Visualization Analysis & Design
Full-Day Tutorial
Session 2

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http://www.cs.ubc.ca/~tmm/talks.html#minicourse14

Outline

- **Visualization Analysis Framework**
  Session 1 *9:30-10:45am*
  - Introduction: Definitions
  - Analysis: What, Why, How
  - Marks and Channels

- **Idiom Design Choices, Part 2**
  Session 3 *1:15pm-2:45pm*
  - Manipulate: Change, Select, Navigate
  - Facet: Juxtapose, Partition, Superimpose
  - Reduce: Filter, Aggregate, Embed

- **Idiom Design Choices**
  Session 2 *11:00am-12:15pm*
  - Arrange Tables
  - Arrange Spatial Data
  - Arrange Networks and Trees
  - Map Color

- **Guidelines and Examples**
  Session 4 *3-4:30pm*
  - Rules of Thumb
  - Validation
  - BioVis Analysis Example

http://www.cs.ubc.ca/~tmm/talks.html#minicourse14

How?

Encode

Arrange

- Express
- Separate
- Order
- Align
- Use

Map

from categorical and ordered attributes

- Color
  - *Hue*
  - *Saturation*
  - *Luminance*
- Size, Angle, Curvature, ...
- Shape
- Motion

Direction, Rate, Frequency, ...

Manipulate

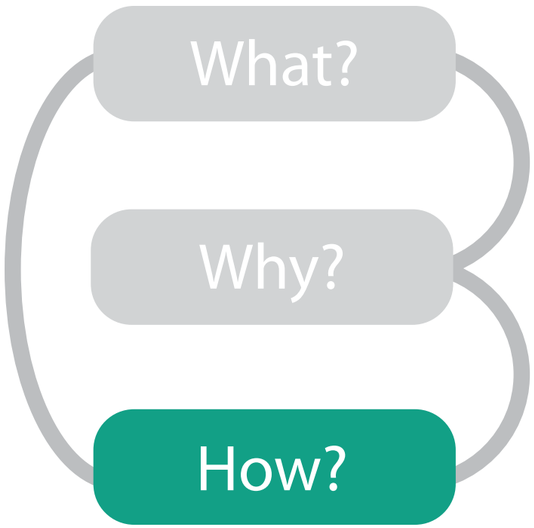
- Change
- Select
- Navigate

Facet

- Juxtapose
- Partition
- Superimpose

Reduce

- Filter
- Aggregate
- Embed



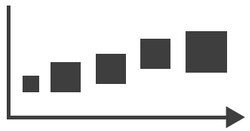
Arrange space

Encode

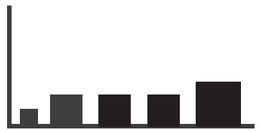
- **Arrange**
  - Express

  - Separate

  - Order



  - Align



  - Use

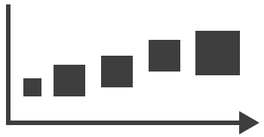
Arrange tables

Express Values

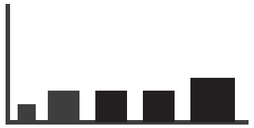
Separate, Order, Align Regions

Separate

Order

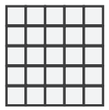


Align



1 Key
List

2 Keys
Matrix

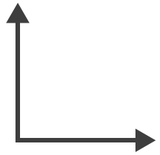


3 Keys
Volume

Many Keys
Recursive Subdivision

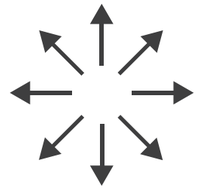
Axis Orientation

Rectilinear



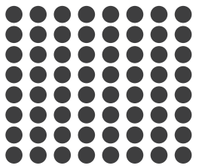
Parallel

Radial



Layout Density

Dense

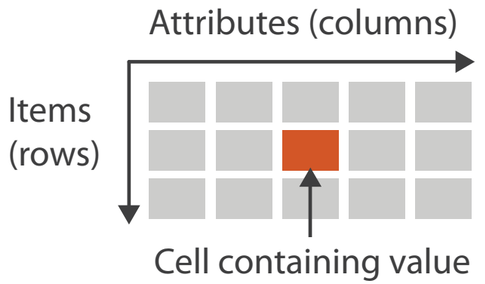


Space-Filling

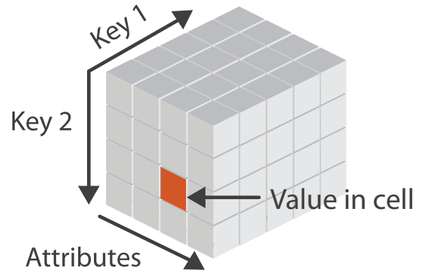
Keys and values

- key
  - independent attribute
  - used as unique index to look up items
  - simple tables: 1 key
  - multidimensional tables: multiple keys
- value
  - dependent attribute, value of cell
- classify arrangements by key count
  - 0, 1, 2, many...

➔ Tables

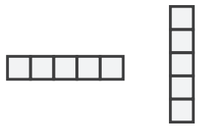


➔ *Multidimensional Table*

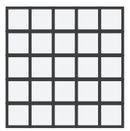


➔ **Express Values**

➔ *1 Key*
List



➔ *2 Keys*
Matrix

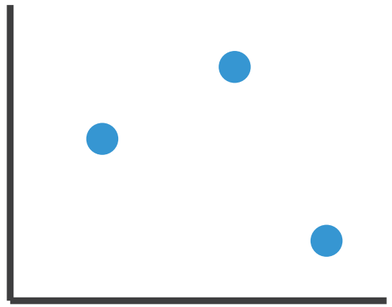


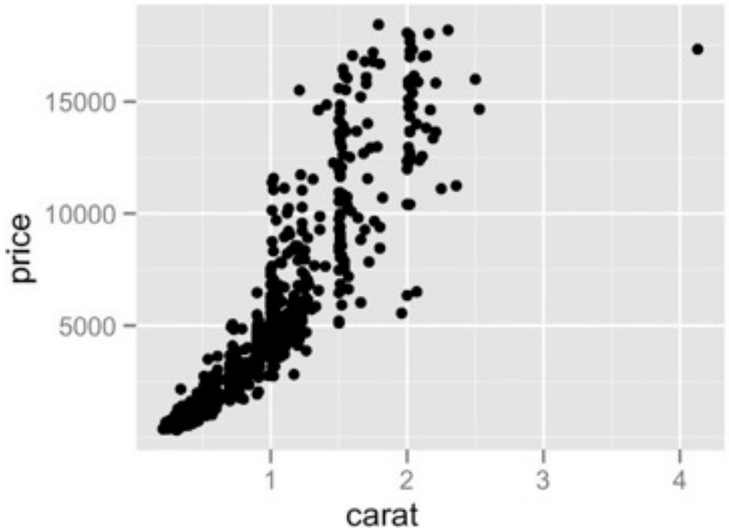
➔ *3 Keys*
Volume

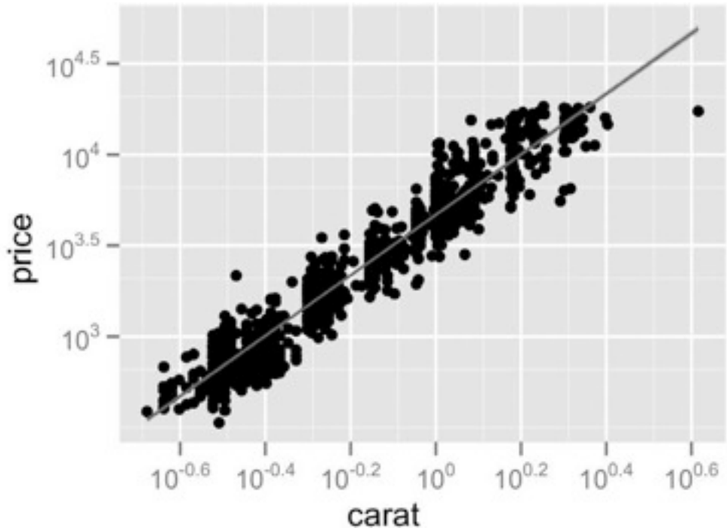
➔ *Many Keys*
Recursive Subdivision

Idiom: **scatterplot**

- ***express*** values
  - quantitative attributes
- no keys, only values
  - data
    - 2 quant attribs
  - mark: points
  - channels
    - horiz + vert position
  - tasks
    - find trends, outliers, distribution, correlation, clusters
  - scalability
    - hundreds of items





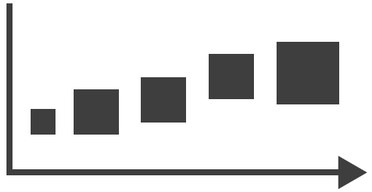


[A layered grammar of graphics. Wickham. Journ. Computational and Graphical Statistics 19:1 (2010), 3–28.]

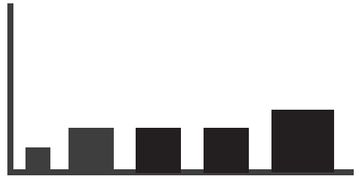
Some keys: Categorical regions

➔ Separate

➔ Order



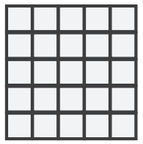
➔ Align



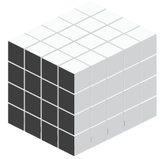
- **regions**: contiguous bounded areas distinct from each other
  - using space to ***separate*** (proximity)
  - following expressiveness principle for categorical attributes
- use ordered attribute to ***order*** and ***align*** regions

➔ *1 Key*
List

➔ *2 Keys*
Matrix



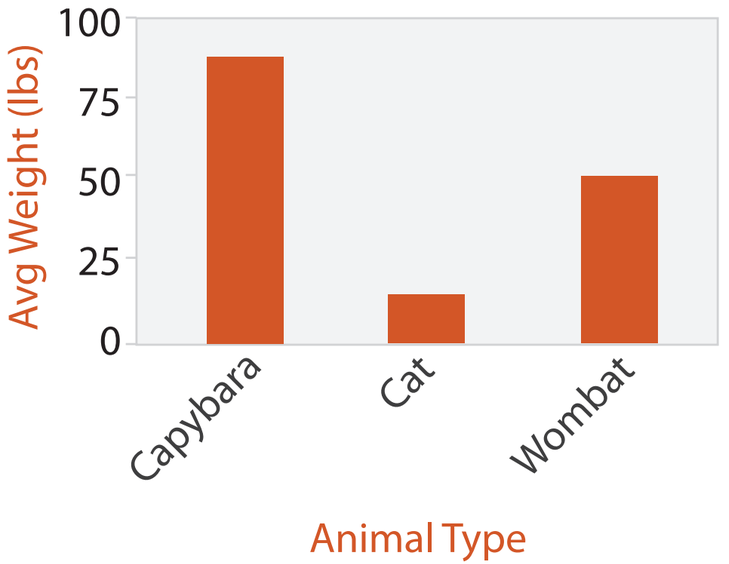
➔ *3 Keys*
Volume

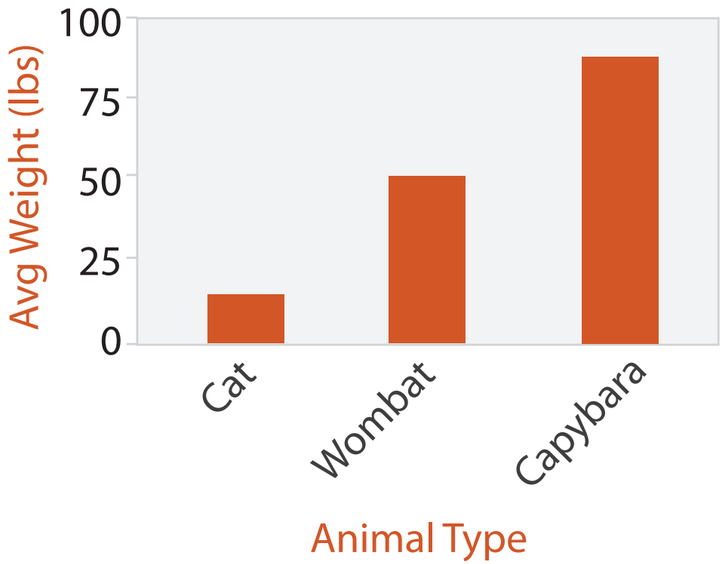


➔ *Many Keys*
Recursive Subdivision

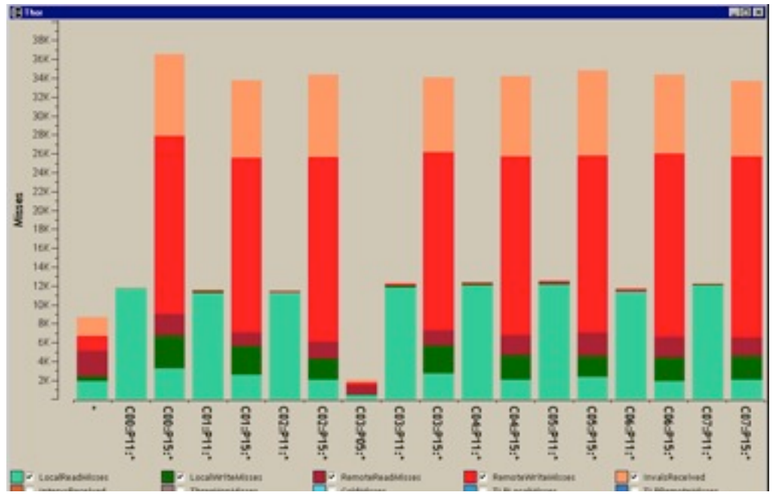
Idiom: **bar chart**

- one key, one value
  - data
    - 1 categ attrib, 1 quant attrib
  - mark: lines
  - channels
    - length to express quant value
    - spatial regions: one per mark
      - separated horizontally, aligned vertically
      - ordered by quant attrib
        - » by label (alphabetical), by length attrib (data-driven)
  - task
    - compare, lookup values
  - scalability
    - dozens to hundreds of levels for key attrib





Idiom: **stacked bar chart**

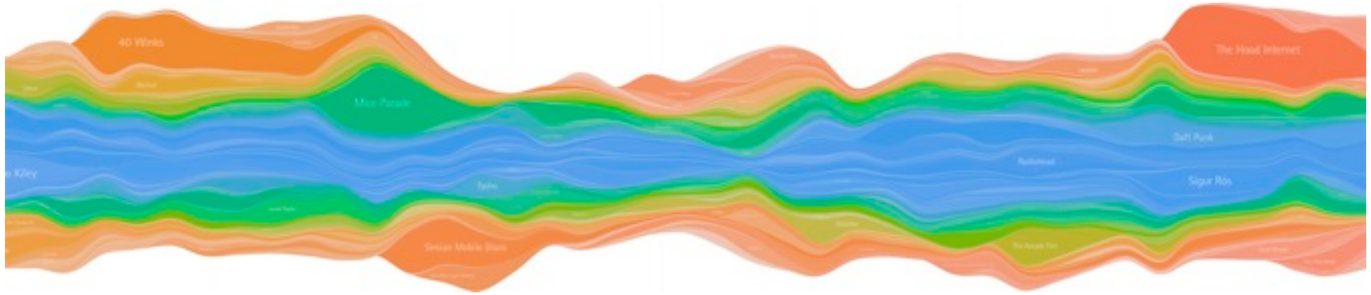


- one more key
  - data
    - 2 categ attrib, 1 quant attrib
  - mark: vertical stack of line marks
    - **glyph**: composite object, internal structure from multiple marks
  - channels
    - length and color hue
    - spatial regions: one per glyph
      - aligned: full glyph, lowest bar component
      - unaligned: other bar components
  - task
    - part-to-whole relationship
  - scalability
    - several to one dozen levels for stacked attrib

[Using Visualization to Understand the Behavior of Computer Systems. Bosch. Ph.D. thesis, Stanford Computer Science, 2001.]

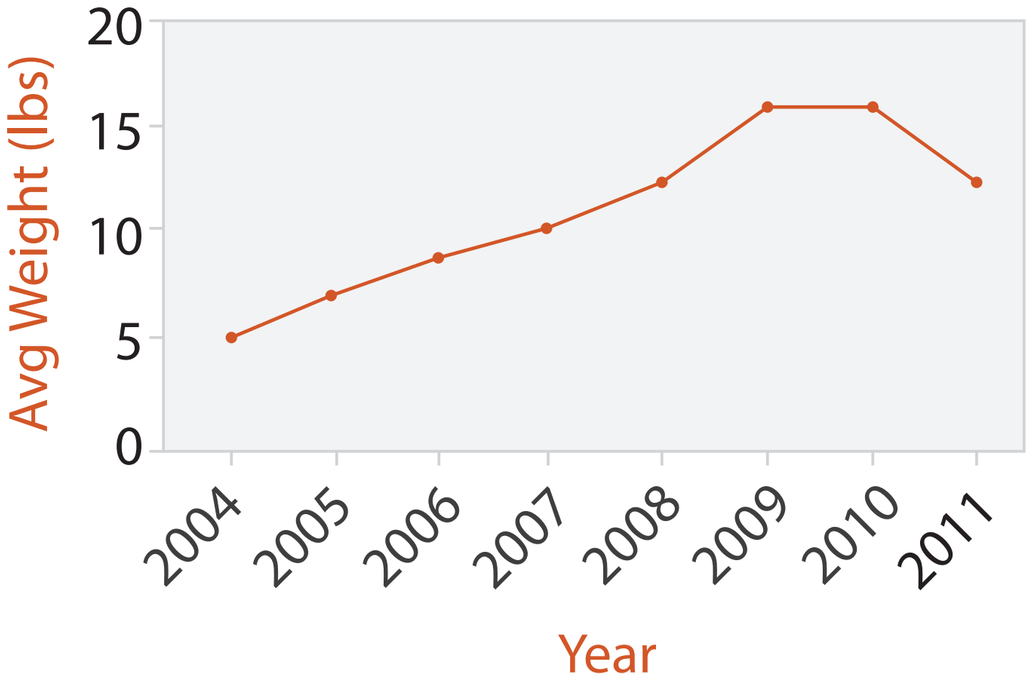
Idiom: **streamgraph**

- generalized stacked graph
  - emphasizing horizontal continuity
    - vs vertical items
  - data
    - 1 categ key attrib (artist)
    - 1 ordered key attrib (time)
    - 1 quant value attrib (counts)
  - derived data
    - geometry: layers, where height encodes counts
    - 1 quant attrib (layer ordering)
  - scalability
    - hundreds of time keys
    - dozens to hundreds of artist keys
      - more than stacked bars, since most layers don't extend across whole chart



[Stacked Graphs Geometry & Aesthetics. Byron and Wattenberg. IEEE Trans. Visualization and Computer Graphics (Proc. InfoVis 2008) 14(6): 1245–1252, (2008).]

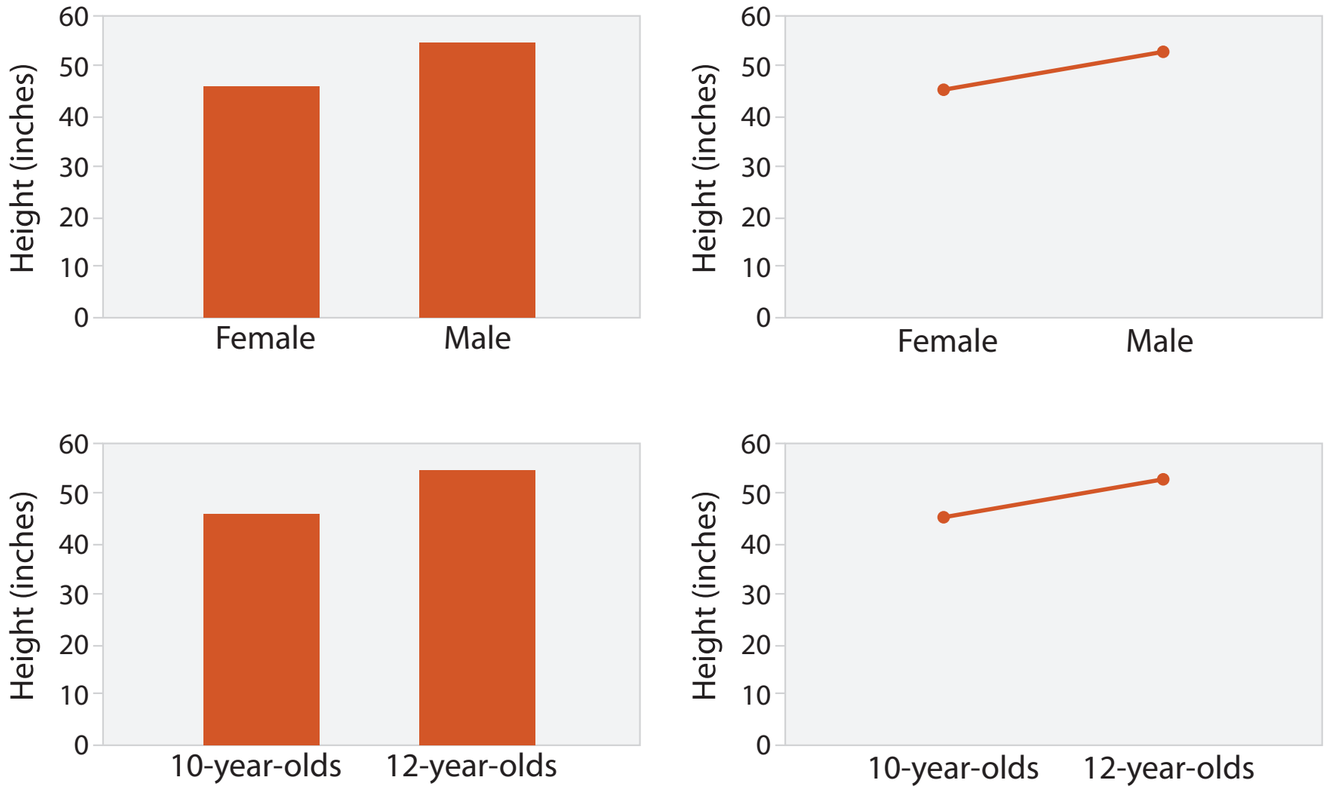
Idiom: **line chart**



- one key, one value
  - data
    - 2 quant attribs
  - mark: points
    - line connection marks between them
  - channels
    - aligned lengths to express quant value
    - separated and ordered by key attrib into horizontal regions
  - task
    - find trend
      - connection marks emphasize ordering of items along key axis by explicitly showing relationship between one item and the next

Choosing bar vs line charts

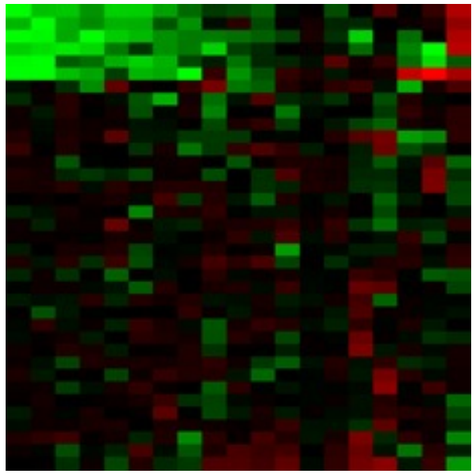
- depends on type of key attrib
  - bar charts if categorical
  - line charts if ordered
- do not use line charts for categorical key attribs
  - violates expressiveness principle
    - implication of trend so strong that it overrides semantics!
      - "The more male a person is, the taller he/she is"

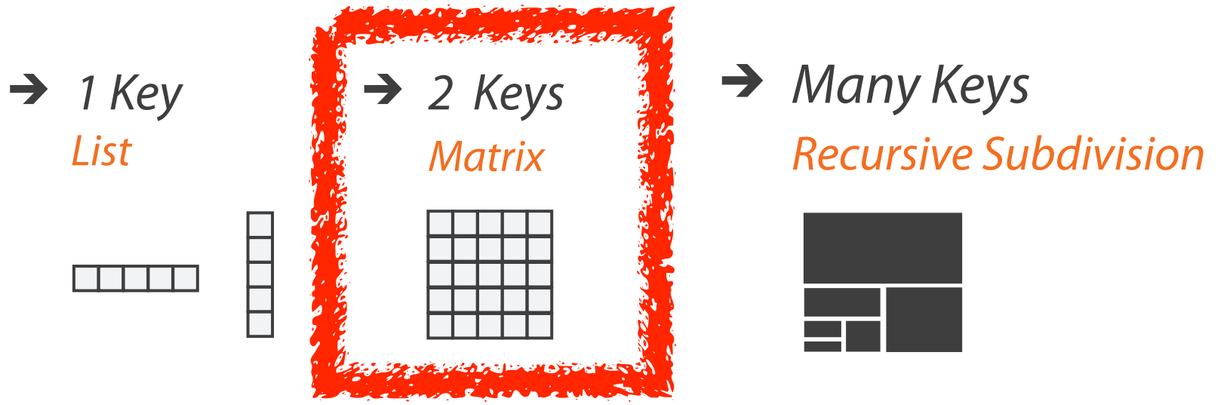


after [Bars and Lines: A Study of Graphic Communication. Zacks and Tversky. Memory and Cognition 27:6 (1999), 1073–1079.]

Idiom: **heatmap**

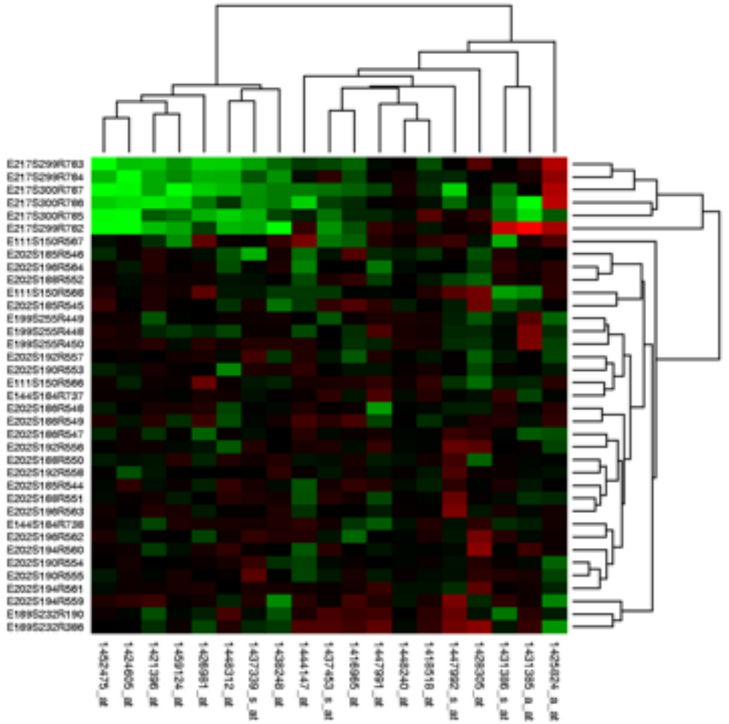
- two keys, one value
  - data
    - 2 categ attribs (gene, experimental condition)
    - 1 quant attrib (expression levels)
  - marks: area
    - separate and align in 2D matrix
      - indexed by 2 categorical attributes
  - channels
    - color by quant attrib
      - (ordered diverging colormap)
  - task
    - find clusters, outliers
  - scalability
    - 1M items, 100s of categ levels, ~10 quant attrib levels





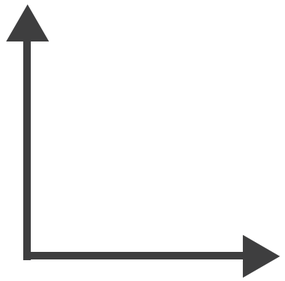
Idiom: **cluster heatmap**

- in addition
  - derived data
    - 2 cluster hierarchies
  - dendrogram
    - parent-child relationships in tree with connection line marks
    - leaves aligned so interior branch heights easy to compare
  - heatmap
    - marks (re-)ordered by cluster hierarchy traversal

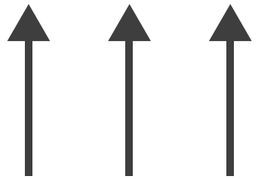


Axis Orientation

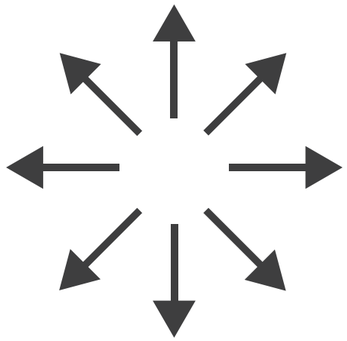
- Rectilinear



- Parallel



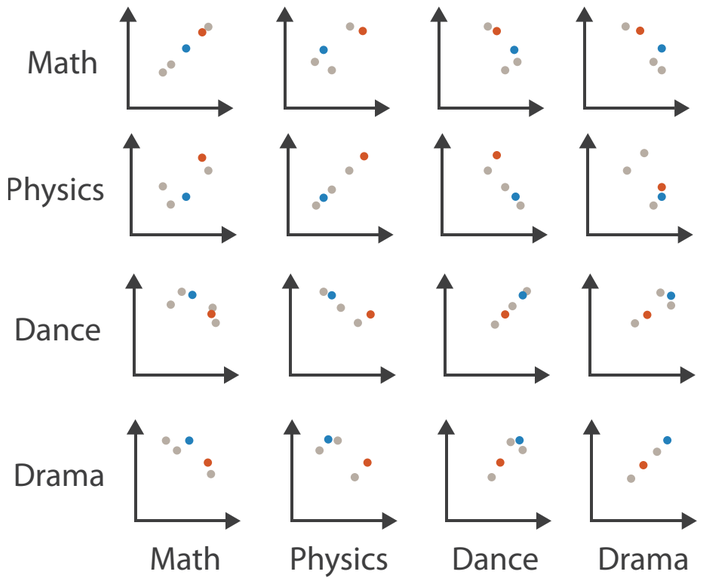
- Radial



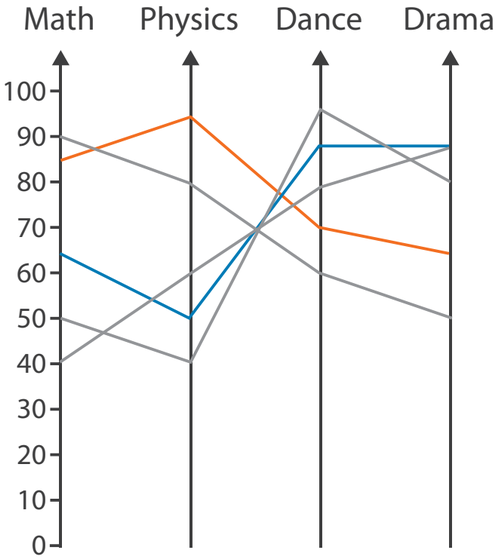
Idioms: **scatterplot matrix, parallel coordinates**

- scatterplot matrix (SPLOM)
  - rectilinear axes, point mark
  - all possible pairs of axes
  - scalability
    - one dozen attribs
    - dozens to hundreds of items
- parallel coordinates
  - parallel axes, jagged line representing item
  - rectilinear axes, item as point
    - axis ordering is major challenge
  - scalability
    - dozens of attribs
    - hundreds of items

Scatterplot Matrix



Parallel Coordinates



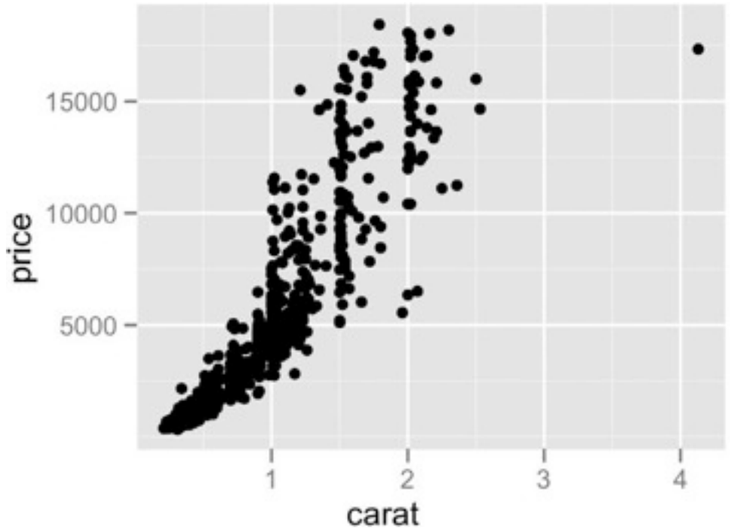
Table

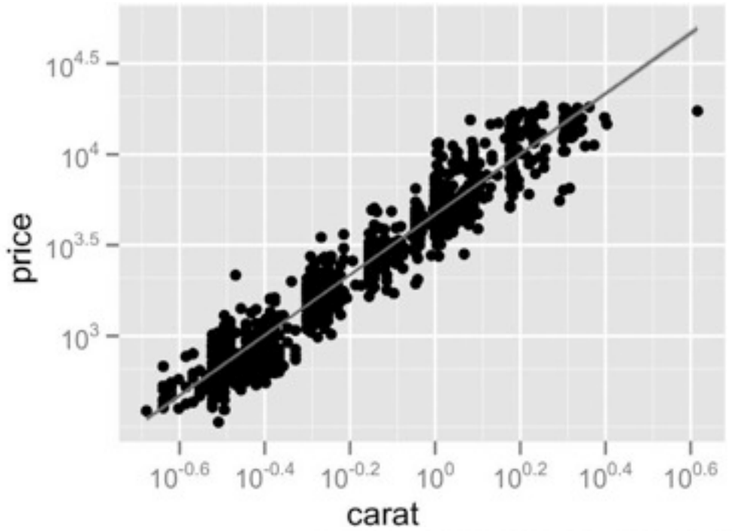
Math	Physics	Dance	Drama
85	95	70	65
90	80	60	50
65	50	90	90
50	40	95	80
40	60	80	90

after [Visualization Course Figures. McGuffin, 2014. http://www.michaelmcguffin.com/courses/vis/]

Task: Correlation

- scatterplot matrix
  - positive correlation
    - diagonal low-to-high
  - negative correlation
    - diagonal high-to-low
  - uncorrelated
- parallel coordinates
  - positive correlation
    - parallel line segments
  - negative correlation
    - all segments cross at halfway point
  - uncorrelated
    - scattered crossings





[A layered grammar of graphics. Wickham. Journ. Computational and Graphical Statistics 19:1 (2010), 3–28.]

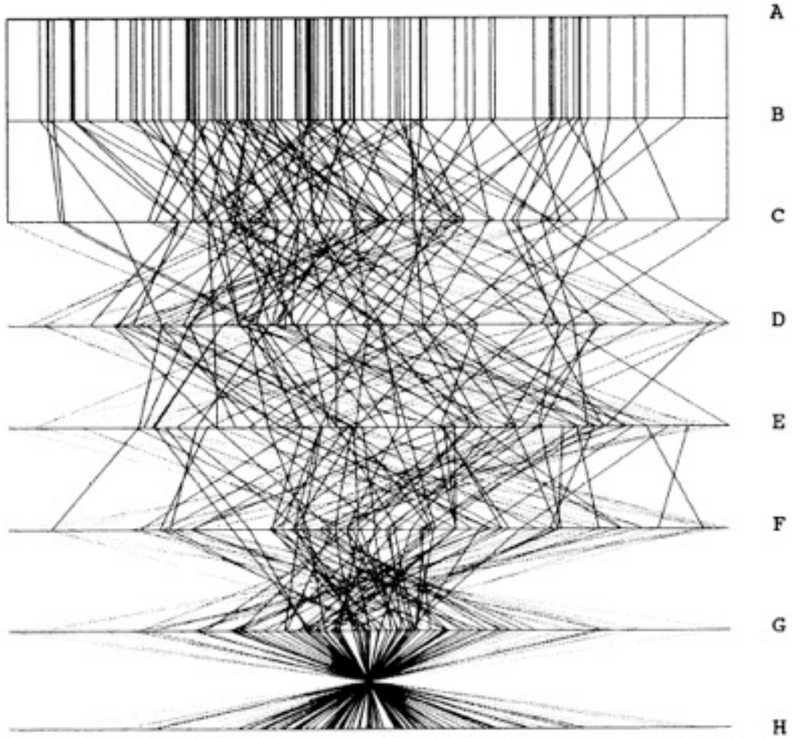
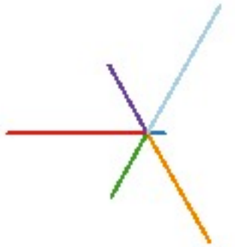


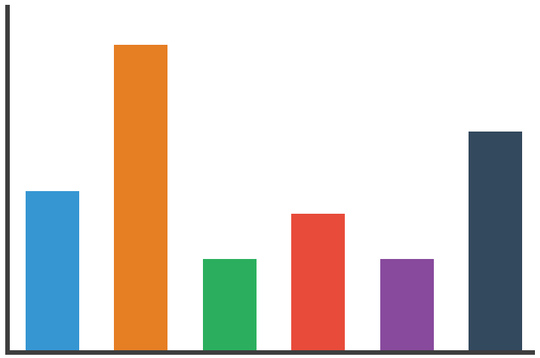
Figure 3. Parallel Coordinate Plot of Six-Dimensional Data Illustrating Correlations of $\rho = 1, .8, .2, 0, -.2, -.8,$ and -1.

[Hyperdimensional Data Analysis Using Parallel Coordinates. Wegman. Journ. American Statistical Association 85:411 (1990), 664–675.]

Idioms: **radial bar chart, star plot**

- radial bar chart
  - radial axes meet at central ring, line mark
- star plot
  - radial axes, meet at central point, line mark
- bar chart
  - rectilinear axes, aligned vertically



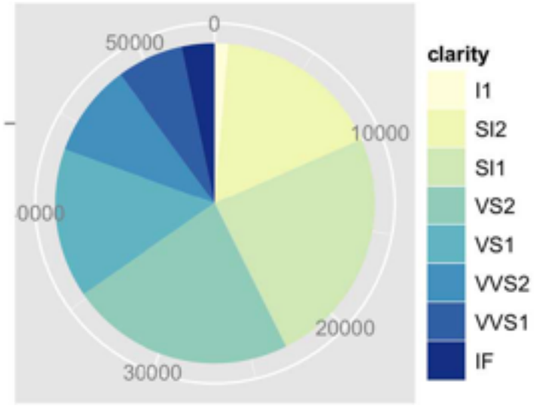


- accuracy
  - length unaligned with radial
    - less accurate than aligned with rectilinear

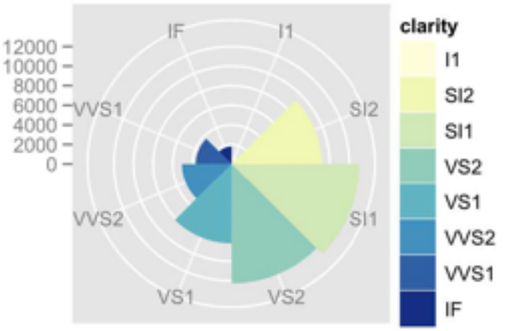
[Vismon: Facilitating Risk Assessment and Decision Making In Fisheries Management. Booshehrian, Möller, Peterman, and Munzner. Technical Report TR 2011-04, Simon Fraser University, School of Computing Science, 2011.]

Idioms: **pie chart, polar area chart**

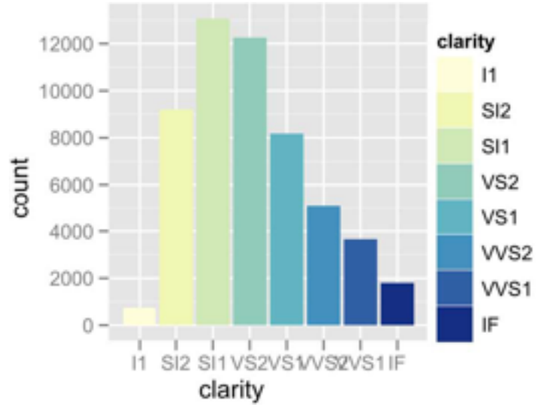
- pie chart
  - area marks with angle channel
  - accuracy: angle/area much less accurate than line length



- polar area chart
  - area marks with length channel
  - more direct analog to bar charts



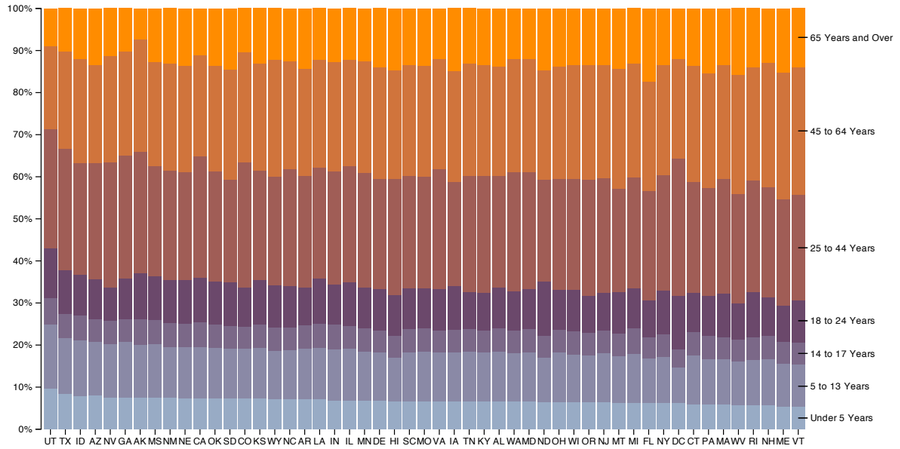
- data
  - 1 categ key attrib, 1 quant value attrib
- task
  - part-to-whole judgements

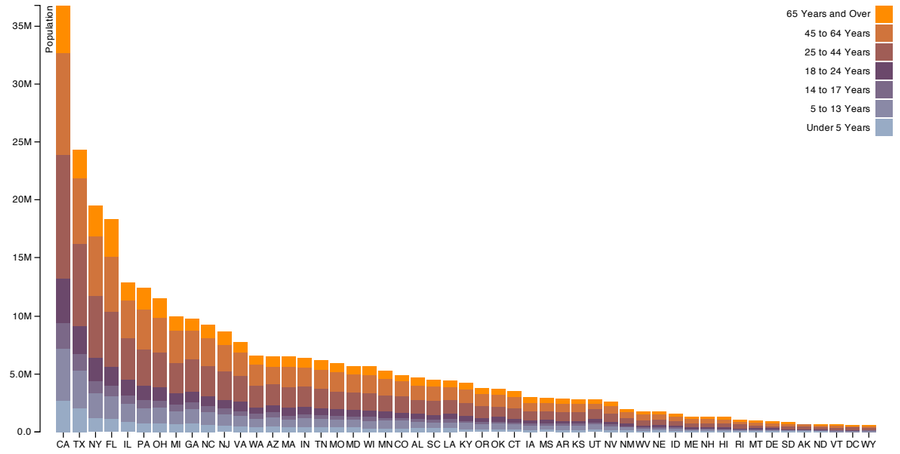


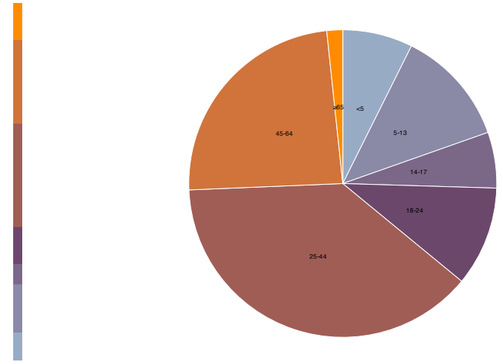
[A layered grammar of graphics. Wickham. Journ. Computational and Graphical Statistics 19:1 (2010), 3–28.]

Idioms: **normalized stacked bar chart**

- task
  - part-to-whole judgements
- normalized stacked bar chart
  - stacked bar chart, normalized to full vert height
  - single stacked bar equivalent to full pie
    - high information density: requires narrow rectangle
- pie chart
  - information density: requires large circle



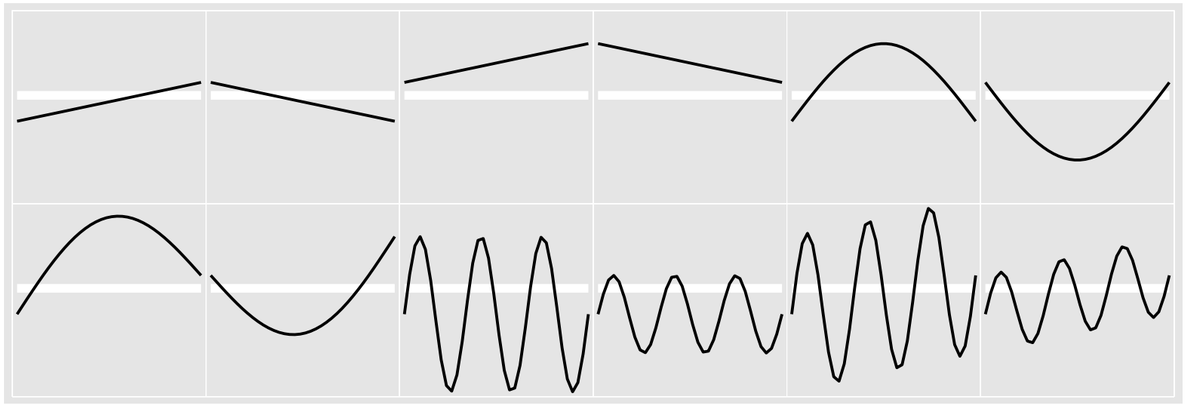




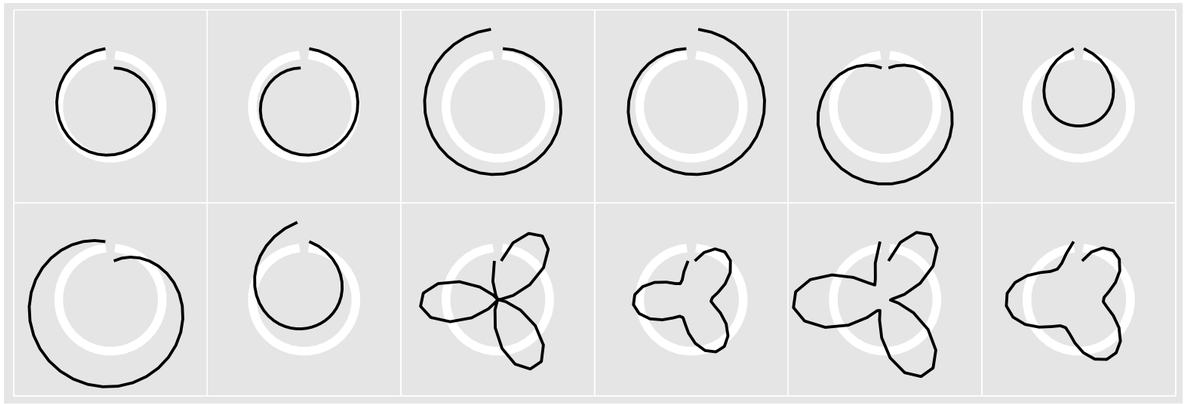
http://bl.ocks.org/mbostock/3887235,
http://bl.ocks.org/mbostock/3886208,
http://bl.ocks.org/mbostock/3886394.

Idiom: **glyphmaps**

- rectilinear good for linear vs nonlinear trends



- radial good for cyclic patterns



[Glyph-maps for Visually Exploring Temporal Patterns in Climate Data and Models. Wickham, Hofmann, Wickham, and Cook. Environmetrics 23:5 (2012), 382–393.]

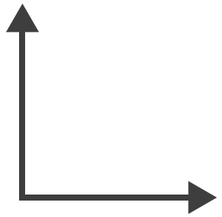
Orientation limitations

- rectilinear: scalability wrt #axes
  - 2 axes best
  - 3 problematic
    - more in afternoon
  - 4+ impossible
- parallel: unfamiliarity, training time
- radial: perceptual limits
  - angles lower precision than lengths
  - asymmetry between angle and length
    - can be exploited!

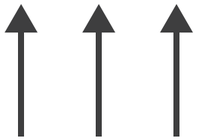
[Uncovering Strengths and Weaknesses of Radial Visualizations - an Empirical Approach. Diehl, Beck and Burch. IEEE TVCG (Proc. InfoVis) 16(6):935–942, 2010.]

Axis Orientation

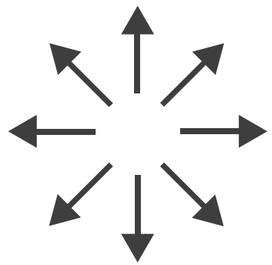
- Rectilinear



- Parallel



- Radial



Further reading

- Visualization Analysis and Design. Munzner. AK Peters / CRC Press, Oct 2014.
  - *Chap 7: Arrange Tables*
- Visualizing Data. Cleveland. Hobart Press, 1993.
- *A Brief History of Data Visualization.* Friendly. 2008. http://www.datavis.ca/milestones

Outline

- **Visualization Analysis Framework**
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  - Analysis: What, Why, How
  - Marks and Channels

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  - Arrange Networks and Trees
  - Map Color

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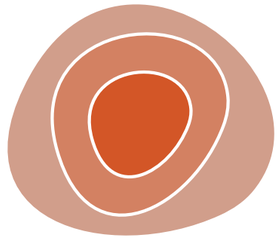
http://www.cs.ubc.ca/~tmm/talks.html#minicourse14

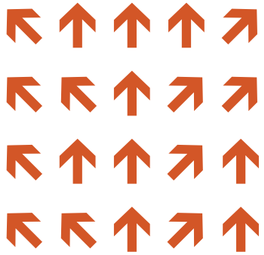
Arrange spatial data

- **Use Given**
  - Geometry
    - *Geographic*
    - *Other Derived*

  - Spatial Fields
    - *Scalar Fields (one value per cell)*
      - *Isocontours*
      - *Direct Volume Rendering*

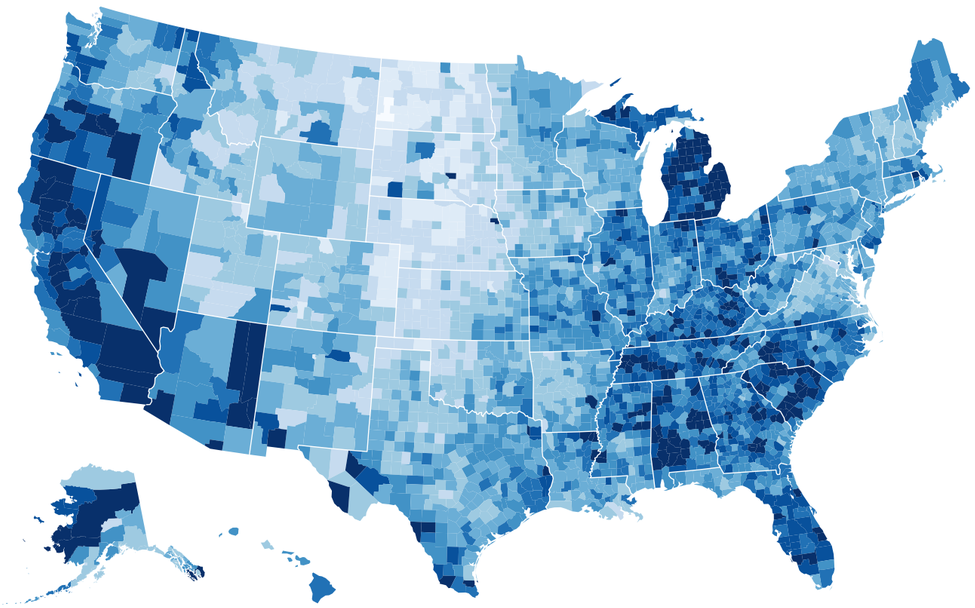


    - *Vector and Tensor Fields (many values per cell)*
      - *Flow Glyphs (local)*
      - *Geometric (sparse seeds)*
      - *Textures (dense seeds)*
      - *Features (globally derived)*



Idiom: **choropleth map**

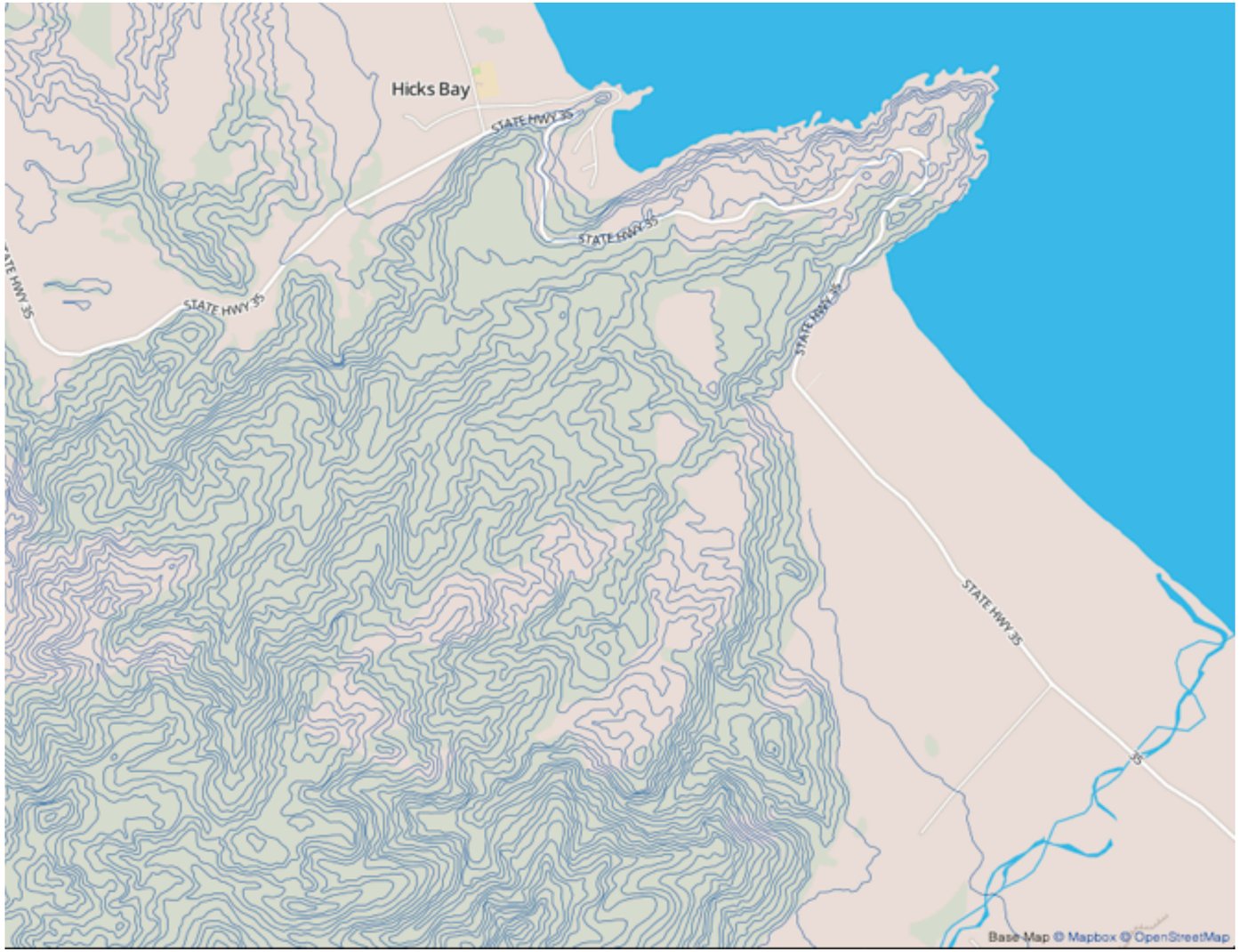
- ***use*** given spatial data
  - when central task is understanding spatial relationships
- data
  - geographic geometry
  - table with 1 quant attribute per region
- encoding
  - use given geometry for area mark boundaries
  - sequential segmented colormap



http://bl.ocks.org/mbostock/4060606

Idiom: **topographic map**

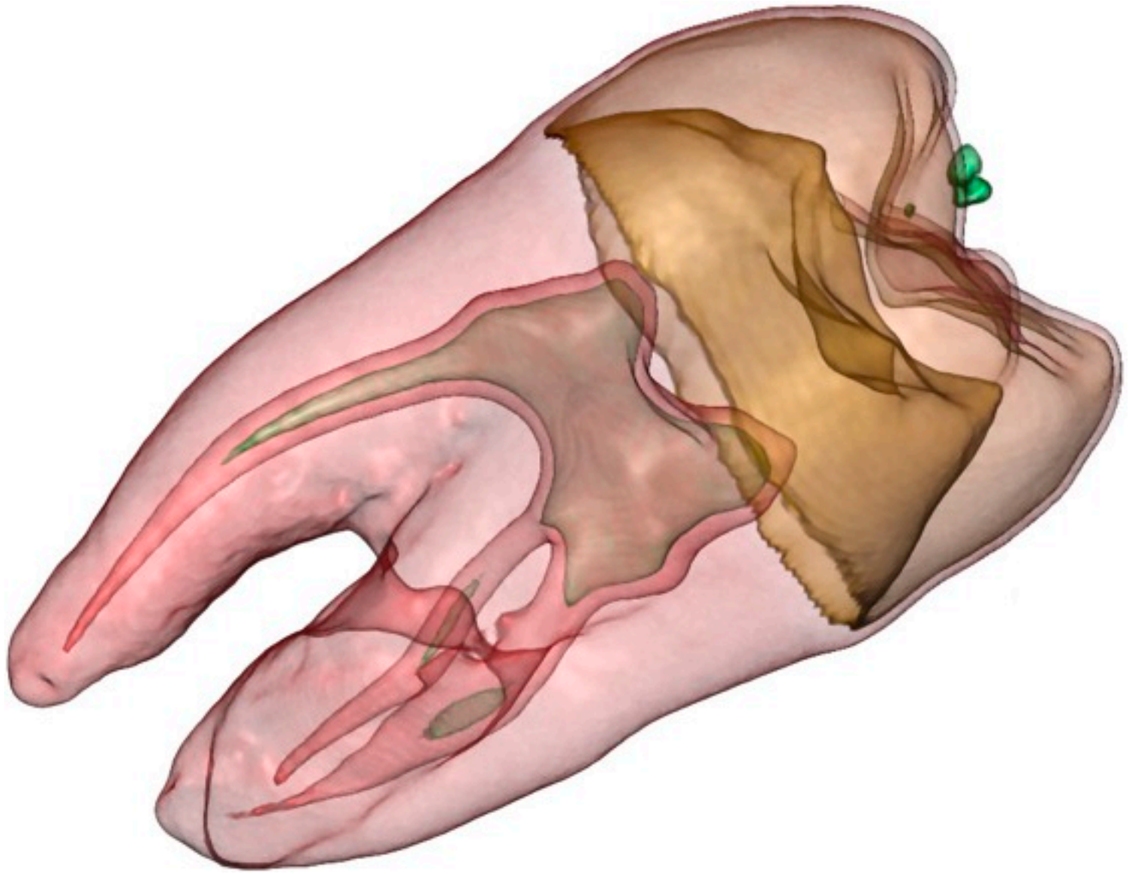
- data
  - geographic geometry
  - scalar spatial field
    - 1 quant attribute per grid cell
- derived data
  - isoline geometry
    - isocontours computed for specific levels of scalar values



Land Information New Zealand Data Service

Idiom: **isosurfaces**

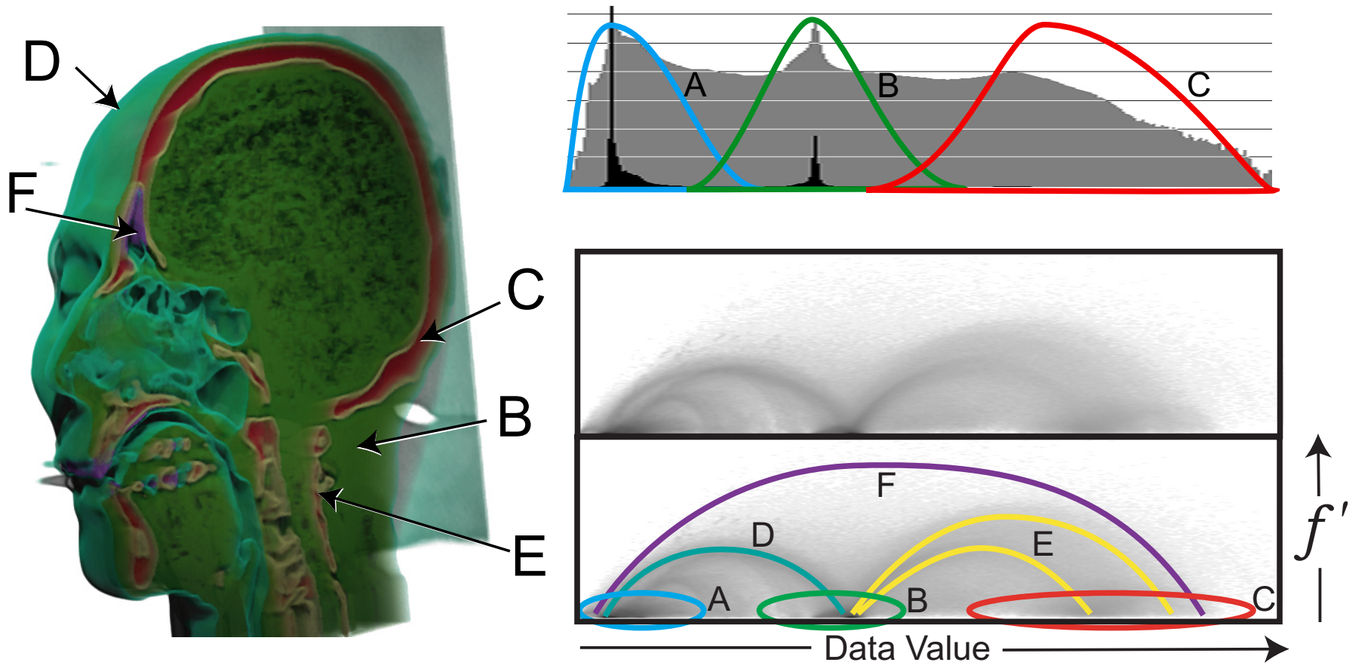
- data
  - scalar spatial field
    - 1 quant attribute per grid cell
- derived data
  - isosurface geometry
    - isocontours computed for specific levels of scalar values
- task
  - spatial relationships



[Interactive Volume Rendering Techniques. Kniss. Master's thesis, University of Utah Computer Science, 2002.]

Idioms: **DVR, multidimensional transfer functions**

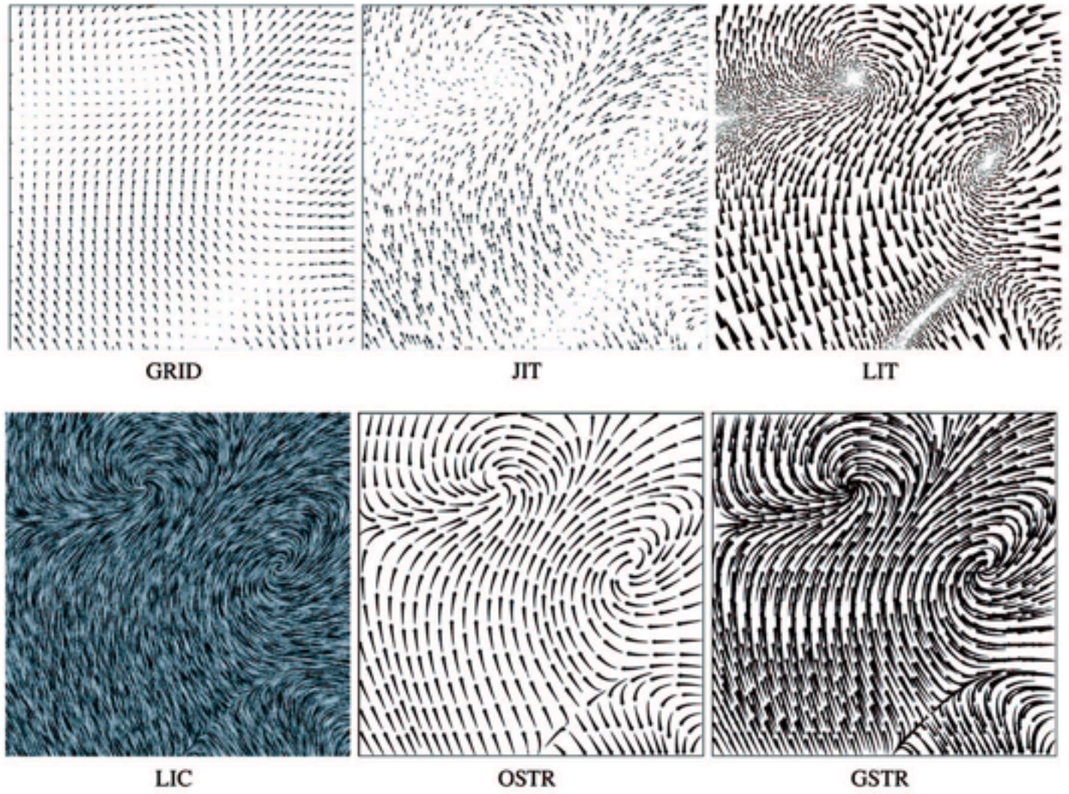
- direct volume rendering
  - **transfer function** maps scalar values to color, opacity
    - no derived geometry
- multidimensional transfer functions
  - derived data in joint 2D histogram
    - horiz axis: data values of scalar func
    - vert axis: gradient magnitude (direction of fastest change)
    - [more on cutting planes and histograms later]



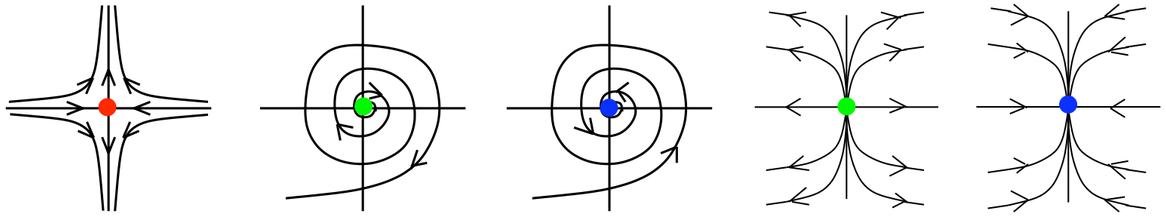
[Multidimensional Transfer Functions for Volume Rendering. Kniss, Kindlmann, and Hansen. In The Visualization Handbook, edited by Charles Hansen and Christopher Johnson, pp. 189–210. Elsevier, 2005.]

Vector and tensor fields

- data
  - many attribs per cell
- idiom families
  - flow glyphs
    - purely local
  - geometric flow
    - derived data from tracing particle trajectories
    - sparse set of seed points
  - texture flow
    - derived data, dense seeds
  - feature flow
    - global computation to detect features
      - encoded with one of methods above



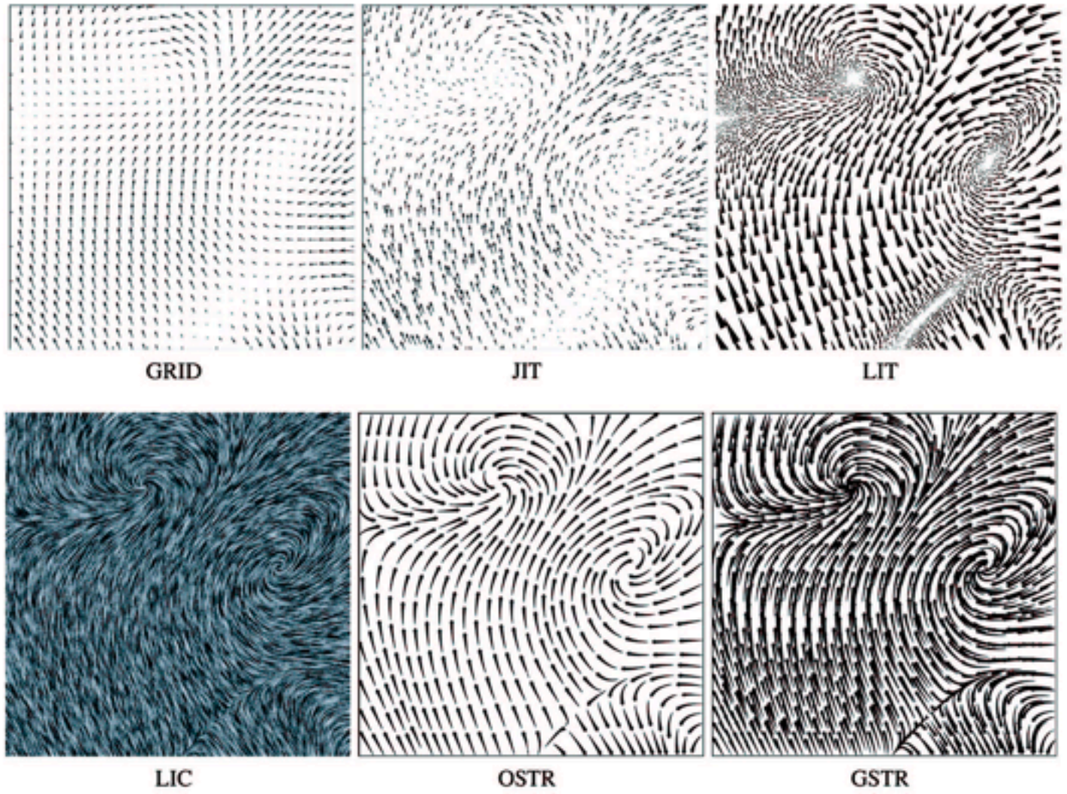
[Comparing 2D vector field visualization methods: A user study. Laidlaw et al. IEEE Trans. Visualization and Computer Graphics (TVCG) 11:1 (2005), 59–70.]



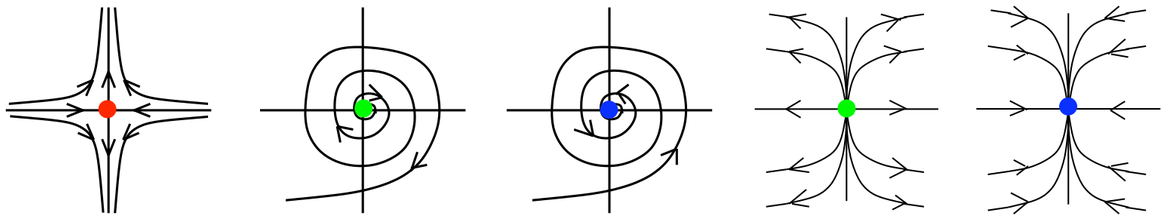
[Topology tracking for the visualization of time-dependent two-dimensional flows. Tricoche, Wischgoll, Scheuermann, and Hagen. Computers & Graphics 26:2 (2002), 249–257.]

Vector fields

- empirical study tasks
  - finding critical points, identifying their types
  - identifying what type of critical point is at a specific location
  - predicting where a particle starting at a specified point will end up (advection)



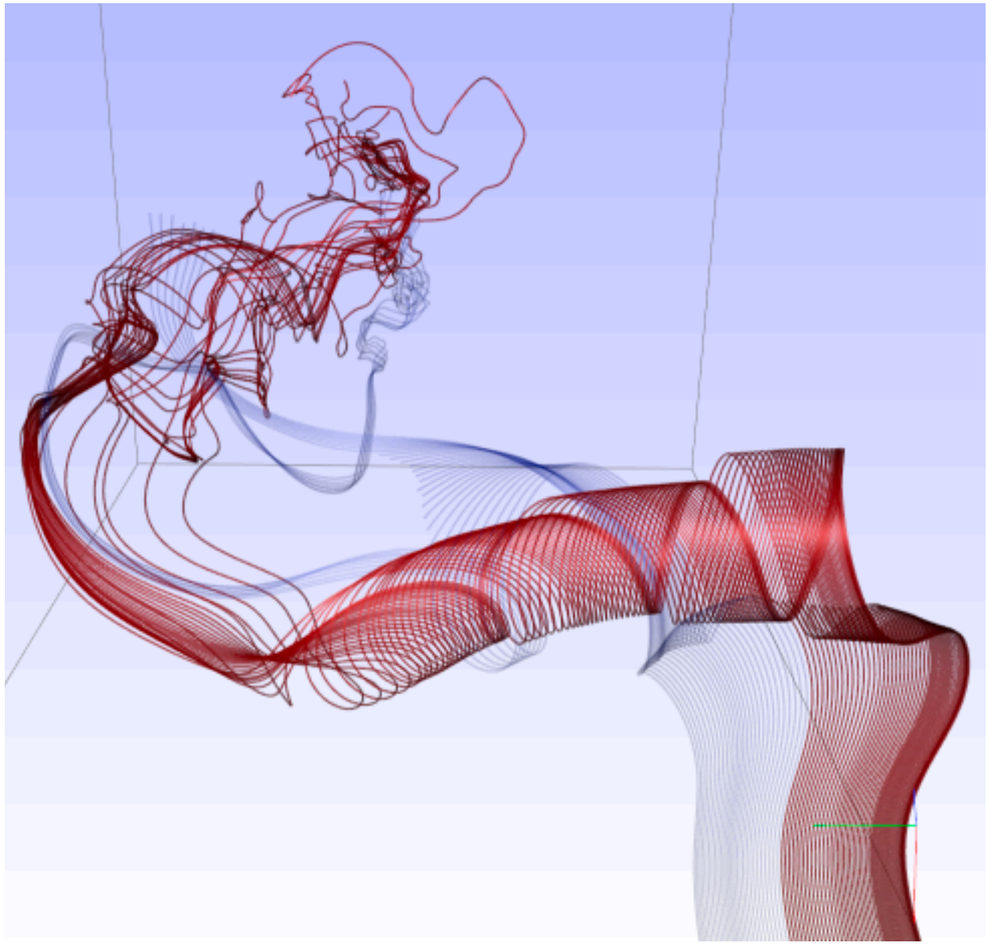
[Comparing 2D vector field visualization methods: A user study. Laidlaw et al. IEEE Trans. Visualization and Computer Graphics (TVCG) 11:1 (2005), 59–70.]



[Topology tracking for the visualization of time-dependent two-dimensional flows. Tricoche, Wischgoll, Scheuermann, and Hagen. Computers & Graphics 26:2 (2002), 249–257.]

Idiom: **similarity-clustered streamlines**

- data
  - 3D vector field
- derived data (from field)
  - streamlines: trajectory particle will follow
- derived data (per streamline)
  - curvature, torsion, tortuosity
  - signature: complex weighted combination
  - compute cluster hierarchy across all signatures
  - encode: color and opacity by cluster
- tasks
  - find features, query shape
- scalability
  - millions of samples, hundreds of streamlines



[Similarity Measures for Enhancing Interactive Streamline Seeding. McLoughlin,. Jones, Laramee, Malki, Masters, and. Hansen. IEEE Trans. Visualization and Computer Graphics 19:8 (2013), 1342–1353.]

Further reading

- Visualization Analysis and Design. Munzner. AK Peters / CRC Press, Oct 2014.
  - *Chap 8: Arrange Spatial Data*
- How Maps Work: Representation, Visualization, and Design. MacEachren. Guilford Press, 1995.
- Overview of visualization. Schroeder and. Martin. In The Visualization Handbook, edited by Charles Hansen and Christopher Johnson, pp. 3–39. Elsevier, 2005.
- Real-Time Volume Graphics. Engel, Hadwiger, Kniss, Reza-Salama, and Weiskopf. AK Peters, 2006.
- Overview of flow visualization. Weiskopf and Erlebacher. In The Visualization Handbook, edited by Charles Hansen and Christopher Johnson, pp. 261–278. Elsevier, 2005.

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http://www.cs.ubc.ca/~tmm/talks.html#minicourse14

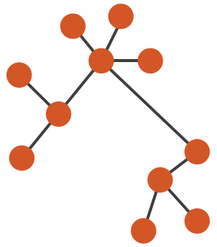
Arrange networks and trees

Arrange Networks and Trees

Node–Link Diagrams

Connection Marks

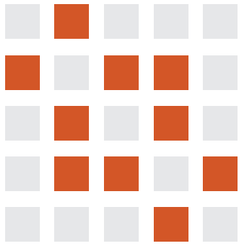
✔ NETWORKS ✔ TREES



Adjacency Matrix

Derived Table

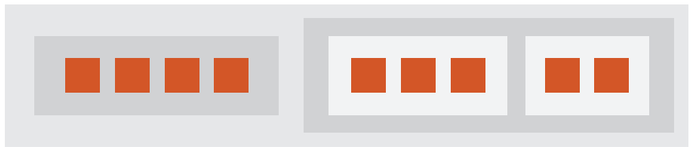
✔ NETWORKS ✔ TREES



Enclosure

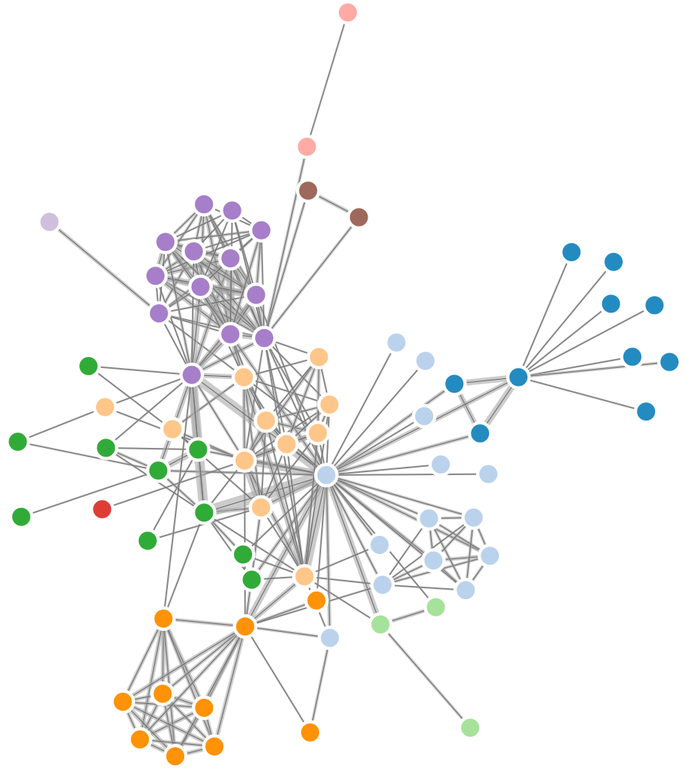
Containment Marks

✖ NETWORKS ✔ TREES



Idiom: **force-directed placement**

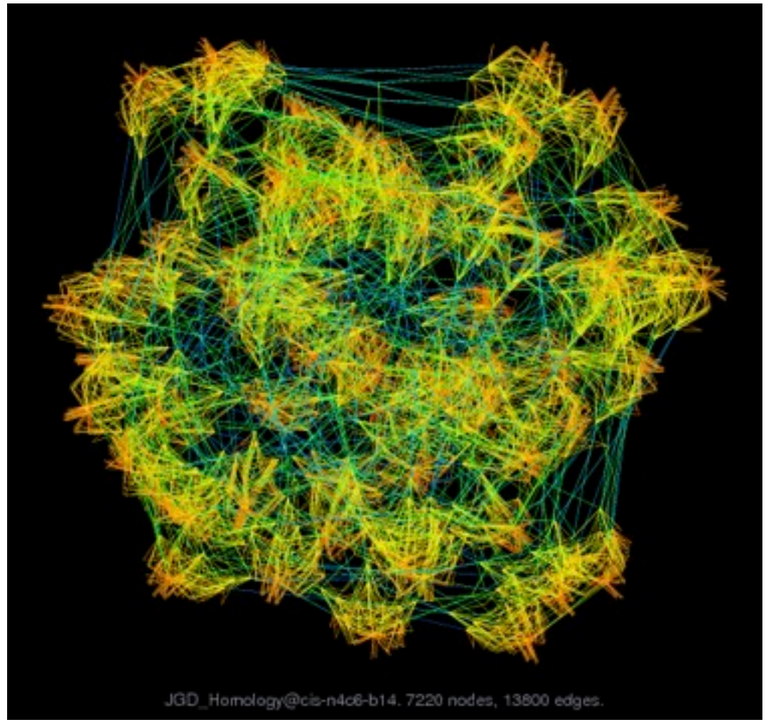
- visual encoding
  - link connection marks, node point marks
- considerations
  - spatial position: no meaning directly encoded
    - left free to minimize crossings
  - proximity semantics?
    - sometimes meaningful
    - sometimes arbitrary, artifact of layout algorithm
    - tension with length
      - long edges more visually salient than short
- tasks
  - explore topology; locate paths, clusters
- scalability
  - node/edge density E < 4N



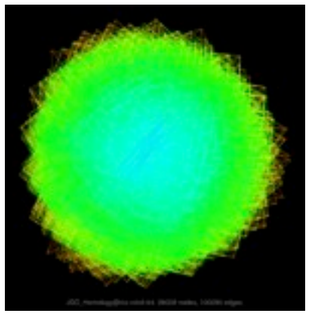
http://mbostock.github.com/d3/ex/force.html

Idiom: **`sfdp`** (multi-level force-directed placement)

- data
  - original: network
  - derived: cluster hierarchy atop it
- considerations
  - better algorithm for same encoding technique
    - same: fundamental use of space
    - hierarchy used for algorithm speed/quality but not shown explicitly
    - (more on algorithm vs encoding in afternoon)
- scalability
  - nodes, edges: 1K-10K
  - hairball problem eventually hits



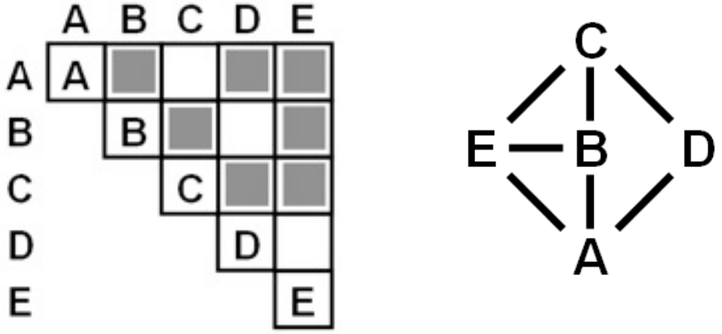
[Efficient and high quality force-directed graph drawing. Hu. The Mathematica Journal 10:37–71, 2005.]



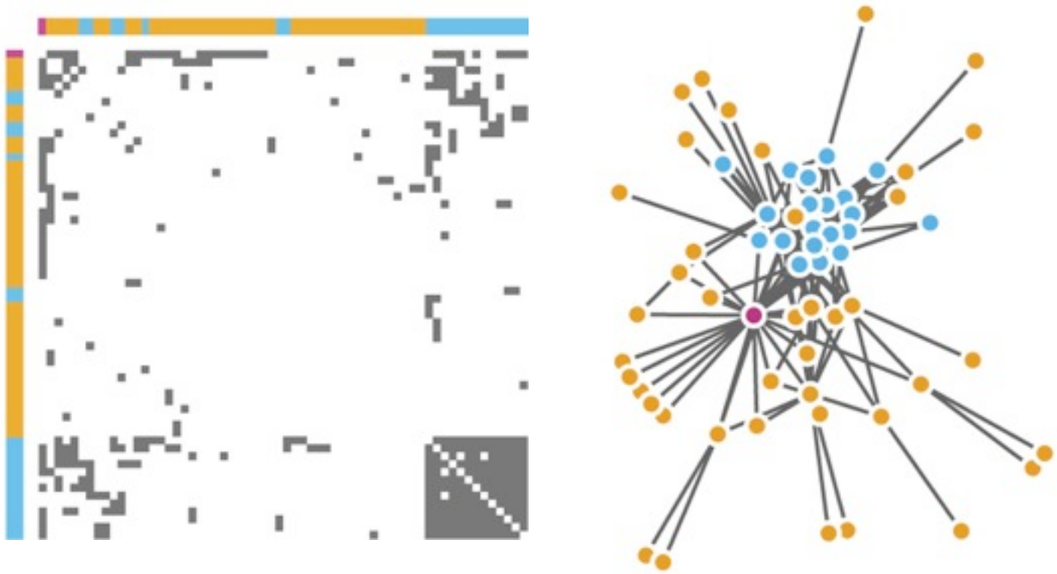
http://www.research.att.com/yifanhu/GALLERY/GRAPHS/index1.html

Idiom: **adjacency matrix view**

- data: network
  - transform into same data/encoding as heatmap
- derived data: table from network
  - 1 quant attrib
    - weighted edge between nodes
  - 2 categ attribs: node list x 2
- visual encoding
  - cell shows presence/absence of edge
- scalability
  - 1K nodes, 1M edges



[NodeTrix: a Hybrid Visualization of Social Networks. Henry, Fekete, and McGuffin. IEEE TVCG (Proc. InfoVis) 13(6):1302-1309, 2007.]

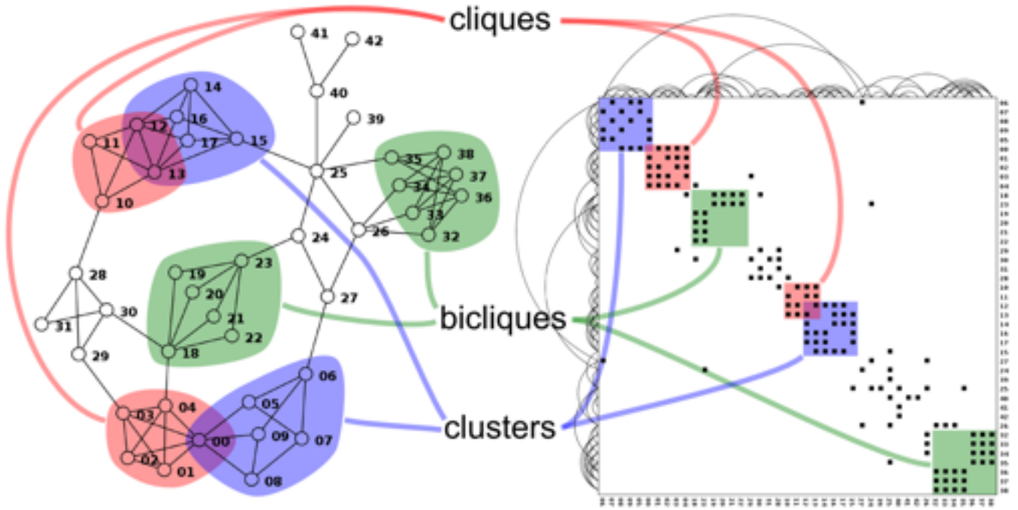


[Points of view: Networks. Gehlenborg and Wong. Nature Methods 9:115.]

Connection vs. adjacency comparison

- adjacency matrix strengths
  - predictability, scalability, supports reordering
  - some topology tasks trainable
- node-link diagram strengths
  - topology understanding, path tracing
  - intuitive, no training needed
- empirical study
  - node-link best for small networks
  - matrix best for large networks
    - if tasks don't involve topological structure!

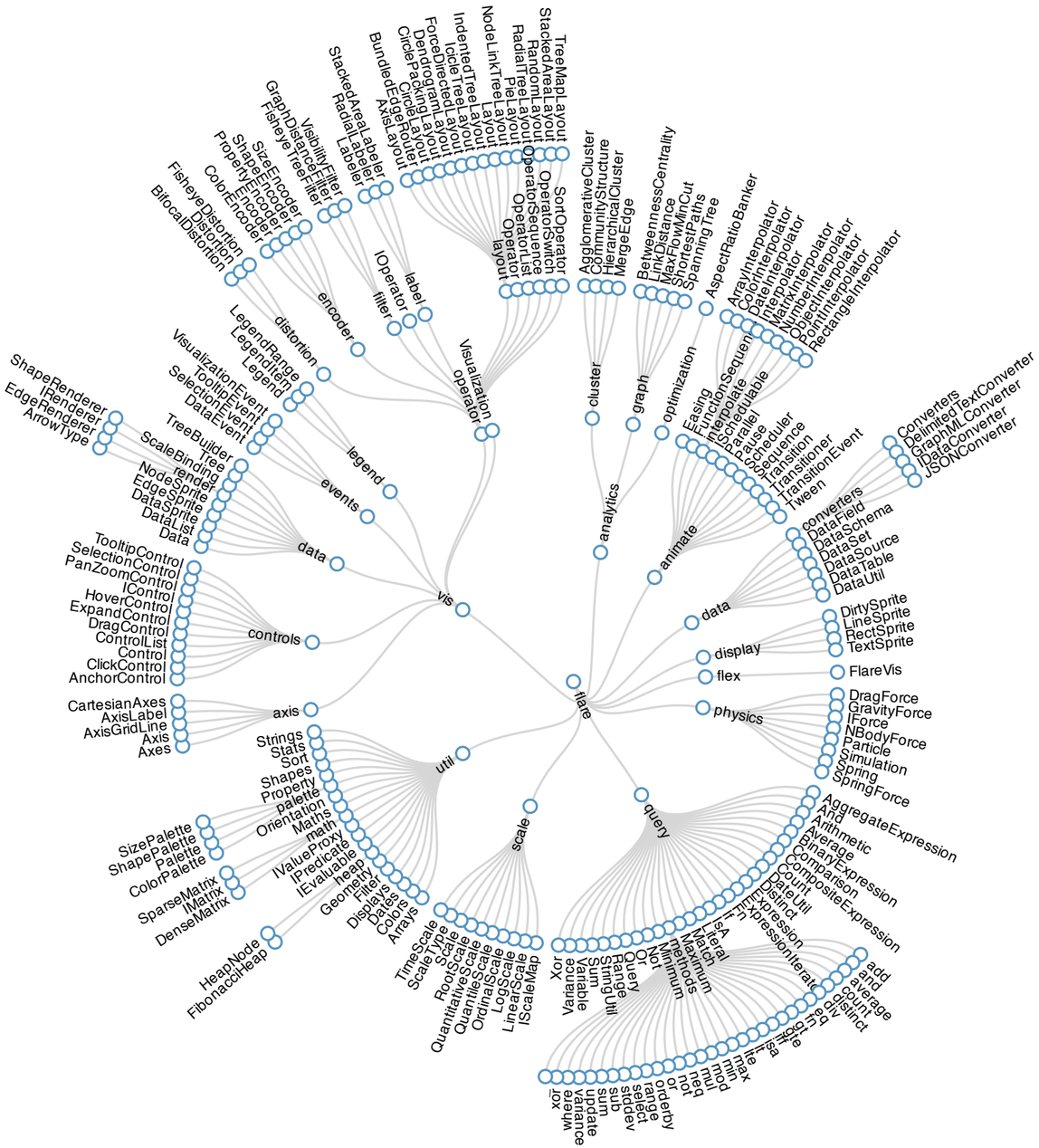
[On the readability of graphs using node-link and matrix-based representations: a controlled experiment and statistical analysis. Ghoniem, Fekete, and Castagliola. Information Visualization 4:2 (2005), 114–135.]



http://www.michaelmcguffin.com/courses/vis/patternsInAdjacencyMatrix.png

Idiom: **radial node-link tree**

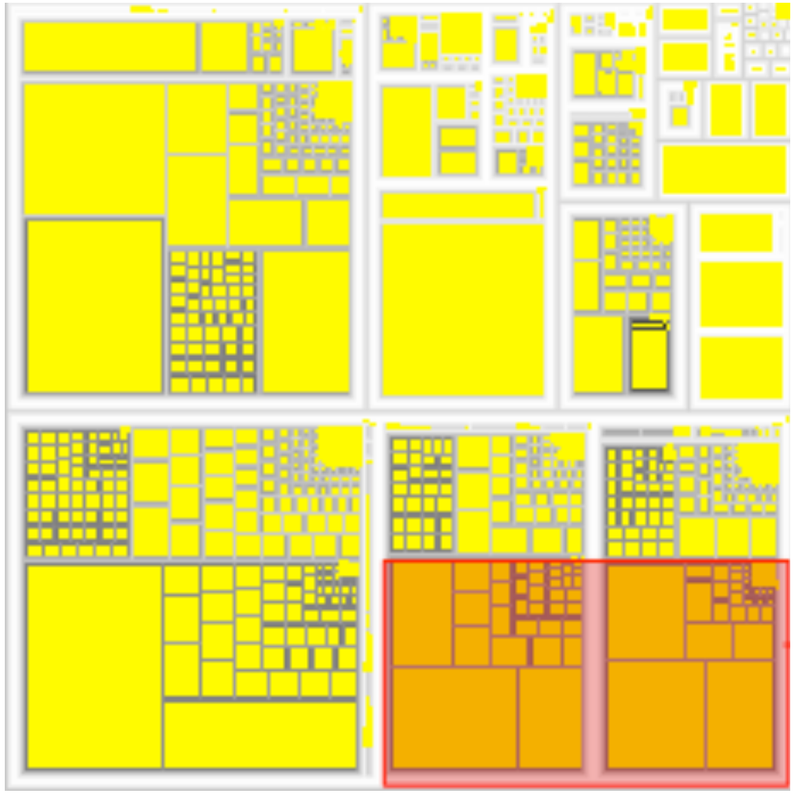
- data
  - tree
- encoding
  - link connection marks
  - point node marks
  - radial axis orientation
    - angular proximity: siblings
    - distance from center: depth in tree
- tasks
  - understanding topology, following paths
- scalability
  - 1K - 10K nodes



http://mbostock.github.com/d3/ex/tree.html

Idiom: **treemap**

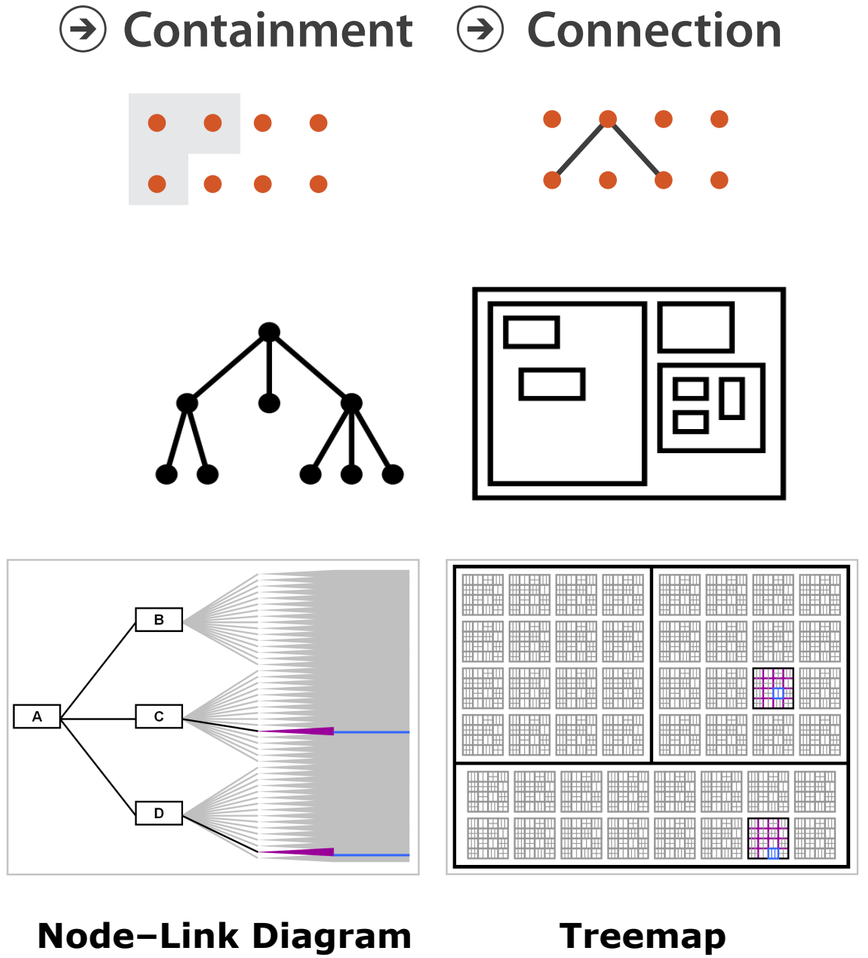
- data
  - tree
  - 1 quant attrib at leaf nodes
- encoding
  - area containment marks for hierarchical structure
  - rectilinear orientation
  - size encodes quant attrib
- tasks
  - query attribute at leaf nodes
- scalability
  - 1M leaf nodes



http://tulip.labri.fr/Documentation/3_7/userHandbook/html/ch06.html

Link marks: Connection and Containment

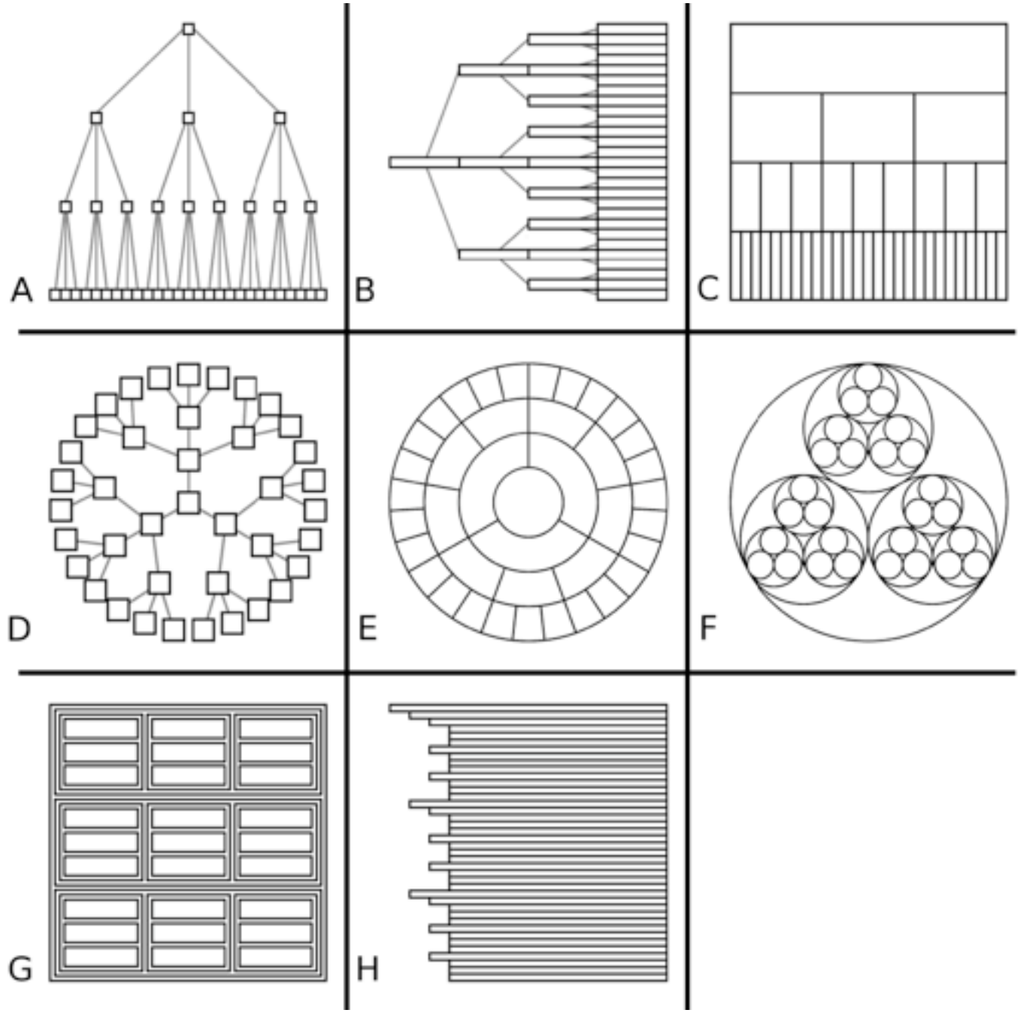
- marks as links (vs. nodes)
  - common case in network drawing
  - 1D case: connection
    - ex: all node-link diagrams
    - emphasizes topology, path tracing
    - networks and trees
  - 2D case: containment
    - ex: all treemap variants
    - emphasizes attribute values at leaves (size coding)
    - only trees



[Elastic Hierarchies: Combining Treemaps and Node-Link Diagrams. Dong, McGuffin, and Chignell. Proc. InfoVis 2005, p. 57-64.]

Tree drawing idioms comparison

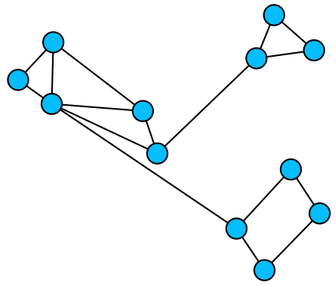
- data shown
  - link relationships
  - tree depth
  - sibling order
- design choices
  - connection vs containment link marks
  - rectilinear vs radial layout
  - spatial position channels
- considerations
  - redundant? arbitrary?
  - information density?
    - avoid wasting space

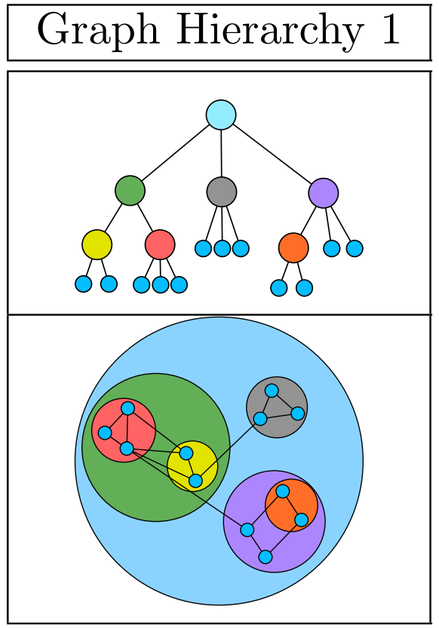


[Quantifying the Space-Efficiency of 2D Graphical Representations of Trees. McGuffin and Robert. Information Visualization 9:2 (2010), 115–140.]

Idiom: **GrouseFlocks**

- data: compound graphs
  - network
  - cluster hierarchy atop it
    - derived or interactively chosen
- visual encoding
  - connection marks for network links
  - containment marks for hierarchy
  - point marks for nodes
- dynamic interaction
  - select individual metanodes in hierarchy to expand/ contract





[GrouseFlocks: Steerable Exploration of Graph Hierarchy Space. Archambault, Munzner, and Auber. IEEE TVCG 14(4): 900-913, 2008.]

Further reading

- Visualization Analysis and Design. Munzner. AK Peters / CRC Press, Oct 2014.
  - *Chap 9: Arrange Networks and Trees*
- Visual Analysis of Large Graphs: State-of-the-Art and Future Research Challenges. von Landesberger et al. Computer Graphics Forum 30:6 (2011), 1719–1749.
- Simple Algorithms for Network Visualization: A Tutorial. McGuffin. Tsinghua Science and Technology (Special Issue on Visualization and Computer Graphics) 17:4 (2012), 383–398.
- Drawing on Physical Analogies. Brandes. In Drawing Graphs: Methods and Models, LNCS Tutorial, 2025, edited by M. Kaufmann and D. Wagner, LNCS Tutorial, 2025, pp. 71–86. Springer-Verlag, 2001.
- Treevis.net: A Tree Visualization Reference. Schulz. IEEE Computer Graphics and Applications 31:6 (2011), 11–15. http://www.treevis.net
- Perceptual Guidelines for Creating Rectangular Treemaps. Kong, Heer, and Agrawala. IEEE Trans. Visualization and Computer Graphics (Proc. InfoVis) 16:6 (2010), 990–998.

Outline

- **Visualization Analysis Framework**
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  - Analysis: What, Why, How
  - Marks and Channels
- **Idiom Design Choices, Part 2**
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  - Arrange Spatial Data
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http://www.cs.ubc.ca/~tmm/talks.html#minicourse14

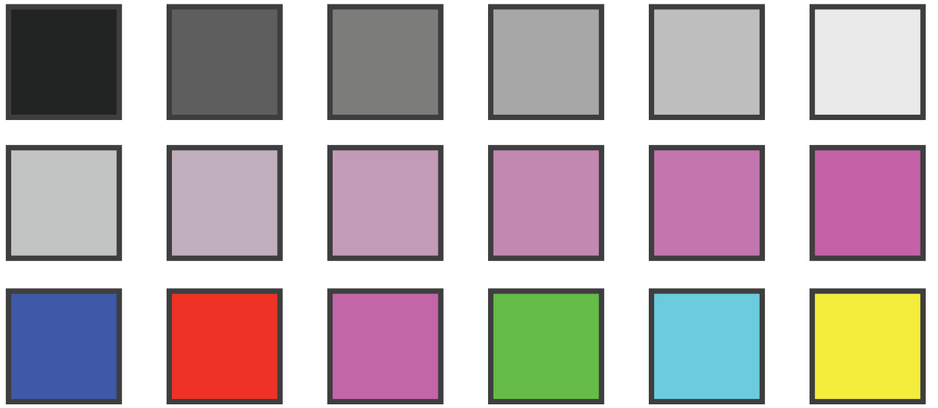
Color: Luminance, saturation, hue

- 3 channels
  - what/where for categorical
    - hue
  - how-much for ordered
    - luminance
    - saturation

Luminance

Saturation

Hue

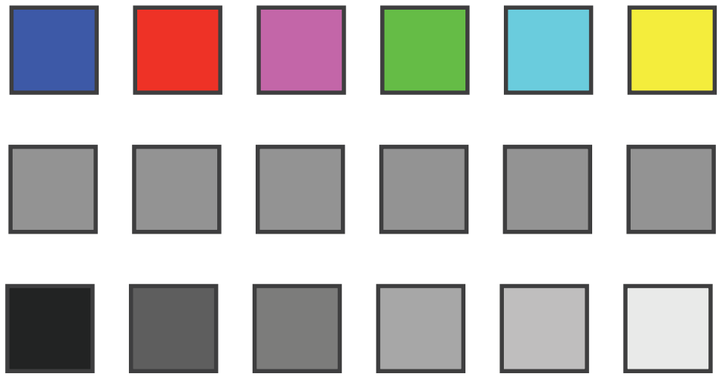


- other common color spaces
  - RGB: poor choice for visual encoding
  - HSL: better, but beware
    - lightness ≠ luminance

Corners of the RGB color cube

L from HLS
All the same

Luminance values



- transparency
  - useful for creating visual layers
    - but cannot combine with luminance or saturation

Colormaps

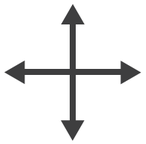
➔ Categorical

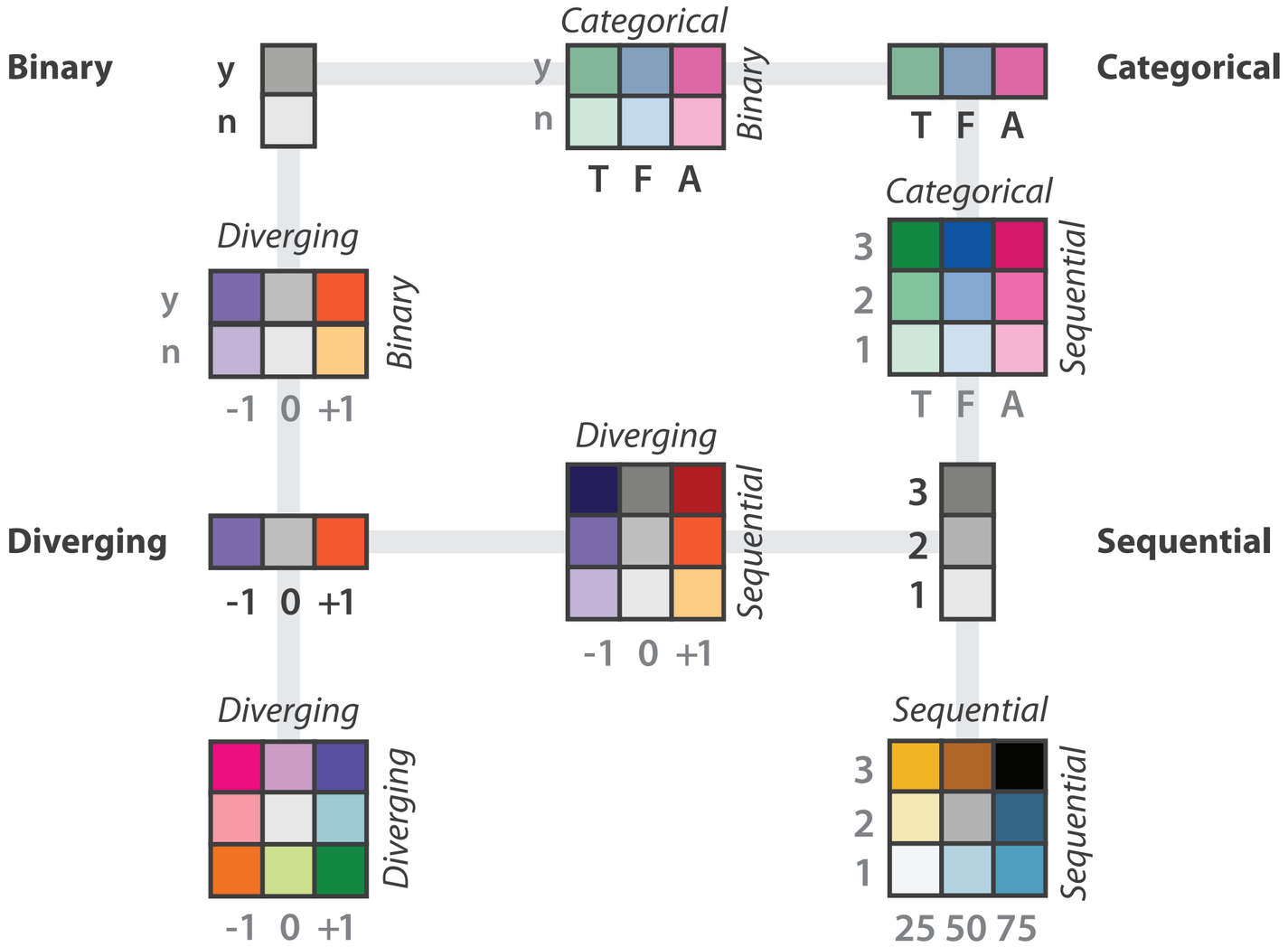
➔ Ordered

➔ *Sequential*

➔ *Diverging*

➔ Bivariate



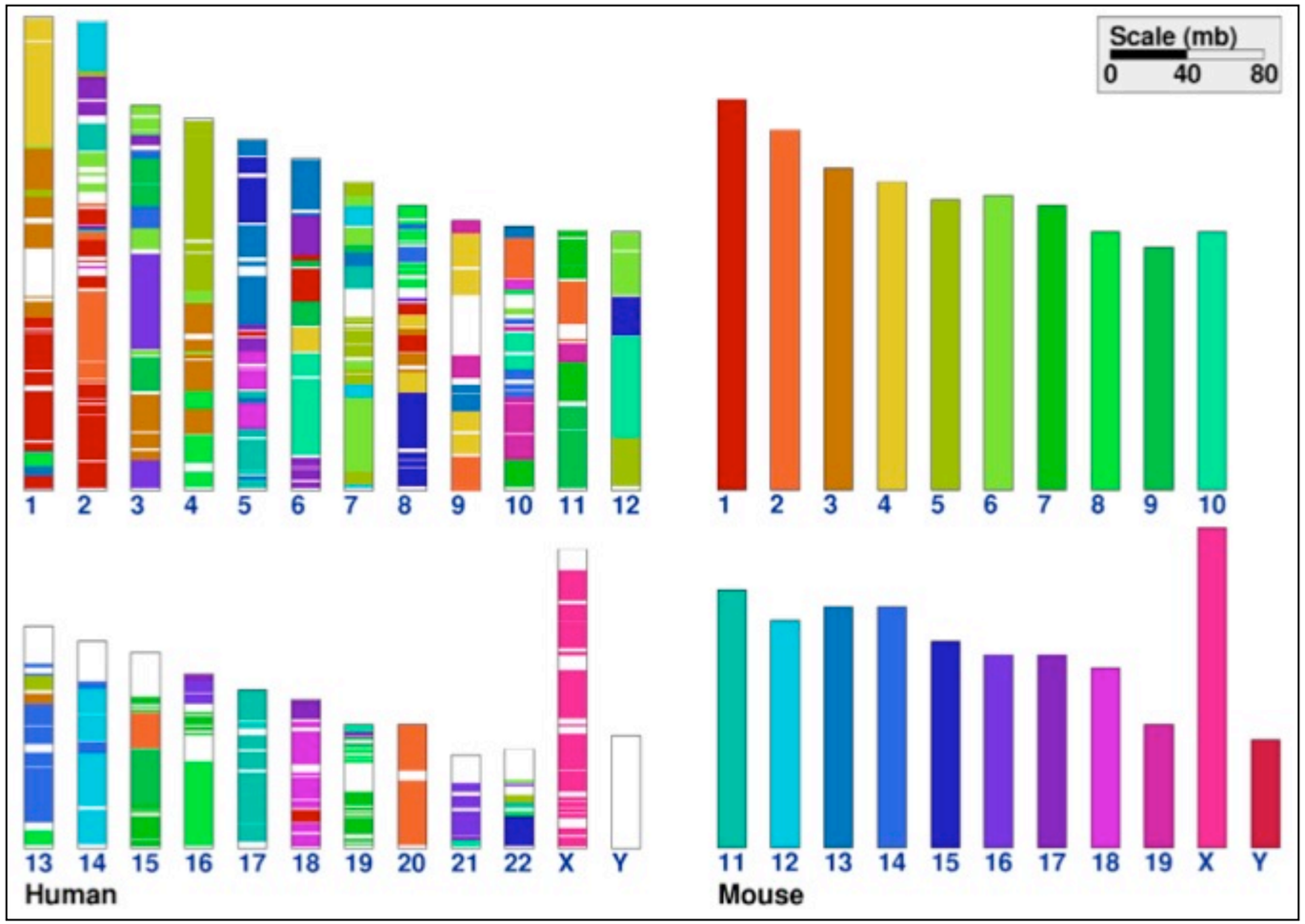


- categorical limits: noncontiguous
  - 6-12 bins hue/color
    - far fewer if colorblind
  - 3-4 bins luminance, saturation
  - size heavily affects salience
    - use high saturation for small regions, low saturation for large

after [Color Use Guidelines for Mapping and Visualization. Brewer, 1994. http://www.personal.psu.edu/faculty/c/a/cab38/ColorSch/Schemes.html]

Categorical color: Discriminability constraints

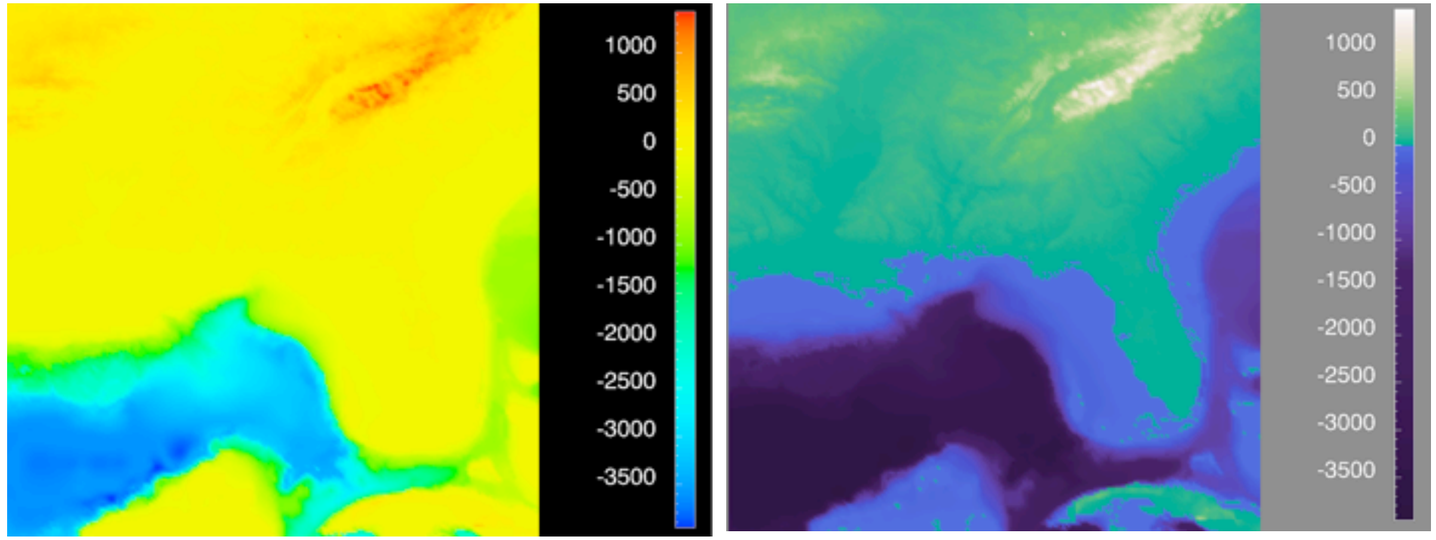
- noncontiguous small regions of color: only 6-12 bins



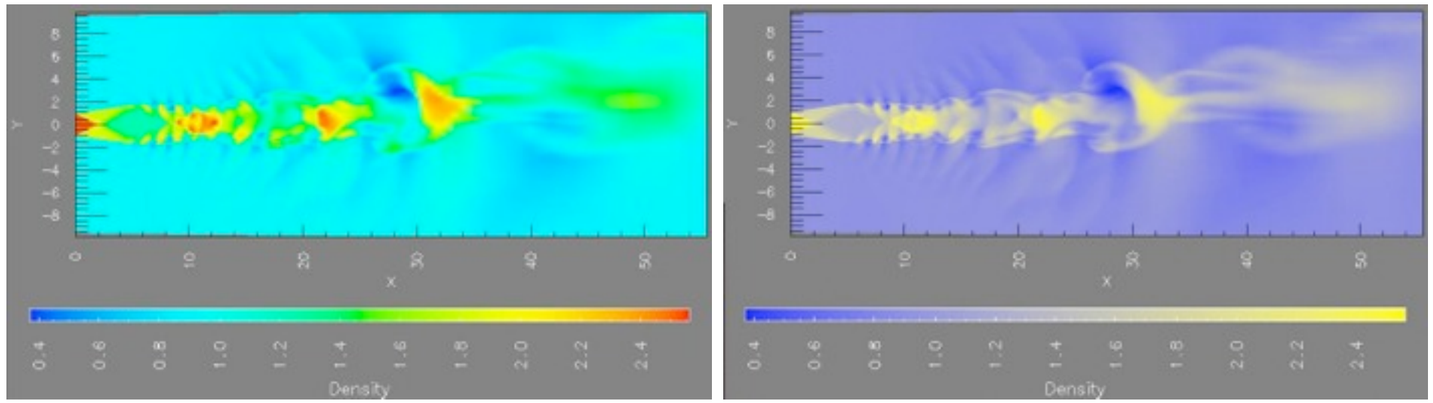
[Cinteny: flexible analysis and visualization of synteny and genome rearrangements in multiple organisms. Sinha and Meller. BMC Bioinformatics, 8:82, 2007.]

Ordered color: Rainbow is poor default

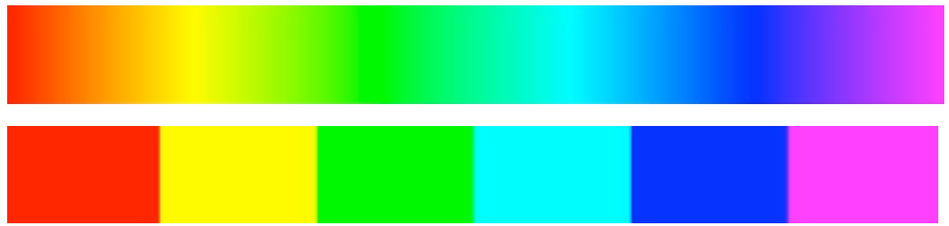
- problems
  - perceptually unordered
  - perceptually nonlinear
- benefits
  - fine-grained structure visible and nameable
- alternatives
  - fewer hues for large-scale structure
  - multiple hues with monotonically increasing luminance for fine-grained
  - segmented rainbows good for categorical, ok for binned



[Why Should Engineers Be Worried About Color? Treinish and Rogowitz 1998. http://www.research.ibm.com/people/l/lloydt/color/color.HTM]



[A Rule-based Tool for Assisting Colormap Selection. Bergman,. Rogowitz, and. Treinish. Proc. IEEE Visualization (Vis), pp. 118–125, 1995.]



[Transfer Functions in Direct Volume Rendering: Design, Interface, Interaction. Kindlmann. SIGGRAPH 2002 Course Notes]

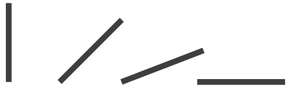
Map other channels

- size
  - length accurate, 2D area ok, 3D volume poor
- angle
  - nonlinear accuracy
    - horizontal, vertical, exact diagonal
- shape
  - complex combination of lower-level primitives
  - many bins
- motion
  - highly separable against static
    - binary: great for highlighting
  - use with care to avoid irritation

➔ **Size, Angle, Curvature, ...**

➔ Length

➔ Angle



➔ Area

➔ Curvature

➔ Volume

➔ **Shape**

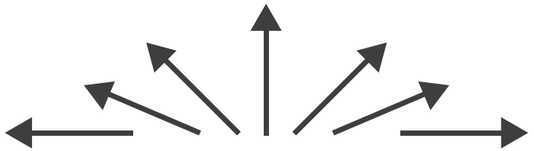
➔ **Motion**

➔ Motion

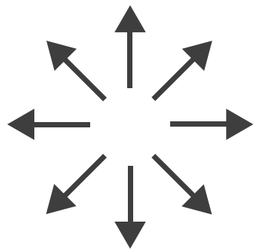
Direction, Rate, Frequency, ...

Angle

Sequential ordered
line mark or arrow glyph



Diverging ordered
arrow glyph



Cyclic ordered
arrow glyph

Further reading

- Visualization Analysis and Design. Munzner. AK Peters / CRC Press, Oct 2014.
  - *Chap 10: Map Color and Other Channels*
- ColorBrewer, Brewer.
  - http://www.colorbrewer2.org
- *Color In Information Display*. Stone. IEEE Vis Course Notes, 2006.
  - http://www.stonesc.com/Vis06
- A Field Guide to Digital Color. Stone. AK Peters, 2003.
- *Rainbow Color Map (Still) Considered Harmful.* Borland and Taylor. IEEE Computer Graphics and Applications 27:2 (2007), 14–17.
- Visual Thinking for Design. Ware. Morgan Kaufmann, 2008.
- Information Visualization: Perception for Design, 3rd edition. Ware. Morgan Kaufmann /Academic Press, 2004.

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