Information Design

Attracting designers into data visualisation: why & how

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engagement

behavioural psychology
user interaction models
But when it comes to **tools** for visualizing data…

…we have some data to visualise...

…I am sure you are familiar with **Excel**...
… and when I told him to use data analysis & visualization tools…
Attracting designers into data visualization: why

AVI 2014: Reflections on How Designers Design with Data
Alex Bigelow, Steven Drucker, Danyel Fisher, Miriah Meyer
University of Utah  {abigelow, miriah} @cs.utah.edu
Microsoft Research  {sdrucker, danyelf}@microsoft.com
based on data

free from data
Attracting designers into data visualization: why
There are great examples
A sea of Tweets
by Carlo Zapponi
http://seaoftweets.com
Attracting (more) designers into data visualization: how?

Should designer become information scientists and/or viceversa?

Is there a need for more studies to fill the space “in between”?

Should we create easy tools for designing by hand but also linking to data?
Attracting (more) designers into data visualization: **how?**

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Thank you

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