

t ● ▲

a dessau approach data visualization

a workbook by
thi nguyen and stephanie long



workshop rules

Be curious.

There are no wrong answers or dumb questions

Be encouraging.

We all have a unique perspective to share

Be creative.

Whether you are a beginner or an expert,
today is about having fun trying something new

form
—
function



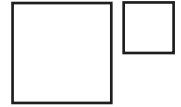
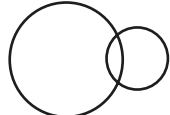
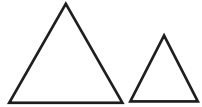
shape
X



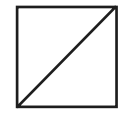
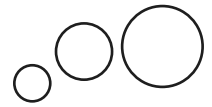
color
Y₂



size
Y₁



motion
Z



| static

| animated

| reconstructed

represent the following data
with primary shapes ●▲■, and sizes

The following numbers represent affordable housing units
in Austin by status

625 projects completed
883 building permit issued
60 building plan approved

*do not draw an axis or graph for this exercise

using the same shapes, visualize these numbers using size and reconstruction

884 affordable housing developments

28 district 1

409 district 2

1 district 7

445 other

625 project completed

212 in council district 1

60 in District 2

21 in district 7

332 other

60 building permit issued

15 district 1

10 district 2

2 district 7

33 other

pick one shape, visualize these numbers using two techniques (color, size, motion or reconstruction)

884 affordable housing developments

28 district 1

409 district 2

1 district 7

445 other

625 project completed

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21 in district 7

332 other

60 building permit issued

15 district 1

10 district 2

2 district 7

33 other

Here are some prompts to get you started:

what happens if you use Shape + Color + Size?

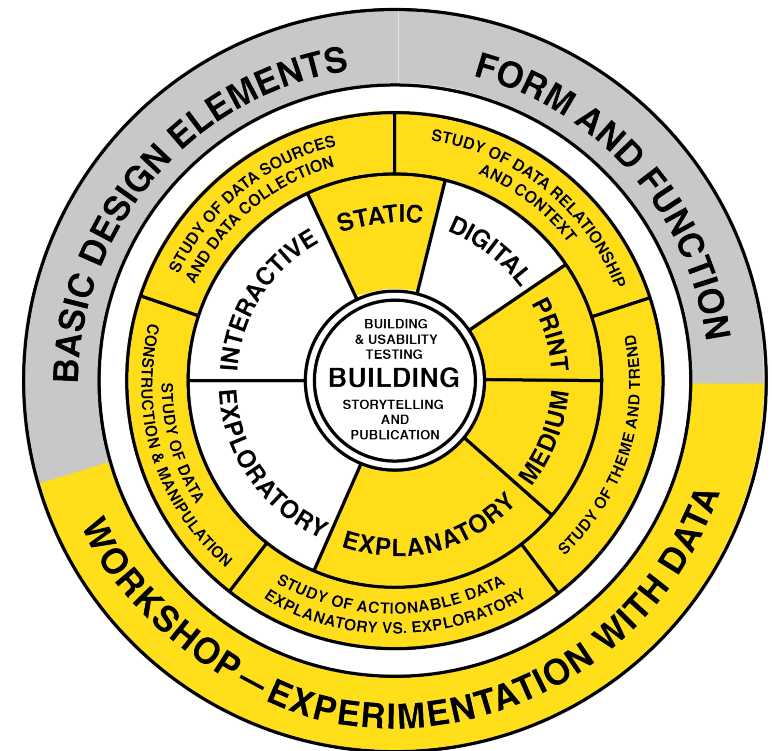
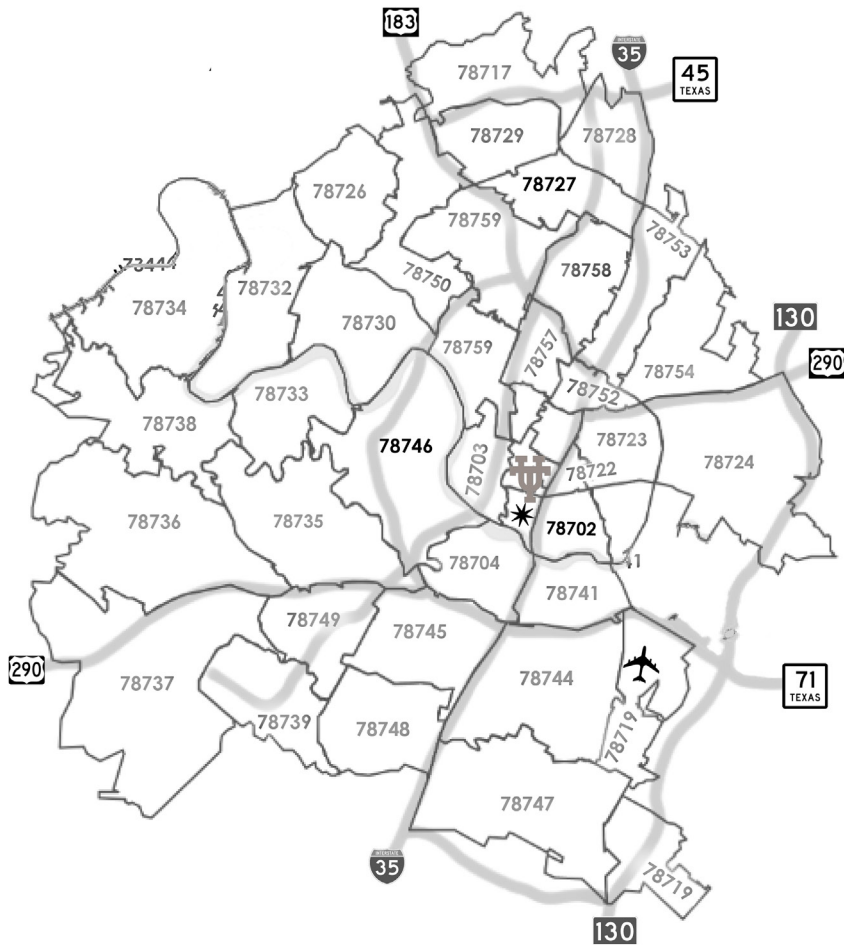
what happens if you use Shape + Size + Motion?

what happens if you use Shape + Motion + Color?

sketch! 

workshop

—
“learning by doing”



data visualization
process

1

**personal data collection on social life:
in person and digital platforms**

if you don't use social media, collect data from any message app or email or all three

1a. let's get started with your phone

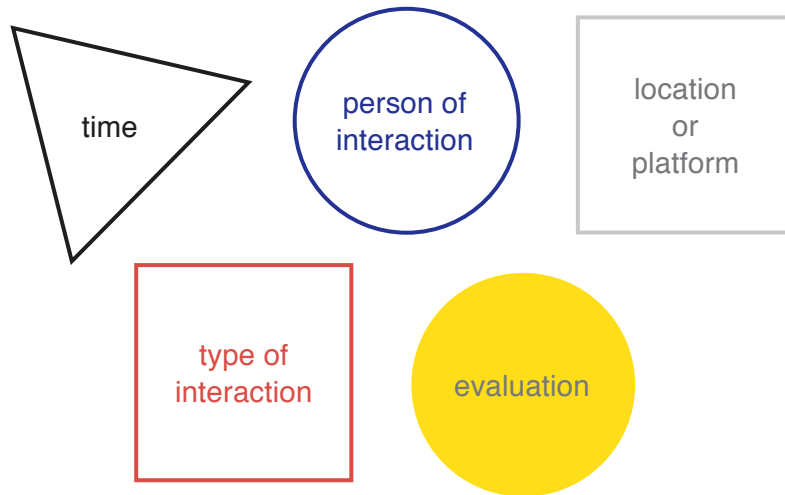
day+ time	start with last Saturday
person of interaction	friends, coworkers, family members, acquaintances, community members, (add more as you see fit)
digital platform	facebook, instagram, message app, email
type of interaction	like, share, text, emoji, gif, audio, video
evaluate your interaction	rank from 1 to 5 with 1 is the least positive and 5 is the most positive

1b. in-person contact

day+ time	start with last Saturday
person of interaction	friends, coworkers, family members acquaintances, community members (add more as you see fit)
location	home and out-of-home (grocery store, public place, work, etc.)
type of interaction	verbal and non-verbal (smile, eye contact, physical touch, etc.)
evaluate your interaction	rank from 1 to 5 with 1 is the least positive and 5 is the most positive

2

find data relationship theme and trend



3

let's practice

Explore interesting relationships, themes, or trends in a static image(s). Sketch quickly! Generate ideas.

Here are some prompts to get you started:

Who sent the most, the least?

Who received the most, the least?

When did_____occur the most, the least?

How many of_____?

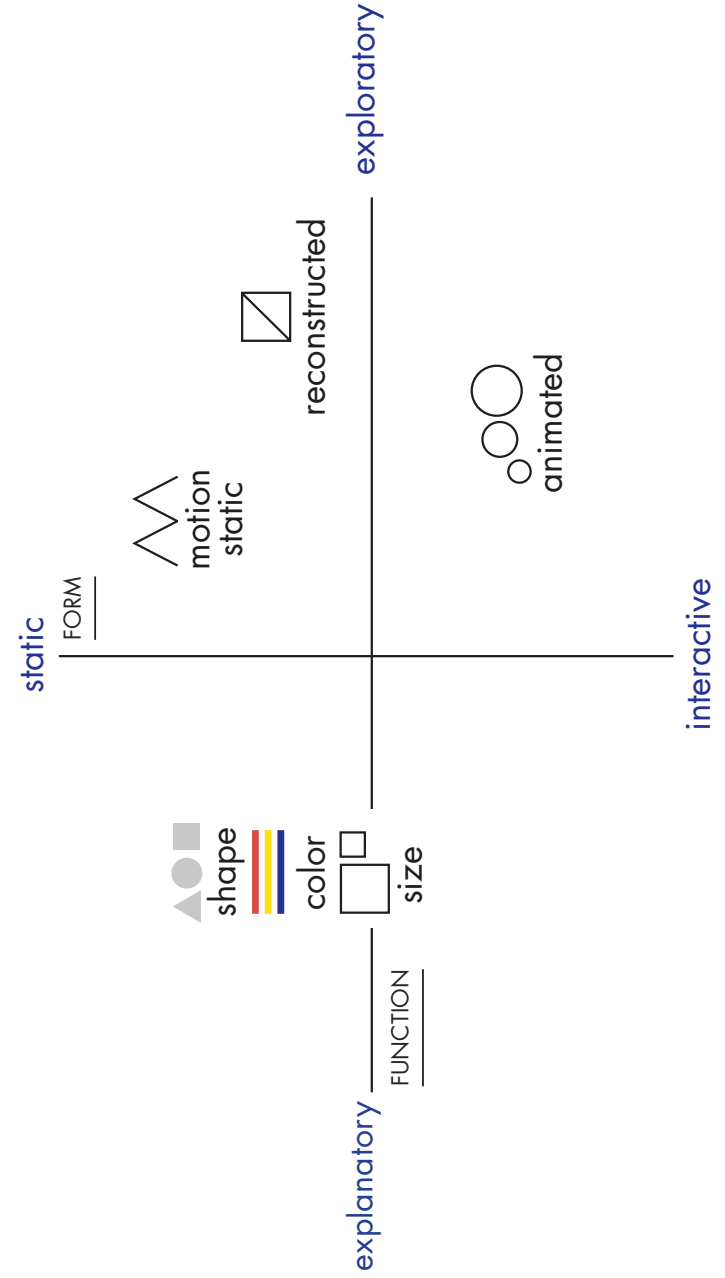
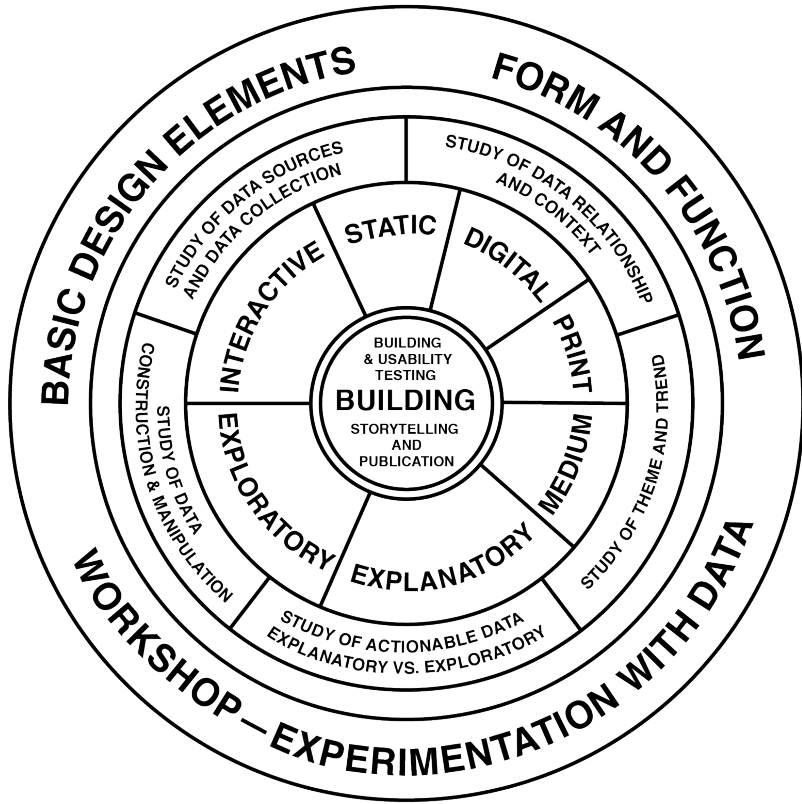
How much of_____?

4

**construction
and manipulation**

5

**build
and publishing**



When you finish your data visualization, take a picture and share with Thi and Stephanie!

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- **Useful Links**

nycfoodiverse.com
okela.org/es/red

Tweets map: *omnisci.com/demos/tweetmap*

Big Data in Higher Ed
bigdata-madesimple.com/how-higher-education-can-put-data-visualization-to-work

Dear Data: *dear-data.com*

Data Driven Design (Adobe Blog)
theblog.adobe.com/the-importance-of-data-in-design

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#dessaudataviz

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thank

