THREE AXIOMS OF VISUALIZATION
AND PILLARS OF DESIGN

Data visualization is a bootstrapping mechanism; it maps visual and spatial cognition resources to the understanding of patterns. By framing data through different modes of representation that are more tangible, we generate experiential knowledge that facilitates accessibility and understanding.

1. Data visualization should be intuitive

2. Data visualization engages and invites the viewer to ask more questions

3. Data visualization facilitates discovery

TECHNIQUES FOR ENCODING PATTERN AND QUANTITY

WAYS TO SIGNIFY PATTERN + QUANTITY

- Color
- Value
- Texture
- Size + Scale
- Orientation
- Proximity/Density

MORE WAYS TO SIGNIFY QUANTITY

- Length
- Area
- Proportion
- Count

See "45 ways to communicate two quantities" for more ideas

blog.visual.ly/45-ways-to-communicate-two-quantities