

Principios de diseño en visualización

IIC2026

Principios de diseño gráfico

Principios de diseño en visualización

IIC2026

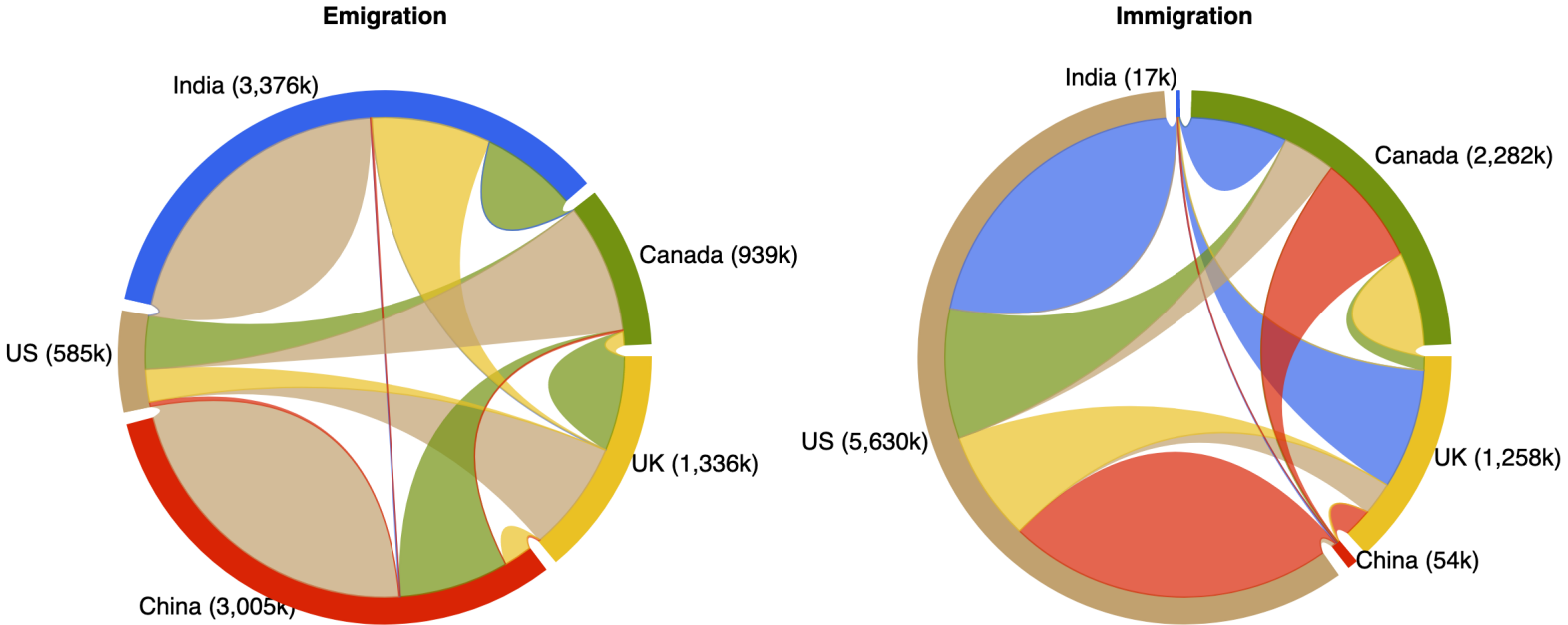
Diseño gráfico

Principios de diseño gráfico aplicados en Visualización de Información.

Consistencia

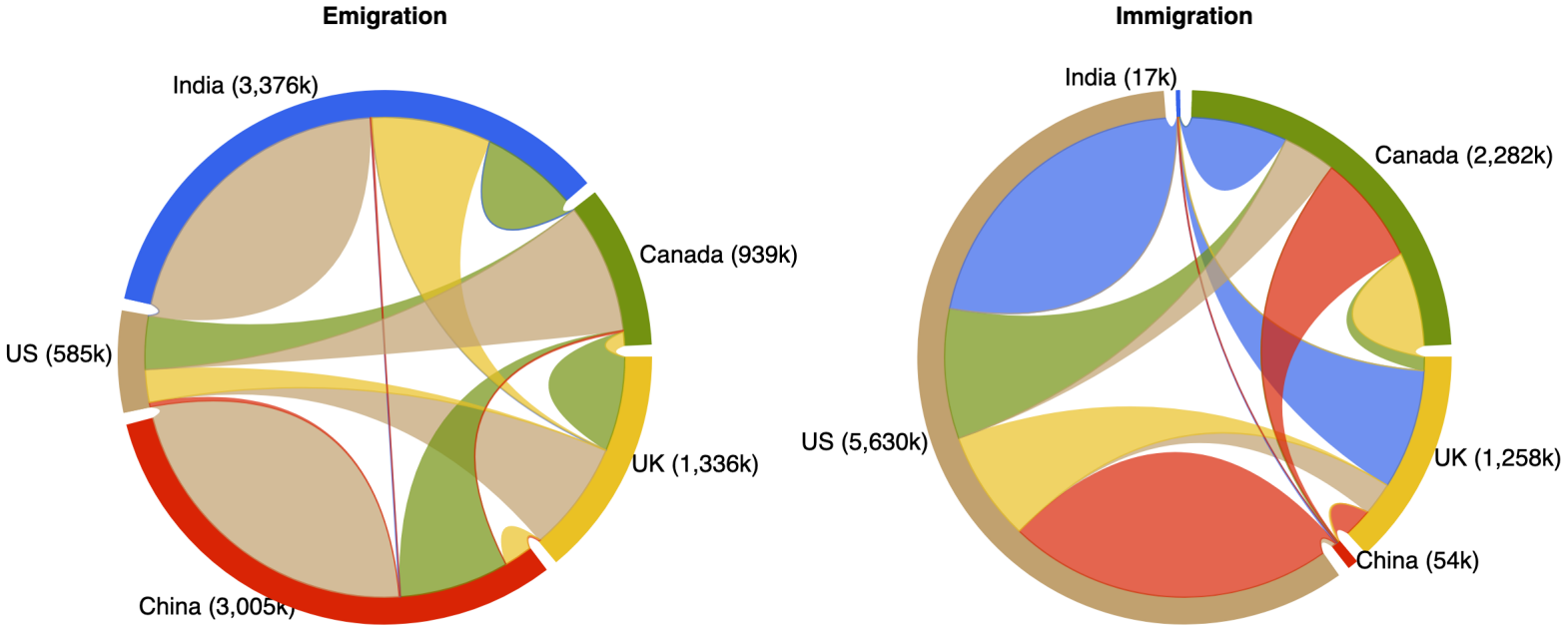
Mantener y persistir en las decisiones tomadas.

Consistencia



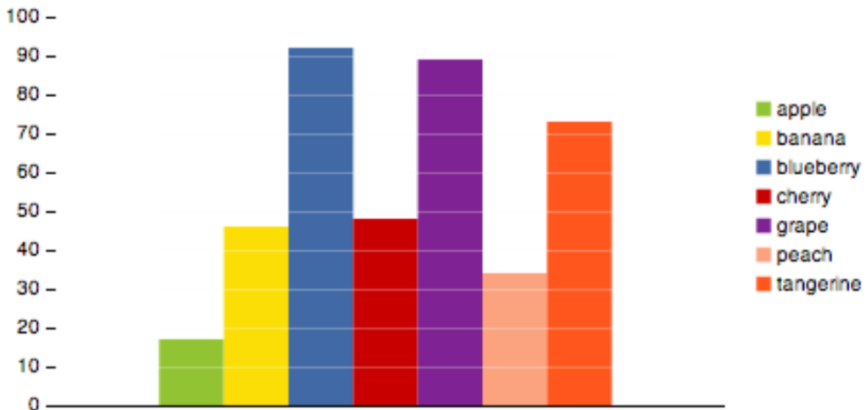
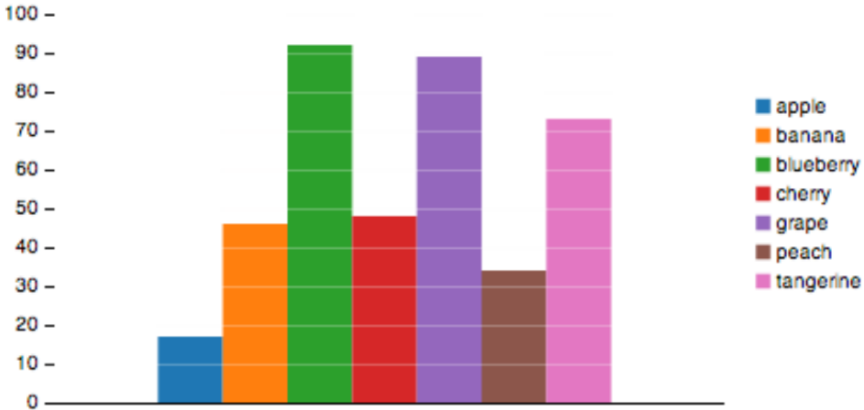
(Imagen obtenida de [Chord I](#))

Consistencia interna



(Imagen obtenida de [Chord I](#))

Consistencia externa



(Imagen obtenida de [Selecting Semantically-Resonant Colors for Data Visualization](#))

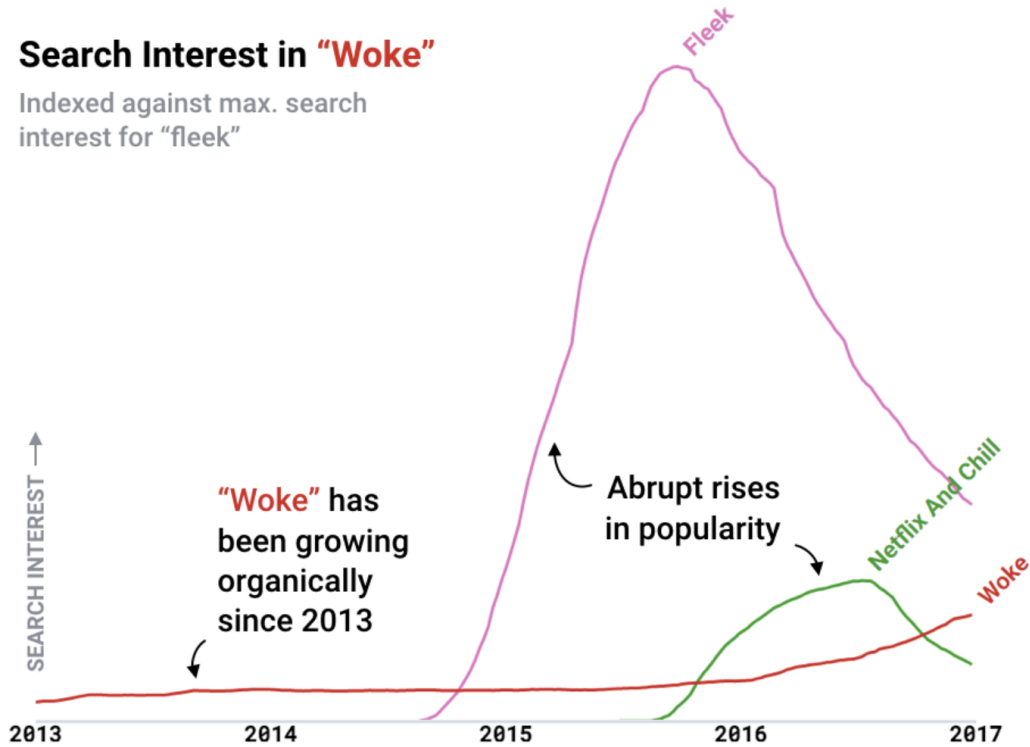
Autocontención

El contenido de una visualización, en conjunto a su contenedor, debe ser autoexplicativo.

Autocontención

Search Interest in "Woke"

Indexed against max. search interest for "fleek"

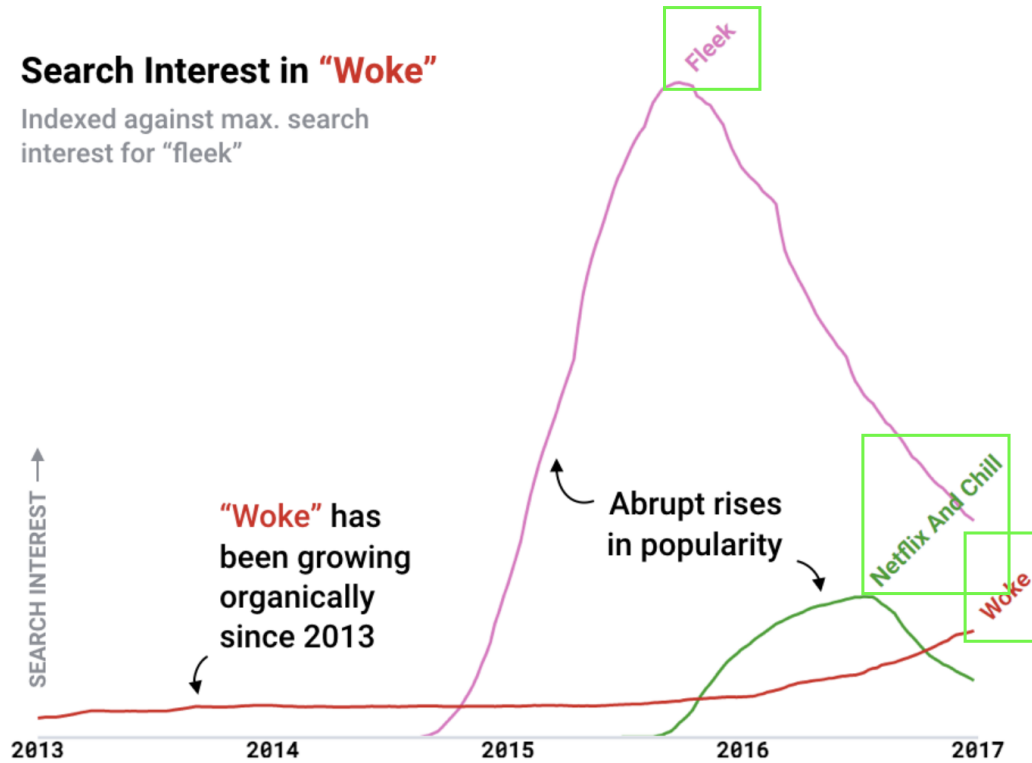


(Imagen obtenida de [New Slang - Pudding.cool](#))

Autocontención

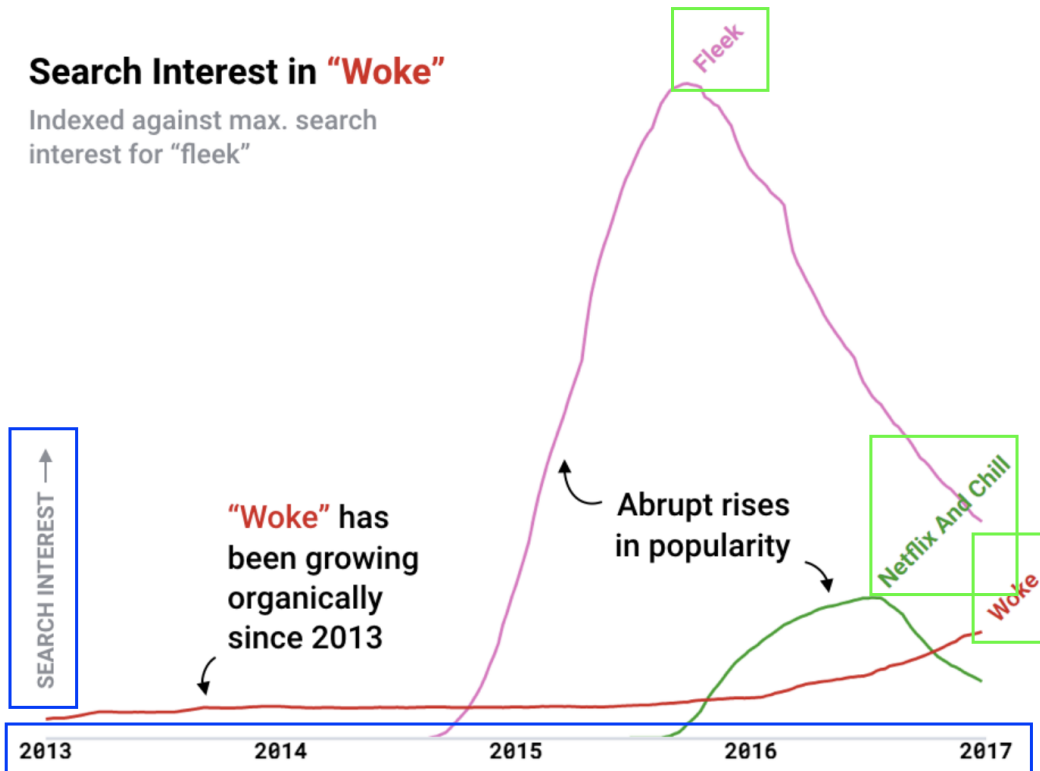
Search Interest in "Woke"

Indexed against max. search interest for "fleek"



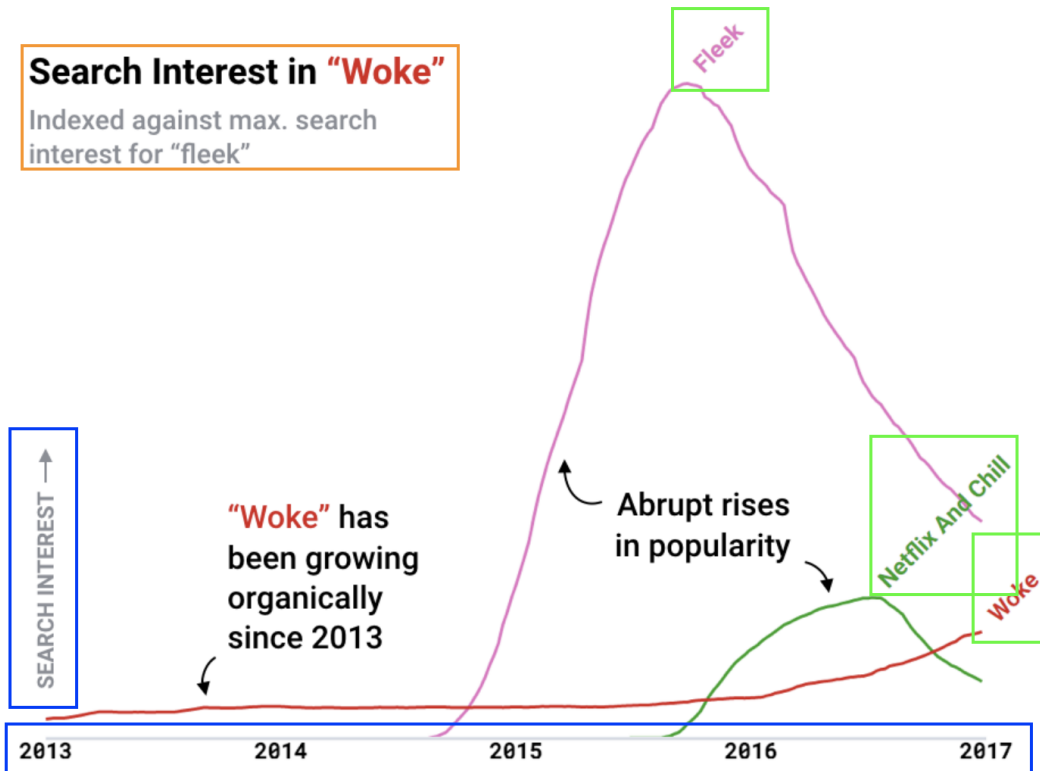
(Imagen obtenida de [New Slang - Pudding.cool](#))

Autocontención



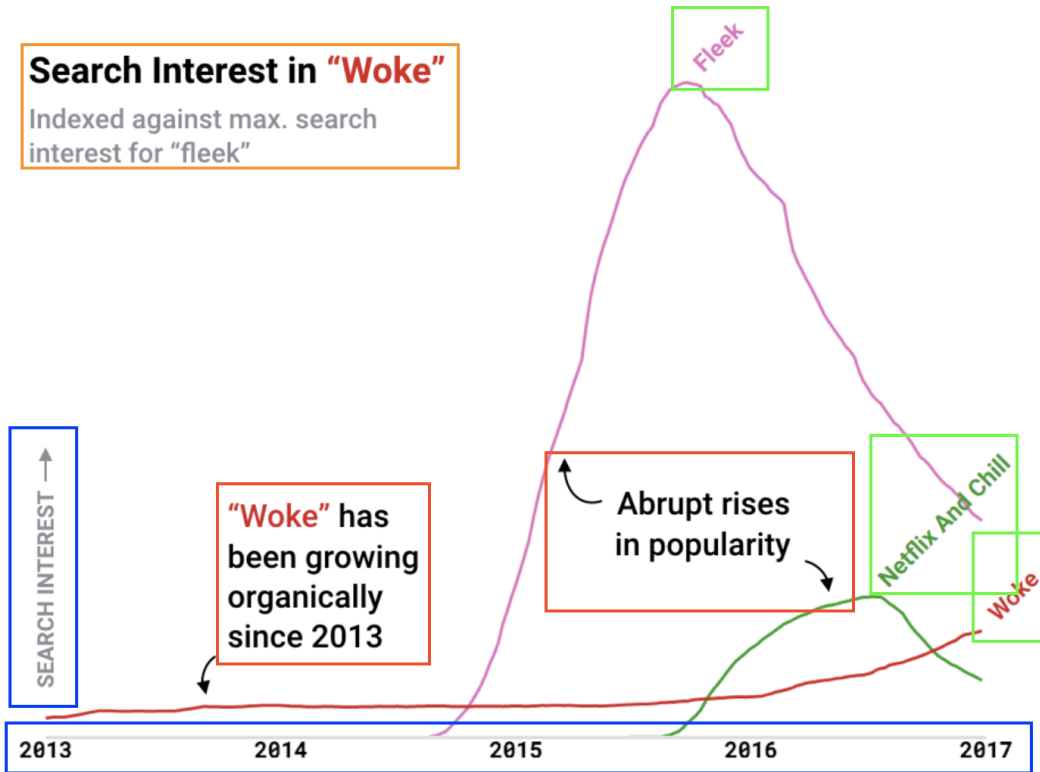
(Imagen obtenida de [New Slang - Pudding.cool](#))

Autocontención



(Imagen obtenida de [New Slang - Pudding.cool](#))

Autocontención



(Imagen obtenida de [New Slang - Pudding.cool](#))

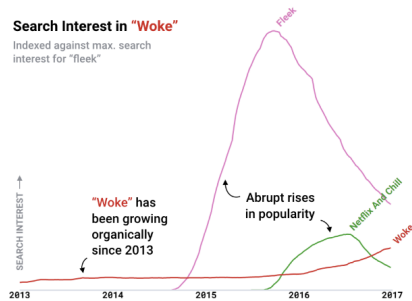
Autocontención

Catalyst 2: Politics

In the US, last year's political circus tipped five of 2016's top slang into the mainstream.

Woke (noun) - aware of (racial) social injustice

"Woke" is the one term on 2016's list that's been growing organically for at least a decade. There was no major event that propelled it into the spotlight – it just finally crossed the threshold of mainstream use.



There were some unique events in 2016 for "woke." In terms of semantics, there's the notion that 2016's US election cycle whitewashed the term. Today, I see it used broadly as "political awareness," beyond its historic racial connotations. Childish Gambino's "Redbone" helped too (~50M streams on Spotify), which dropped in November 2016. The song's hook repeats the phrase "stay woke," helping to normalize the phrase.

(Imagen obtenida de [New Slang - Pudding.cool](#))

Composición

Organización espacial de elementos en un espacio bidimensional.

- Proximidad
- Alineamiento
- Repetición

Edad media

Siglo 10

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Edad media

Siglo 10

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Defined By Concert Venue Size

By Caitlyn Ralph & Amber Thomas

An artist's live shows truly give a sense of their popularity. It's a physical representation of how many people care about an artist to track the tour, purchase a ticket before it sells out, and transport themselves to watch the performance.

With that said, it's completely missing from Billboard's algorithm. When historians look back on 2018, they should report on those who performed to the largest audiences on the largest tours.

All Artists Must

- have performed one of these iconic venues in 2018: Madison Square Garden in NYC, The Forum in LA, or TD Garden in Boston
- have released new music in 2017 or 2018, and are therefore supporting an album cycle

How The Stars Were Calculated

- find all concerts played by artist in 2018
- measure venue size
- sum to find how many seats they played to in 2018

Seats booked in 2018

Dave Matthews Band	1.1M seats
Jason Aldean	980k
Bruno Mars	670k
Sam Smith	650k
J. Cole	650k
Drake	630k
Train	620k
Travis Scott	590k
Weezer	530k
Twenty One Pilots	530k

Defined By Mentions On Reddit

By Jack Beckwith, Michael Hester, and Sam Vickars of The DataFace

These days, artists' promotional efforts are no longer confined to tours and occasional press runs. They're connecting with fans constantly through social media and building personal brands that extend beyond the music. Younger artists have used this to their advantage, as recent up-and-comers like Lil Pump and Cardi B have grown their clout through likes and shares before signing major label deals.

In this world, artists should be judged on their ability to drive digital conversations. So we've turned to Reddit as our data source, counting the number of comments across the platform that mentioned each artist. Yes, Reddit tends to skew fairly young and male. But it's also one of the largest social networks in the world with an impressive global reach.

All Artists Must

- have appeared in Billboard's Top 100 in 2018

How The Stars Were Calculated

- compile a list of artists who meet the above criteria along with any nicknames
- count total mentions of each artist across all Reddit comments in 2018

Top Artists on Reddit, Sized by number of comments



Several artists (like Future and Logic) were removed from the dataset because their names were too similar to common English phrases.

(Imagen obtenida de Who is the Biggest Pop Star? - Pudding.cool)

Bienvenida al curso 🙌📊

Visualización de Información

IIC2026 2020-2



Semántica de datos y sus tipos

Abstracción de datos

IIC2026 2020-2



DOM

JavaScript y D3

IIC2026 2020-2



Utilidades en D3.js I

Visualización de Información

IIC2026 2020-2



Principios de diseño en visualización

Consejos o guías que provienen del conocimiento práctico colectivo en Visualización de Información.

Principios de diseño gráfico

Principios de diseño en visualización

IIC2026

¡Deja tus preguntas en los comentarios!