

# WEEK 1

## WHAT VISUALIZATION IS

*Part three:*

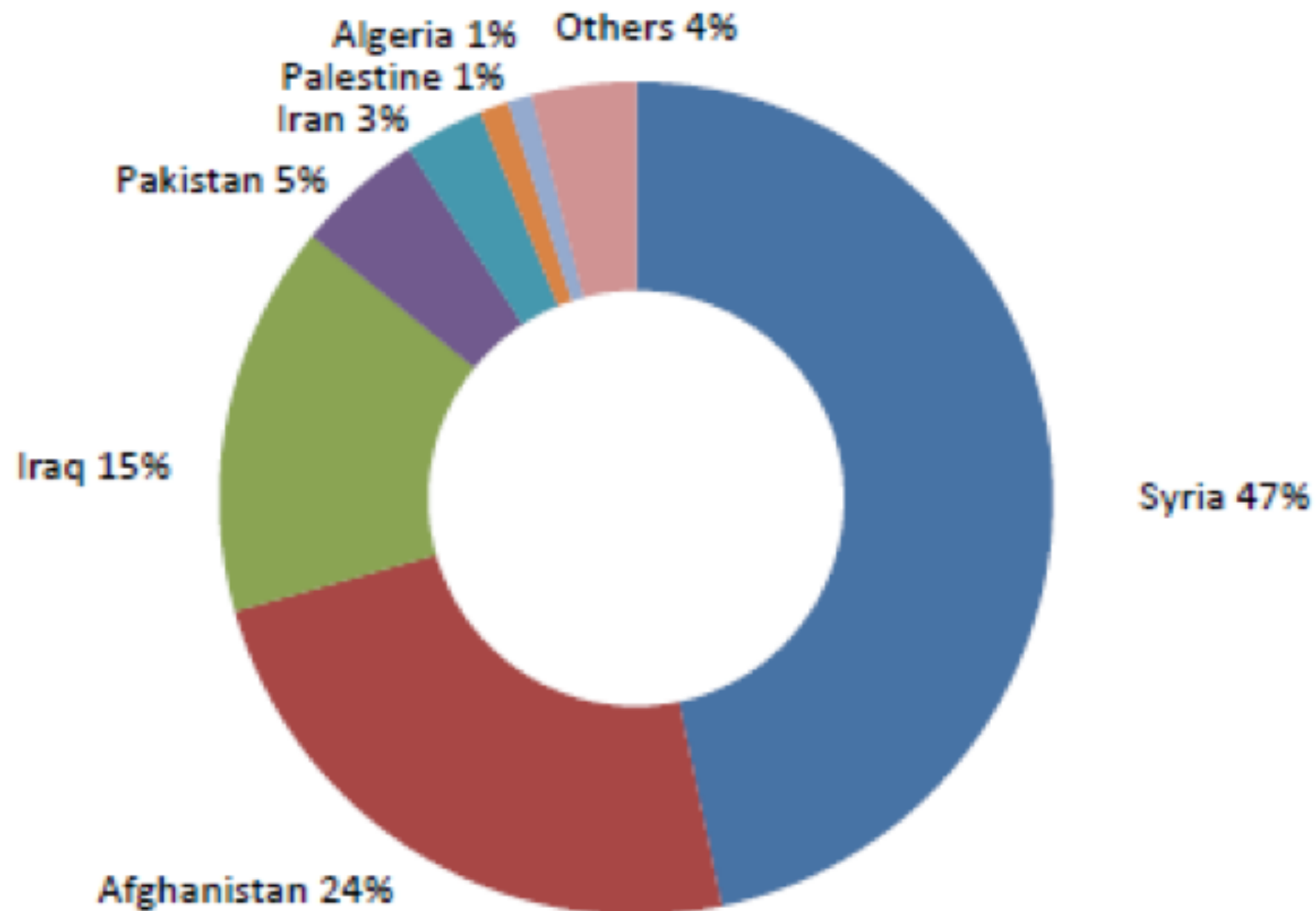
# identifying encodings

THE STYLE AND STRUCTURE  
OF A VISUALIZATION  
DEPEND ON ITS PURPOSE

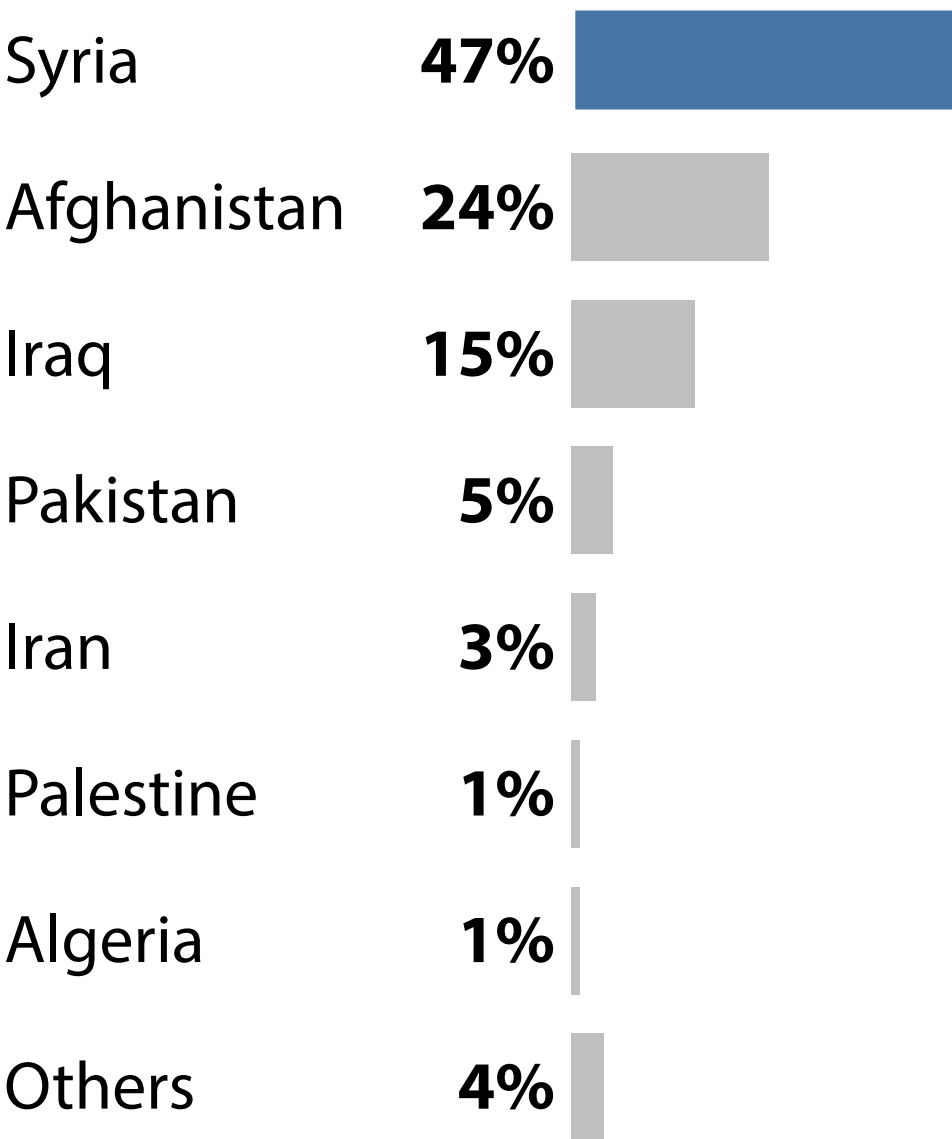
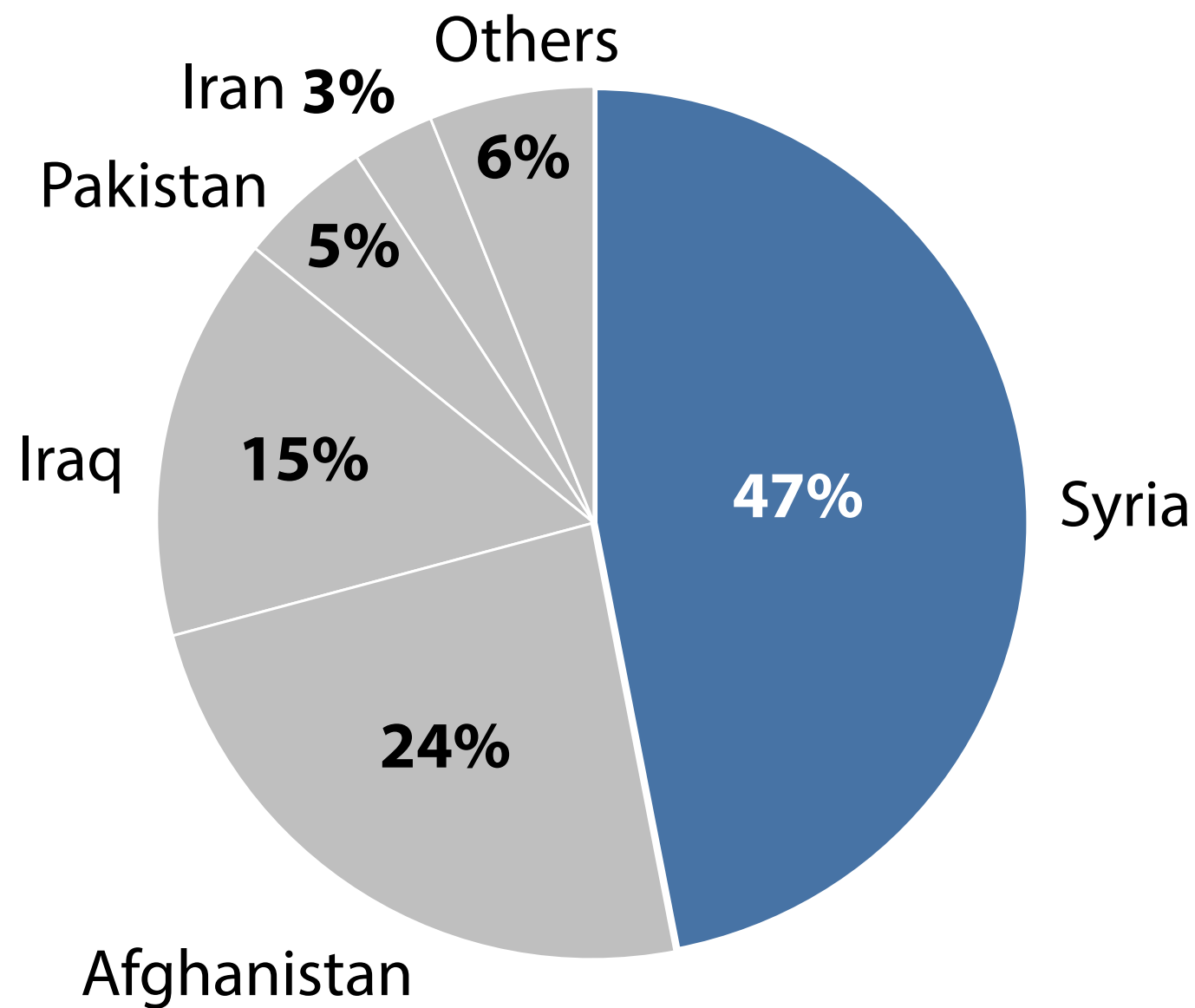
# EUROPEAN COMMISSION

Figure 2 - Main nationalities of arriving migrants – 2016

Greece



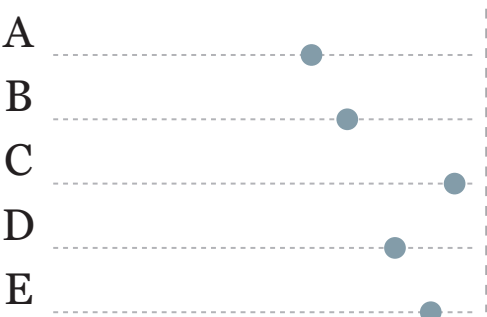
# EUROPEAN COMMISSION



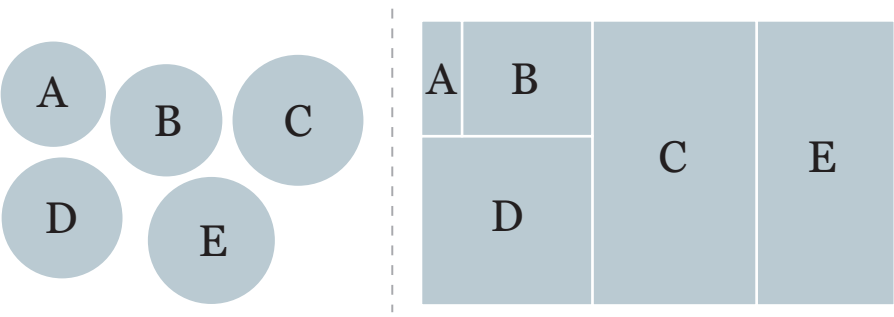
*Length or height*



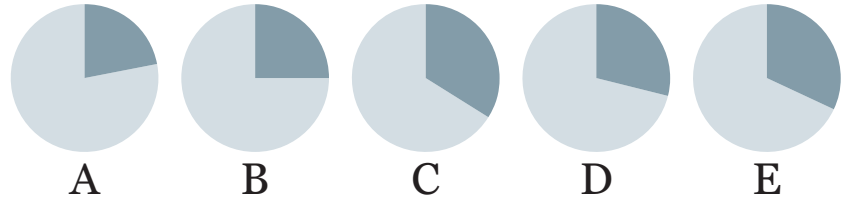
*Position*



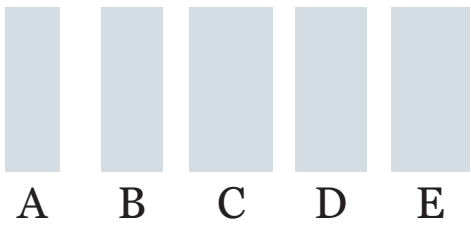
*Area*



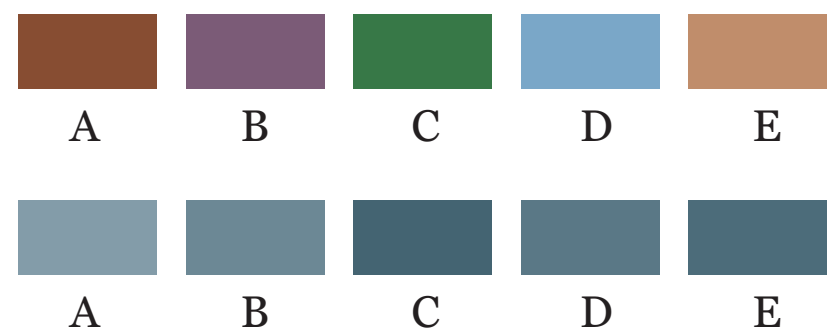
*Angle/area*



*Line weight*



*Hue and shade*



Figures represented  
in all these graphics:  
22%, 25%, 34%, 29%, 32%

Visual encoding

# What methods of encoding can you spot here?

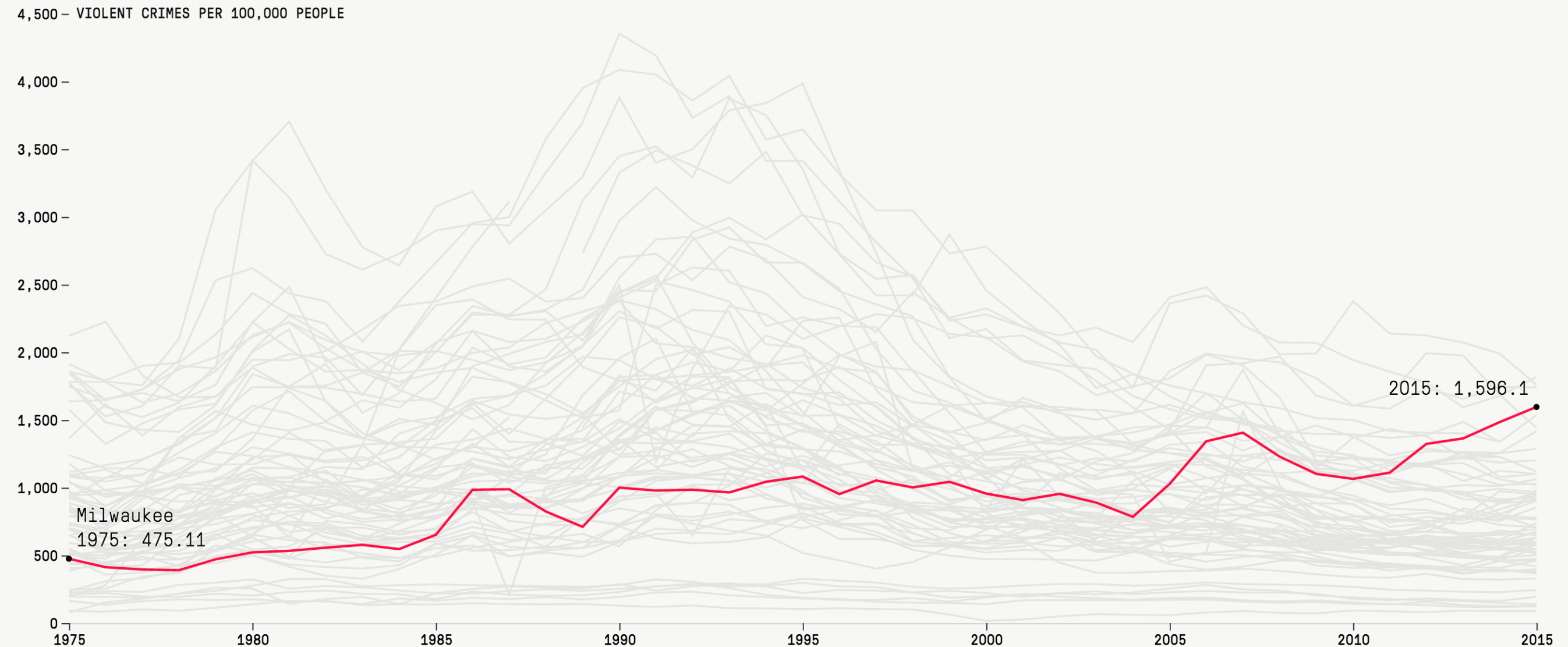
The **rate** of **violent crime** was up **236%** in **Milwaukee** between **1975** and 2015.

MILWAUKEE'S VIOLENT CLIMB

THE NEW YORK CITY DROP

BALTIMORE'S SPIKE

RANDOM



<https://www.themarshallproject.org/2016/08/18/crime-in-context#.Q2NYkV3mN>

The Marshall Project

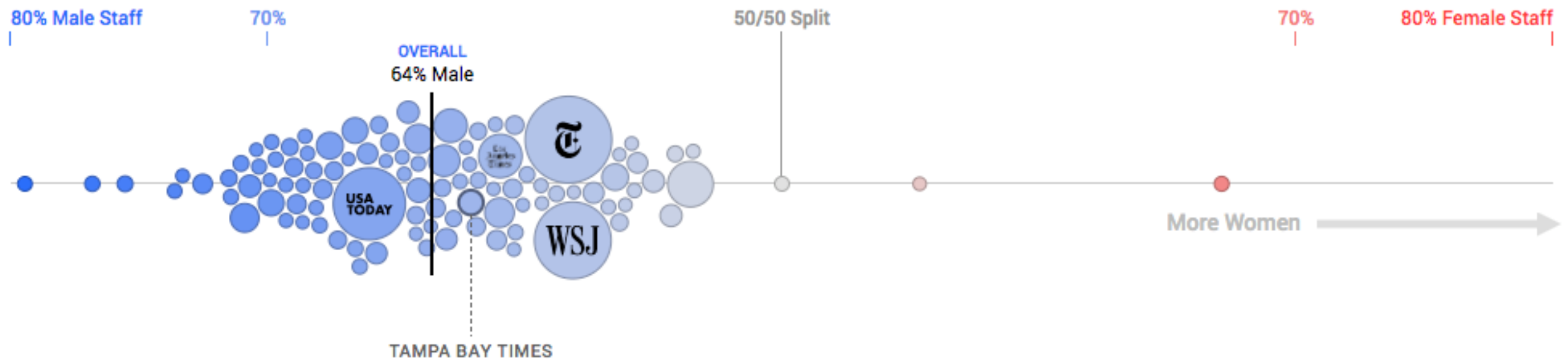
# What methods of encoding can you spot here?

AMERICAN SOCIETY of NEWS EDITORS

## The Diversity of US Newsrooms

The Newsroom Employment Diversity Survey measures the percentage of women and minorities working in newsrooms nationwide.

▶ Start Tour 1 2 3 4 5



In Partnership  
Google News Lab

FILTER

Gender

Race

Find a Newsroom

Source: ASNE Survey, 2017  
At least 50 staff

<https://polygraph-cool.github.io/asne/dev/>

## Polygraph for Google News Lab

# What methods of encoding can you spot here?

POLICY-ISH

## Maps Show A Dramatic Rise In Health Insurance Coverage Under ACA

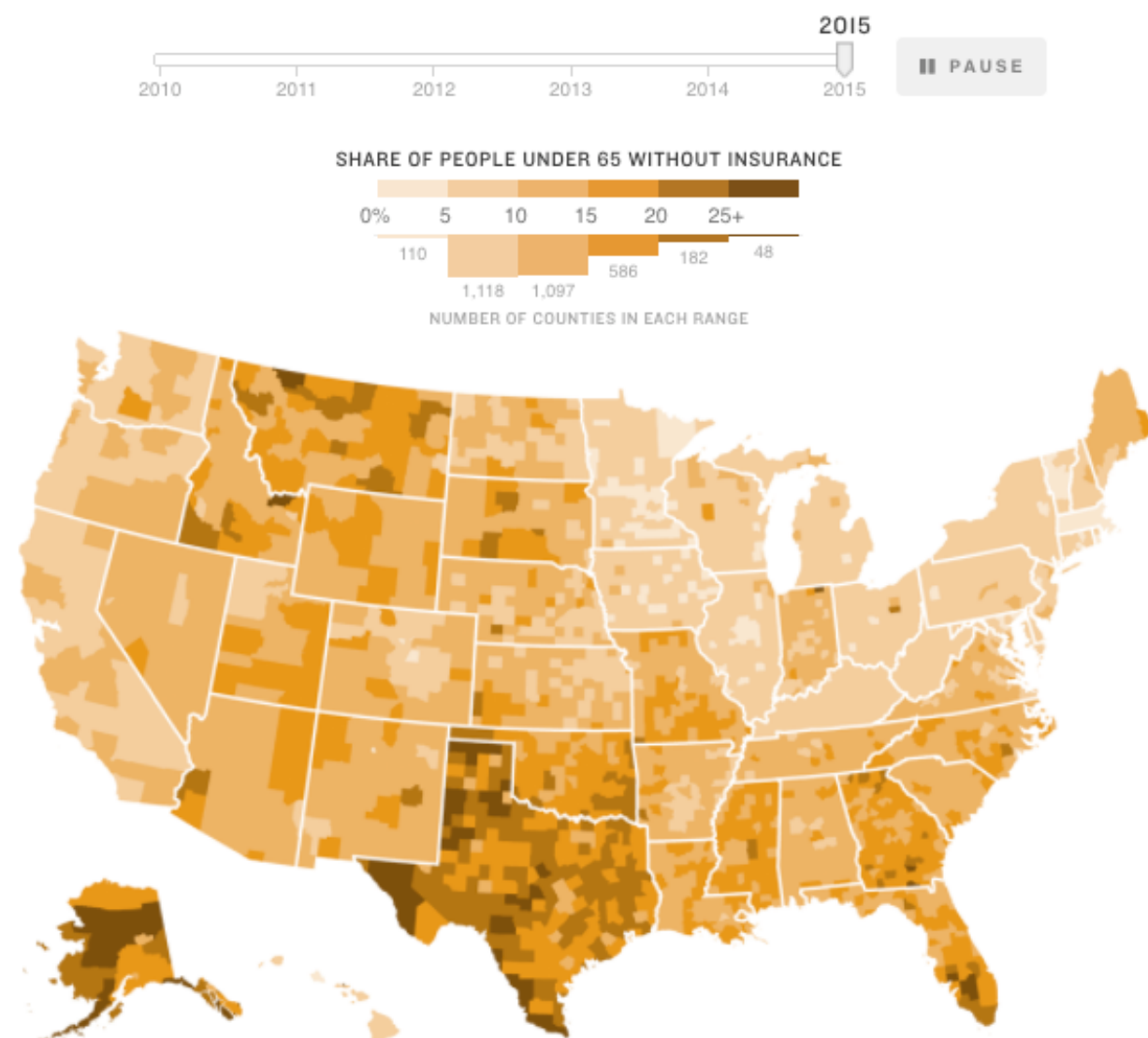
April 14, 2017 · 9:37 AM ET

ALYSON HURT



JUAN ELOSUA

REBECCA HERSHER



Source: NPR analysis of [Census Bureau](#) data

NPR.org

<http://www.npr.org/sections/health-shots/2017/04/14/522956939/maps-show-a-dramatic-rise-health-in-insurance-coverage-under-aca>



