Edward R. Tufte

The Visual Display of Quantitative Information

Graphical Displays Should :

show the data

tell the truth

help the viewer think about the information rather than the design

encourage the eye to compare the data

make large data sets coherent

Clarity in Technical Reporting (NASA 1964)

BASIC ATTITUDE

Purpose

The purpose of the report is to present information. You will hardly disagree with this statement; yet many authors seem to subordinate this purpose and quite forget the poor reader when preparing a report. For example, when a reviewer complains that a certain word seems incorrect, the author may proceed to an unabridged dictionary and triumphantly point out the rare definition that clarifies his sentence. Obviously such an author is more interested in demonstrating his erudition than in presenting information clearly to his harried reader; for if he had his reader in mind, he would try immediately to substitute a more common phraseology.

Data Maps :



Charles Joseph Minard-Emmigration

Data Maps :



Charles Joseph Minard- Napoleon's Campaigns

Time Series :



Strength from our random profiled against concernent sizes and in this biaset. "Splingers," manyies of the higher degree light, which which the Sach for pickays is the brager spin: relative of in time Descents on april to Mach do april. Paperal by the Easter Descents Group Coulds and the Research about Salar C for data and indicated in party to the "sectoryle time is read most the score Tayle (region. We dought a read in band) and invincious or bart such a chart about the space reason." Also incidently in 1998, housing die oor verwennen wek als in die independente, hoerstering aande is voorgene enzamde of die kongelee onkel die deud, beel is die orbeieg wonnen werkingen is onderge deute daar, hee die deuge geben shelds invitedly noted works, prevention is a standard provident and they owning there is a rest \ldots ratio containing the including q the dwarfs between q and q wells a number of the regard, we had see their and does function. This compares containing respond to extra propert two with bits up of them with the philip of a provid-phase of the error builder, each test of an error basis of and high, data test to be protect of the server strength of the strength of the strength of the strength of the server strength of the s "The test of the fully, we are folded the according gooding close security we that the accordinal

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the concernent experimental many point mention of convincibuling disk whether. These involved Constant when been been also are the hospitaling and well of well highs to as indicated method? bell and the strateg worked to partial light, and state the worked for antipalog by the next is and defines.

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Salyut 6 Cyclogram





Space and Time :



Life Cycle of the Japanese Beetle

Graphical Integrity : The data must tell the truth



Graphical Integrity : The data must tell the truth



Graphical Integrity : Context is Essential



Graphical Integrity : Context is Essential



Other Design Considerations :

color

line and form

typography

format and scale

Color :



Joseph Albers- The Interaction of Color

Color :



Joseph Albers- The Interaction of Color

Line and Form :



Melissa Kaup Augustine- Type 1

Line and Form :

The grid in the classic Marey train schedule is very active:



Thinning the grid lines helps a little bit:



Line and Form :

A better treatment, however, is a gray grid:



Typography :

UNCIALS Blackletters Serifs San Serifs Scripts & Cursives Opnamentals

Melissa Kaup Augustine- Type 1

Format and Scale :



peyton manning project study Pro Football Hall of Fame, Canton, Ohio To commemorate Peyton Manning's 2004 single season touchdown record of 49 touchdown throws, The Pro Forball Hall of Fame is showing a tribute to his amazing season. In conjuction with Dan Marino's previous record of 48 touchdown throws in the 1984, and Steve Young's 1994 season, each player is showcased in this exhibit.

The purpose of this project was to collect and analyze multiple types of data, and present them in a logical and informative display system. Using graphic shapes, colors, and icons, each element represents touchdowns per game, receivers, yardage, and interceptions.

designed by david fung

David Fung- Student Examples

Format and Scale :





Christina Gonzalez-Student Examples

Format and Scale :

21 DAYS OF BEING VEGAN | Daily Recorded Chart

Stephanie Tang- Student Examples

Fortune Magazine

START Infoporn

Power Up!

Twenty years from now, the whole world will be sharing electricity through one grid

Some 30 years ago, Buckminster Fuller came up with a plan to plug all the world's continents into the same electrical grid. The idea was to let power flow between, say, Siberia and the northwestern US, or Norway and Laos. Energy companies dismissed the notion as pie in the sky – and then proceeded to build such a grid. To get the most use of their generation capacity and to maintain an emergency reserve, power companies found it efficient to connect their grids to their neighbor's, who then connected to their neighbor's.

The result, according to Peter Meisen of the Global Energy Network Institute, is that the electricity grids of all the nations of North and South America should be interconnected within the next 10 years. The Eastern Hemisphere could follow a decade later, as companies like Eskom, the largest energy firm in South Africa, plow ahead with plans to install highcapacity transmission lines across Africa and into Europe. Once the grid is fully functional,

the only excuse for power short-ages will be greed. When demand is high in one region, it's almost certain to be low in another. By making electric power as easily transferrable as data, analysts expect a global grid to smooth the market spikes out of the world's most useful commodity. - Patrick Di Justo

Power and Electrifics United Nations Offic

Wired Magazine : Infoporn

SEEDS OF CHANGE

of a lawsuit, and every DNA tweak of a bacterium, plant, or animal could spawn a new patent and revenue stream. Indeed, from 1991 to 2001, the number of agricultural patents increased sevenfold in the US, which leads the world in ag IP. Not surprisingly, agribusiness holds most of those patents, but public entries like universities and nonprofit groups have begun developing their own IP as well as initiating open source projects. With the amount of genetically modified crops soaring, IP rights are the seeds for an ever-more-bountiful harvest. Thomas Haydan

WAR OF # EWORLDS

Source: Salm Al-Babli American Society of Finel Belogister Alam Basente, Paire Dayner, Face Backet, Carter for the Application of Matheader Biology to Islammational Agriculture; Source Conference On Pair Conference Confe

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STREAMING MEDIA

The great global shipping lanes for block market content are the P2P networks. File-sharing technologies – combined with cheep burners – have produced a lawless zone where notions of copyright don't apply. After all, what's the RIAA to a broadband-bolstered Shekira fan in Korea?

The result is a wer over who controls our culture's collective body of ideas. Think: Within hours of its premiere at Grauman's Chinese Theater in Los Angeles, a \$100 million movie will be old for 230 forint – sbout a dollar – in an open-air market in Budapest. This black market,

OWTH OF P2P

| 300 YEARS OF COPYRIGHT | 100 | 1710 | 1790 | 1831 | |
|--|----------|--|--|---|---|
| In the US, continued extensions of copyright protection have put the squeeze on the public domain. | 76 50 | Britiain's Statute of Anne provides 14 years and a 14-year extension. | Copyright Act provides 14-year term to US authors, with optional 14-year renewal. | Copyright Act extended to 28 years with option for a 14-year extension. |) |
| 148 - 06(2004 - WIRED | | Soarces: Association of Research Libraries PricewaterhouseCoopers' Entertainment an | GlipChampagne: Cneithe Commonit: Jan Groep; Id Media Practice: Koleman Strampt, University of | Feik Oberholper, Herverd Business School; North Carolina at Chapel Hill | |

worth more than \$1 billion in Russia alone, bankrolls organized orime syndicates and terrorist networks alike, according to Interpol. Copyright owners and governments are fighting back. Gun-toting agents storm Thei CD-stamping plants; subpoens swamp New England dormitories. Batween the extremes, copyright activists pro-pose a third course: Stop wasting money on the losing enforcement battle, rethink copyright to allow for technological evolutions, and find practicel, sustainable ways to reward those who oreate good content. Will it work? In some cases, it already has. – Jeff Howe

IE INSIDE STORY OF THE FILE-SHARING UNIVERS **REY ALBUN** Late last year, LA-based DJ Danger Mous took one part Beatles' White Album and one part Jay-2's Block Album. The result was the notorious Gray Album, a mashing that swept through the biographere and file-sharing networks like an Aslan flu. Here's the path of a musical contagion. Think file-sharing is all about individual consumers ripping CDs onto Kazaa? Think again. There's a world of exclusive P2P sites that traffic in top-quality merchandise direct from industry insiders. RELIGED LABELS After 25 weeks, ORN INDUSTR Danger Mouse finishes album. RIPPING GROUPS Presses and industry renegi distributes 3.000 CDs. who make illight copies and drop Madia coverage picks up; files hit P2P networks. m into the P2P ecc TOP SITES White Album About 30 small, owner EMI issues protected servers cease and desist. that host new Grey Tuesday content and "nuke poor quality files. protest: 171 sites offer downloads. P2P drives total downloads Larger and less to 1 million. rotected servers More files avail-Gray Album pasks: 1.25 million obio: membershi is by invite only. downloads so far. TRADING BOARDS Files hit FTP sites, Usenets, and IRCs The original file has multiplied Creative Commons aims to replace the "all rights reserved" notion of copyright with a "some rights reserved" approach, offering licenses for reproduction in all media. P2P NETWORKS The P2P masses -Kazas, Morph Web Sites 48.1% <u>1818-8</u> Gnutella et al. IN TENT JAINA Spoots and malware seep in. OTAL OC LICENSES: 1.4 WILLIO 1976 75. 帰 Copyright renewal made Copyright broadened to (H) Preempting all previous law, Sonny Bono Act extends music and other works: protection extended to life of the author plus 50 years. automatic, dramatically ourtailing the public domain. protection to life of the renewal extended to 28 years. author plus 70 years. *Duration of average copyright.

DOWNLOADS

TIVE C

(95)

STRONG MEDICINE

The modern phermaceutical industry is built on a simple formula. Patents equal temporary monopolies equal big profits equal research for new

Sector America Association of Refer Researce Electrology Company for Access is Sectored Medicines/Medicate Sec Reference Register on Technology, CVR sector On Refer Mathematical Lis Common Network Network Sectore National Approximation Sectore National Lobard Sectore Magne Research and Analysis Associates National Conter for Biologic Methods (Sectore School Color), Provided Sectore National Lobard Mathematical Network Sectore National Conter for Biologic Methods (Sectore School Color), Provided Sectore National Color Mathematical Network (Sectore National Conter for Biologic Methods), National Instance (Health, National School School School School School School School School School National Color), National Nation

OPEN SOURCE EVERYWARE

Since free-software pioneer Richard Stallman started building the GNU operating system in the early 1990s, operness has thrived in software more than in any other industry. Today there are open source operating systems for Web servers, email, and cell phones. This success has provoked a reaction in the proprietary world, from Microsoft oharging different prices in different purchase. in different countries to SCO asserting retroactive copyright over Linux's open code. These moves may be bons fide threats to openness or simply the throes of an industry undargoing commodifization. In some ways, though, the point has already been medic Operness in the software industry is inspiring works for beyond computers. Software was just the beginning. – Patrick DJ Justo and Jasse Fraund

drag on performance

and tweaks the code.

mance problems, and

the proposed change is

shipped back to Horman.

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servers into one superserver.

applications.

Source: Even Exten ExtentExtend (International International Planning and Research/Business Software Allence; Japan's Ministry of Health, Labour and Welfare; Kone National Statistical Office; National: Sourceforge.est: The US-Chine Business Council; The World Bank Group.

Design Project Harper's Index

1. select one or two of the facts on this month's Index

2. create a graphic interpretation of the information

3. adhere to Tufte's principles of graphical display

{show the data, tell the truth, help the viewer think about the information rather than the design, encourage the eye to compare the data, make large data sets coherent}

Amount that a Colorado state prisoner is paid to work a day as a field hand at a local farm: 60¢ Amount the prisons are paid by farmers for each inmate's daily work: \$77.20

Percentage of West Virginia Public School using Dance Dance Revolution in P.E. classes

Person

Percentage of West Virginia public schools that will use the video game Dance Dance Revolution in P.E. classes next year: 100

Percentage change in the number of Louisiana and Mississippi newborns named Katrina in the year after the hurricane: +153

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