

# Principios de diseño en visualización

**IIC2026**

# Principios de efectividad

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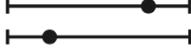
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## Principio de efectividad

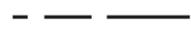
La importancia de un atributo debe corresponder a la prominencia del canal utilizado, es decir, cuan perceptible es.

# Ranking de canales

## ➔ Magnitude Channels: Ordered Attributes

Position on common scale 

Position on unaligned scale 

Length (1D size) 

Tilt/angle 

Area (2D size) 

Depth (3D position) 

Color luminance 

Color saturation 

Curvature 

Volume (3D size) 

Same

Same

Most  
Effectiveness  
Least

## ➔ Identity Channels: Categorical Attributes

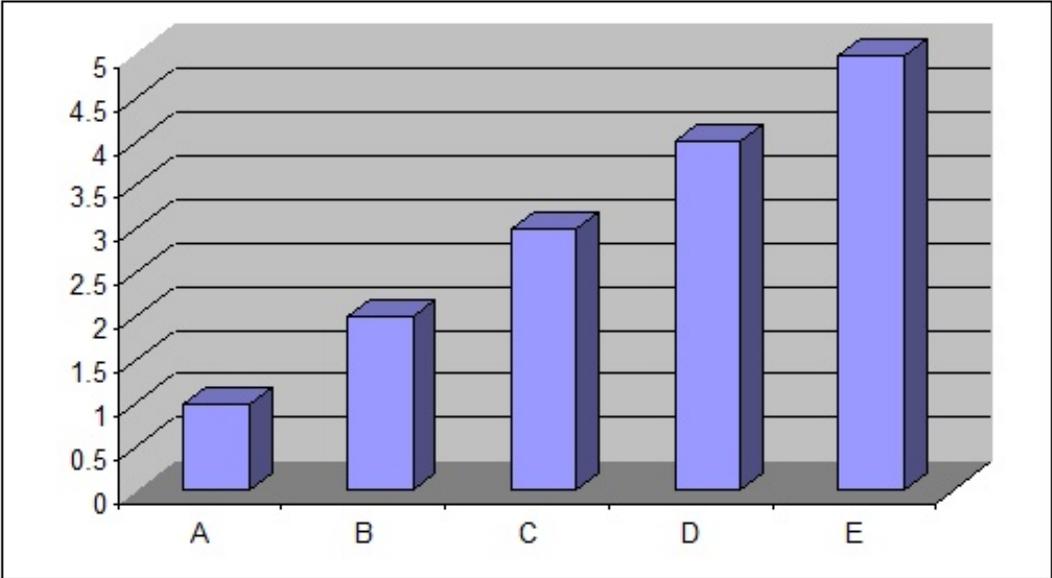
Spatial region 

Color hue 

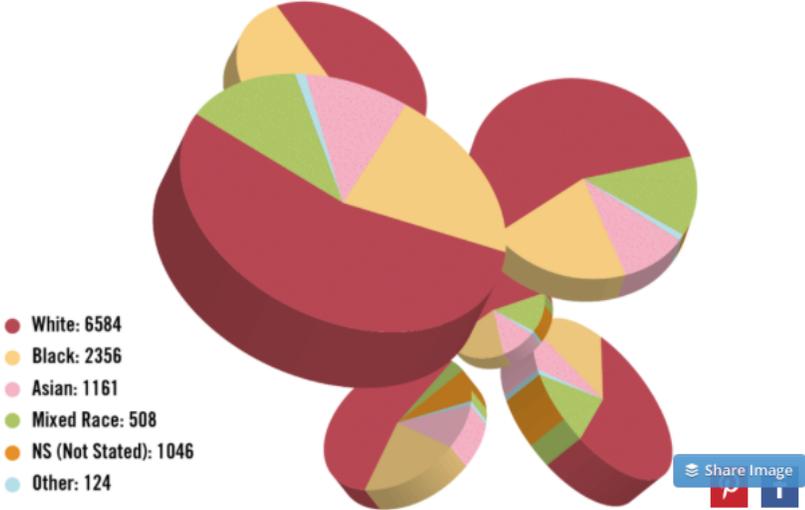
Motion 

Shape 

# No al 3D injustificado



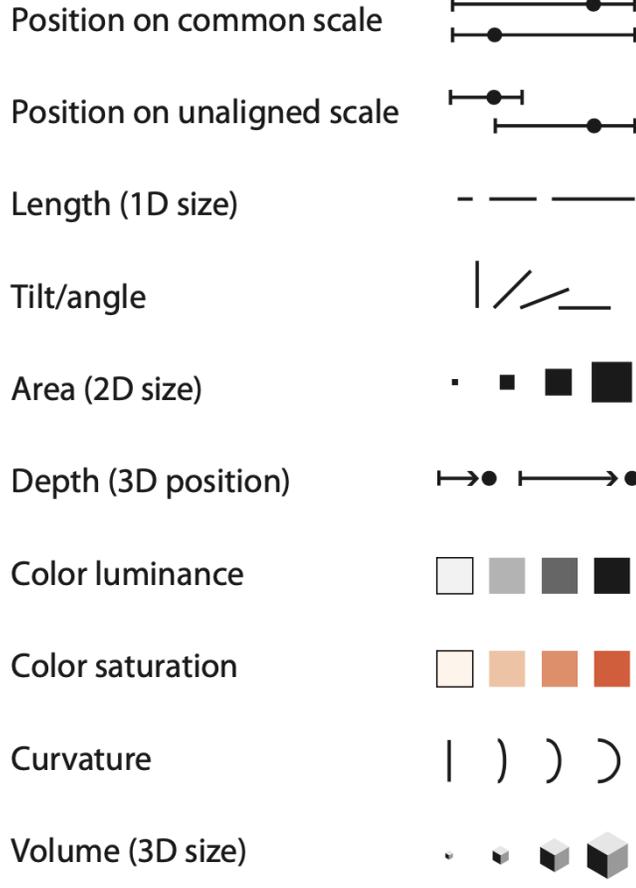
Convictions in England and Wales for class A drug supply.



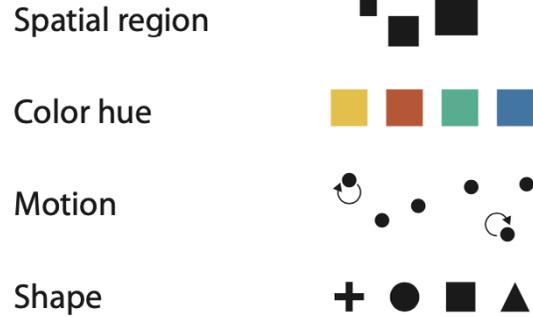
(Fuente imagen 1: [enlace](#))  
(Fuente imagen 2: [WTF Viz](#))

# 3D está bajo en el *ranking* de canales

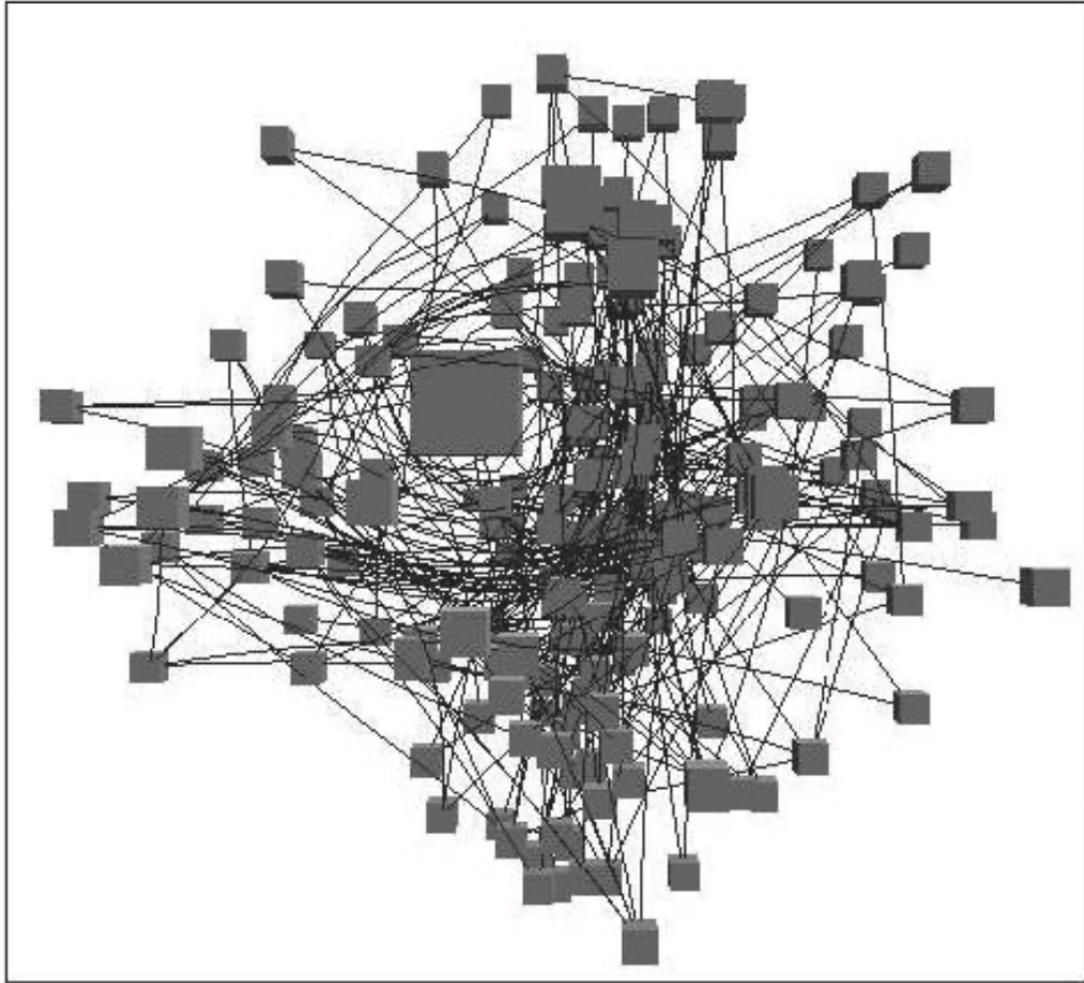
## ➔ Magnitude Channels: Ordered Attributes



## ➔ Identity Channels: Categorical Attributes



## 3D produce oclusión

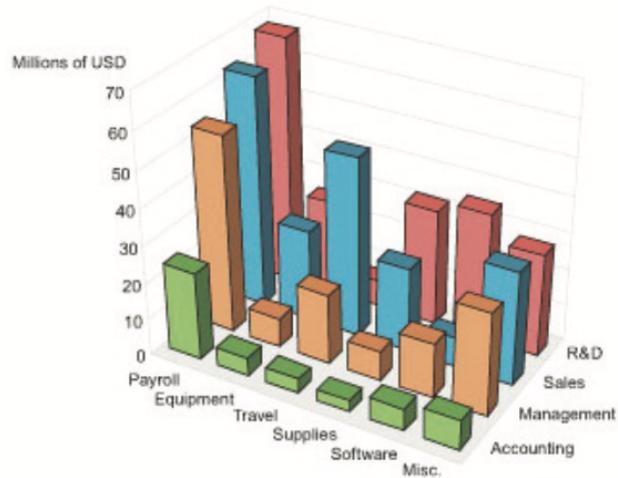


# 3D trae distorsión de perspectiva

## Graph Design I.Q. Test

Question 7: Which graph makes it easier to determine R&D's travel expense?

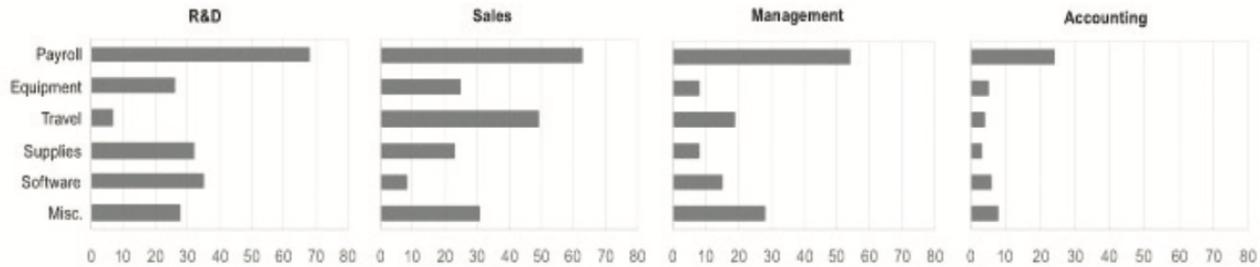
2006 Expenses by Department



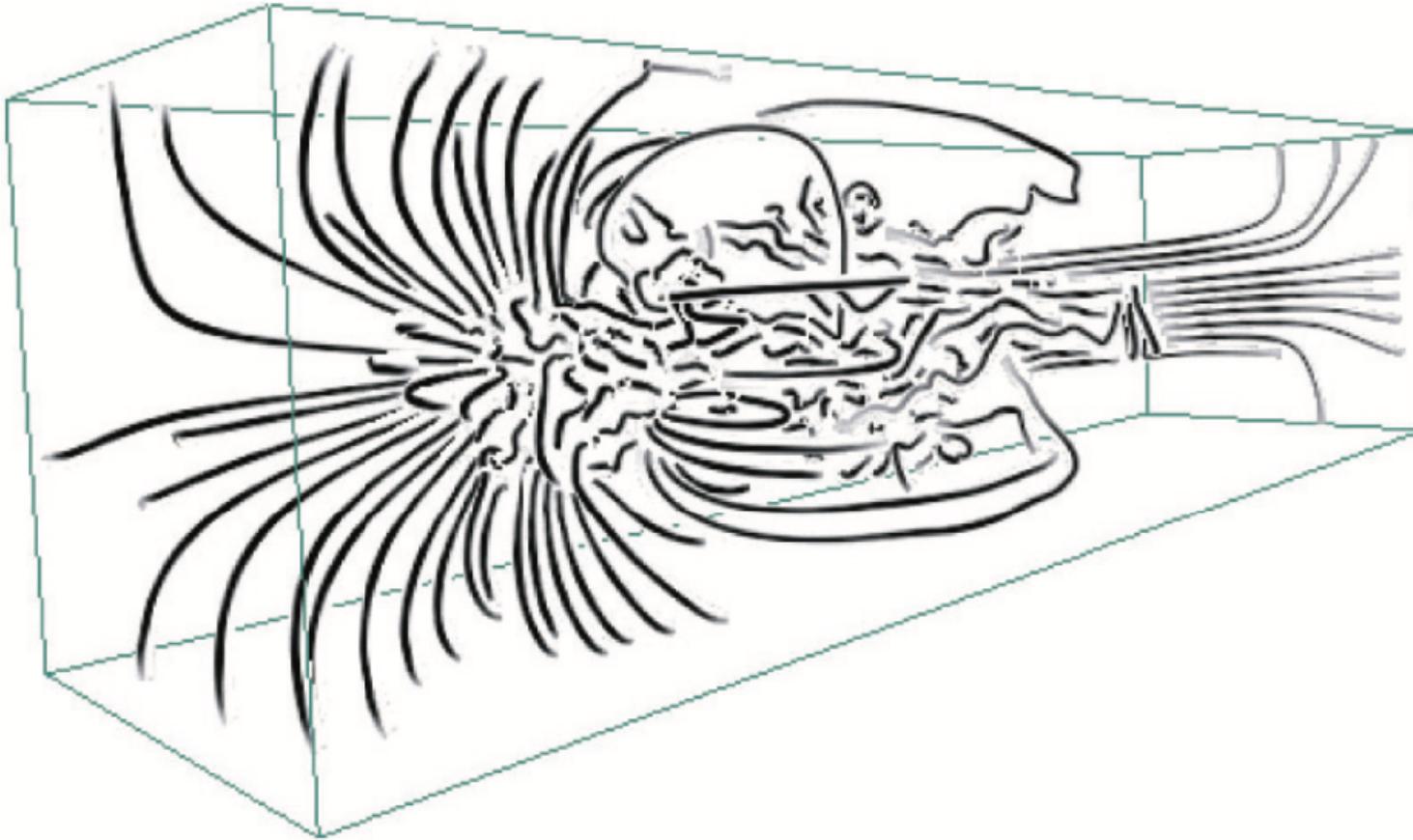
3-D Bar Graph (left)

2-D Bar Graphs (below)

2006 Expenses by Department in Millions of USD

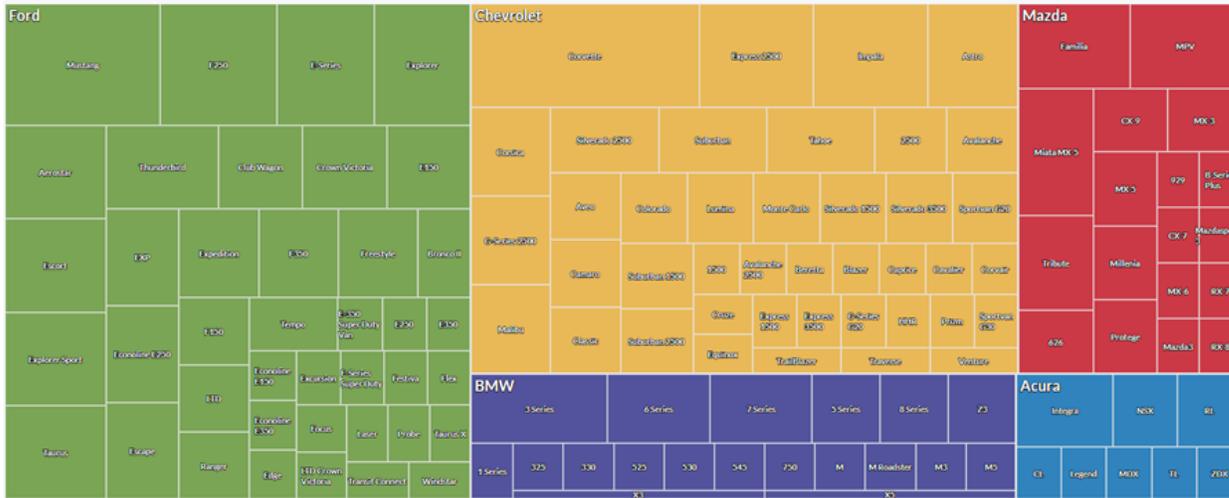


# 3D no es malo siempre



(Fuente: Libro "Visualization, Analysis and Design")

# Lograrlo en blanco y negro (*Get it right in black and white*)



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¡Deja tus preguntas en los comentarios!