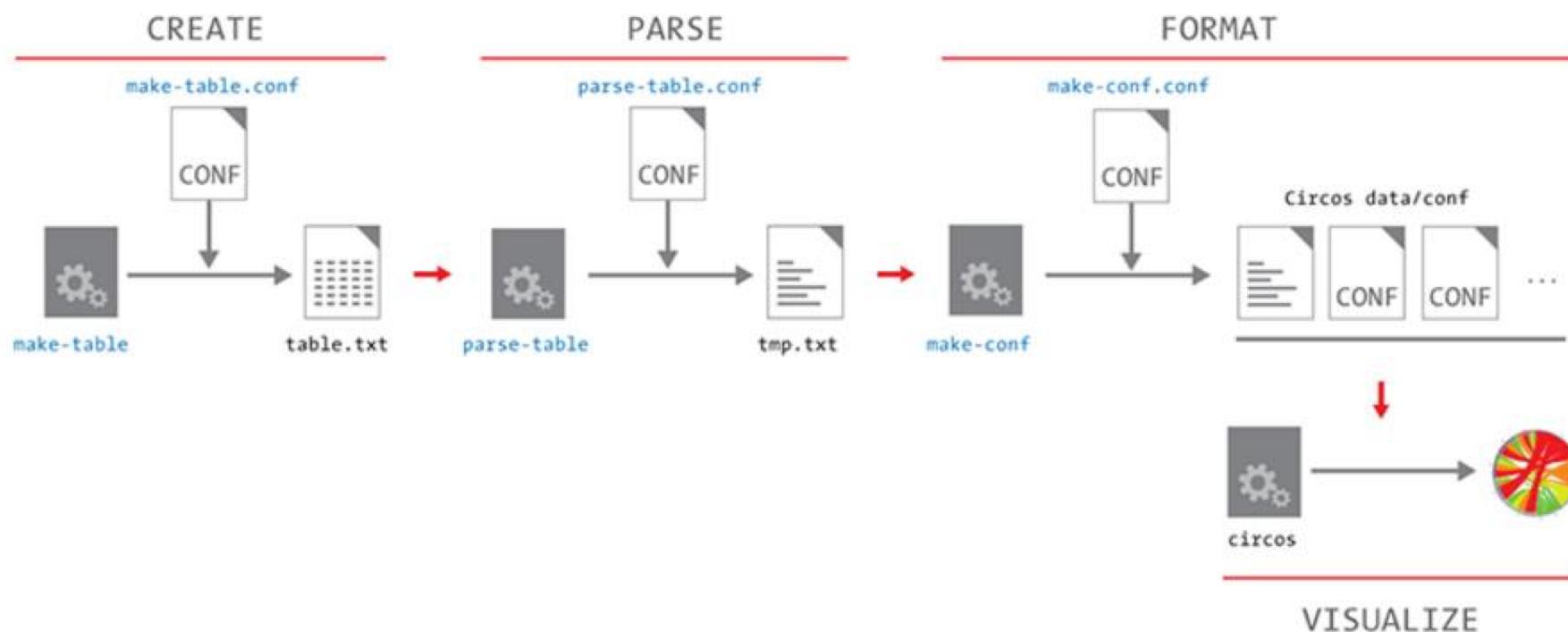
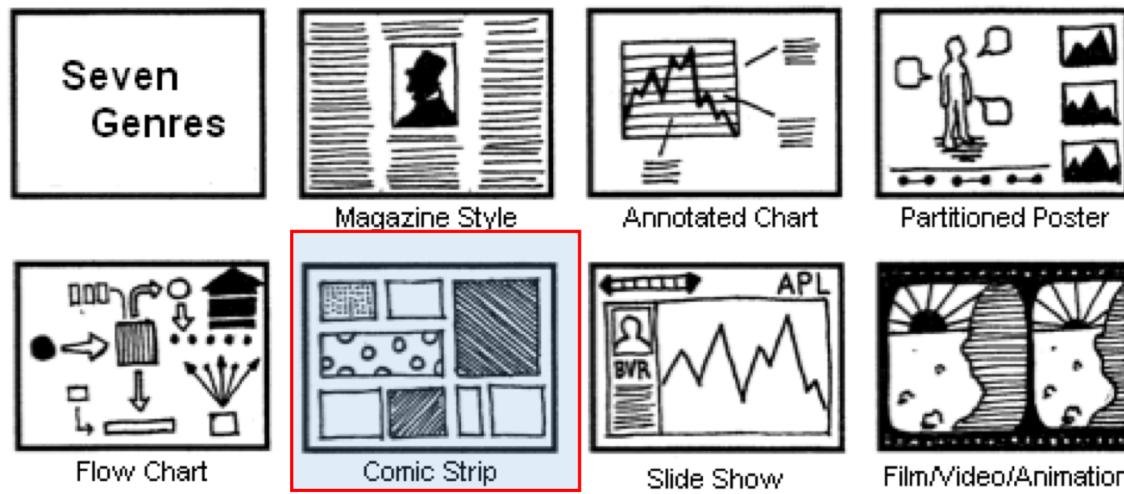


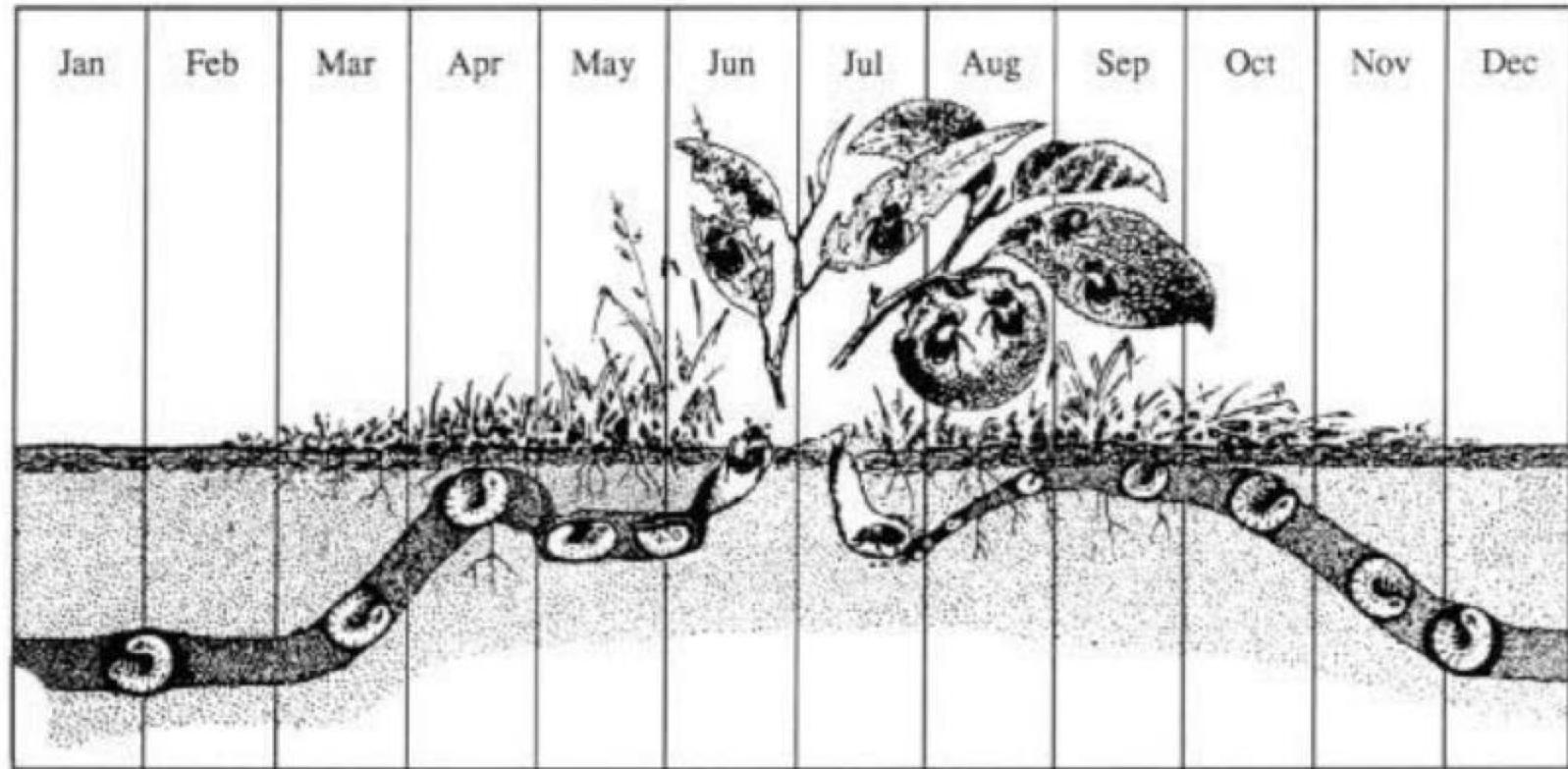
# GENERATING A VISUALIZATION FROM A TABLE



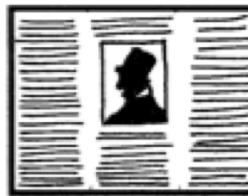
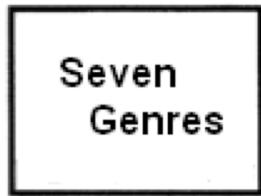
# Different genres



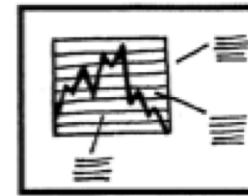
**Implicit reading order based structuring of the elements in space**



# Different genres



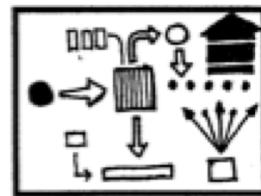
Magazine Style



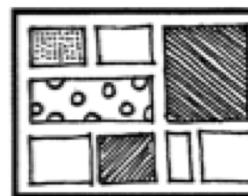
Annotated Chart



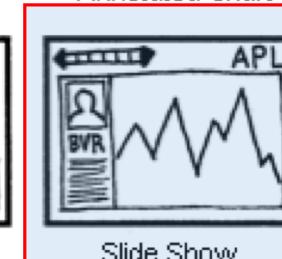
Partitioned Poster



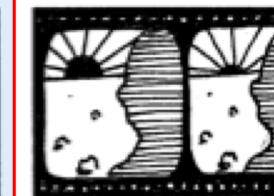
Flow Chart



Comic Strip



Slide Show



Film/Video/Animation

**Explicit time-based structure with navigation tools**



## History of Toyota

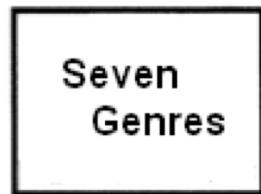


Toyota's sales plunge 75 per cent after US occupation forces tighten Japan's monetary policy, leading to a recession. The company secures a bailout from its banks, but not before it suffers a ¥77m net loss and is forced to lay off workers. Kiichiro resigns as president, making way for the first non-Toyoda chief executive.

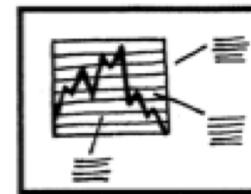
Written by Jonathan Soble • Designed by Steven Bernard

FINANCIAL TIMES

# Different genres



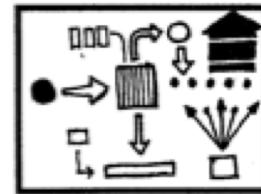
Magazine Style



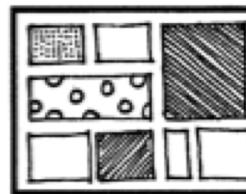
Annotated Chart



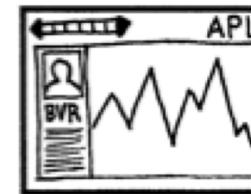
Partitioned Poster



Flow Chart



Comic Strip



Slide Show



Film/Video/Animation

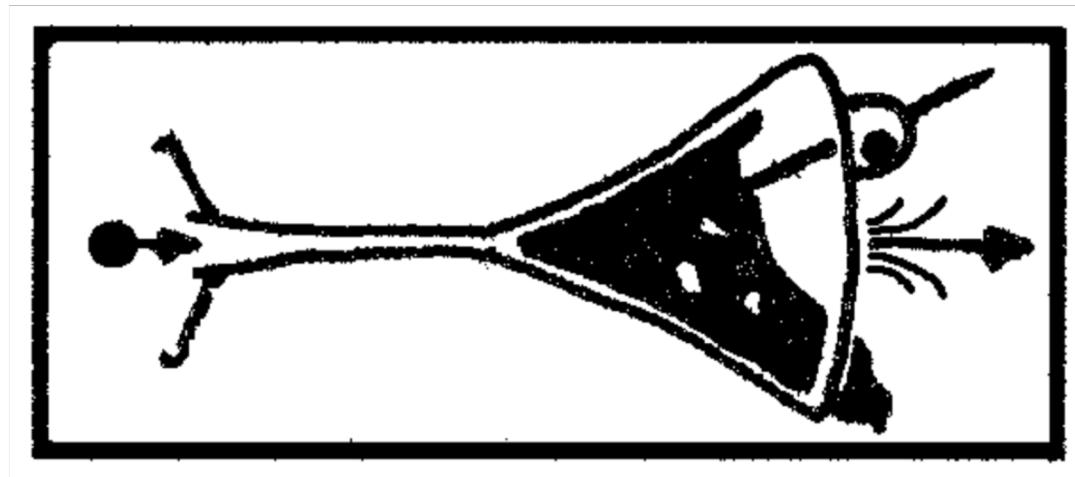
**Explicit time-based structure without navigation tools**

<https://guns.periscopic.com/?year=2013>

# Author versus reader driven

Author-Driven	Reader-Driven
Linear ordering	No prescribed ordering
Heavy messaging	No messaging
No interactivity	Free interactivity

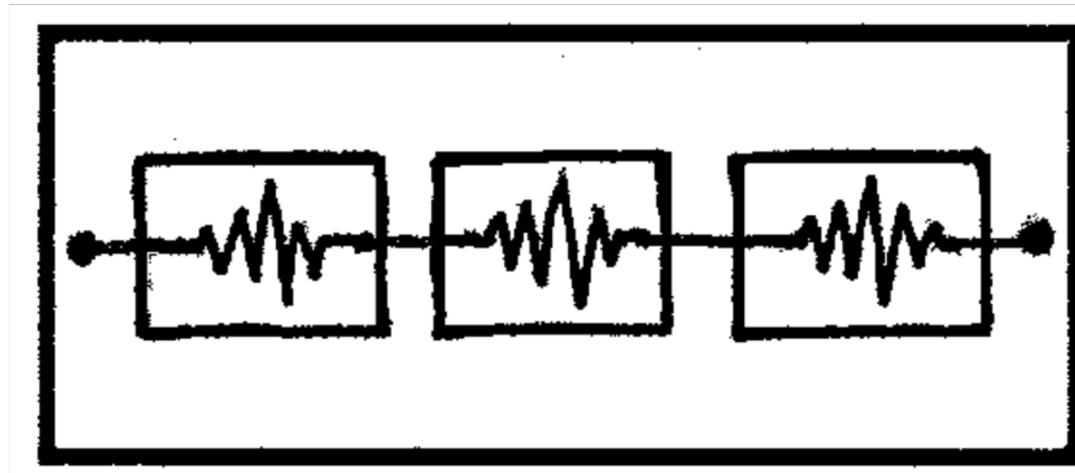
# Story telling models



## **Martini glass structure**

From author-driven to free reader-driven exploration

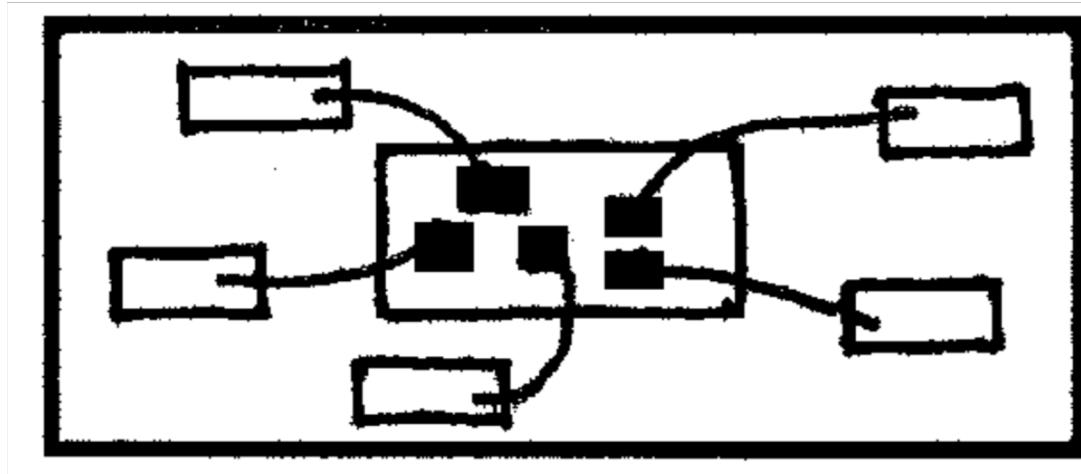
# Story telling models



## Interactive slide show

Author defines the global narrative structure, reader can explore mid-narrative in each slide

# Story telling models



## Drill-down story

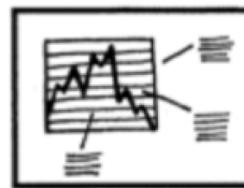
Author defines the interaction structure and possibilities, but reader can almost freely explore

# Conclusion

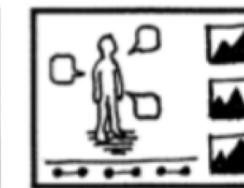
Seven  
Genres



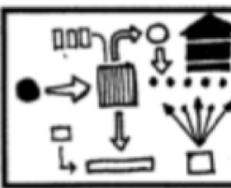
Magazine Style



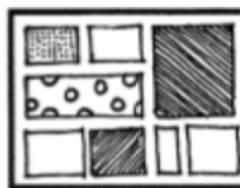
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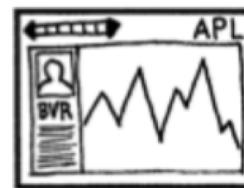
Partitioned Poster



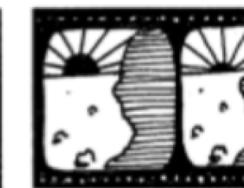
Flow Chart



Comic Strip



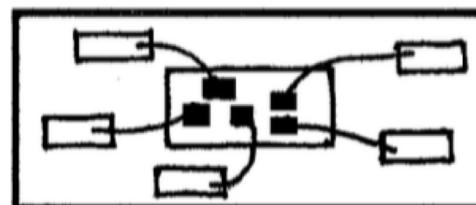
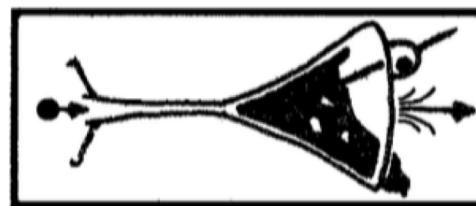
Slide Show



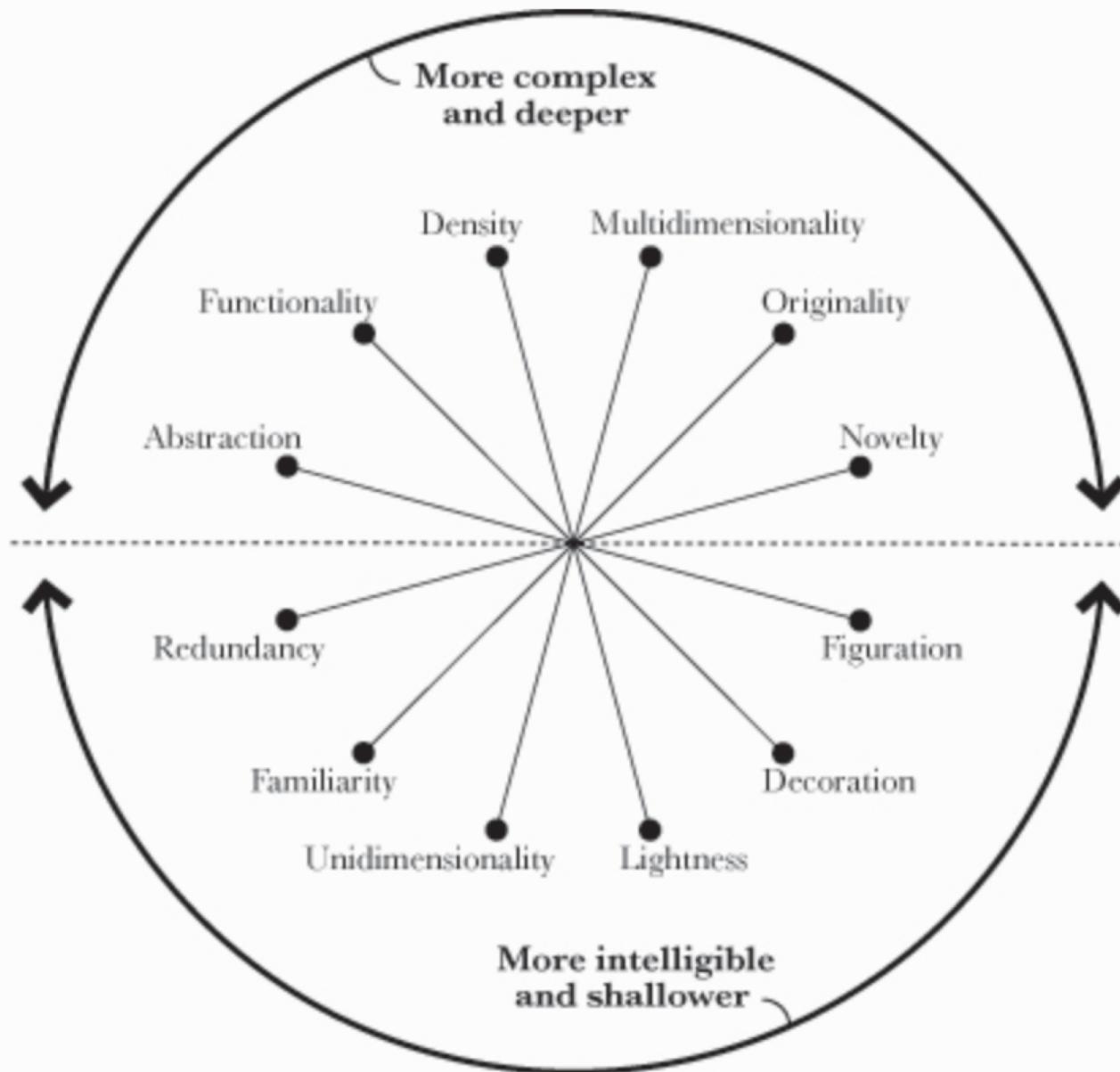
Film/Video/Animation

Different genres

Different models for structuring

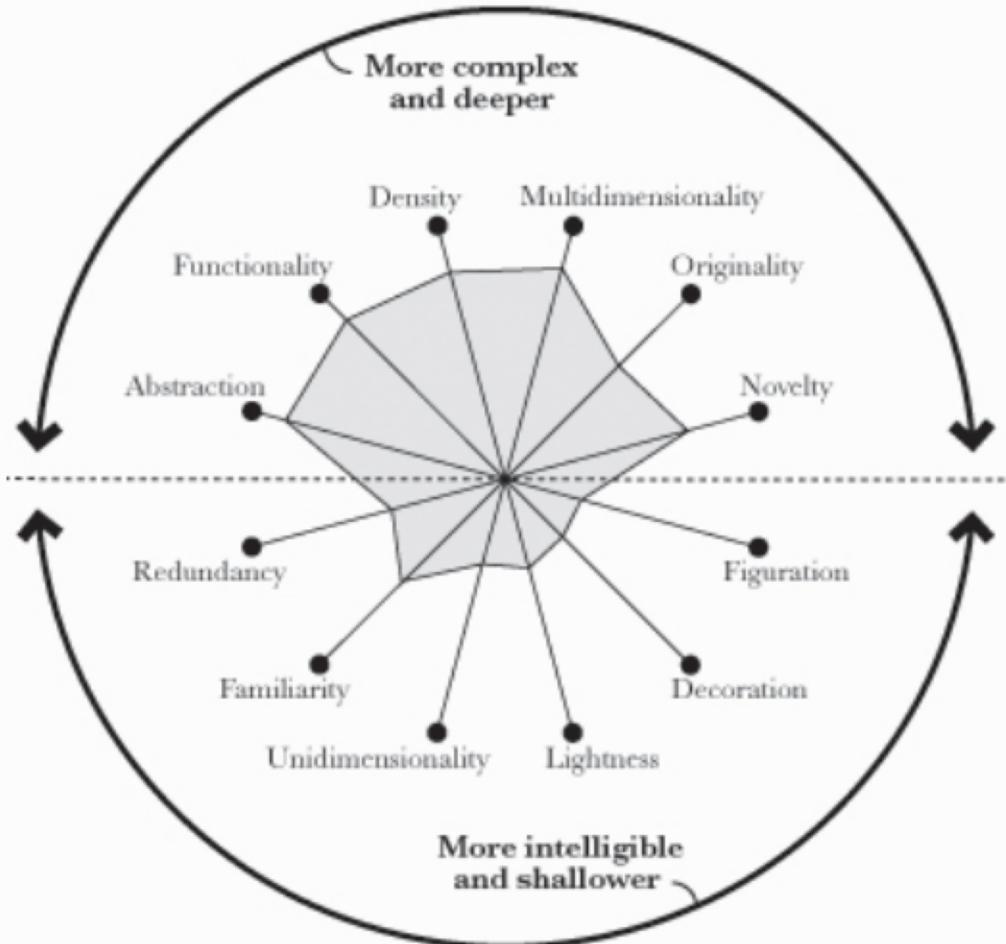


You have many choices,  
take the one best suited  
to the audience and for  
the medium

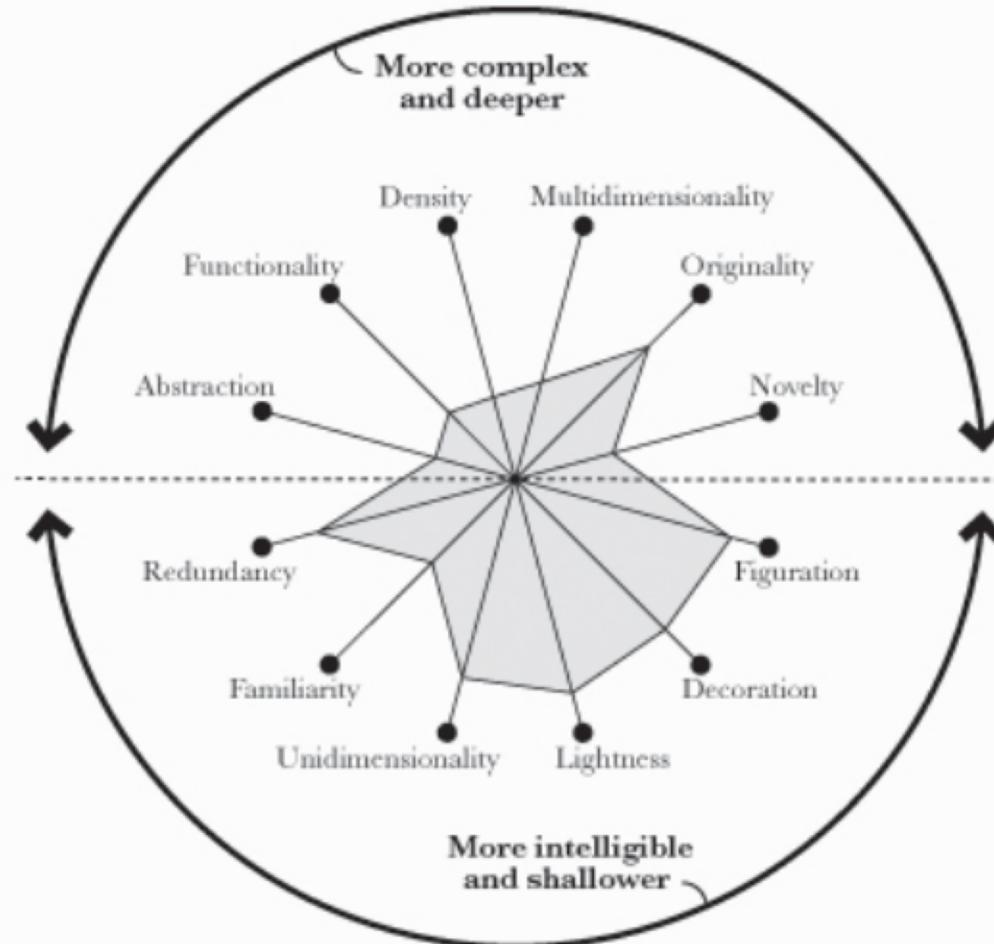


**Figure 3.2. The visualization wheel.**

**The wheel preferred by scientists and engineers**



**The wheel favored by artists, graphic designers, and journalists**



**Figure 3.11. Different professional backgrounds, different ways of facing projects.**