

1. Introduction

- raw data Message ⇒ communication fails
- raw data Message ⇒ //
- raw data Message ⇒ graph (communication succeeds)

→ What is Data Visualization

- Communicate data in a natural, effective way
- Reveal info. in a more impactful way
- Assist the viewer in thinking about the content
- Sometimes, a tool to lie about data and distort info.

→ Where we find Data Visualization

- Newspapers
- Infographics
- Bills
- UI/UX Design
- Websites
- Business reports
- Health reports
- Scientific papers
- ...

→ The problem with Data Visualization

- 1) The (historic) lack of quantitative skills of professional artists
- 2) The belief that statistical data is boring to the user
- 3) The belief that the audience won't understand graph