Today’s Class

- This Week’s Readings
- In-class discussion of homework
- Assignment #9: Final Project Progress Report (or color work)
- Next Week’s Readings

Readings for This Week:

  
- Color selection is not one size fits all
  - don’t always use the same color theme
  - don’t always use the default

- Many options in map making programs
  - No guidance about choosing color schemes
  - Don’t tell them what to do, but allow them to explore options

- Standard (cartographic) conventions
  - Variations in lightness are interpreted as ordering
  - Dark equals more, light equals smaller values
  - No more than 7 colors in a choropleth map (Legibility vs. information rich tradeoff)

- Just because you can see differences doesn’t mean you can correlate color back to legend
- Important to consider borders & backgrounds
• Motivation: graphic design (not directly visualization)
  – Test theories of human color preferences
• Large study of human preference
  – more colors, bigger sets, more users than past studies
• Color preference can have cultural ties or other personal variations
• Exploratory determination of important features for color compatibility
  – Machine learning
  – training vs. test datasets
• Non experts (MTurk) vs experts (Kuler)
  – Remove inconsistent users
• Discovered general yellow-blue preference
  – is that a color blindness compensation?
• User preference, clustering by preference agreement
• Search for nearby theme with highest predicted rating

Readings for This Week:

Gestalt / Mach bands

Munsell Color

Mechanical Turk

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- Week of April 2nd
  - Assignment 8: Experimenting with Color
    [motivation & problem definition & visualization design & visualization revision]
- Week of April 9th
  - Assignment 9: Final Project Progress Report
    [data collection / visualization execution]
- Week of April 16th
  - Assignment 10: User Feedback
    [analysis & visualization revision]
- Tuesday April 24th: Final Project Due [presentation]
- Wednesday April 25th & Wednesday May 2nd: Final Project Presentations [presentation]
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  (or color work)
• Next Week’s Readings

Readings for Next Week:
• “Stacked Graphs – Geometry & Aesthetics”
  Lee Byron & Martin Wattenberg, IEEE TVCG 2008
  
• or... YOUR CHOICE!