*Text for Static front page: Data as Visual Communication*

Data visualization or data visualisation is viewed by many disciplines as a modern equivalent of visual communication. It involves the creation and study of the visual representation of data, meaning "information that has been abstracted in some schematic form, including attributes or variables for the units of information”.

A primary goal of data visualization is to communicate information clearly and efficiently via statistical graphics, plots and information graphics. Numerical data may be encoded using dots, lines, or bars, to visually communicate a quantitative message. Effective visualization helps users analyze and reason about data and evidence. It makes complex data more accessible, understandable and usable. Users may have particular analytical tasks, such as making comparisons or understanding causality, and the design principle of the graphic (i.e., showing comparisons or showing causality) follows the task. Tables are generally used where users will look up a specific measurement, while charts of various types are used to show patterns or relationships in the data for one or more variables.

Data visualization is both an art and a science. It is viewed as a branch of descriptive statistics by some, but also as a grounded theory development tool by others. Increased amounts of data created by Internet activity and an expanding number of sensors in the environment are referred to as "big data" or Internet of things. Processing, analyzing and communicating this data present ethical and analytical challenges for data visualization. The field of data science and practitioners called data scientists help address this challenge.

*Text for Blog post: Edward Tufte*

Tufte is an expert in the presentation of informational graphics such as charts and diagrams, and is a fellow of the American Statistical Association. He has held fellowships from the Guggenheim Foundation and the Center for Advanced Study in the Behavioral Sciences.

He is intensely critical in the self-editing process. He pulls in and casts out ideas from books, journals, posters, auction catalogs, and other less common sources. He invites others to critique his work in-progress and may nurture dozens of ideas over months in various states of growth and fruition. He deletes almost every photograph he takes. Over time, he deletes most of what he writes on his own forum, ET Notebooks. Every printing of every book corrects numerous small blemishes, ranging from color registration to kerning and hinting.

*Text for Attachment Page: Tufte*

*Caption:* The History of Rock 'n' Roll, 1955-74, from Edward Tufte's "Beautiful Evidence".

*Alt Text:* The History of Rock 'n' Roll graphic.

*Description:* Covering the time period from 1955 to 1978, more than 700 artists and 30 styles of music are mapped in currents flowing from left-to-right. For each performer, the length of time that he/she remained a major hit maker is provided. The overlapping streams allow you to compare the longevity and influence of multiple artists for the same time period. The birth and genealogy of each stylistic category is presented, along with an estimation of its share of total record sales.

*Text for Blog post: Jer Thorp*

Jer Thorp creates beautiful data visualizations to put abstract data into a human context. At TEDxVancouver, he shares his moving projects, from graphing an entire year's news cycle, to mapping the way people share articles across the internet.

Jer Thorp’s work focuses on adding meaning and narrative to huge amounts of data as a way to help people take control of the information that surrounds them.

*Video link:* <https://www.ted.com/talks/jer_thorp_make_data_more_human>

*Text for Attachment Page: Thorp*

*Caption:* Random Number Multiple, 2007 by Jer Thorpe.

*Alt Text:* Random Number graphic.

*Description:* The experimental series debuts with two silk screened New York Times visualizations by Jer Thorp and two abstract compositions by Marius Watz. Both artists use custom software as their medium, and have created prints in which their hands are evident by applying digital processes to an analog printing technology. The prints are available in a limited edition of 50 pieces per design on Random Number.

*Text for Blog post: Tamara Munzner*

Tamara Macushla Munzner (born 1969)is an expert in information visualization who works as a professor of computer science at the University of British Columbia (UBC).Munzner earned a bachelor's degree in computer science from Stanford University in 1991, then worked at The Geometry Center at the University of Minnesota from 1991 to 1995. There, she helped produce two mathematical visualization videos, one about turning spheres inside-out and another about the different topological structures that a three-dimensional universe could have. She returned to Stanford for her graduate studies, completing her Ph.D. in 2000 under the supervision of Pat Hanrahan. Her thesis research involved using hyperbolic geometryto visualize large graphs.She then became a research scientist at the Compaq Systems Research Center, before joining the UBC faculty in 2002.

Munzner is the author of the book Visualization Analysis and Design (CRC Press, 2014). She was program co-chair of the InfoVis conference in 2003 and 2004, and of EuroVis in 2009 and 2010. Since 2012 she has been the chair of the executive committee of IEEE Visualization, the umbrella event for InfoVis. She was a keynote speaker at the International Symposium on Graph Drawing in 2013.

*Text for Attachment Page: Munzner*

*Caption:* Graph Database, 2015, by Tamara Munzner.

*Alt Text:* Graph Database graphic.

*Description:* A graph or graph-oriented database is a type of NoSQL database that uses graph theory to store, map, and query relationships.

Rather than organizing data in tables—a neat and clean structure—graph databases are able to make sense of “huge, irregularly-shaped data set.”

*Text for Category description: Data Scientist*

Data scientists are big data wranglers. They take an enormous mass of messy data points (unstructured and structured) and use their formidable skills in math, statistics and programming to clean, massage and organize them. Then they apply all their analytic powers – industry knowledge, contextual understanding, skepticism of existing assumptions – to uncover hidden solutions to business challenges.

*Text for Category description: Data Designer*

The total volume of information in the world is growing exponentially (actually, it’s doubling each year). On top of that, information is more important to marketing and business intelligence than it’s ever been. Because displaying that information in an easy-to-digest data visualization or infographic is so important, it’s crucial to have the right skillset on your visualization team.

All designers handle the challenge of presenting information. Their objective is always to engage and enlighten, and often to persuade. However, not all designers are capable of presenting complicated data stories and insights.

*Text for Bonus*

##### *heading 5:* Kantar Information is Beautiful Awards 2017

Offering over $20,000 in prizes across 8 brand new subject-based categories, The Kantar Information is Beautiful Awards is decided by a judging panel of leading experts in their fields and a massive public vote from our community of 300,000. Our raison d’etre is to bring dataviz into the mainstream, meaning shortlistees get inclusion in our exhibitions in London & New York, a pair of free tickets for the London party and (for the winners) a feature spot on Information is Beautiful. *Link:* <http://www.informationisbeautiful.net/>