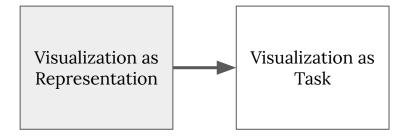


## New Languages / Complex Types

A Samuel Pottinger Stat 198: IDSV Mar 10, 2025

## **Context Setting**



Visualization as Narrative

Visualization as Dialogue

## **Today**

> Charts without names: Using dimensions, measures, and encodings to read a graphic.

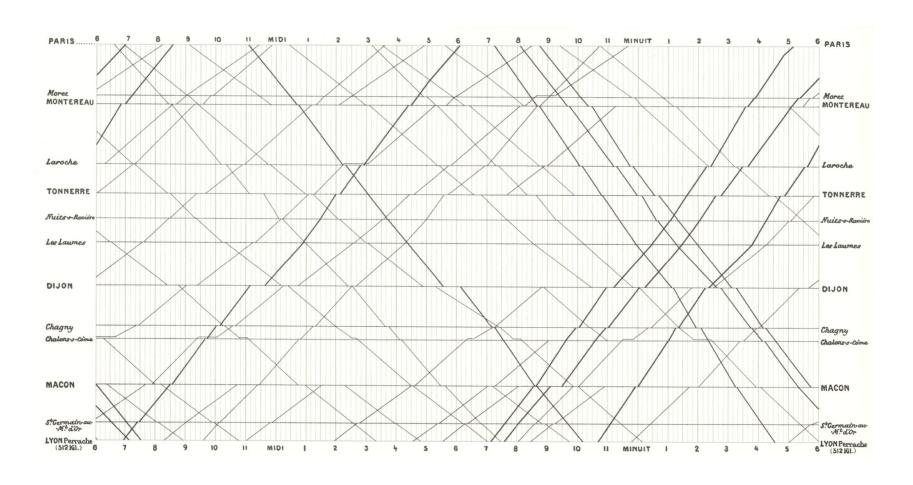
More tips for complexity: Movements and levels

Group activity: Homework 11 in class!

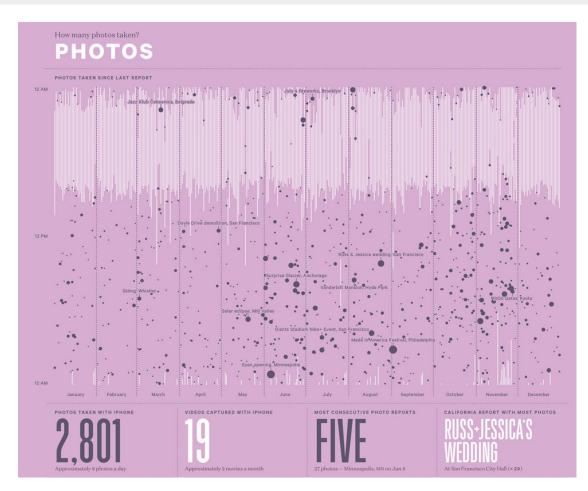
Complex data: what non-CSV data inputs might look like.

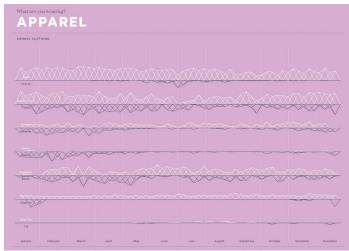
Advice for maps: using the first perspective to navigate maps.

## Charts without names - Marey



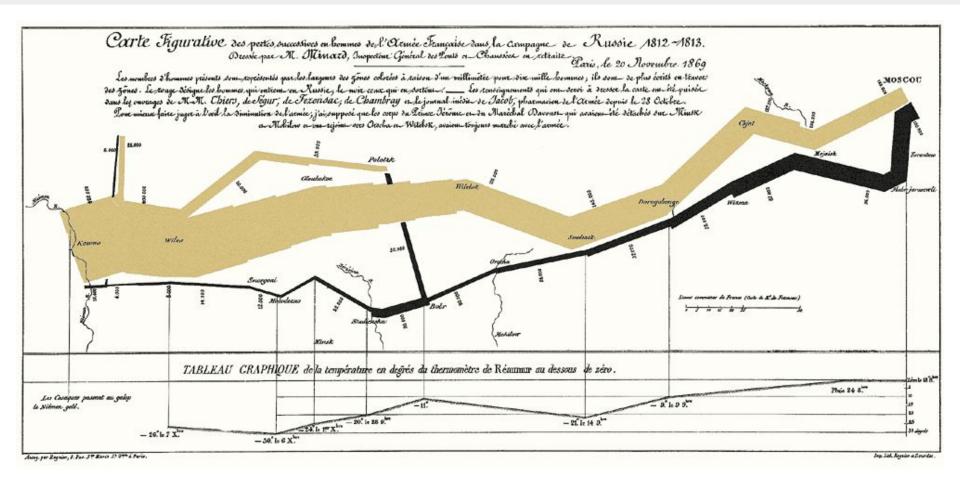
#### Charts without names - Felton



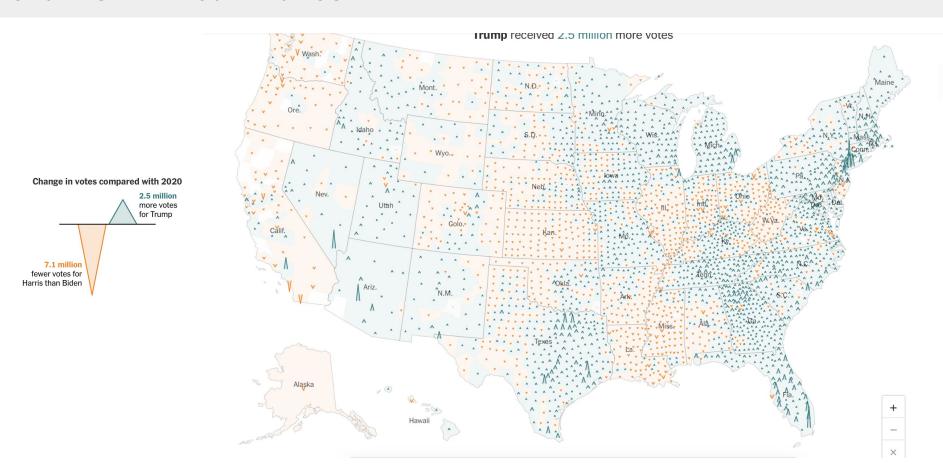


TYPES OF ACTIVITIES REPORTED	Approximately 2 conversations per person	
From adjusting to writing		
CHANCE OF WORKING	PEOPLE MOST FREQUENTLY SPOKEN TO	
35.3 PERCENT	Ryan	179
Working (×1,410) vs not working (×2,582)	Olga	144
	Mom	50
493	Justin	46
	Roddy	45
	Soopa	28
	Tom W	26
	Sergiy	20
10.0%	Boz	20
As reported at the end of each day	MarinaF	19
MOST PRODUCTIVE DAY	MOST TALKATIVE MONTH	
WEDNESDAY	AUGUST	
57.8% productive	76 talking reports	
MONTHLY PRODUCTIVITY	WEEKLY CONVERSATION	

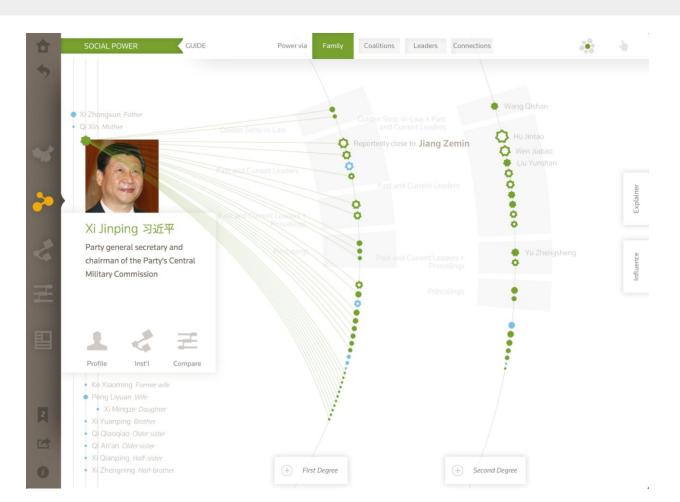
#### Charts without names - Minard



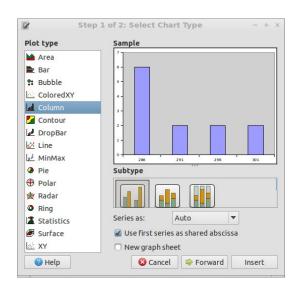
## Charts without names - NYT



#### Charts without names - Fathom



#### Charts without names



Instead of thinking in chart names, think in encodings.

What are the dimensions and measures?

How can I map those to encoding devices?

## **Today**

Charts without names: Using dimensions, measures, and encodings to read a graphic.

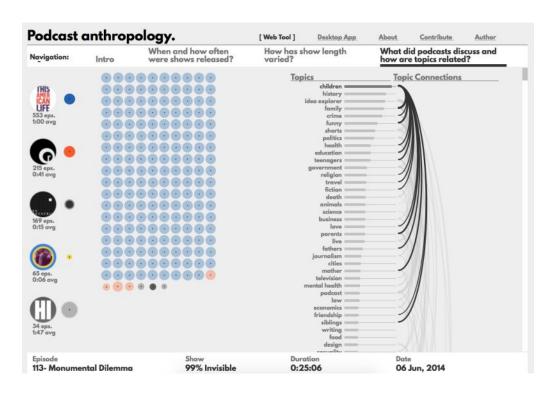
> More tips for complexity: Movements and levels

Group activity: Homework 11 in class!

Complex data: what non-CSV data inputs might look like.

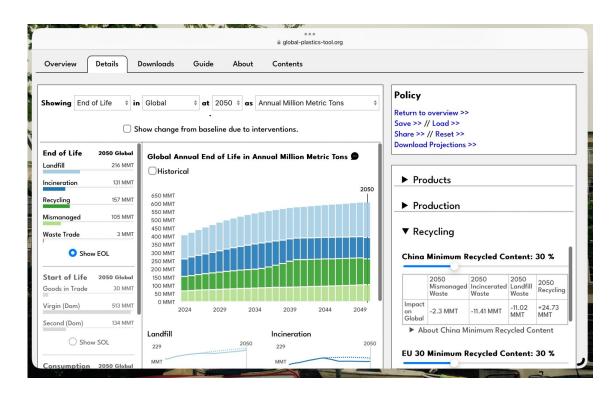
Advice for maps: using the first perspective to navigate maps.

#### **Movements**



Podcast Anthropology

#### Levels



# Global Plastics Tool

#### Two new tools

**Movements:** Reuse visual motifs or graphical representations across multiple plots to create a story between them. (<u>Jonathan Harris</u>)

**Levels:** Start with very simple graphics but, as the user spends more time interacting, add in more sophistication (Ben Fry)

## **Today**

Charts without names: Using dimensions, measures, and encodings to read a graphic.

More tips for complexity: Movements and levels

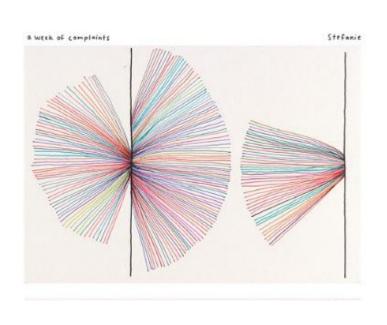
> Group activity: Homework 11 in class!

Complex data: what non-CSV data inputs might look like.

Advice for maps: using the first perspective to navigate maps.

#### Dear Data

Draw (by hand with a pen, no code) your last five years and your next five years.





## **Today**

Charts without names: Using dimensions, measures, and encodings to read a graphic.

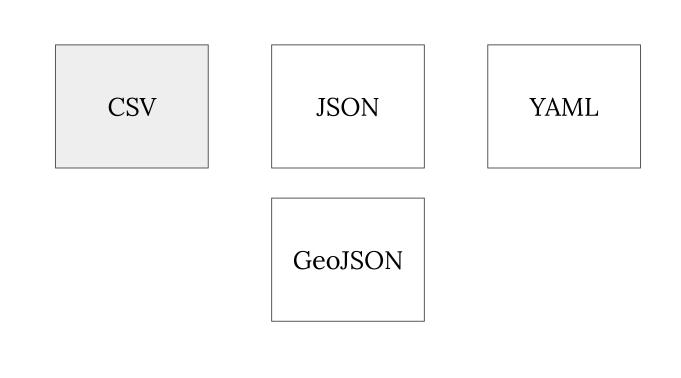
More tips for complexity: Movements and levels

Group activity: Homework 11 in class!

> Complex data: what non-CSV data inputs might look like.

Advice for maps: using the first perspective to navigate maps.

#### Text formats



#### We will do some work with GeoJSON

Name	Age	Friends
John Doe	25	Jane Doe, Jack Smith
Jane Doe	27	John Doe, Mary Sue

CSV

#### We will do some work with GeoJSON

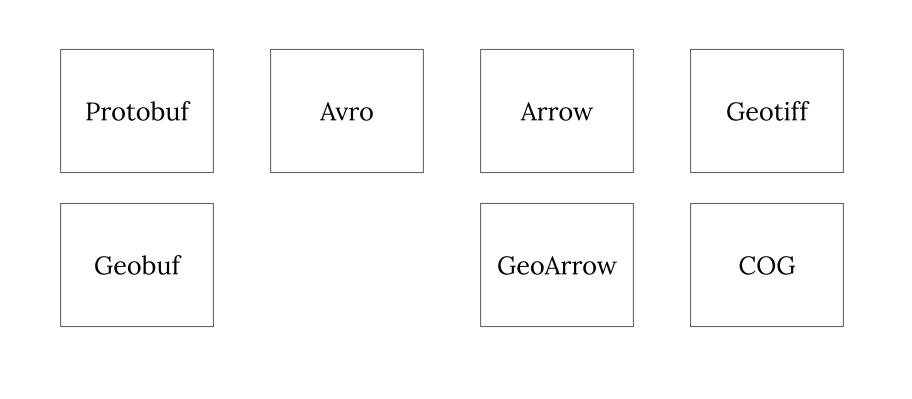
```
"people": [
                         "age" : 25,
                         "name": "John Doe",
                         "friends": ["Jane Doe", "Jack Smith"]
JSON
                         "age" : 27,
                         "name": "Jane Doe",
                         "friends": ["John Doe", "Mary Sue"]
```

#### We will do some work with GeoJSON

GeoJSON

```
geojson.io
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                                                                                                                                         Sign up for Mapbox
Open Save New
                                                                                                       </>
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JSON
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                                                                                                  25
                                                                             Visalia
                                                                                                                      ],
```

## **Binary formats**



## **Today**

Charts without names: Using dimensions, measures, and encodings to read a graphic.

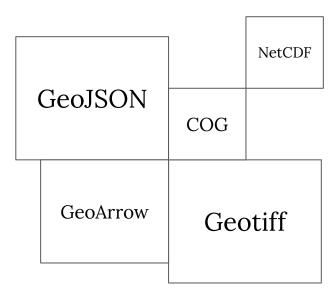
More tips for complexity: Movements and levels

Group activity: Homework 11 in class!

Complex data: what non-CSV data inputs might look like.

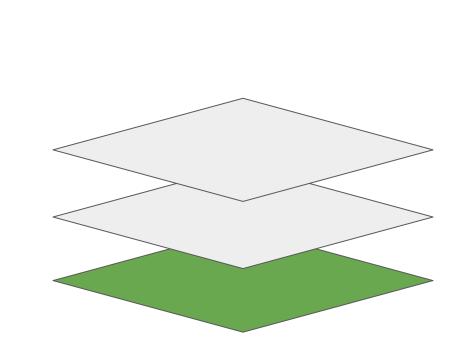
> Advice for maps: using the first perspective to navigate maps.

## What makes maps hard - technically

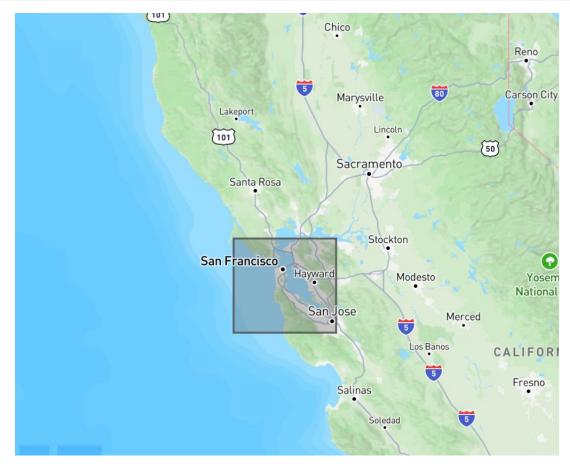


It is not uncommon to encounter geospatial datasets in the many gigabytes lots of formats

The "basemap" is also often very large.



## What makes maps hard - from design

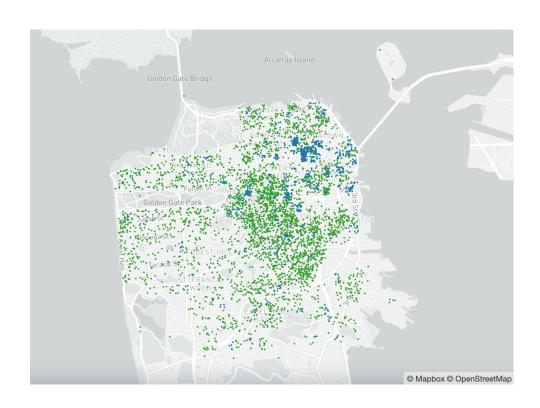


You almost always lose your best encoding device right away to vertical and horizontal position in space.

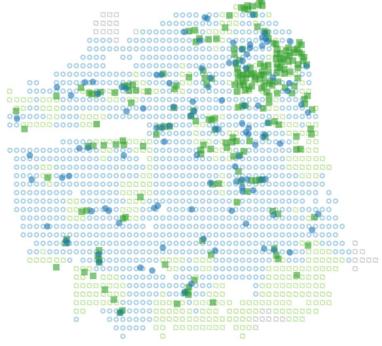
The basemap itself often includes substantial visual elements that an occlude the glyphs on top.

Mapbox, OSM

### Applying our advice - preattentive features



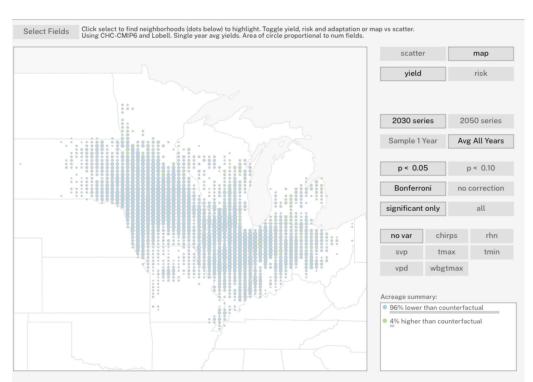
Keep a focus on things that will pop: shape, form, color.

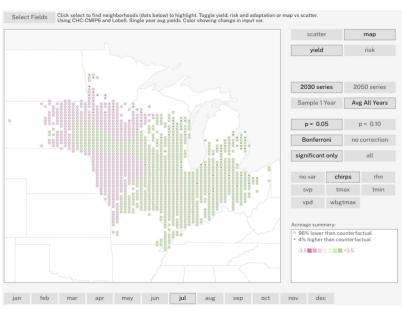


## Applying our advice - valuable encoding devices

Consider area for depicting small details

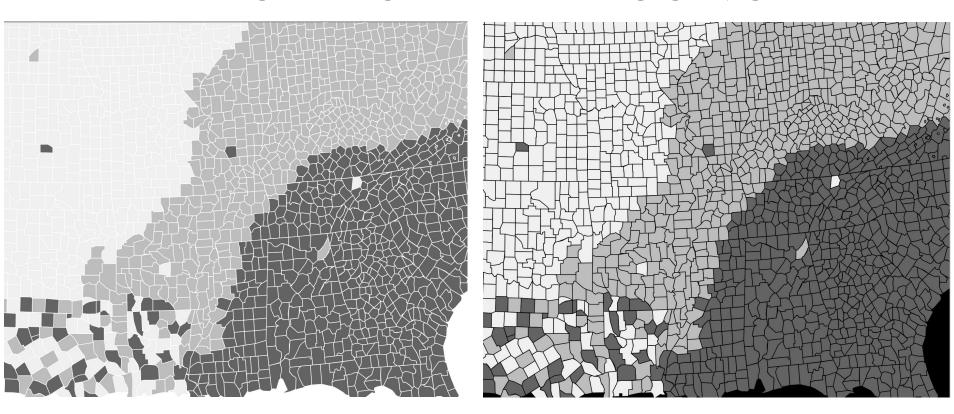
Consider color for things where there are very large differences.



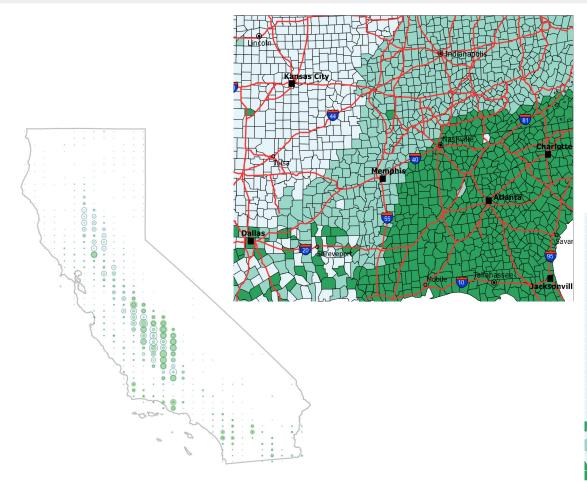


## Applying our advice - quantitative color scales

Focus on contrast against background to create strong figure / ground.



## Applying our advice - keep channels clear





## Applying our advice - focus on the user

Teaser for the next lecture -

If we narrow our focus by understanding the user and their tasks, maybe not all of the data are relevant?

## Other complex data: networks

There's more advice on networks. See the reading!

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