



Technische
Universität
Braunschweig

Computer Graphics Lab

VISUALIZATION TECHNIQUES

Winter Semester 2023-2024

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

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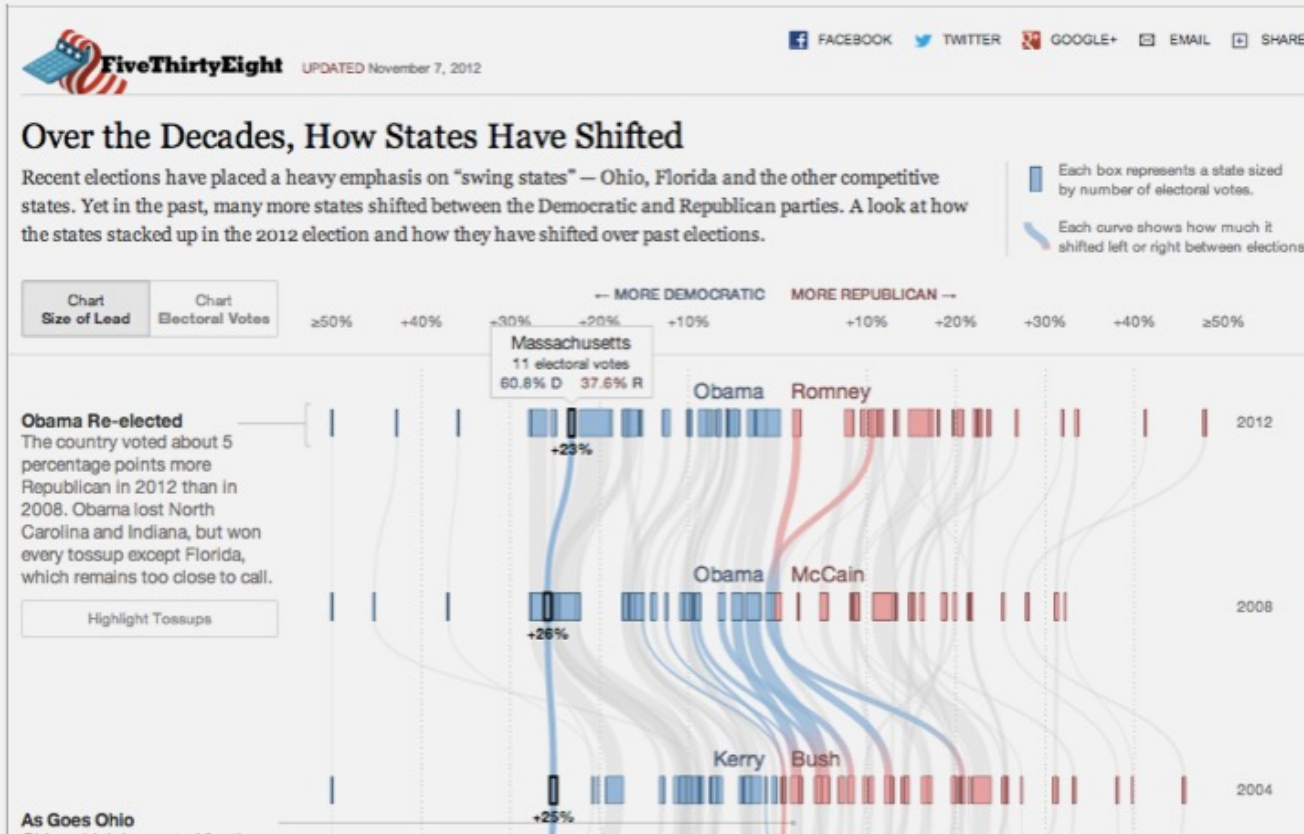


- ❑ In the following lectures we will take a look at visual coding, exploring the different types of visual variables and type of data and which ones are suitable for which. We will then analyze some guidelines for good (and bad) design practices.

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



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





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?



<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](https://twitter.com/WTFviz).
Check out our friends [Thumbs Up Viz](#) and [accidental aRT](#), or [submit](#).





A lot can go wrong with visualizations, on vis.wff 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?