VISUALIZATION TECHNIQUES
Winter Semester 2023-2024

VISUAL INFORMATION CODING & GOOD AND BAD DESIGN
(PRE-WORK MATERIAL)

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Purpose

- In the following lectures we will take a look at visual coding, exploring the different types of visual variables and type of data and which ones are suitable for which. We will then analyze some guidelines for good (and bad) design practices.

- To further motivate these topics I would like for you to take a look at the following websites and think about the proposed questions.
Interactive Visualization

http://www.nytimes.com/interactive/2012/10/15/us/politics/swing-history.html?_r=0

Over the Decades, How States Have Shifted

Recent elections have placed a heavy emphasis on “swing states” — Ohio, Florida and the other competitive states. Yet in the past, many more states shifted between the Democratic and Republican parties. A look at how the states stacked up in the 2012 election and how they have shifted over past elections.

FiveThirtyEight

Updated: November 7, 2012

Interactive Visualization
Proposed Exercise (15.11) → Questions

- Who is the audience? (expert? non-expert?)
- What questions does this visualization answer?
- Why do you like / dislike this visualization?
- Can you suggest improvements?
Analyze Visualizations

http://viz.wtf

WTF Visualizations

Visualizations that make no sense.

For a discussion of what is wrong with a particular visualization, tweet at us @WTFViz.

Check out our friends Thumbs Up Vis and accidental affix or submit.
A lot can go wrong with visualizations, on vis.wtf you can find a lot of examples. Please do not take them as models to follow.

I would like to ask you to look at a few examples and think about why these visualizations are bad.

Q: What makes a really bad visualization?