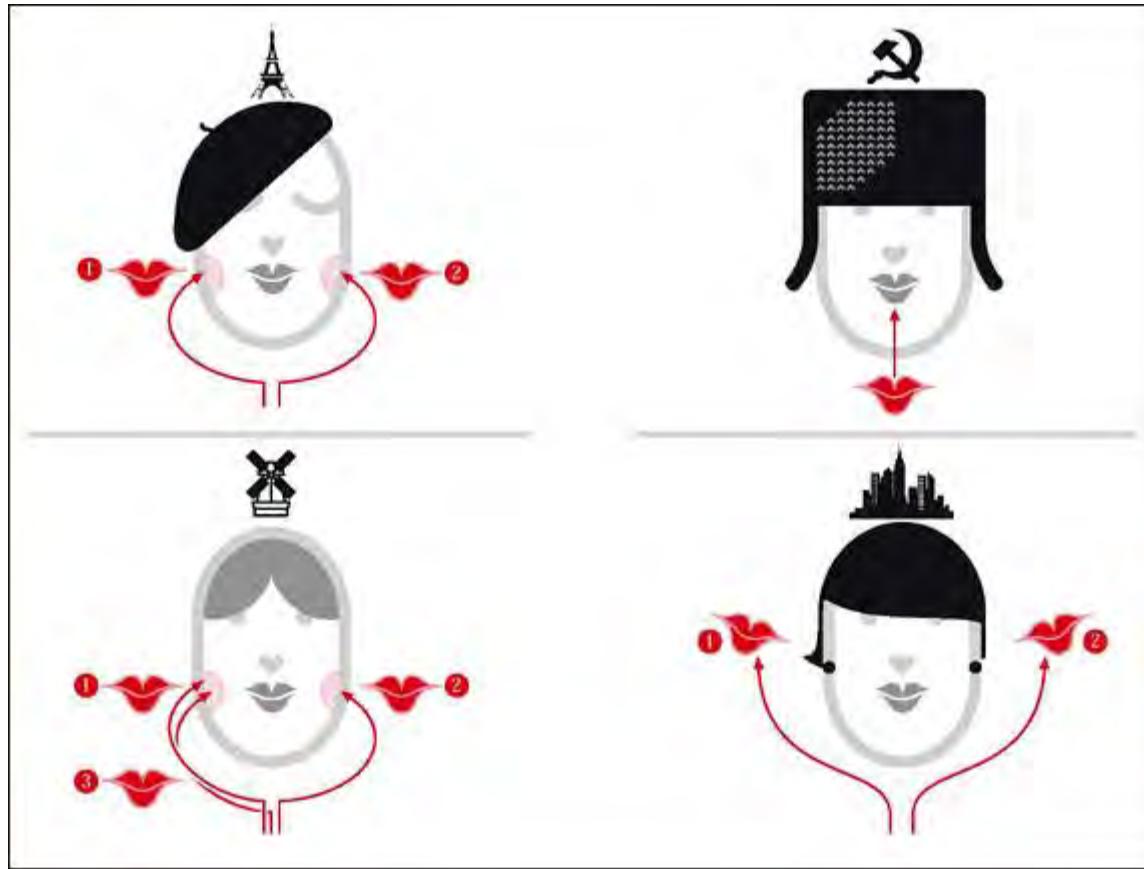
14:00 Tim Fritze/Chaos Computer  
Club (B) / drittenlichten

**TRANSMITTER PART II**  
15:30 Padamaya (B) - Transmitter,  
Transpander, RFI-TV

15:30 Taric Ruiz Gell (E) »The Media  
Show«

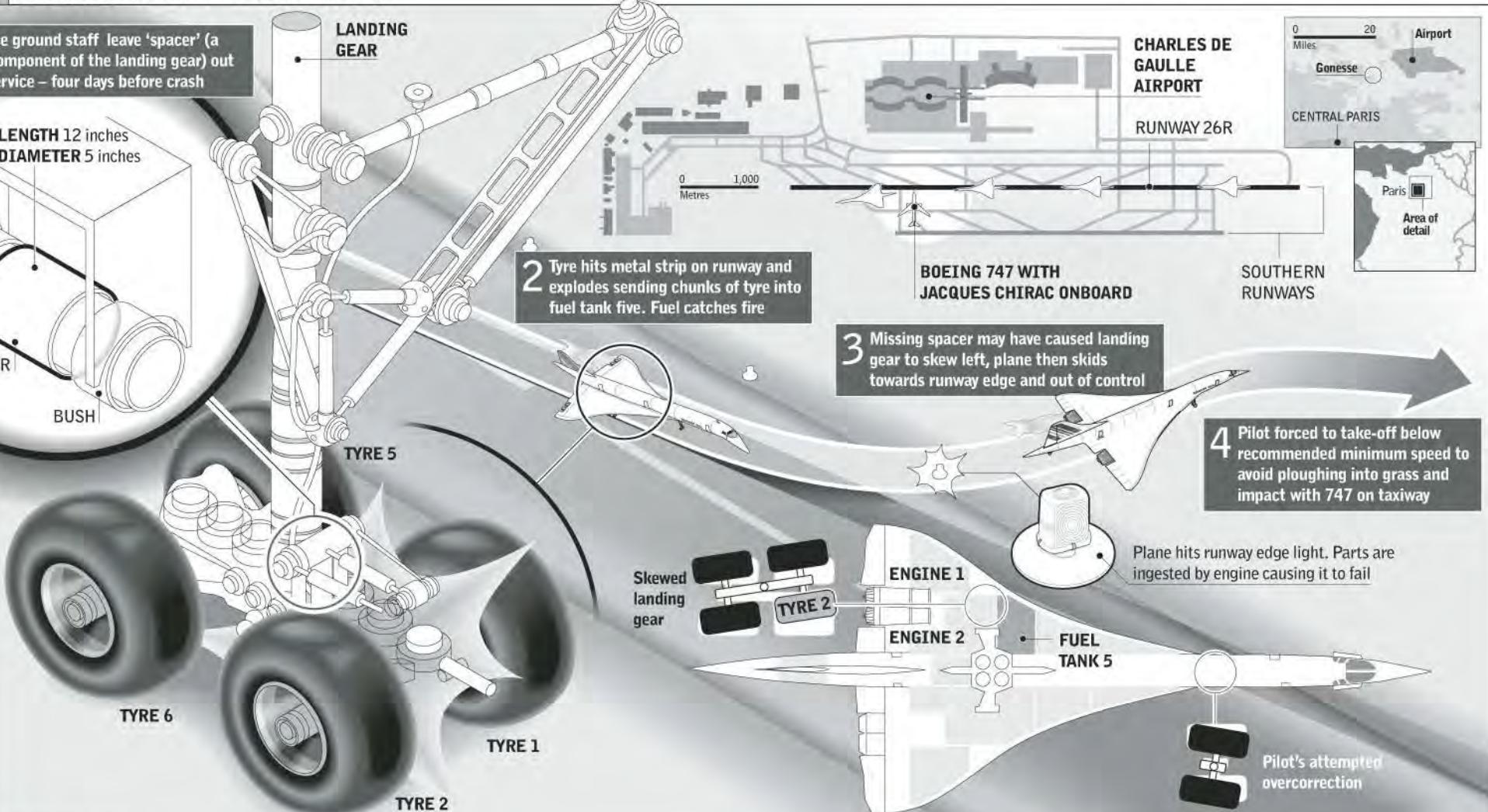
**TRANSMITTER**  
15:30 /

**DGB-GEBAUDE**



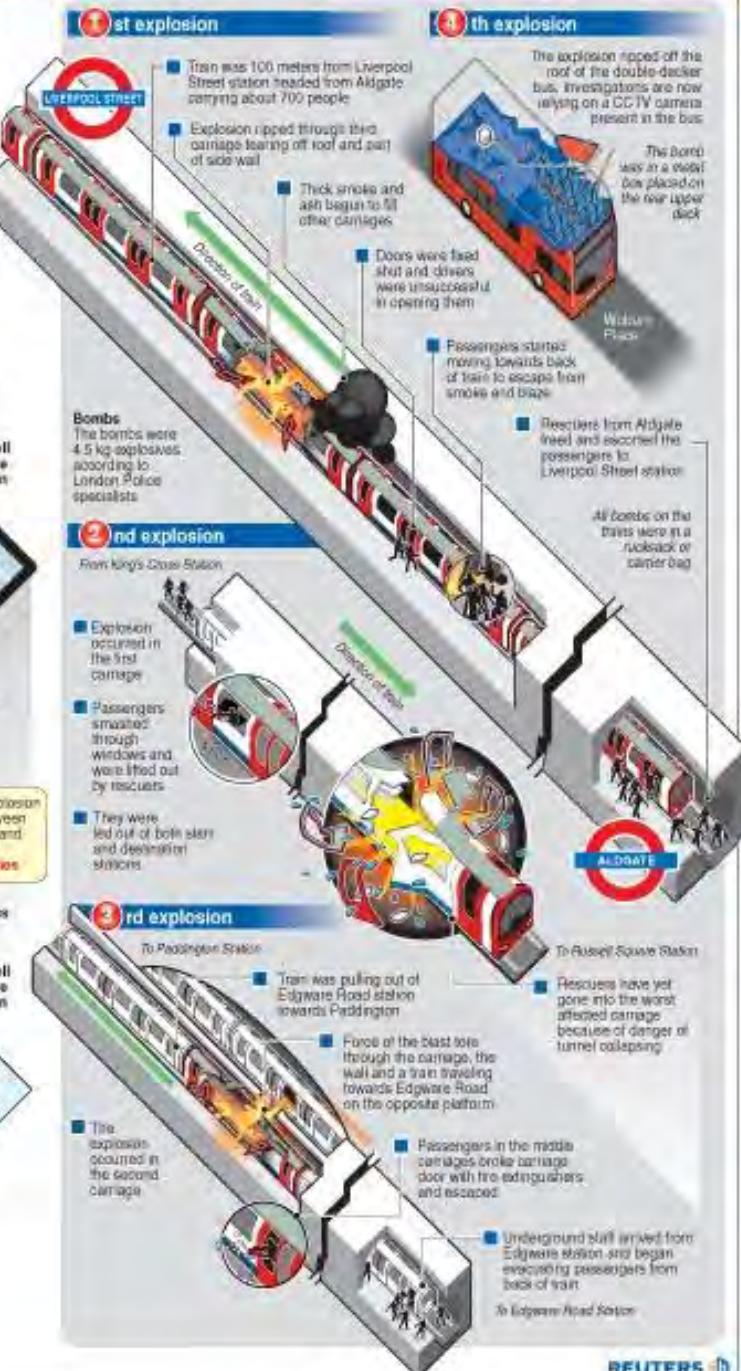


# DISASTER OF FLIGHT 4590



# LONDON BLASTS

More than 50 people were killed and 700 injured in bomb attacks on a bus and several underground trains in London on Thursday. Officials believe the blasts bore hallmarks of an al-Qaeda terrorist attack



**SUPER*intrigante***

**Perguntas instigantes, respostas surpreendentes**

**BOCA EN AFÁC**

**CÓMO É  
O TRÁFICO  
NA FAVELA?**

**O**s pontos de tráfico de drogas, conhecidos como "bocas", operam como empresas, escondidos em favelas e bairros pobres das grandes cidades. Os criminosos se organizam em uma hierarquia preocupada em garantir duas coisas: o abastecimento constante de cocaína, maconha e outros entorpecentes e o sistema de proteção contra a polícia ou quadrilhas rivais.

Para garantir a eficiência do negócio, são contratados diversos funcionários. O esquema de segurança e a acirrada disputa entre traficantes põem em risco a vida de compradores e moradores da favela. "Até chegar à boca, o usuário tem que andar na favela. Ele é avaliado e nem percebe. Se os seguranças pensarem que ele é um policial disfarçado, afiram", diz o delegado Carlos Roberto Alves de Andrade, da Delegacia de Repressão ao Crime Organizado do Departamento de Investigação do Rio. ■

Page 5

CRIME ORGANIZADO

VÁRIOS FUNCIONÁRIOS ESTÃO  
ENVOLVIDOS NO ESQUEMA DE TRÁFICO

AVIÓEZINHOS

**Os canudos que limpam a droga da boca para os clientes são mais comuns no Rio de Janeiro. Em São Paulo, onde as favelas são planas, a distância entre a boca e o consumidor é pequena e o serviço delas nem sempre é necessário**

ALTO ESCALÃO

**Traficantes de maior hierarquia ficam posicionados sobre lages e barracos, onde podem se proteger melhor e atirar em caso de tentativa de invasão. Carrinham fuzis, ideais para combate à longa distância**

BOCA

Geralmente fica perto de riachos, negócios ou barracos, para dificultar a chegada da polícia. Em uma mesma favela, podem existir duas bocas e nem todo a droga fica aqui. Barracos, conhecidos como "paixão" são usados para armazenamento de grandes quantidades e da manutenção da quadrilha.

GERENTE DA BOCA

É responsável pela chegada da droga e pela contratação dos pessoas. Ele quemanda toda a operação dentro da lareira, e, por isso, é sempre alguém de muita confiança do dono da boca.

SEGURANÇA

**A função deles é proteger os arredores da boca da polícia e de traficantes rivais. Eles usam armas próprias para combate a curta distância.**

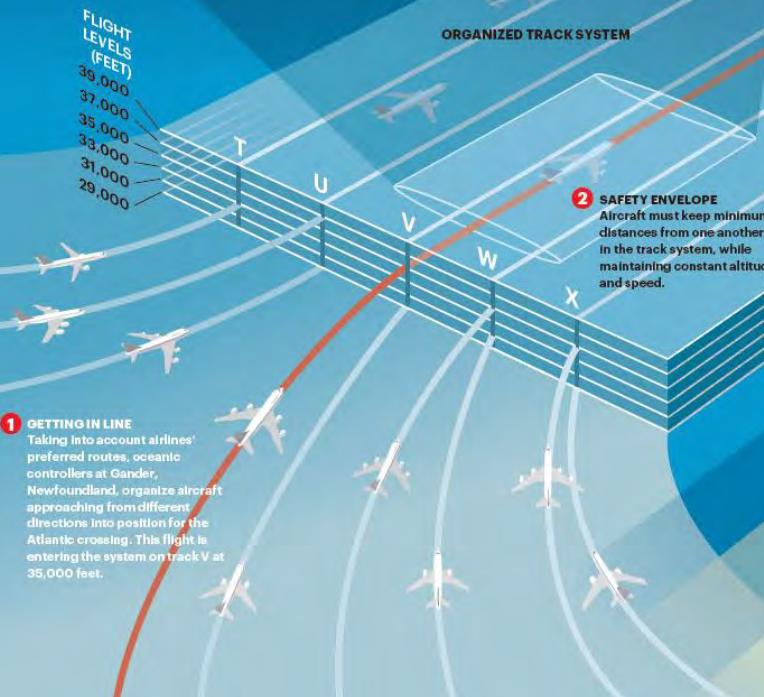
**ENQUANTO ISS**

**QUANTO ISSO...**

# THE TRANSATLANTIC SUPERHIGHWAY

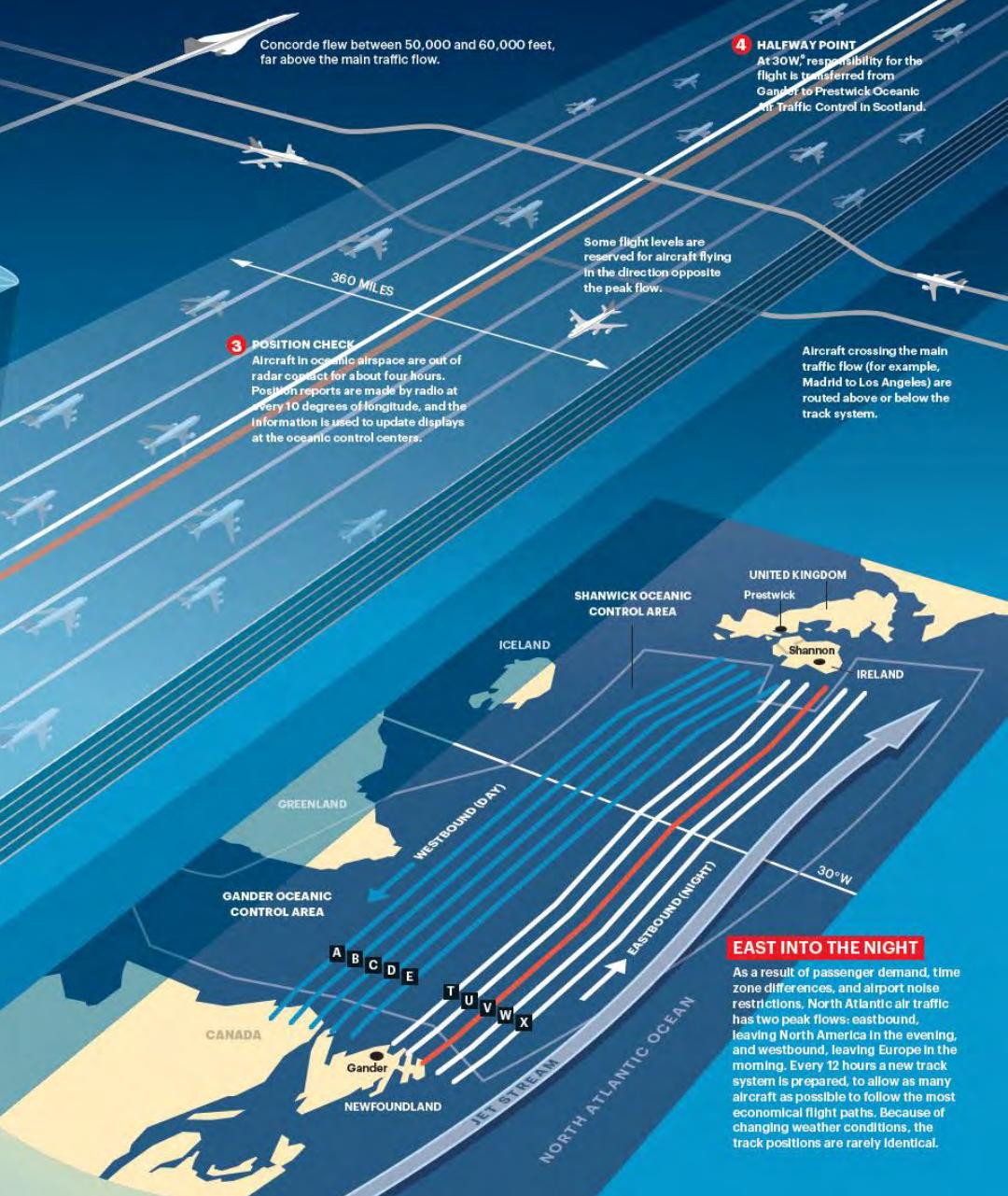
Every day, about 1,200 aircraft fly inside the North Atlantic Organized Track System. Here we follow a typical evening flight from New York's JFK to London's Heathrow as it cruises along the V track at 35,000 feet.

Graphics by John Grimwade



**2 SAFETY ENVELOPE**  
Aircraft must keep minimum distances from one another in the track system, while maintaining constant altitude and speed.

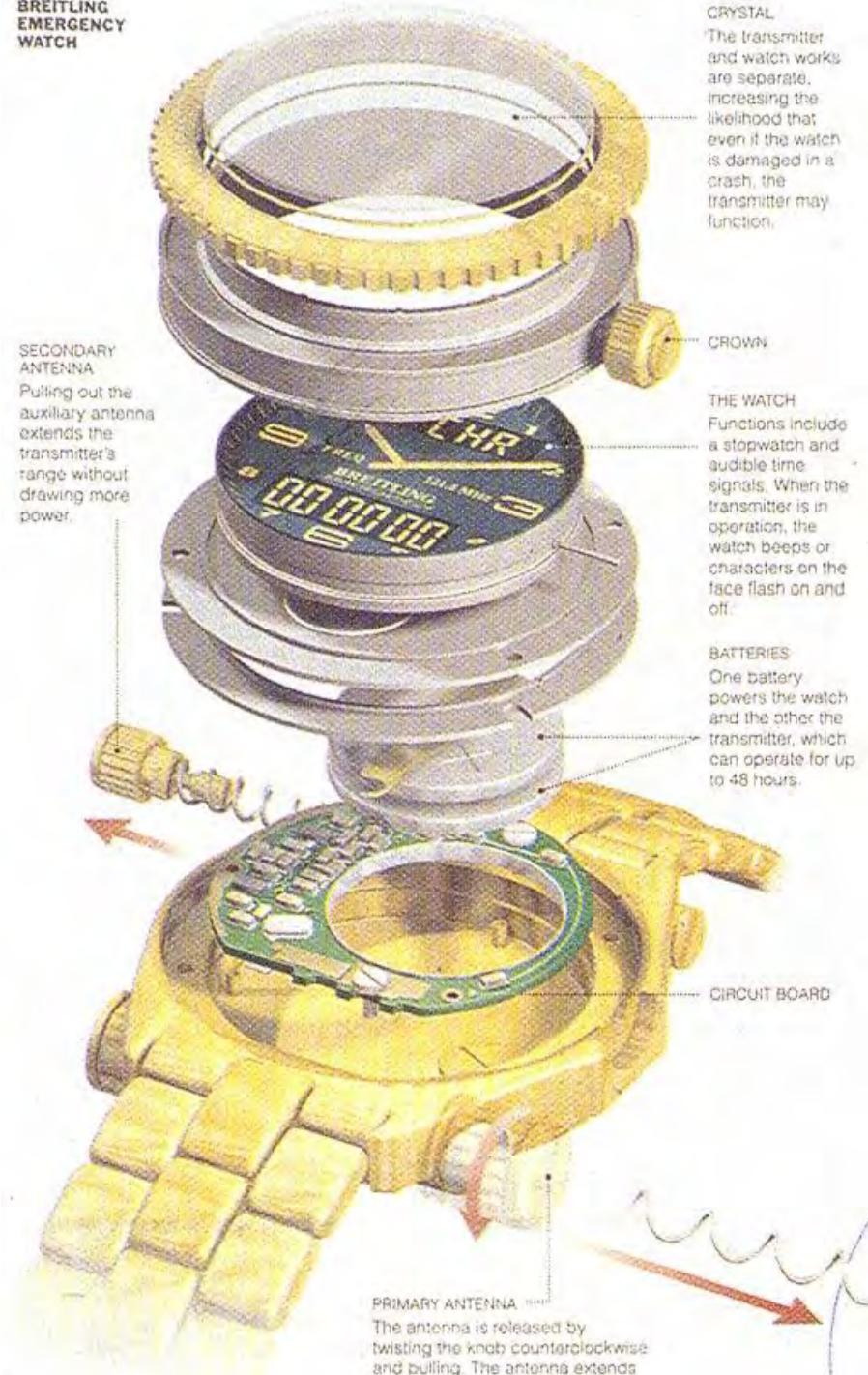
**1 GETTING IN LINE**  
Taking into account airlines' preferred routes, oceanic controllers at Gander, Newfoundland, organize aircraft approaching from different directions into position for the Atlantic crossing. This flight is entering the system on track V at 35,000 feet.



## EAST INTO THE NIGHT

As a result of passenger demand, time zone differences, and airport noise restrictions, North Atlantic air traffic has two peak flows: eastbound, leaving North America in the evening, and westbound, leaving Europe in the morning. Every 12 hours a new track system is prepared, to allow as many aircraft as possible to follow the most economical flight paths. Because of changing weather conditions, the track positions are rarely identical.

BREITLING  
EMERGENCY  
WATCH



CRYSTAL

The transmitter and watch works are separate, increasing the likelihood that even if the watch is damaged in a crash, the transmitter may function.

CROWN

THE WATCH

Functions include a stopwatch and audible time signals. When the transmitter is in operation, the watch beeps or characters on the face flash on and off.

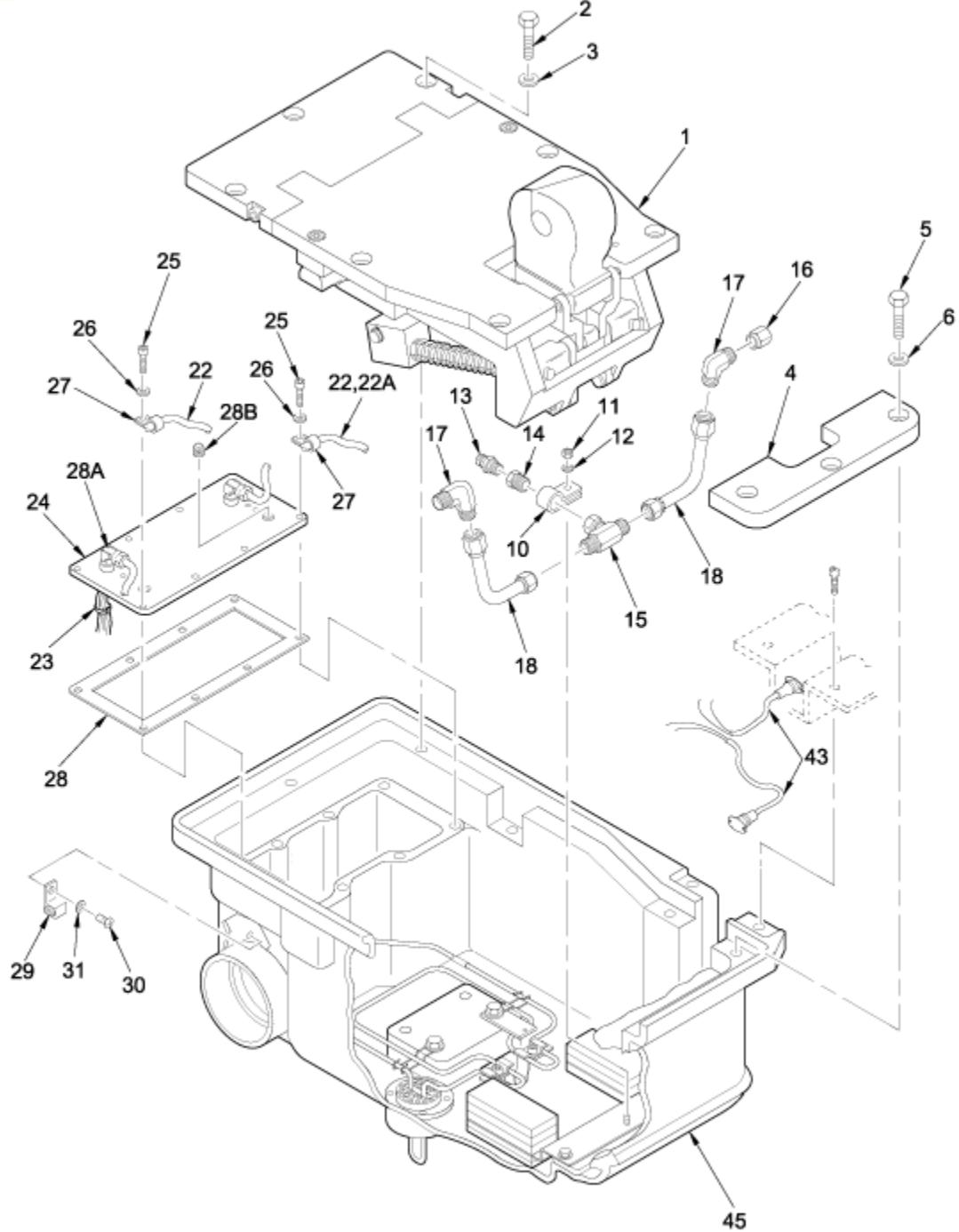
BATTERIES

One battery powers the watch and the other the transmitter, which can operate for up to 48 hours.

CIRCUIT BOARD

PRIMARY ANTENNA

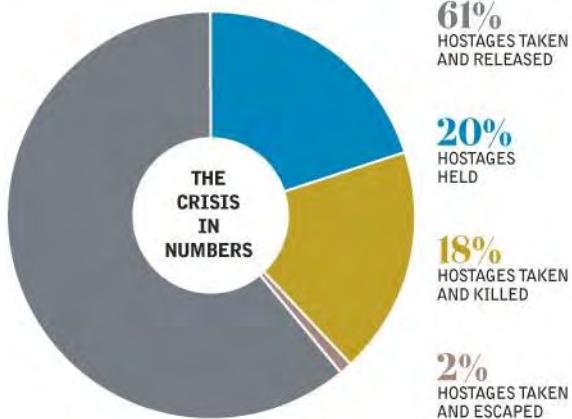
The antenna is released by twisting the knob counterclockwise and pulling. The antenna extends



## CAPTURED IN IRAQ: CHARTING THE HOSTAGE CRISIS



French hostages Christian Chesnot and Georges Malbrunot (top) are still held hostage. In April, captors threatened to burn detainees Noriaki Imai and Soichiro Koriyana alive if Japanese forces were not removed from Iraq.

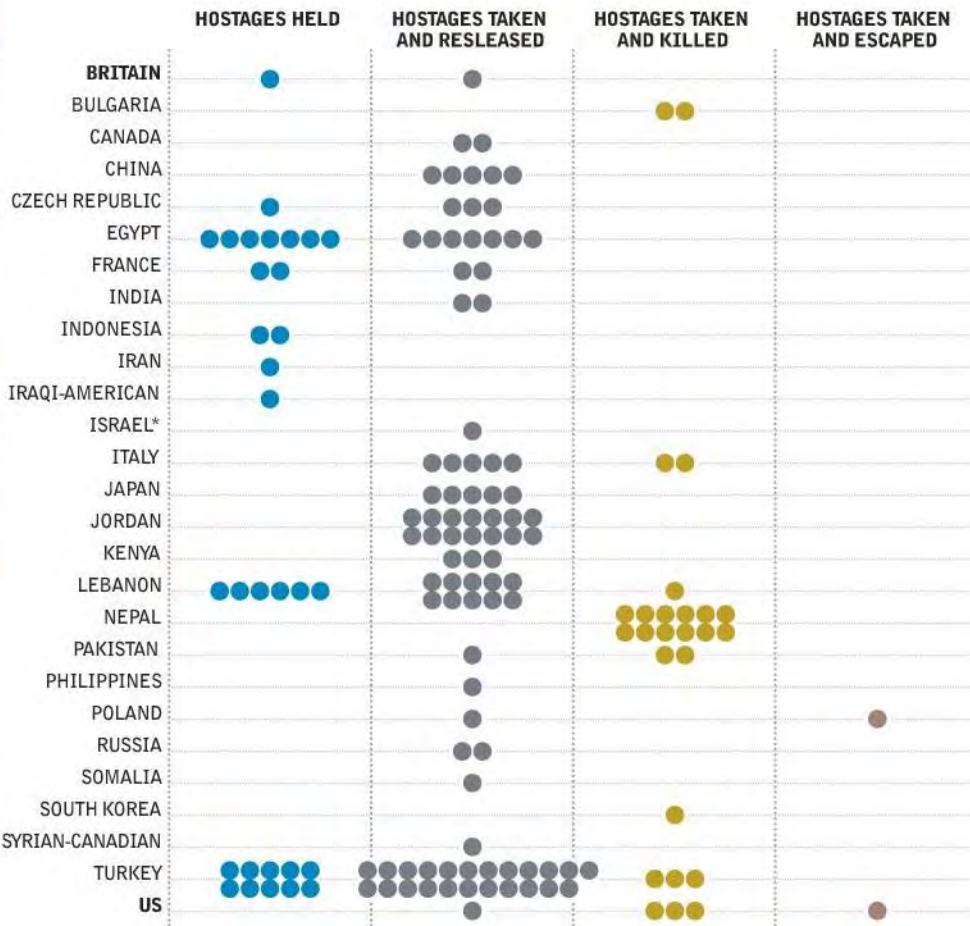


KEY

● ONE HOSTAGE



American hostages  
Jack Hensley and  
Eugene Armstrong  
were killed last month



*\*Arab Christian from  
East Jerusalem*



Released Italian charity workers Simona Pari (left) and Simona Torretta

# What are information graphics?

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But are infographics just a means to visually record what we already know?

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Or to merely clarify and communicate effectively?

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But are infographics just a means to visually record what we already know?

Or to merely clarify and communicate effectively?

Can they be used to discern new meaning or discover new knowledge?

# What are information graphics?

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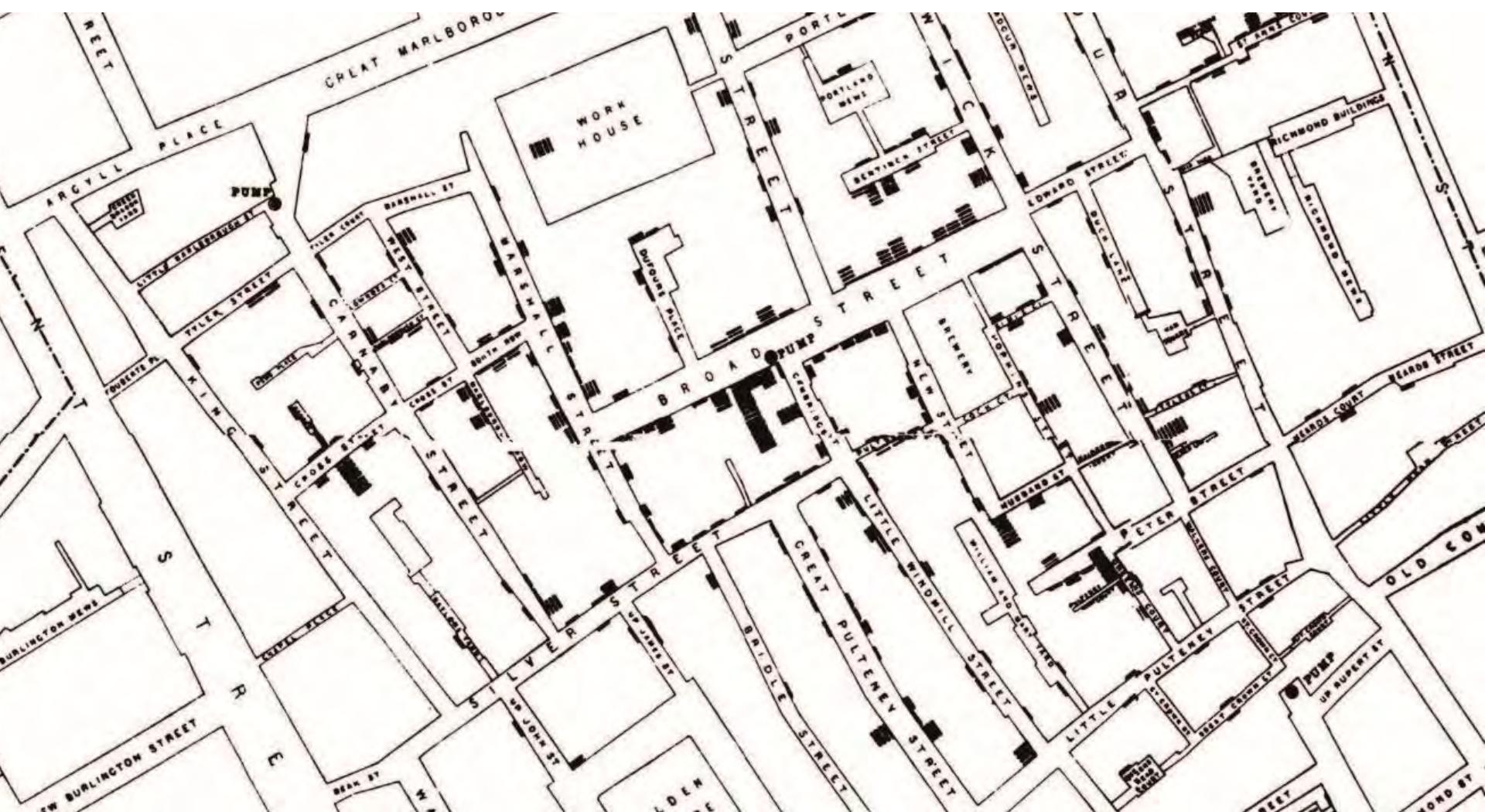
But are infographics just a means to visually record what we already know?

Or to merely clarify and communicate effectively?

Can they be used to discern new meaning or discover new knowledge?

Or, can they tell a powerful story, to inspire and to move minds?

# Cholera epidemic 1854 London – Dr Snow



# Napoleon's 1812 Russian campaign – Charles Minard

*Carte Figurative des pertes successives en hommes de l'Armée Française dans la Campagne de Russie 1812-1813.*  
Dessiné par M. Minard, Inspecteur Général des Ponts et Chaussées et extrait  
Paris, le 20. Novembre 1869

Les nombres d'hommes perdus sont représentés par les larges des zones colorées à raison d'un millimètre pour dix mille hommes; il suffit de plus écrire en blanc ces zones. Le rouge désigne les hommes qui reviennent en Russie, le noir ceux qui meurent. — Les renseignements qui ont servi à dresser la carte ont été pris dans les ouvrages de M. M. Chatelet, de Léger, de Tocqueville, de Chambry et le journal intime de Jacob, pharmacien de l'Armée depuis le 28 Octobre.

Une autre fois, jugeant l'ordre de diminution de l'armée, j'ai supposé que les corps de l'Armée Napoléon et du Maréchal Davout qui avaient été détruits sur la Nielle et l'Aisne n'étaient pas perdus avec l'armée.

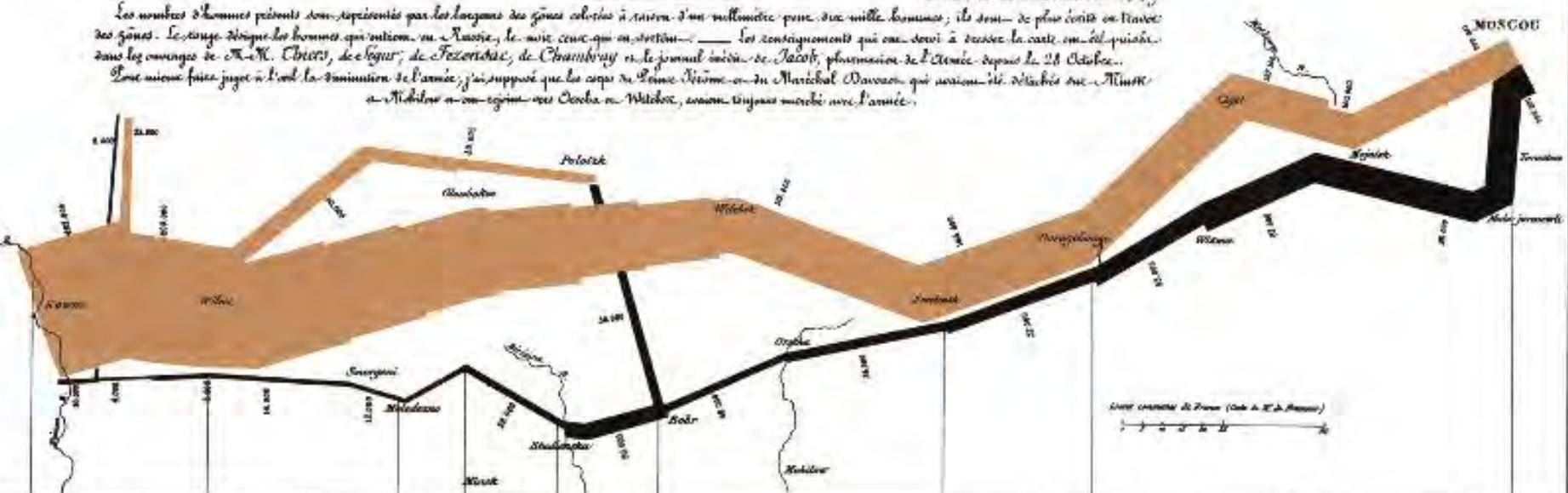


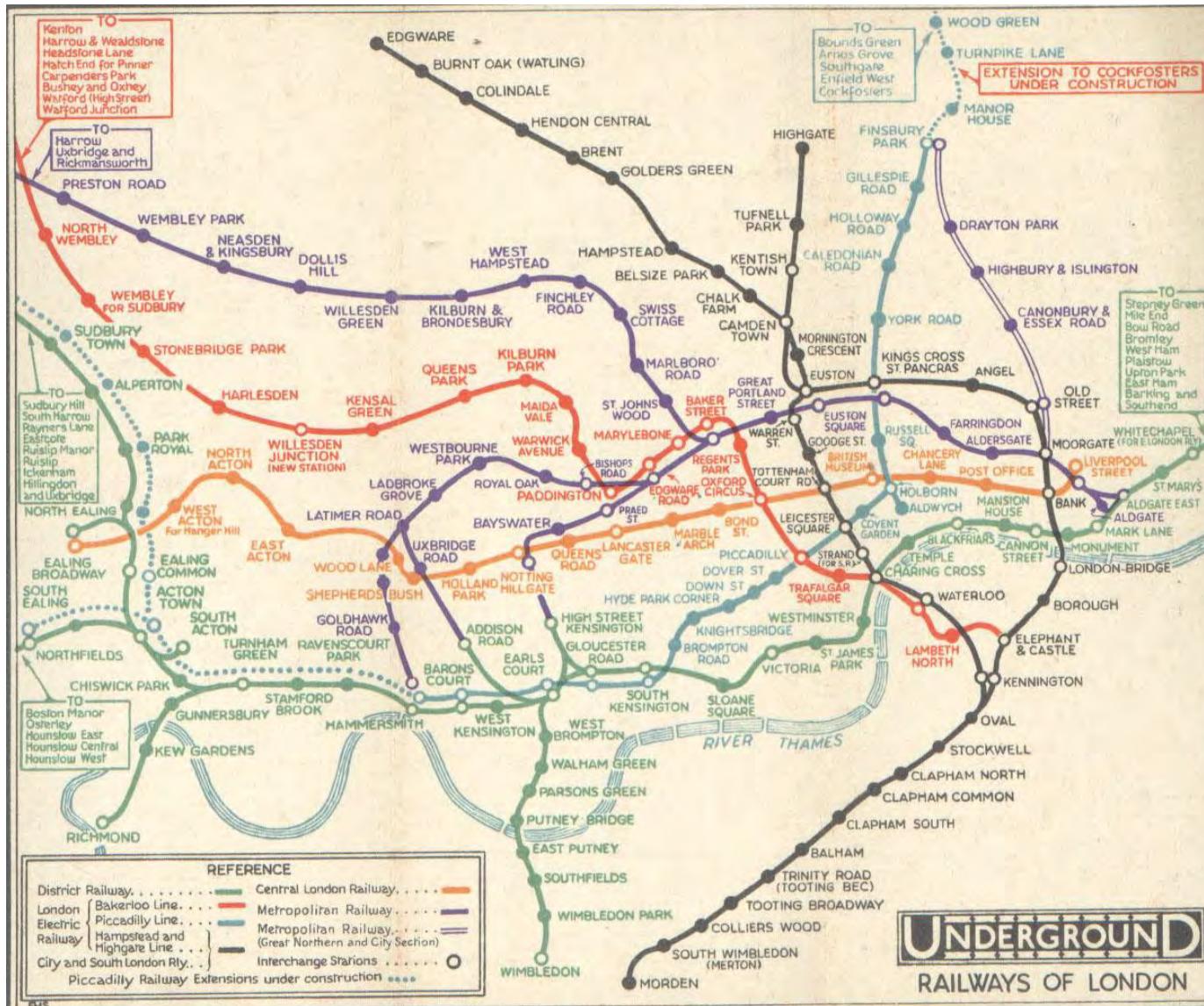
TABLEAU GRAPHIQUE de la température en degrés du thermomètre de Réaumur au dessous de zéro.

Les températures passent au gelé  
à 10° le 2 X<sup>m</sup>

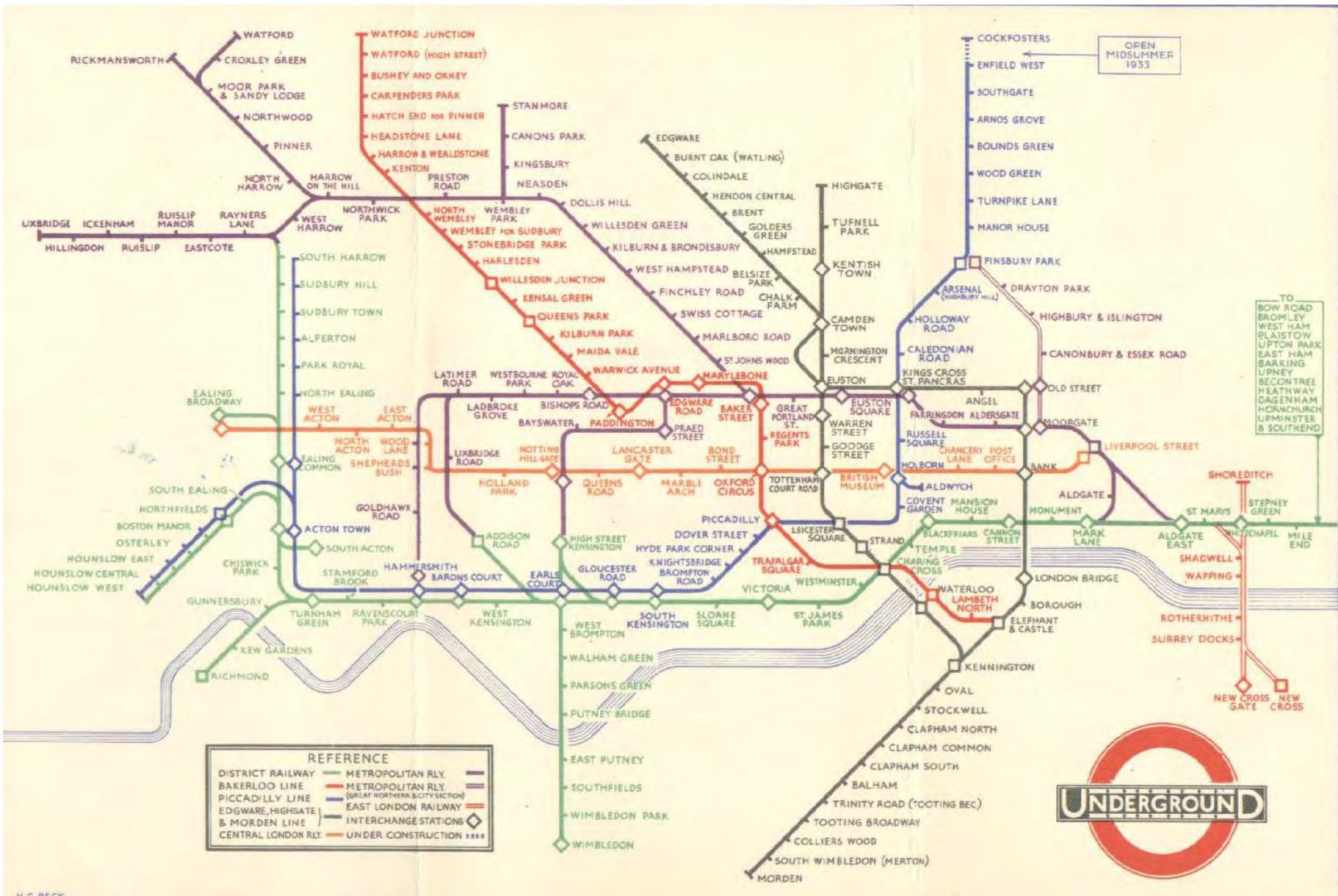


Imprimé à Paris, 2<sup>e</sup> édition, 1<sup>re</sup> édition, 1869.

# London Underground Map 1931 – Henry Beck



# London Underground Map 1931 – Henry Beck

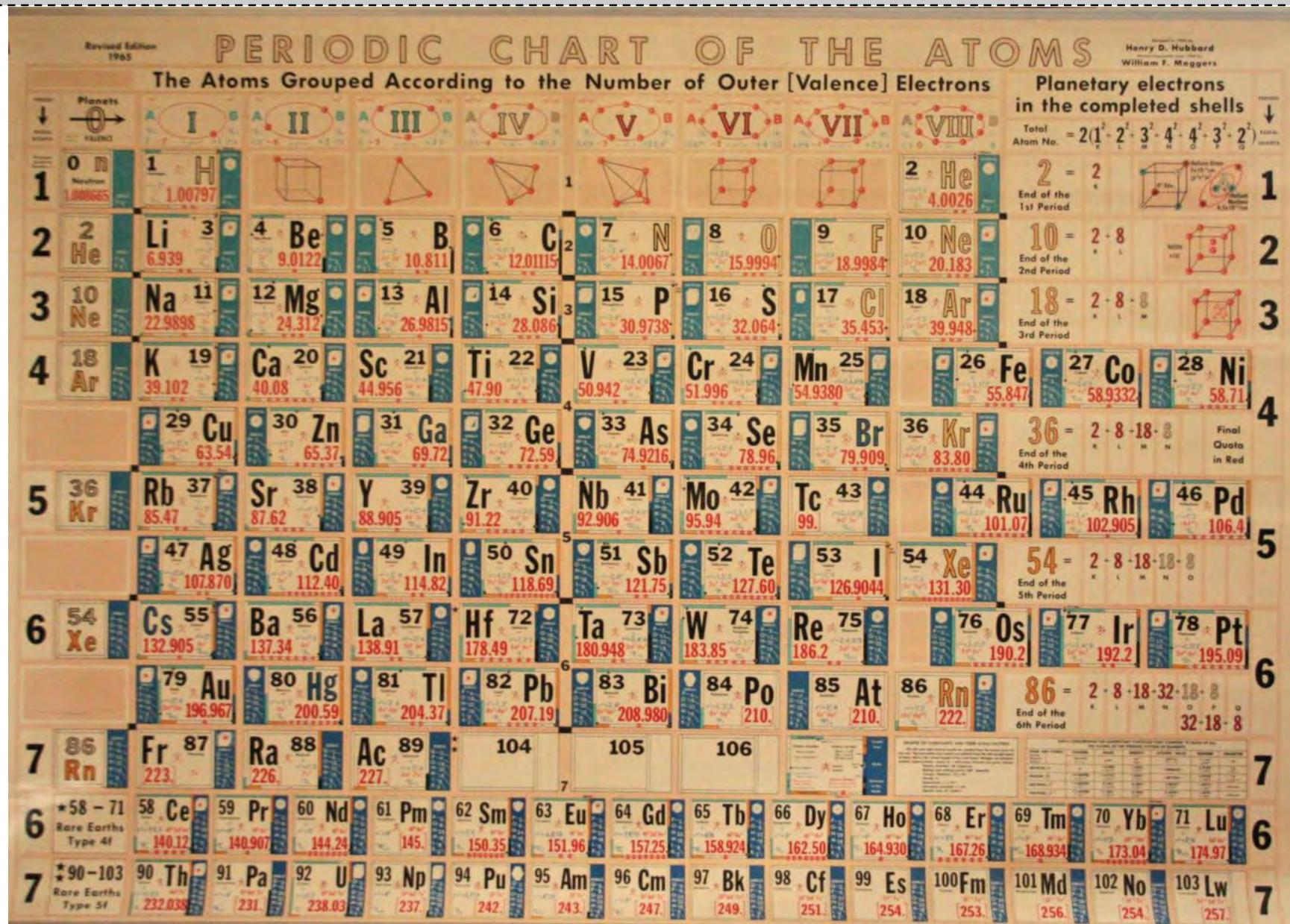


# Periodic Table 1869 – Dimitri Mendeleev

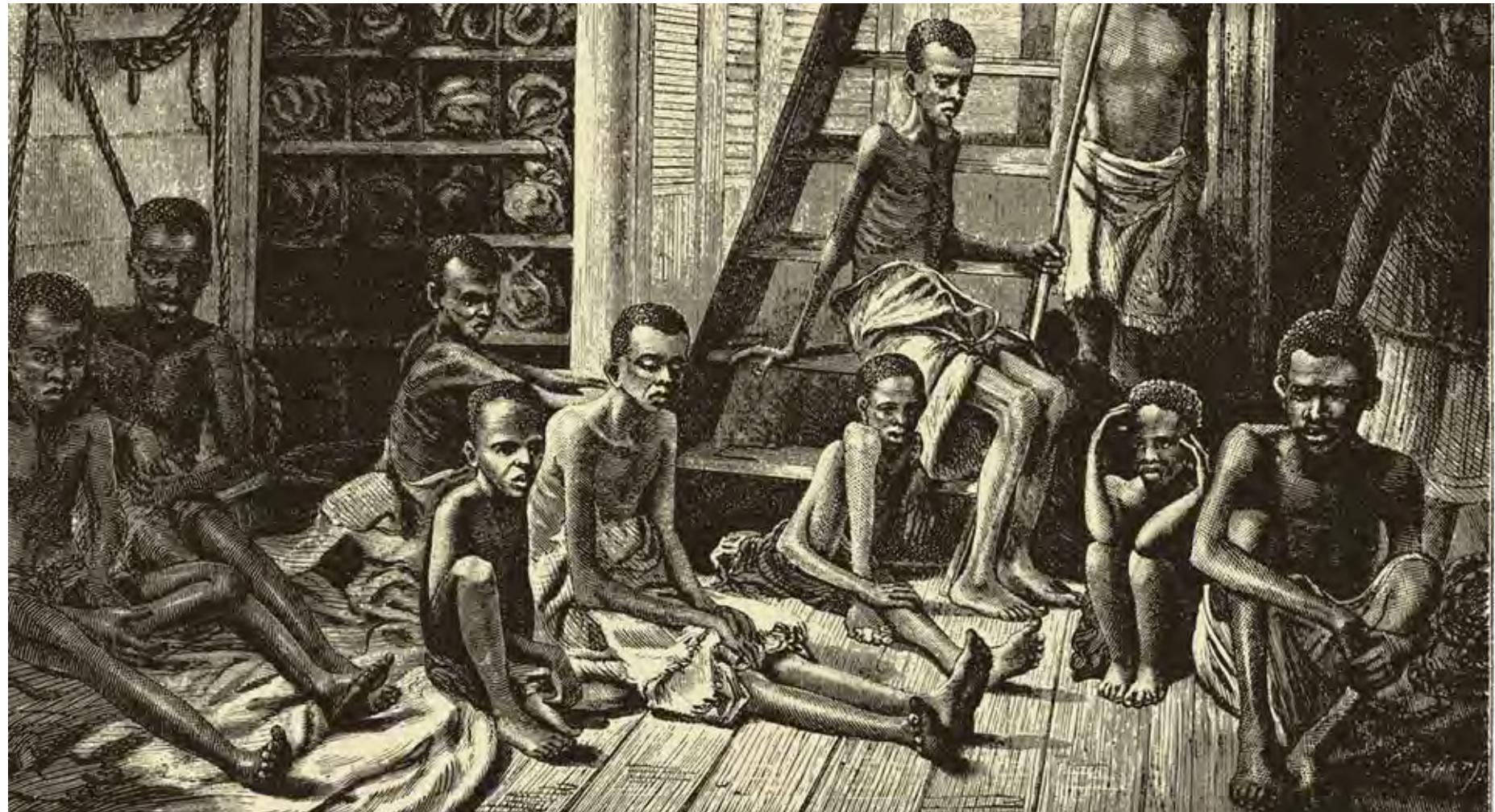
Ueber die Beziehungen der Eigenschaften zu den Atomgewichten der Elemente. Von D. Mendeleeff. — Ordnet man Elemente nach zunehmenden Atomgewichten in verticale Reihen so, dass die Horizontalreihen analoge Elemente enthalten, wieder nach zunehmendem Atomgewicht geordnet, so erhält man folgende Zusammenstellung, aus der sich einige allgemeinere Folgerungen ableiten lassen.

H = 1	Ti = 50	Zr = 90	? = 180
	V = 51	Nb = 94	Ta = 182
	Cr = 52	Mo = 96	W = 186
	Mn = 55	Rh = 104,4	Pt = 197,4
	Fe = 56	Ru = 104,4	Ir = 198
	Ni = Co = 59	Pd = 106,6	Os = 199
	Cu = 63,4	Ag = 108	Hg = 200
Be = 9,4	Mg = 24	Zn = 65,2	Cd = 112
B = 11	Al = 27,4	? = 68	Ur = 116
C = 12	Si = 28	? = 70	Sn = 118
N = 14	P = 31	As = 75	Sb = 122
O = 16	S = 32	Se = 79,4	Te = 128?
F = 19	Cl = 35,5	Br = 80	J = 127
Li = 7 Na = 23	K = 39	Rb = 85,4	Cs = 133
	Ca = 40	Sr = 87,6	Tl = 204
	? = 45	Ce = 92	Pb = 207
	?Er = 56	La = 94	
	?Yt = 60	Di = 95	
	?In = 75,6	Th = 118?	

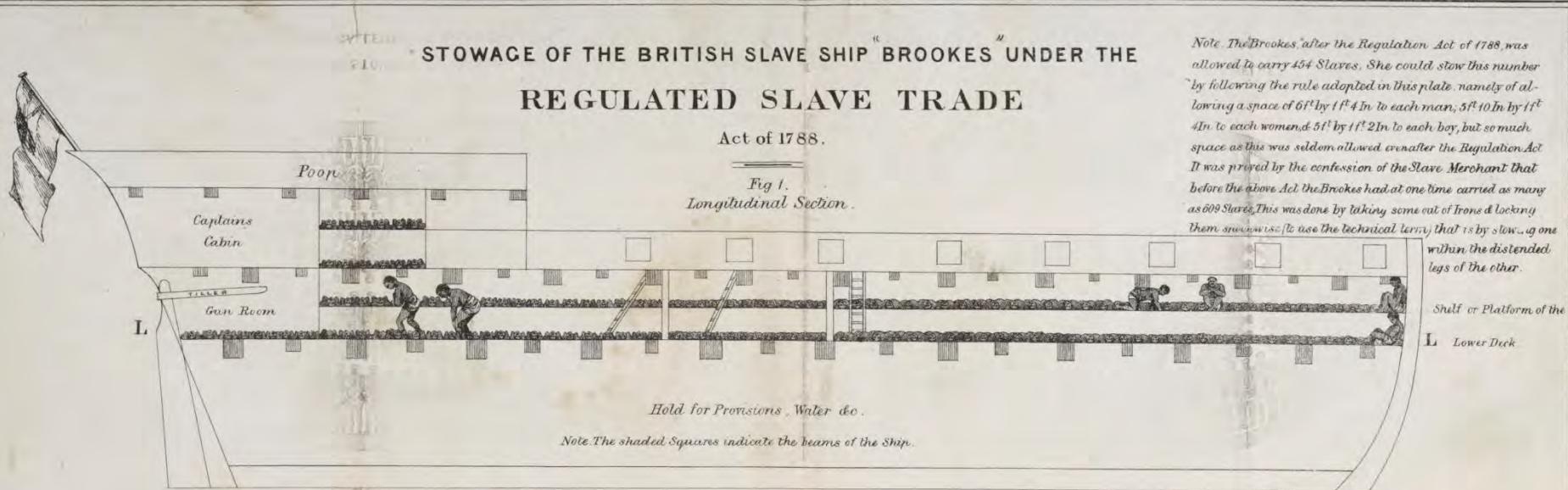
# Periodic Table 1950 – Henry Hubbard



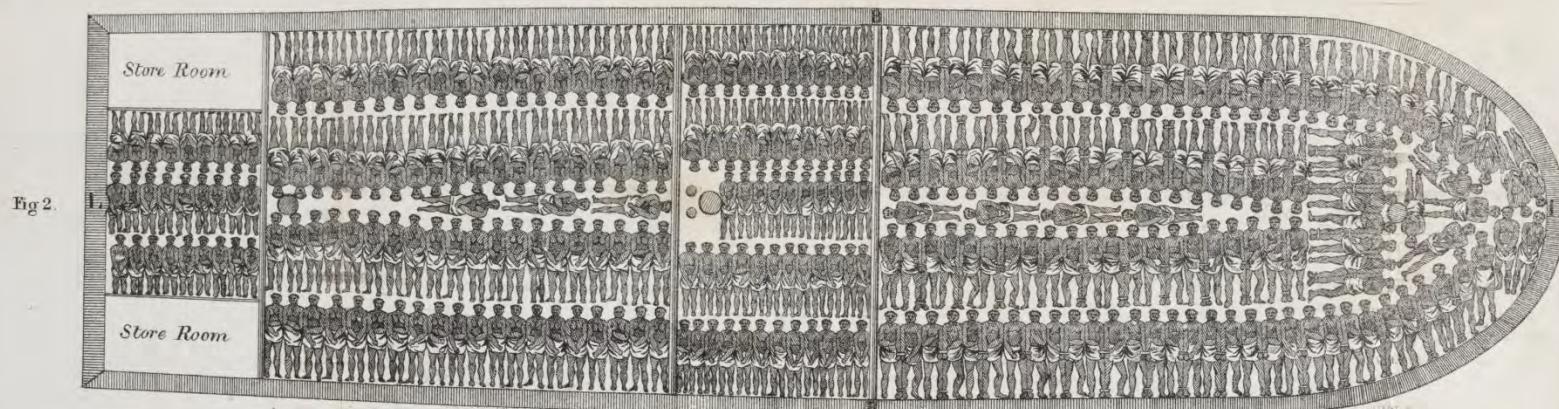
# Drawings of slave ship Brookes by British abolitionist William Elford. 1788



# Drawings of slave ship Brookes by British abolitionist William Elford. 1788

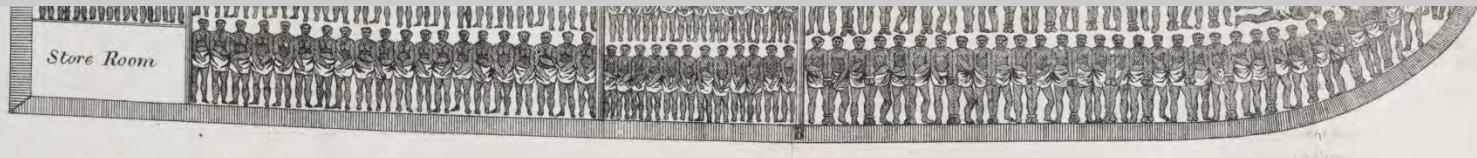


PLAN OF LOWER DECK WITH THE STOWAGE OF 292 SLAVES  
130 OF THESE BEING STOWED UNDER THE SHELVES AS SHEWN IN FIGURE B & FIGURE S.



PLAN SHEWING THE STOWAGE OF 130 ADDITIONAL SLAVES ROUND THE WINGS OR SIDES OF THE LOWER DECK BY MEANS OF PLATFORMS OR SHELVES

# Drawings of slave ship Brookes by British abolitionist William Elford. 1788



PLAN SHewing THE STOWAGE OF 130 ADDITIONAL SLAVES ROUND THE WINGS OR SIDES OF THE LOWER DECK BY MEANS OF PLATFORMS OR SHELVES  
(IN THE MANNER OF GALLERIES IN A CHURCH) THE SLAVES STOWED ON THE SHELVES AND BELOW THEM HAVE ONLY A HEIGHT OF 2 FEET 7 INCHES  
BETWEEN THE BEAMS: AND FAR LESS UNDER THE BEAMS. See Fig 1.

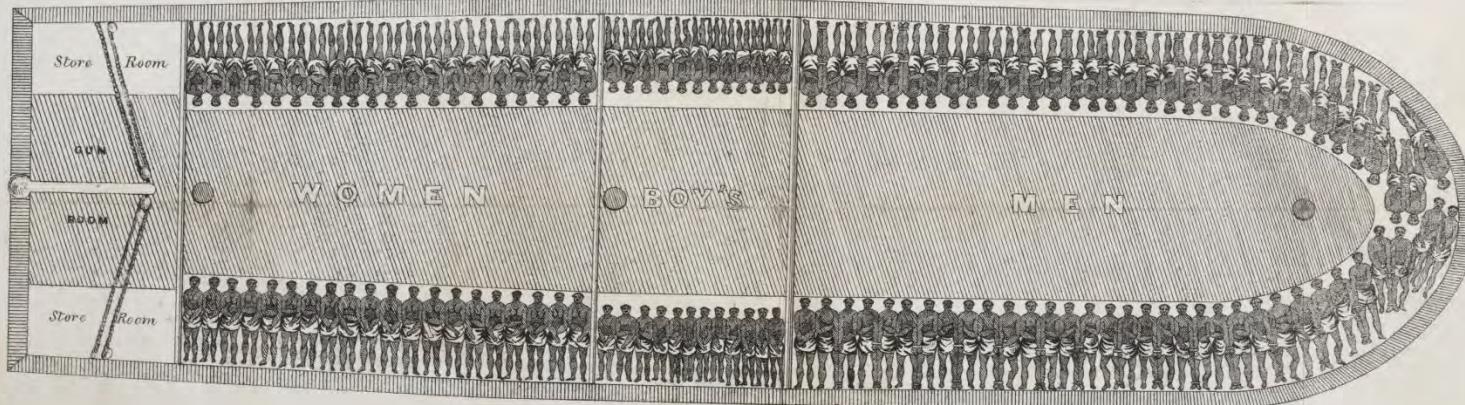


Fig 4  
Cross Section  
at the Poop.

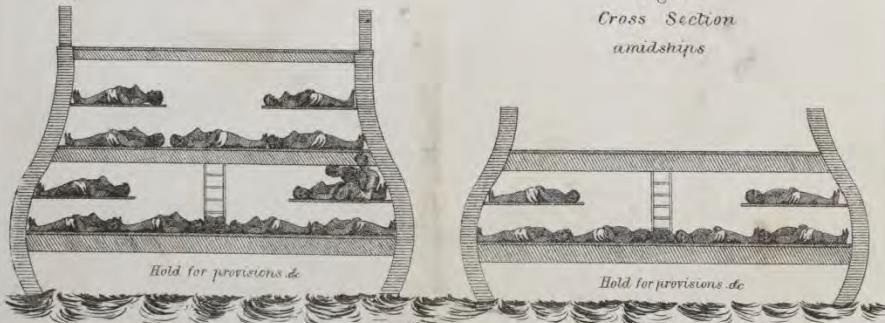


Fig 5.  
Cross Section  
amidships

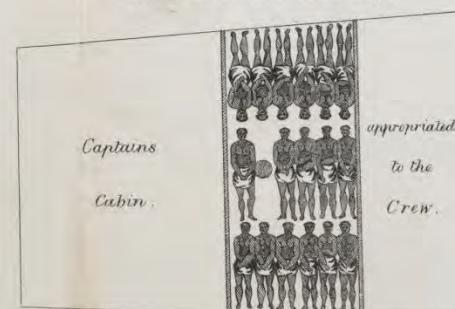
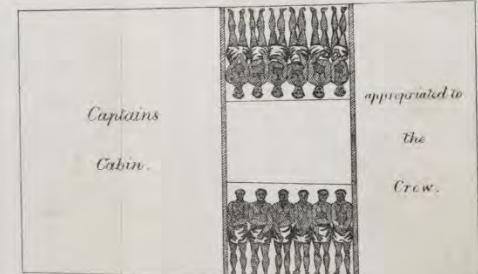


Fig 7.  
Shelf tier of slaves under the Poop.



Scale of Feet  
0 5 10 15 20 25

# Oliver Byrne's *Elements of Euclid*. 1847

44

BOOK I. PROP. XLIII. THEOR.



THE complements  
of the parallelograms which are about  
the diagonal of a parallelogram are  
equal.



Q. E. D.

BOOK I. PROP. XLIV. PROB.

45

O a given  
straight line  
(—) to apply a parallelo-  
gram equal to a given tri-  
angle ( ), and  
having an angle equal to  
a given rectilinear angle  
( ).

Make = with = (pr. 42.)

and having one of its sides ----- conterminous  
with and in continuation of —.

Produce till it meets || -----  
draw — produce it till it meets ----- continued;  
draw || ----- meeting -----  
produced, and produce -----.

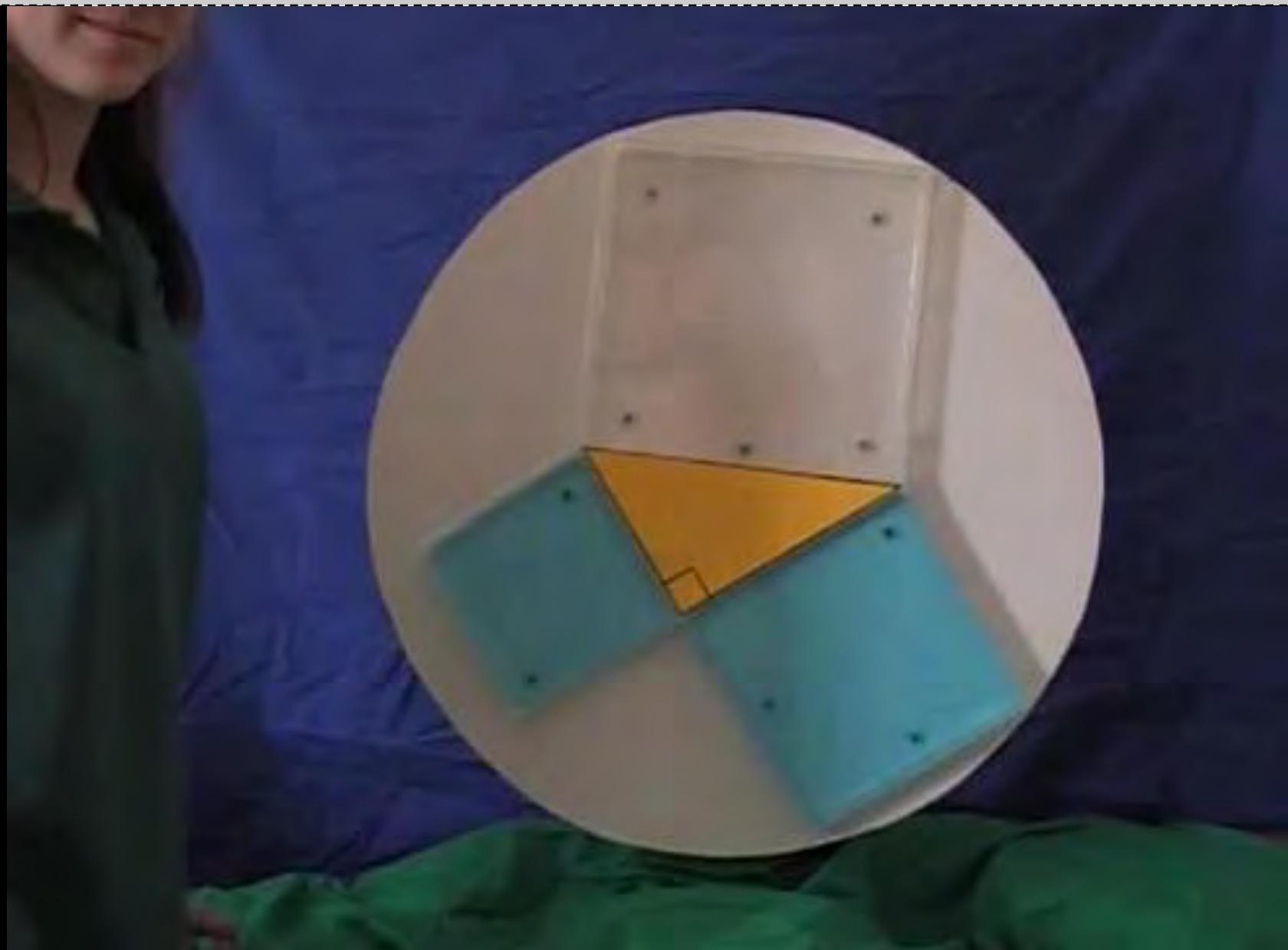


but = (const.)

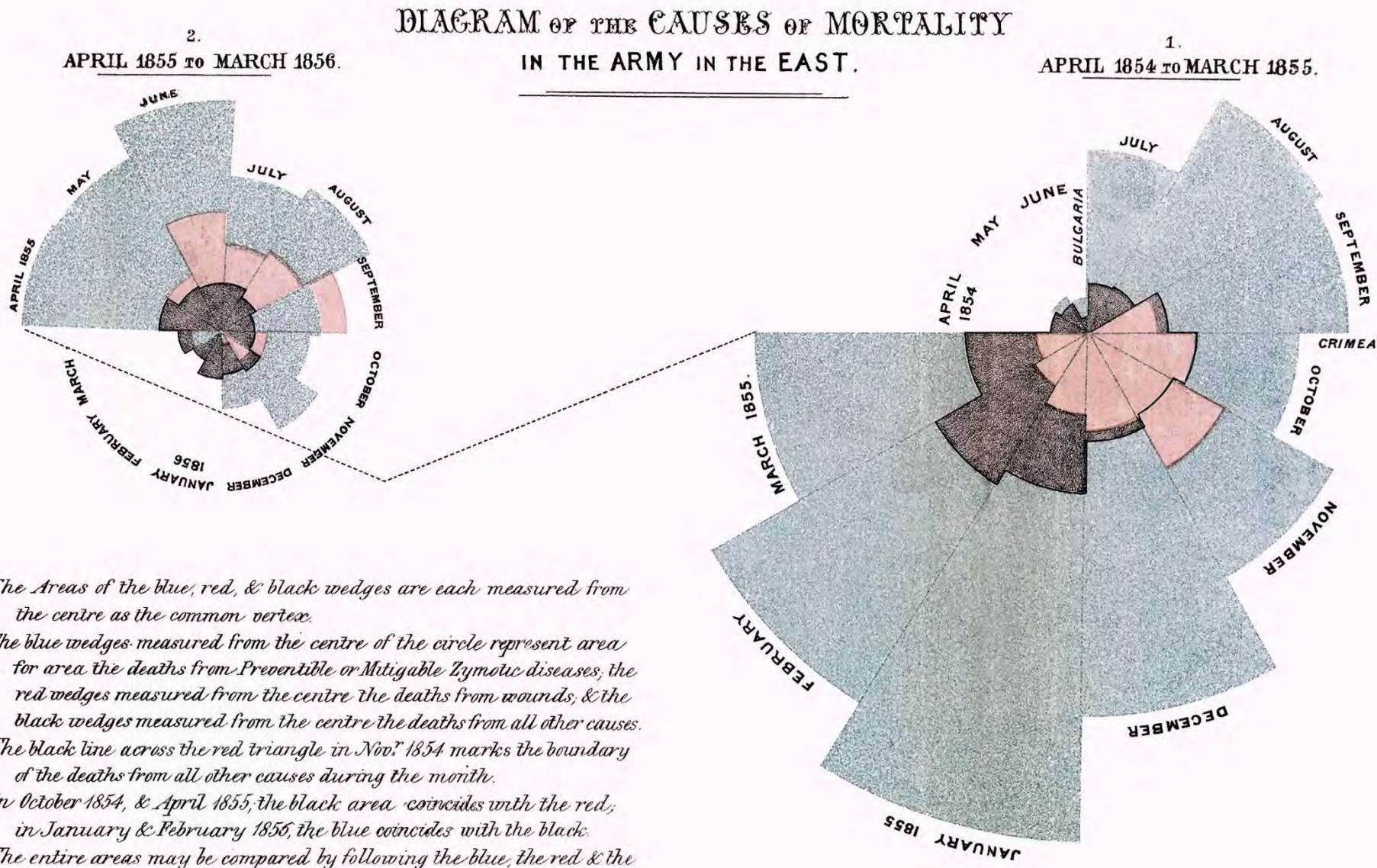
∴ = ; and

= = = (pr. 19. and const.)  
Q. E. D.

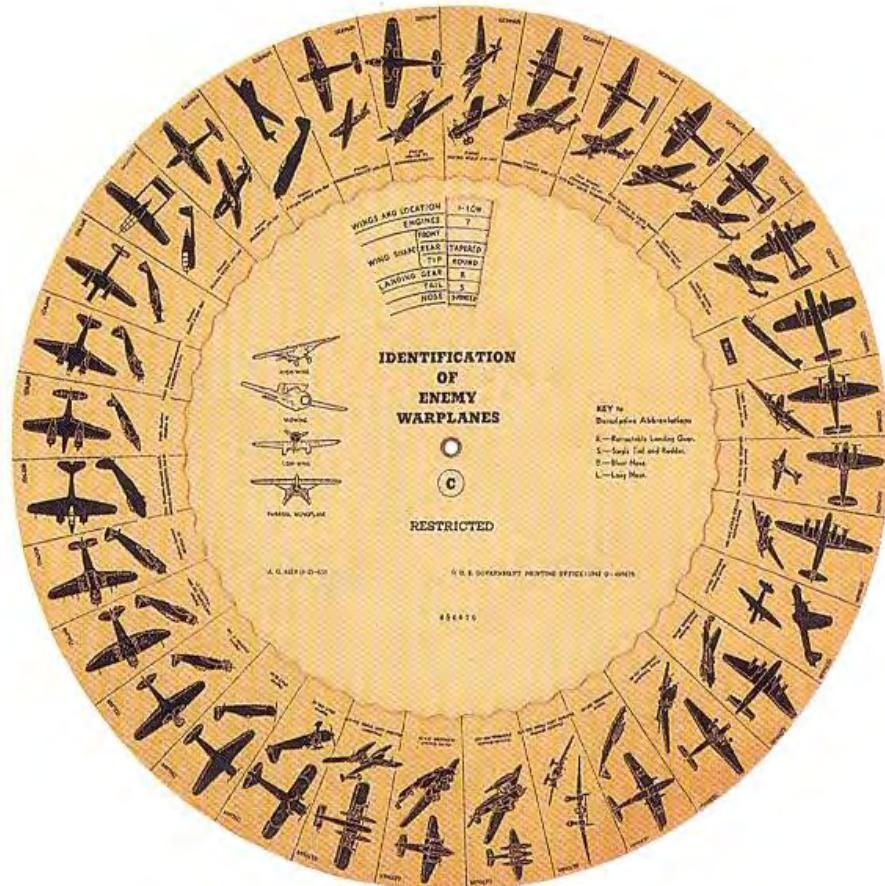
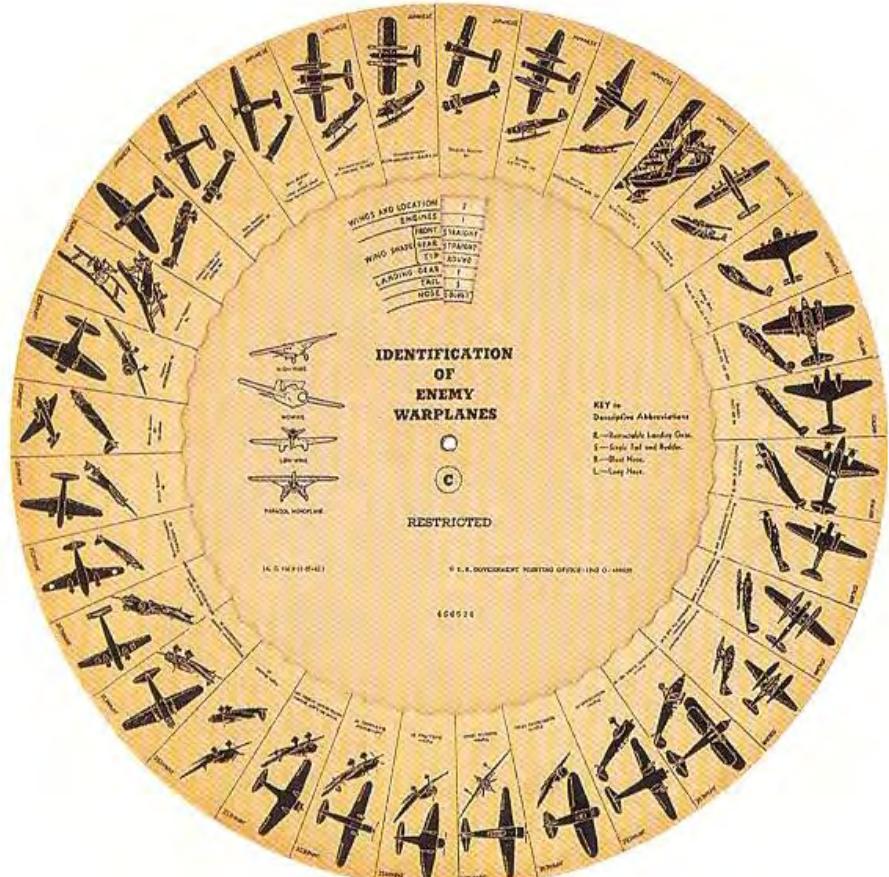
# A tangible visualization of Pythagorean theorem

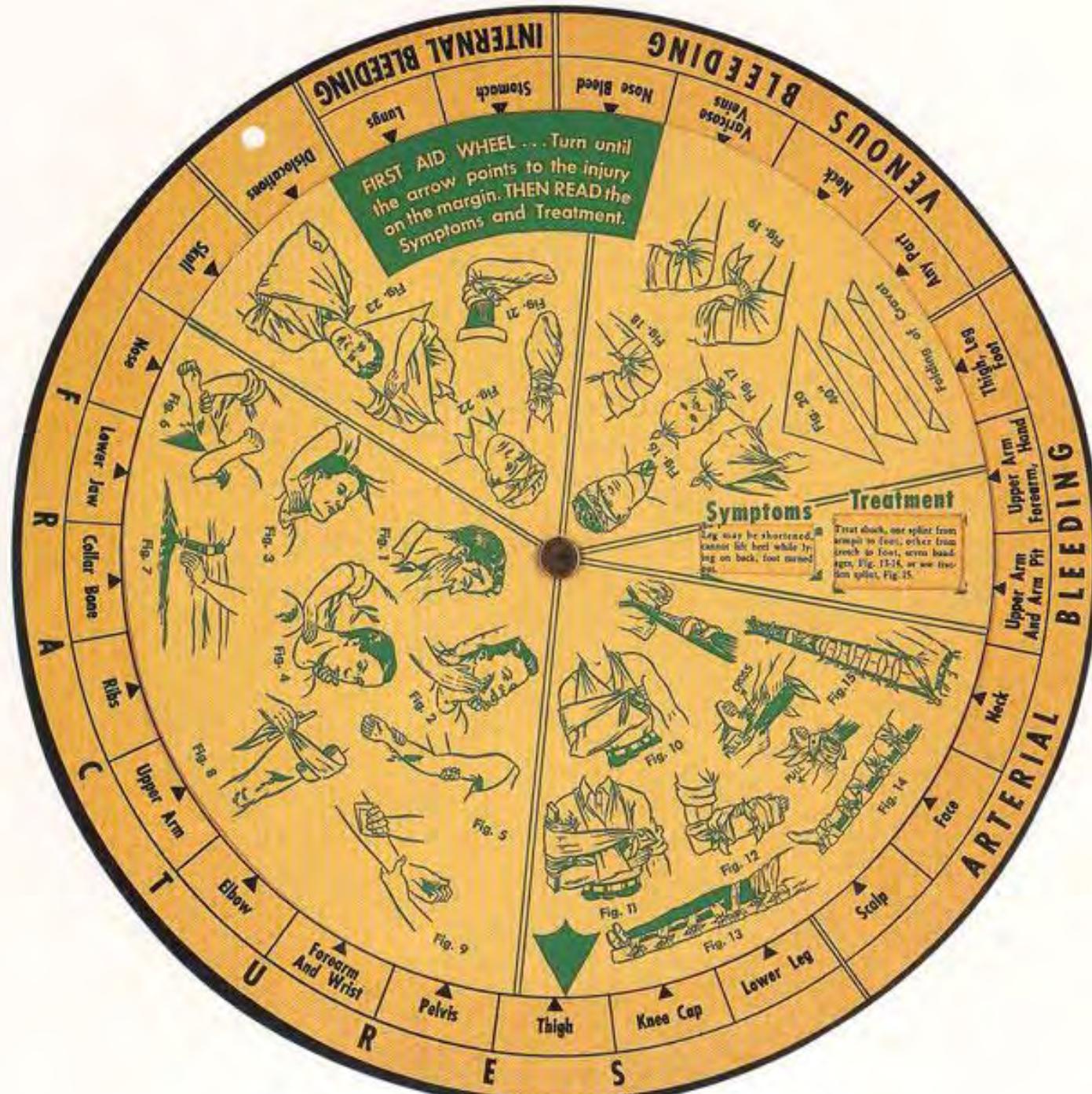


# Florence Nightingale on Crimean War. 1858



# Interactive information wheels







# The KITCHENETTE WHEEL

Put over a fast One on your Kitchenette Range

26 RECIPES FOR  
CREATING FOOD  
OUT OF WHAT  
YOU HAVE IN  
THE ICE-BOX:

Palatable Food  
Inexpensive Food  
Food varied and easy  
to make

Sing a song of six pence,  
Get ready for a meal.  
A simple and a fast  
one  
Is just around the wheel!

By PAN-  
HANDLER

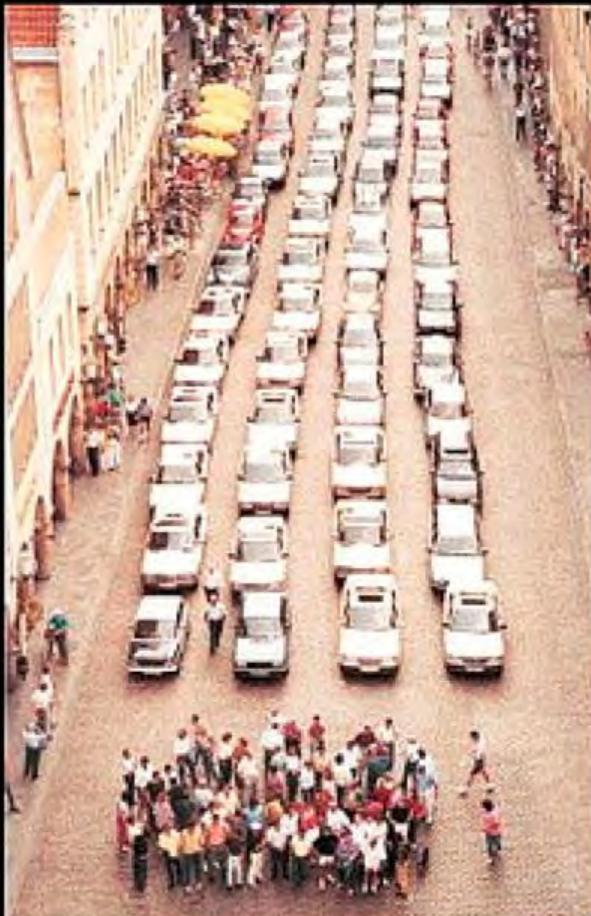
Quantities are given for  
dining à deux - halve for  
the hermit, multiply for mobs.  
The big T is for TABLESPOON,  
The little + is for TEASPOON,  
C is for CUP, and lb stands for  
POUND.



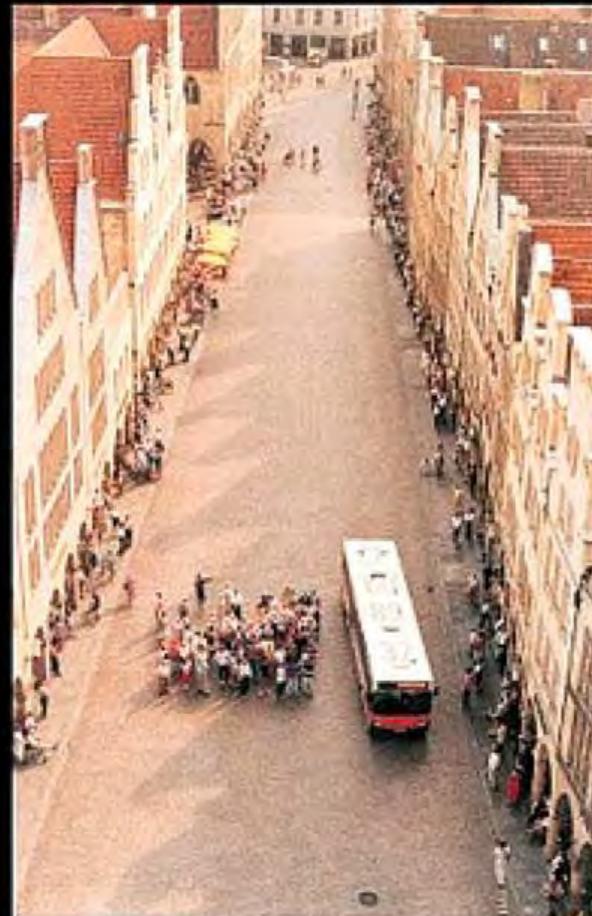
Mix flour & baking  
soda, cook 4-5  
minutes. Stir in  
cream & cook about  
10 minutes longer.  
Brown bacon &  
add bacon pieces. Serve  
on browned crepes.



# space required to transport 60 people



car



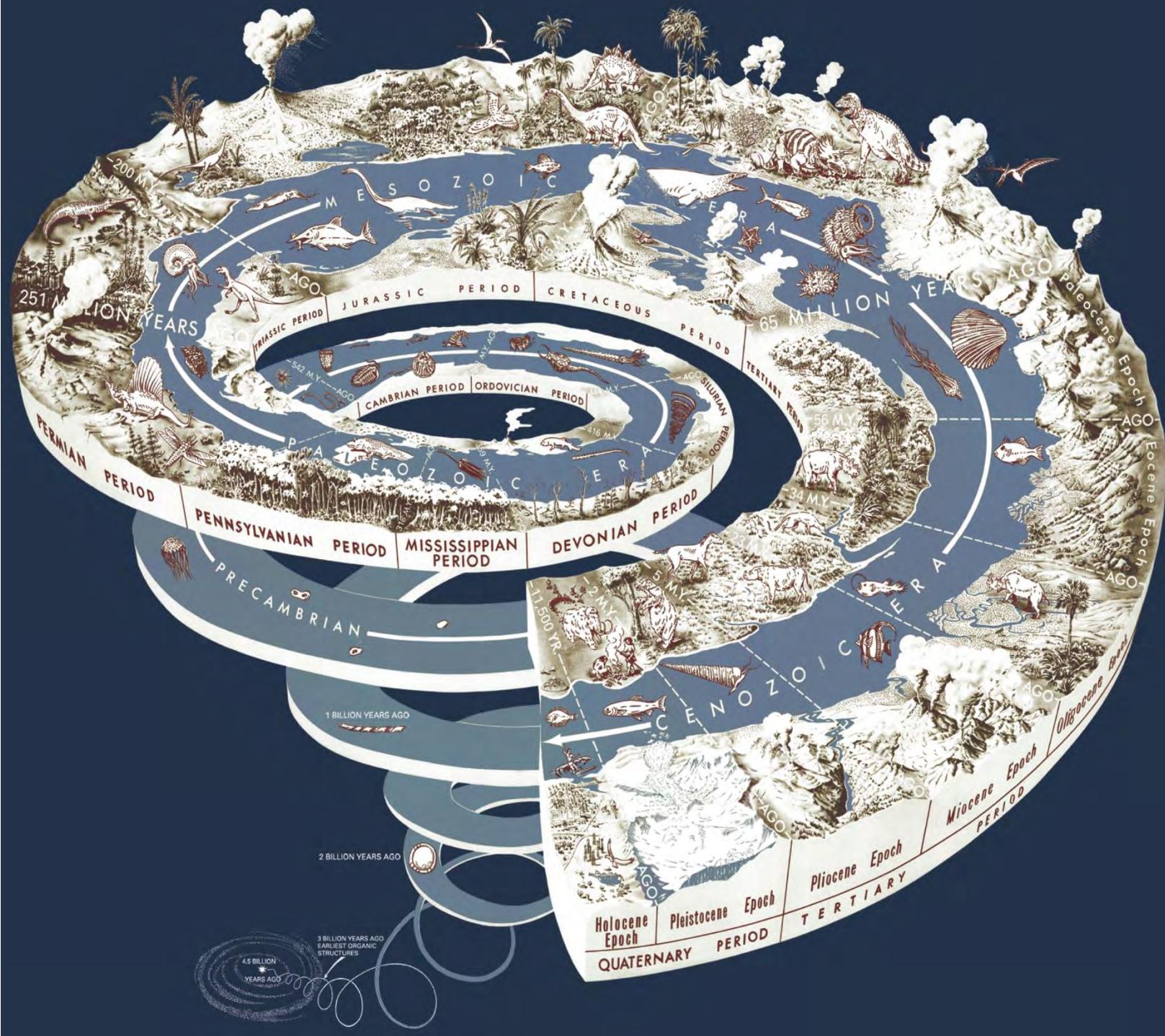
bus



bicycle

# Nadeem Haidary's visualization of caloric consumption per capita

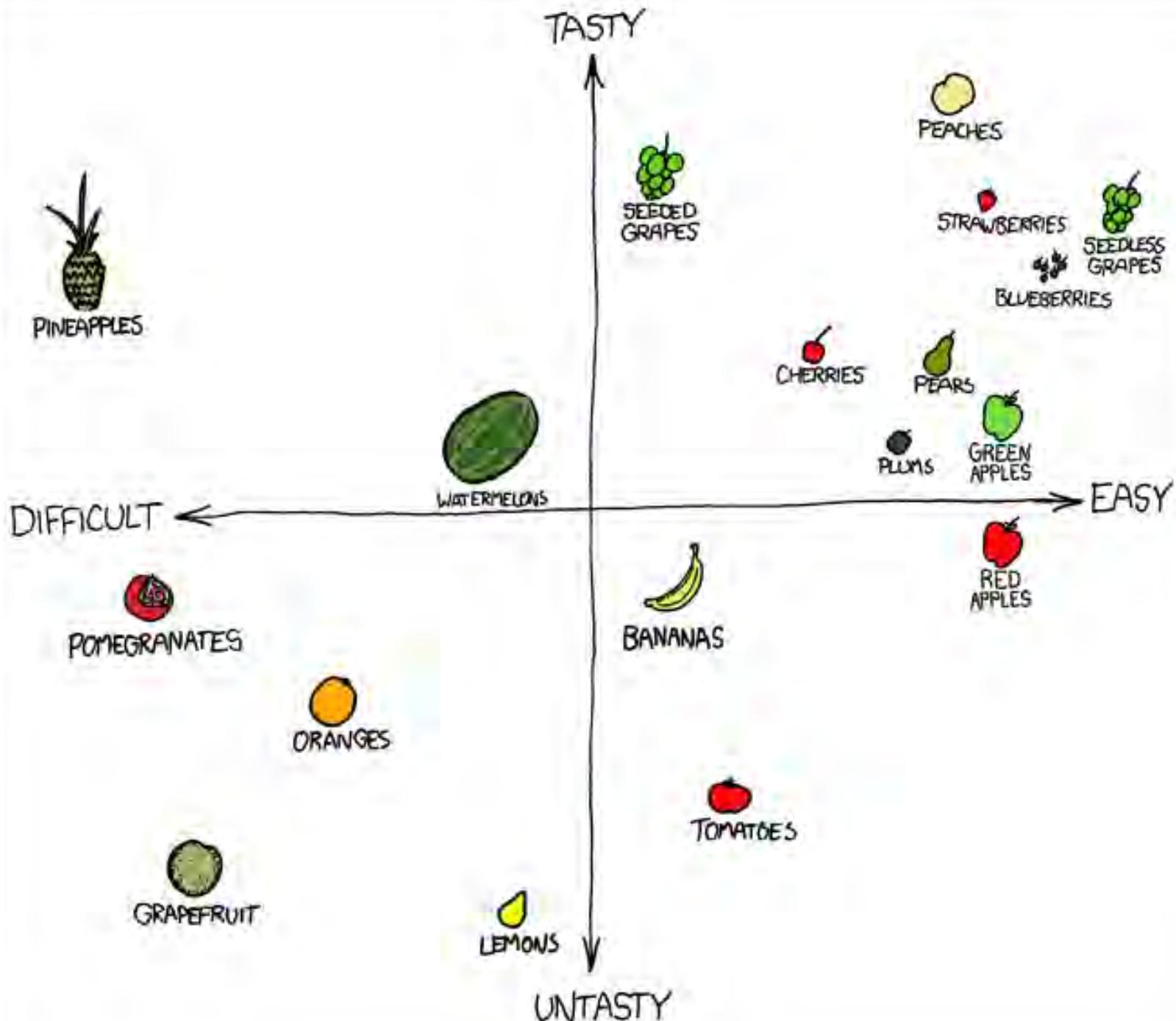




# PIZZAEXPRESS

1 coin parking = 10 bicycles





## GRAVITY WELLS

SCALED TO EARTH SURFACE GRAVITY

THIS CHART SHOWS THE 'DEPTH' OF VARIOUS SOLAR SYSTEM GRAVITY WELLS.

EACH WELL IS SCALED SUCH THAT RISING OUT OF A PHYSICAL WELL OF THAT DEPTH – IN CONSTANT EARTH SURFACE GRAVITY – WOULD TAKE THE SAME ENERGY AS ESCAPING FROM THAT PLANET'S GRAVITY IN REALITY.

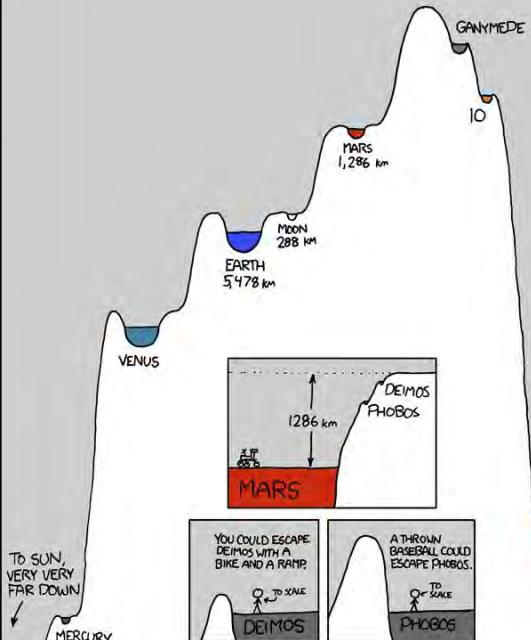
EACH PLANET IS SHOWN CUT IN HALF AT THE BOTTOM OF ITS WELL, WITH THE DEPTH OF THE WELL MEASURED DOWN TO THE PLANET'S FLAT SURFACE.

THE PLANET SIZES ARE TO THE SAME SCALE AS THE WELLS. INTERPLANETARY DISTANCES ARE NOT TO SCALE.

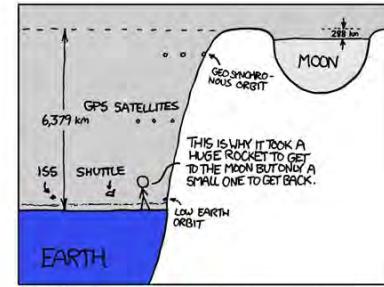
$$\text{DEPTH} = \frac{G \times \text{Planetary Mass}}{G \times \text{Planetary Radius}}$$

$$G = \text{NEUTON'S CONSTANT}$$

$$g = 9.81 \text{ m/s}^2$$

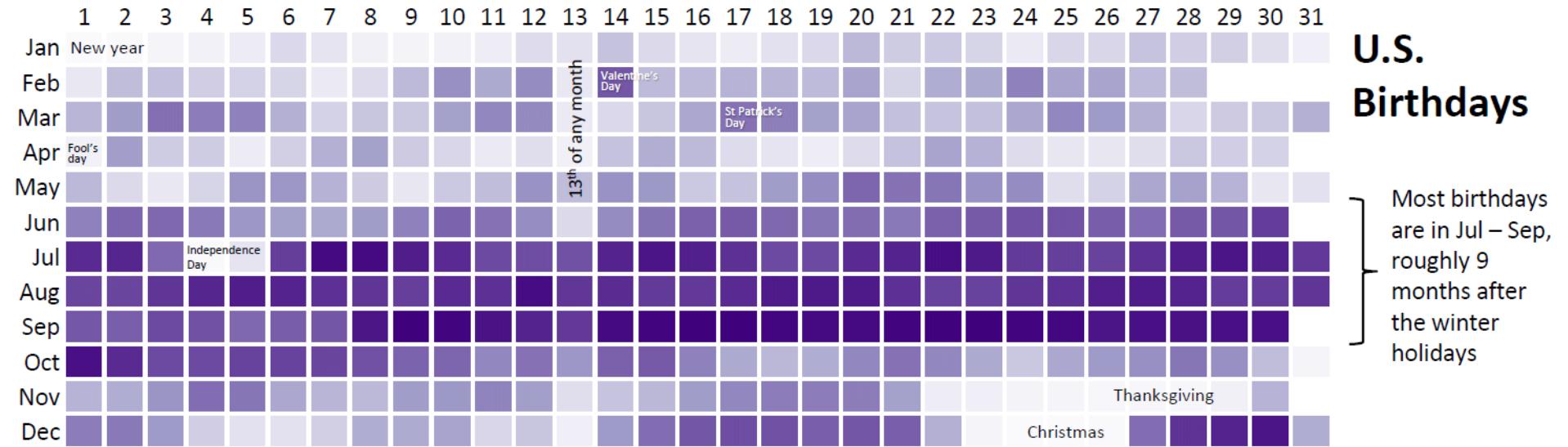


JUPITER IS NOT MUCH LARGER THAN SATURN, BUT MUCH MORE MASSIVE. AT ITS SIZE, ADDING MORE MASS JUST MAKES IT DENSER DUE TO THE EXTRA SQUEEZING OF GRAVITY.  
IF YOU DROPPED A FEW DOZEN MORE JUPITERS INTO IT, THE PRESSURE WOULD IGNITE FUSION AND MAKE IT A STAR.

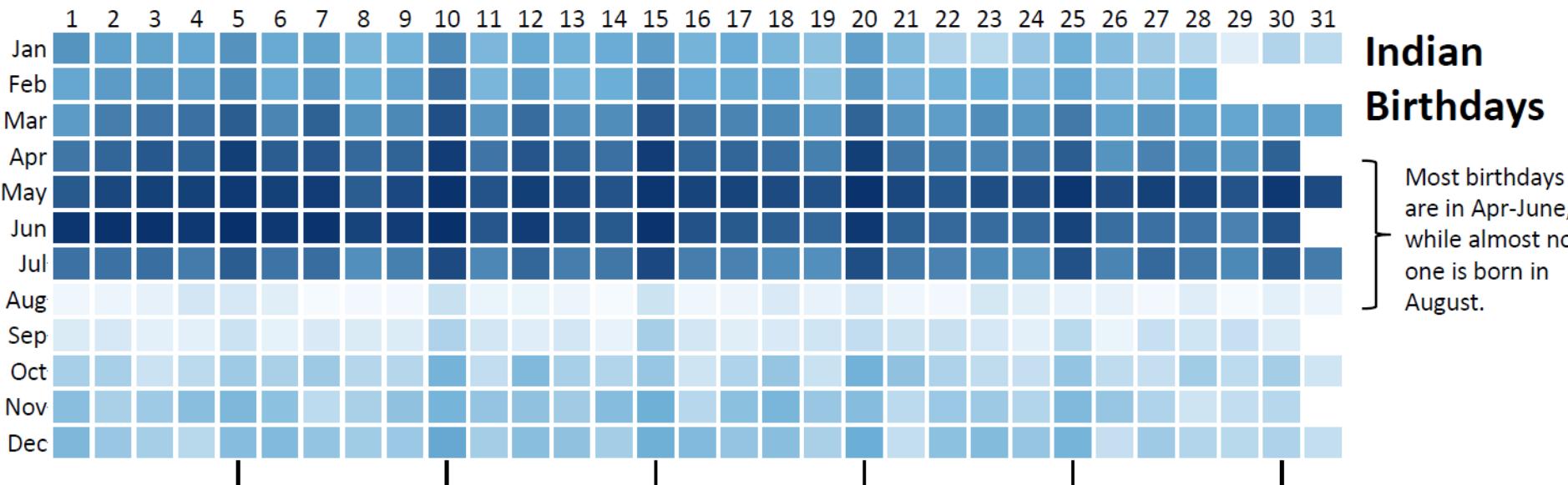


IT TAKES THE SAME AMOUNT OF ENERGY TO LAUNCH SOMETHING ON AN ESCAPE TRAJECTORY AWAY FROM EARTH AS IT WOULD TO LAUNCH IT 6,000 KM UPWARD UNDER CONSTANT  $9.81 \text{ m/s}^2$  EARTH GRAVITY.

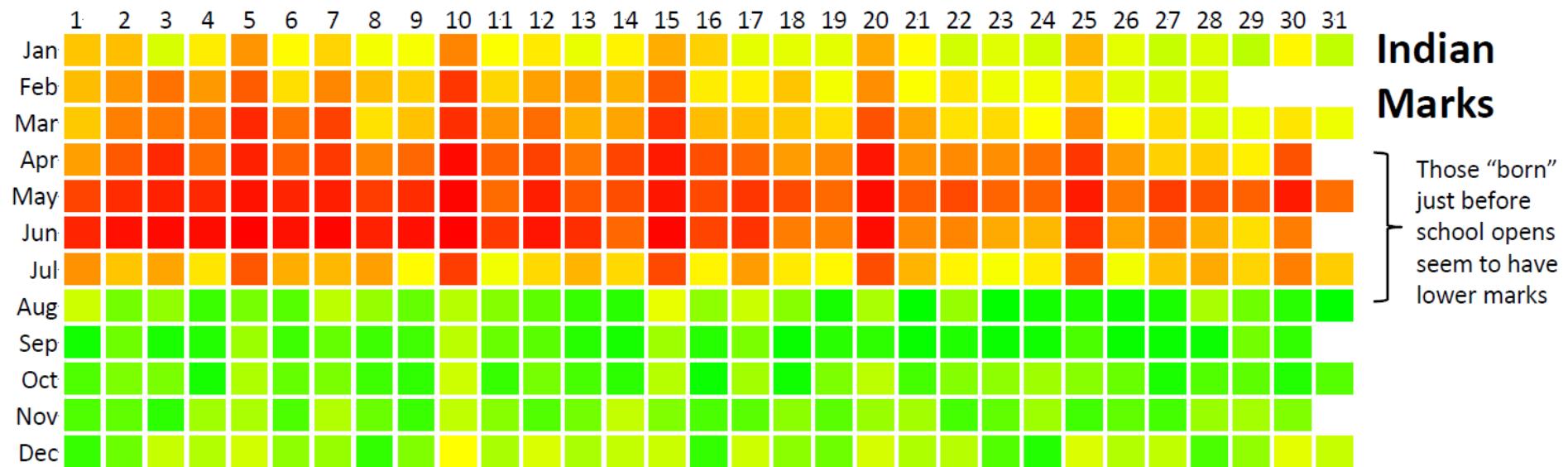
# Birthdays in the U.S and in India, Gramener



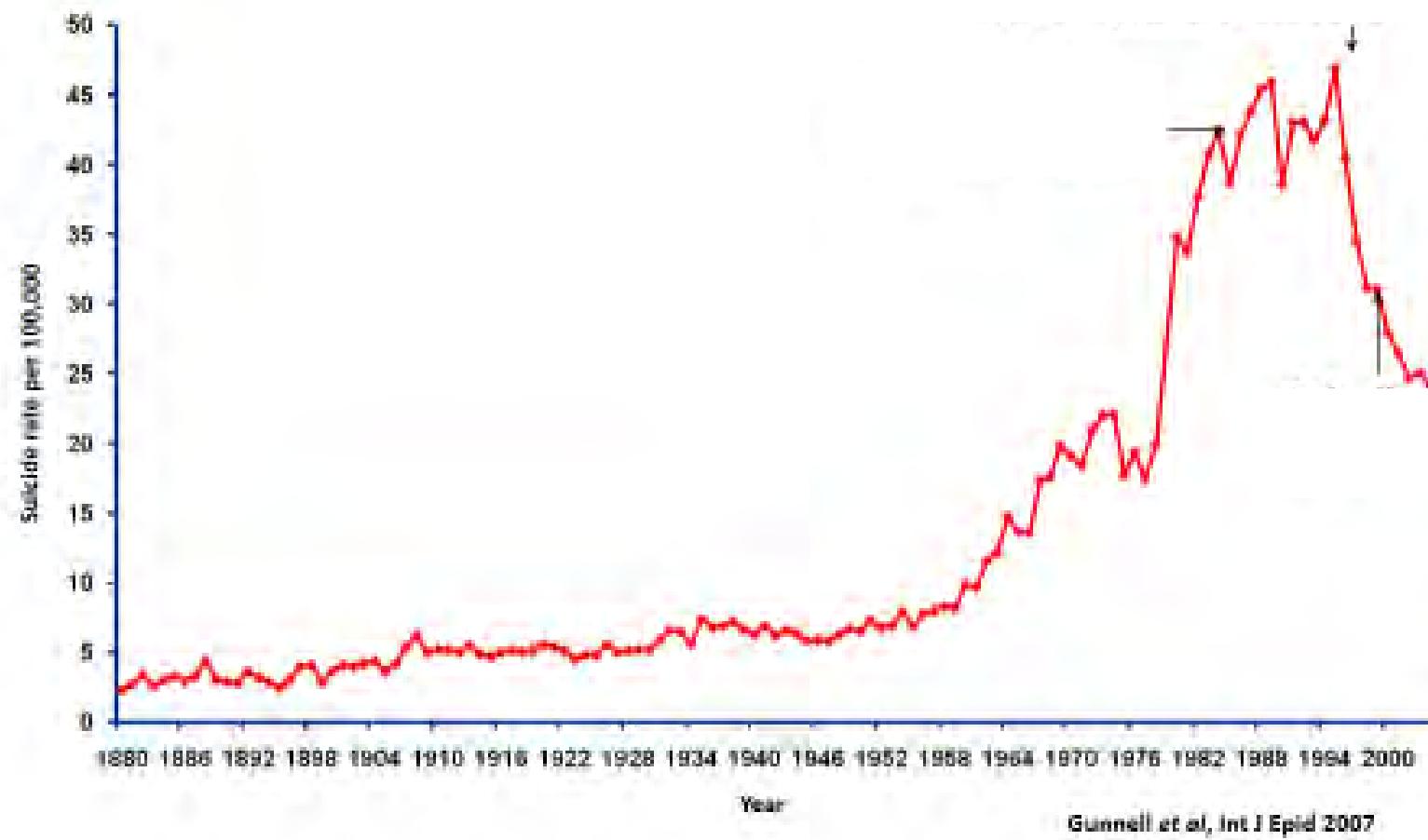
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# Birthdays in the U.S and in India, Gramener

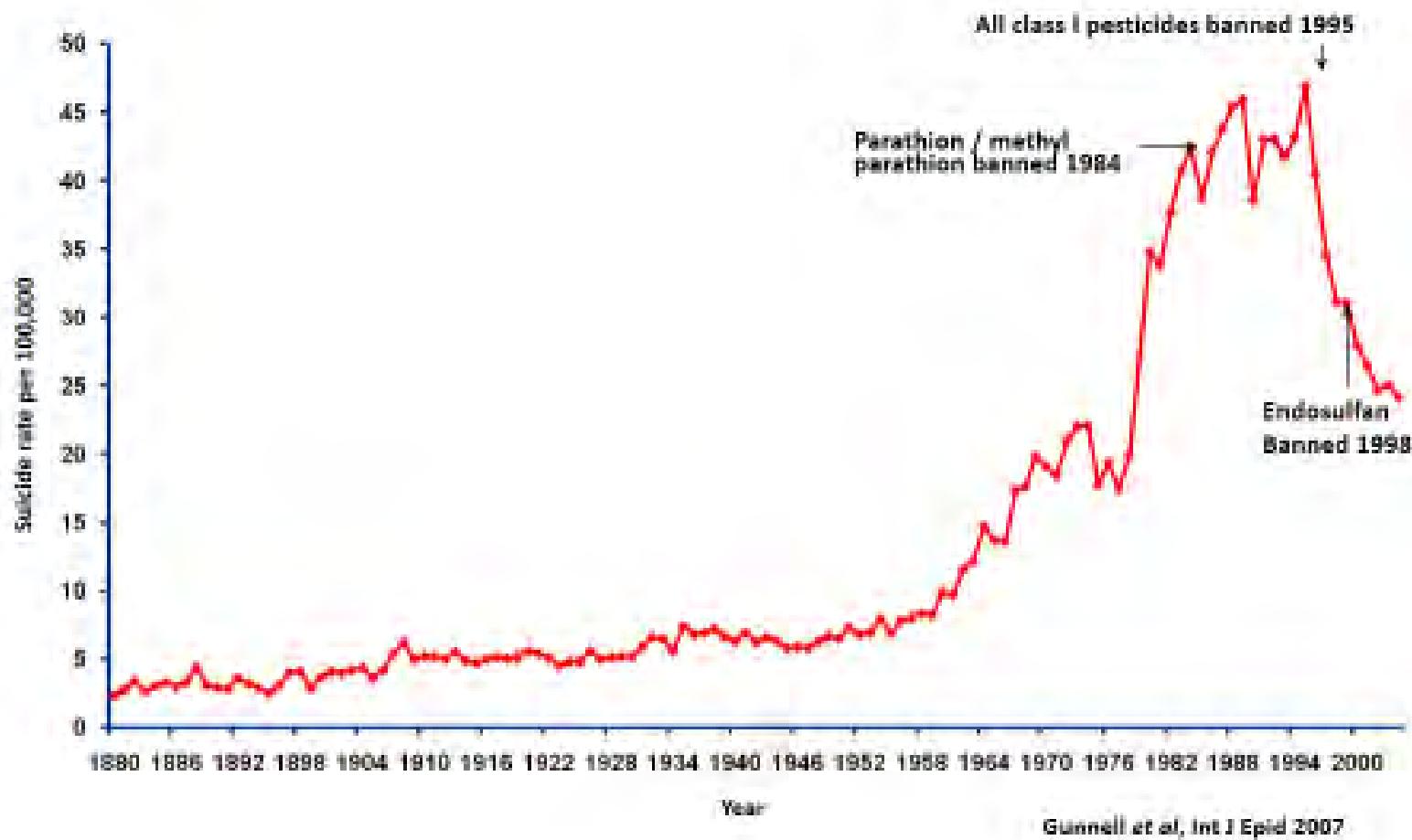


# Suicide rates in Sri Lanka 1880-2005



Gunnell et al, Int J Epidemiol 2007

# Suicide rates in Sri Lanka 1880-2005

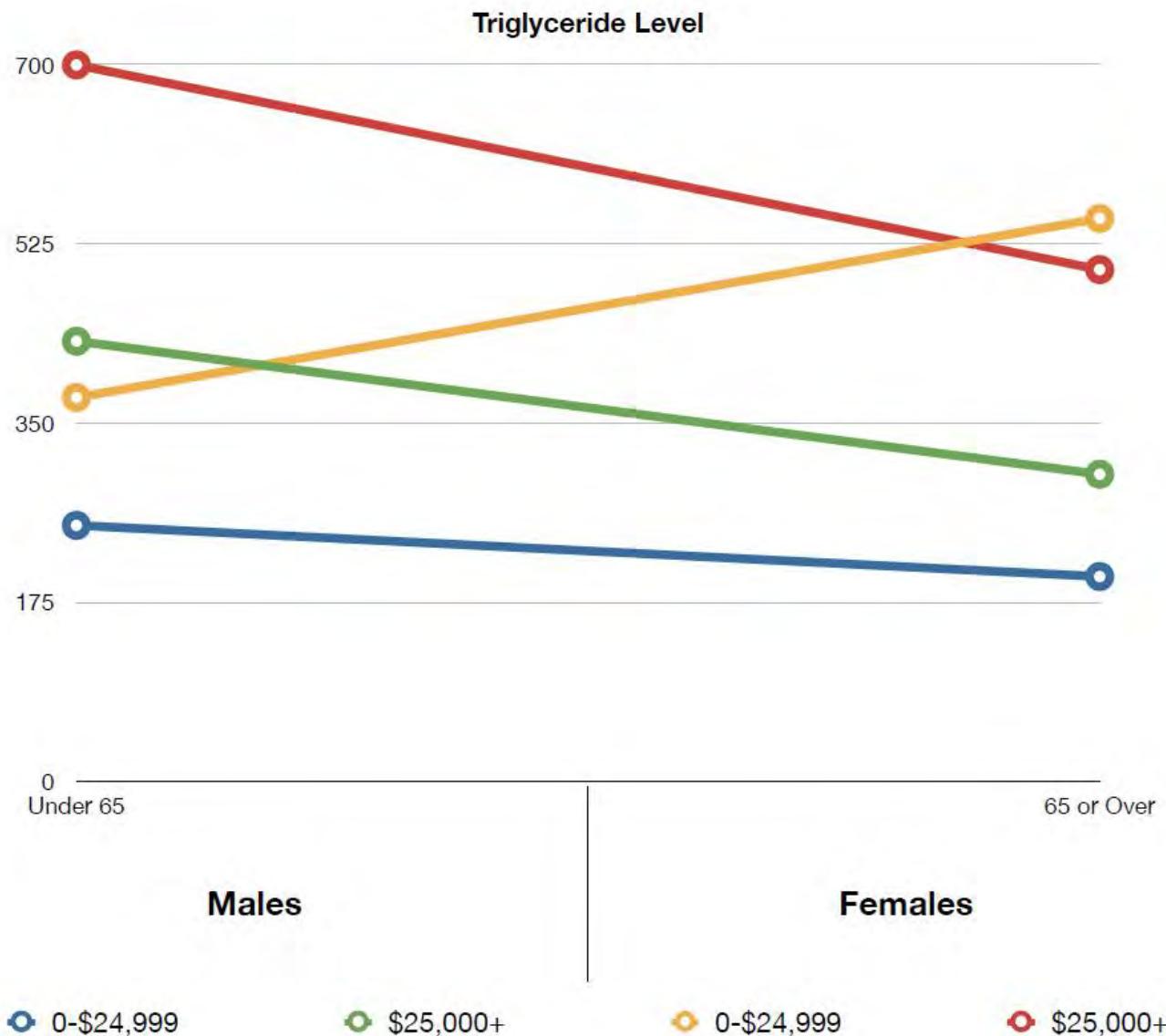


# Visualize this!

Which gender or income level group shows different effects of age on cholesterol levels?

Income Group	Males		Females	
	Under 65	65 or Over	Under 65	65 or Over
0-\$24,999	250	200	375	550
\$25,000+	430	300	700	500

# Visualize this! - class participation exercise 1



# Hans Rosling TED 2006





## Information Objects - class participation exercise 2

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Find 3 non-digital, everyday objects in which some critical information that is related to the function of the object is communicated (either serendipitously or accidentally) visually. Explain:

1. What information do they possess?
2. Where is the information embedded?
3. Why is the information important?
4. How do they communicate it to us?

Photograph the objects. Come prepared to articulate and discuss your observations in class.