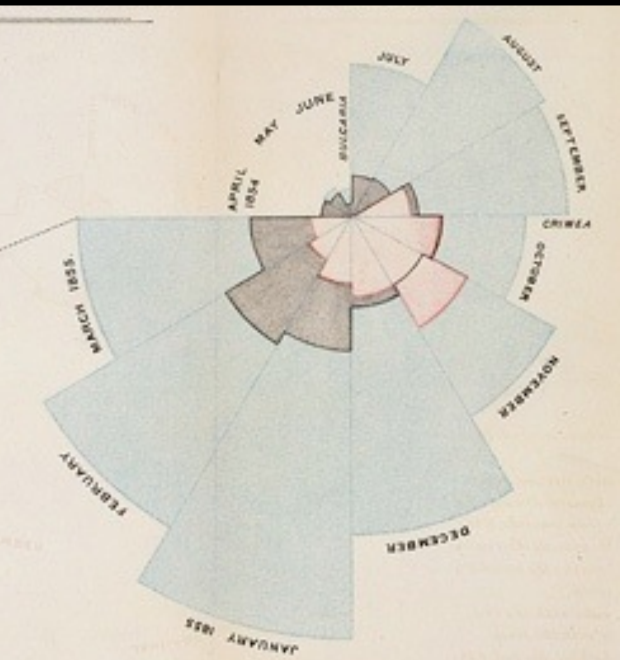
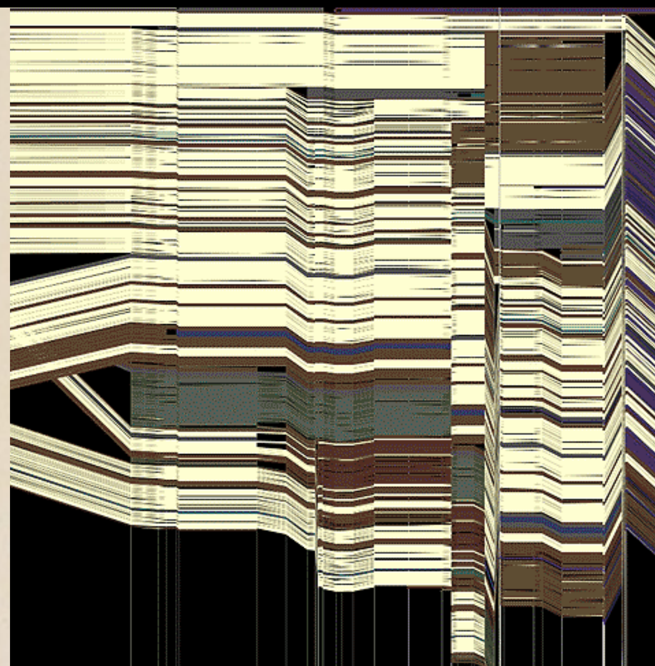
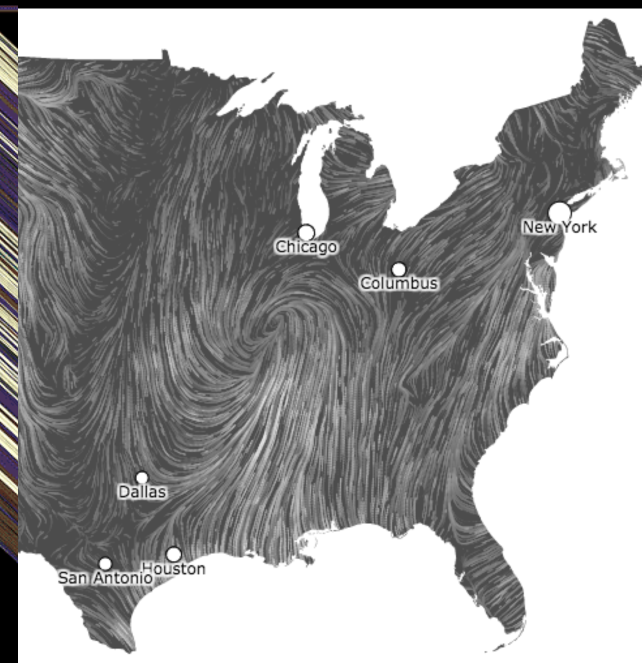
CSE 412 - Intro to Data Visualization

Image Models





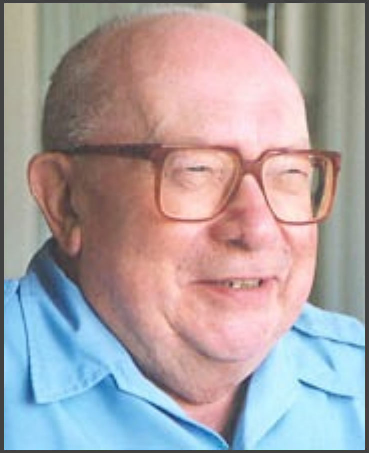


Jane Hoffswell University of Washington

Zoom Poll:
Tools & Expertise

Image Models

Visual Language is a Sign System



Jacques Bertin

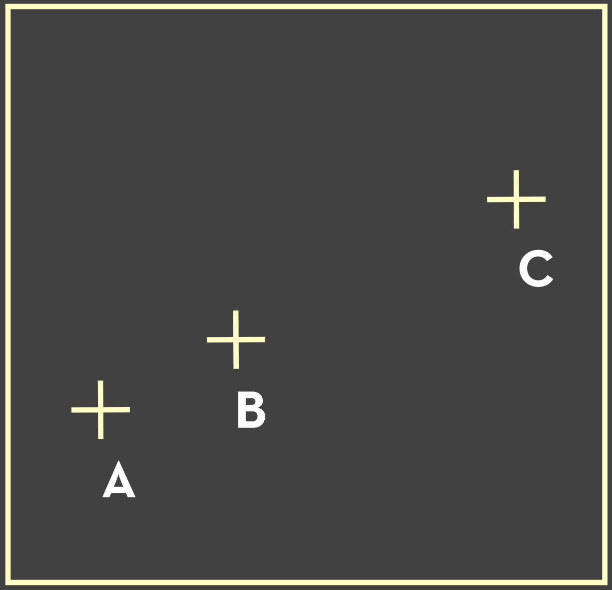
Images perceived as a set of signs

Sender encodes information in signs

Receiver decodes information from signs

Sémiologie Graphique, 1967

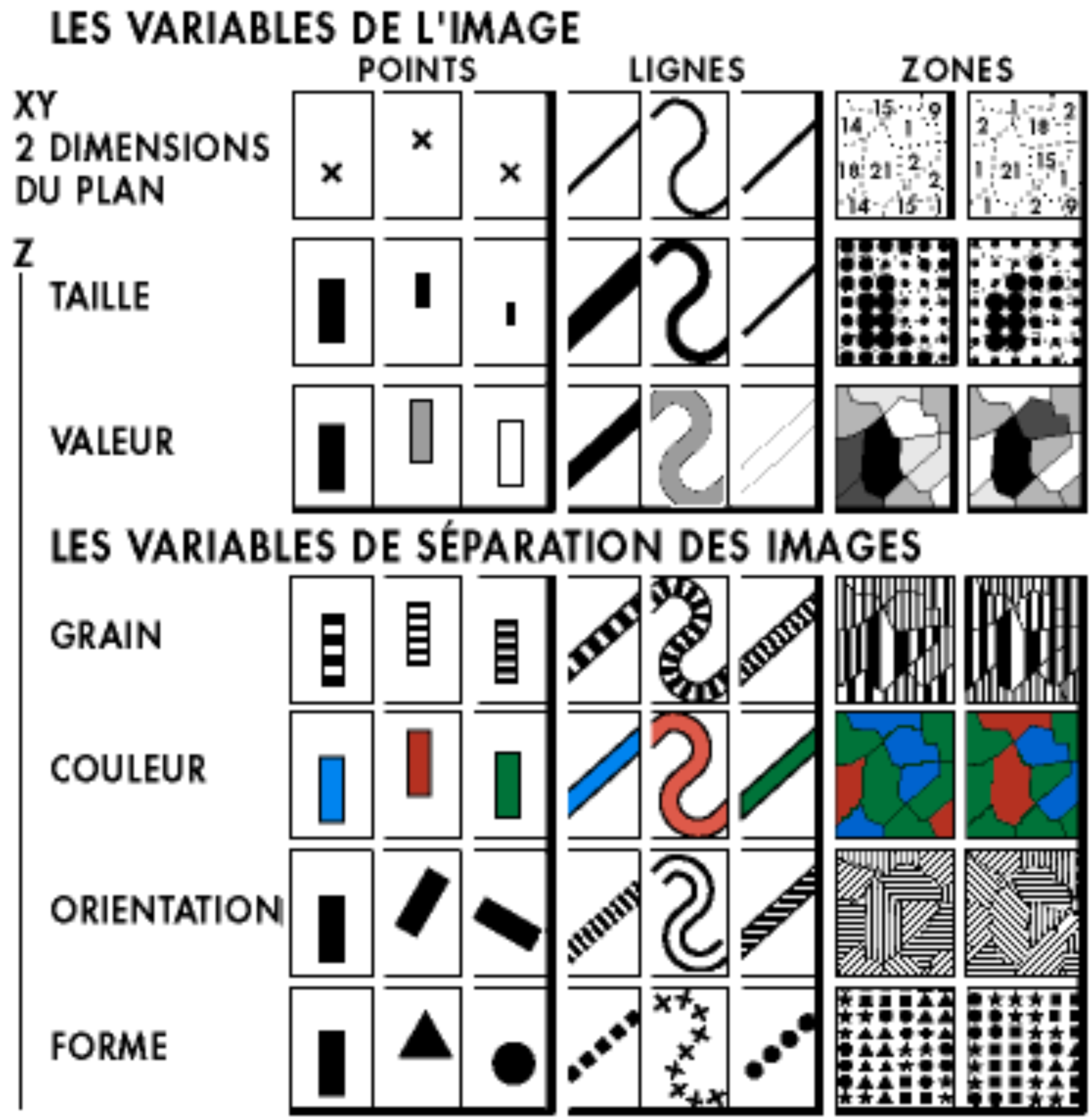
Bertin’s Semiology of Graphics



1. A, B, C are distinguishable
2. B is between A and C.
3. BC is twice as long as AB.

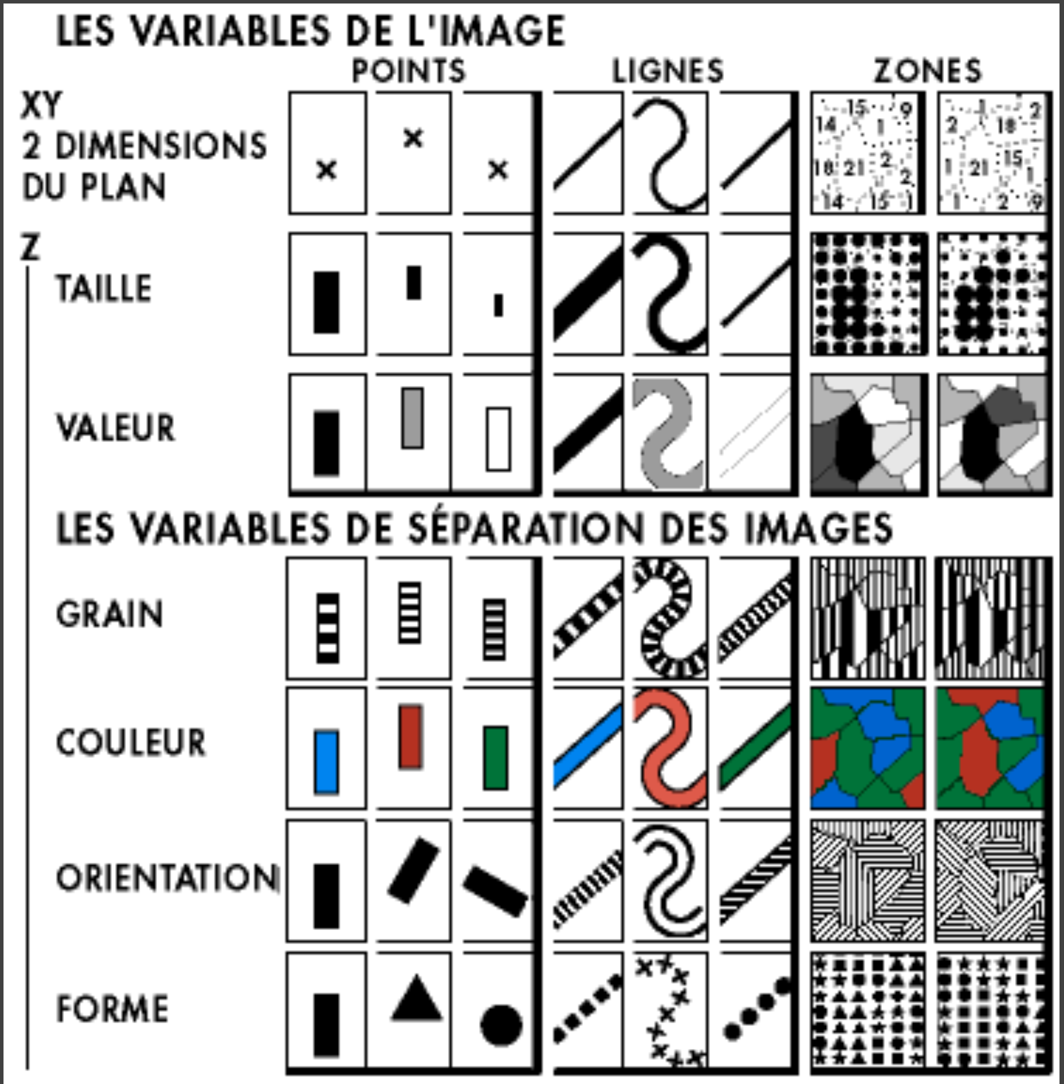
∴ Encode quantitative variables

"Resemblance, order and proportional are the three signfields in graphics.” - Bertin


LES VARIABLES DE L'IMAGE
POINTS
LIGNES
ZONES
XY
2 DIMENSIONS
DU PLAN
Z
TAILLE
VALEUR
LES VARIABLES DE SÉPARATION DES IMAGES
GRAIN
COULEUR
ORIENTATION
FORME

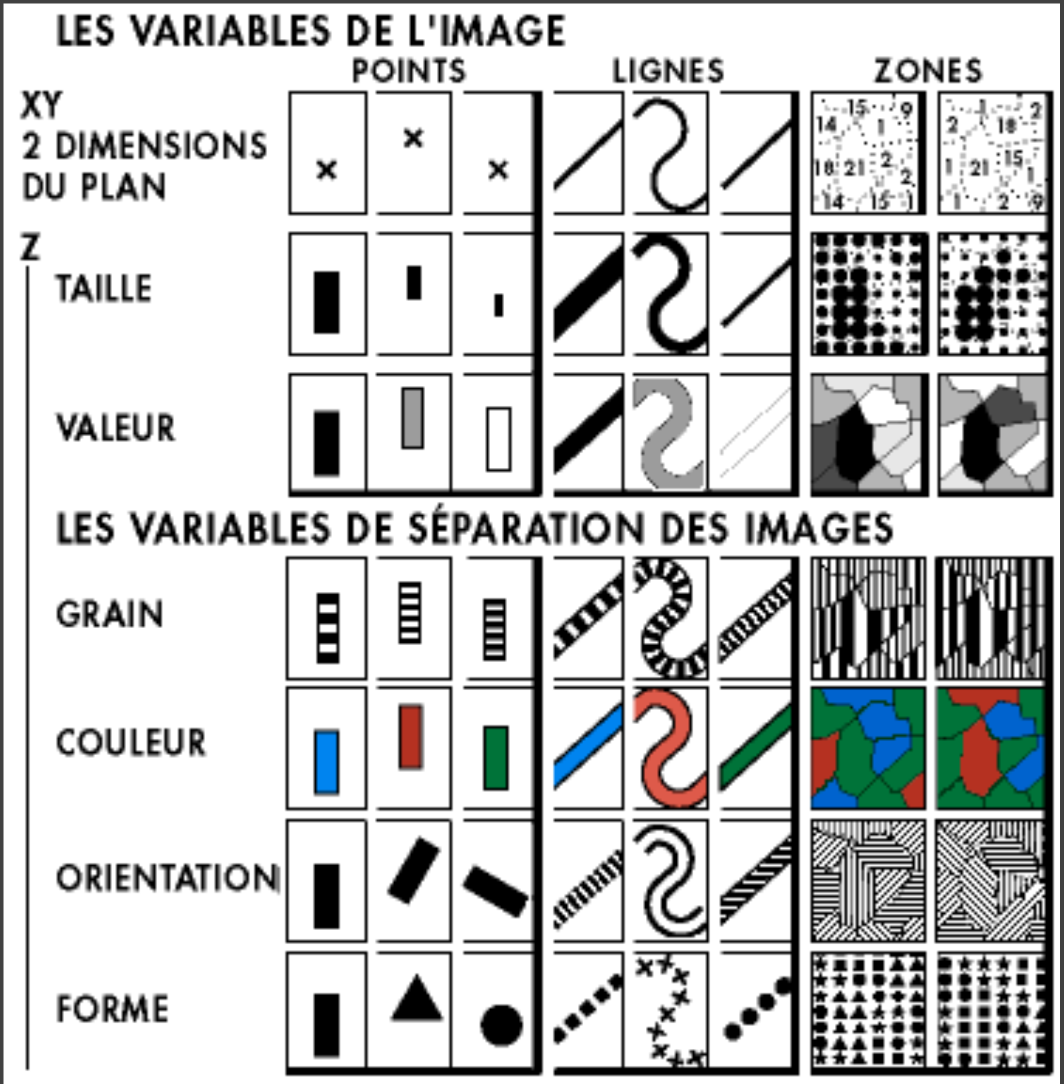
Visual Encoding Variables

Position (x 2)
Size
Value
Texture
Color
Orientation
Shape



Visual Encoding Variables

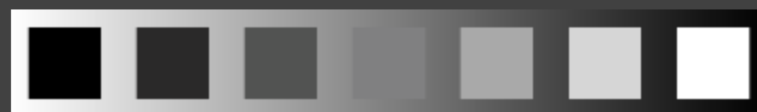
Position
Length
Area
Volume
Value
Texture
Color
Orientation
Shape
Transparency
Blur / Focus …



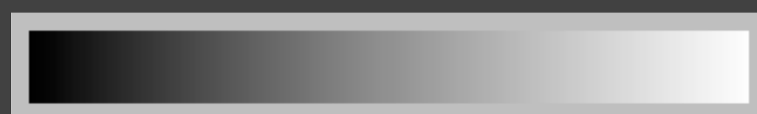
Information in Hue and Value

Value is perceived as ordered

∴ Encode ordinal variables (O)



∴ Encode continuous variables (Q) [not as well]



Hue is normally perceived as unordered

∴ Encode nominal variables (N) using color

Bertin's Levels of Organization

Position	N	O	Q
Size	N	O	Q
Value	N	O	Q
Texture	N	O	
Color	N		
Orientation	N		
Shape	N		

Nominal

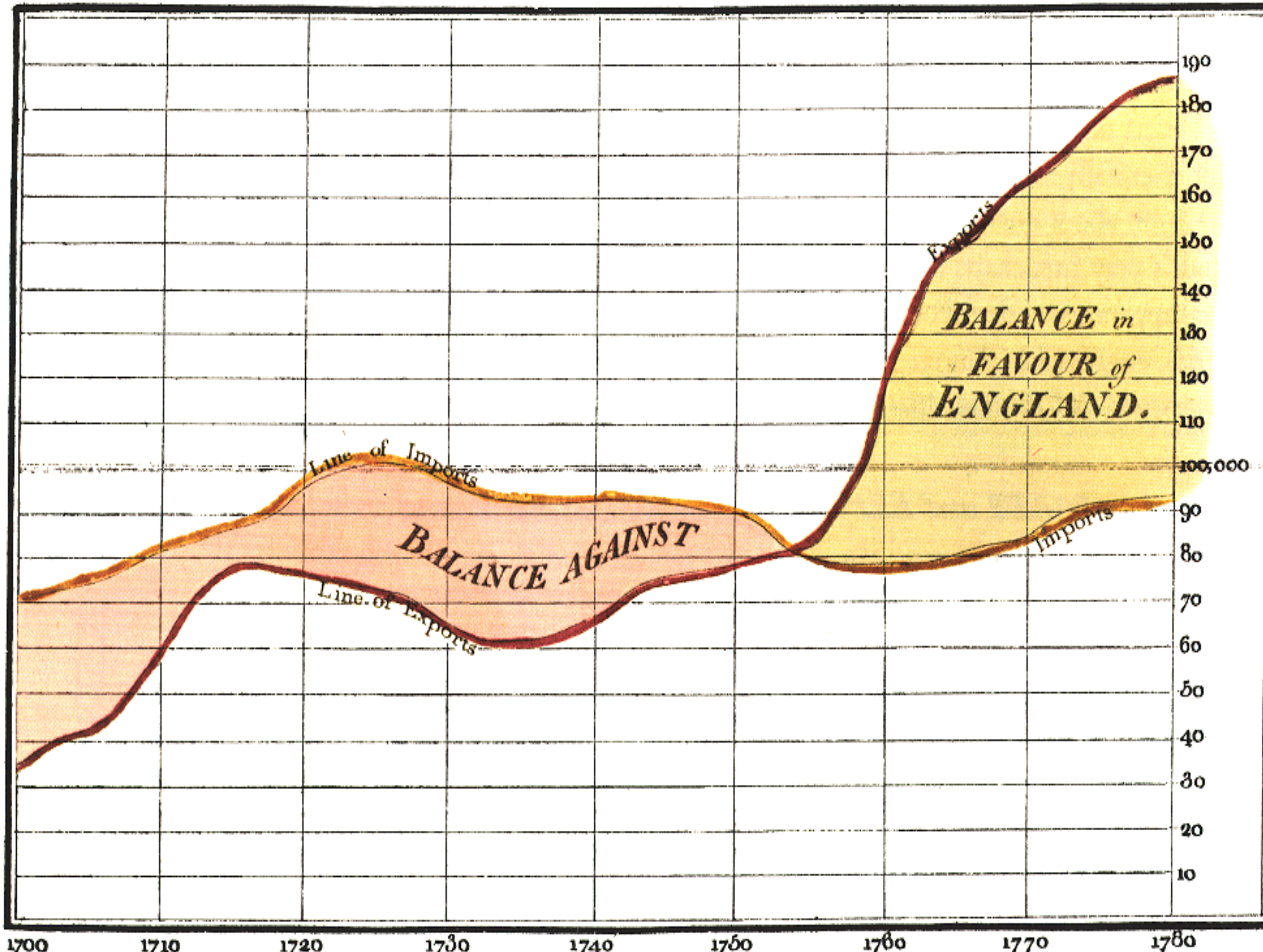
Ordinal

Quantitative

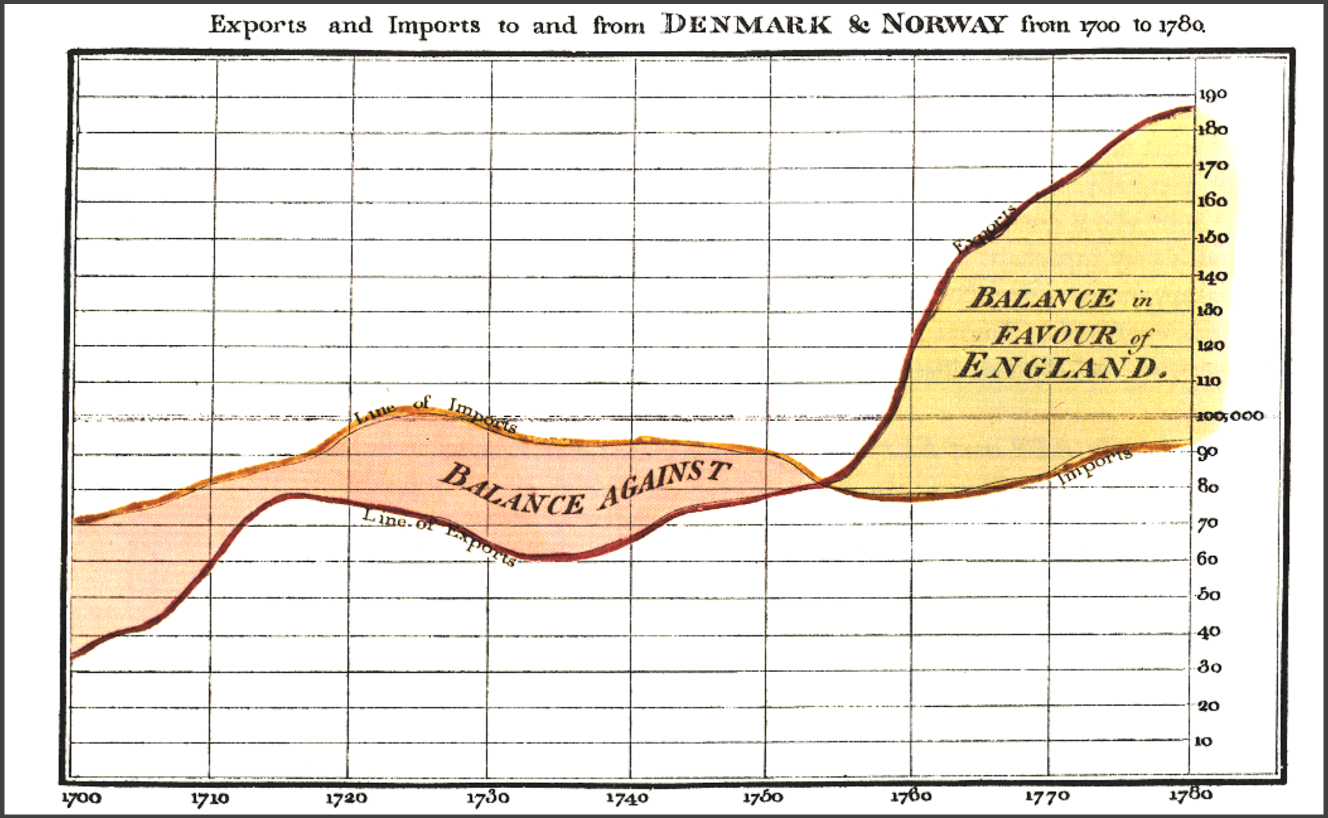
Note: **Q** ⊂ **O** ⊂ **N**

Deconstructions

Exports and Imports to and from DENMARK & NORWAY from 1700 to 1780.



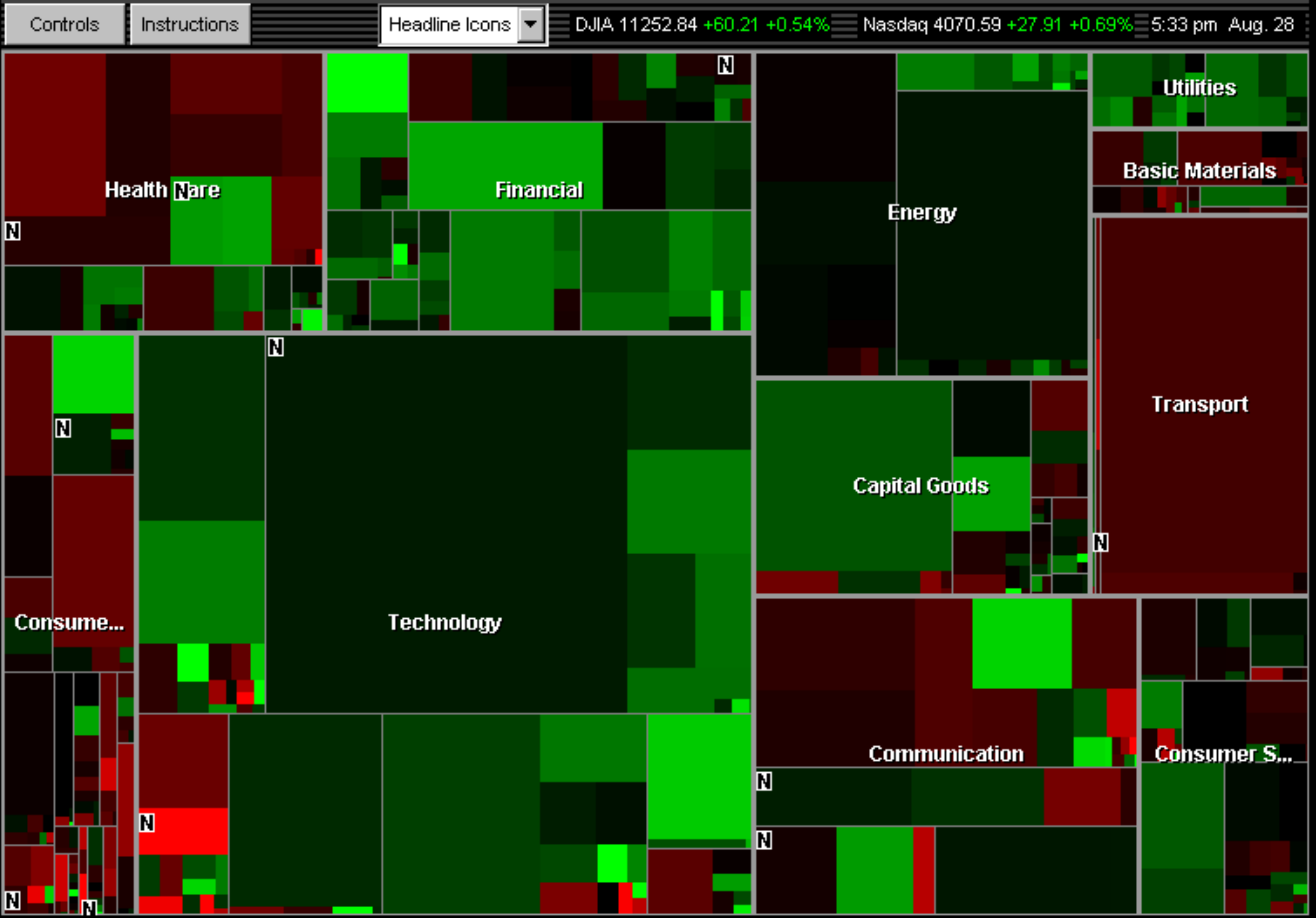
William Playfair, 1786



X-axis: year (Q)

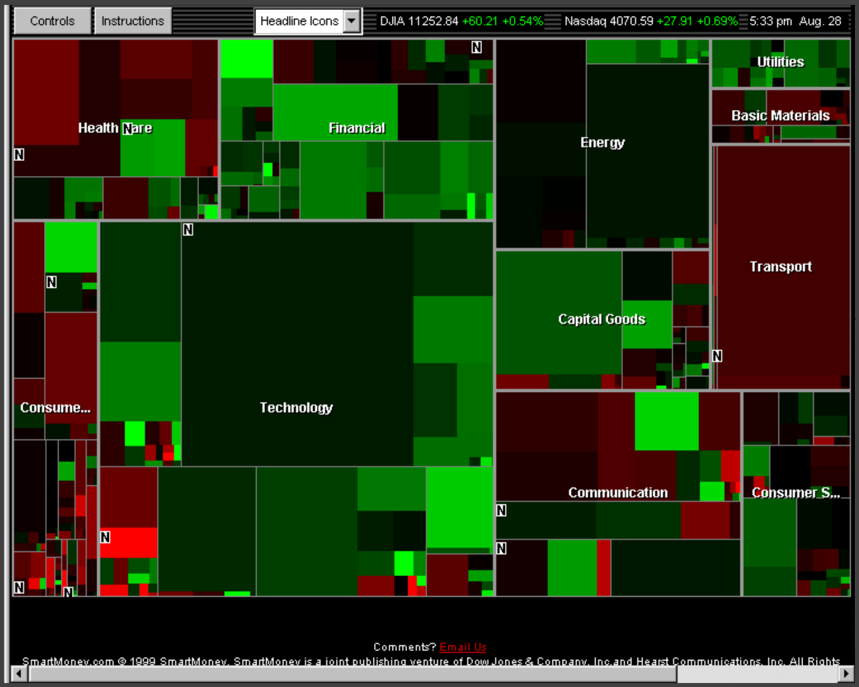
Y-axis: currency (Q)

Color: imports/exports (N, O)



http://www.smartmoney.com/marketmap/

Wattenberg's Map of the Market



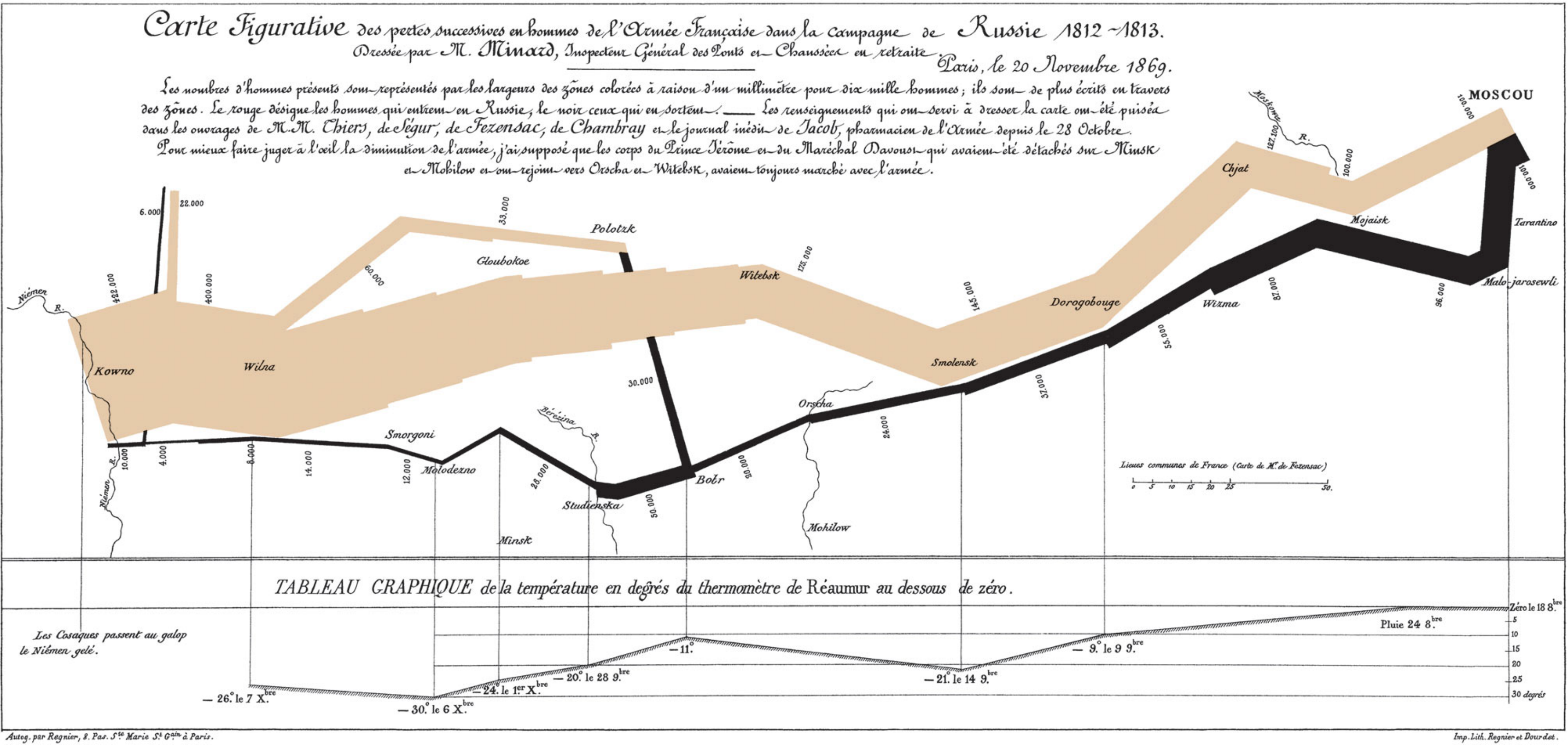
Rectangle Area: market cap (Q)

Rectangle Position: market sector (N), market cap (Q)

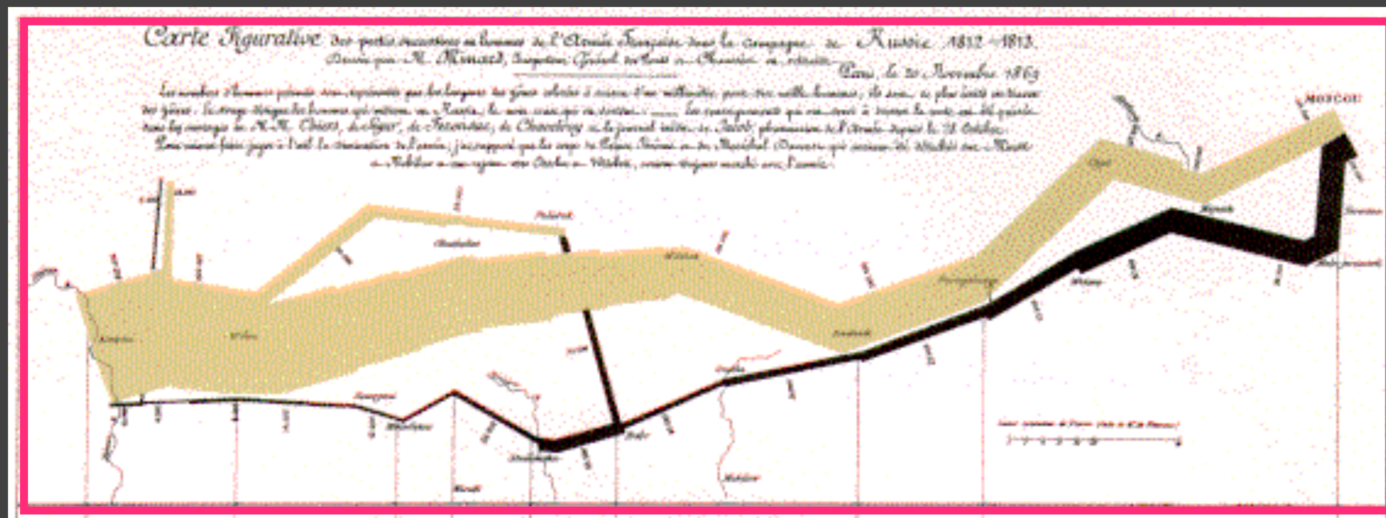
Color Hue: loss vs. gain (N, O)

Color Value: magnitude of loss or gain (Q)

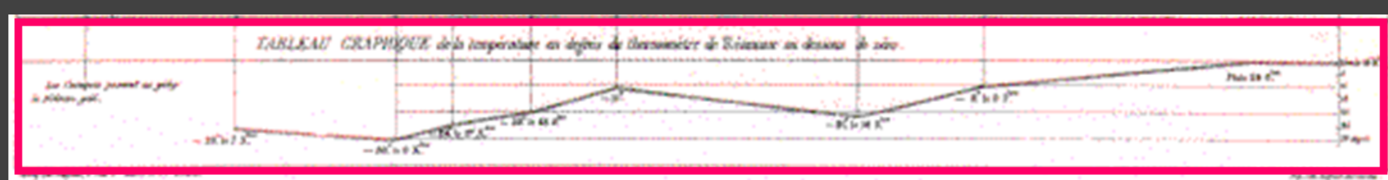
Minard 1869: Napoleon's March



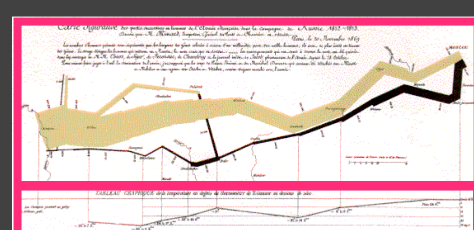
Single-Axis Composition



+



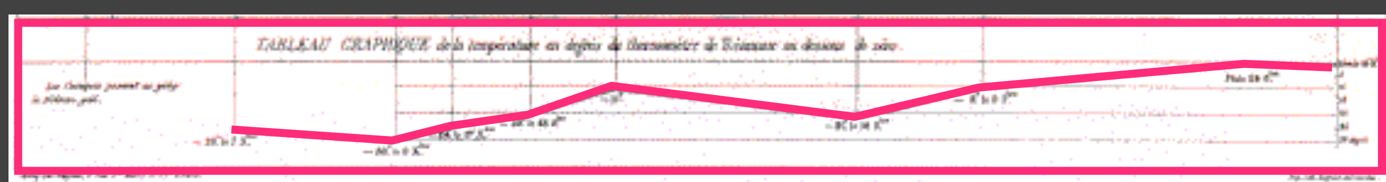
=



Mark Composition

Y-axis: temperature (Q)

\+ X-axis: longitude (Q) / time (O)

= 

Temp over space/time (Q x Q)

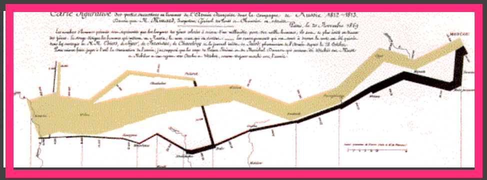
Mark Composition

Y-axis: latitude (Q)

+ X-axis: longitude (Q)

+ Width: army size (Q)

=

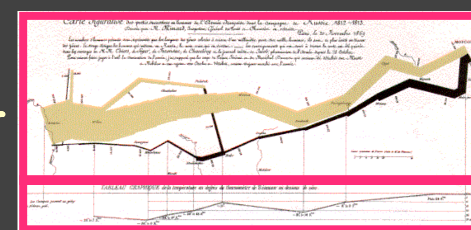


Army position (Q x Q) and army size (Q)

latitude (Q)

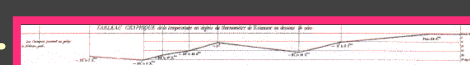
longitude (Q)

army size (Q)

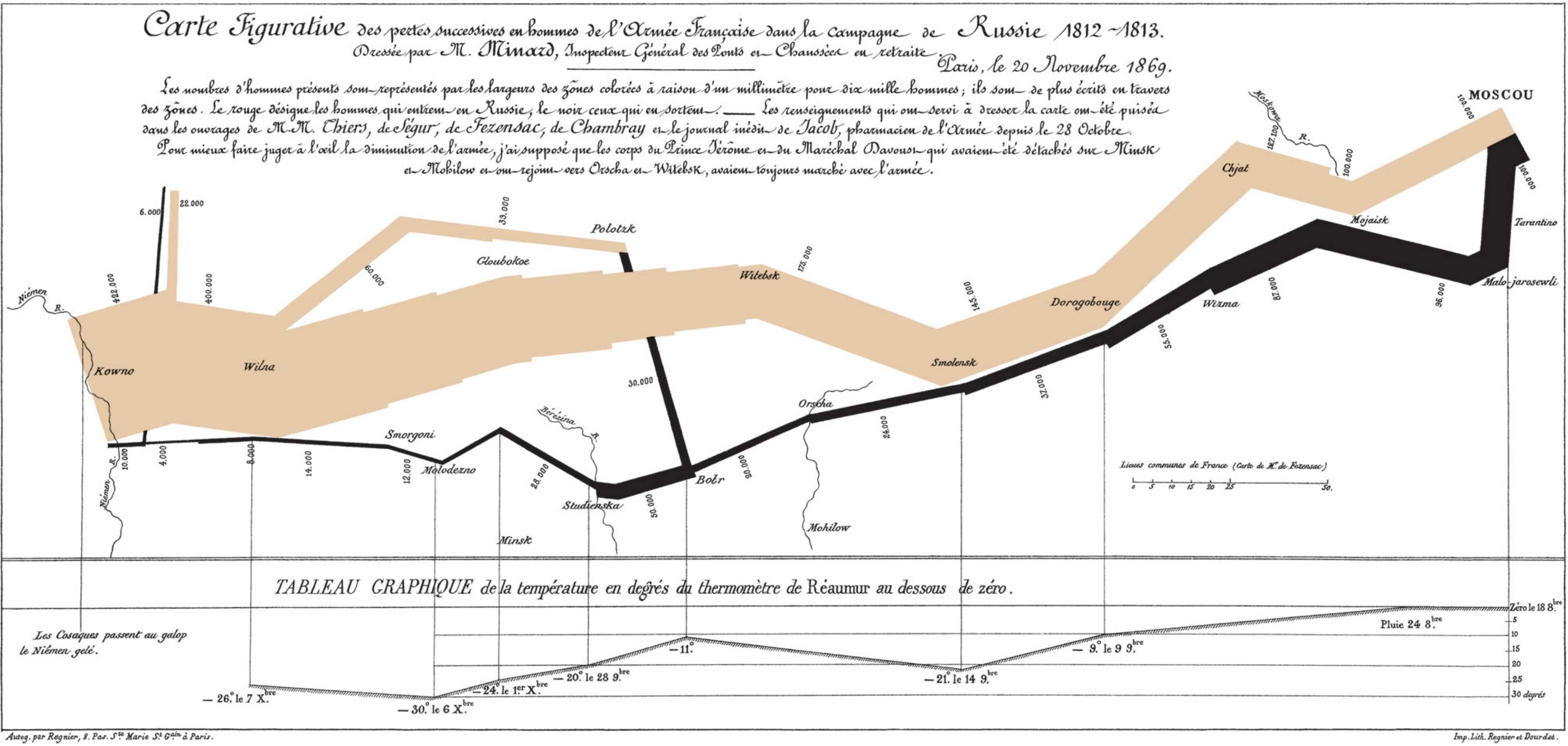


temperature (Q)

longitude (Q) / time (O)



Minard 1869: Napoleon’s March



Depicts at least 5 quantitative variables. Any others?

Formalizing Design

Choosing Visual Encodings

Assume *k* visual encodings and *n* data attributes. We would like to pick the "best" encoding among a combinatorial set of possibilities of size $(n+1)^k$

Principle of Consistency
The properties of the image (visual variables) should match the properties of the data.

Principle of Importance Ordering
Encode the most important information in the most effective way.

Design Criteria [Mackinlay 86]

Expressiveness

A set of facts is *expressible* in a visual language if the sentences (i.e. the visualizations) in the language express all the facts in the set of data, and only the facts in the data.

Effectiveness

A visualization is more *effective* than another visualization if the information conveyed by one visualization is more readily perceived than the information in the other visualization.

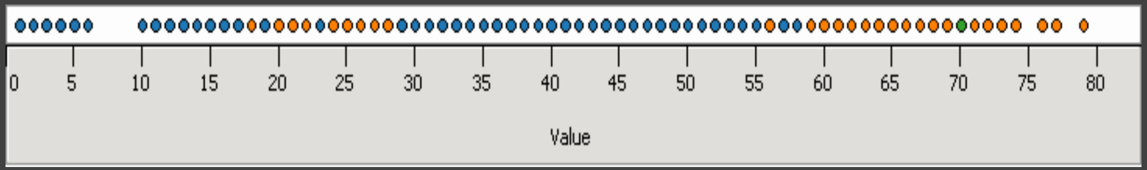
Design Criteria [Mackinlay 86]

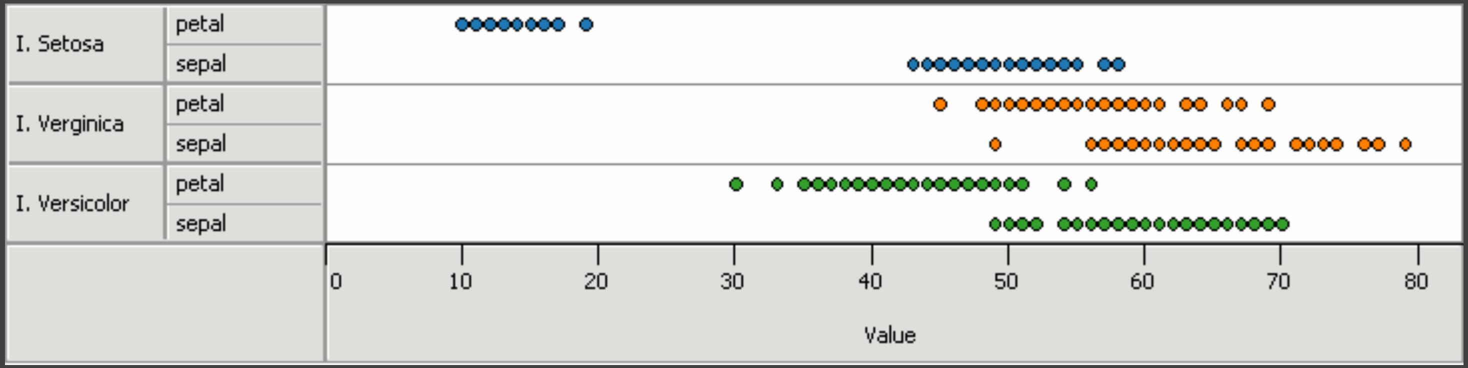
Expressiveness
A set of facts is *expressible* in a visual language if the sentences (i.e. the visualizations) in the language express all the facts in the set of data, and only the facts in the data.

Effectiveness
A visualization is more *effective* than another visualization if the information conveyed by one visualization is more readily perceived than the information in the other visualization.

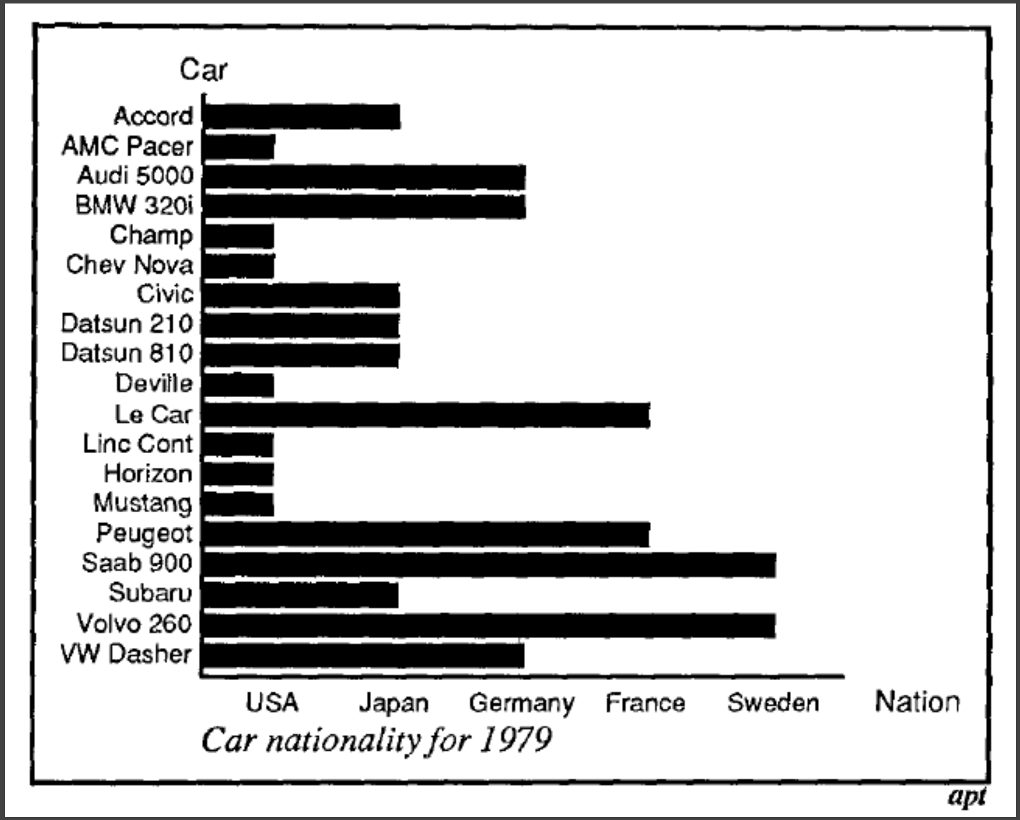
Can not express the facts

A multivariate relation may be *inexpressive* in a single horizontal dot plot because multiple records are mapped to the same position.





Expresses facts not in the data



A length is interpreted as a quantitative value.

Design Criteria [Mackinlay 86]

Expressiveness
A set of facts is *expressible* in a visual language if the sentences (i.e. the visualizations) in the language express all the facts in the set of data, and only the facts in the data.

Effectiveness
A visualization is more *effective* than another visualization if the information conveyed by one visualization is more readily perceived than the information in the other visualization.

Design Criteria [Mackinlay 86]

Expressiveness
A set of facts is *expressible* in a visual language if the sentences (i.e. the visualizations) in the language express all the facts in the set of data, and only the facts in the data.

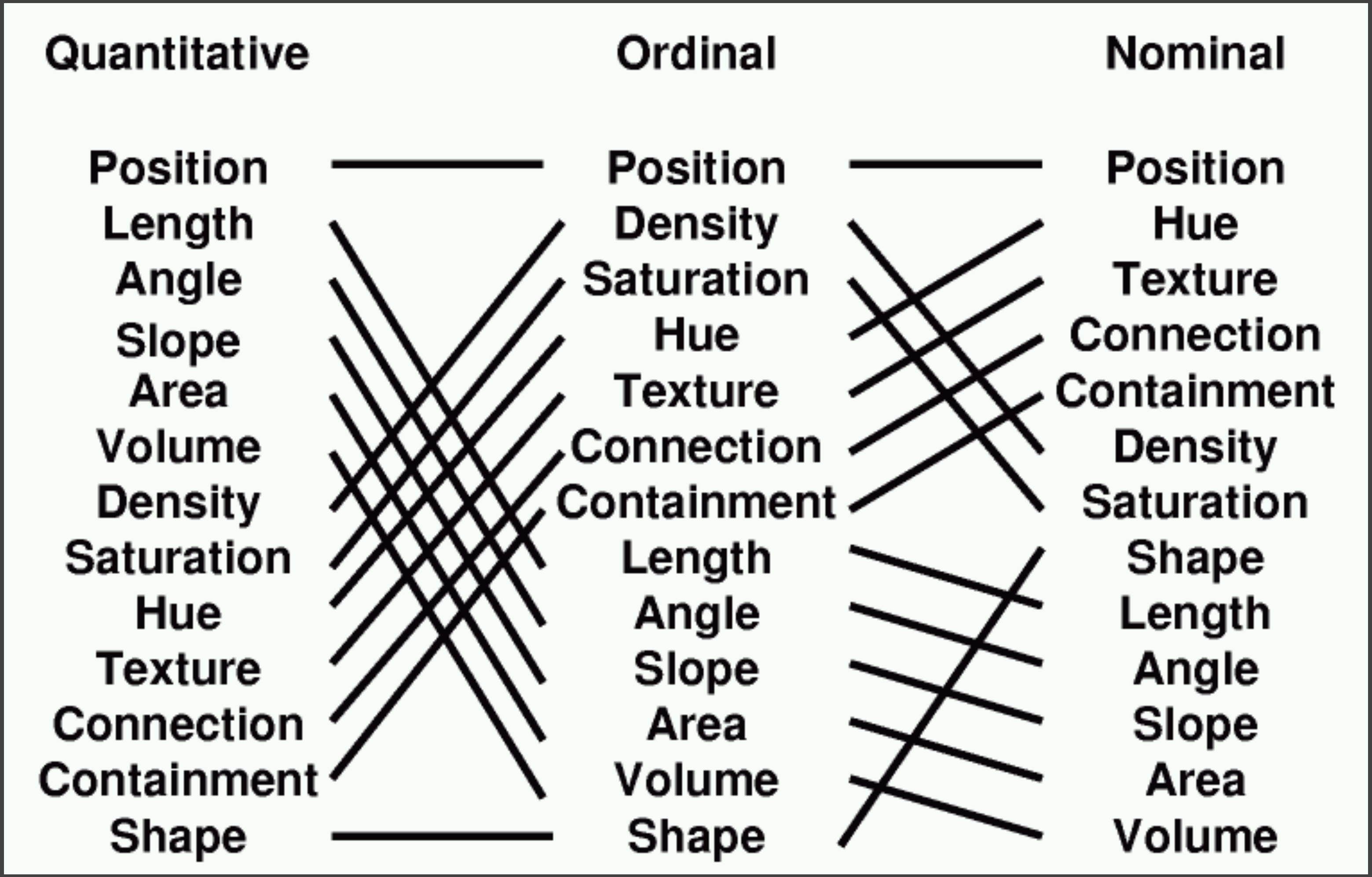
Effectiveness
A visualization is more *effective* than another visualization if the information conveyed by one visualization is more readily perceived than the information in the other visualization.

Design Criteria *Translated*

Tell the truth and nothing but the truth
(don't lie, and don't lie by omission)

Use encodings that people decode better
(where better = faster and/or more accurate)

Mackinlay’s Ranking



Conjectured *effectiveness* of encodings by data type

Mackinlay's Design Algorithm

APT - "A Presentation Tool", 1986

User formally specifies data model and type
Input: ordered list of data variables to show

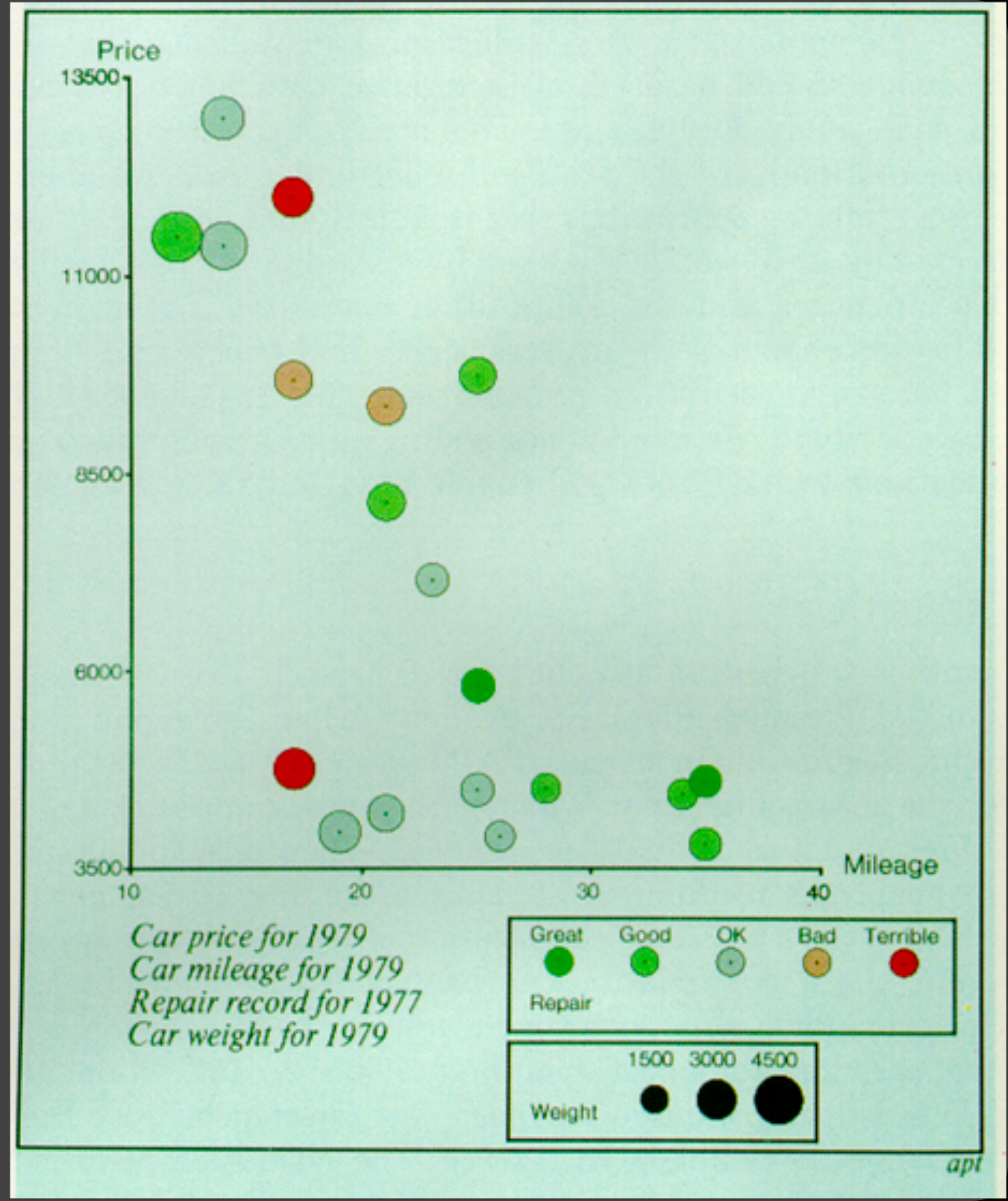
APT searches over design space
Test expressiveness of each visual encoding
Generate encodings that pass test
Rank by perceptual effectiveness criteria

Output the "most effective" visualization

APT

Automatically generate chart for car data

Input variables:
1. Price
2. Mileage
3. Repair
4. Weight



Limitations of APT?

Limitations of APT

Does not cover many visualization techniques
Networks, hierarchies, maps, diagrams
Also: 3D structure, animation, illustration, …

Does not consider interaction

Does not consider semantics / conventions

Assumes single visualization as output

Recent related work:
Draco visualization design knowledge base

Administrivia

A1: Visualization Design

Pick a **guiding question**, use it to title your vis.

Design a **static visualization** for that question.

You are free to **use any tools** (inc. pen & paper).

Deliverables (upload via Canvas; see A1 page)

Image of your visualization (PNG or JPG format)

Short description + design rationale (≤ 4 paragraphs)

Due by **11:59 pm PT, Monday April 5th**.

Course Participation

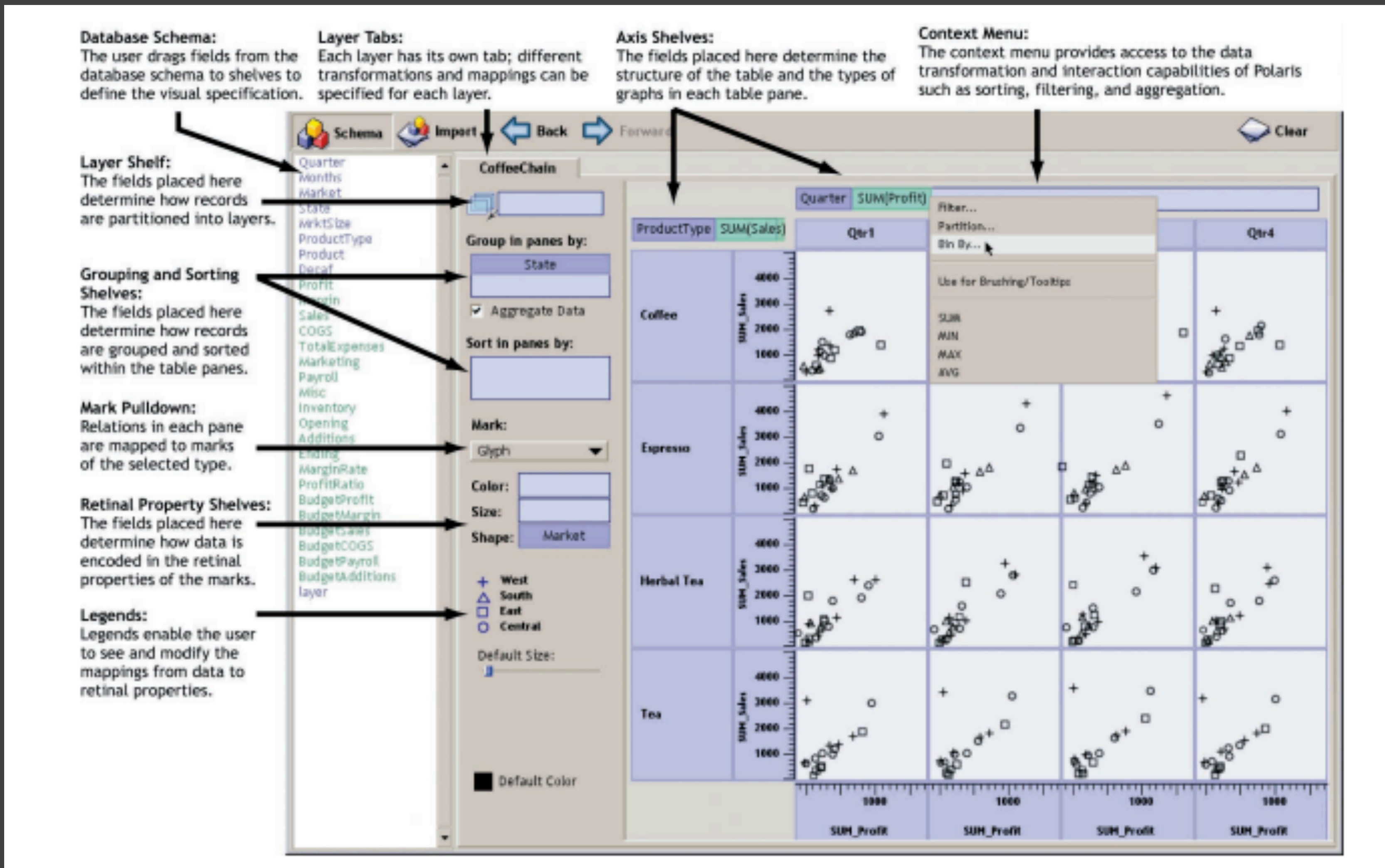
Quiz & discussion comments on class forum (Ed).

Both are due each Monday, by 11:59pm PT up through week 8 of the quarter.

You have 1 “pass” (quiz + comment) for the quarter.

First discussion and quiz are now posted on Ed, Due by **11:59 pm PT, Monday April 5th**.

Required Readings for Mon 4/5



Polaris: A System for Query, Analysis and Visualization of Multi-dimensional Relational Databases.
Chris Stolte, Diane Tang, and Pat Hanrahan. IEEE TVCG. 2002.

Optional Readings for Week 2

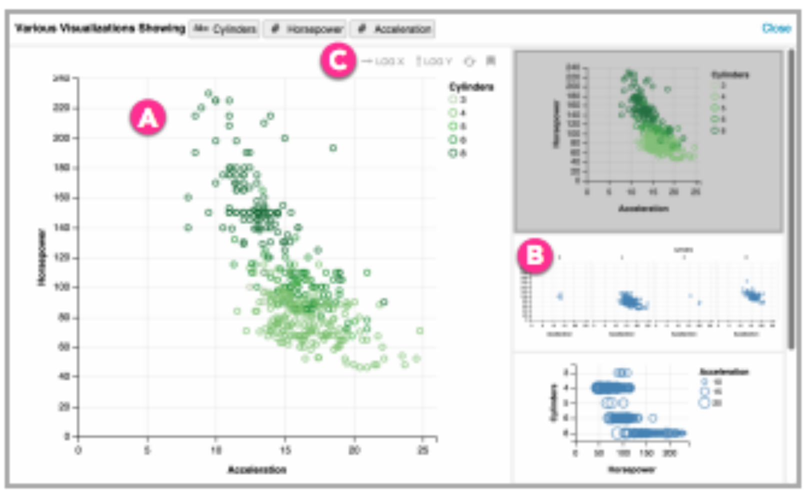
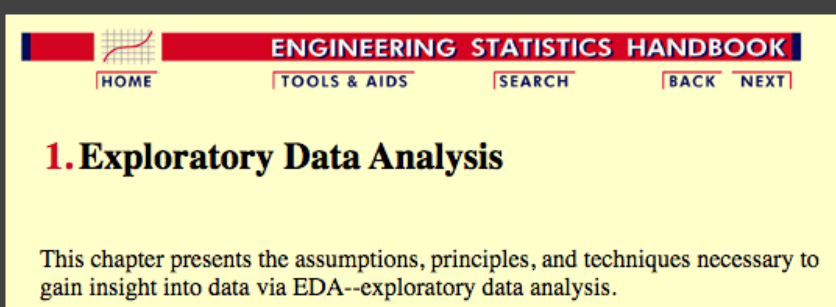
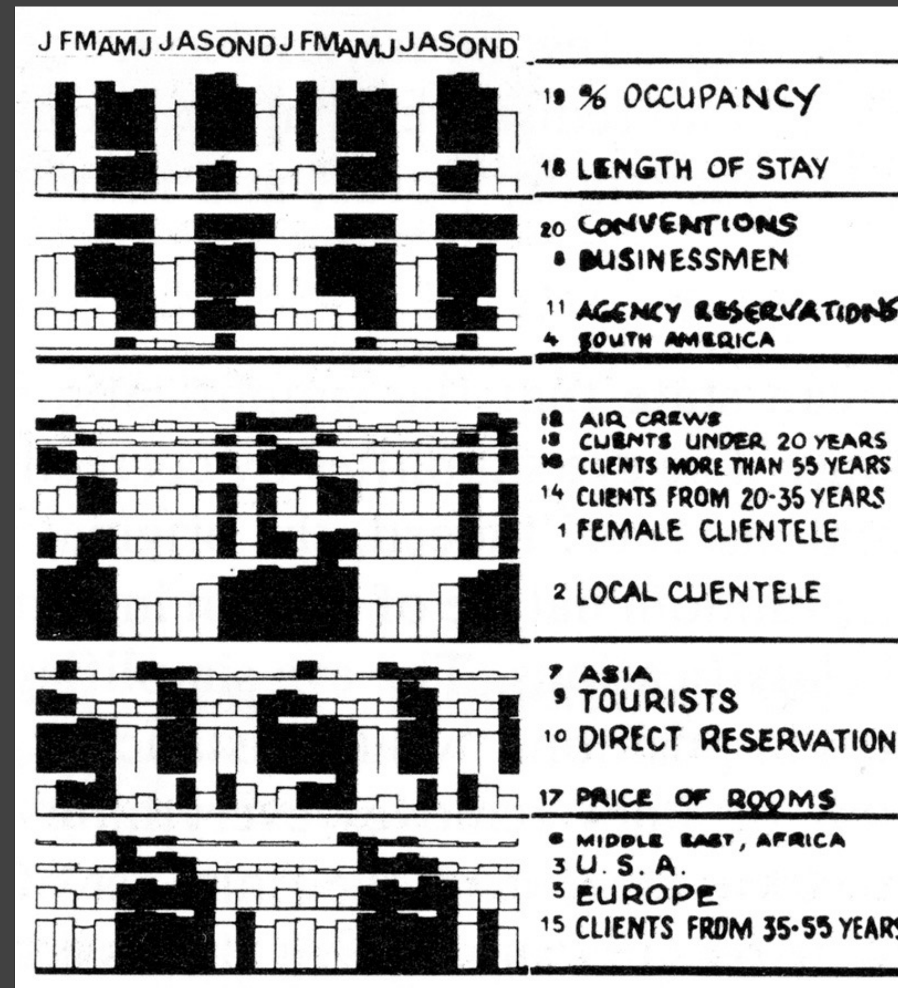


Fig. 4. The expanded gallery for *cylinder*, *horsepower*, and *acceleration*. (a) The main panel presents the selected chart in an enlarged view. (b) The sidebar shows alternative encodings for the expanded data.

Voyager: Exploratory Analysis via Faceted Browsing of Visualization Recommendations. Kanit Wongsuphasawat et al. IEEE TVCG. 2016.



Exploratory Data Analysis, NIST Engineering Statistics Handbook.



Postmortem of an Example. Jacques Bertin. Graphics and Graphic Information-Processing. 1981.

Design Exercise

Visual Encoding Exercise

5 17

How many visualizations can you think of for conveying these two numbers? Feel free to invent tasks or contexts. **Sketch as many as you can!**

Don't stress over quality, go for quantity.

Time: ~5 minutes

Visual Encoding Exercise

5 17

We will assign you to breakout rooms. Introduce yourselves! Then compare your designs. *(You can hold drawings up to the camera to share.)* How many ideas are the same? How many are different?

Capture your favorite images and post them on the Ed thread "In-Class Design Activity".

Visual Encoding Exercise

5 17

How many visualizations can you think of for conveying these two numbers? Feel free to invent tasks or contexts. **Sketch as many as you can!**

Time permitting, let's share back with the class.

What were the most common designs?
The most surprising / creative / innovative?

Summary: Data & Image Models

Formal specification
Data model: relational data; N,O,Q types
Image model: visual encoding channels
Encodings map data to visual variables

Choose expressive and effective encodings
Rule-based tests of expressiveness
Perceptual effectiveness rankings

Question: how do we establish effectiveness criteria? *Subject of perception lectures…*