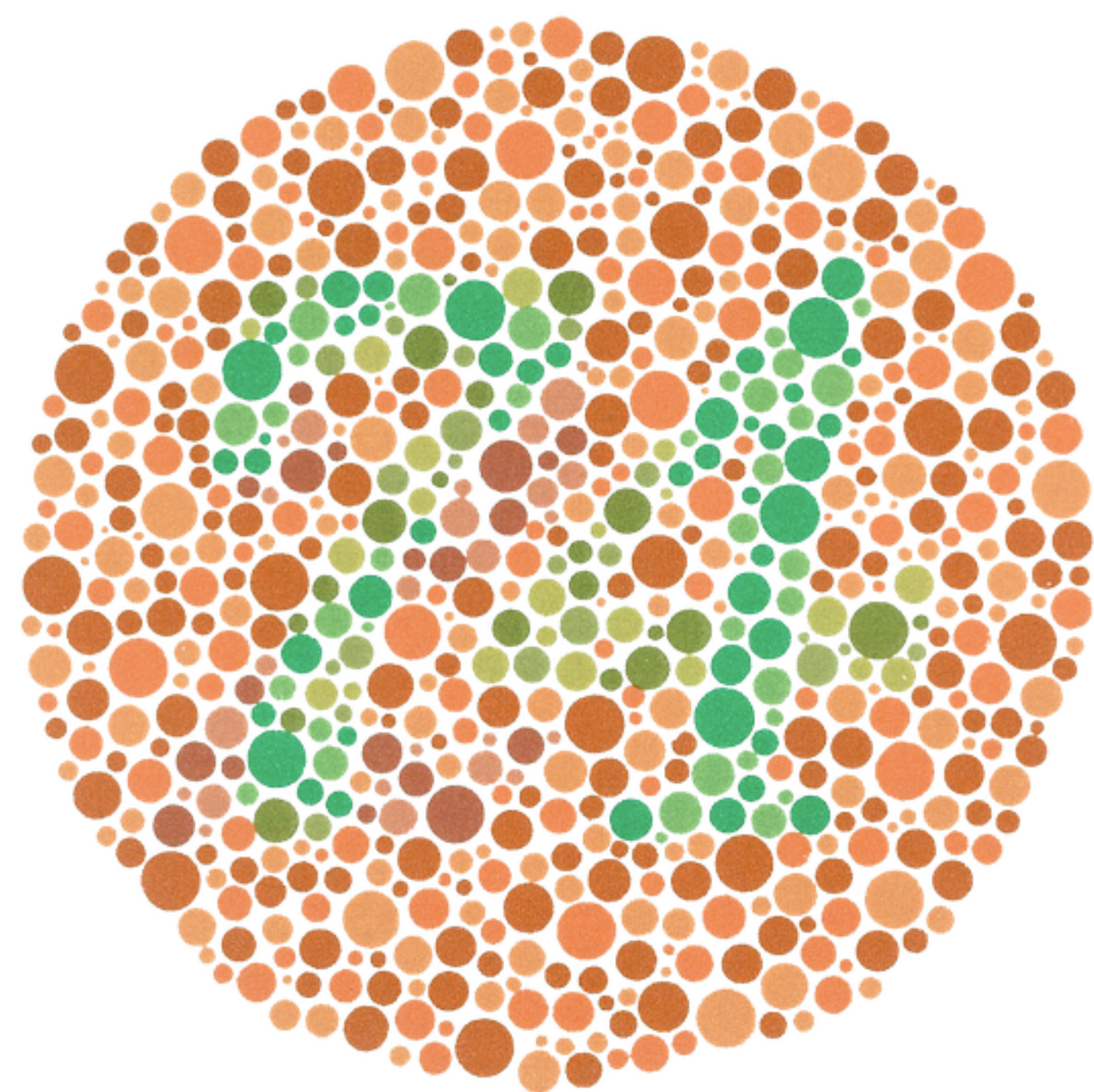


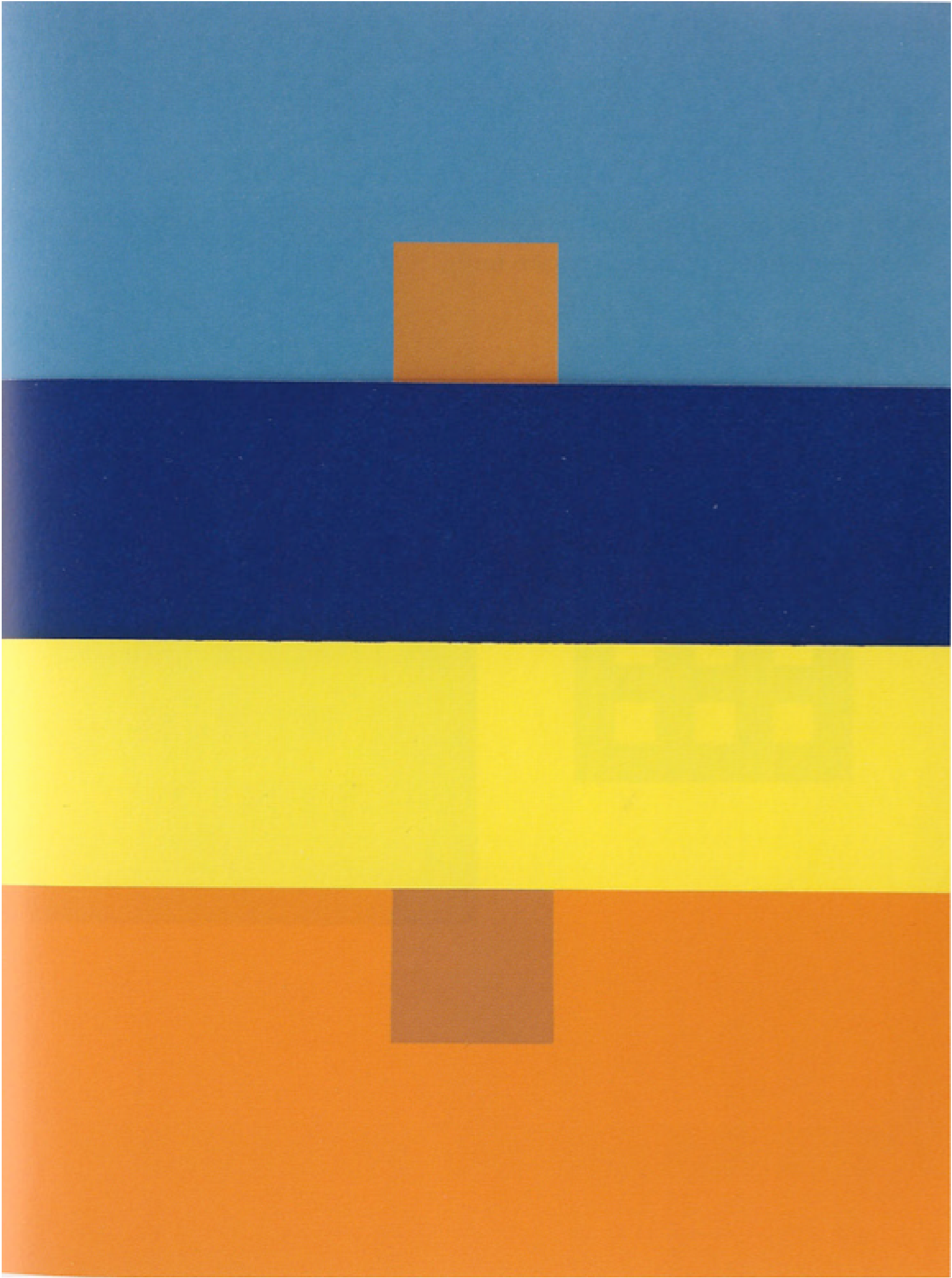
Taming Treacherous Data | DHSI 2018 | Day 3 AM | Deck 6

Problematizing Visualizations

Design elements
are seen diversely

Perception of color, line, shape, movement
and interactivity is broad





What you design
is not what
all your users experience

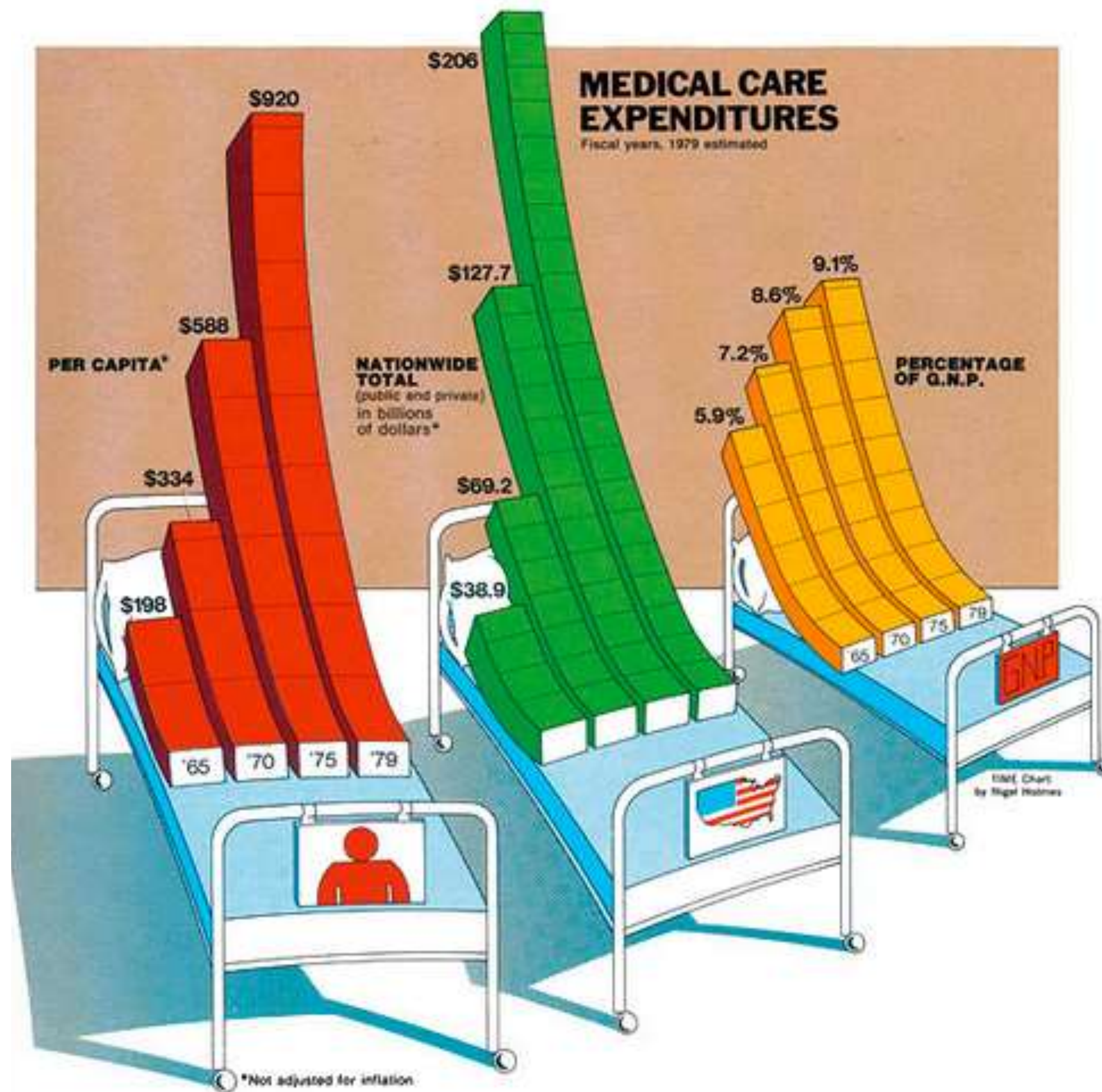
Design elements are rhetorical

Every design element contributes to arguments
within your visualizations

Explicit rhetoric

Framing

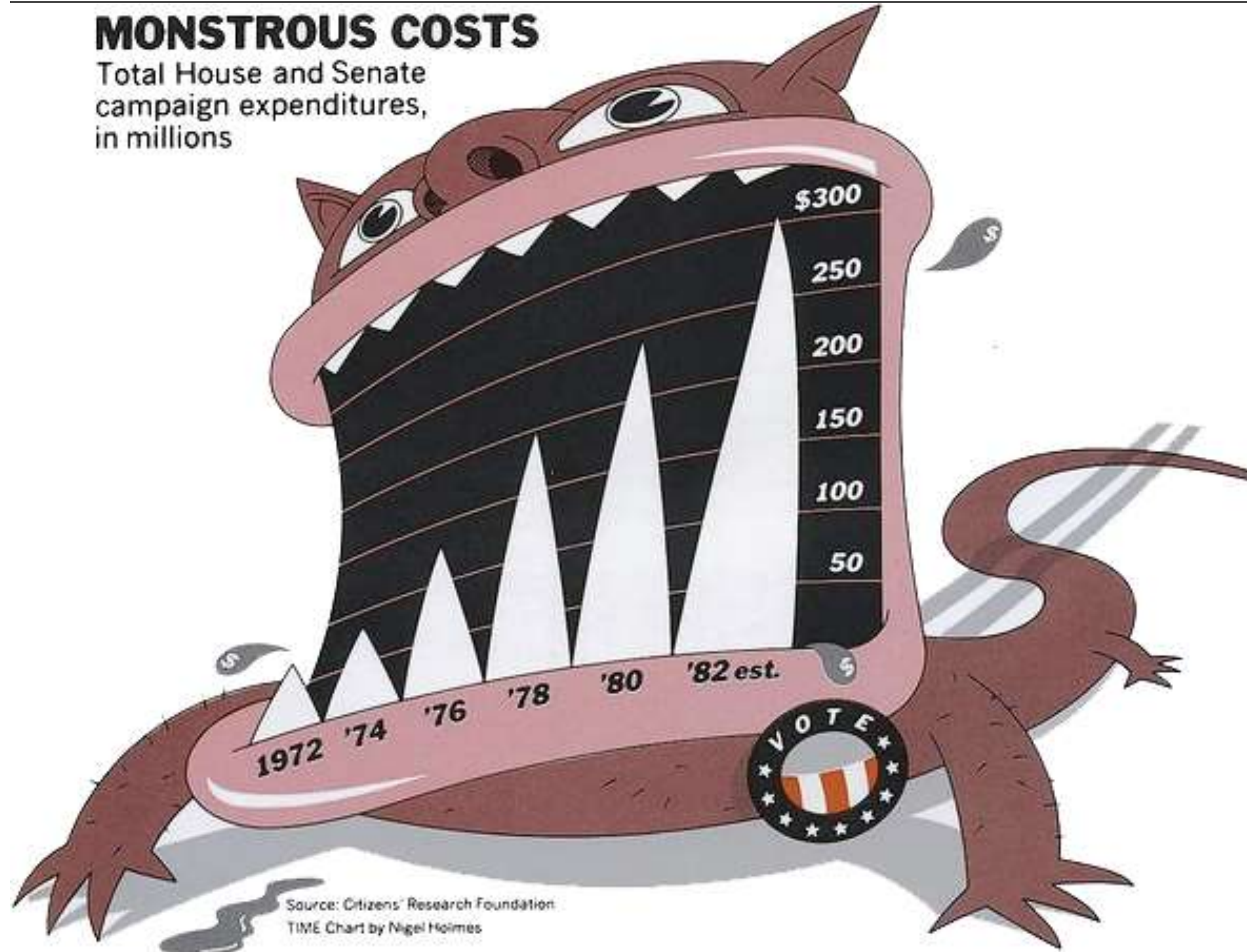
Use of images, words, or other content
to manipulate how people perceive data
and/or information



Designer:
N Holmes

MONSTROUS COSTS

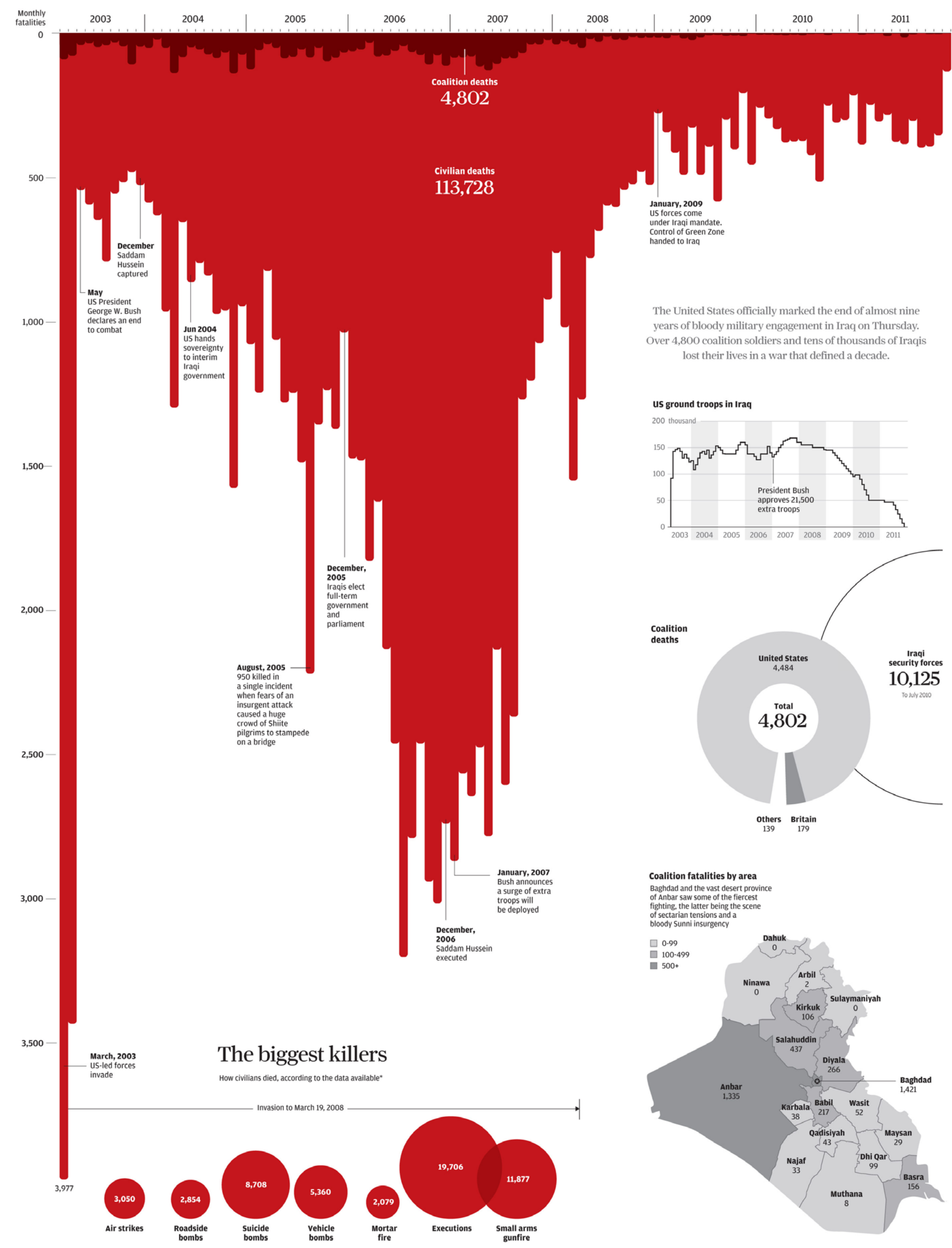
Total House and Senate
campaign expenditures,
in millions



Source: Citizens' Research Foundation
TIME Chart by Nigel Holmes

Designer:
N Holmes

Iraq's bloody toll



Designer:
S Scarr

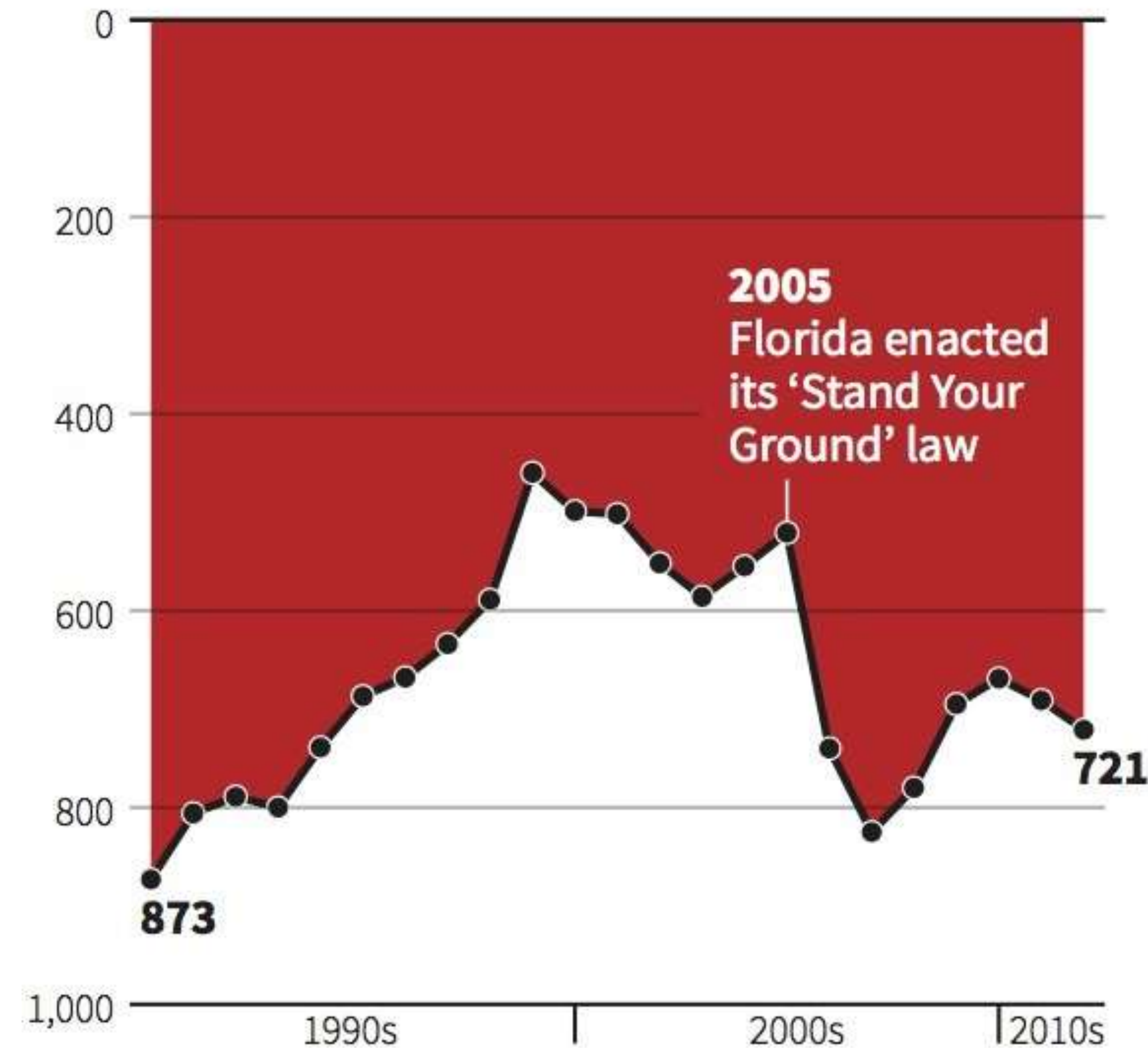
Implicit rhetoric

Priming

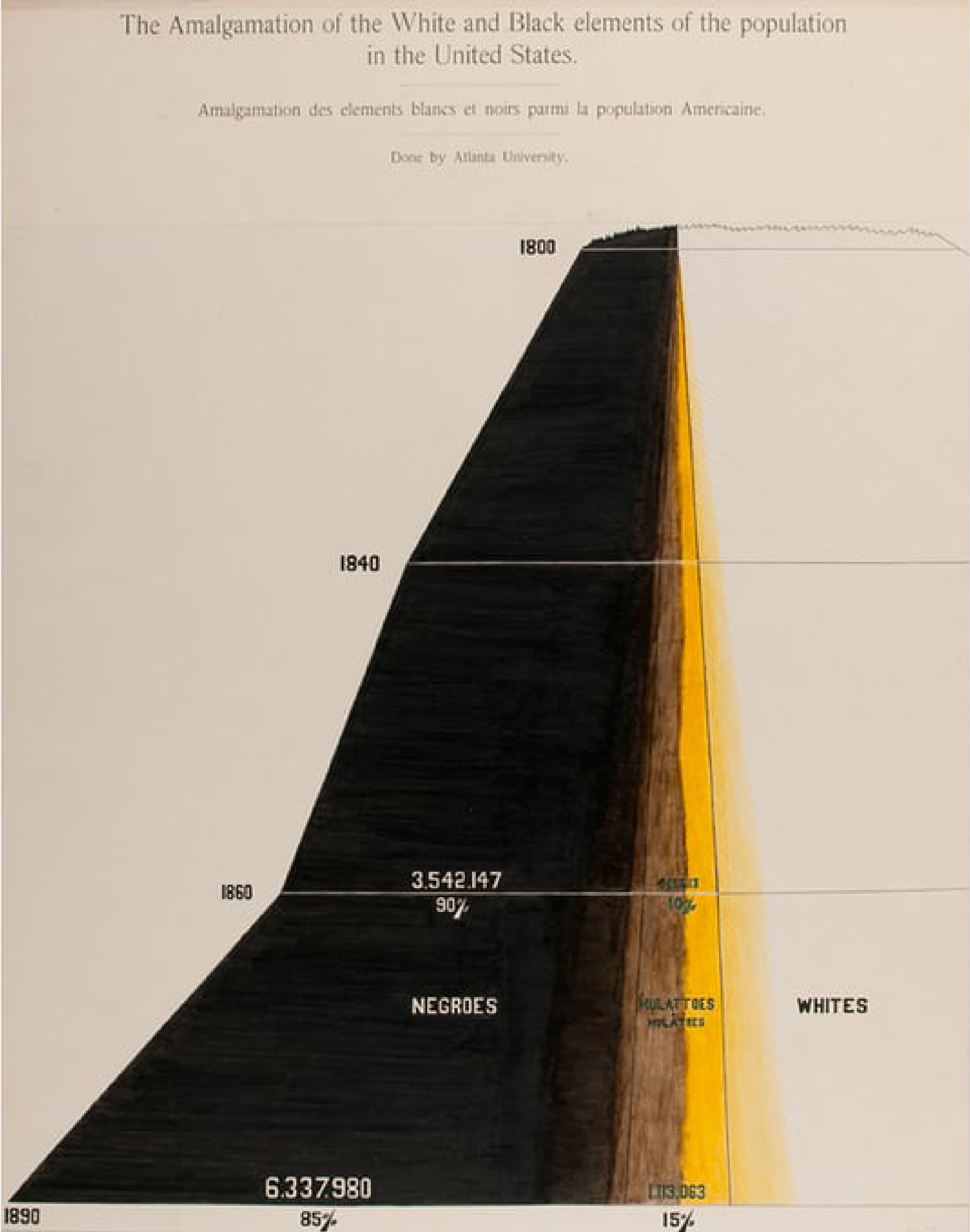
Activation of specific concepts in memory
to influence interpretation and understanding

Gun deaths in Florida

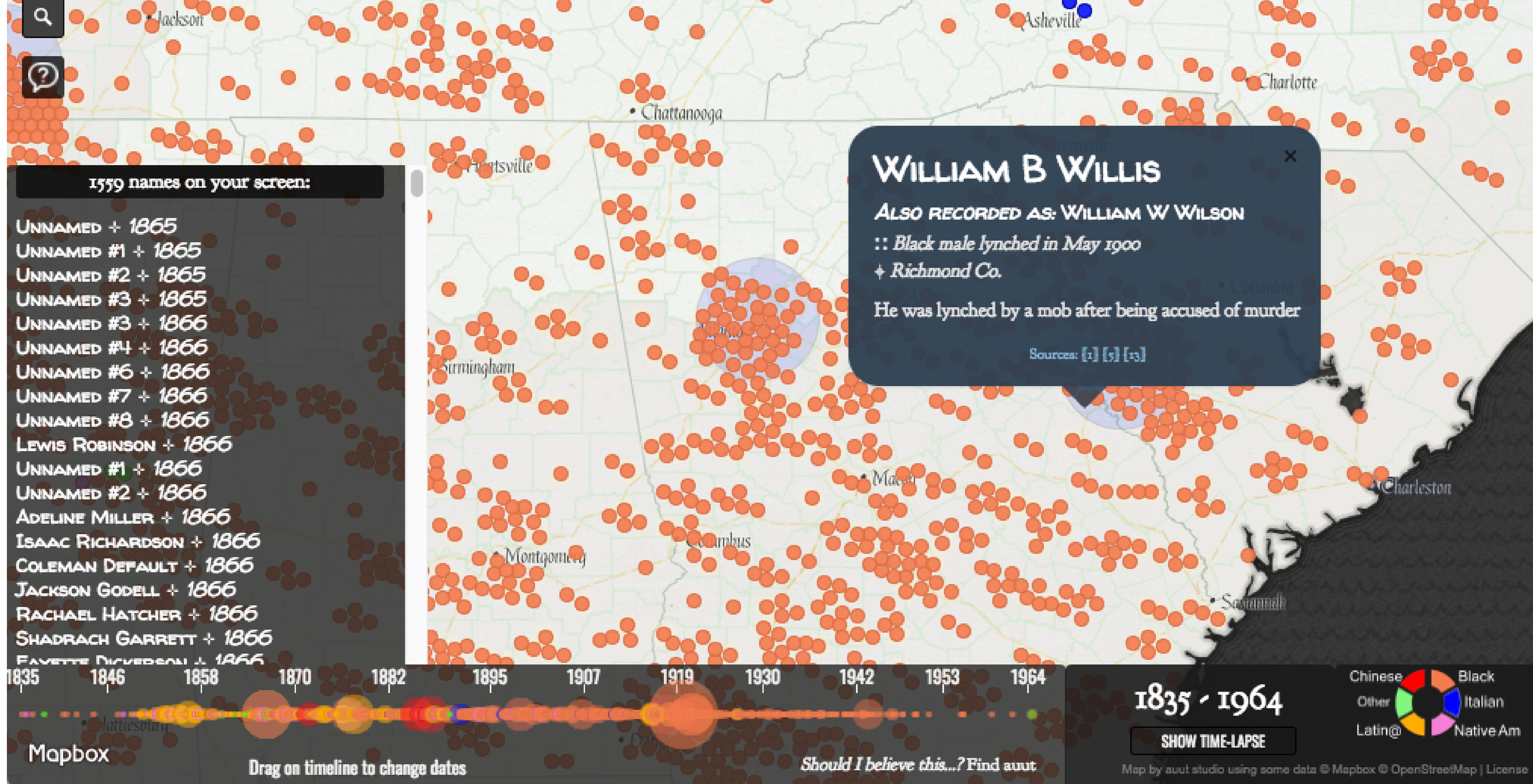
Number of murders committed using firearms



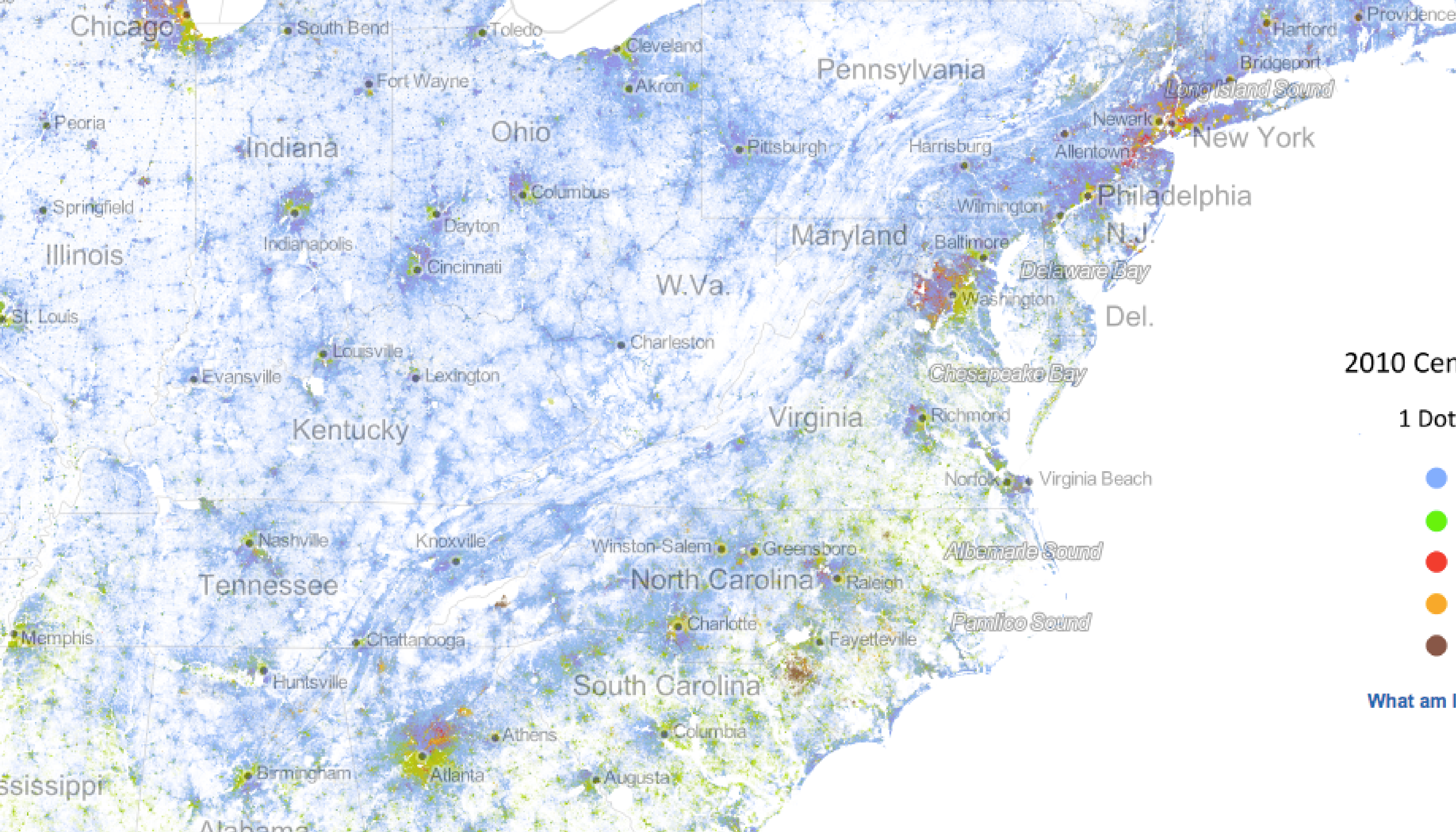
Source: Florida Department of Law Enforcement



Designer:
WEB DuBois



Designer:
RJ Ramey

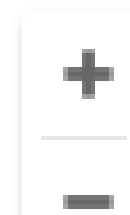


2010 Census Block Data

1 Dot = 1 Person

- White
- Black
- Asian
- Hispanic
- Other Race / Native American / Multi-racial

What am I looking at...?



Designer:
D Cable

PBS The Effect of Color

<https://www.youtube.com/embed/nX0DHd5QNS8>

Design elements are discursive

Every design element prescribes
the bounds of meaning users can gain
from your visualizations

Governmentality, Technologies, & Truth Effects in Communication Design



Katherine Hepworth

Abstract This chapter argues that communication design knowledge and artifacts are inherently governmental. As a means of communication that combines aesthetics and function, communication design knowledge is a product and producer of a uniquely pervasive form of governance that has seldom been studied. While several researchers and philosophers have expressed interest in the relationship between power, communication design knowledge and communication design artifacts, the governance inherent in communication design has yet to be seriously investigated. Building on the author's PhD research, this chapter extends Foucault's theories of