

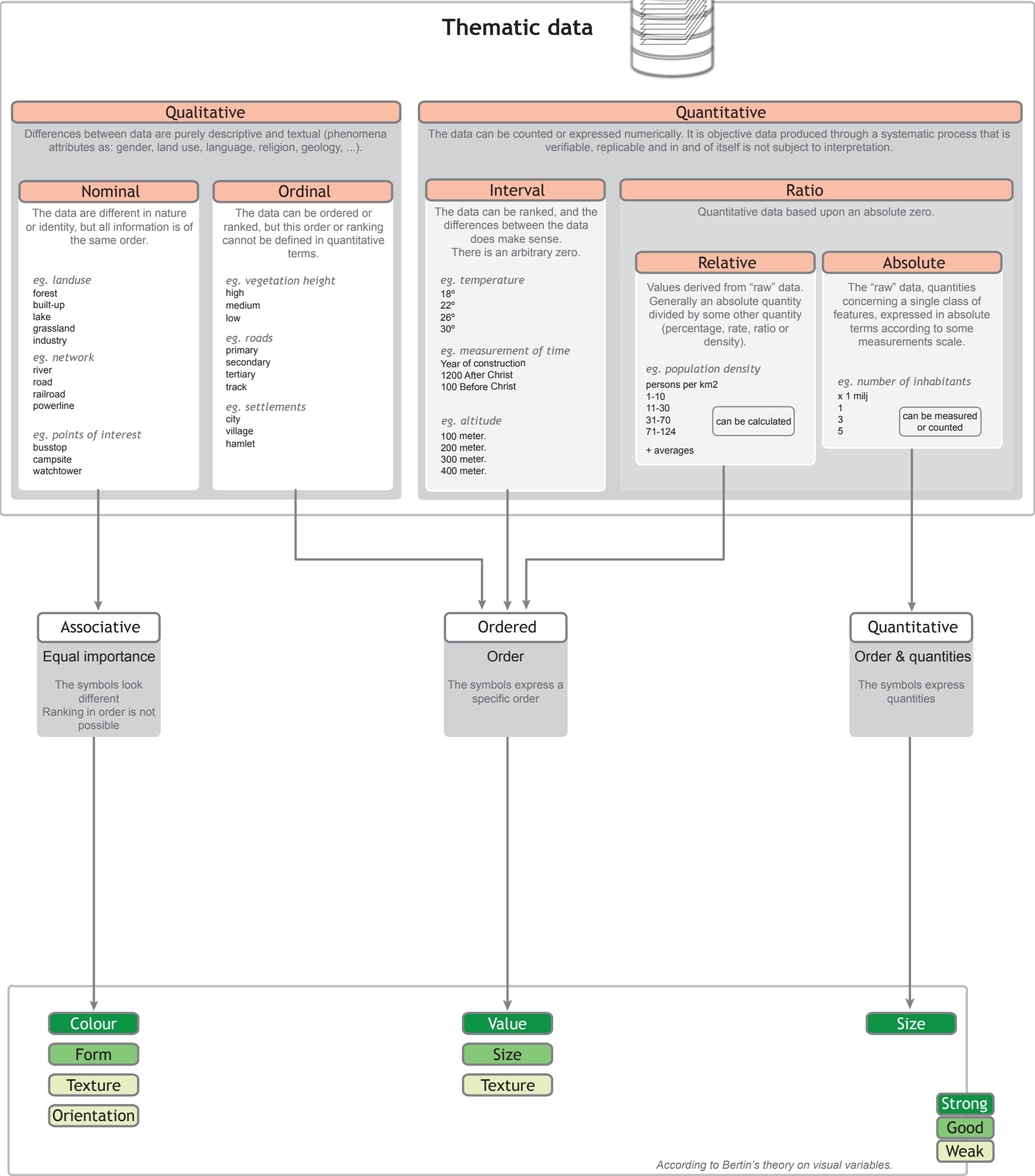
Element to be visualised.

The nature of the data.

Nature of the information defines the required perception characteristic

Perception properties.

Visual variables.



Associative

Equal importance

The symbols look different
Ranking in order is not possible

Ordered

Order

The symbols express a specific order

Quantitative

Order & quantities

The symbols express quantities

Colour

Form

Texture

Orientation

Value

Size

Texture

Size

Strong

Good

Weak

Procedure for the choice of correct visual variables

1

2

3

4

Visual variables

Form

City River Mountain

Forest

Orientation

City River Mountain

Colour (hue)

City River Mountain

Forest

Texture

COUNTRY
PROVINCE
DISTRICT
MUNICIPALITY

Value

Country District Province Municipality

Size

Capital City
Village Hamlet