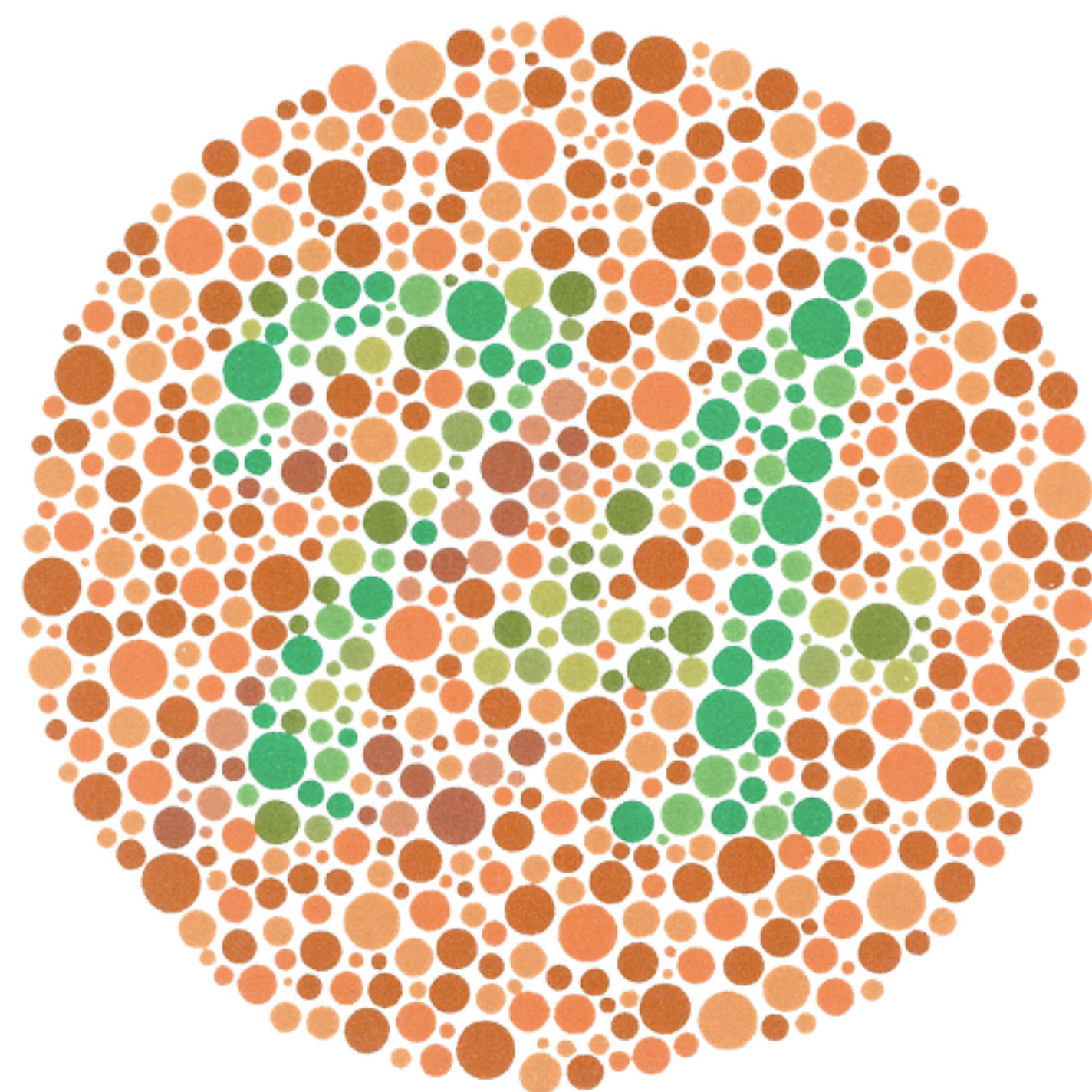


Taming Treacherous Data | DHSI 2019 | Day 3 AM | Deck 6

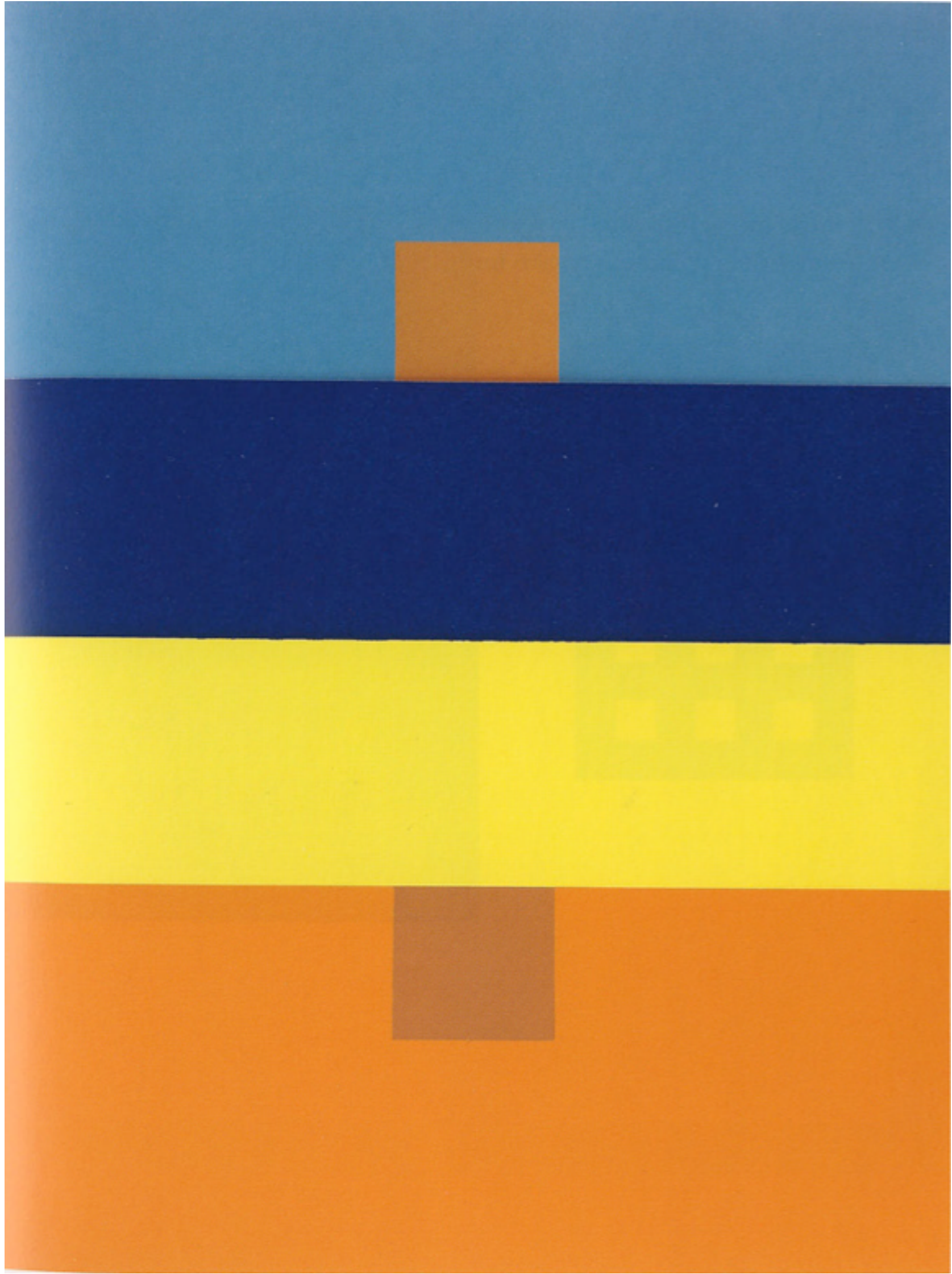
# Problematizing Visualizations

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

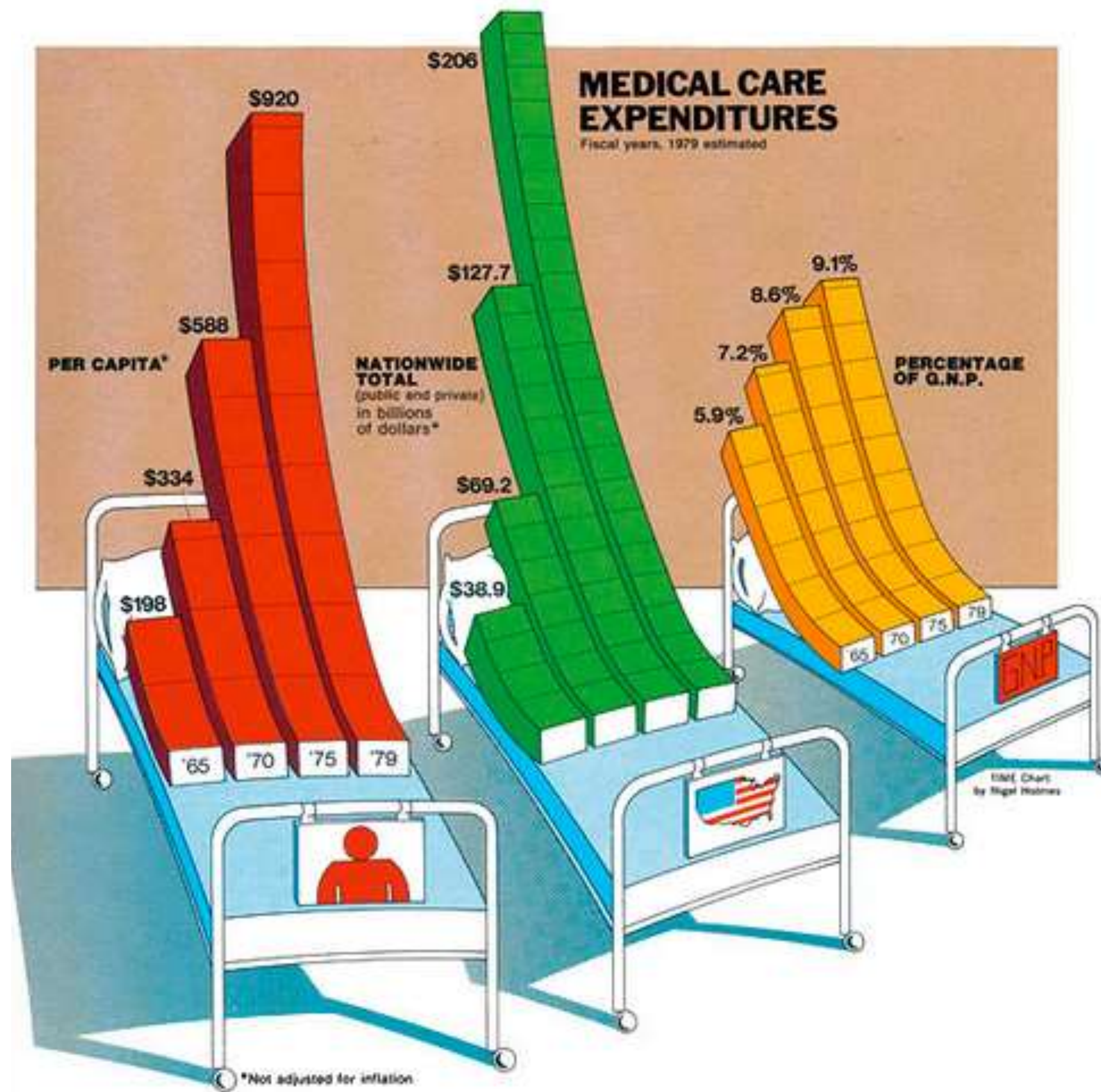
Every design element contributes to arguments  
within your visualizations

Explicit rhetoric

# Framing

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



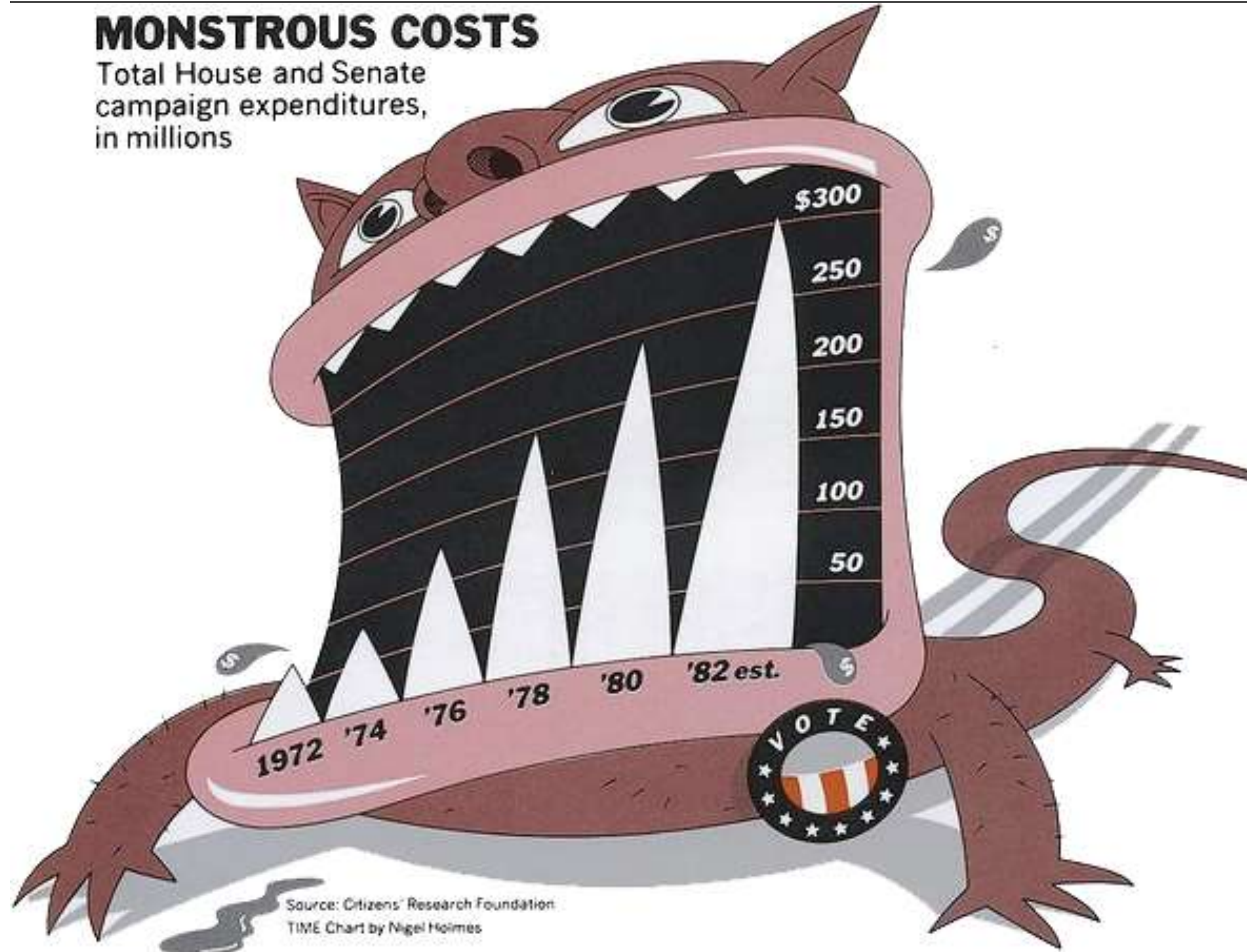


Designer:  
N Holmes



# MONSTROUS COSTS

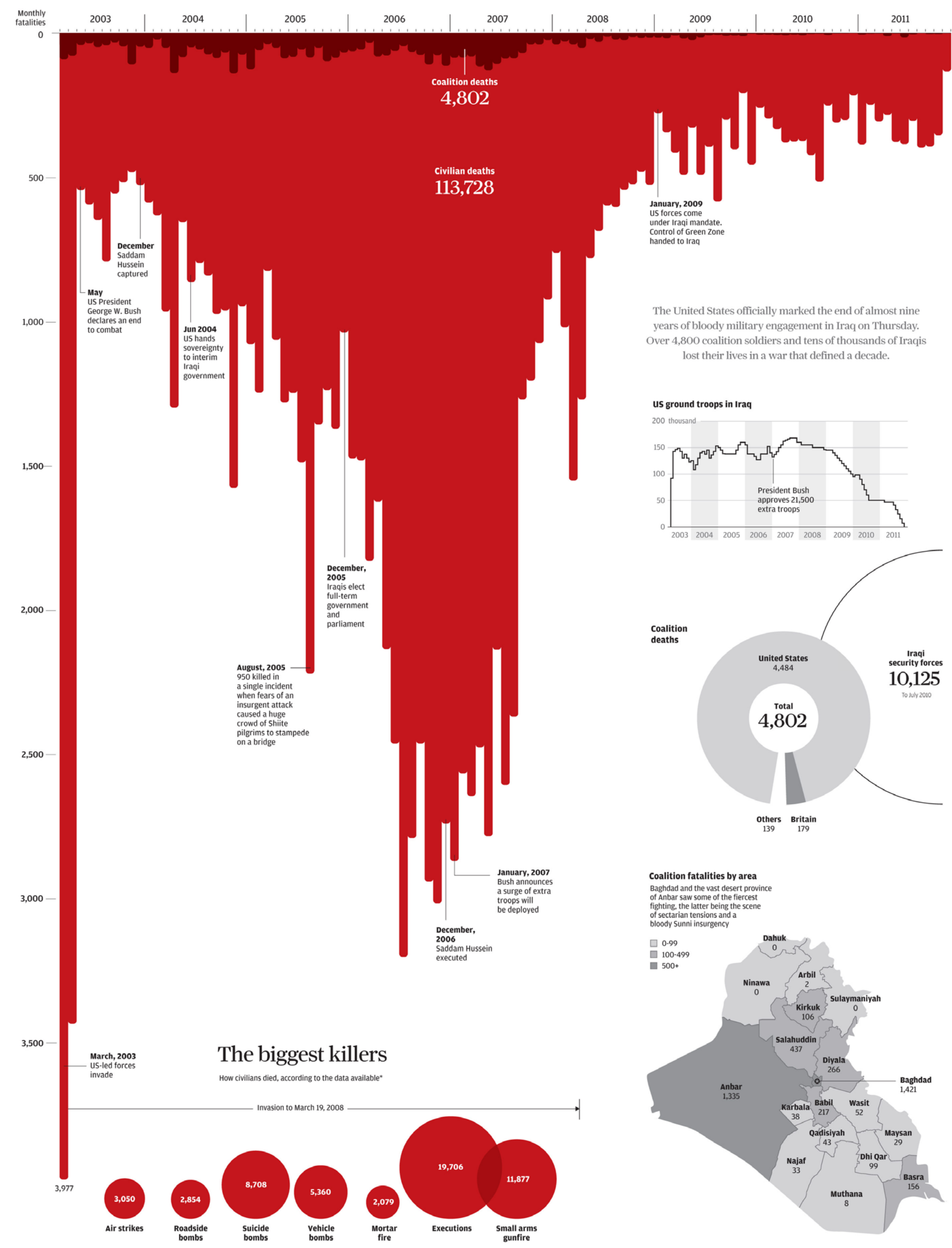
Total House and Senate  
campaign expenditures,  
in millions



Source: Citizens' Research Foundation  
TIME Chart by Nigel Holmes

Designer:  
N Holmes

# Iraq's bloody toll



Designer:  
S Scarr



Implicit rhetoric

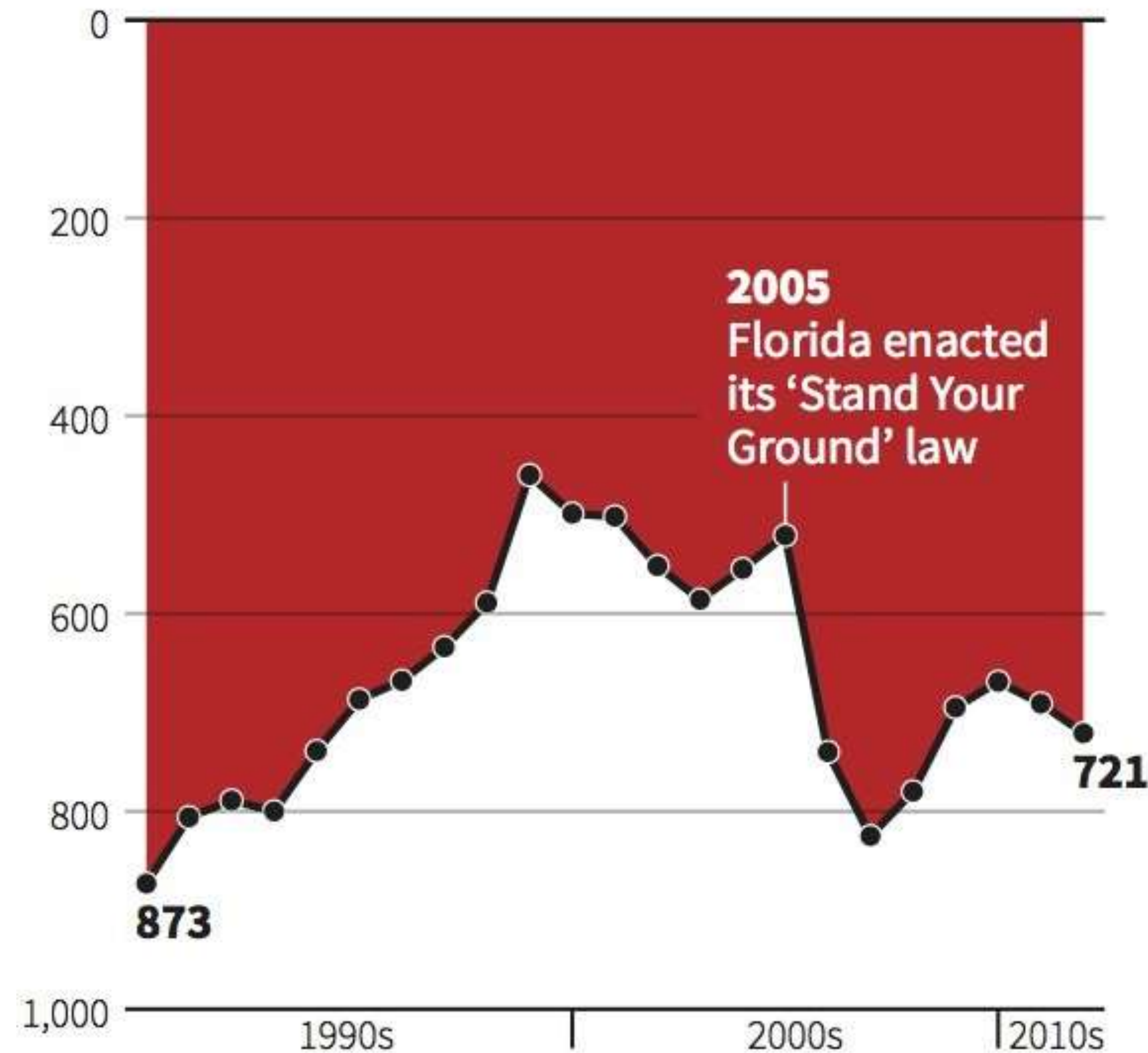
# Priming

Activation of specific concepts in memory  
to influence interpretation and understanding

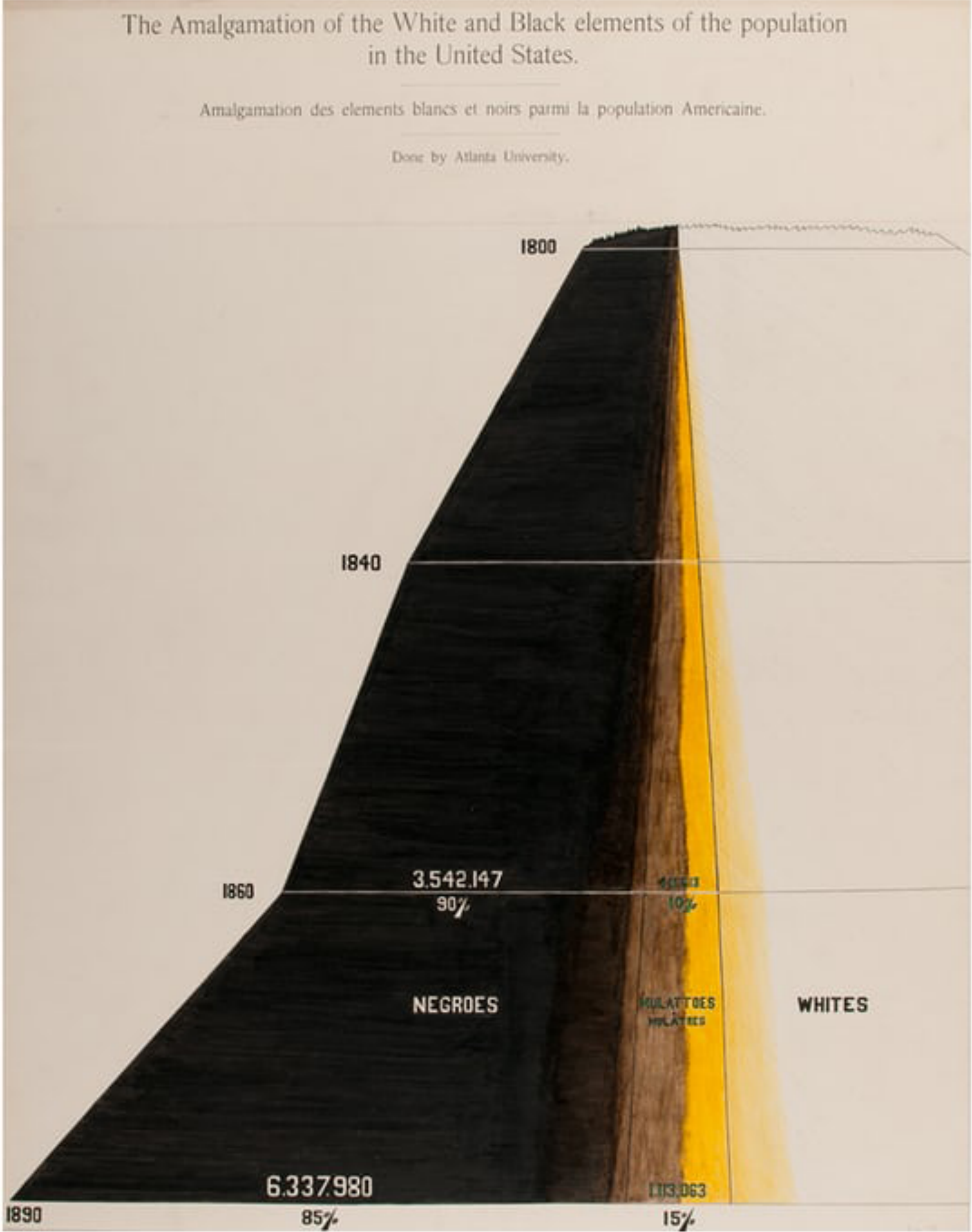


# Gun deaths in Florida

Number of murders committed using firearms

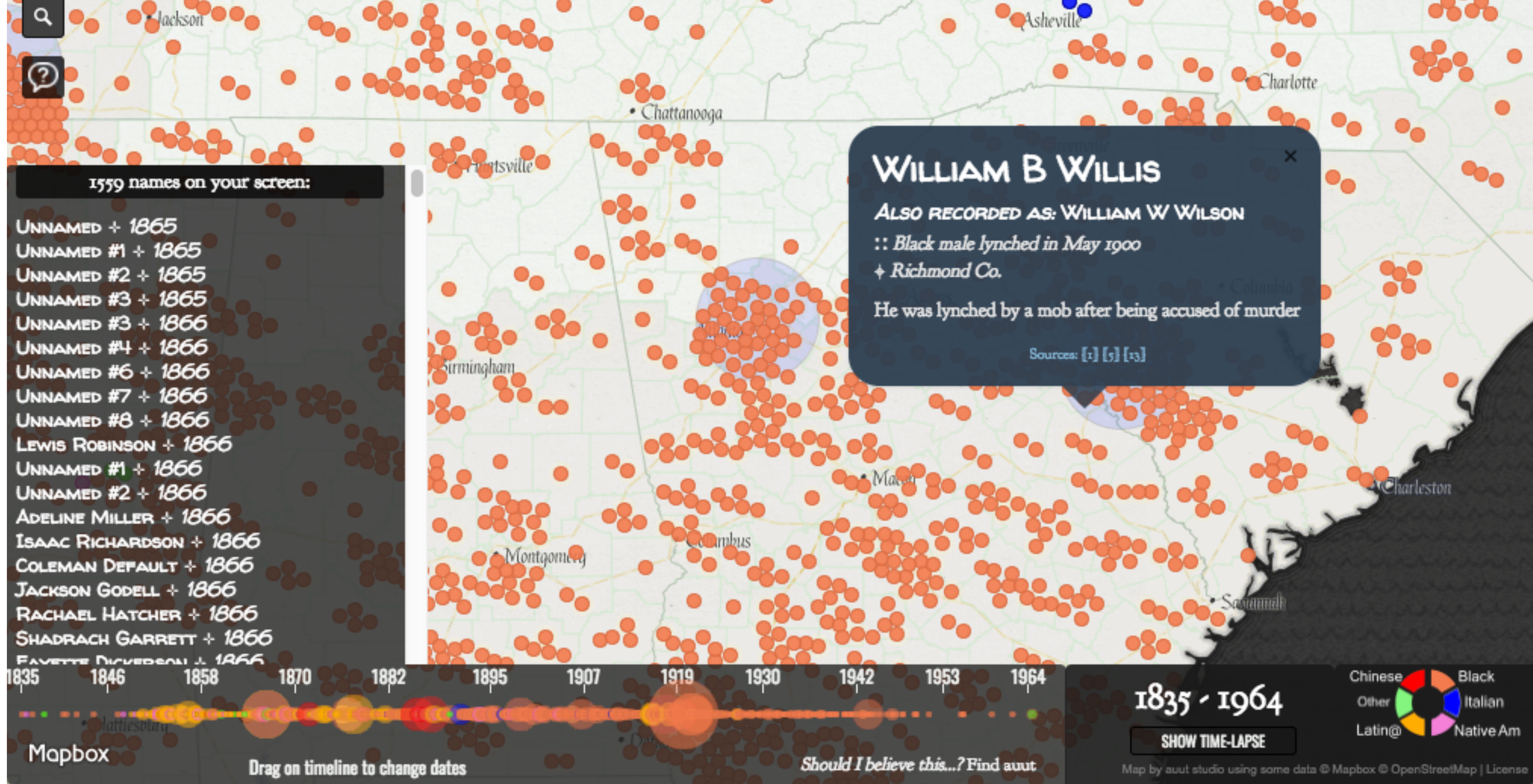


Source: Florida Department of Law Enforcement



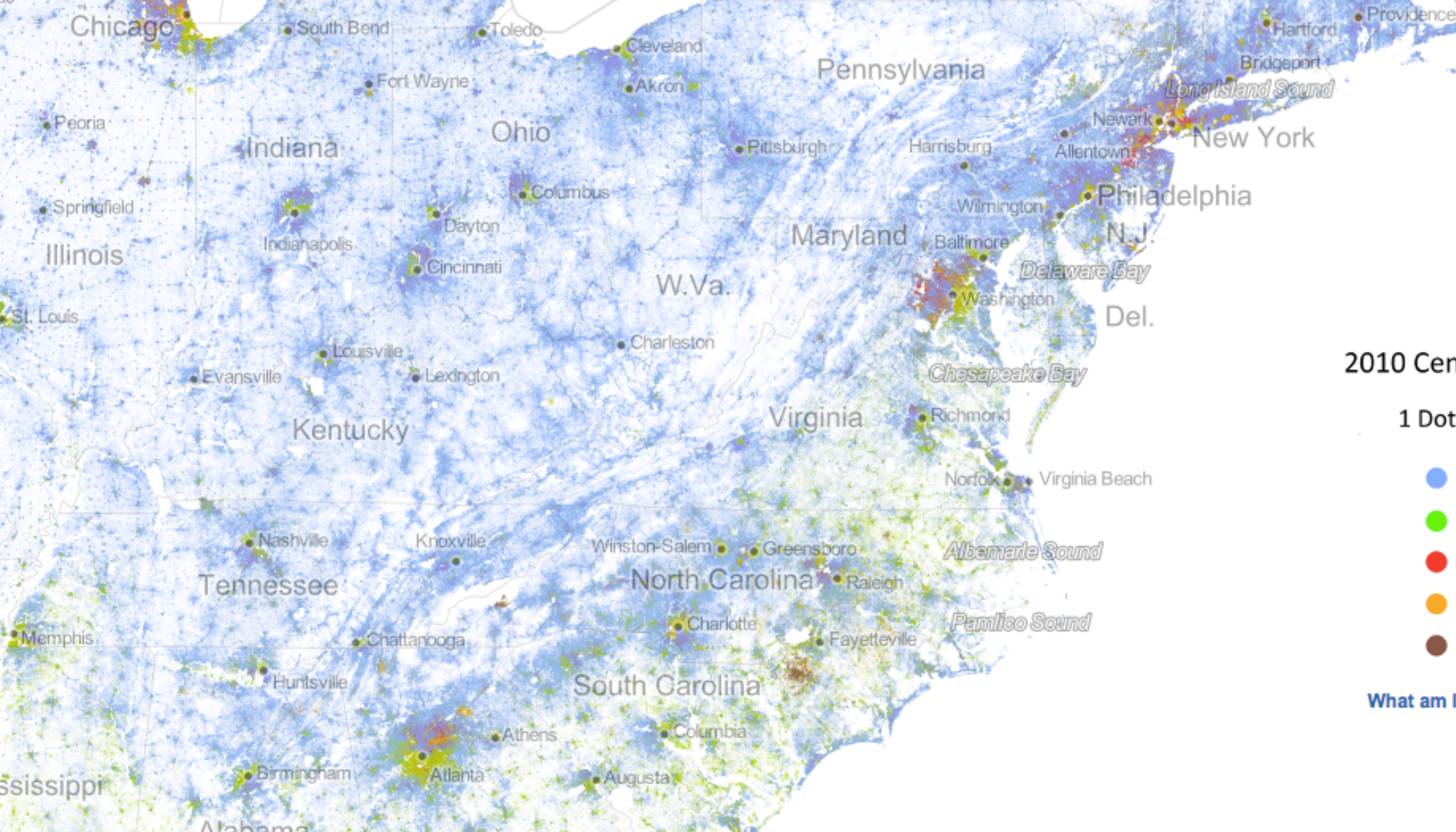
Designer:  
WEB DuBois





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