

Principios de diseño en visualización

IIC2026

Principios de efectividad

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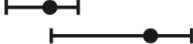
Principio de efectividad

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

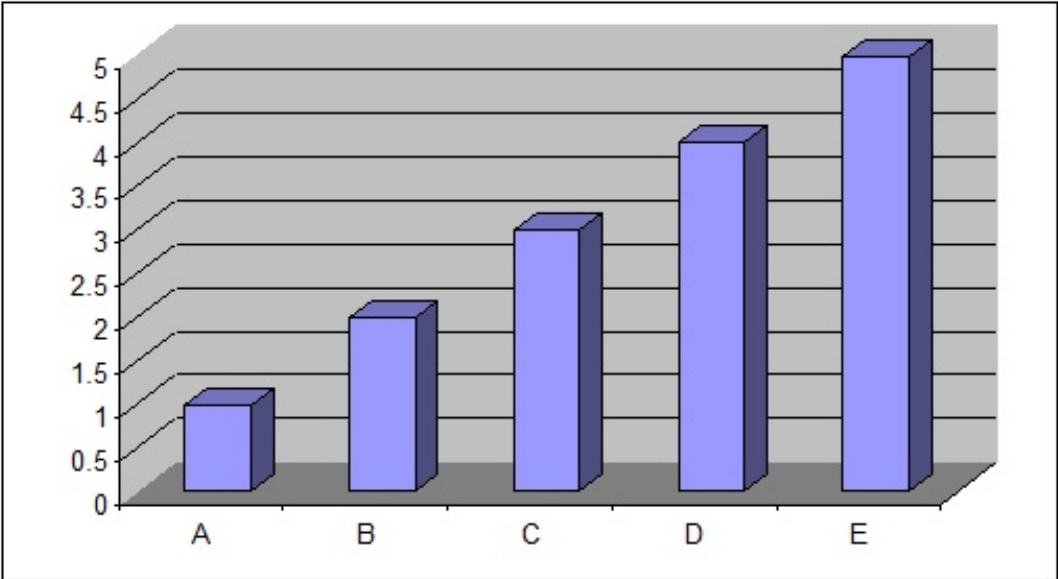
Spatial region 

Color hue 

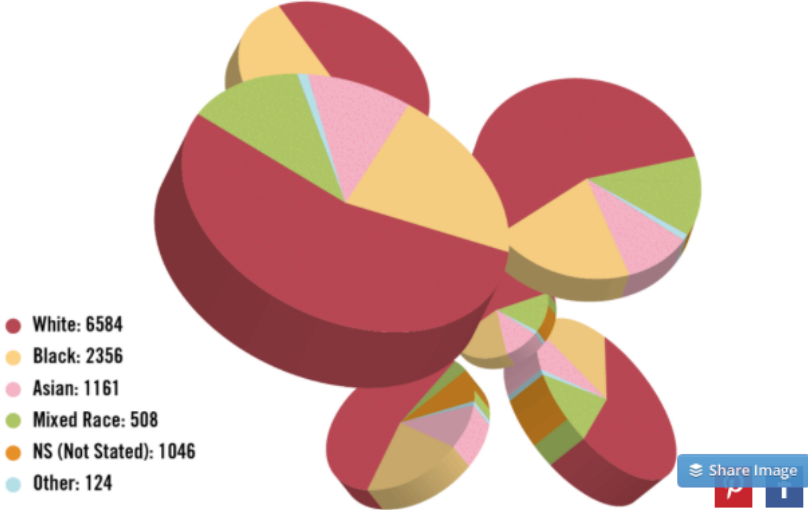
Motion 

Shape 

No al 3D injustificado



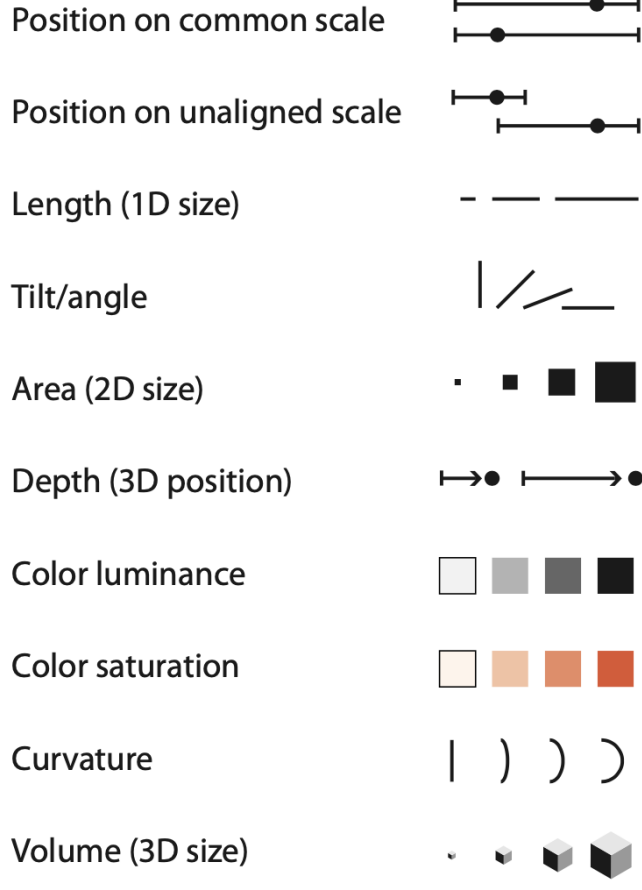
Convictions in England and Wales for class A drug supply.



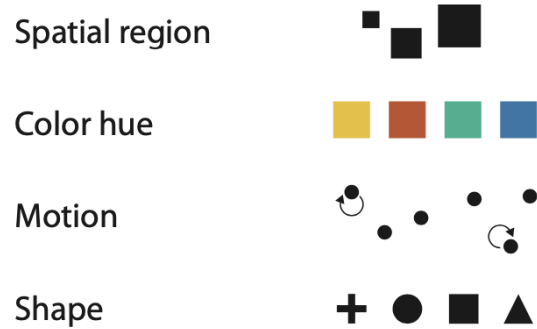
(Fuente imagen 1: [enlace](#))
(Fuente imagen 2: [WTF Viz](#))

3D está bajo en el *ranking* de canales

➔ Magnitude Channels: Ordered Attributes

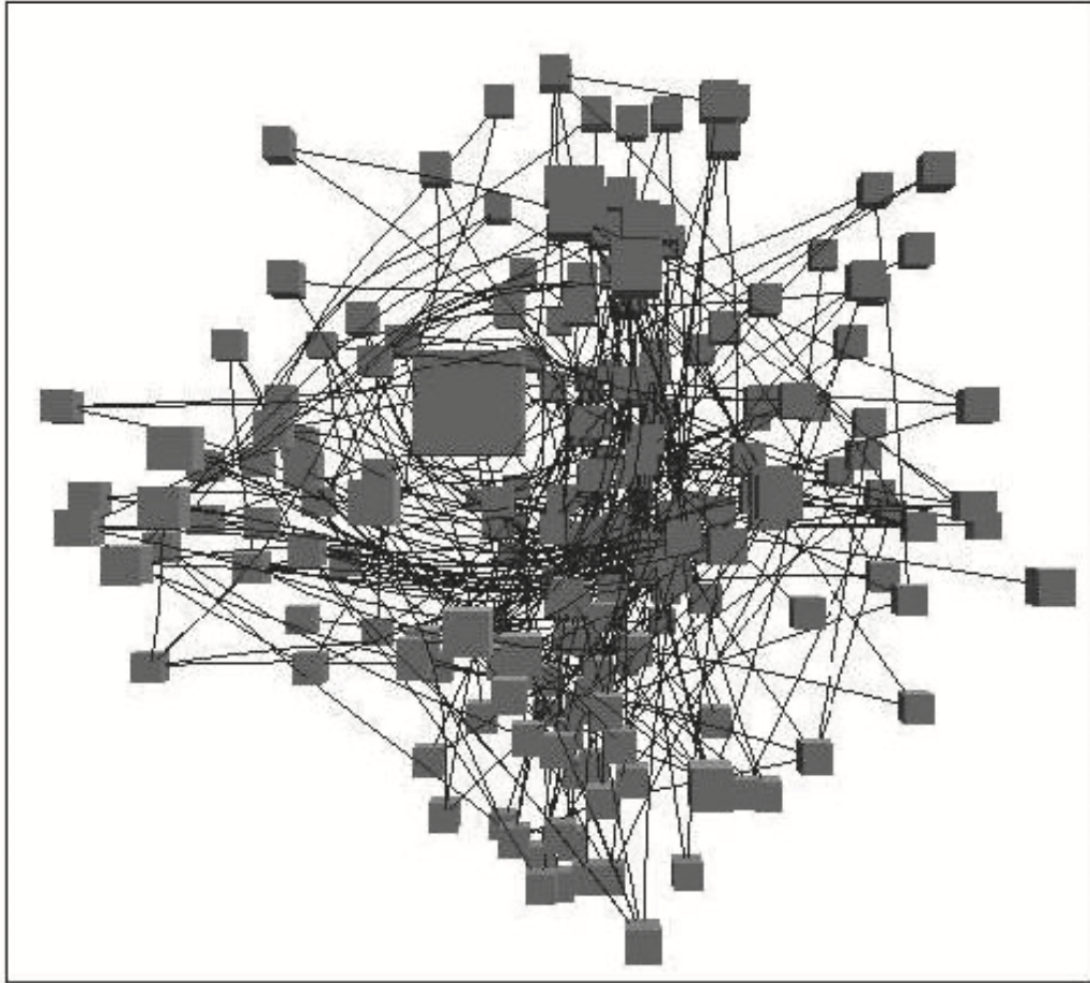


➔ Identity Channels: Categorical Attributes



Most
Effectiveness
Least

3D produce oclusión

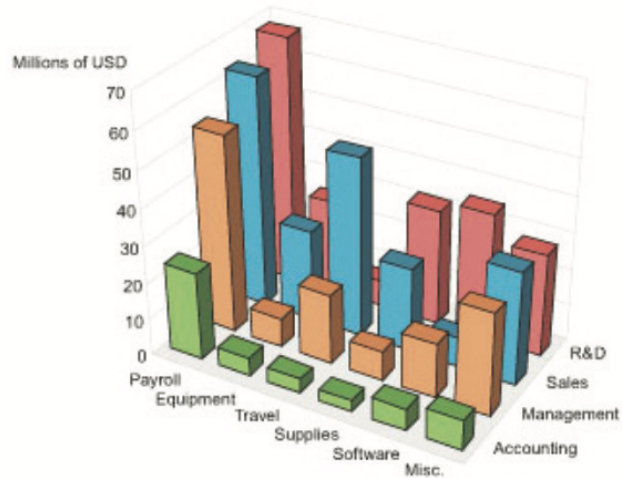


3D trae distorsión de perspectiva

Graph Design I.Q. Test

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

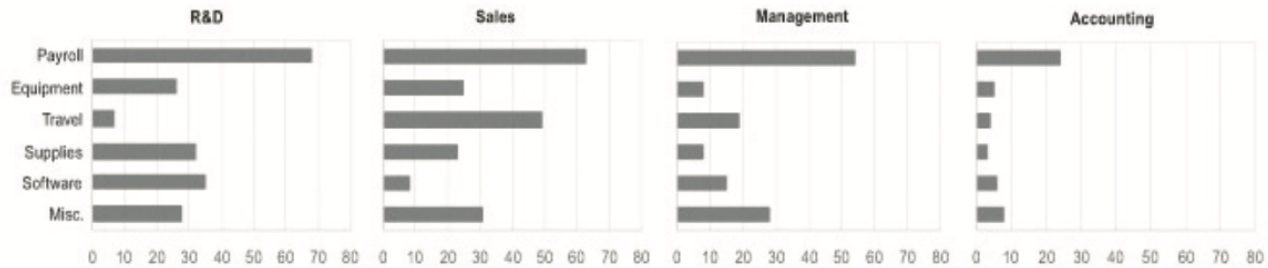
2006 Expenses by Department



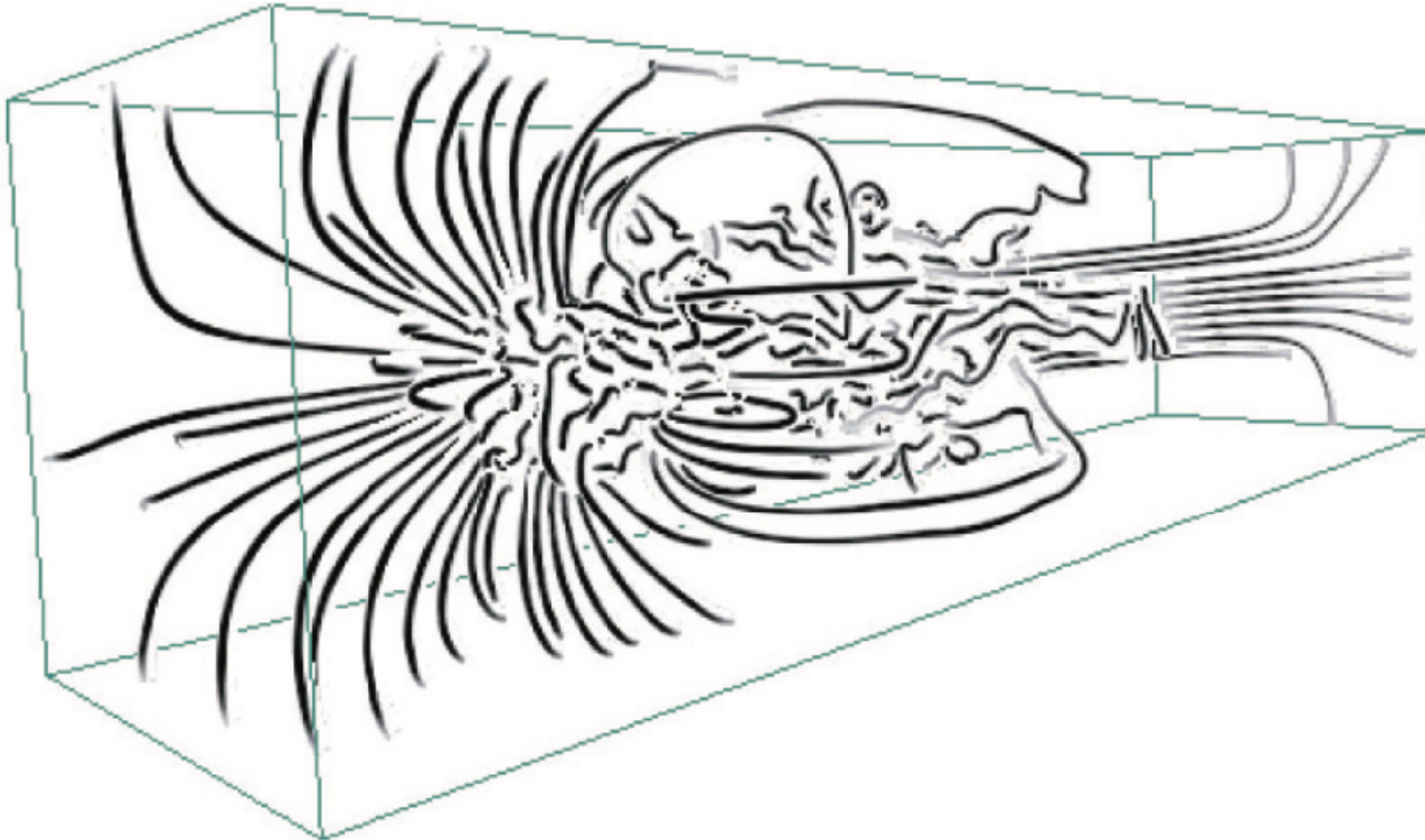
3-D Bar Graph (left)

2-D Bar Graphs (below)

2006 Expenses by Department in Millions of USD

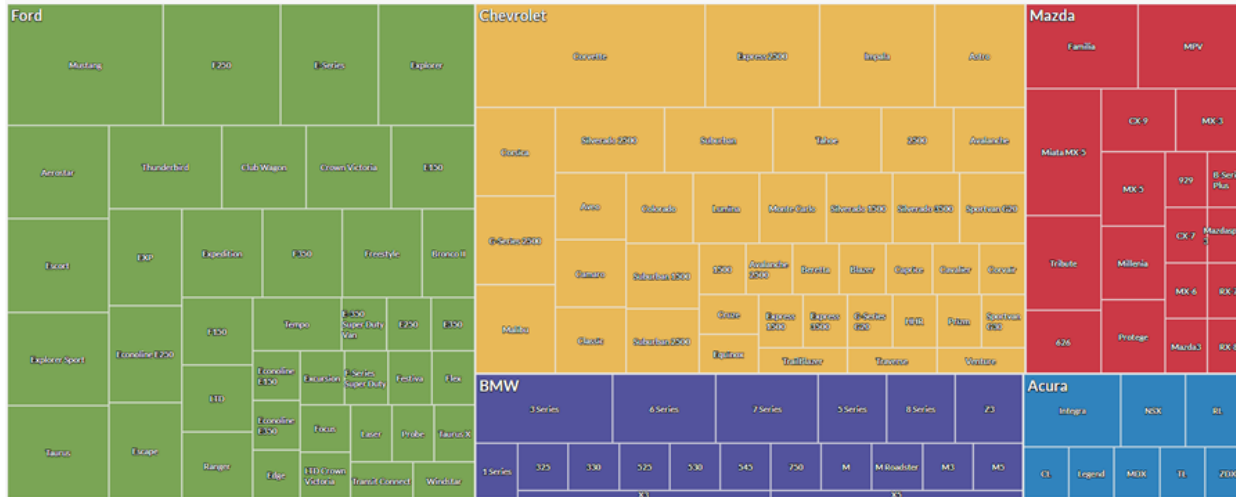


3D no es malo siempre



(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!