



# **SNS COLLEGE OF ENGINEERING**



**Kurumbapalayam(Po), Coimbatore – 641 919**

**Accredited by NAAC-UGC with 'A' Grade**

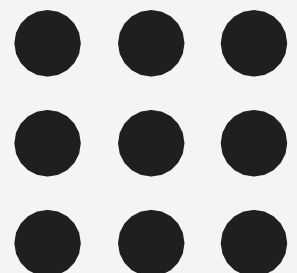
**Approved by AICTE, Recognized by UGC & Affiliated to Anna University, Chennai**

## **Department of Information Technology**

**III Year / V Semester**

**Unit 3–**

**Topic :Lack of visual orders**



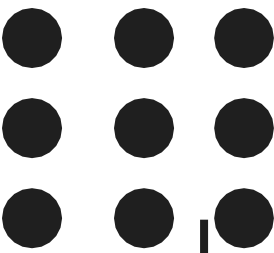


## Lack of Visual order



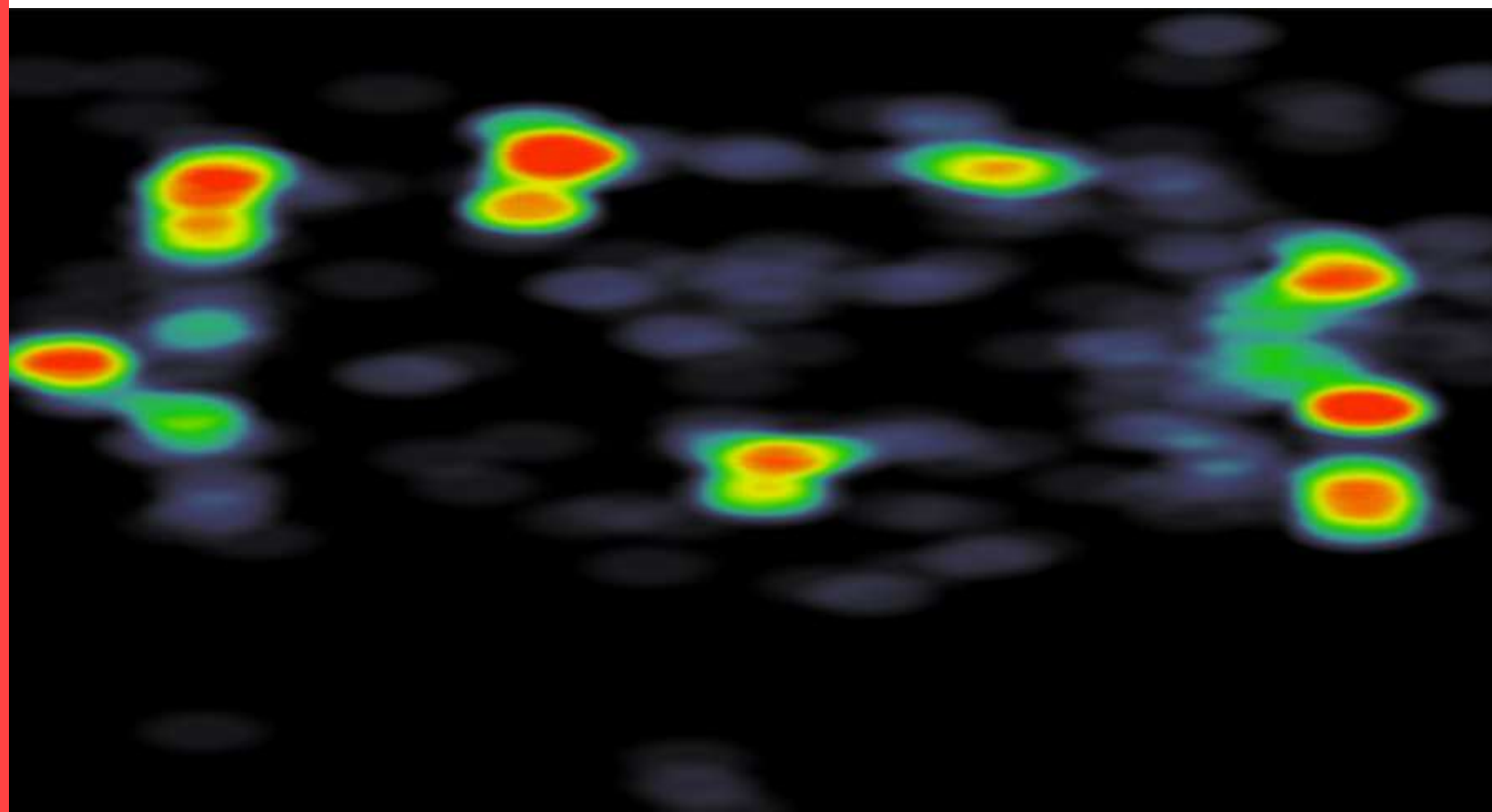
Data visualization is effective because it shifts the balance between perception and cognition to take fuller advantage of the brain's abilities.

Sight and cognition must be a key consideration in the design of all data visualizations.



## Misleading Color Contrast

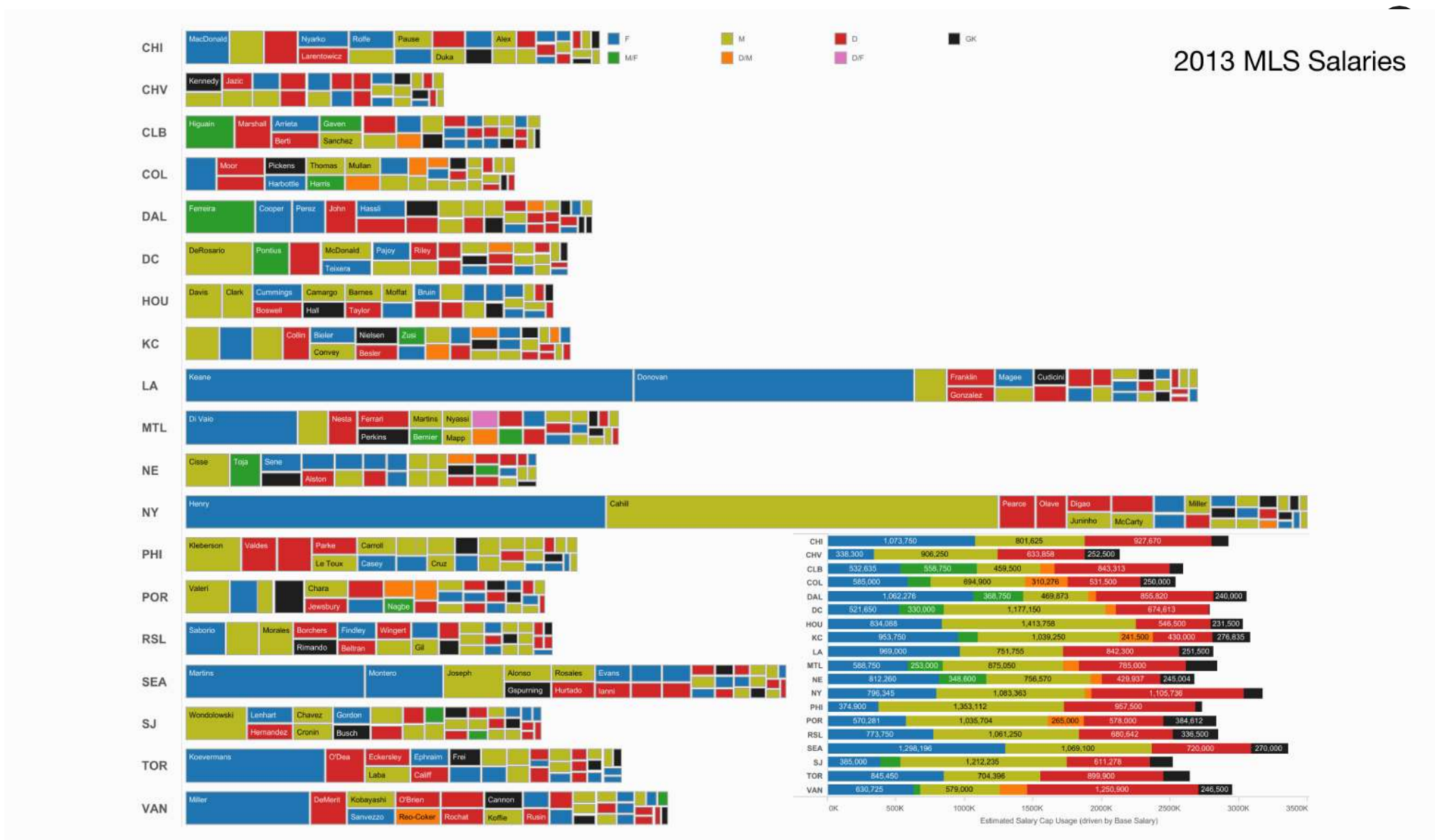
In data visualization, high degrees of color contrast may cause viewers to believe that value disparities are greater than they really are.



heatmaps depict value magnitude with color. High values appear orange and red, while lower values are rendered in blue and green. The difference between values may be minimal, but color contrast creates the impression of heat and heightened activity.

# Too Much Data

When visualizations include too much data, information overwhelms, and data melts into a graphic soup that most viewers can't stomach.

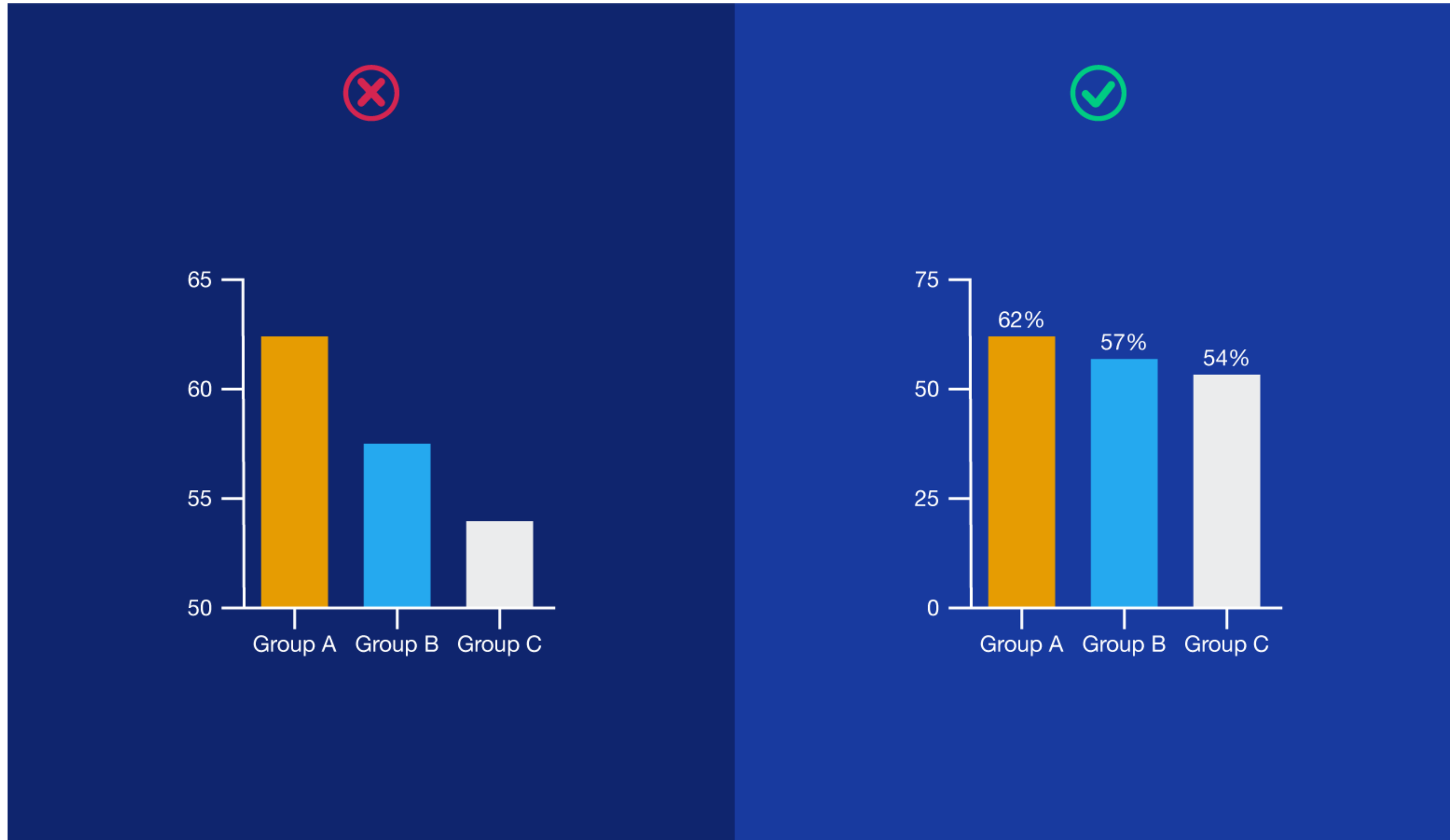


Information overload applies to data visualization. If too much is presented at once, viewers zone out.

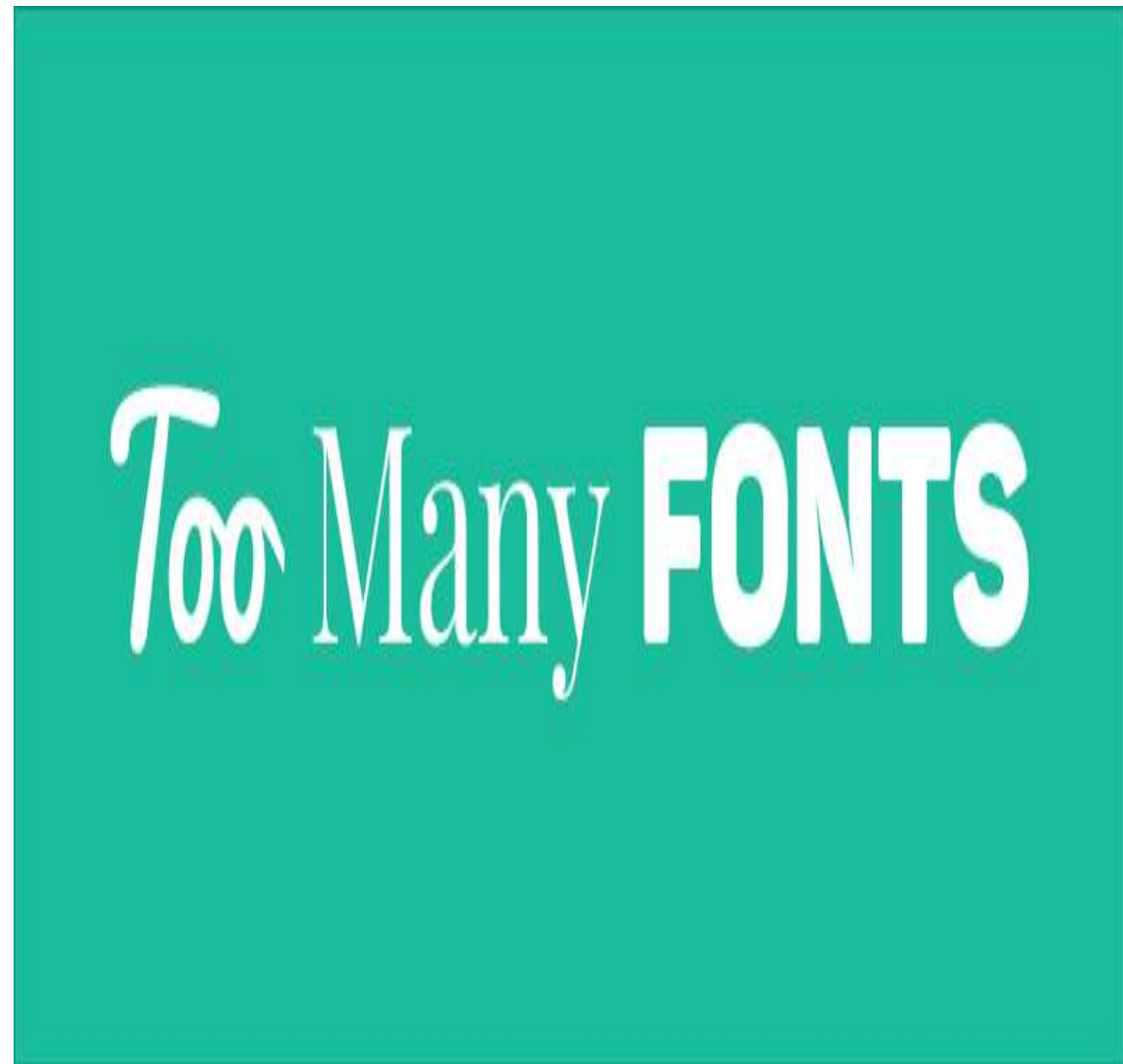
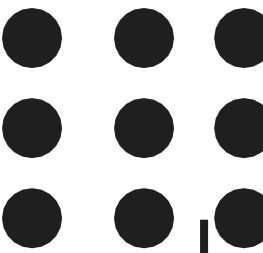
It can be more effective to communicate data with multiple visualizations.



# Omitting Baselines and Truncating Scale



3D Viewing Pipeline/Nandakumar/IT/SNSCE



The ability to choose just the right typeface for your design project can make a world of a difference. Although typography can be a complex subject to delve into, learning a bit about the history of typefaces will help you understand what makes each classification distinct from the rest. Typefaces are classified according to the era in which they became popular or the design characteristics that made them stand out.

This category is based on the first Roman types. It was estimated to have been used from the late 15th century up to the mid-18th century. Old Style types are also known as Galalde types. They are characterized by great contrast between thin and thick strokes. Today, Garamond and Goudy Old Style are the most popular typefaces in this category. These typefaces have a vertical axis and, like Baskerville, are characterized by horizontal stress and have tails with a distinctively small aperture. These typefaces are most commonly used today in high-end fashion magazines because they are elegant, unhurried, calm and controlled. Today, modern serifs include but are not limited to ITC Bodoni, ITC Fenice, Adobe New Caledonia.

This type was introduced by John Baskerville, a notable English printer and typographer from the mid-18th century. This style represents the modification of Old Style types and neoclassical designs, while adapting some definitive characteristics of its own. Transitional designs are most notable for having vertical stress in the bowls of lower-case letters. They have great contrast between sub-strokes and horizontally defined heads.

# LONG LINES OF TEXT

Poor Readability



## What designers need to do?

When designers prioritize compelling imagery over accuracy, data visualizations deceive. To communicate data with integrity, designers must avoid common data visualization mistakes.



**THANK YOU**