To Draw a Tree

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Motivation

Hierarchies

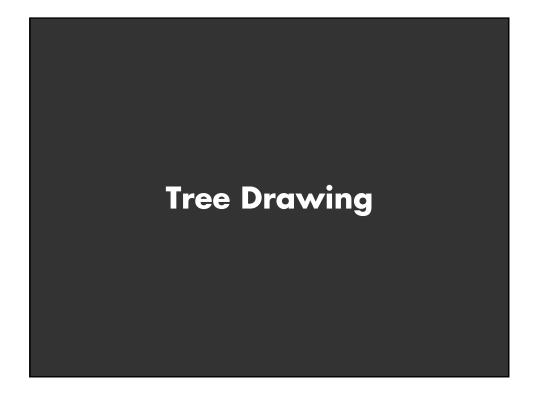
- File systems and web sites
- Organization charts
- Categorical classifications
- Similiarity and clustering

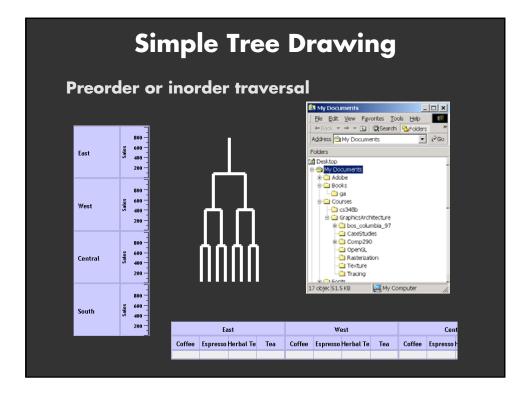
Branching processes

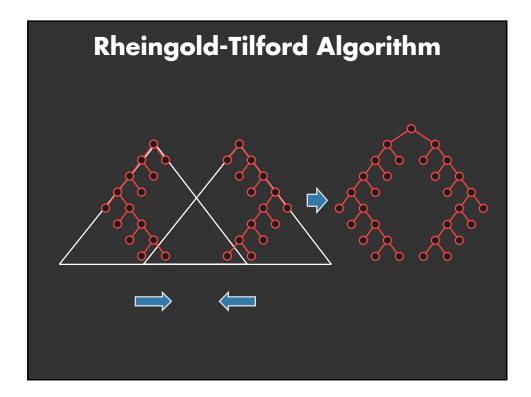
- Genealogy and lineages
- Phylogenetic trees

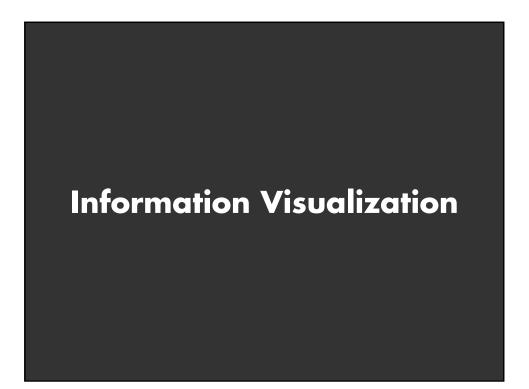
Decision processes

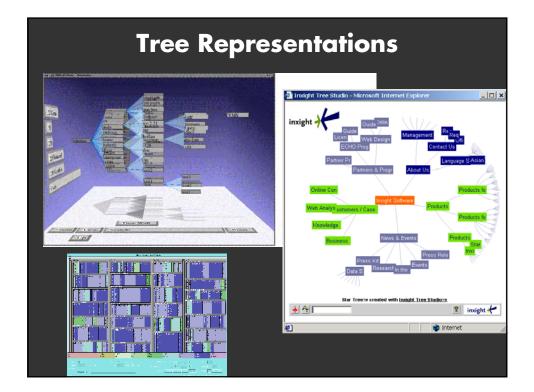
- Indices or search trees
- Decision trees
- Tournaments

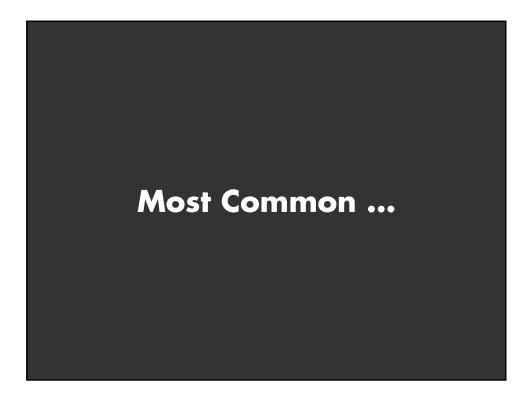


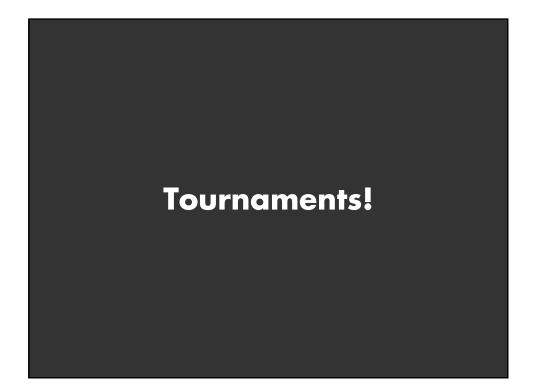


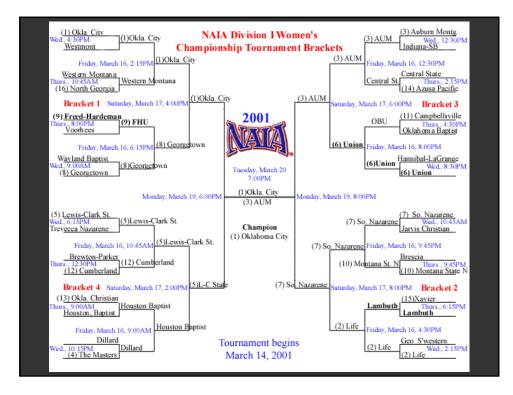


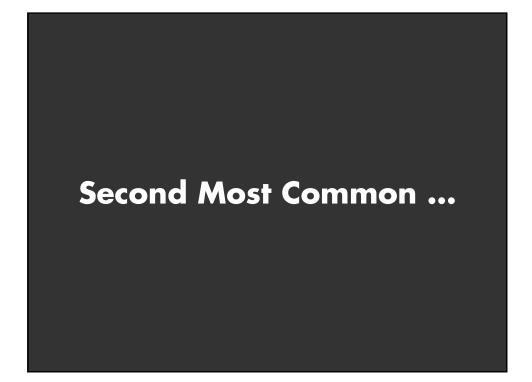


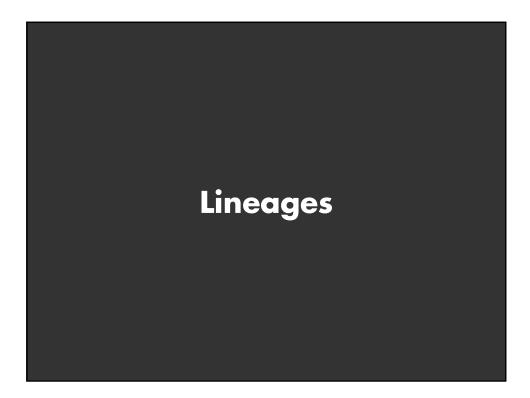


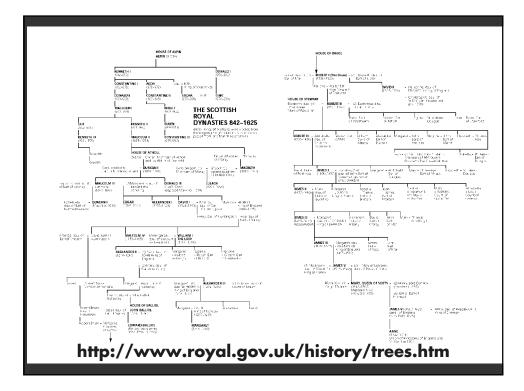


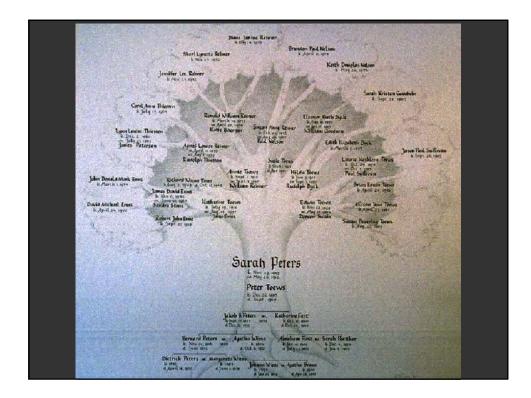




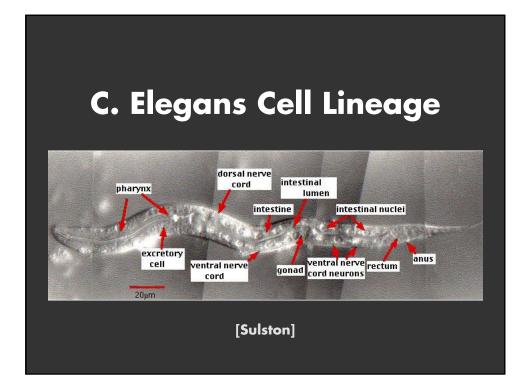


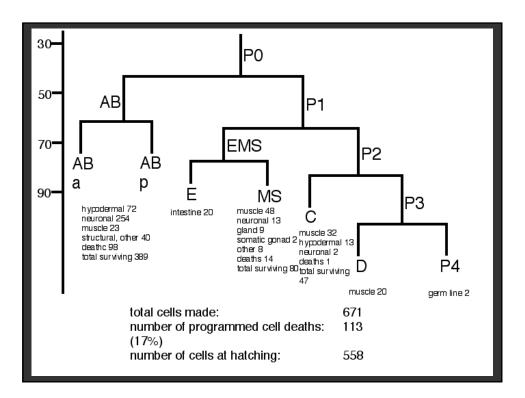


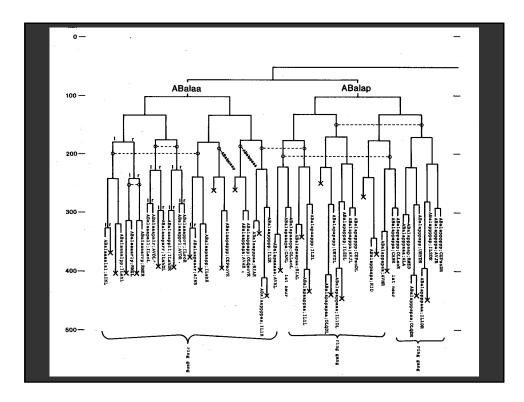


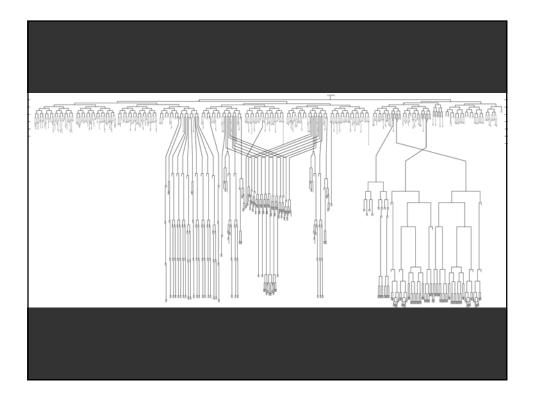


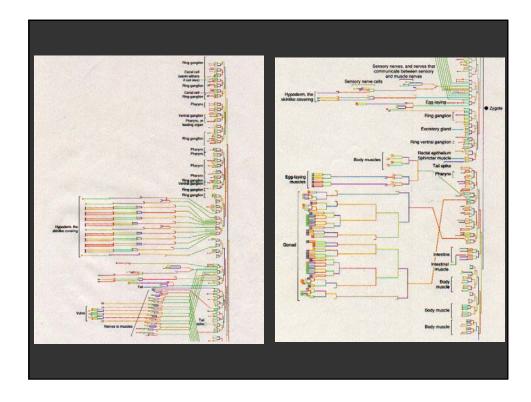


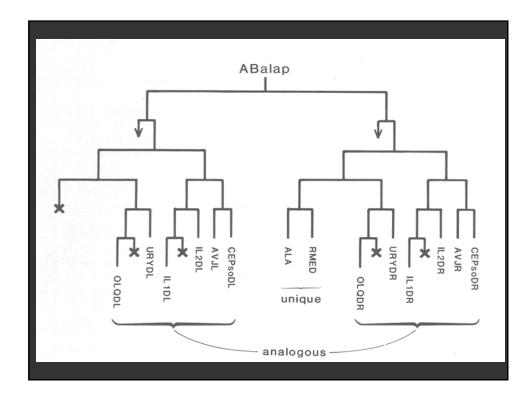


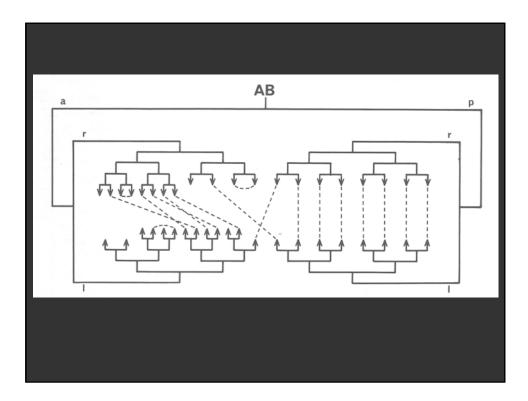


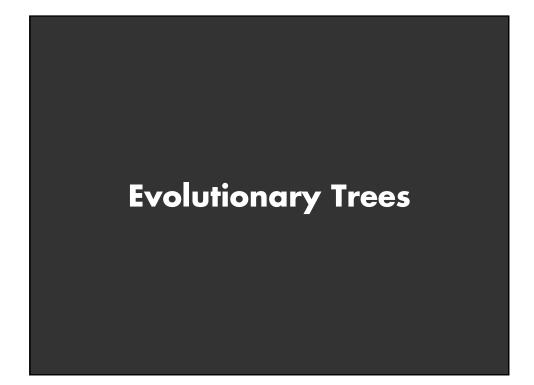




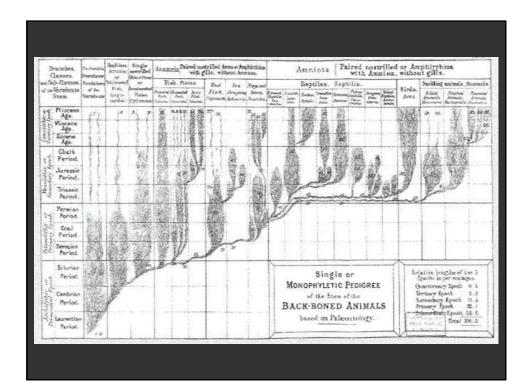


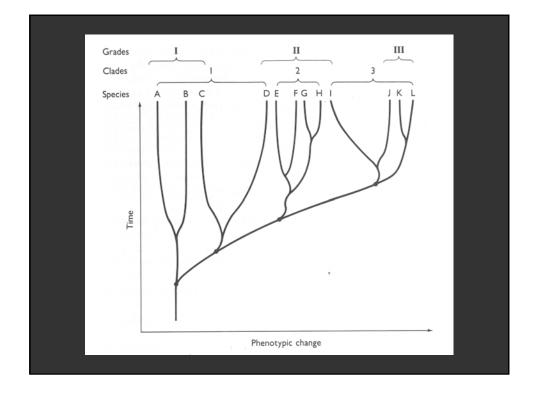


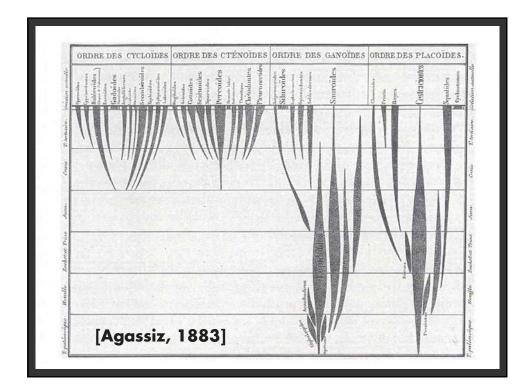


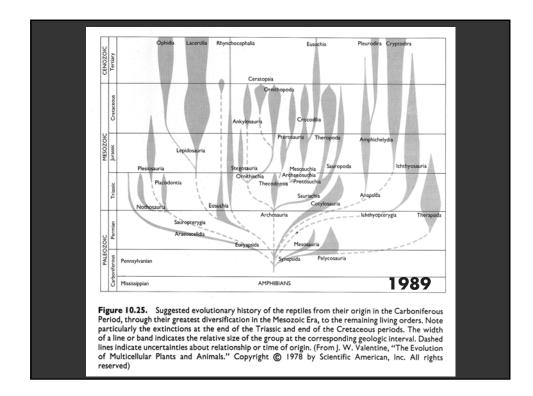


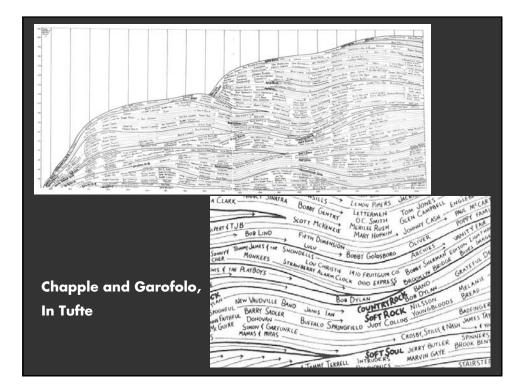
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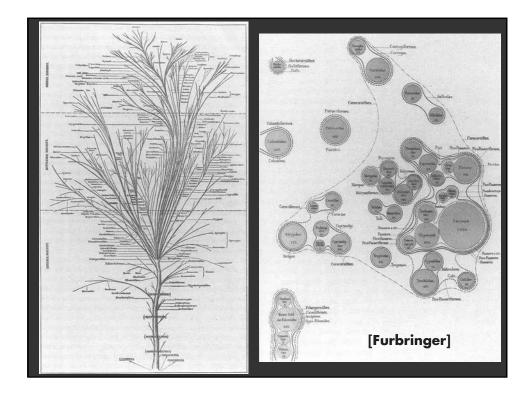


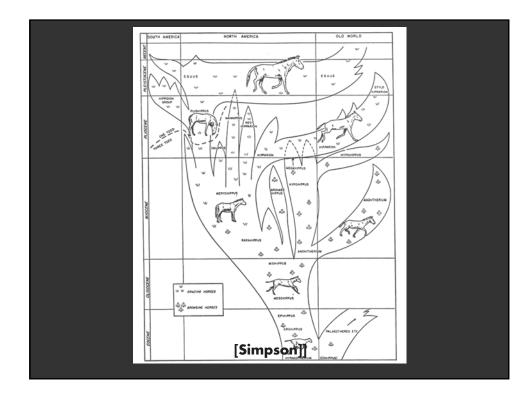


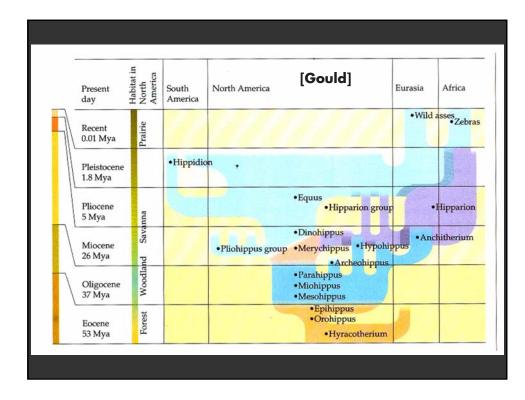


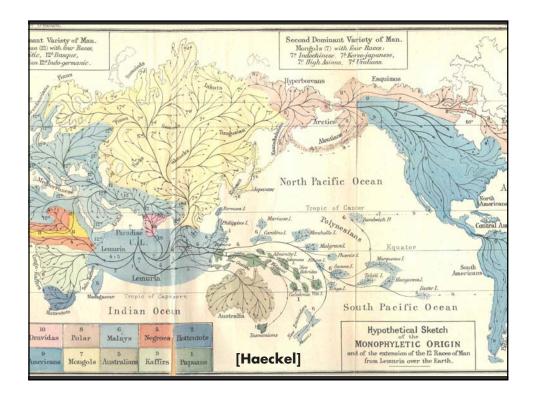


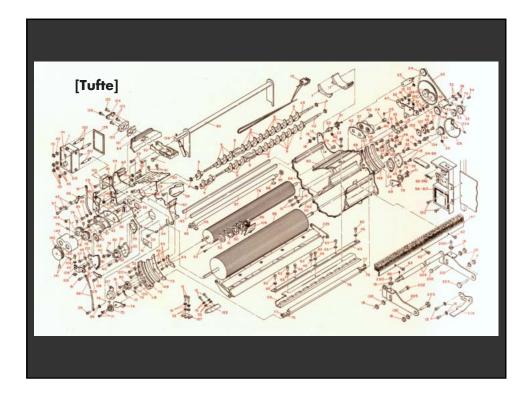


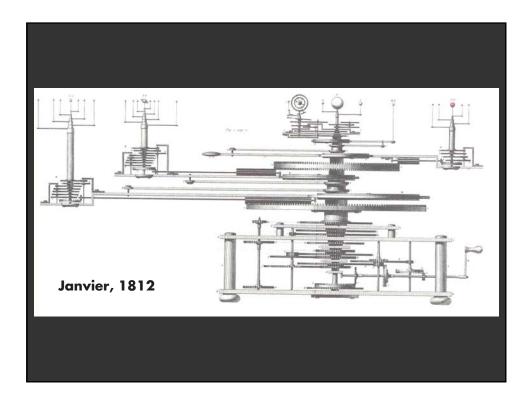


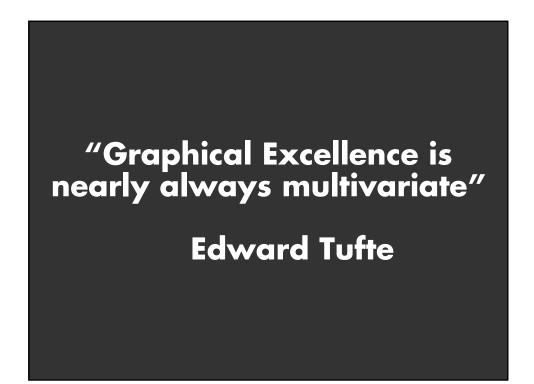






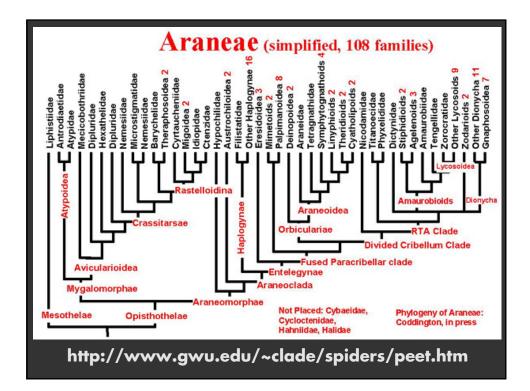


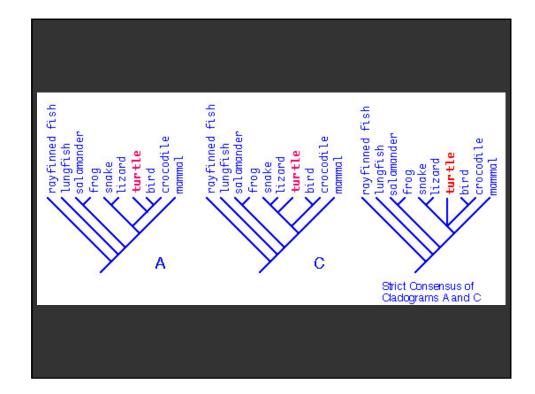


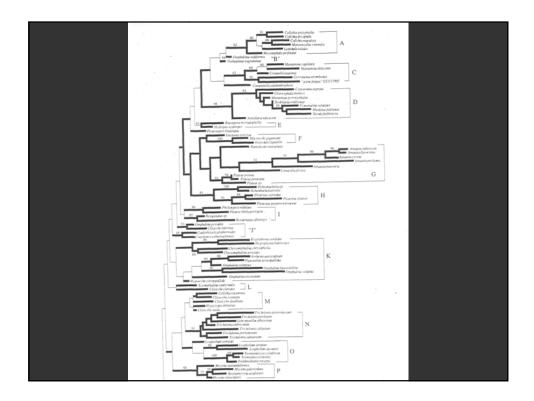


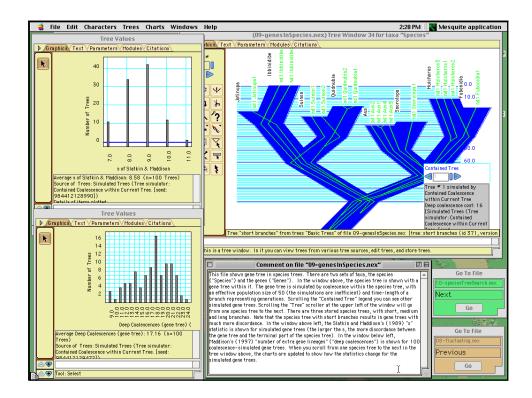


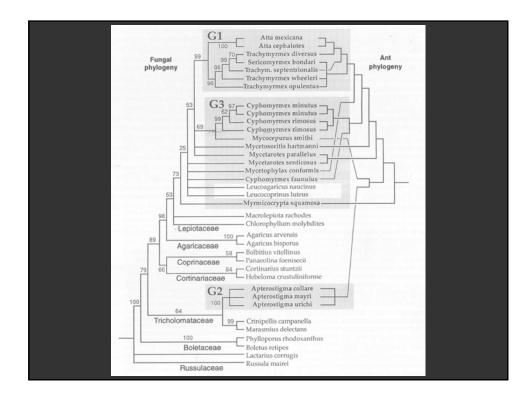


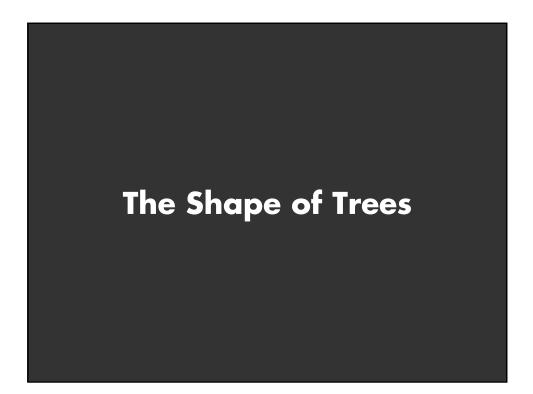


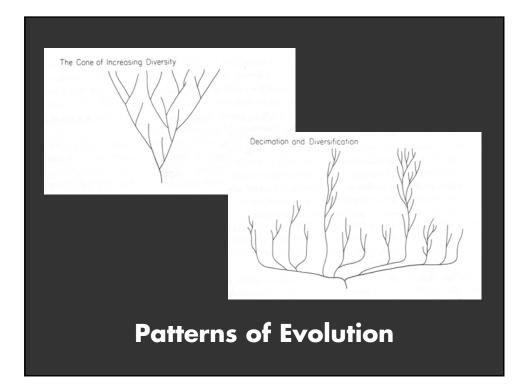


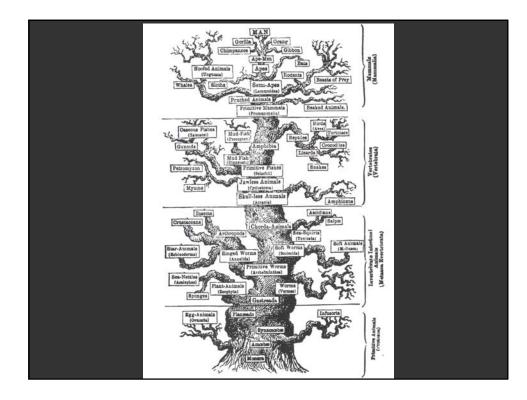




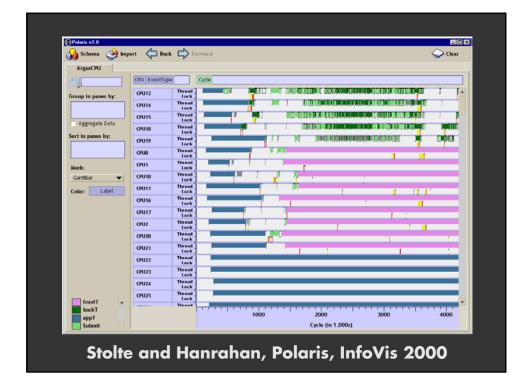


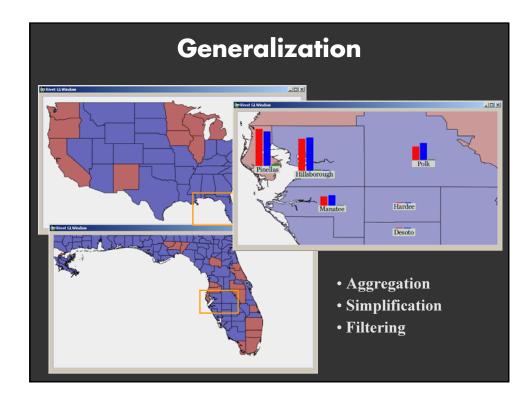


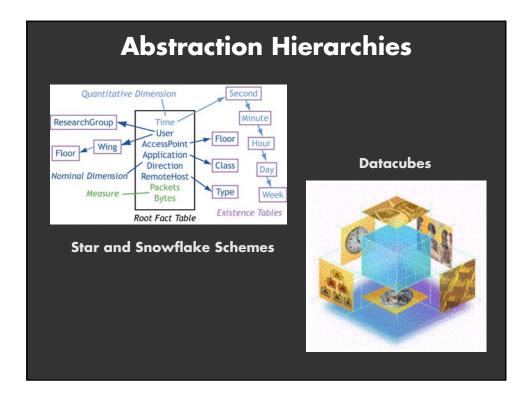


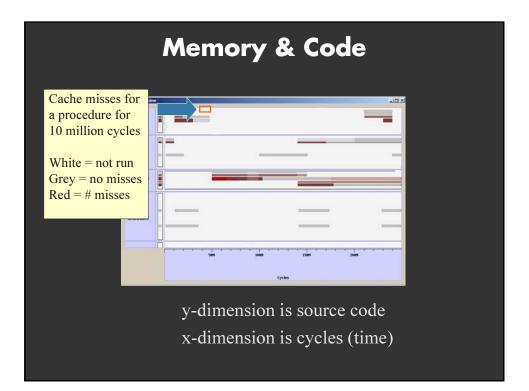


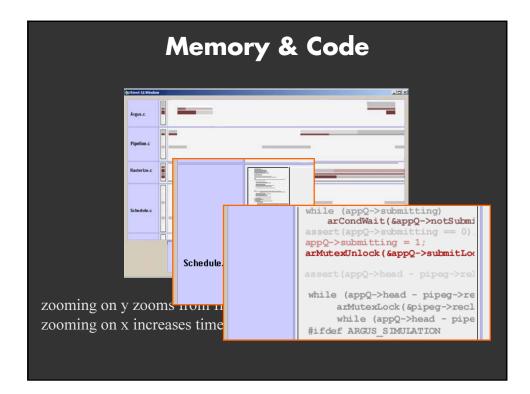


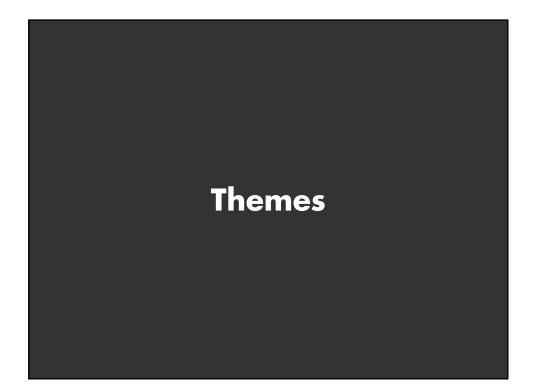












Cognitive Principles for Design

Congruence Principle: The structure and content of the external representation should correspond to the desired structure and content of the internal representation.

Apprehension Principle: The structure and content of the external representation should be readily and accurately perceived and comprehended.

[B. Tversky in press]

Metaphors

- Survey the space of designs
- Best metaphors have been refined over time (and have stood the test of time)
- Need to understand and appreciate what makes metaphors effective
- It takes both creativity and experience, algorithms and aesthetics, to create new metaphors. Often one element is lacking
- "Graphical excellence is multivariate," therefore mix your metaphors

Depiction

How to map information to graphics

- Central problem in visualization
- Formal systems needed
- Automation and composition
- Need high-level tools to make this easy

Key theorists: Bertin, Cleveland, Mackinlay, MacEachren, Wilkinson

Challenge

Best visualizations designed by humans

Computer mediated communication is becoming ubiquitous

Therefore: Visualizations are regressing

Challenge: Develop algorithms that produce high-quality, effective designs

Acknowledgements

Tamara Munzner Chris Stolte Diane Tang Maneesh Agrawala Barbara Tversky