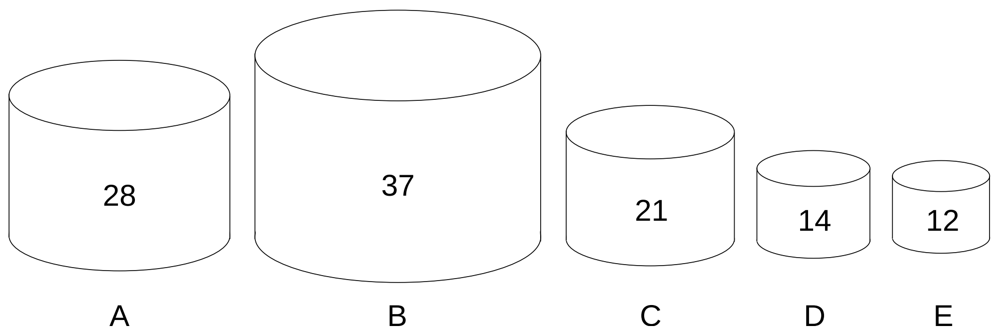
T-61.5010 Information visualization

Exercise 1. Mon 30.1.2006:10-12 T2

- Tuftes theory on graphical excellence
- Basis of visual perception

1. Improve a standard graph from MS Excel, Matlab etc. according to Tuftes principles.
2. Calculate the lie factor of the following graph.



3. Kenneth and Jeffrey are running a high-tech company. Unfortunately business has been slow and the next interim report is not going to please the stakeholders. Sales are declining and operating costs are going through the roof.

   Help Kenneth and Jeffrey create a visualization of their sales and expenses from the past four quarters that makes the situation look less dramatic. You can use chartjunk, optical illusions, "creative" layout, etc. to display the data.
4. Explain the Hermann gird illusion and brightness contrast effects by the DOG (Difference Of Gaussians) model.

You should solve the exercises prior to the sessions, where the solutions will then be presented and discussed. There will be a list to which you can mark which problems you have solved. You should be prepared to present your solution for the class.