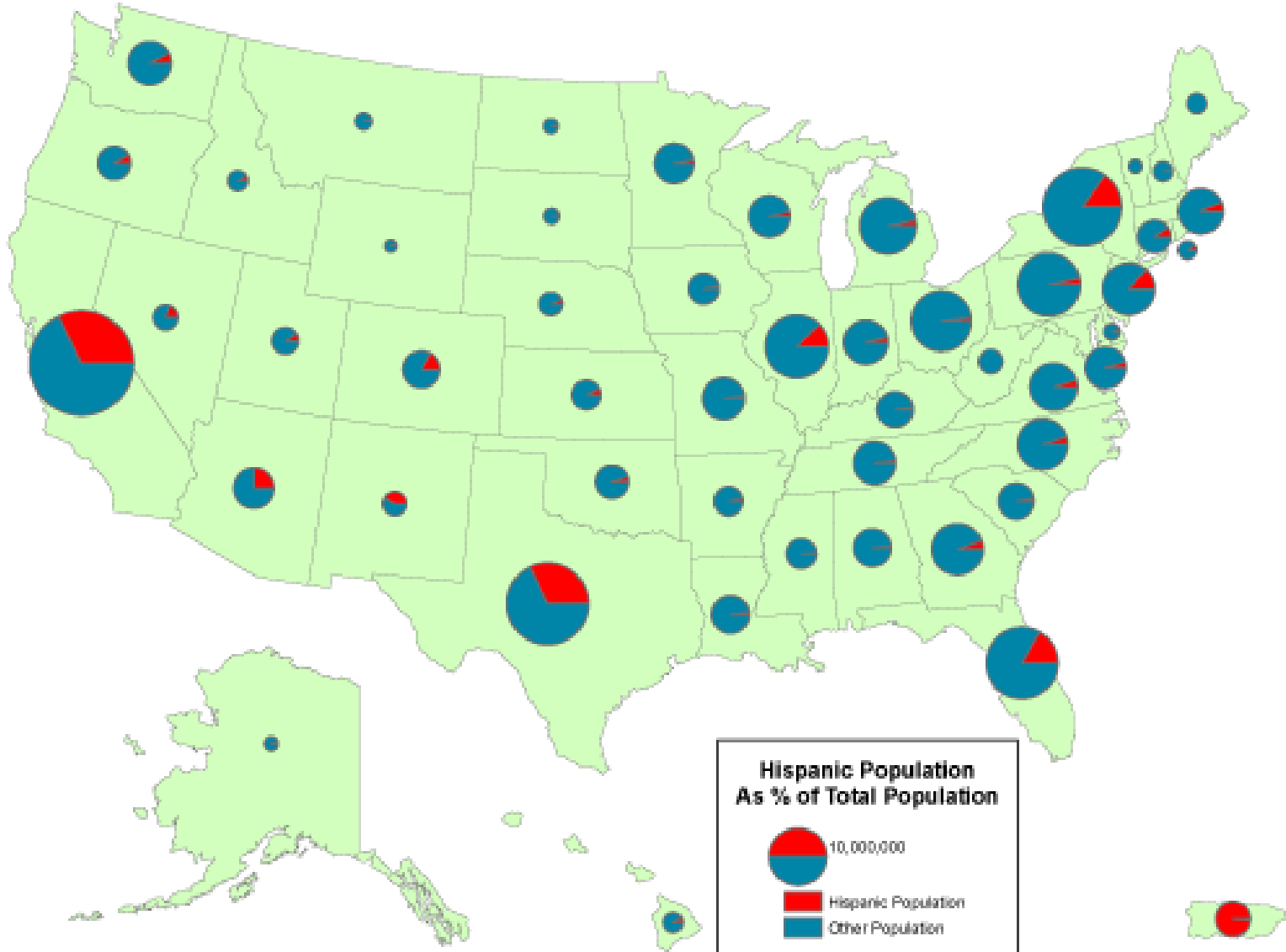


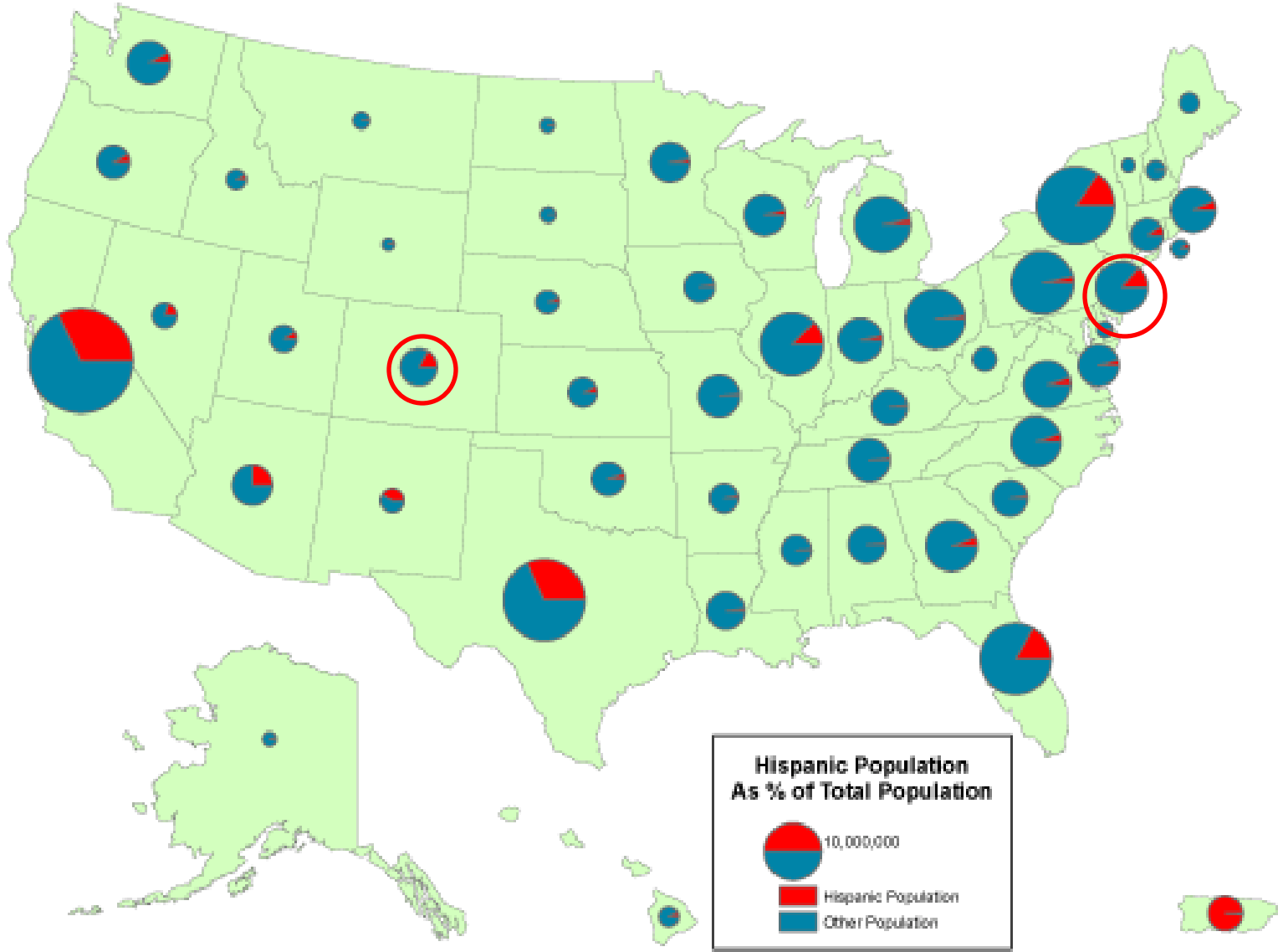
1 1

Final Aesthetic Considerations

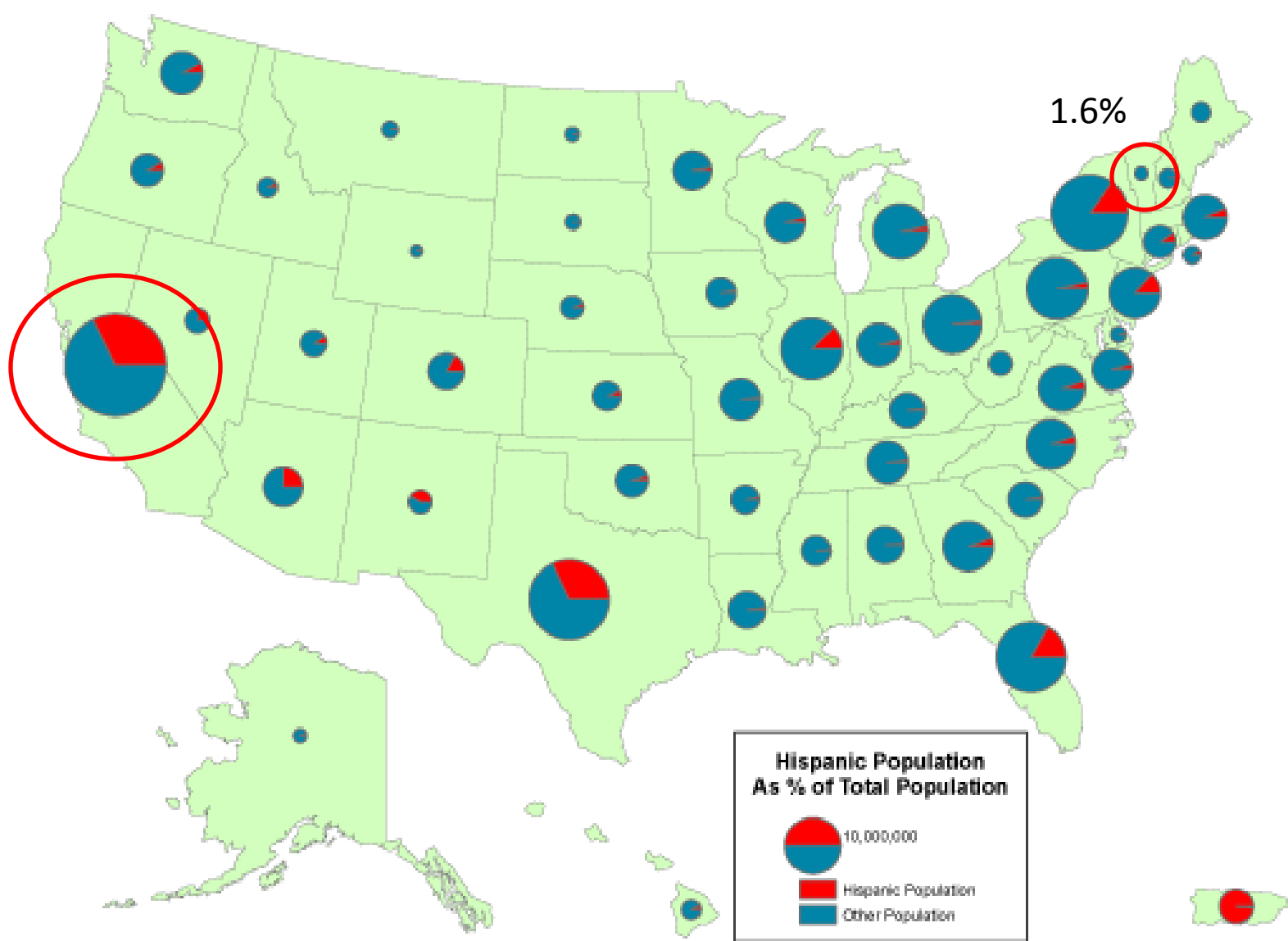
Theory and practice of making things look nice



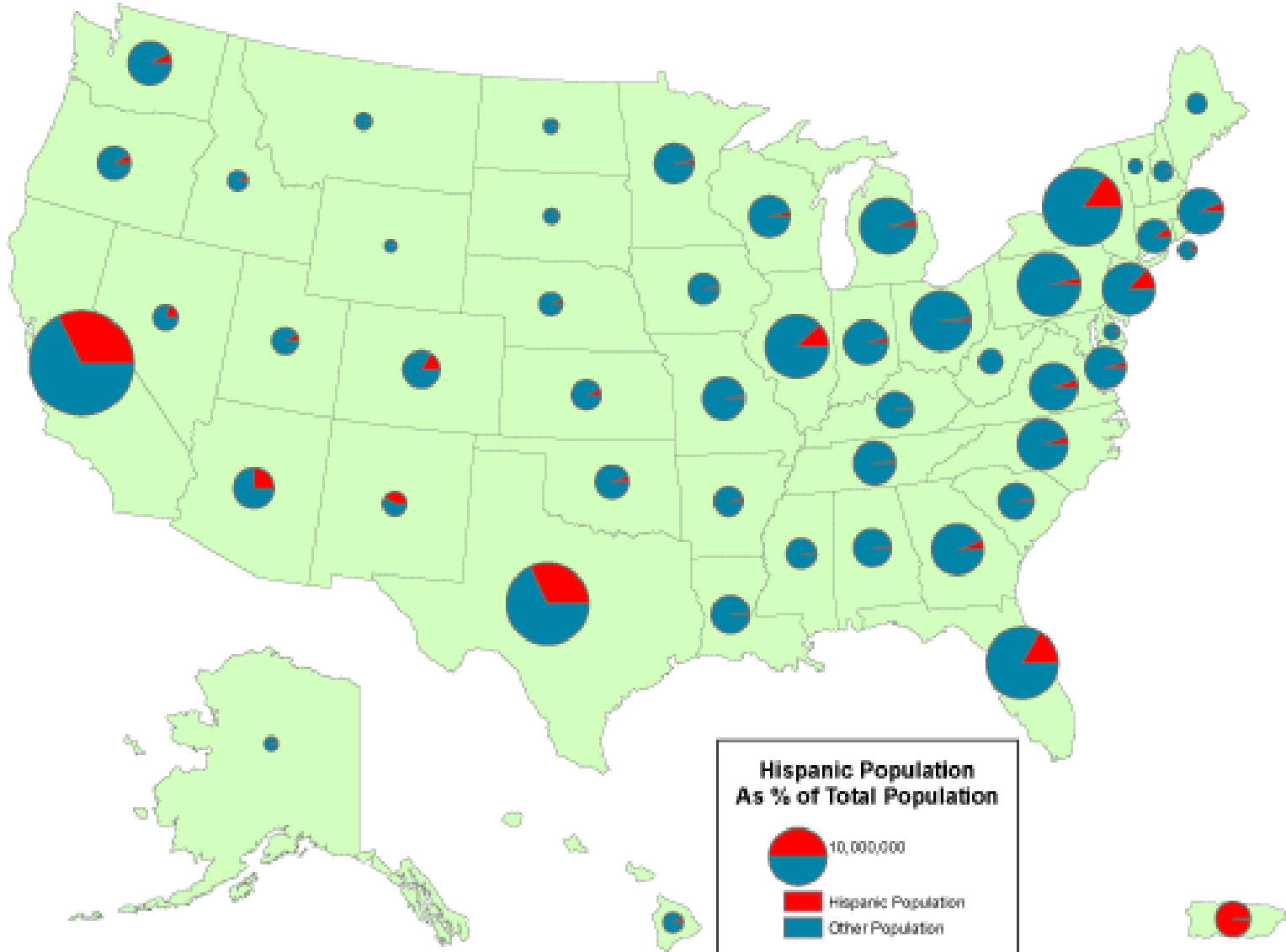
What doesn't work here?



- Can't compare pie charts effectively

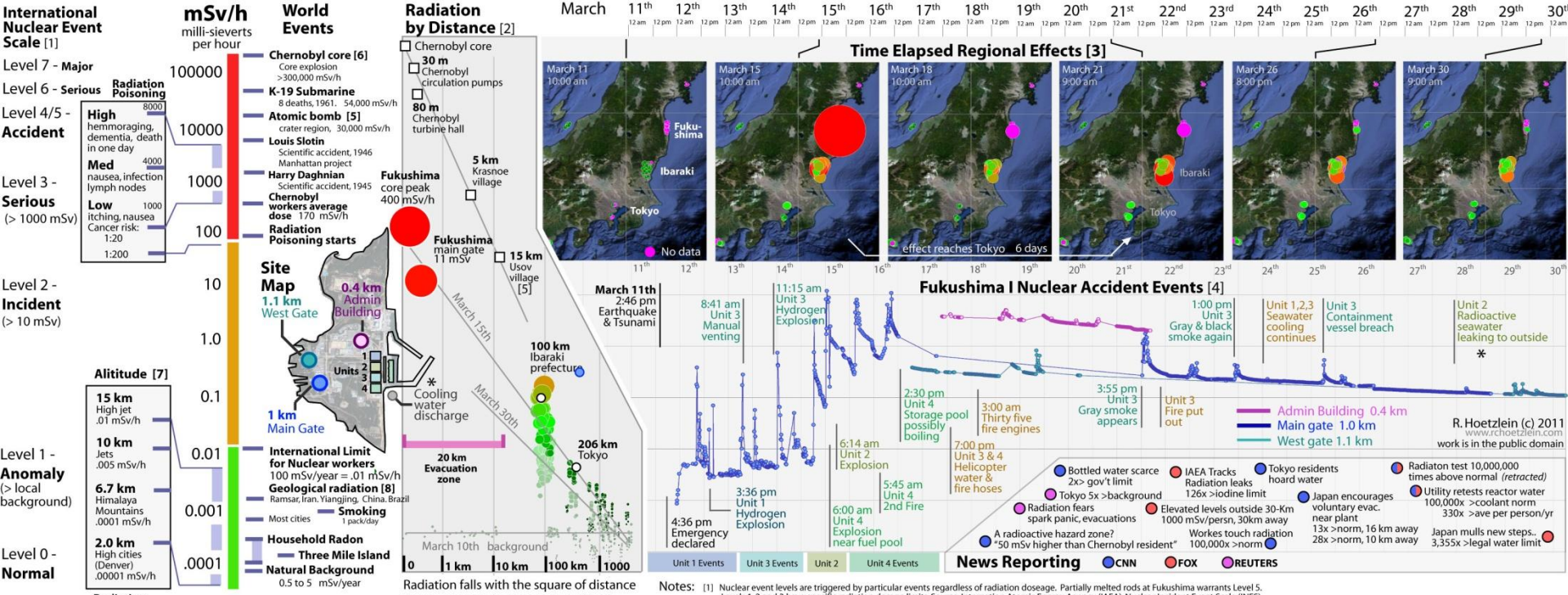


- Can't compare pie charts effectively
- Data is annoyingly scaled



- Can't compare pie charts effectively
- Data is annoyingly scaled
- Color palette is straining

Fukushima Nuclear Accident - Radiation Comparison



What doesn't work here?

1

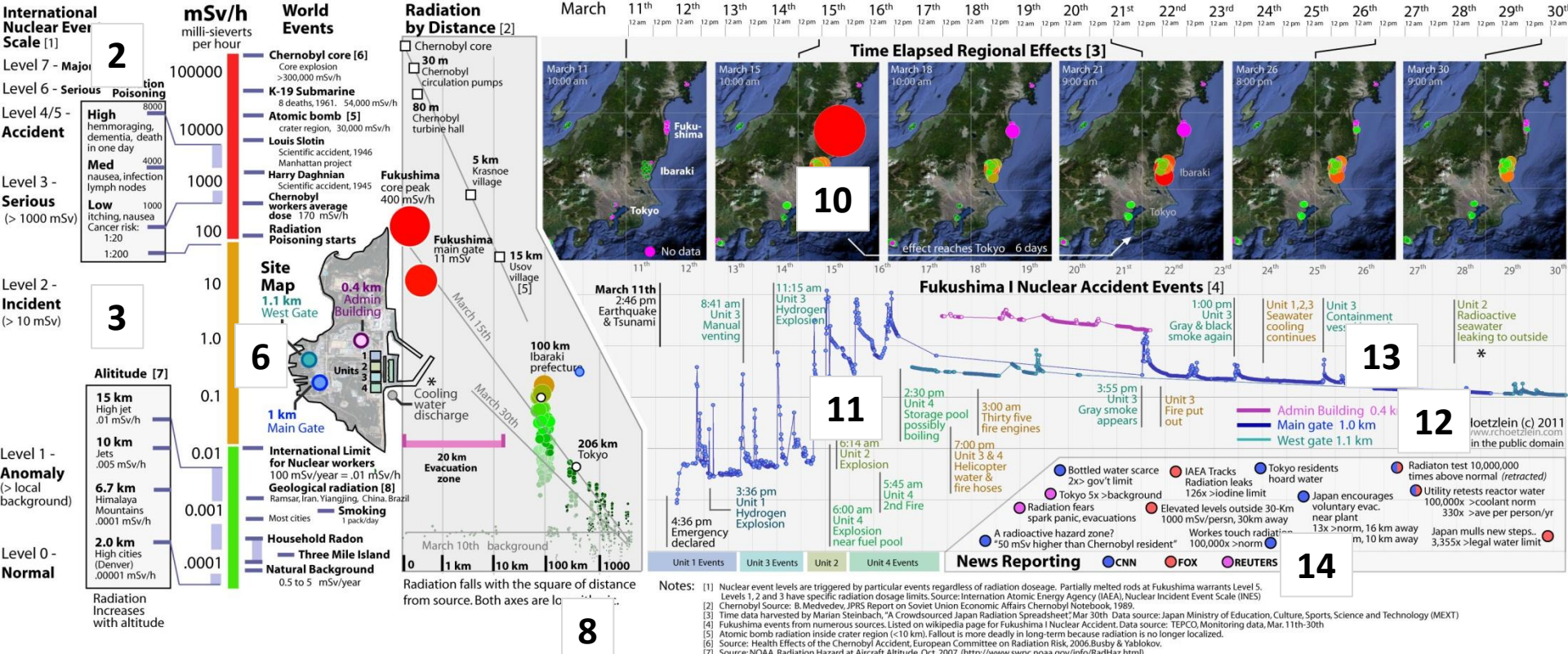
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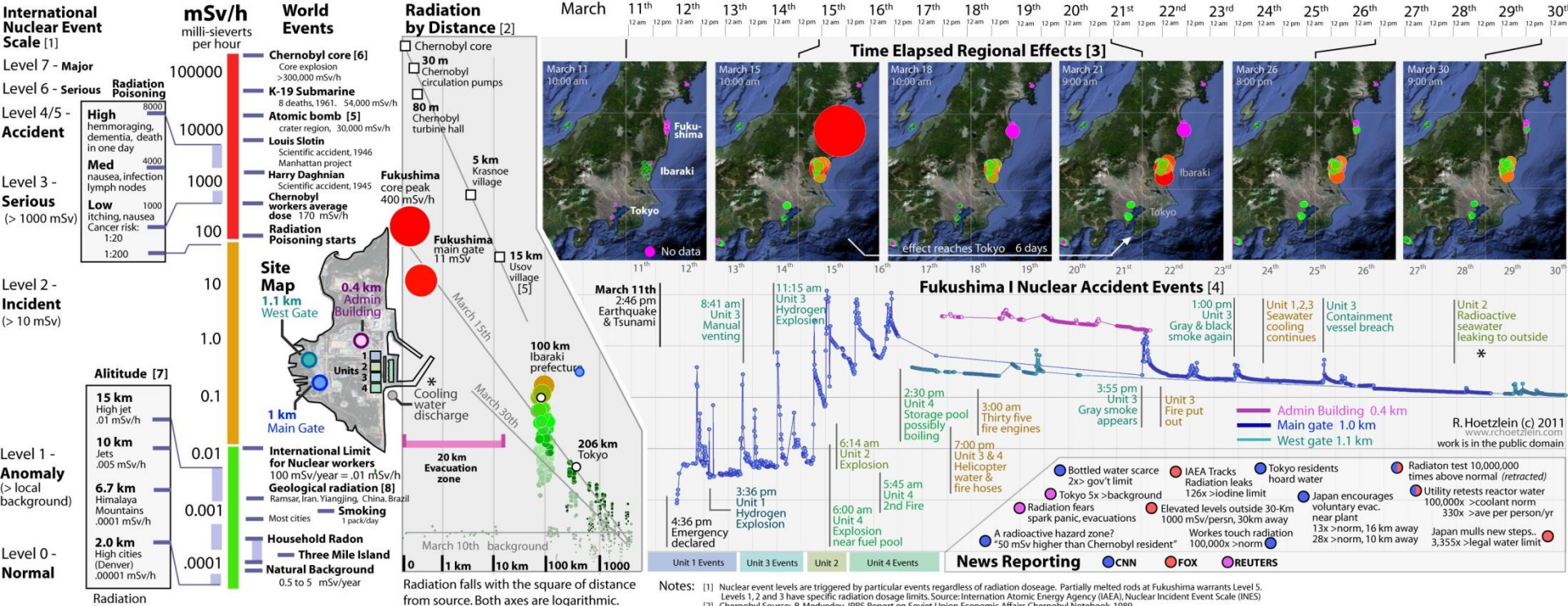
9

Fukushima Nuclear Accident - Radiation Comparison



- No discernable visual hierarchy

Fukushima Nuclear Accident - Radiation Comparison



- No discernable visual hierarchy
 - Densely packed text, numbers, and graphics

Some Winners and Losers in the Forecasting Game

About a year ago, eight forecasters were asked for their predictions on some key economic indicators. Here's how the forecasts stack up against the probable 1978 results (shown in the black panel).

Council of Economic Advisers: +4.7%

Data Resources: +4.5%

Nat. Assoc. of Business Economists: +4.5%

Wharton Econometric Forecasting: +4.5%

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I.B.M. Economics Department: +5.9%

Wharton Econometric Forecasting: +21%

Chase Econometrics: 7.4%

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- Clear emphasis on "bottom line"

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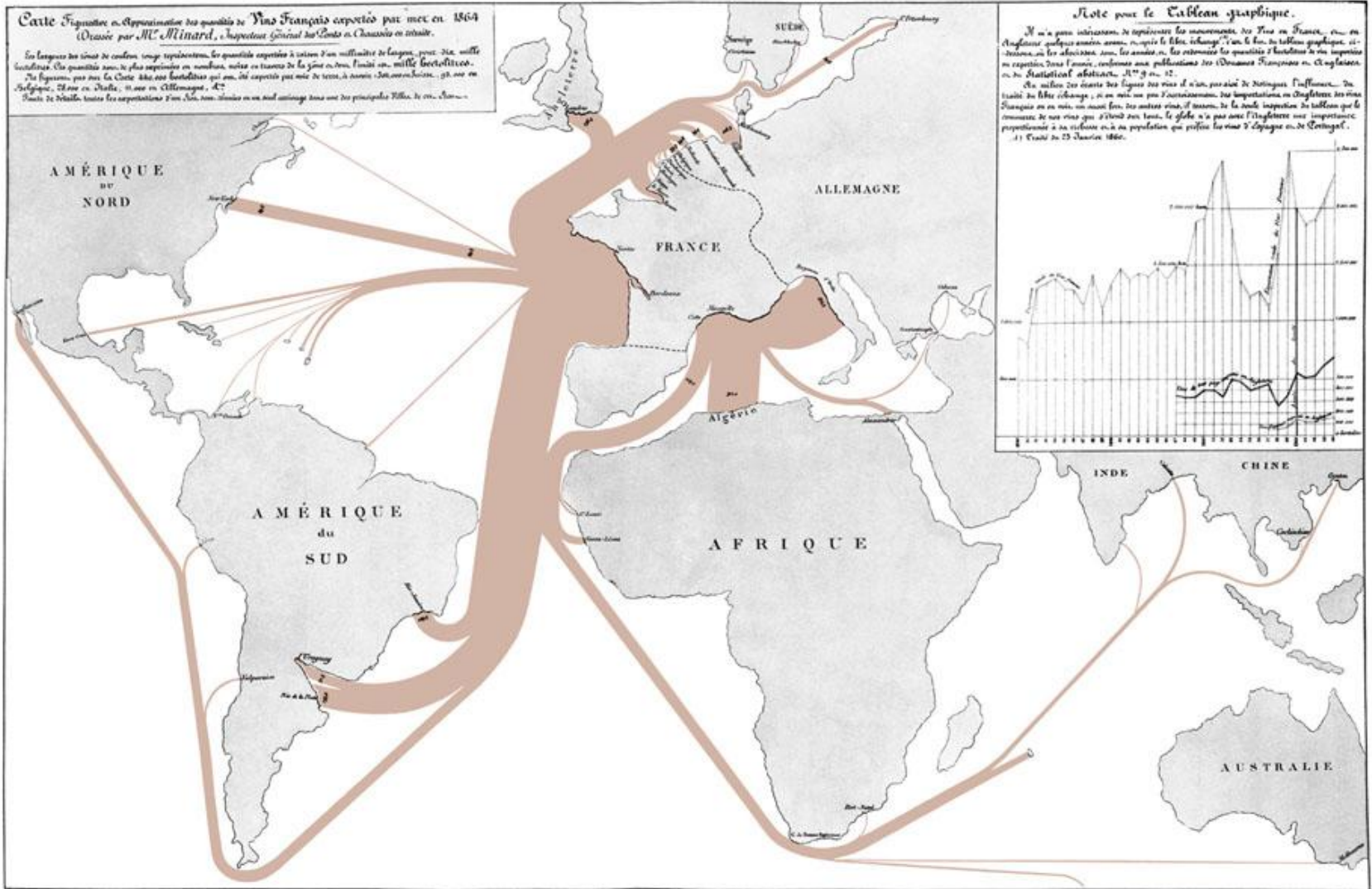
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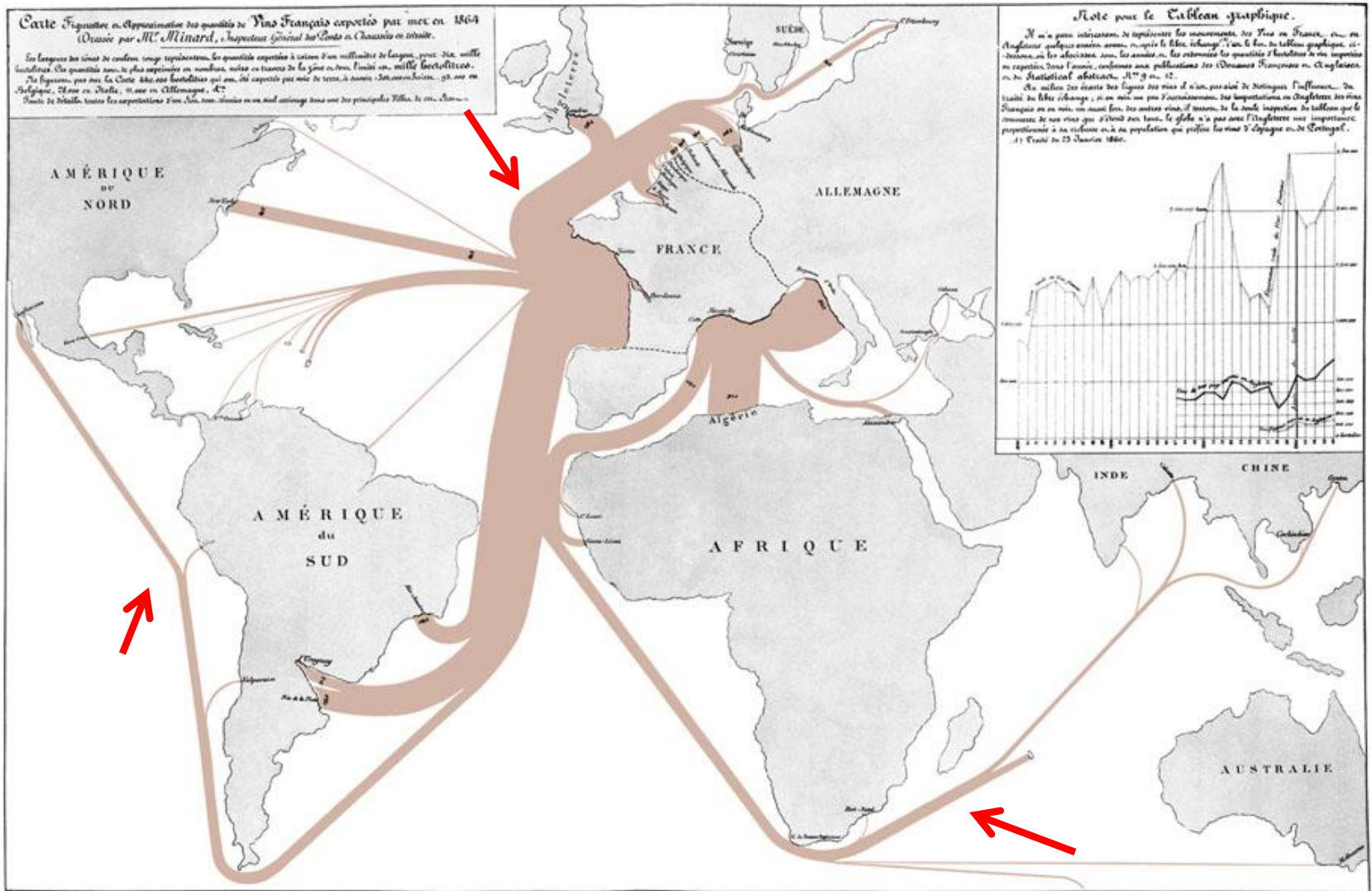


- Clear emphasis on “bottom line”
- Consistency in design



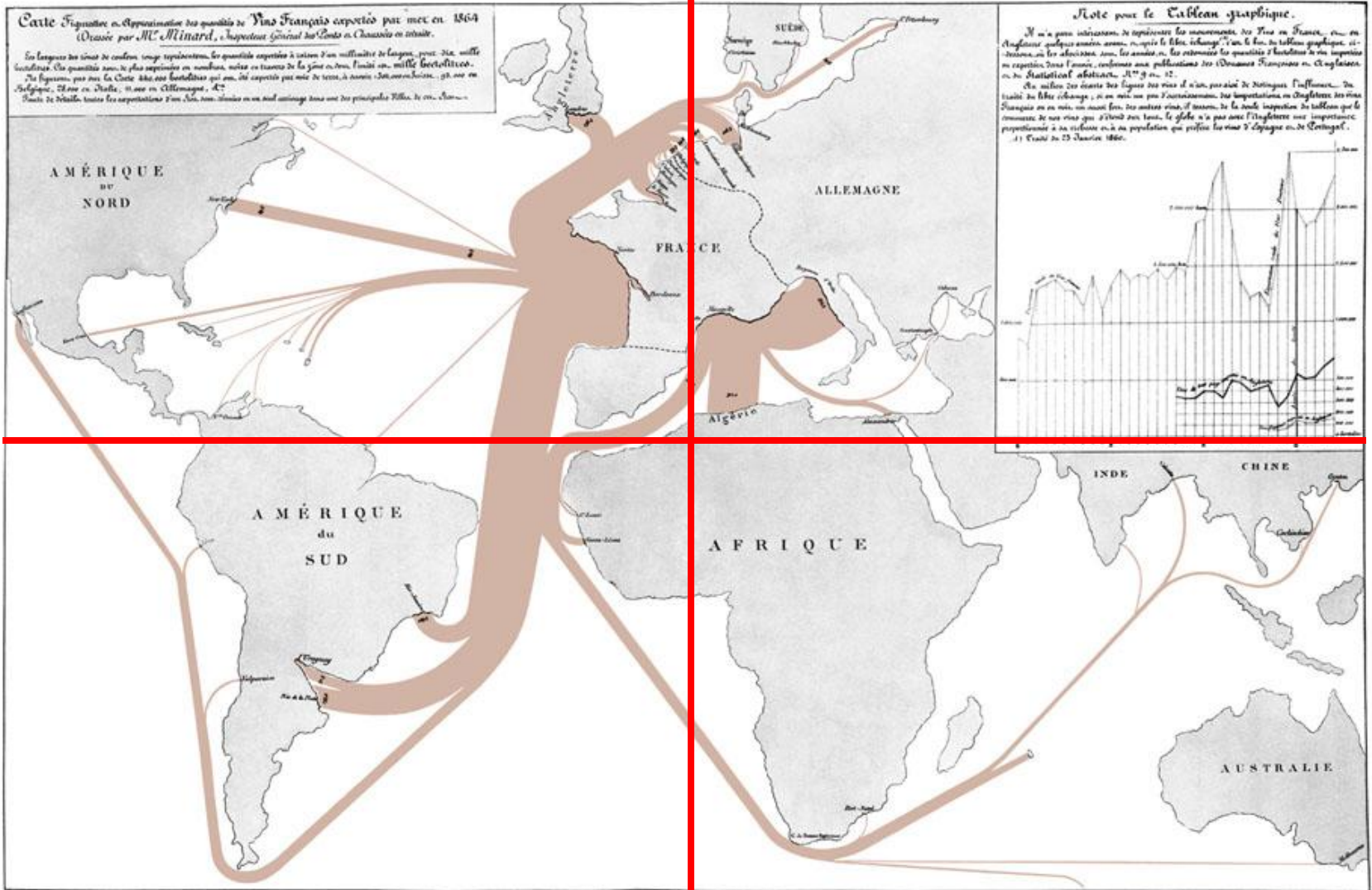
Charles Joseph Minard, *Tableaux Graphiques et Cartes Figuratives de M. Minard, 1845-1869*, a portfolio of his work held by the Bibliothèque de l'École Nationale des Ponts et Chaussées, Paris.

What works here?



Charles Joseph Minard, *Tableaux Graphiques et Cartes Figuratives de M. Minard*, 1845-1869, a portfolio of his work held by the Bibliothèque de l'École Nationale des Ponts et Chaussées, Paris.

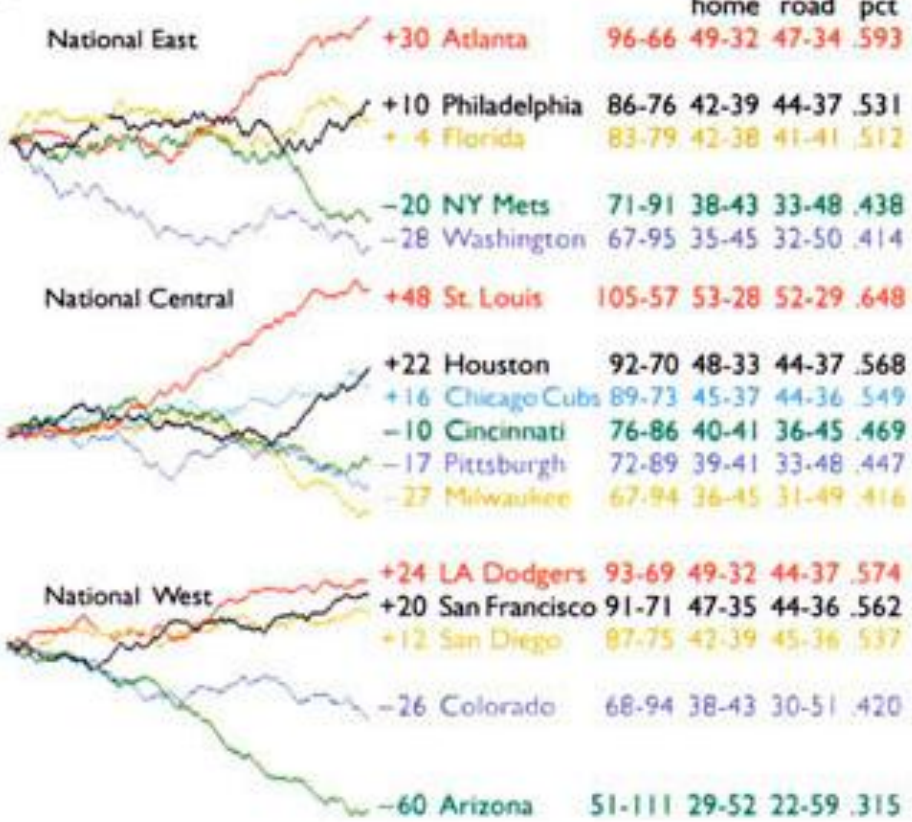
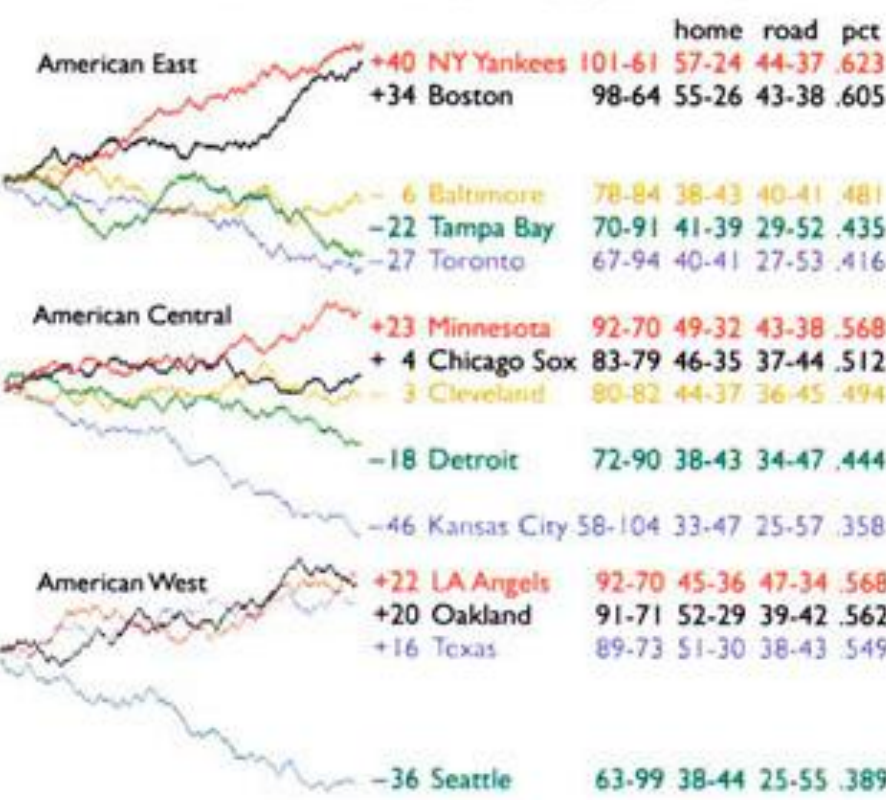
- Emphasis placed upon the data lines



Charles Joseph Minard, *Tableaux Graphiques et Cartes Figuratives de M. Minard, 1845-1869*, a portfolio of his work held by the Bibliothèque de l'École Nationale des Ponts et Chaussées, Paris.

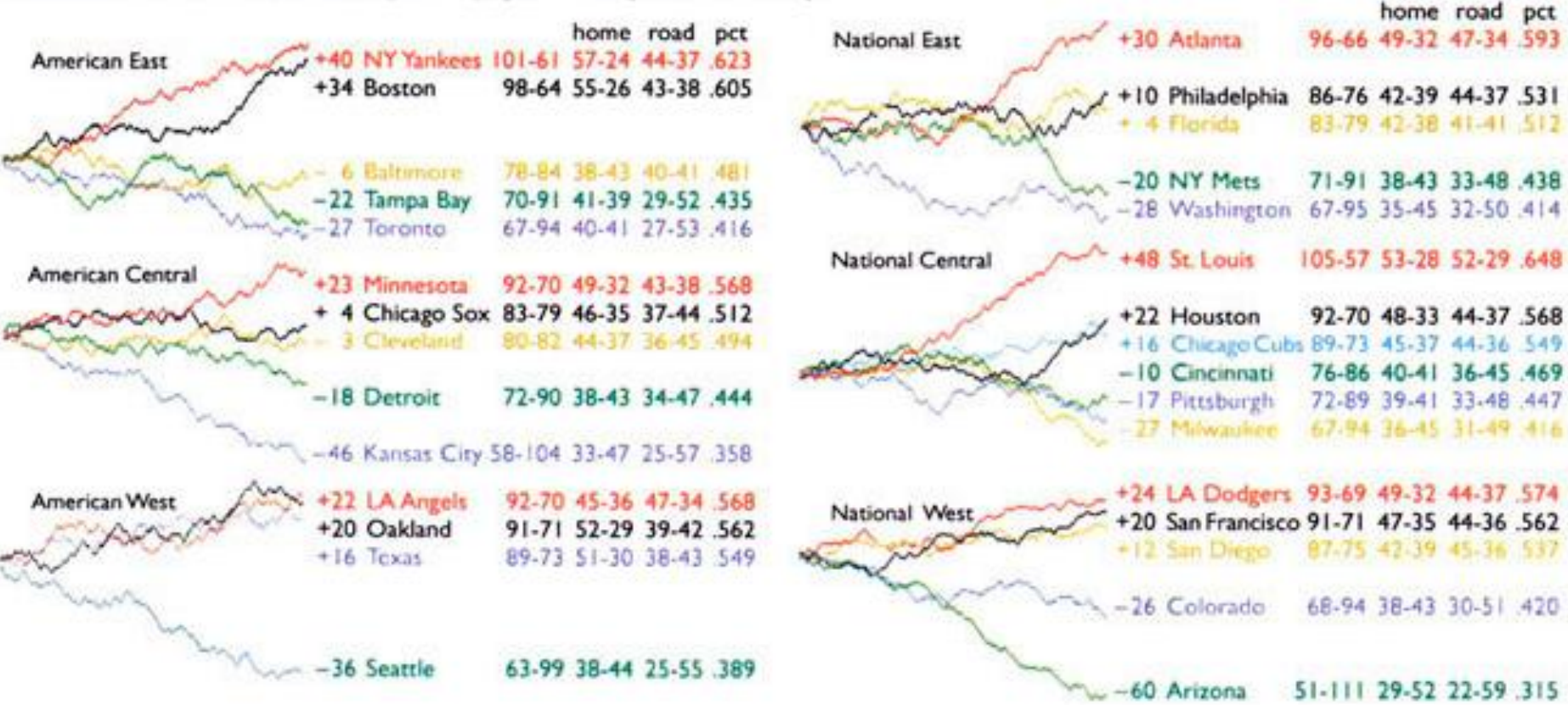
- Emphasis placed upon the data lines
- Data is framed for readability

Below, the entire 2004 baseball season, for 30 teams, 6 divisions, all 162 games, 4,856 win/loss outcomes, and each division's full-season, game-by-game competitive history:



What works here?

Below, the entire 2004 baseball season, for 30 teams, 6 divisions, all 162 games, 4,856 win/loss outcomes, and each division's full-season, game-by-game competitive history:



- Coloration used to keep lines distinct
- Visualization & Raw data both presented
- Clear & consistent spacing in tables

YOUR EYES

(NOW HERE)

HERE

1

YOUR EYES

2

(NOW HERE)

HERE

Visual hierarchy

The order in which the eye perceives what it sees

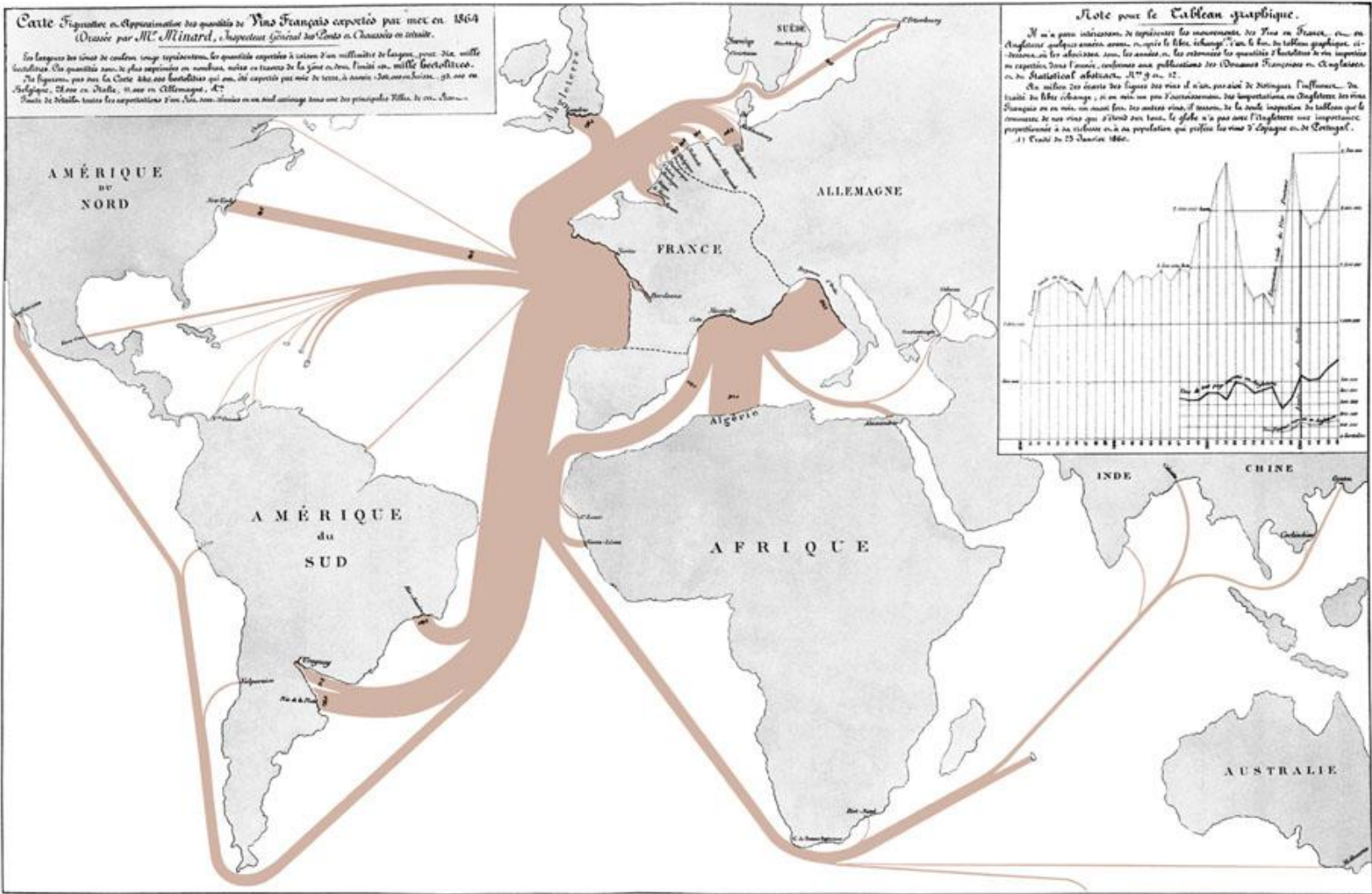




The way in which you design material changes one's ordering

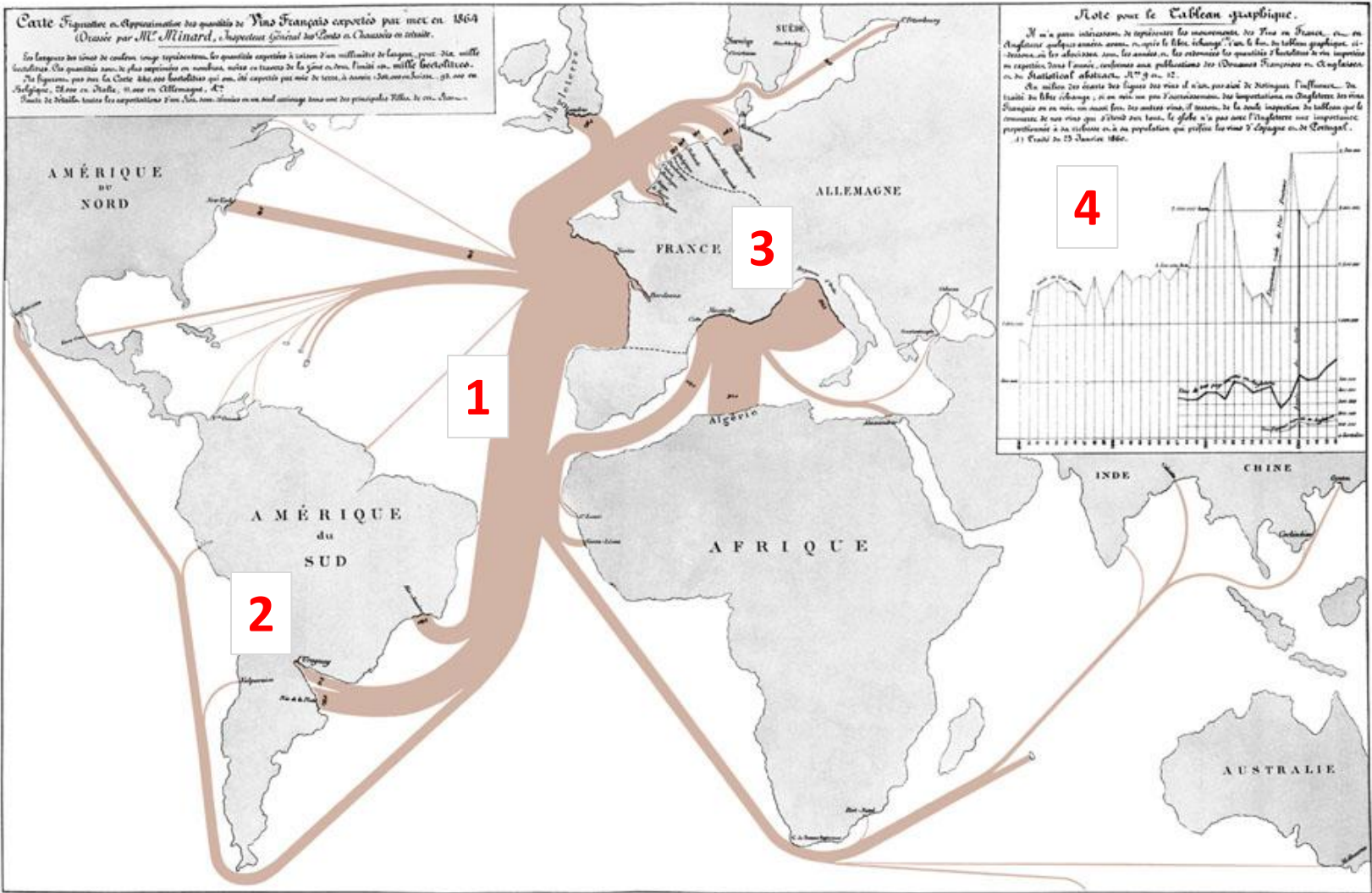
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Visual hierarchy
 The order in which the eye perceives what it sees

Slowly I learnt the ways of humans: how to ruin, how to hate, how to debase, how to humiliate. And at the feet of my master I learnt the highest of human skills, the skill no other creature owns: I finally learnt how to lie.

Benedict Cumberbatch & Jonny Lee Miller

In *Frankenstein* A new play by Nick Dear based on the novel by Mary Shelley

17 March: Benedict Cumberbatch (Creature),
Jonny Lee Miller (Victor)*

24 March: Jonny Lee Miller (Creature), Benedict
Cumberbatch (Victor)*

"I followed nature into her lair, and stripped her of her secrets! I brought torrents of light to a darkening world! Is that wrong?"

Childlike in his innocence but grotesque in form, Frankenstein's bewildered creature is cast out into a hostile universe by his horror-struck maker. Meeting with cruelty wherever he goes, the friendless Creature, increasingly desperate and vengeful, determines to track down his creator and strike a terrifying deal.

THIS PERFORMANCE IS A WORLD PREMIERE BY NATIONAL THEATRE LIVE

For the first time ever, National Theatre Live will broadcast two separate performances of a production. *Throughout the run of *Frankenstein* at the National Theatre, Benedict Cumberbatch and Jonny Lee Miller are alternating the roles of Victor Frankenstein and the Creature. Audiences in cinemas will have the chance to see both combinations, with two broadcasts a week apart.

"All I ask is the possibility of love!"

Urgent concerns of scientific responsibility, parental neglect, cognitive development and the nature of good and evil are embedded within this thrilling and deeply disturbing classic gothic tale. Mary Shelley's *Frankenstein* is adapted for the stage by Nick Dear and realised by Danny Boyle in his return to the theatre after winning the Academy Award for best director for *Slumdog Millionaire*.

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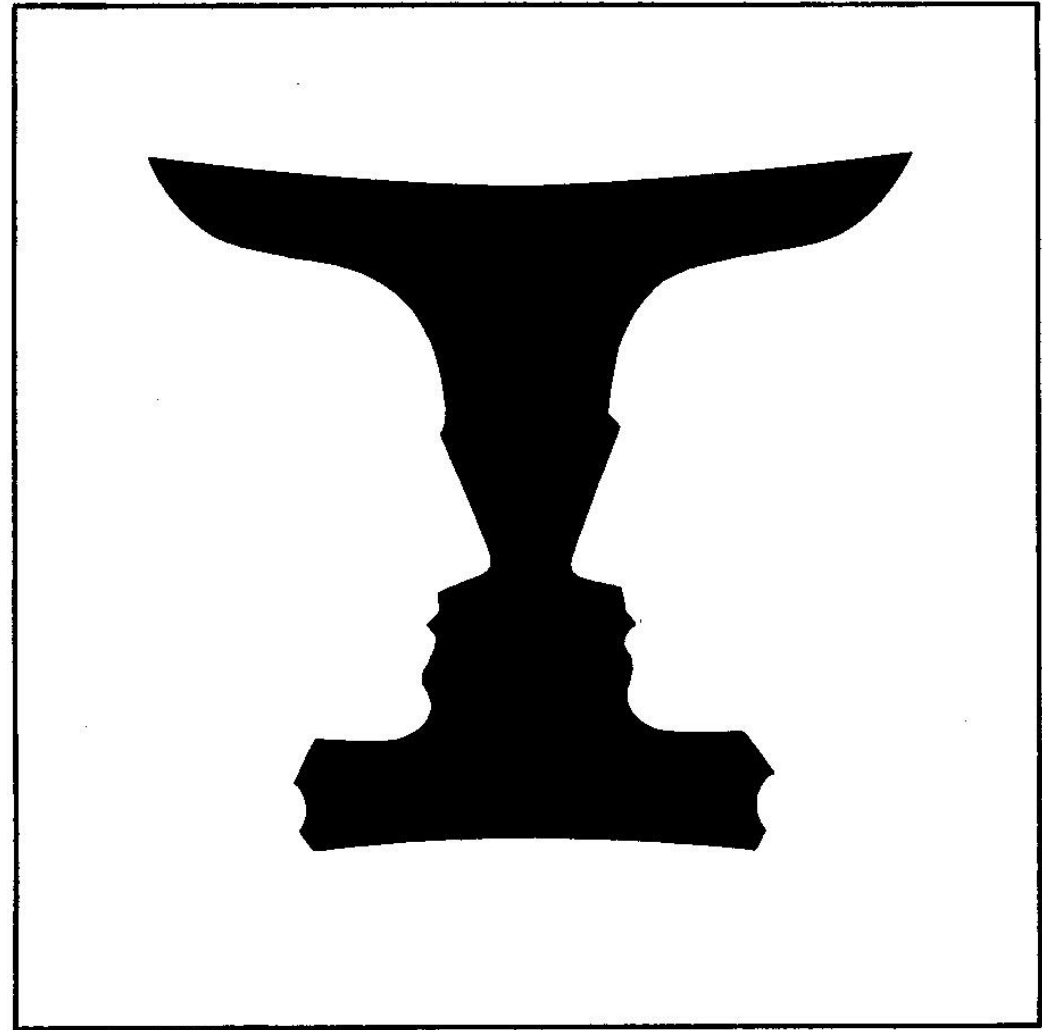
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Even with nothing but text and boxes you can create an effective hierarchy

Visual hierarchy
The order in which the eye perceives what it sees

Figure / Ground

The sense of what is foreground and what is background

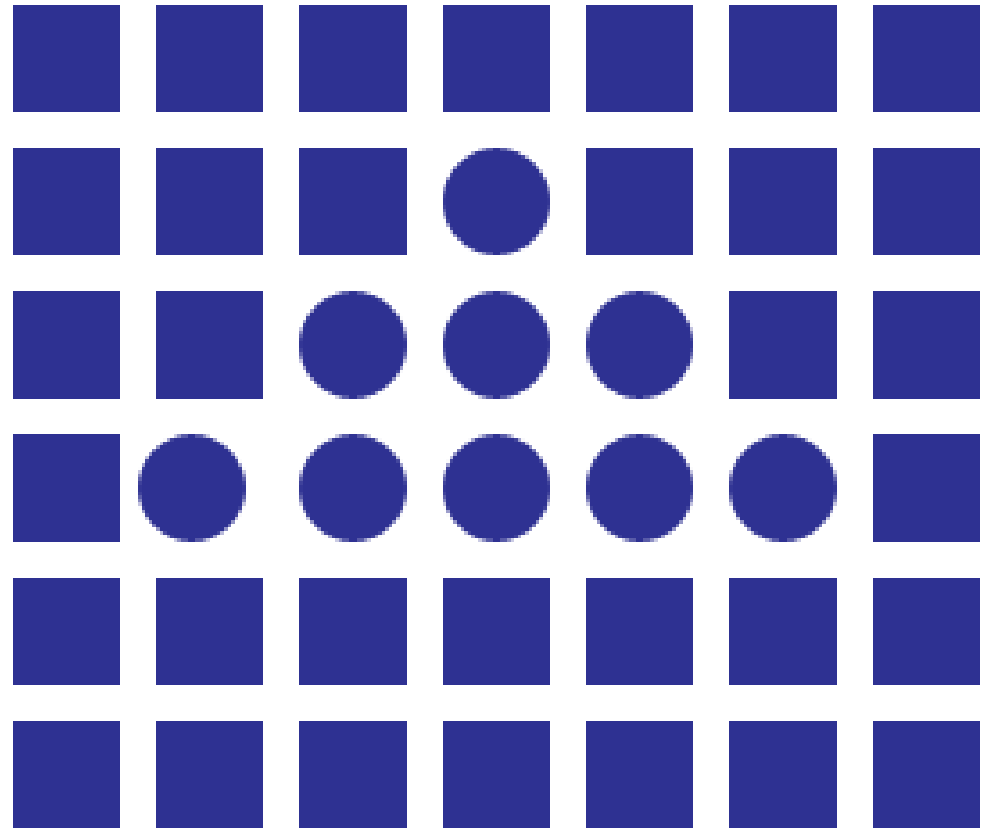


Gestalt Principles

“Unified whole,” the visual means of grouping objects

Similarity

Shape, size, color, and texture all feel “together” in a viewer’s mind

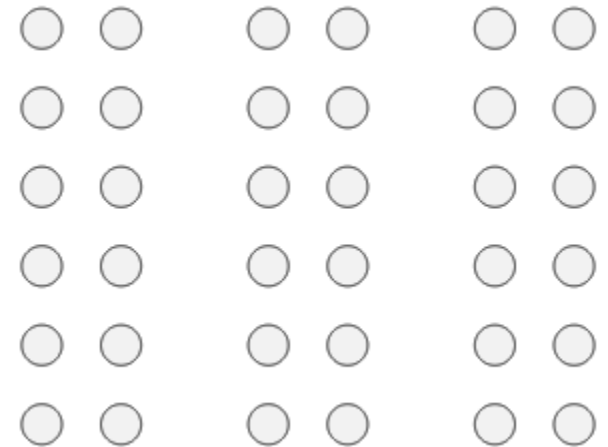
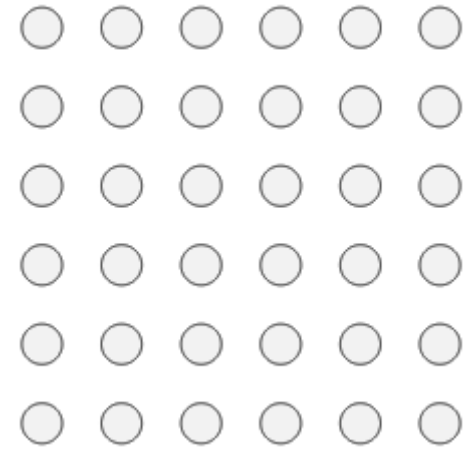


Gestalt Principles

“Unified whole,” the visual means of grouping objects

Proximity

Objects near each other are understood as a group



Gestalt Principles
“Unified whole,” the visual means of grouping objects

Symmetry

Symmetrical objects are perceived as being a group if not one object

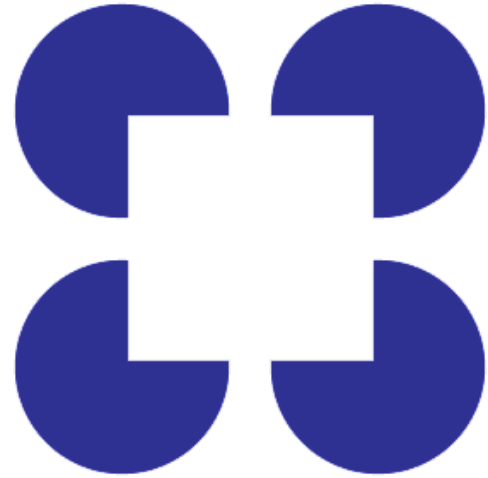
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Gestalt Principles

“Unified whole,” the visual means of grouping objects

Closure

Objects are understood as whole even if incomplete due to understanding of underlying criteria for the object.

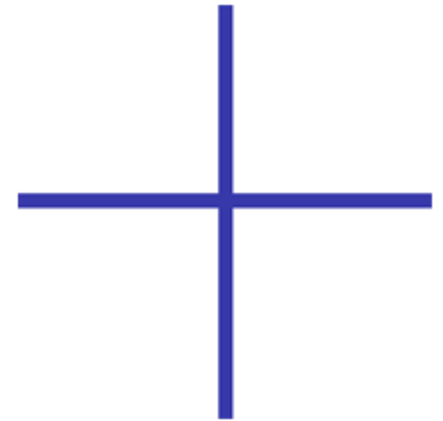


Gestalt Principles

“Unified whole,” the visual means of grouping objects

Continuity

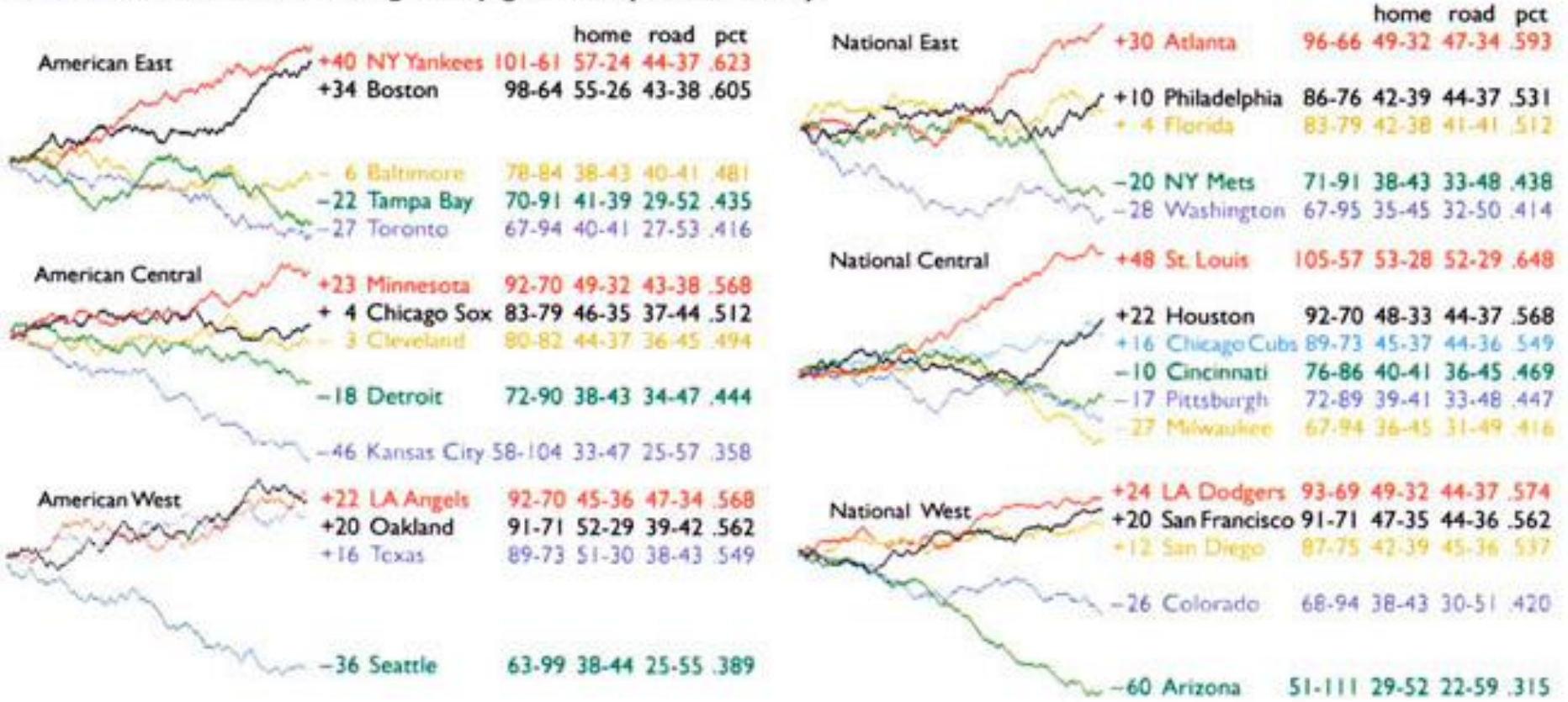
Shapes continue into space, just as in closure. Is this cross two lines or four?



Gestalt Principles

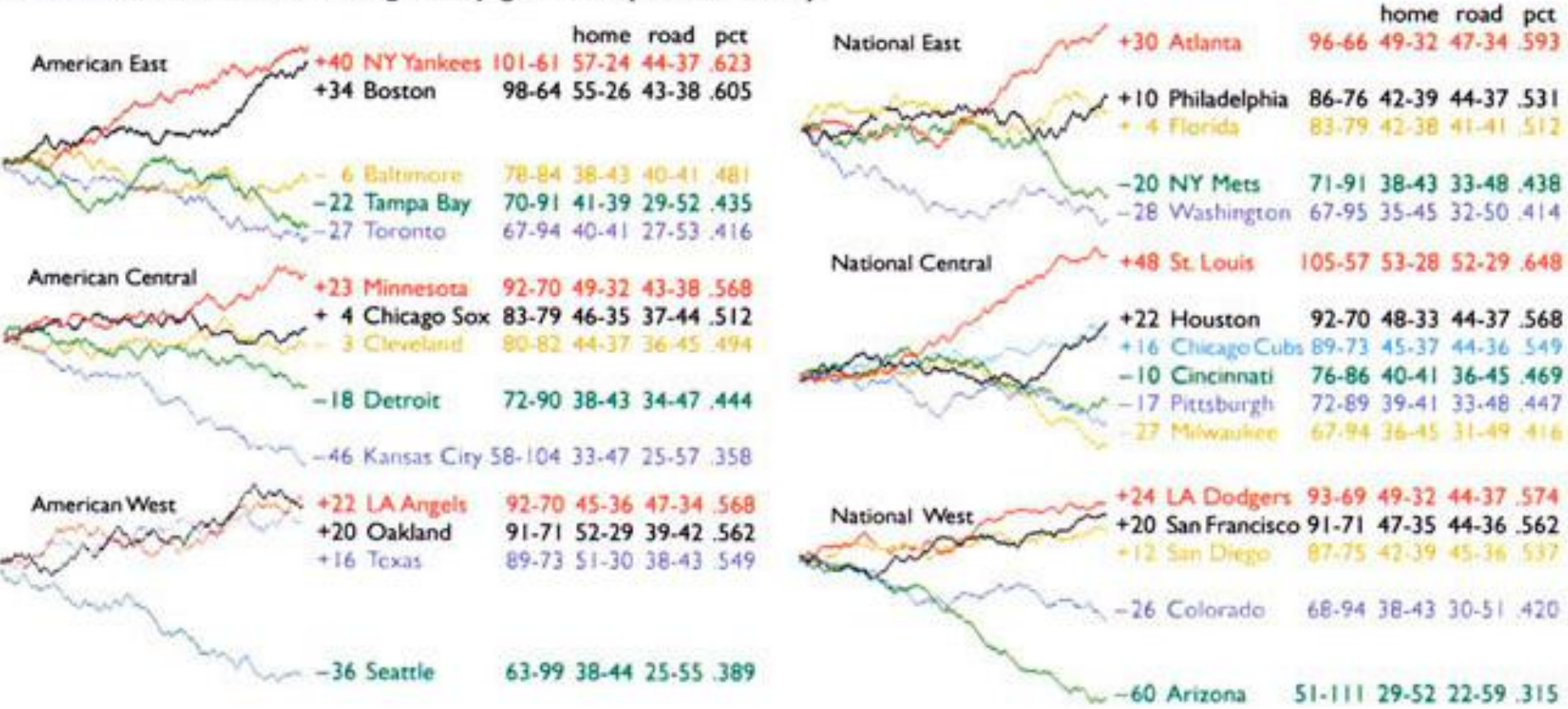
“Unified whole,” the visual means of grouping objects

Below, the entire 2004 baseball season, for 30 teams, 6 divisions, all 162 games, 4,856 win/loss outcomes, and each division's full-season, game-by-game competitive history:



What principle is most obvious here?

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Here?

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In design, this is often described as **Grid Layout**

Grid Layout

helps this webpage look neat and orderly despite the amount of text and hyperlinks.

The screenshot shows the gestalten website's product page. At the top, there is a navigation bar with the brand name 'gestalten' and menu items: SHOP, NEWS, ART, SPACE, VIDEO, FONTS, SEARCH IN SHOP, and GO. Below this is a breadcrumb trail: Shop Window / Books / Products / Artworks / Digital Editions / Gift Vouchers / Special Offers. A secondary navigation bar lists categories: NEW / SOON / Architecture / Art / Graphic Design / Illustration / Product Design / Photography / Style / Typography / Food + Beverage / Distanz / All. The main content area features a grid of 16 book covers, each with a category label at the top, a cover image, a title, a subtitle, and a price. The books are arranged in two rows of four. The first row includes 'Brand Spaces', 'VELO', 'A Map of the World', and 'Introducing: Culture Identities'. The second row includes 'syn chron', 'Fully Booked: Ink on Paper', 'Northern Delights', and 'A Delicious Life'. To the right of the grid, there are sections for 'New Books' and 'Latest Shop Arrivals', each with a list of titles and small thumbnail images. At the bottom right, there is a 'Latest News' section with a date and a small image.

gestalten SHOP NEWS ART SPACE VIDEO FONTS SEARCH IN SHOP GO

Shop Window / Books / Products / Artworks / Digital Editions / Gift Vouchers / Special Offers

NEW / SOON / Architecture / Art / Graphic Design / Illustration / Product Design / Photography / Style / Typography / Food + Beverage / Distanz / All

Popularity A-Z 1-5 Filter Date Show 32 per page Gallery View List View 1 2 3 4

Architecture Style Graphic Design Graphic Design

Brand Spaces
Branded Architecture and the Future of Retail Design
Price: €39.90

VELO
Bicycle Culture and Style
Price: €38.00

A Map of the World
The World According to Illustrators and Storytellers
Price: €39.90

Introducing: Culture Identities
Price: €39.90

Art Graphic Design Style & Architecture Food + Beverage

syn chron
Price: €29.90

FULLY BOOKED
INK ON PAPER
Design and Concepts for New Publications
Price: €44.00

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Scandinavian Homes, Interiors and Design
Price: €39.90

A Delicious Life
New Food Entrepreneurs
Price: €38.00

Photography Graphic Design Architecture Graphic Design & Art

New Books

- Little Big Books
- Once in a Lifetime
- Forever
- Let's Get Out!
- Deutscher Kunstverlag
- A Map of the World
- Rock the Shack
- Fully Booked: Ink on Paper
- VELO - 2nd Gear
- Introducing: Culture Identities
- Deutscher
- The Berlin Design Guide
- Brand Spaces
- CRAC
- Das geheime Cocktail-Buch
- Going Public
- Hendro Type
- High Touch
- Less and More
- Let Logo - it
- Nomads
- The Sky's the Limit

Latest Shop Arrivals

Latest News / See All

The Art of Data-based Visual Narratives

Two-Day Infographics Workshop with Nicholas Felton

Monday 20 Feb 2023

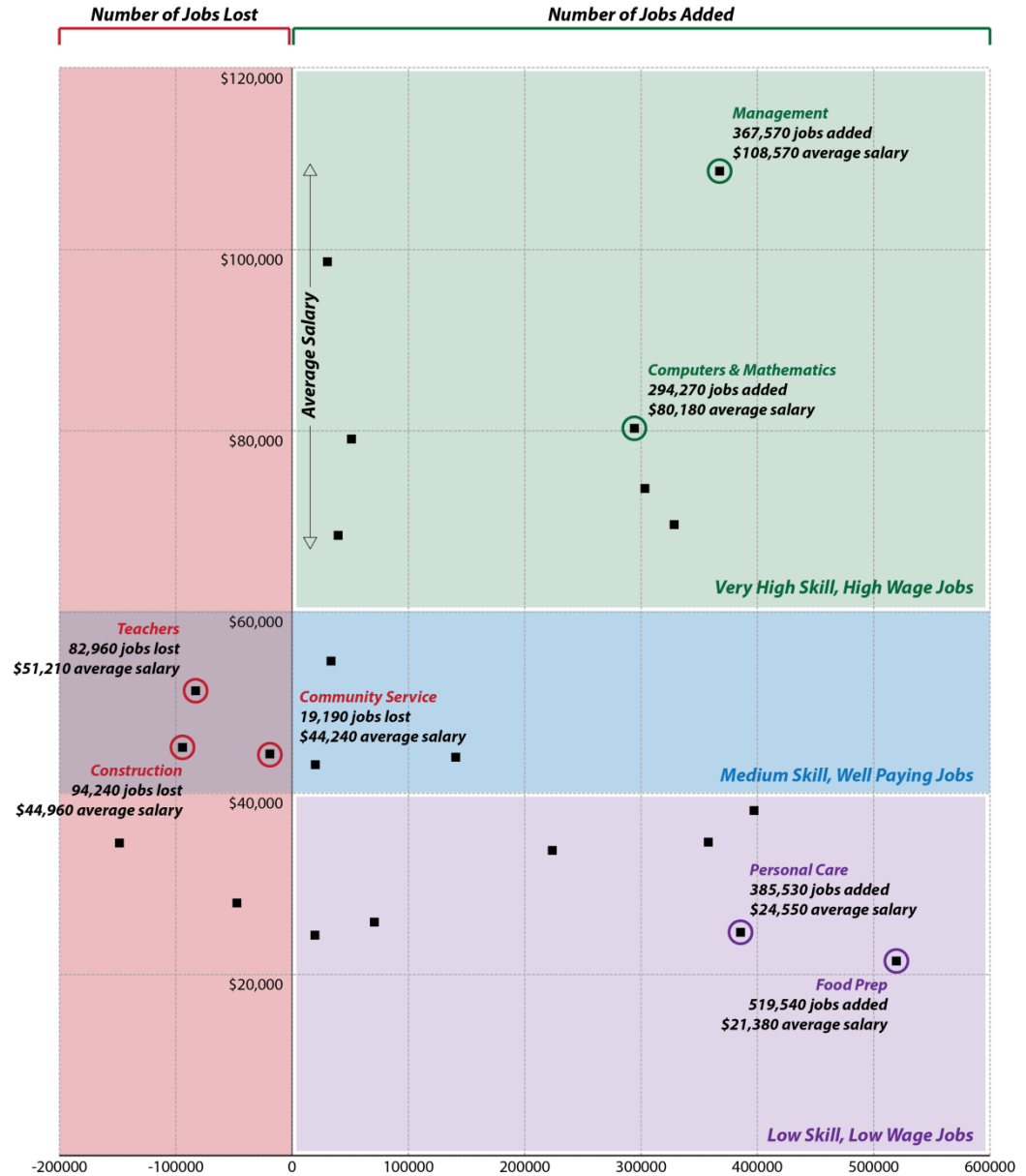
Pelago Bicycles
Pop-Up Shop in Berlin

Monday 20 Feb 2023

Here's a scatterplot of 22 occupation groups, charted by the number of jobs lost or gained since 2010 and the average salary paid:

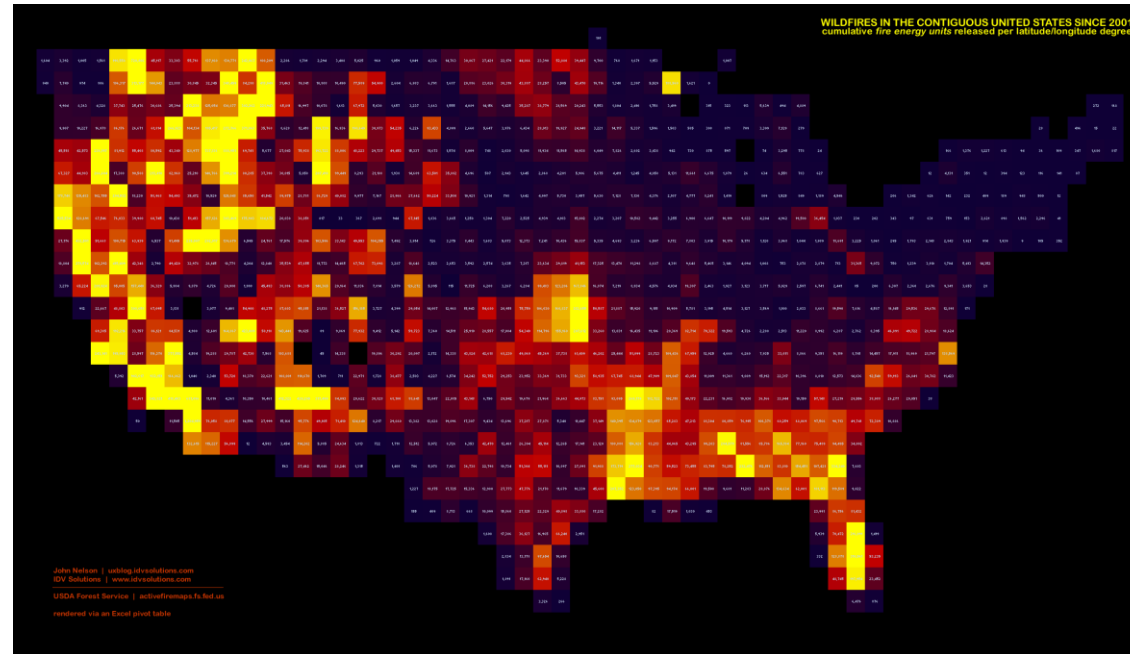
Grid Layout

also helps this visualization appear orderly



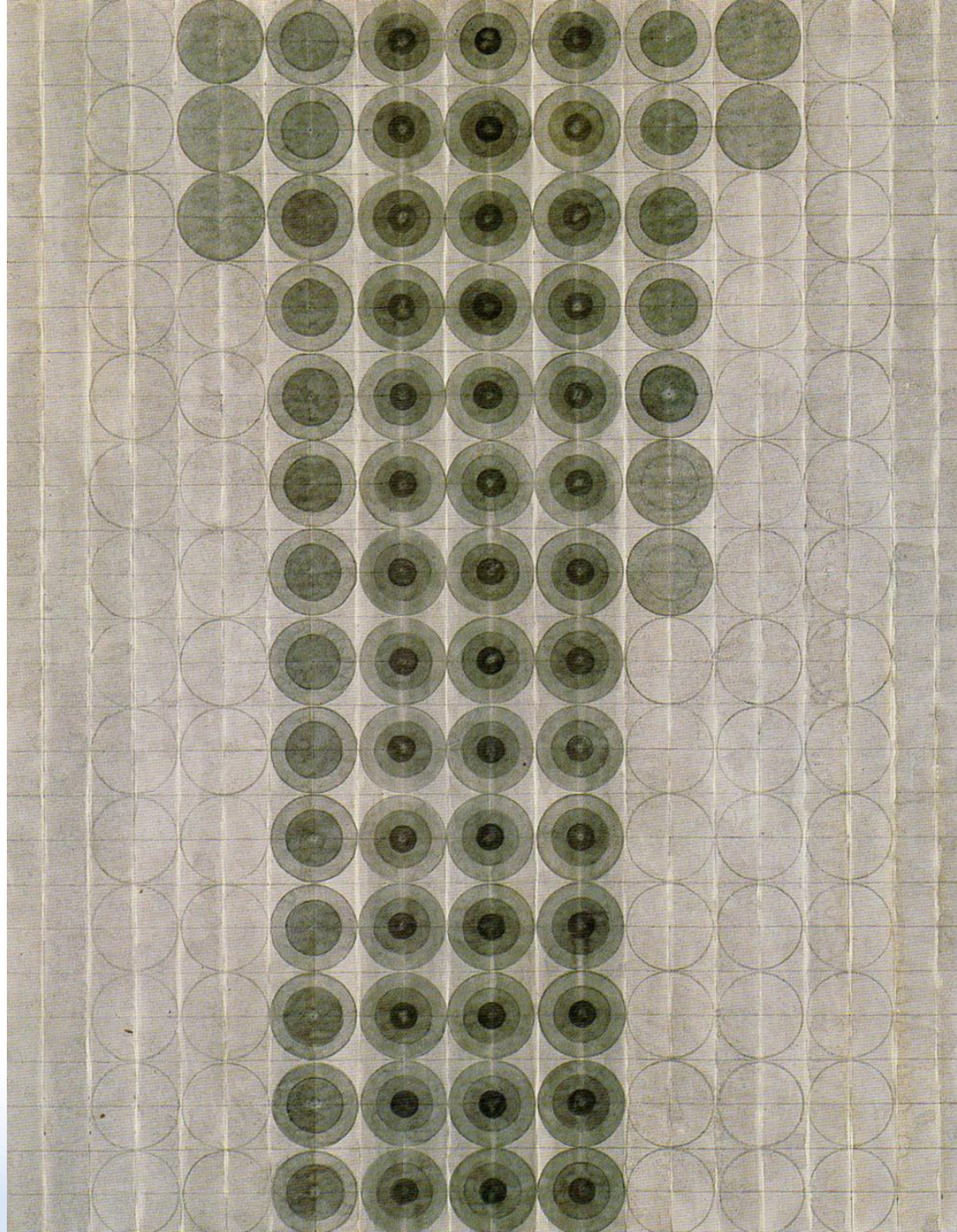
Grid Layout

and is taken to an effective extreme in this wildfire chart.



Grid Layout

Even appears in modern art!



Colors and fonts can help too




Name	Getnbetter, Ivan B.	Birth Weight	940g	VS	HR	130 - 172	103948-2241	MRN
Gender	Male	Curr. Weight	2405g + 10g		Resp. rate	40 - 64	John Doe, MD	PCP
DOB	15 May 2013	GA at birth	27 + 2 weeks		Mean BP	60 - 65	Smithtown General	
Admitted	15 May 2013	Day of life	72		O2 Sat	98 - 100	Pediatrics	
LOS	72 days	Corrected GA	37 + 3 weeks			updated 1hr ago		

Interim events: 23 - 24 July	<ul style="list-style-type: none"> - Allowed to PO with each feed - Stools x 2 - 2 bradycardic events with HR to 74 and 78, de-sats to mid 60s, one required suctioning, the other resolved with SS and occurred while awake 	updated by Will Williams, MD 7/24/2013 at 7:13am
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Timeline	Labs	Imaging	Meds	Orders
----------	------	---------	------	--------

TEAM TABLEAU

Medical Consults




CARDS




GI 2

Ancillary



SPEECH PATH 1

Family



GRANDFATHER

PROGRESS NOTE: 23 JULY (YESTERDAY)

Subjective
Doing well. No complaints.

Objective
EXAM (1) CBC (1) BMP (1) AXR (1)

Assessment
Pt born at 27 + 2 weeks via c/s due to PPROM, prematurity and twin gestation. Now off respiratory support, still with chronic lung disease and apnea of prematurity. Main issue is reflux and trying to support oral feeding.

Plan
GER: Continue Prevacid, Speech Path to see. Observe oral feedings and consider replacement of ng if necessary.
Constipation: Continue prune juice twice daily.
Apnea of Prematurity: Continue caffeine wean at decreased dose (11.5mg), monitor central apnea

updated by Will Williams, MD
7/23/2013 at 10:00am

PROGRESS NOTE: 24 JULY (TODAY)

Subjective
Begin here

Objective
Begin here

Assessment
Begin here

Plan
Begin here

3	Name	Getnbetter, Ivan B.	Birth Weight	940g	VS	HR	130 - 172	103948-2241	MRN
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updated by Will Williams, MD
7/24/2013 at 7:13am

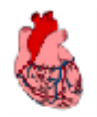
4

Shades of grey help express the hierarchy of information in this EMR


Timeline	Labs	Imaging	Meds	Orders
----------	------	---------	------	--------

TEAM TABLEAU

Medical Consults




CARDS




GI 2

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SPEECH PATH 1

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7/23/2013 at 10:00am

PROGRESS NOTE: 24 JULY (TODAY)

Subjective
Begin here

Objective
Begin here

Assessment
Begin here

Plan
Begin here

HOME Data
Progress Notes Explorer Label

Welcome back
Bob Kelso, MD

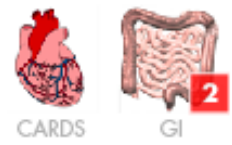


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updated by Will Williams, MD
7/24/2013 at 7:13am

Shades of grey help express the hierarchy of information in this EMR

Timeline	Labs	Imaging	Meds	Orders
<p>TEAM TABLEAU</p> <p>Medical Consults</p>  <p>Ancillary</p>  <p>Family</p> 	<p>PROGRESS NOTE: 23 JULY (YESTERDAY)</p> <p>Subjective Doing well. No complaints.</p> <p>Objective <i>EXAM (1) CBC (1) BMP (1) AXR (1)</i></p> <p>Assessment Pt born at 27 + 2 weeks via c/s due to PPRM, prematurity and twin gestation. Now off respiratory support, still with chronic lung disease and apnea of prematurity. Main issue is reflux and trying to support oral feeding.</p> <p>Plan GER: Continue Prevacid, Speech Path to see. Observe oral feedings and consider replacement of ng if necessary. Constipation: Continue prune juice twice daily. Apnea of Prematurity: Continue caffeine wean at decreased dose (11.5mg), monitor central apnea</p> <p>updated by Will Williams, MD 7/23/2013 at 10:00am</p>	<p>PROGRESS NOTE: 24 JULY (TODAY)</p> <p>Subjective <i>Begin here</i></p> <p>Objective <i>Begin here</i></p> <p>Assessment <i>Begin here</i></p> <p>Plan <i>Begin here</i></p>		

TEAM DIVERSITY

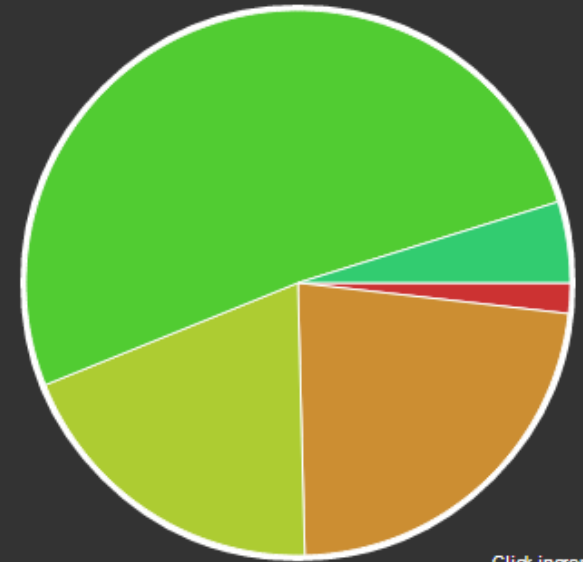
An interactive visualization of the Modified Herfindahl Index

Prof. Mary Beck, Dr. Lacey Colligan, and Kevin McVey

Participant 1:	0.018
Participant 2:	0.228
Participant 3:	0.193
Participant 4:	0.513
Participant 5:	0.048
Total:	1.000



TEAM COMPOSITION



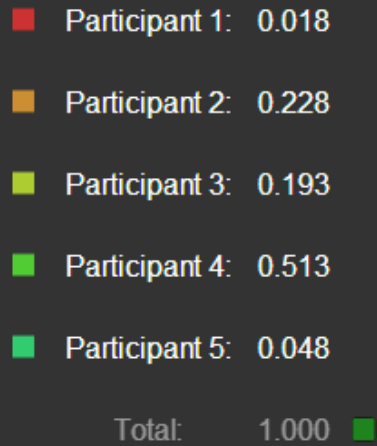
Click increment
0.050

Start over?

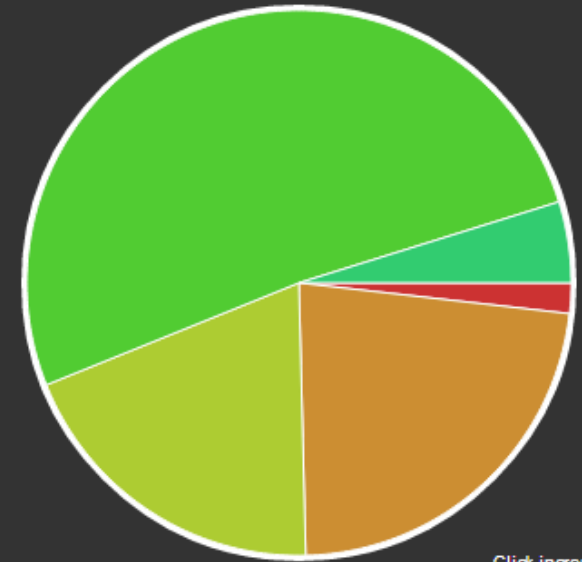
TEAM DIVERSITY

An interactive visualization of the Modified Herfindahl Index

Prof. Mary Beck, Dr. Lacey Colligan, and Kevin McVey



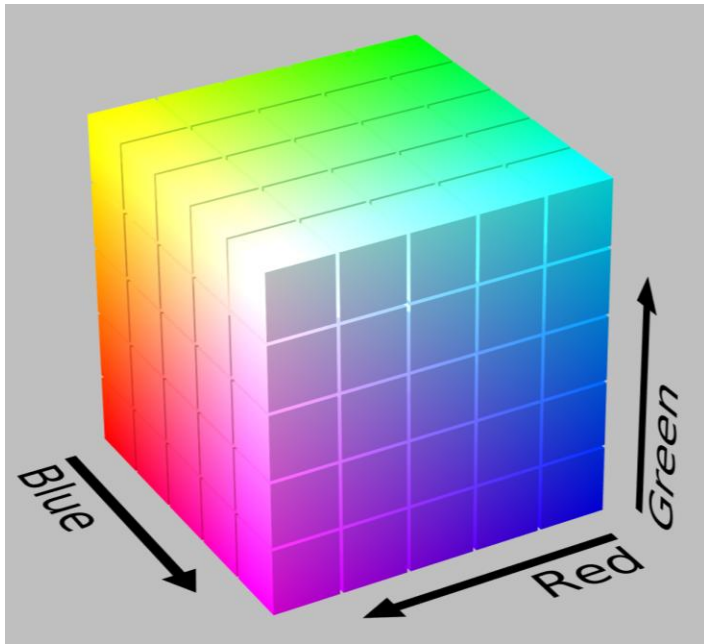
TEAM COMPOSITION



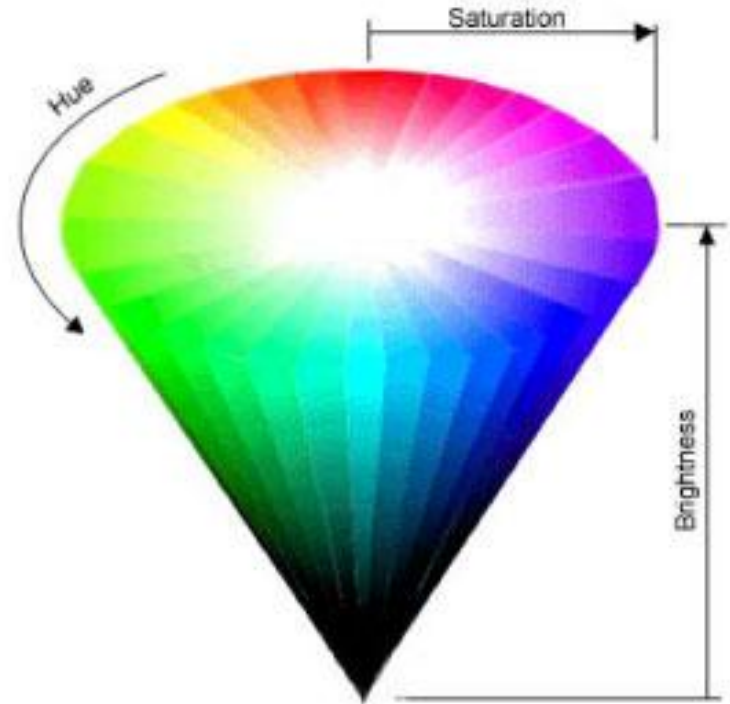
Click increment
0.050

Start over?

Distinct, non-clashing colors keep the visualization from becoming visually overwhelming

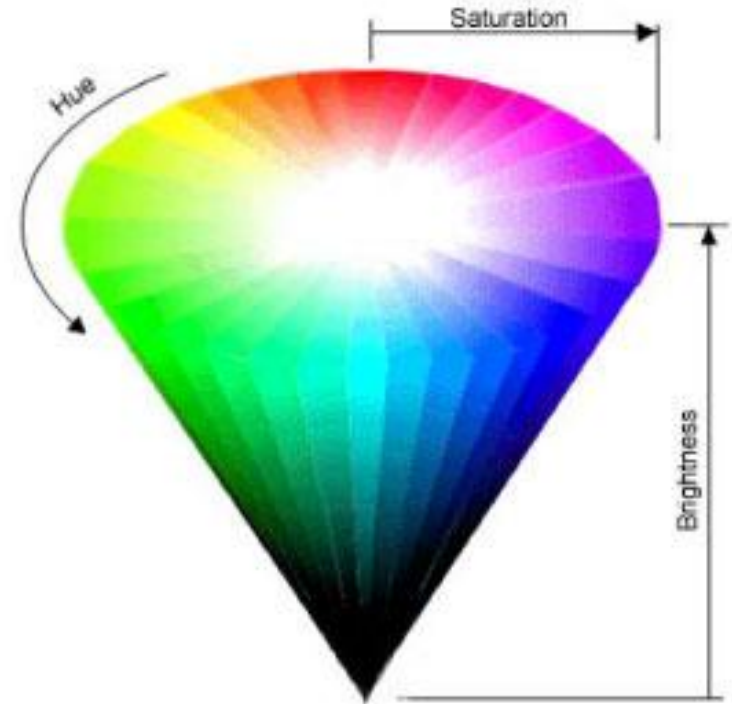
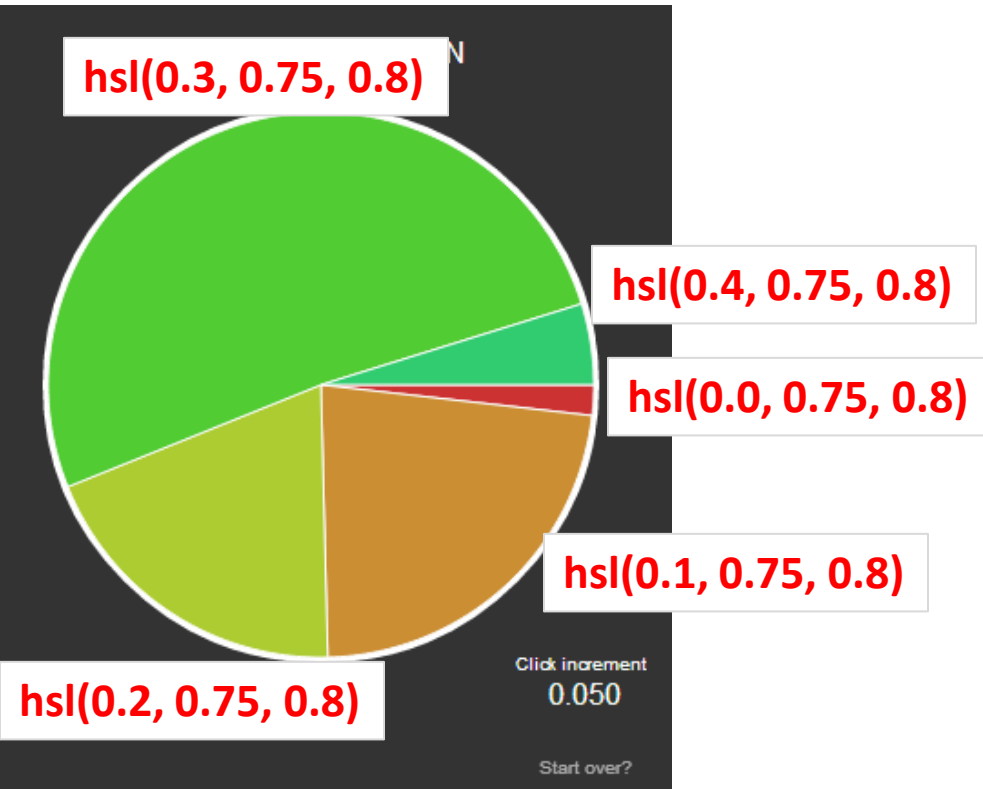


(Red Green Blue)



(Hue Saturation Brightness)

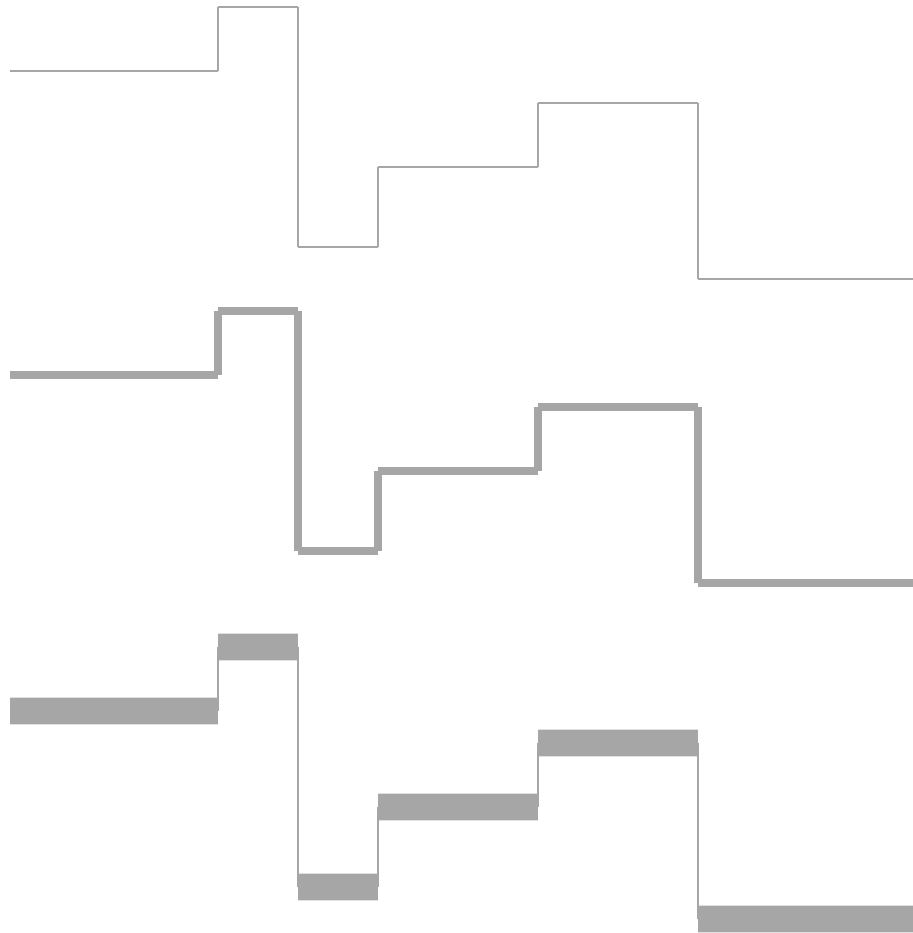
Consider new means of dealing with colors.
HSB might be right for you.



(Hue Saturation Brightness)

Limiting saturation in Raphael is easy!

Look out for line weight

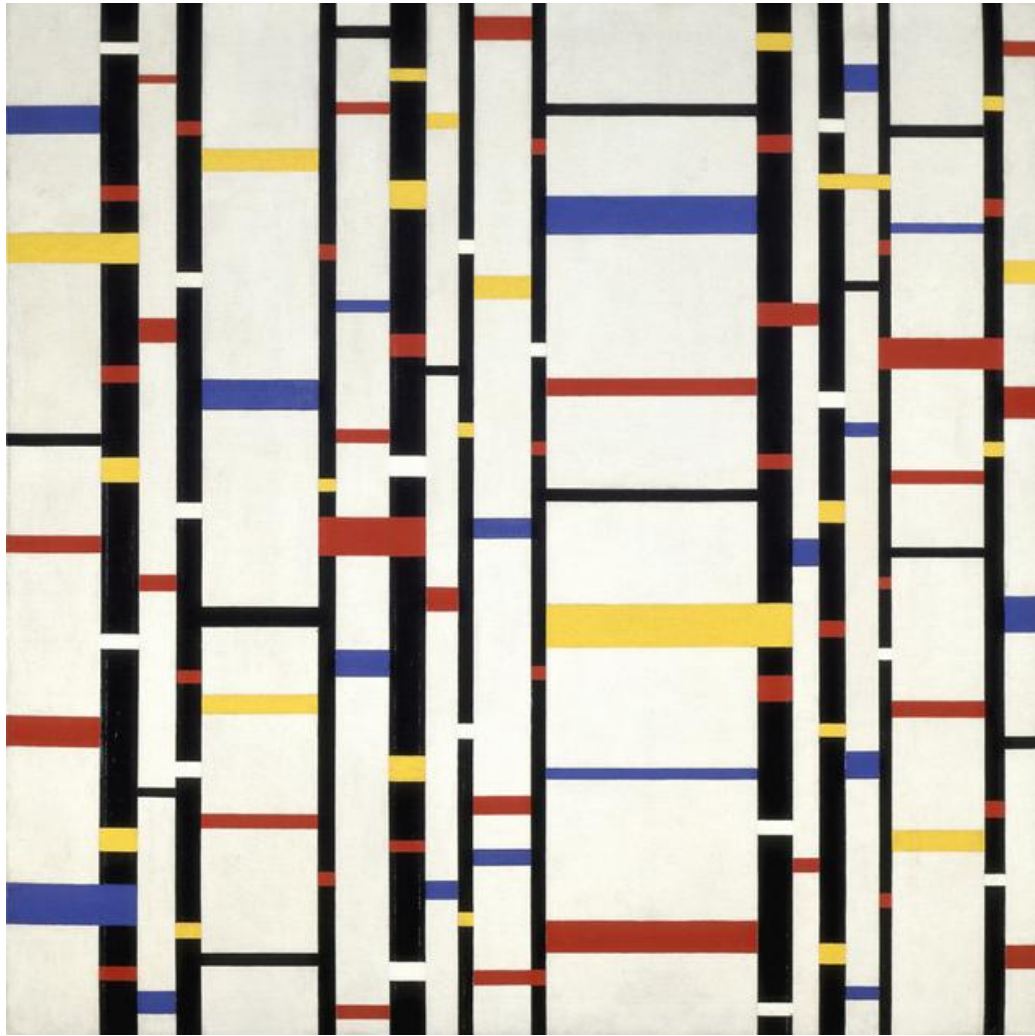


Look out for line weight



These all tell different tales

Look out for line weight



(Burgoyne Diller)

**To everyone who completed
Plot Your Way To Victory**

Welcome to the Z society.




Welcome to the Z society.



(No, not really, but I hope you had fun)



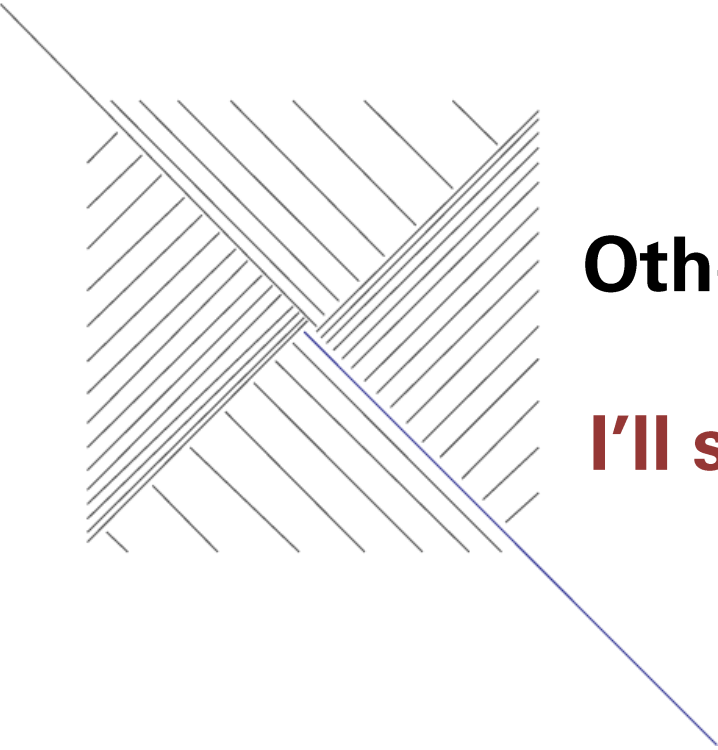
**Final projects are due soon.
(Dec. 3 // 1 week from now)**



**Final projects are due soon.
(Dec. 3 // 1 week from now)
These will not be accepted late**

A decorative graphic consisting of a square area filled with a dense pattern of intersecting diagonal lines. The lines are thin and light blue, creating a grid-like texture. The square is positioned on the left side of the slide, and its right edge is partially obscured by the text.

**Other homework assignments due
Dec. 6 (Last day of class)**



**Other homework assignments due
Dec. 6 (Last day of class)
I'll stop accepting them on the 7th**



**If you're headed home,
drive safe!**

**See you next week for
the last time...**