Ch 5: Marks and Channels

Encoding visually
• analyze idiom structure

Definitions: Marks and channels
• marks
  – geometric primitives
• channels
  – control appearance of marks

Channels: Rankings
• magnitude
  – area
• spatial region
• color hue
• motion
• shape
• tilt/angle
• size (area)
• length
• volume (3D size)
• Curvature

Grouping
• containment
• connection

Accuracy: Fundamental Theory

Discriminability: How many usable steps?
• must be sufficient for number of attribute levels to show
  – in-text: few bins

Separability vs. Integrity

Further reading: Articles
• http://www.cs.ubc.ca/~tmm/courses/547-17
Ch 5: Marks and Channels
Tamara Munzner
Department of Computer Science
University of British Columbia
CPSC 547, Information Visualization
Day 5: 17 January 2017

News
• comments marks out for 3/2/4/Validation,
  – lect 2 ang 86. min 73. max 94
  – lect 3 ang 85. min 78. max 98
  – lect 4 ang 88. min 84. max 100

Now
• first, work in small groups
  – exercise: decoding marks and channels
  – 45 min +/- 15 min
  – status checkins at 30 min, 45 min, (60 min)

VAD Ch 5: Marks and Channels

Encoding visually with marks and channels
• analyze idiom structure
  – as combination of marks and channels

Channels: Expressiveness types and effectiveness rankings
Magnitude Channels: Ordered Attributes Identity Channels: Categorical Attributes

Accuracy: Vis experiments

Further reading: Books
Next Time
• to read
  – VAD Ch. & Rules of Thumb
  – paper: Artery Viz (type: design study / evaluation)
• reminder: office hrs after class today