

Envisioning Information - Principles

Escaping Flatland



Increase dimension represented. The worlds we seek to understand are complex and intricate.

Increase data density. The essential task of information design.

Chartjunk. The unnecessary ways that “divert attention” from the information.

Micro/Macro Readings



To clarify, add detail. Simplicity may not equal clarity of reading.

Data density. The more information you put in the smallest amount of space helps the user avoid visual memory and help him to analyze the data.

Layering & Separation



Vary elements (shape, value, size, color and visual weight) to create levels and separation of information.

Clutter and confusion are failures of design.

Be aware that $1 + 1 = 3$ or more.

Small Multiples



“Compared to what?” Small multiple designs answer directly by visually enforcing comparisons of changes, the differences among objects and the scope of alternatives.

Constancy of design.

Color & Information



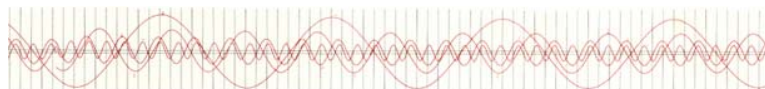
Color used to label, measure, imitate reality, and decorate.

Above all, do no harm.

“Color spots against a light gray or muted field highlight and italicize data, and also help to weave an overall harmony.”

Use colors found in nature.

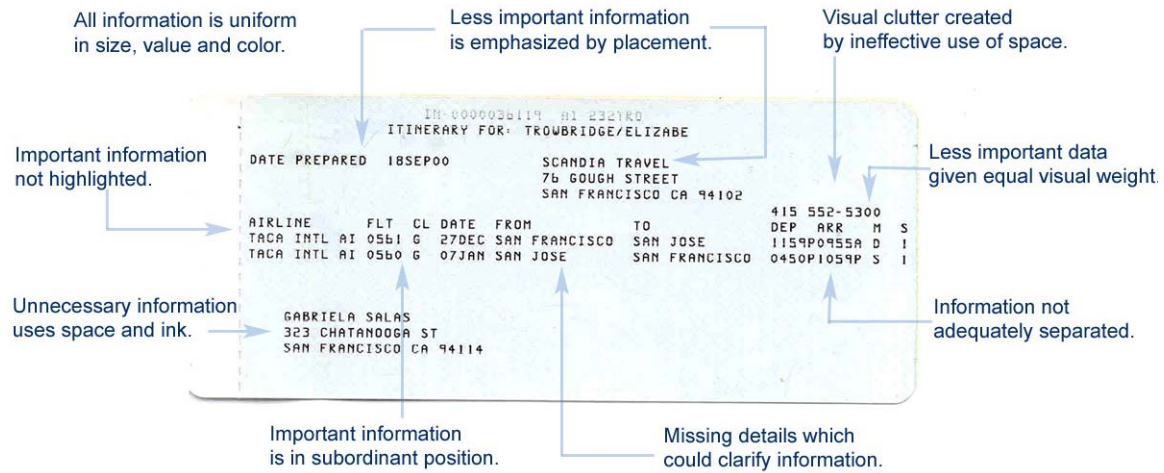
Narratives of Space & Time



Hold constant the underlying information and watch how various designs and designers cope with common data.

Essential dilemma of narrative designs – how to reduce the magnificent four-dimensional reality of time and three-space into marks on paper flatlands.

Applying the Principles



Elisabeth Trowbridge 12-27-00 Taca Airlines 561 economy class		
San Francisco, USA Gate 42 11.59 PM	➔	San Salvador, El Salvador Gate 11 7.50 AM
	➔	San Jose, Costa Rica Gate 4 9.55 AM
1-7-01 Taca Airlines 560 economy class		
San Jose, Costa Rica Gate 6 4.50 PM	➔	San Salvador, El Salvador Gate 11 5.50 PM
	➔	San Francisco, USA Gate 47 10.59 PM
Michele Campio, Scandia Travel 76 Gough Street San Francisco, CA 94102 415.522.5300		
		Date prepared: 9-18-00

Redesign

Important information is highlighted and clarified through attention to placement, size, and value

Unnecessary clutter and information are eliminated

Important details are included

Information is appropriately grouped and separated

Better allocation of space

Digital ink is limited

Displays movement