**543 Visual Analytics Class**

* Magah-ya-nes
* Data is organized in Github repository
  + Use to synchronize and store data
* Tiyani Lan—partner?
* Work in pairs—can do a page of my own plots and partner does their own plots
  + If we have different goals for data visualization
  + Or can accept one plot for two people—four plots have to be associated and tell a story together, show a history, something interactive potentially

Plot

* Plot needs a title, the title is the answer of the data
* Title (no more than 10 words)
  + Subtitle
* Axis labels
  + Check the units, evaluate the presence of zero—will have a different effect on the reader
* Annotations
  + Mostly text, or can draw a shape or a line to draw attention to some part of the visual
  + Keep focus
  + Complement the title; aligns with what title is saying
* Data
  + Can be encoded using dots
    - Best for location (coordinates), avoid giving meaning to particular dot shapes (filled in, starred, etc)
  + Lines and curves
    - Best for distance and linear pattern
    - Avoid encoding meaning to width
  + Shapes
    - Best for area
    - May be difficult to decode
  + Difficult to show multivariate things simultaneously
  + Color
    - Useful for categorical variables with few levels
    - Shades of color can be used for numerical data
    - Ascending/descending encoding is not trivial
  + Data-ink ratio
    - Keep in mind
    - Plot—everything you use is ink
    - Good ratio between data you want to show and “ink” you use—less ink the better