

뉴욕타임즈 사례 분석

웹과 모바일에서의 데이터 시각화

Rules for Visual Storytelling (2016 edition)

1. If you make the reader click or do anything other than scroll, **something spectacular** has to happen.
2. If you make a tooltip or rollover, assume **no one will ever see it**. If content is important for readers to see, don't hide it.
3. when deciding whether to make something interactive, remember that getting it to work on **all platforms is expensive**.

Archie Tse, Deputy Graphics Director, NYT



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