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

### 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.

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**Elisabeth Trowbridge**

12-27-00

Taca Airlines 561 economy class

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1-7-01

Taca Airlines 560 economy class

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Michele Campio, Scandia Travel

76 Gough Street
San Francisco, CA 94102
415.622.5300

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