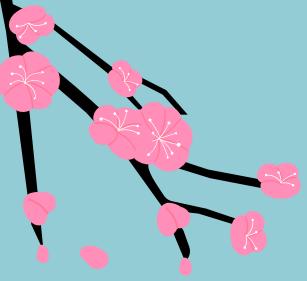
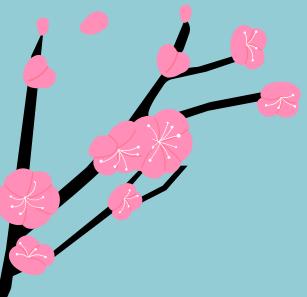




Visualization Inspiration

Feb. 2022

Agenda

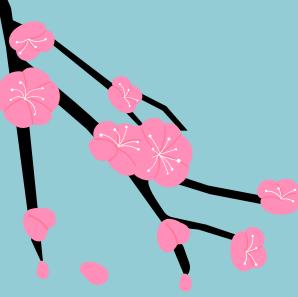
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- 
- §1. Introduction
 - §2. History of Data Visualization
 - §3. Visualization Design
 - §4. Story Telling
 - §5. Awesome Charts



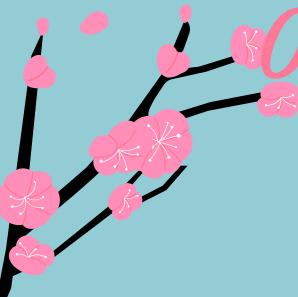
80

Takeaways

A decorative illustration featuring two black, branching stems against a teal background. The left stem originates from the bottom left, curving upwards and to the right, adorned with several clusters of pink blossoms and small pink petals. The right stem originates from the top right, curving downwards and to the left, also adorned with similar pink blossoms and petals. The overall aesthetic is minimalist and elegant.



Takeaways

01. *Visualization has the effect of not only reducing the burden on the brain but also **calming the mind***
 02. *Visualization can be effectively used more as **a communication tool***
 03. *Keeping in touch with awesome visual sources (e.g. **Pinterest**) can create new inspiration!*
- 



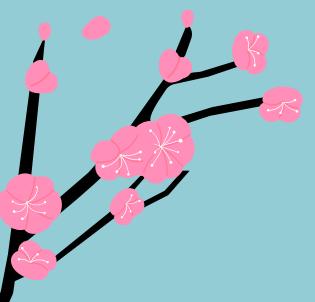
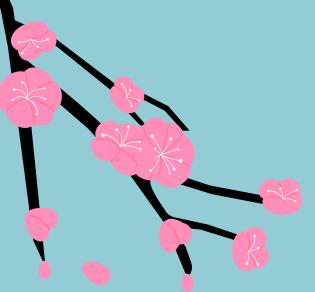
81

Introduction

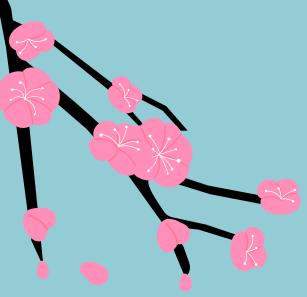


Introduction

- *What's Visualization?*
- *Recent Trends on Data Visualization*
- *Celebrities to refer to for Visualization*



What's Visualization?



Definition of “Visualization”:

[Dictionary by Merriam-Webster]

- *Formation of mental visual images*
- *Act or process of interpreting in visual terms or of putting into visible form*



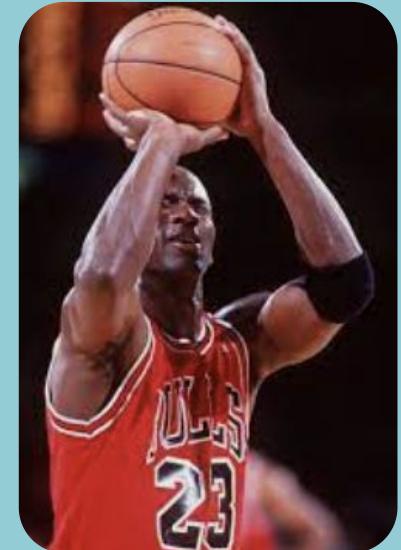
What's Visualization in your life?

9

- ❑ *Visualization is usually paired with meditation and mindfulness*

Ex.) Sports:

- Many professional athletes use the practice of visualization before games
- Studies on basketball found that:
 - Improve the percentage of free throws made by simply visualizing making free throws without even practicing shooting the ball



How Visualization Transforms Your Life?

10

□ *When you practice visualization,
you are getting into the routine of calming your mind*

- *Learn what you really want*

- Working through visualizations helps you to come up with clear goals and really understand what it is that you want

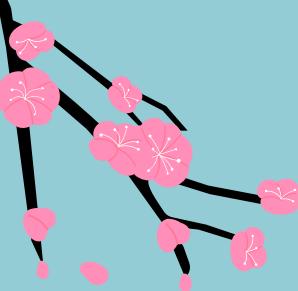
- *Reduce stress that you experience*

- Visualization allows you to take control of what you are thinking about and how your body is reacting

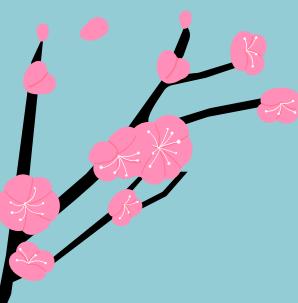
- *Overcome anxiety*

- You can overcome your anxiety and nervousness with the practice of visualization

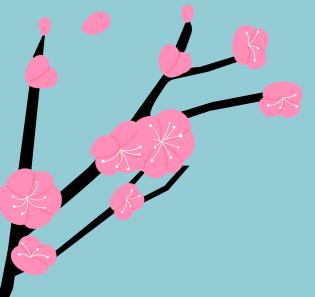
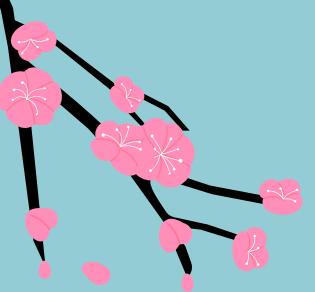




Definition of “Data Visualization”: [Gartner]



- Data visualization is a way to represent information graphically, highlighting patterns and trends in data and helping the reader to achieve quick insights
- Also known as “interactive visual exploration”:
 - It enables the exploration of data via the manipulation of chart images, with the color, brightness, size, shape and motion of visual objects representing aspects of the dataset being analyzed



Recent Trends on Data Visualization



Global Data Creation Forecasts

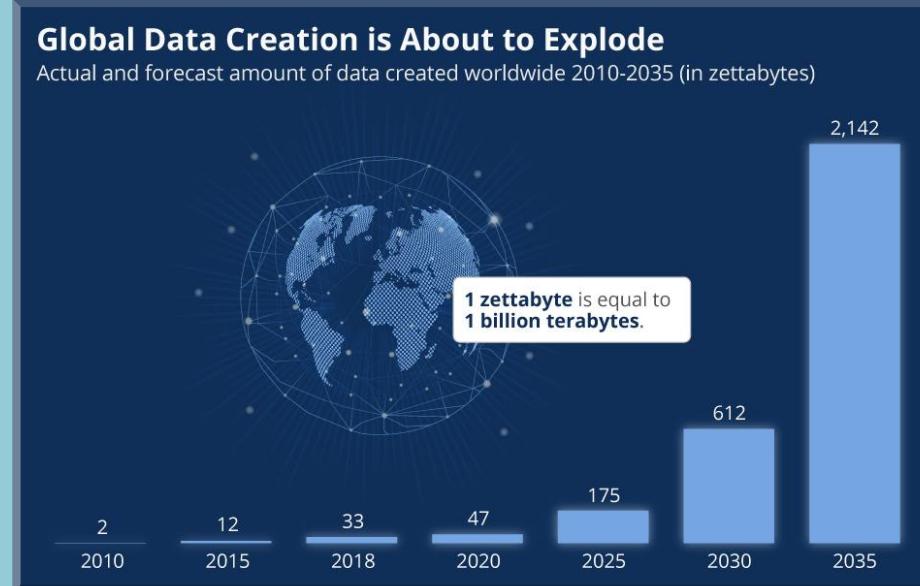
[Source]

13



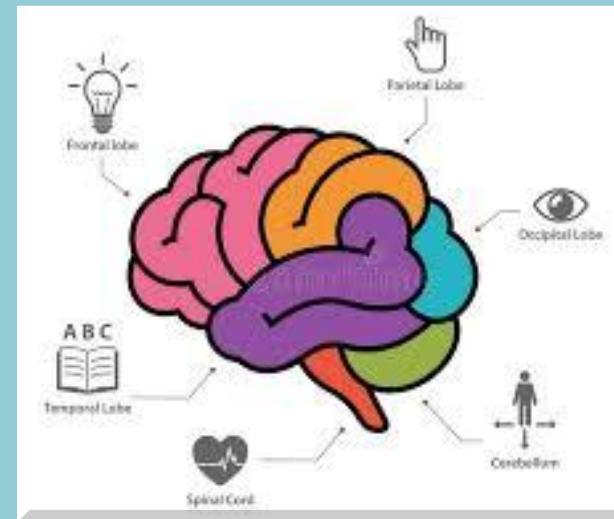
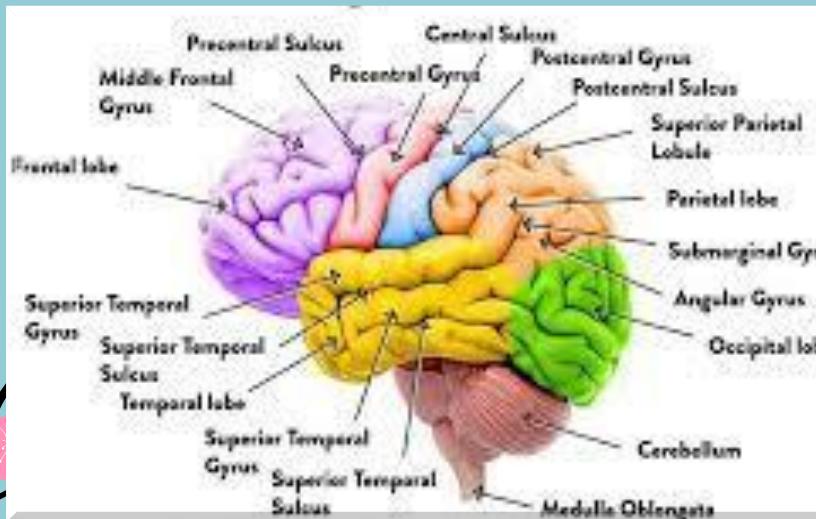
By 2025, the sum of business and consumer data will reach 175 zettabytes in size

➤ *Human inefficiency to process the data may be a problem*



Human brain is optimized for visuals

- Which figure can quickly grasp each function of brain?
- Human brain can process visuals 60,000 times faster than text !?



Recent Trends on Data Visualization

[Source]

15

- *With the rapid increase in the amount of data, Visuals that do not put a burden on humans are becoming a trend*

01. *Video Visualization*

- 67% of users preferred to learn about a new product or service through a video rather than pictures or text.

02. *Data Democratization*

- Advanced, no-code data analysis platforms can automatically process

03. *Real-time Visualization*

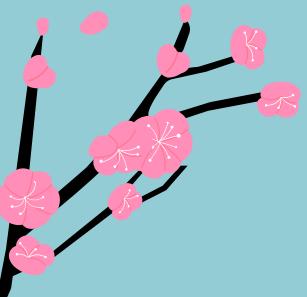
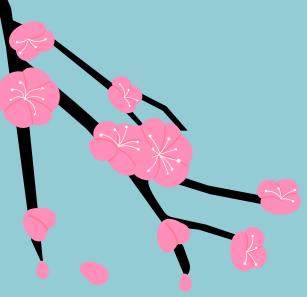
- Important to notice when a problem arises at the exact moment it arises

04. *Mobile and Social DataVis*

- Feb. 2021, 56% of internet access came from mobile devices

05. *AI and ML Datavis*

- AI and ML are the backbone of all great datavis and will be increasingly key



*Celebrities to refer to
for Visualization*

Celebrities to refer to for Visualization



01.

Steve Jobs (1955~2011y)

CEO and co-founder of Apple Inc.



02.

Edward Tufte (1942y~)

Pioneer in the field of data visualization



03.

Stephen Few

Principal of the consultancy Perceptual Edge



Lessons about data visualization

by Steve Jobs: [Source]

18

□ *Steve Jobs was a master of storytelling with minimalist designs*

- *Less is More — Keep your message short and simple*
 - This philosophy can be applied to data visualization
- *Use Stories — Present your facts using stories*
 - Steve Jobs was a master of storytelling
- *Use Visuals — Use More Visuals, Less text*
 - People can understand the information provided faster if it's easy for them to digest at a glance



Lessons about data visualization by Edward Tufte: [\[Source\]](#)

19

- *Tufte's articles are important in such fields as information design and visual literacy*

- *Information Design*

- He coined the word “**chartjunk**”:
 - Useless, non-informative elements of quantitative displays

- *Criticism of PowerPoint*

- Essay: [**“The Cognitive Style of PowerPoint”**](#)
 - He criticized the way Microsoft PowerPoint is typically used

- *Small Multiple*

- Sparkline (a very small line chart)





8 Core Principles on Data Visualization

Tableau: [Source]

20

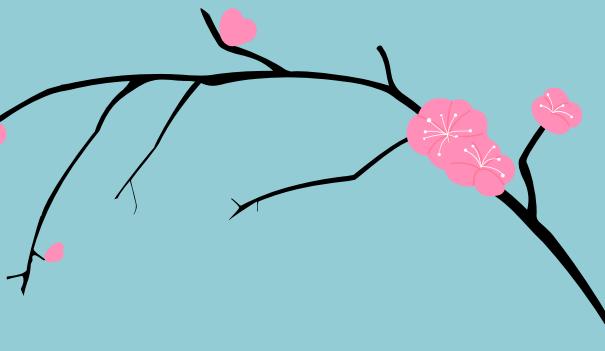
- *Good data visualization takes the burden of effort off brain and puts it on the eyes*

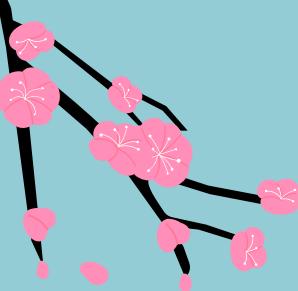
- Simplify: Captures the essence of data
- Compare: Can compare side by side
- Attend: Pay attention to the relevant/irrelevant details
- Explore: Explore data and discover things
- View Diversely: Different views provide different insights.
- Ask why: Why is it happening?
- Be skeptical: Powerful tools give you the luxury to ask more questions
- Respond: Leads to global enlightenment



§2

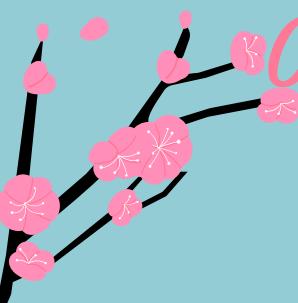
History of Data Visualization





History of Data Visualization

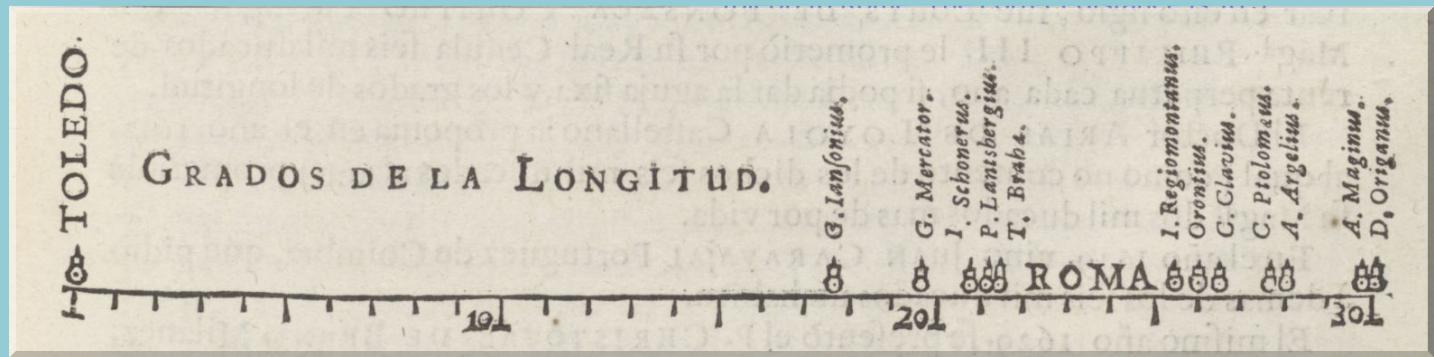
01. *The First Graph (1640~)*
02. *Modern Graphics (~19th Century)*
03. *Scatterplot (19th Century~)*
04. *Golden Age of Statistical Graphics(1850~1900)*
05. *Visualizing Time and Space*



[A History of Data Visualization and Graphic Communication(2021y)]
by Michael Friendly, Howard Wainer

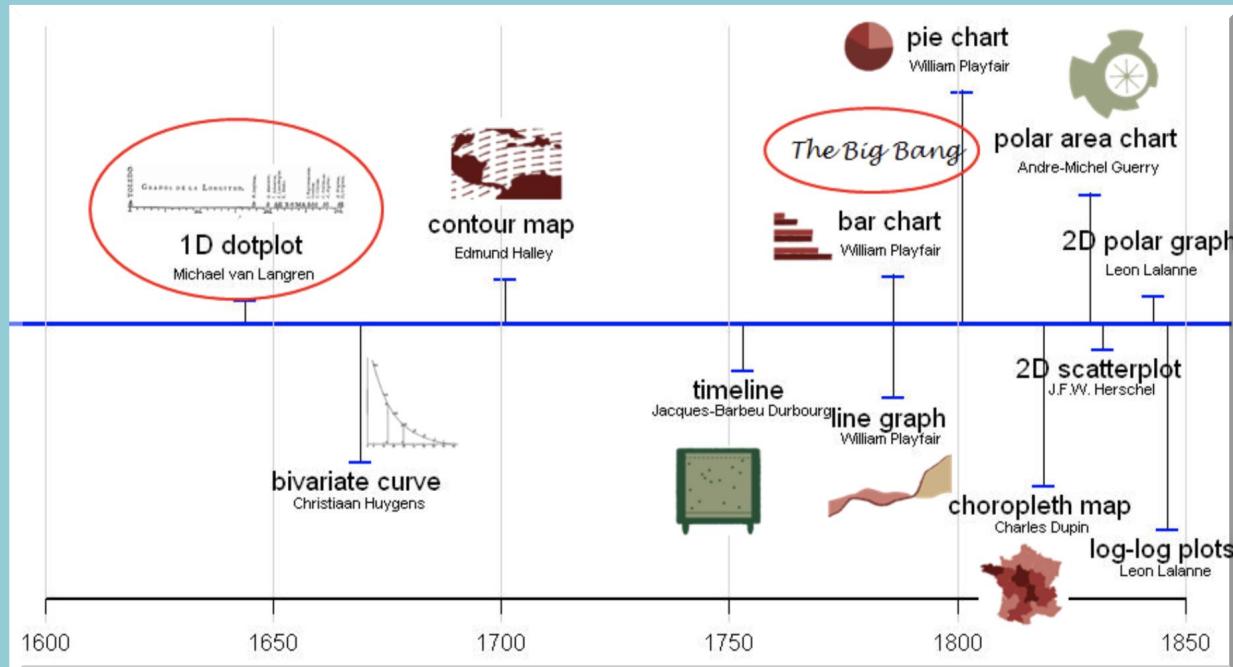
01. The first statistical graph

Who invented the idea of graphing data?



Van Langren's 1644 graph of twelve determinations of the longitude distance from Toledo to Rome: The correct distance is 16.5° .

Graphical inventions



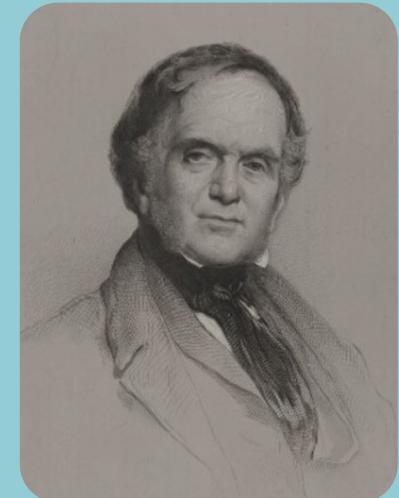
*Timeline of the invention of some basic forms
for statistical graphs, 1600–1850.*

02. Modern Graphics

- *William Playfair(1759~1823),
the Father of Modern Graphics*

*At the beginning of the 19th Century,
nearly all of the modern forms of
data graphics were invented*

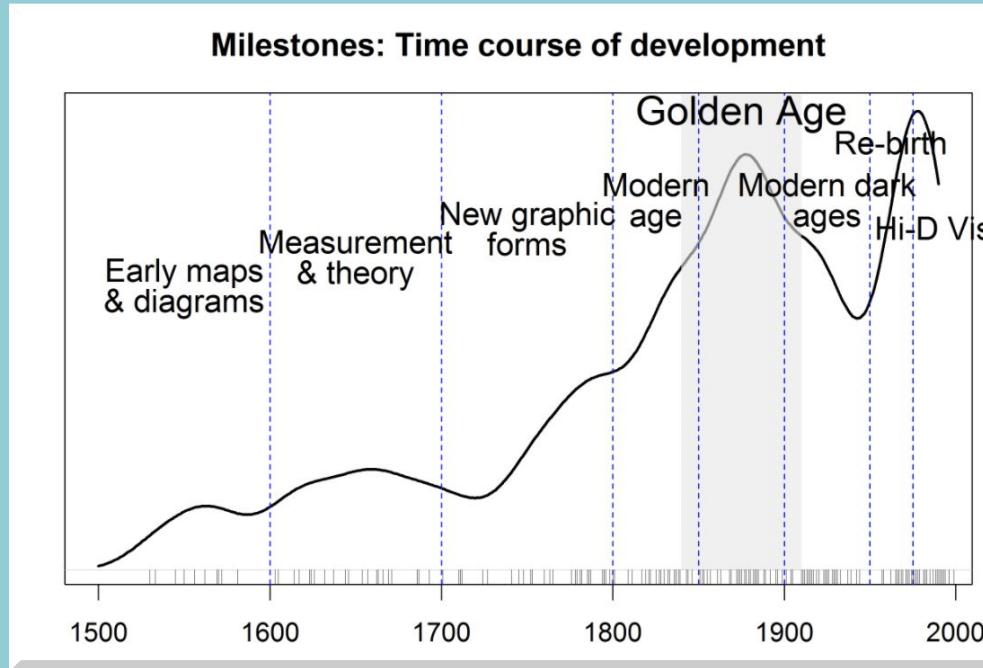
- *Pie chart*
- *Line graph of a time series*
- *Bar chart*
- ...



03. Scatterplot

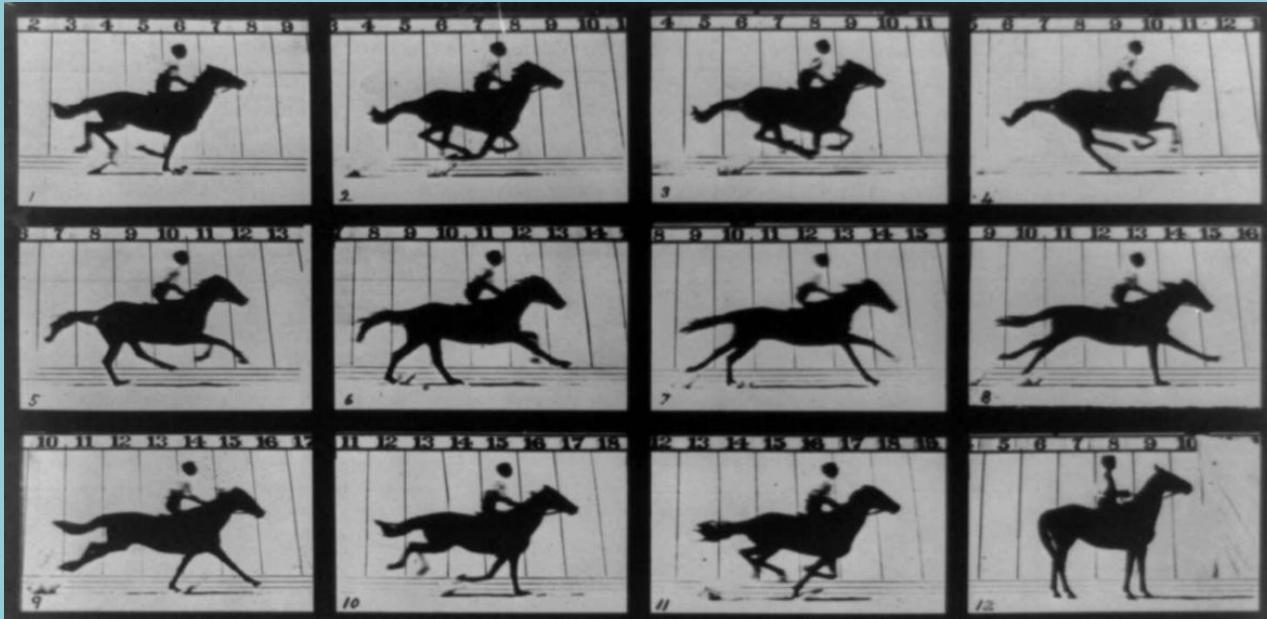
- *Among all the moderns forms of statistical graphics, the scatterplot may be considered the most versatile and generally useful invention*
- 70~80% of graphs used in scientific publications are scatterplots (By Edward Tufte)
- *Graph assuming Cartesian coordinates*
- *The source of the statistical ideas of correlation and regression*

04. Golden Age of Statistical Graphics

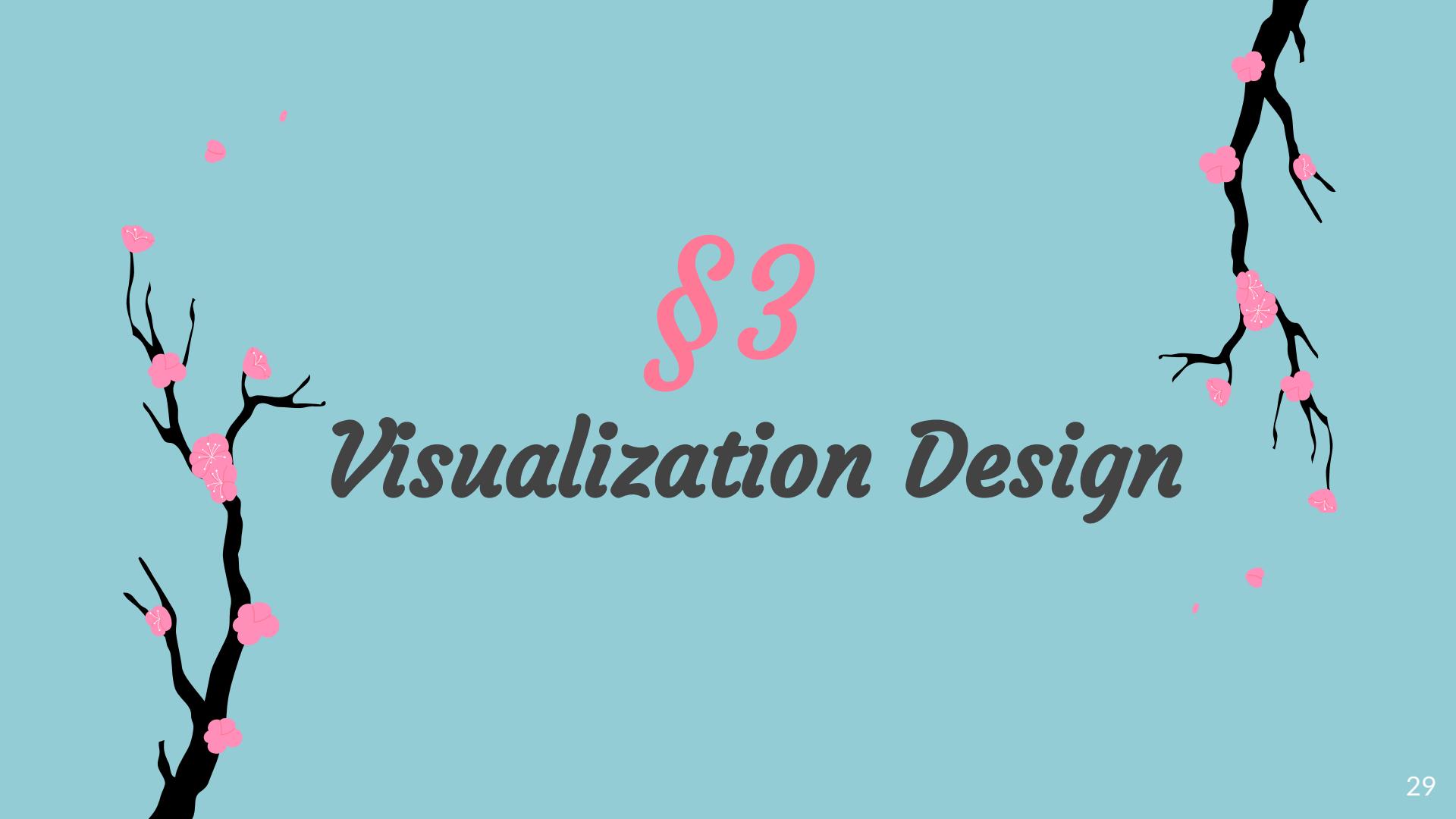


In the latter half of the 19th Century, enthusiasm for graphical methods matured, and a variety of developments in statistics.

05. Visualizing Time and Space

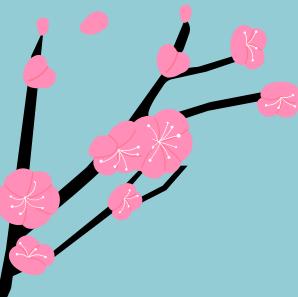
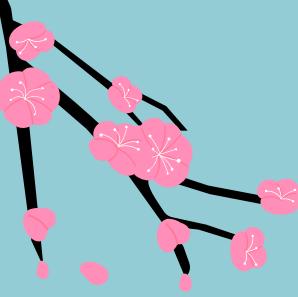


*The Horse in Motion:
Photographs of the horse "Sally Gardner" running at a gallop, June 19, 1878.*



§3

Visualization Design



Visualization Design

Q1. What is the purpose of visualization?

Q2. What are the key elements of visualization?

Q3. How to learn visualization?

Q1. What is the purpose of visualization?

- Visualization can be effectively used more as a communication tool*

01. Data Analysis Perspective

- Find awareness before exploratory data analysis (EDA)
 - Make errors more noticeable

02. Thinking Arrangement

- Tool for organizing your thoughts
 - Adjust the level of abstraction depending on the purpose

03. Communication Tool

- Properly share your ideas with others immediately
 - Cartoons help to share ideas with little information

Q2. What are the key elements of visualization?

32

- ❑ Clarify the message you want to convey through visuals

01. Clarification of target audience

- Make it clear who you will show and explain to

02. Leaving only essential information

- Overviewability of information is important

03. Design & Appearance

- Types, axes, and titles of the graphs
- Check if appropriate for the purpose?

Q3. How to learn visualization?

- Touch awesome visuals every day
- Just looking at Pinterest is inspiring (See: later slide)

01. Organizing and abstracting thinking

- Commonize / abstract user's requests
- Whenever possible, present your ideas in cartoon

02. Trend survey in the design patterns

- imitate awesome design patterns (including color variations)

03. Utilize visualization tools with clear purposes

- Use a lot of Plotly (Try different options !!)
- Identify specific use cases



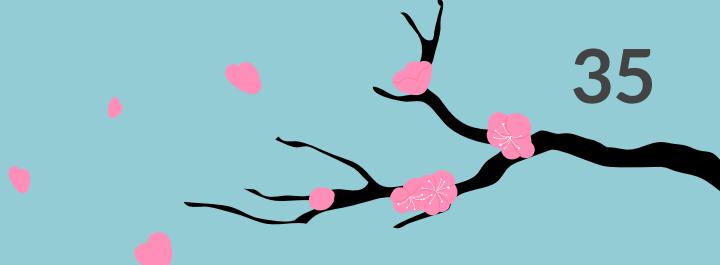
84

Story Telling

A decorative illustration featuring two black, branching sprigs with clusters of pink blossoms and buds. One branch extends from the bottom left, and the other from the top right, set against a solid teal background.

Data Storytelling

35



Data storytelling is a structured approach for communicating data insights, and it involves a combination of 3 key elements:



Data



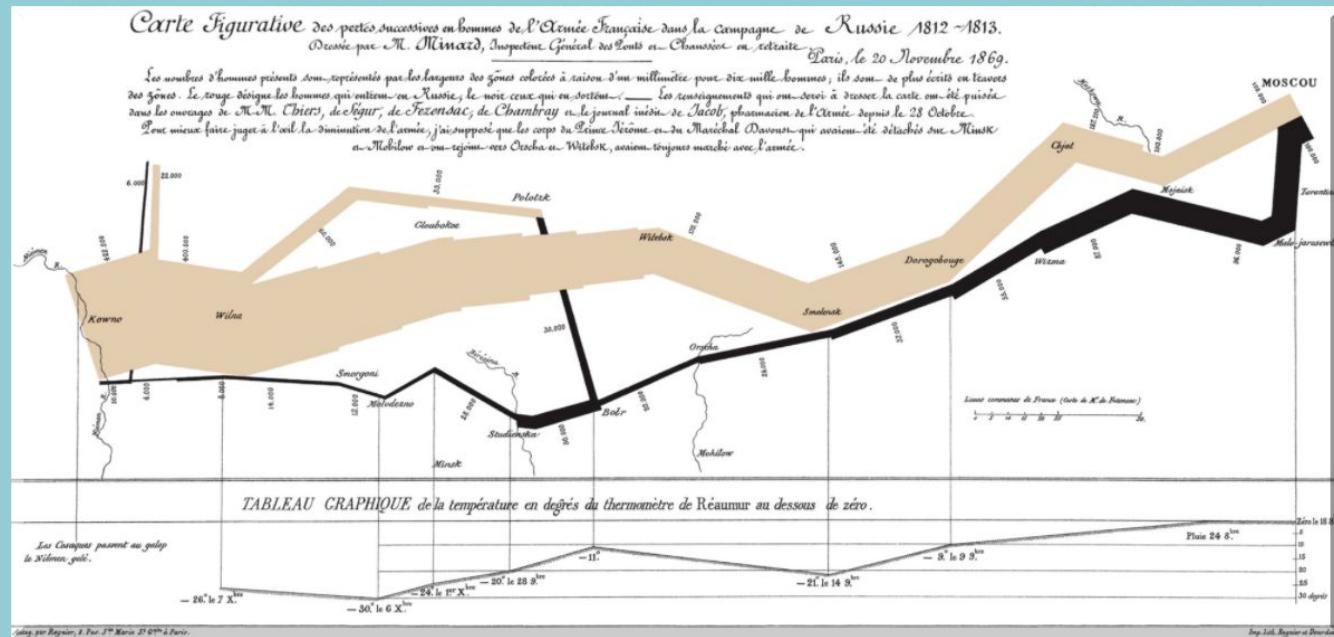
Visuals



Narrative

The Minard Map

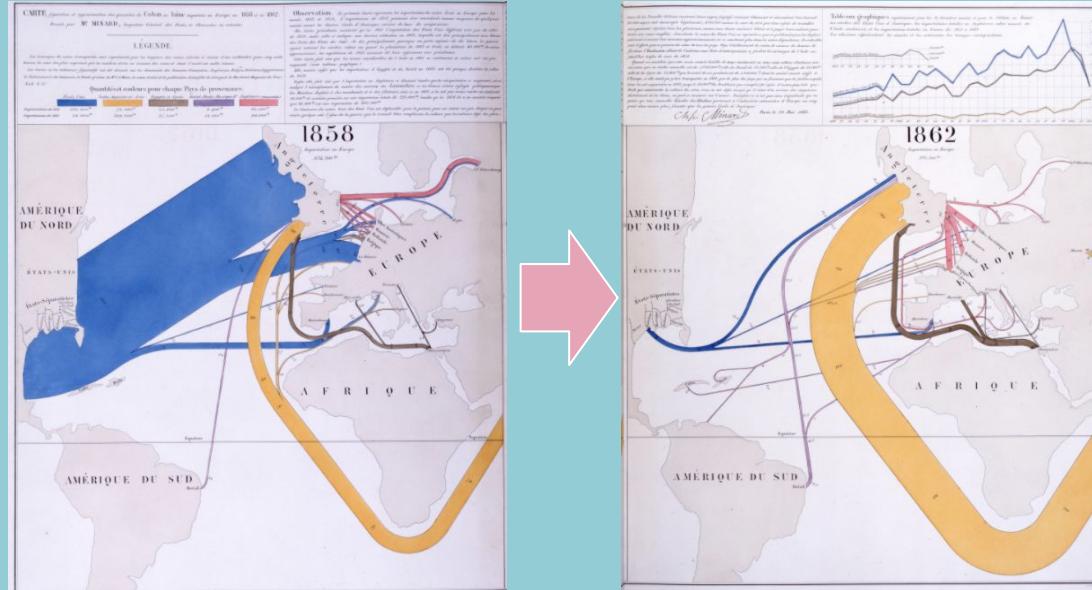
[Source]



Charles Joseph Minard's narrative map of Napoleon's disastrous 1812 Russian campaign. The width of the gray "river" is proportional to the size of Napoleon's invading army; its black continuation shows the size of the returning army.

Comparative Flow Maps

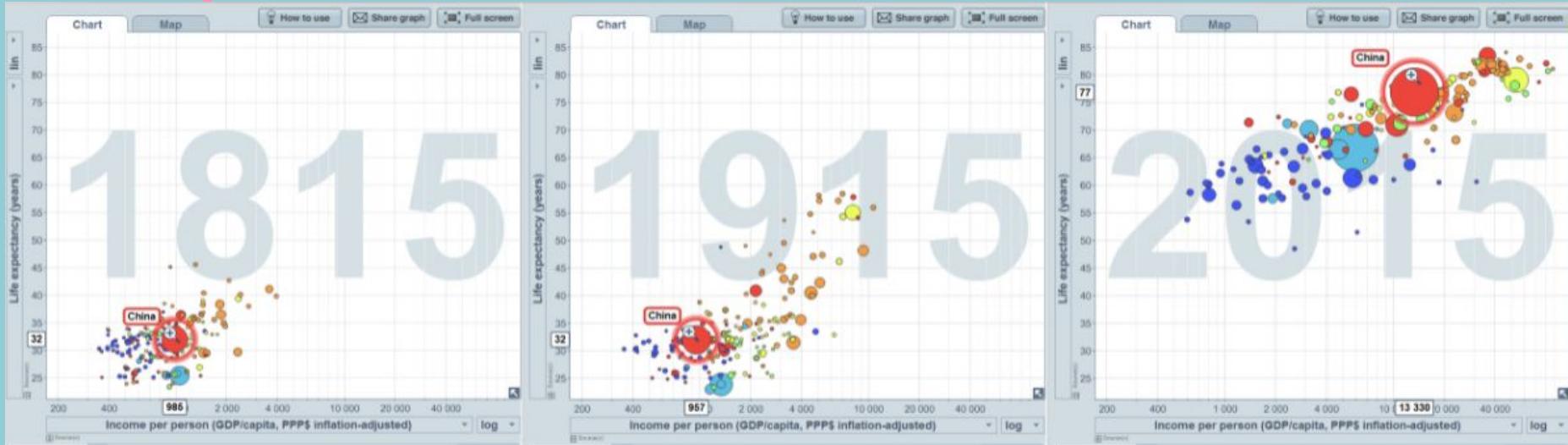
[Source]



Effect of the US Civil War on trade in cotton. The import of raw cotton to Europe from various sources to destination is shown by colored flow bands of width proportional to the amount of cotton before (left: 1858) and after (right: 1862) the US Civil War.

Moving Bubble Chart

[Source]



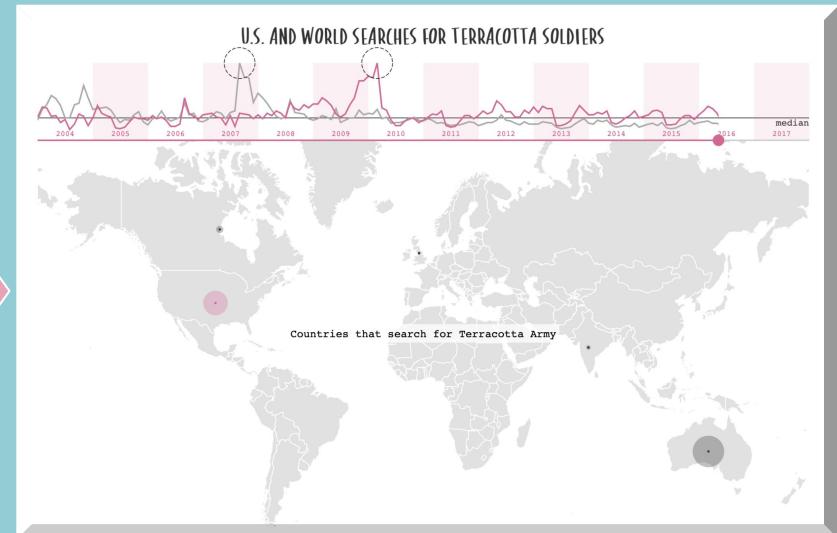
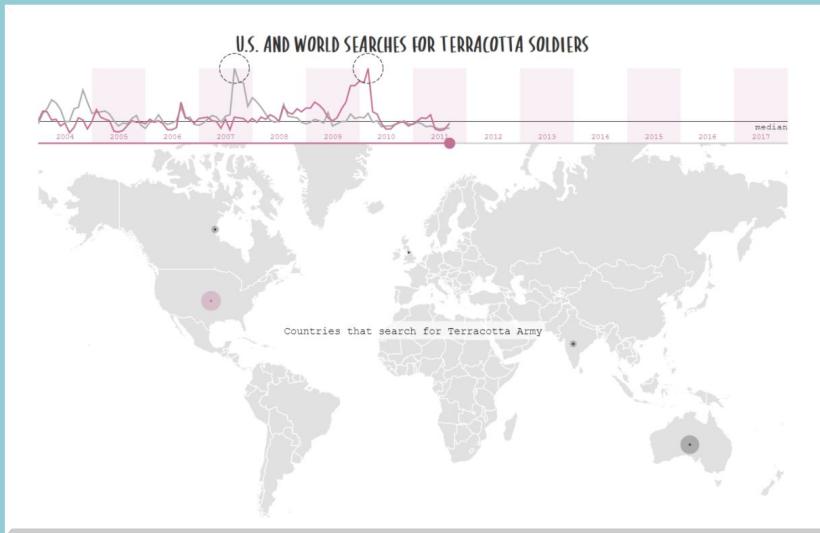
Three frames of an animated sequence, plotting life expectancy against income per person for 142 nations from 1809 to 2015. Income is plotted on a log scale.

Combo Charts as StoryTelling

[Source]

39

❑ *The ideas of "Graph summarizes another graph"*

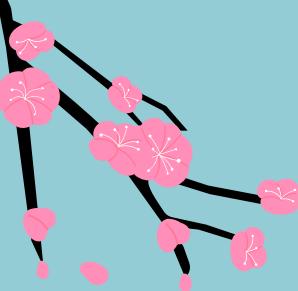


[Shirley Wu on Data Sketches]

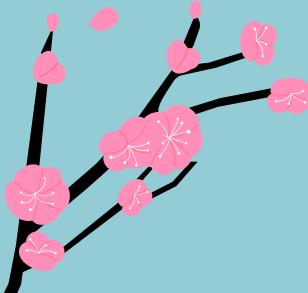
85

Awesome Charts





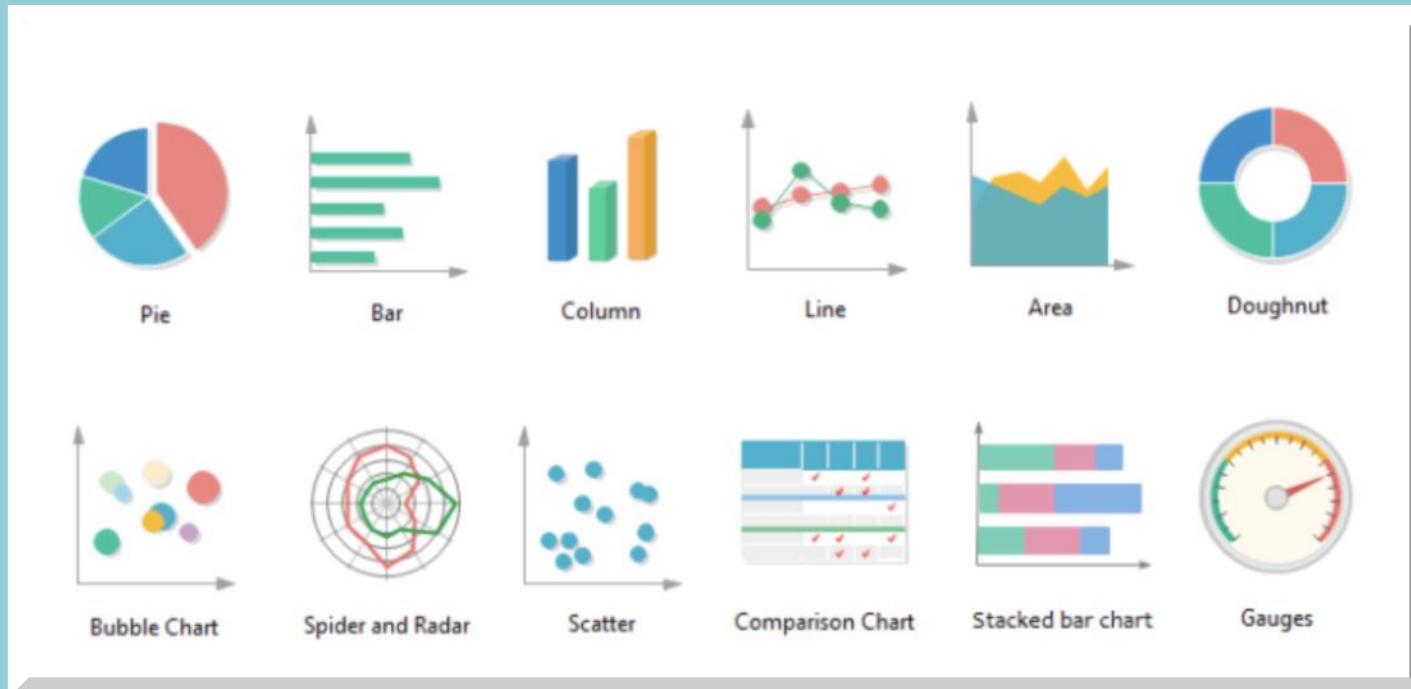
Awesome Charts



01. *Bubble Chart*
02. *Animation Plot*
03. *Sankey Diagram*
04. *Ridgeline Plot / Joyplot*
05. *Radial / Circular Bar Chart*
06. *Chord Diagram*

Basic Charts

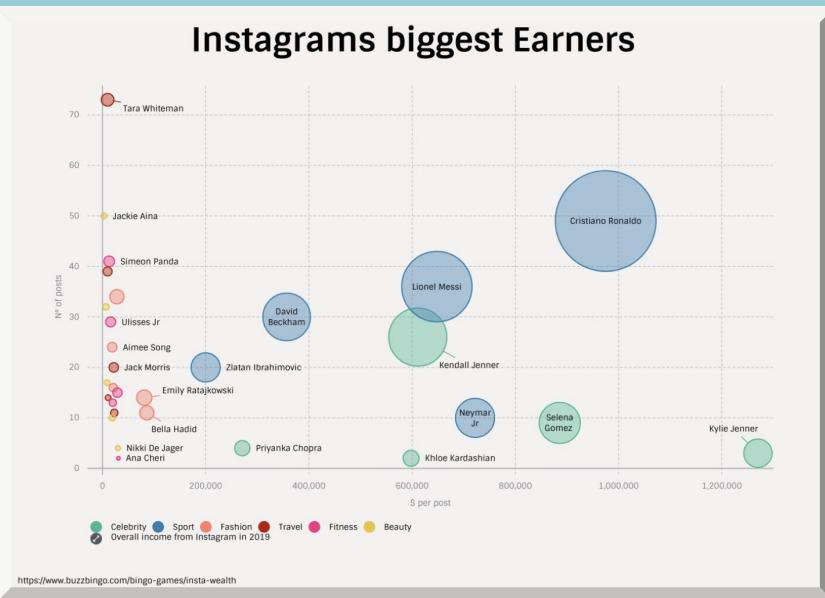
❑ *It goes without saying that basic charts are important*



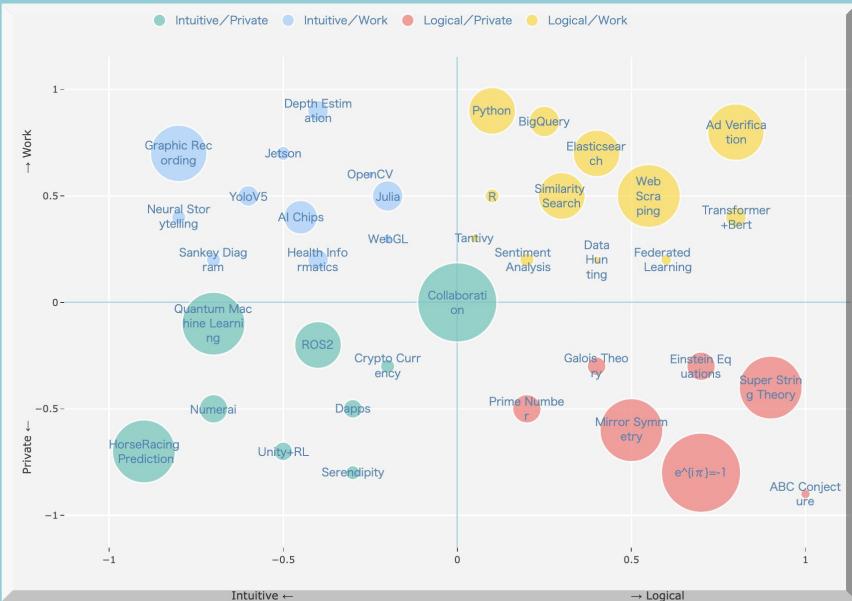
01. Bubble Chart

- ❑ Bubble chart expresses 3-dim information in single chart
- ❑ Scale information is often represented by bubble size

Instagrams biggest Earners

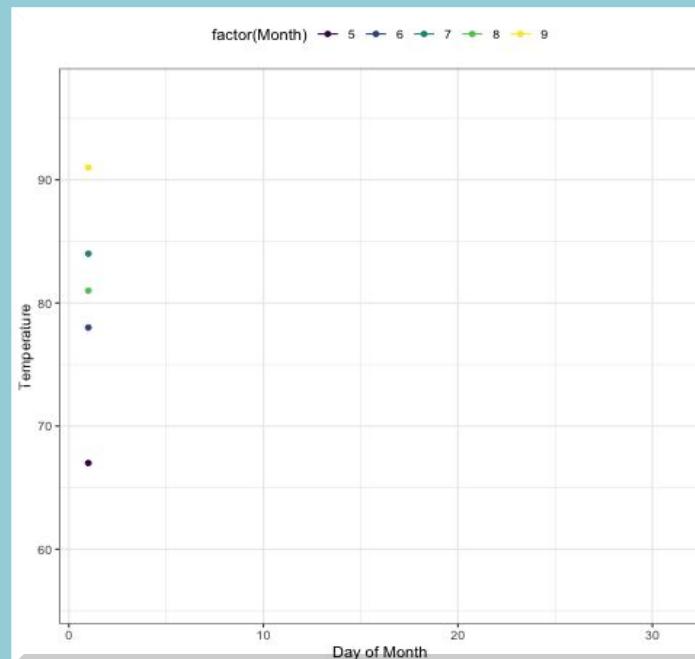
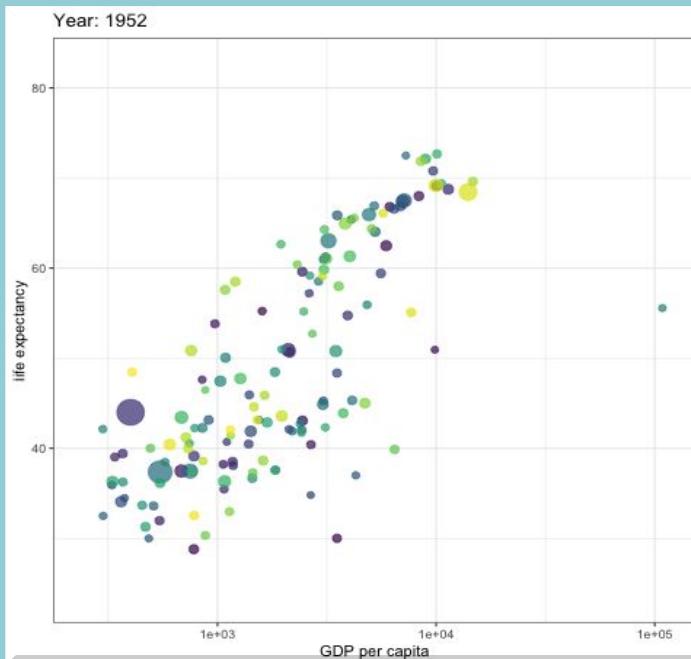


Interest Map



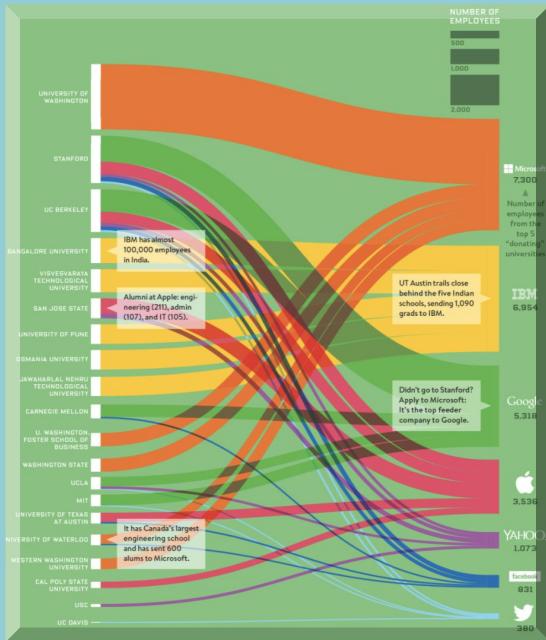
02. Animation Plot

- ❑ *Animation plot has a high affinity with storytelling, and can be used by embedding it in materials*

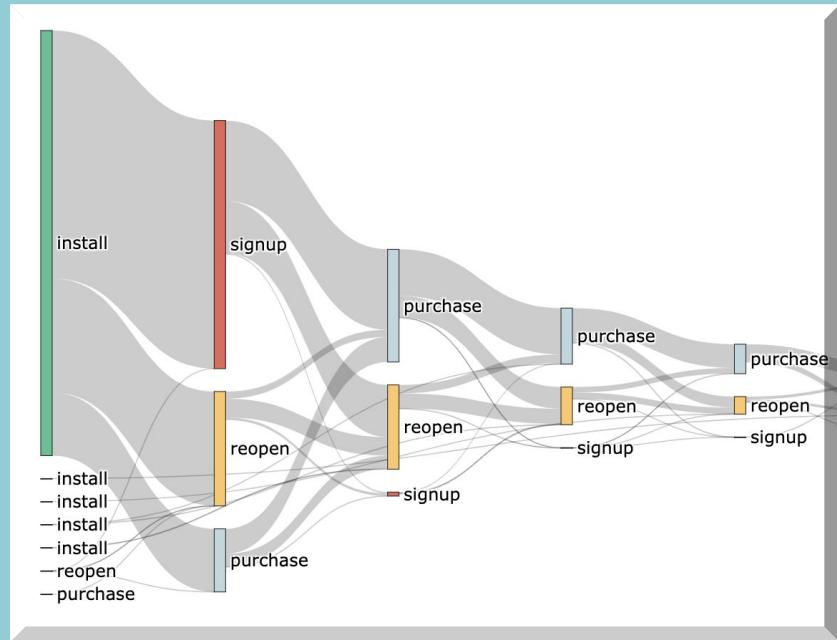


03. Sankey Diagram (1/2)

- *Sankey diagrams represent interactions or information flows*
- Which college graduates does Apple, Google, and Facebook employ?

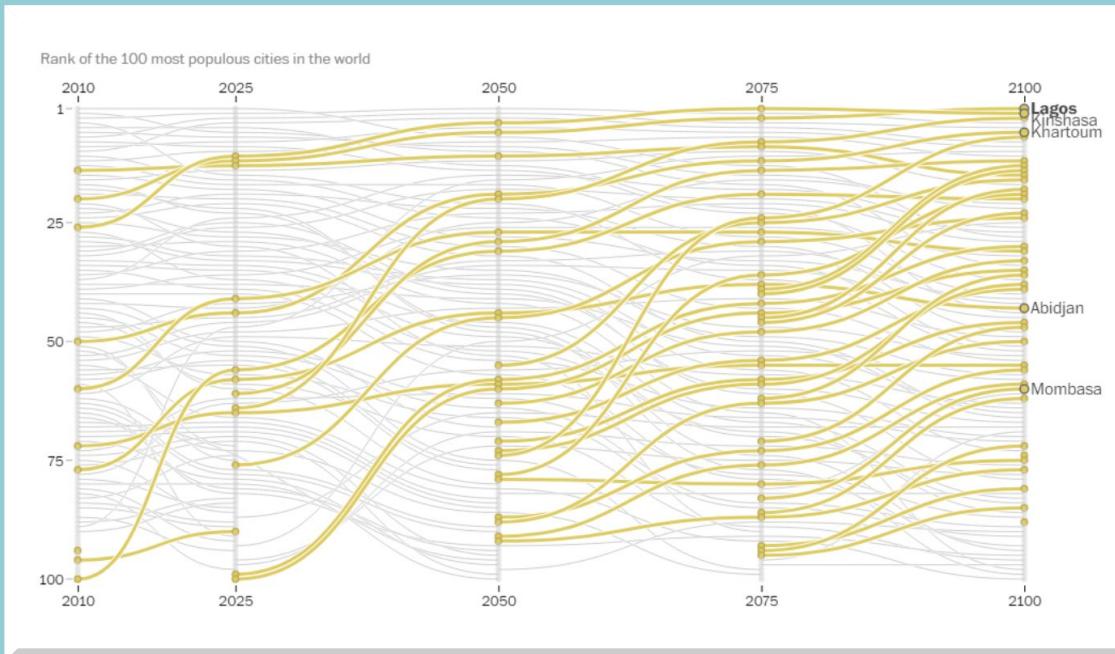


- User Journey in an App



03. Sankey Diagram (2/2)

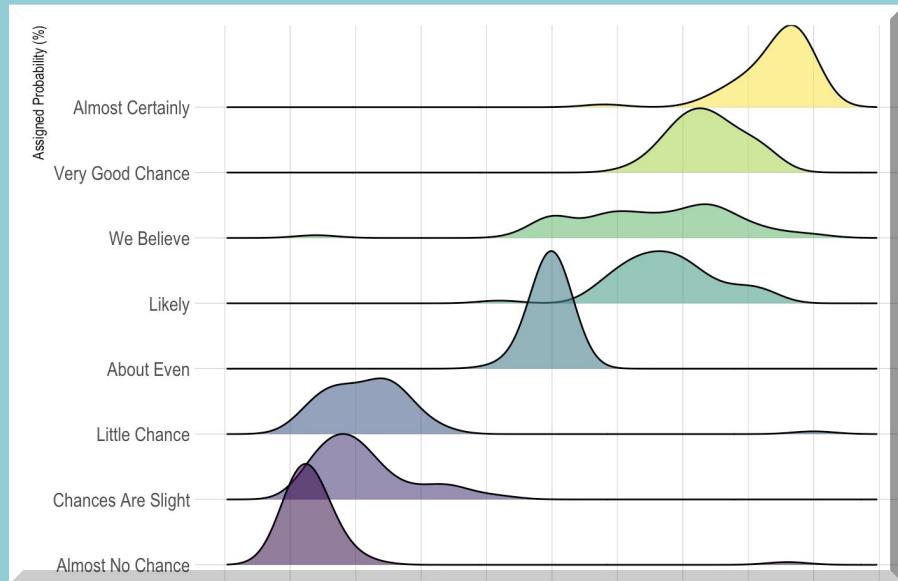
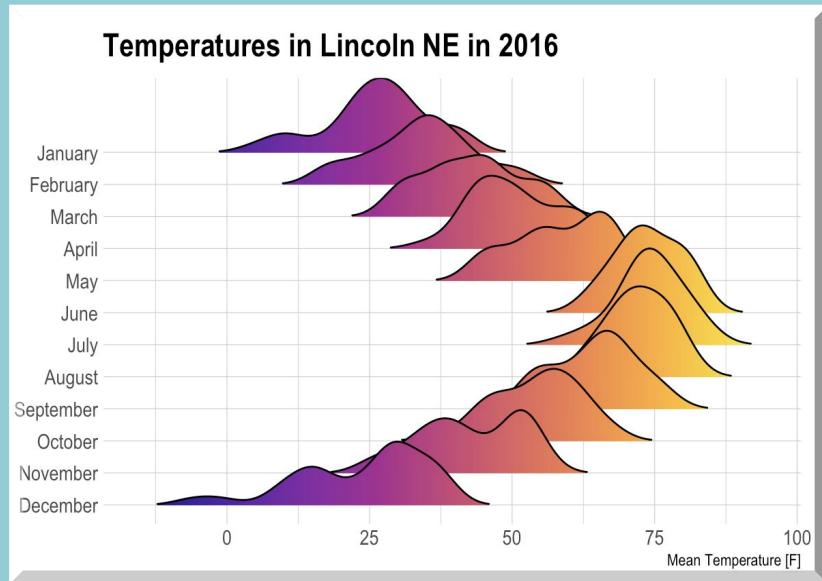
- *Sankey diagrams represent interactions or information flows*
- Rapid Urban Growth in Africa; [pdf]



By 2100y, 38 of the world's 100 most populous cities will be in Africa, and more than 1 billion people will live in those 38 cities.

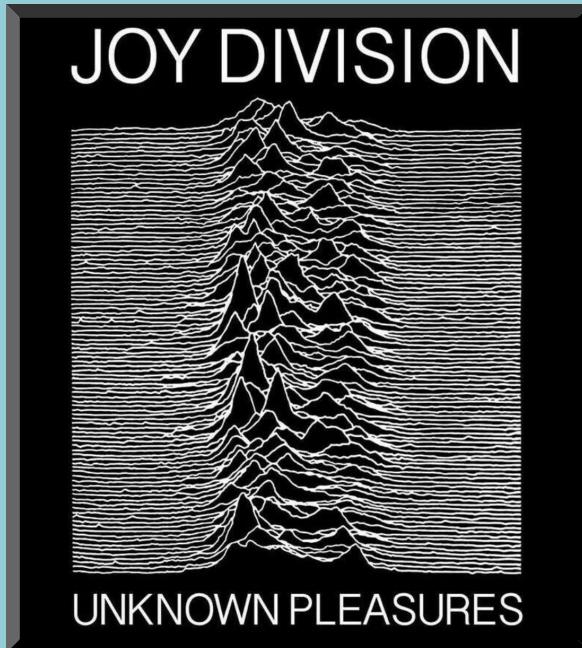
04. Ridgeline Plot / Joyplot (1/2)

- ❑ *Ridgeline plots make it easy to compare the distribution of multiple groups*

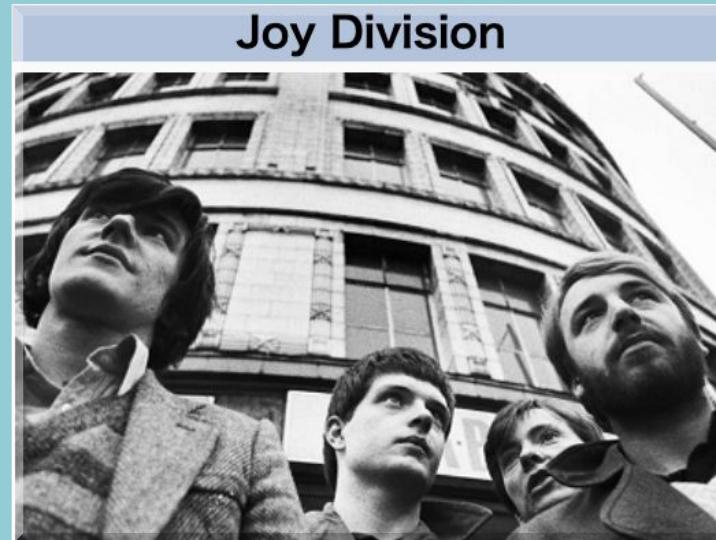


04. Ridgeline Plot / Joyplot (2/2)

- The name “joy plot” comes from the rock band “Joy Division”



[\[Source\]](#)

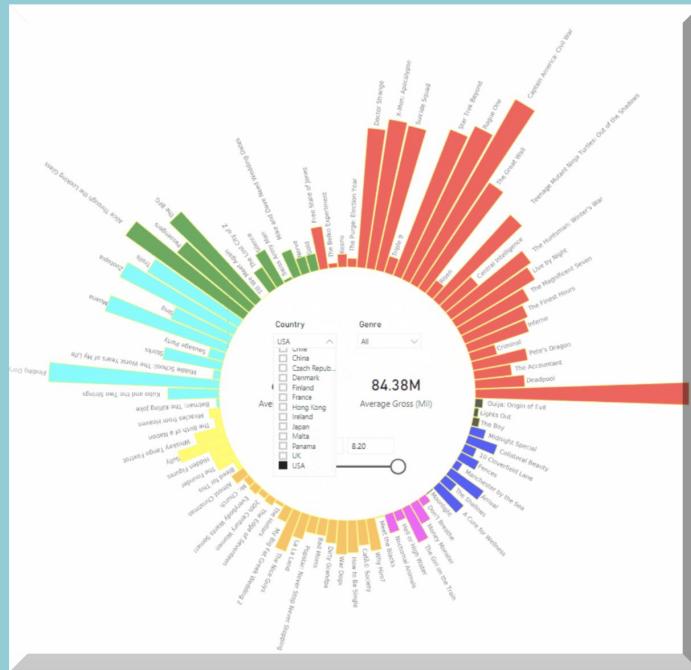
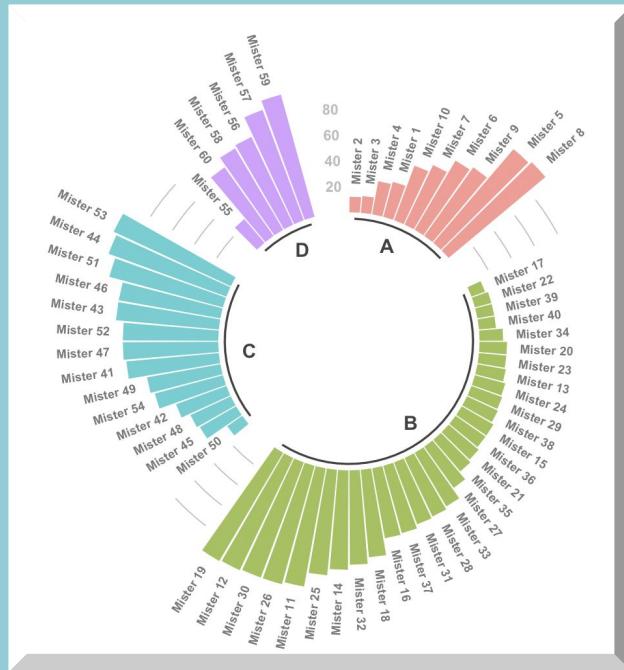


[\[Source\]](#)

05. Radial / Circular Bar Chart

49

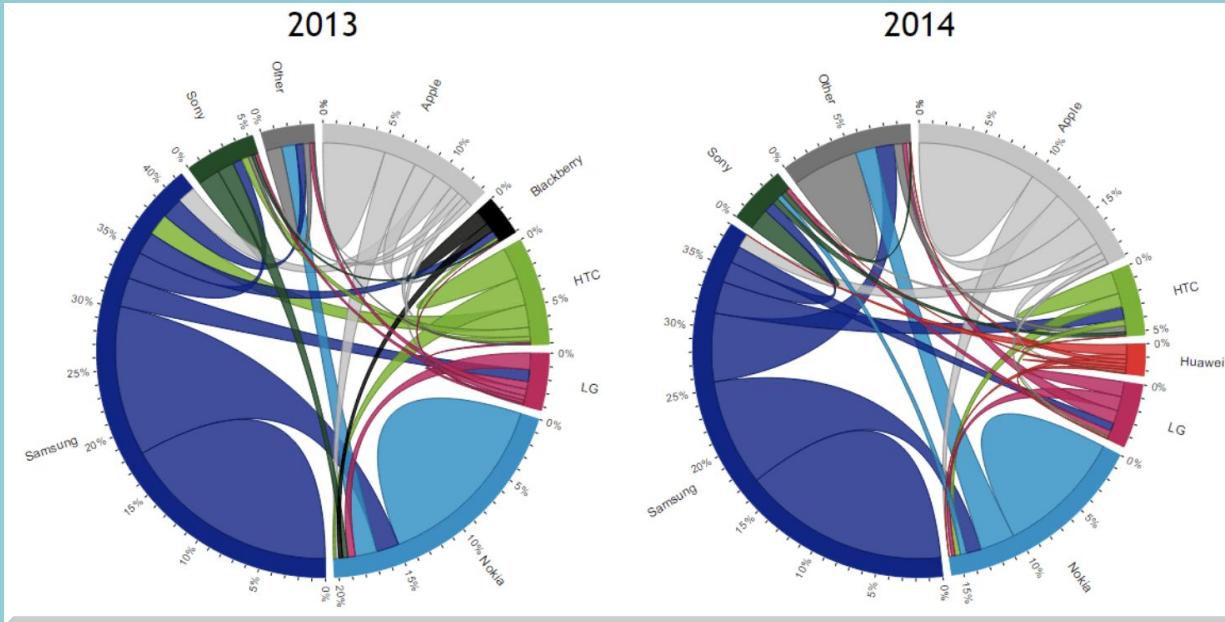
- ❑ Radial chart may not be used, but the information grouping is helpful and suggestive



06. Chord Diagram

- A chord diagram allows to visualize weighted relationships between several entities

[Source: Switching Behaviour of Phone Brand]



Favorite songs as art:

[SoundscapeStudio] ~ Colorful data visualizations of music scores

- Soundscapes are graphic representations of music scores
- Each color represents a different note and the rhythm is shown through the length of the shape

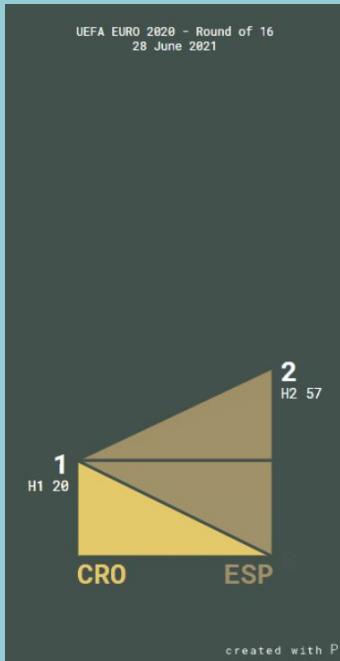


Soccer matches visualized with triangle sets:

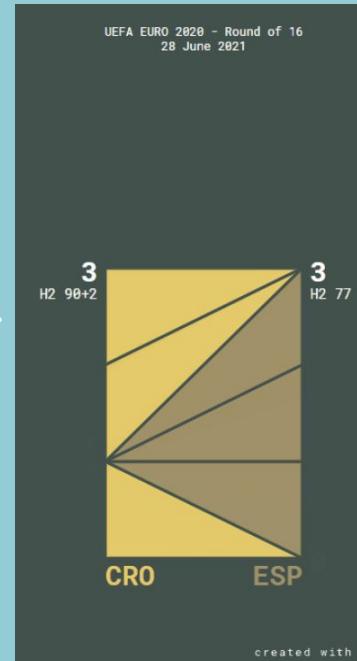
[UEFA Euro 2020]

52

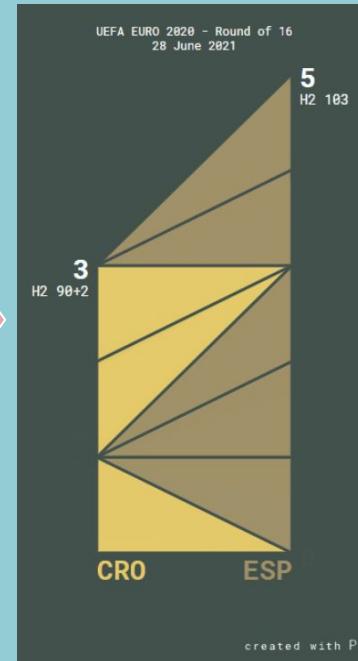
1-2



3-3



3-5



Pinterest: [Data Visualization Inspiration]

53

- We are huge fans of data visualizations. This board is a collection of our favorites. Look through them to get inspired!

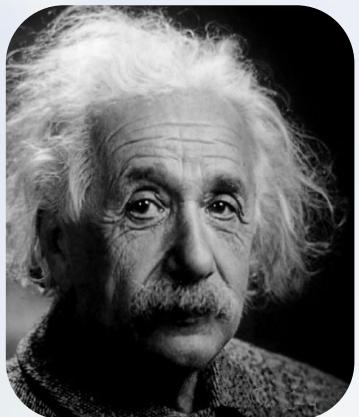
[Source]

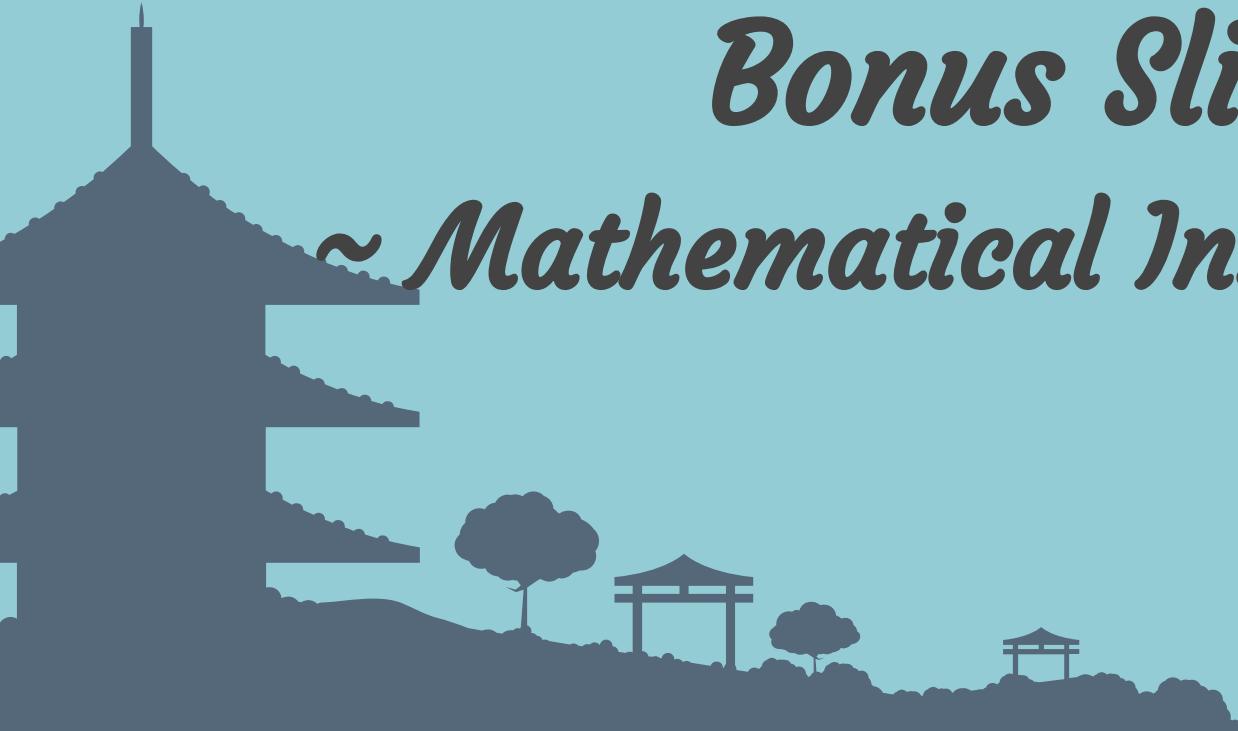
The collage consists of five separate data visualizations:

- The State of Content Strategy:** A chart showing the state of content strategy. It includes statistics like 98% of senior marketers believe having a content strategy is important, yet only 55% have a documented strategy. It also provides tips for creating a smart content strategy.
- How Humans Will Get To Mars:** An infographic illustrating the timeline and components of a Mars mission, including the International Space Station, Mars Electric Propulsion, and Mars Transfer Assists.
- THE COLORS OF DYLAN:** A dot matrix visualization showing the colors used in Bob Dylan's 55 songs. The x-axis represents the year of release, and the y-axis represents the song title. The colors are mapped to specific tracks.
- Imma let you finish:** A visualization comparing speech patterns of Donald Trump, Hillary Clinton, and Lester Holt during the first Trump/Clinton Presidential Debate. It shows sound波 patterns and interruptions.
- The Internet:** A network diagram titled "The Internet Topology of Autonomous Systems, 2011-01-01". It shows a complex web of connections between various nodes.
- BRAINBRAIN:** A futuristic-looking dashboard titled "BRAINBRAIN" showing various biological and technological data points such as "ONLINE 234.88.288", "LGB", "512B", and "ANATOMY CHECK".

*“If I can’t picture it,
I can’t understand it.”*

Albert Einstein





Bonus Slide

~ Mathematical Inspiration ~

Mathematical Inspiration (1/3)

56

- ❑ What's formula?

$$y = \frac{\log_e \left(\frac{x}{m} - sa \right)}{r^2}$$

Mathematical Inspiration (2/3)

□ *Transform the formula...*

$$yr^2 = \log_e \left(\frac{x}{m} - sa \right)$$

$$e^{yr^2} = \frac{x}{m} - sa$$

$$me^{yr^2} = x - msa$$

□ *Have you noticed yet?*

Mathematical Inspiration (3/3)

58

- ❑ *It's out of season...*

me^{rry} = x - mas 



End of Document

