Information Visualization
Color

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https://www.students.cs.ubc.ca/~cs-436v/21Jan/
Color
Polls: Which color channels?

• Continuous color palettes
  – quantitative attribute
Designing color palettes

• 5.1. Design a color scheme that shows as much detail as possible about patterns in consumer spending, where high values show places where people spend more than they make and low values show people living below their means. This visualization will be used in financial literacy classes for high school students.

• 5.2. Design a color scheme that shows accumulations of toxic waste in that region, to be used in a presentation to policymakers on how to allocate cleanup funds.

• 5.3. Design a color scheme that allows you to easily distinguish every color in the random section of the map (the lower left). If you have a ten-class map, you should be able to see clearly ten unique colors.

• 5.4. Design a color scheme to display patterns in preferences for favorite ice cream flavor (from a list of fifteen possibilities). Your audience is a group of marketing managers who are particularly interested in places where preference changes in order to develop strategies for co-marketing ice cream toppings.
Breakouts

• Four rounds
  – Work together on each question for 8 minutes
    • Use googledoc for your group as working space
  – Reportbacks to discuss and compare
  – Designate different spokesperson for each round
  – I'll call on different groups
    • I'll screenshare
    • Spokesperson talks us through w/ audio on (video optional)
Credits

• Visualization Analysis and Design (Ch 10)