

KEATON WILSON

SOME DATA VIZ STRUCTURE TO THINK ABOUT

MEMORY AND VISION WORKING TOGETHER

Preattentive attributes:
Immediately eye-catching
Less than 10 milliseconds

Form

Orientation



Line Length



Line Width



Size



Shape



Curvature



Added Marks



Enclosure



Color

Intensity



Hue



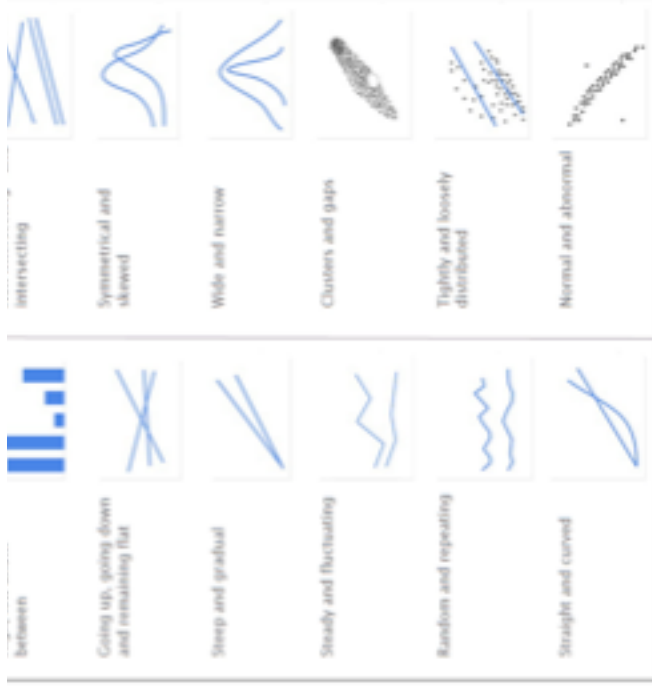
Spatial Position

2-D Position



Pattern	Example	Pattern	Example
High, low and in		Non intersecting and	

Analytical patterns are built
from preattentive
attributes



Edward Tufte - The Visual Display of Quantitative Information

Data ink ratio = data ink/total ink used in the graphic

MAXIMIZE THIS RATIO!

DITCH CHARTJUNK

- Vibrating chart junk - i.e. crosshatching or patterns that distract
- Grids
- Color schemes or patterns that are introduced for artistic appeal rather than information content
- Move toward horizontal graphics about 50 percent wider than tall (3:2)

FIGURE CRITIQUE LINK:
[BIT.LY/2MTDHQO](https://bit.ly/2MTDHQO)

