

SUPPLEMENTAL MATERIAL FOR

WHAT MAKES A VISUALIZATION MEMORABLE?

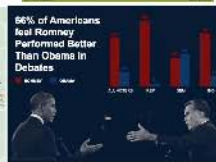
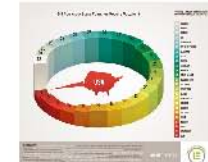
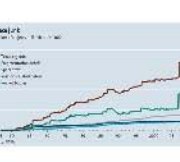
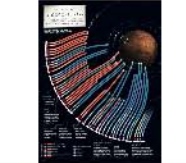
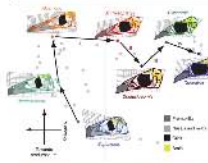
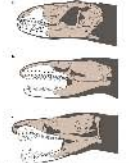
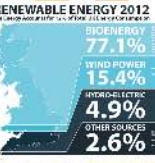
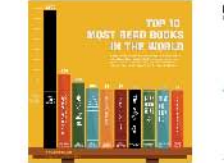
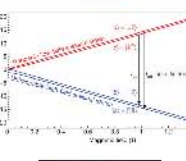
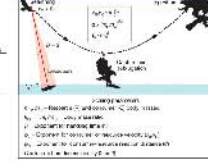
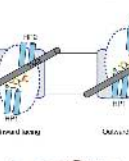
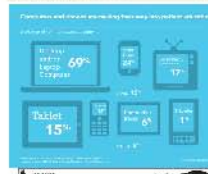
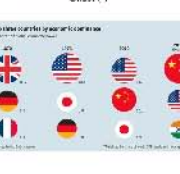
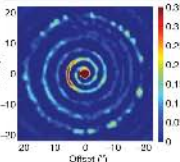
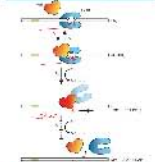
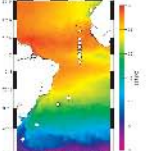
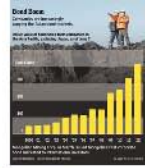
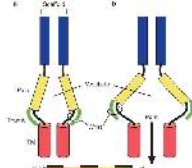
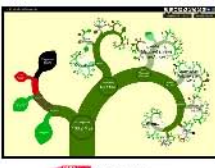
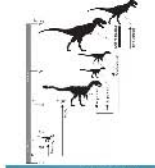
MICHELLE A. BORKIN, AZALEA A. VO, ZOYA GAVRILOV, PHILLIP ISOLA, SHASHANK SUNKAVALLI, AUDE OLIVA, AND
HANSPETER PFISTER

THIS PDF CONTAINS:

MOST AND LEAST MEMORABLE IMAGE PANELS

&

VISUALIZATION TAXONOMY



Multiple factors influence demand and production (Figure 8.1)

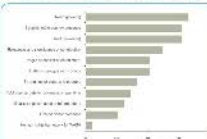


Figure 8.1 Factors influencing demand and production (Figure 8.1)

Developed and developing countries: the impact of population growth

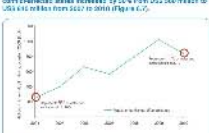
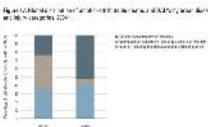


Figure 8.2 The impact of population growth on demand and production (Figure 8.2)

Country	Population (2010)	Population (2050)	Population Growth (%)
USA	300	350	16.7
China	1300	1400	7.7
India	1100	1400	27.3
Japan	125	110	-12.0
Germany	80	75	-6.3
UK	60	58	-3.3
France	65	63	-3.1
Italy	60	55	-8.3
Spain	45	42	-6.7
Canada	35	38	8.6
Australia	22	25	13.6
South Africa	45	55	22.2
Brazil	170	200	17.6
Argentina	40	45	12.5
Chile	15	18	20.0
Colombia	40	50	25.0
Peru	25	30	20.0
Venezuela	25	30	20.0
Mexico	100	120	20.0
South Korea	45	45	0.0
North Korea	25	25	0.0
Russia	140	135	-3.6
Poland	35	32	-9.1
Czech Republic	10	9	-10.0
Slovakia	5	4	-20.0
Hungary	10	9	-10.0
Croatia	4	3	-25.0
Slovenia	2	2	0.0
Ukraine	45	40	-11.1
Belarus	9	8	-11.1
Lithuania	3	2	-33.3
Latvia	2	1	-50.0
Estonia	1	1	0.0
Finland	5	5	0.0
Sweden	9	9	0.0
Norway	4	4	0.0
Denmark	5	5	0.0
Iceland	0.3	0.3	0.0
Ireland	4	4	0.0
Portugal	10	10	0.0
Greece	11	11	0.0
Turkey	70	80	14.3
Iran	70	80	14.3
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Peru	25	30	20.0
Venezuela	25	30	20.0
Mexico	100	120	20.0
South Korea	45	45	0.0
North Korea	25	25	0.0
Russia	140	135	-3.6
Poland	35	32	-9.1
Czech Republic	10	9	-10.0
Slovakia	5	4	-20.0
Hungary	10	9	-10.0
Croatia	4	3	-25.0
Slovenia	2	2	0.0
Ukraine	45	40	-11.1
Belarus	9	8	-11.1
Lithuania	3	2	-33.3
Latvia	2	1	-50.0
Estonia	1	1	0.0
Finland	5	5	0.0
Sweden	9	9	0.0
Norway	4	4	0.0
Denmark	5	5	0.0
Iceland	0.3	0.3	0.0
Ireland	4	4	0.0
Portugal	10	10	0.0
Greece	11	11	0.0
Turkey	70	80	14.3
Iran	70	80	14.3



Country	Population (2010)	Population (2050)	Population Growth (%)
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Germany	80	75	-6.3
UK	60	58	-3.3
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South Korea	45	45	0.0
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Czech Republic	10	9	-10.0
Slovakia	5	4	-20.0
Hungary	10	9	-10.0
Croatia	4	3	-25.0
Slovenia	2	2	0.0
Ukraine	45	40	-11.1
Belarus	9	8	-11.1
Lithuania	3	2	-33.3
Latvia	2	1	-50.0
Estonia	1	1	0.0
Finland	5	5	0.0
Sweden	9	9	0.0
Norway	4	4	0.0
Denmark	5	5	0.0
Iceland	0.3	0.3	0.0
Ireland	4	4	0.0
Portugal	10	10	0.0
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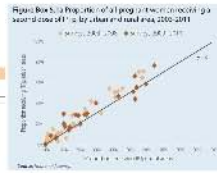


Figure 8.3 The impact of population growth on economic growth (Figure 8.3)

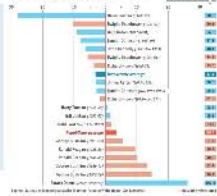


Figure 8.4 The impact of population growth on economic growth (Figure 8.4)

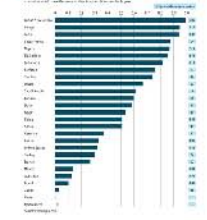


Figure 8.5 The impact of population growth on economic growth (Figure 8.5)

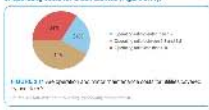
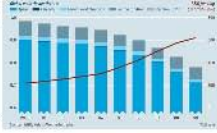


Figure 8.6 The impact of population growth on economic growth (Figure 8.6)



The Great Divide (Figure 8.7)

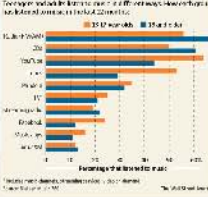


Figure 8.8 The impact of population growth on economic growth (Figure 8.8)

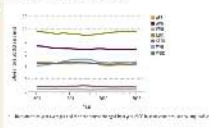


Figure 8.9 The impact of population growth on economic growth (Figure 8.9)

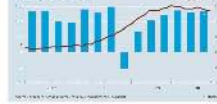


Figure 8.10 The impact of population growth on economic growth (Figure 8.10)

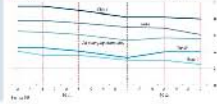


Figure 8.11 The impact of population growth on economic growth (Figure 8.11)

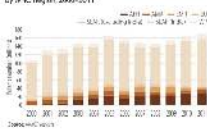


Table 8.1 The impact of population growth on economic growth (Table 8.1)

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France	65	63	-3.1
Italy	60	55	-8.3
Spain	45	42	-6.7
Canada	35	38	8.6
Australia	22	25	13.6
South Africa	45	55	22.2
Brazil	170	200	17.6
Argentina	40	45	12.5
Chile	15	18	20.0
Colombia	40	50	25.0
Peru	25	30	20.0
Venezuela	25	30	20.0
Mexico	100	120	20.0
South Korea	45	45	0.0
North Korea	25	25	0.0
Russia	140	135	-3.6
Poland	35	32	-9.1
Czech Republic	10	9	-10.0
Slovakia	5	4	-20.0
Hungary	10	9	-10.0
Croatia	4	3	-25.0
Slovenia	2	2	0.0
Ukraine	45	40	-11.1
Belarus	9	8	-11.1
Lithuania	3	2	-33.3
Latvia	2	1	-50.0
Estonia	1	1	0.0
Finland	5	5	0.0
Sweden	9	9	0.0
Norway	4	4	0.0
Denmark	5	5	0.0
Iceland	0.3	0.3	0.0
Ireland	4	4	0.0
Portugal	10	10	0.0
Greece	11	11	0.0
Turkey	70	80	14.3
Iran	70	80	14.3

Figure 8.12 The impact of population growth on economic growth (Figure 8.12)

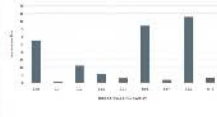


Figure 8.13 The impact of population growth on economic growth (Figure 8.13)



Figure 8.14 The impact of population growth on economic growth (Figure 8.14)

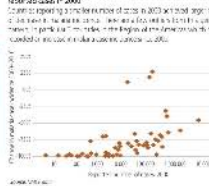


Figure 8.15 The impact of population growth on economic growth (Figure 8.15)

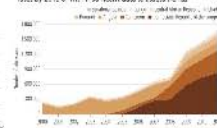


Figure 8.16 The impact of population growth on economic growth (Figure 8.16)

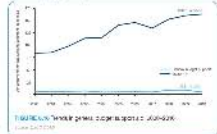


Figure 8.17 The impact of population growth on economic growth (Figure 8.17)

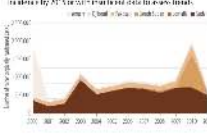


Figure 8.18 The impact of population growth on economic growth (Figure 8.18)

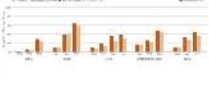


Figure 8.19 The impact of population growth on economic growth (Figure 8.19)

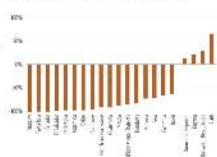


Figure 8.20 The impact of population growth on economic growth (Figure 8.20)

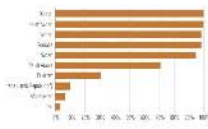


Figure 8.21 The impact of population growth on economic growth (Figure 8.21)

Country	Population (2010)	Population (2050)	Population Growth (%)
USA	300	350	16.7
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Italy	60	55	-8.3
Spain	45	42	-6.7
Canada	35	38	8.6
Australia	22	25	13.6
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Brazil	170	200	17.6
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Chile	15	18	20.0
Colombia	40	50	25.0
Peru	25	30	20.0
Venezuela	25	30	20.0
Mexico	100	120	20.0
South Korea	45	45	0.0
North Korea	25	25	0.0
Russia	140	135	-3.6
Poland	35	32	-9.1
Czech Republic	10	9	-10.0
Slovakia	5	4	-20.0
Hungary	10	9	-10.0
Croatia	4	3	-25.0
Slovenia	2	2	0.0
Ukraine	45	40	-11.1
Belarus	9	8	-11.1
Lithuania	3	2	-33.3
Latvia	2	1	-50.0
Estonia	1	1	0.0
Finland	5	5	0.0
Sweden	9	9	0.0
Norway	4	4	0.0
Denmark	5	5	0.0
Iceland	0.3	0.3	0.0
Ireland	4	4	0.0
Portugal	10	10	0.0
Greece	11	11	0.0
Turkey	70	80	14.3
Iran	70	80	14.3

Figure 8.22 The impact of population growth on economic growth (Figure 8.22)

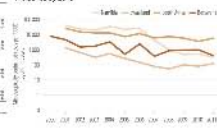


Figure 8.23 The impact of population growth on economic growth (Figure 8.23)

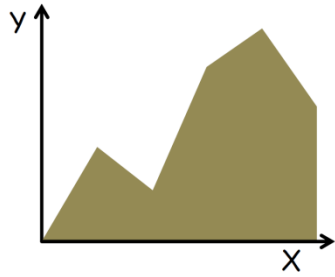
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North Korea	25	25	0.0
Russia	140	135	-3.6
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Czech Republic	10	9	-10.0
Slovakia	5	4	-20.0
Hungary	10	9	-10.0
Croatia	4	3	-25.0
Slovenia	2	2	0.0
Ukraine	45	40	-11.1
Belarus	9	8	-11.1
Lithuania	3	2	-33.3
Latvia	2	1	-50.0
Estonia	1	1	0.0
Finland	5	5	0.0
Sweden	9	9	0.0
Norway	4	4	0.0
Denmark	5	5	0.0
Iceland	0.3	0.3	0.0
Ireland	4	4	0.0
Portugal	10	10	0.0
Greece	11	11	0.0
Turkey	70	80	14.3
Iran	70	80	14.3

Figure 8.24 The impact of population growth on economic growth (Figure 8.24)

Country	Population (2010)	Population (2050)	Population Growth (%)
USA	300	350	16.7
China	1300	1400	7.7
India	1100		

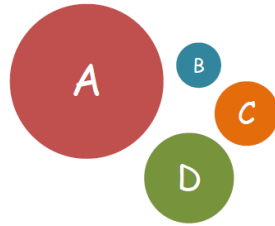
Area

Area Chart

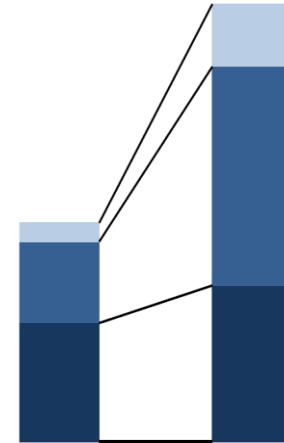


Proportional Area Chart

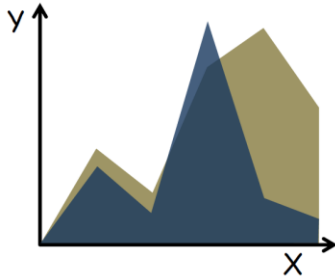
Aligned



Stacked and Linked



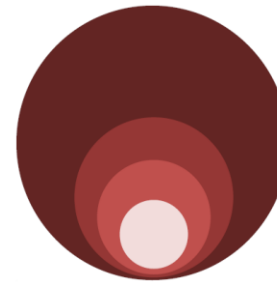
Overlapped Area Chart



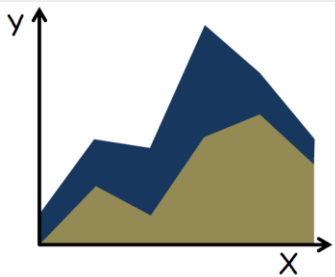
Centered



Overlapped



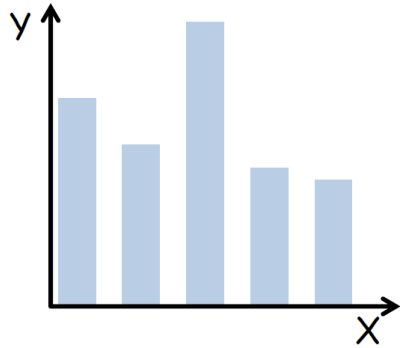
Stacked Area Chart



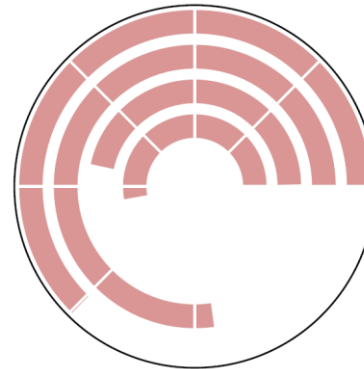
Bar

Bar Chart

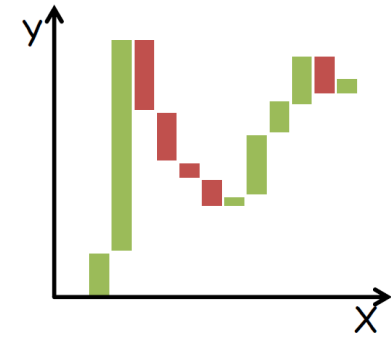
Bar Chart



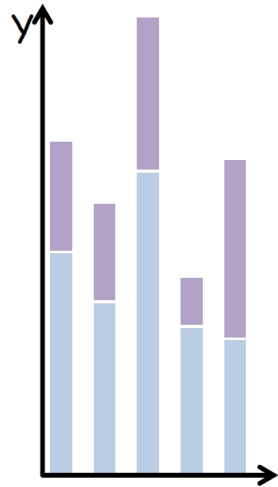
Circular Bar Chart



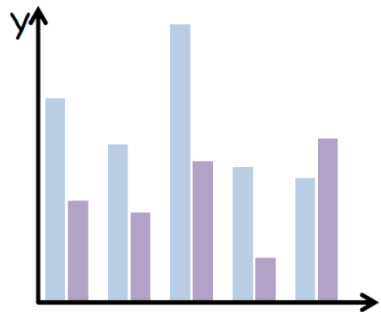
Waterfall Chart



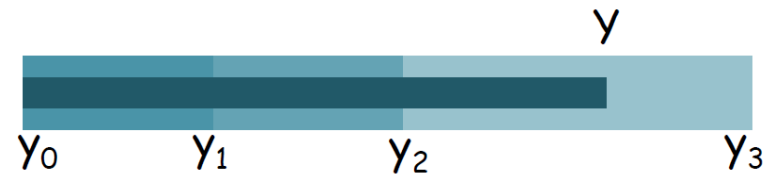
Stacked Bar Chart



Grouped Bar Chart

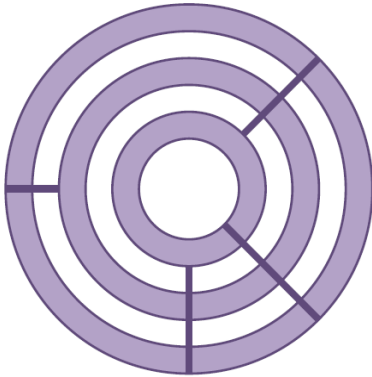


Bullet Graph



Circle

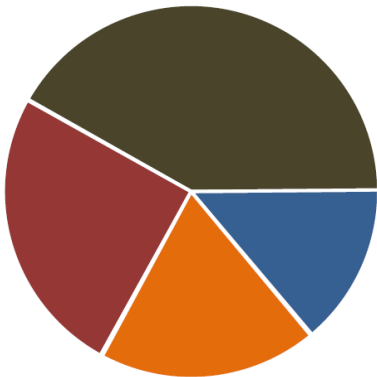
Belt Chart



Donut Chart



Pie Chart



Sector Graph



Diagram

Flow Chart

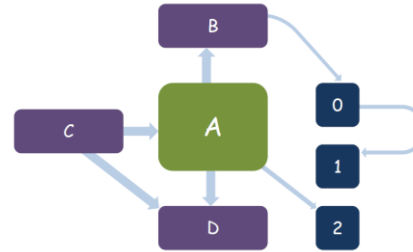
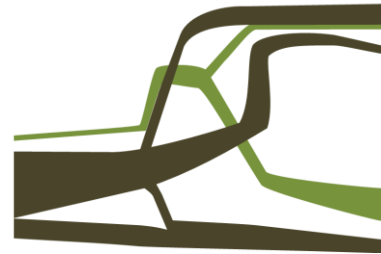


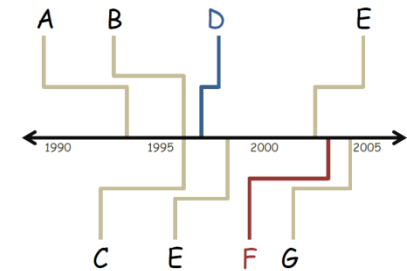
Illustration (or Rendering)



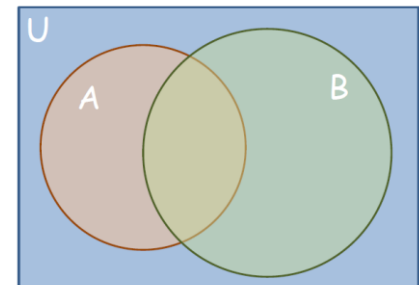
Sankey Diagram



Timeline

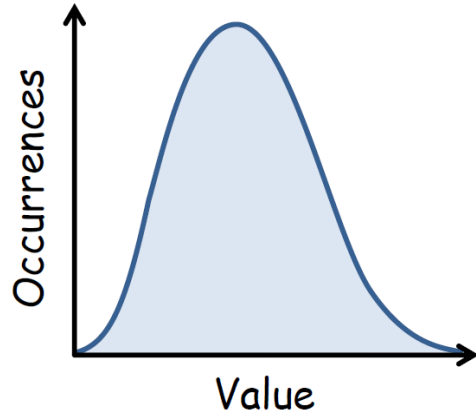


Venn Diagram

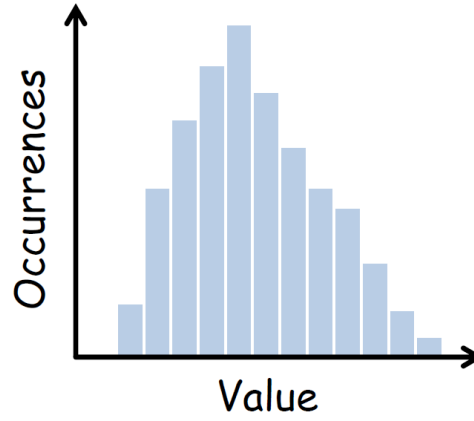


Distribution

Distribution Curve



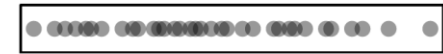
Histogram



Box-And-Whisker Plot



Point Graph



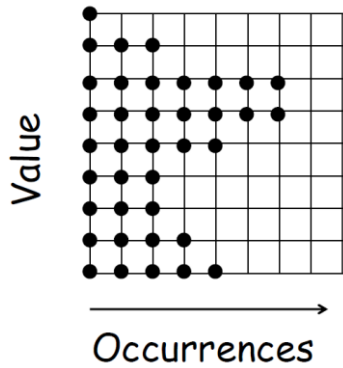
Value

Stripe Graph

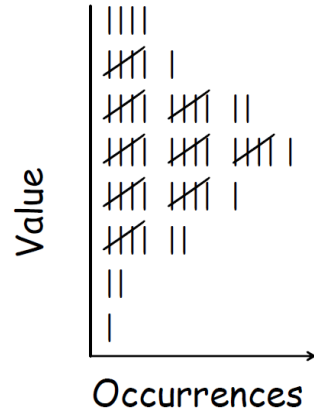


Value

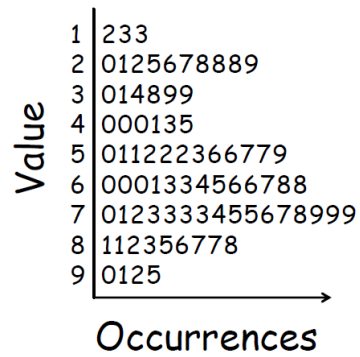
Dot Array



Tally Chart



Stem-And-Leaf Plot



Tree and Network (Graph)

Grid / Matrix

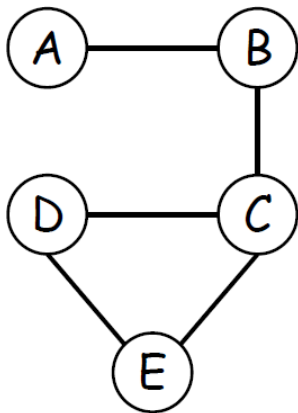
Tree and Network (Graph)

Hive Graph

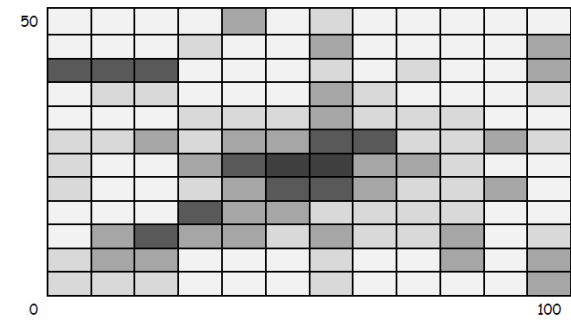
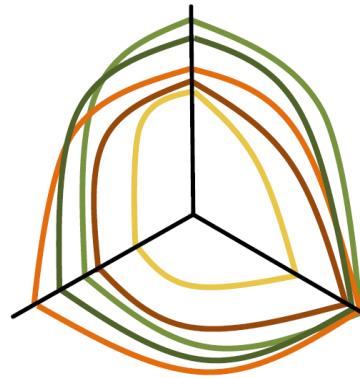
Heat Map

Graph

Matrix Representation



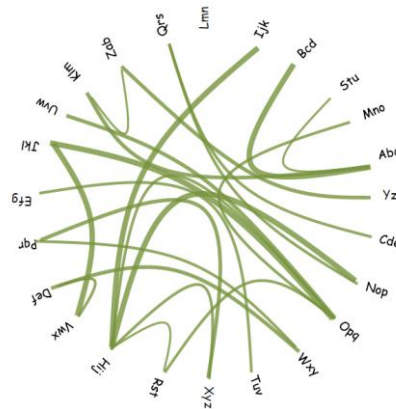
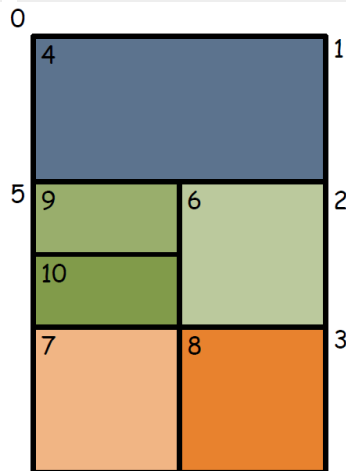
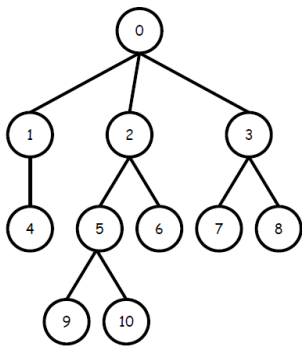
	A	B	C	D	E
A		█			
B	█		█		
C		█		█	█
D			█		█
E			█	█	



Tree

Treemap

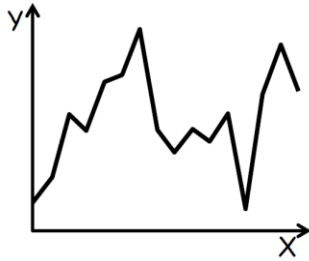
Hierarchical Edge Bundling



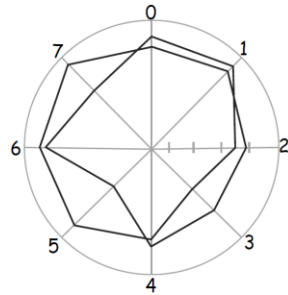
Line

Line Graph

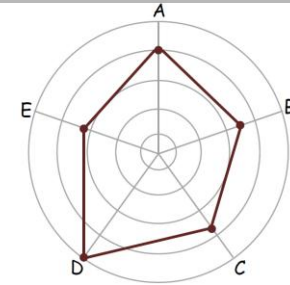
Line Graph



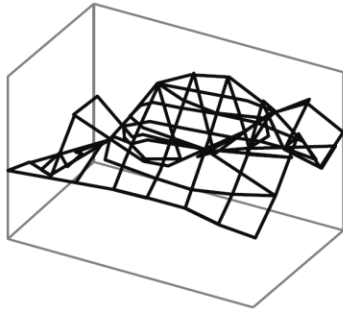
Circular Line Graph



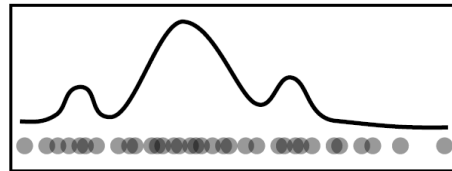
Star Plot



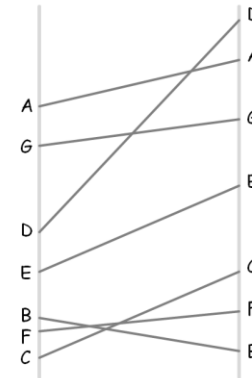
Surface Graph



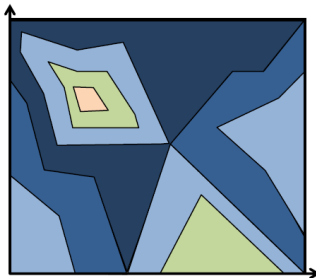
Density Plot



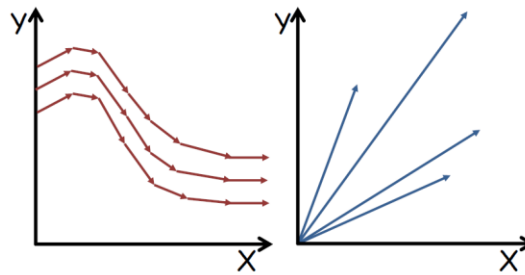
Slopegraph



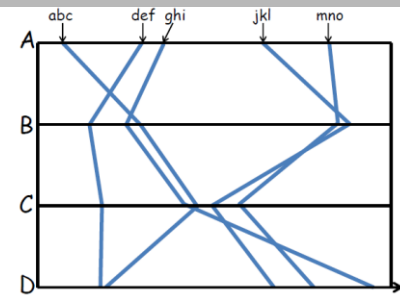
Surface Graph



Vector Graph



Parallel Coordinates



Map

Geographic Map



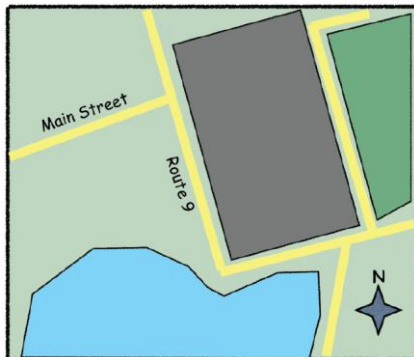
Flow Map



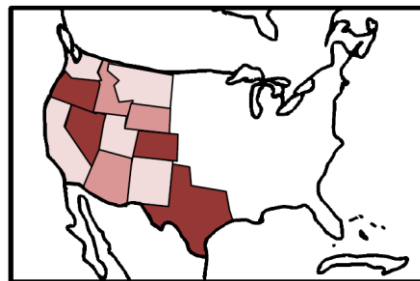
Geographic Map

Statistical Map

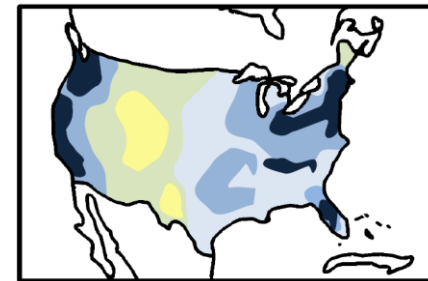
Street Map



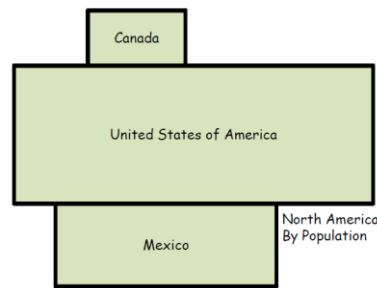
Choropleth Map



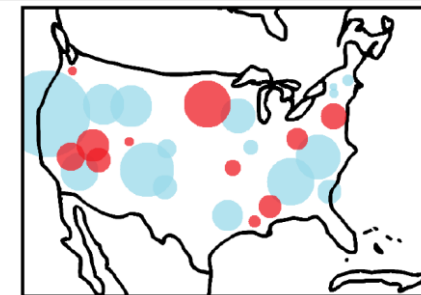
Contour Map (Isopleth)



Distorted Map (Cartogram)



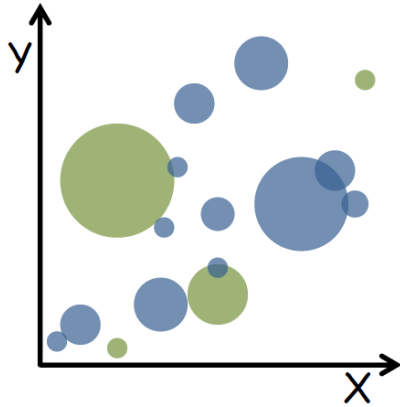
Statistical Plot Map



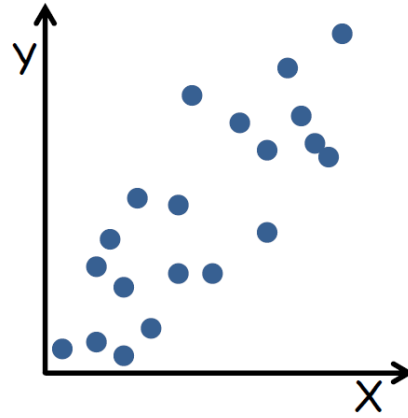
Point

Scatter Plot

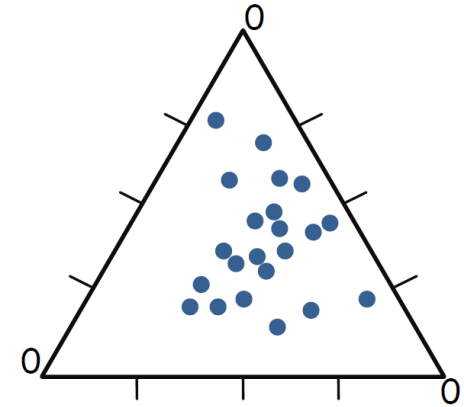
Bubble Chart



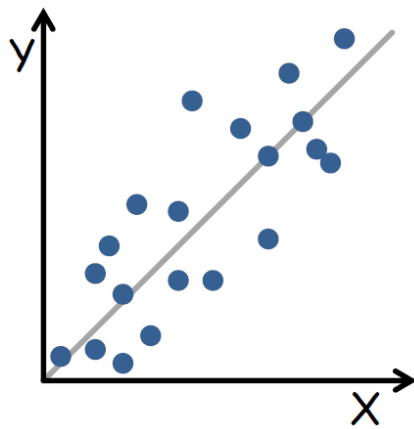
Scatter Plot



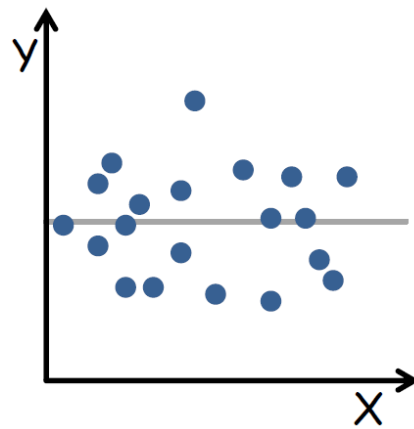
Trilinear Scatter Plot



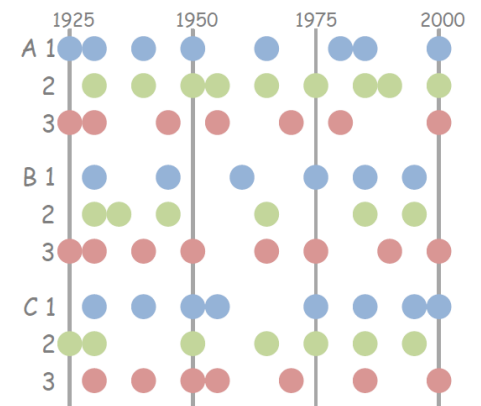
Trend Line



Residual Graph



Dot Plot



Table

Table

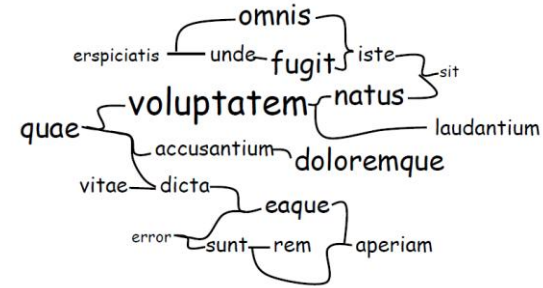
ABC	1234	X45
Category	543.2109	7%
Group	45.67	45%
Unit	9876	98%
Class	123.78	12%

Text Chart

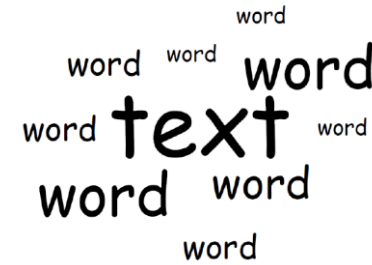
<p><i>Title</i></p> <ul style="list-style-type: none"> •Sed dignissim vehicula •Nisl quis congue •Sed vitae rhoncus odio •Integer at odio 	<p>Heading 1</p> <p>"Nunc aliquam turpis at tellus varius hendrerit. Ut nec magna tortor. Proin adipiscing dolor eget odio semper ut commodo lacus imperdiet."</p> <p>- Lorem</p>
<p>Heading 2</p> <p>Aenean tincidunt sem vel massa cursus non tempus quam auctor. In nisi mi, commodo sit.</p> <p>Amet rutrum vitae, fringilla non urna. Quisque sagittis ultrices sapien, quis posuere massa interdum quis.</p>	<p><i>Heading 3</i></p> <ul style="list-style-type: none"> ✓ Chart 1 ✓ Chart 2 ✓ Chart 3 ✓ Chart 4

Text Based

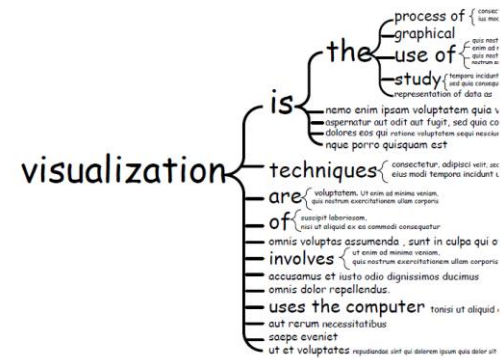
Phrase Net



Word Cloud



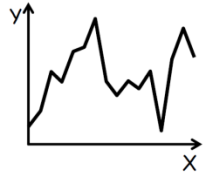
Word Tree



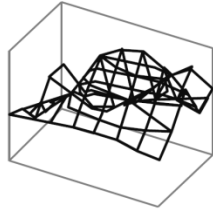
Properties

Dimensionality

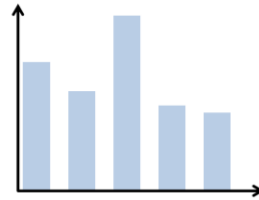
2D



3D



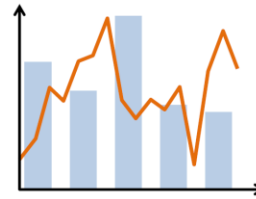
Single



Multiplicity

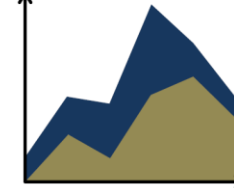
Multiple

Combination

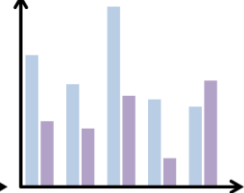


Grouped

Stacked Area Chart

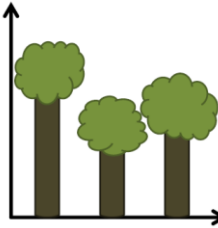


Grouped Bar Chart



Pictorial

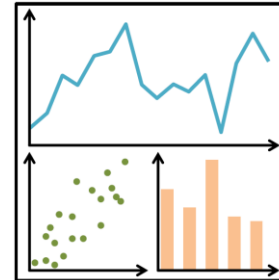
Pictorial Bar Chart



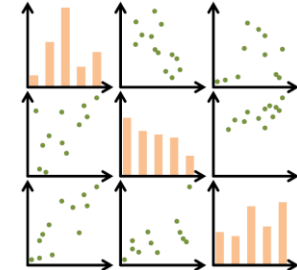
Pictorial Unit Chart



Multipanel

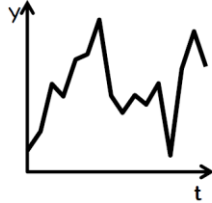


Small Multiples

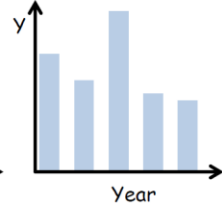


Time Component

Time Series



Bar Chart with Time



Timeline

