Fall 2018: Introduction to Data Science

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Visualization Wheel
Data Viz.: Cairo’s Viz. Wheel

- Abstraction (boxes/charts)
- Functionality (no embellishment)
- Density (in-depth study)
- Multi-dimensional
- Originality (novel, but unfamiliar)
- Novelty (no redundancy)
- Figuration (real objects)
- Decoration (artistic embell.)
- Lightness (glancing study)
- Unidimensional
- Familiarity
- Redundancy
Good qualities of Data Viz., by Cairo

- Truthful, no deception
- Functional
- Beauty
- Insightful
- Enlightening