Lab 8

2 March 2023

Today's lab is about **emphasis**. In the context of this class, emphasis is:

- a visual prompt (some text, a shape, a bold color, a different style) on top of the data being visualized that the author brings attention to; and

- a special part of the data (an outlier, a maximum / minimum, a special event) that is important to the message of the visualization; and

- a choice of which data to present (a selection, an average, a progression) and how to present it (choice of visual).

Emphasis and *message* are related concepts. Emphasis makes the message clearer. The message indicates how the emphasis should be interpreted.

That which is emphasized is (or should be) **small in number**, relative to how much is being visualized. The more things are emphasized in a visualization, the more they lose their distinction from the rest of the visual.

1. Find emphasis in existing visualizations.

   (a) Look through the distributed materials, or online, and find (at least) 5 different visualizations with some sort of emphasis. List all the ways emphasis is being done.

   (b) Share these ways with the class

2. Revisit your visualizations from Project 1.

   (a) Choose a visual and add describe how you would emphasis to it. Each member of your group does this.

   (b) Share among your group members how you would add emphasis.

   (c) **Bonus:** Redo your visual with the added emphasis.

3. Submit to ORTUS a text document listing:

   - the different ways of emphasis you saw in step 1.
   - how you would add emphasis in step 2.
   - **Bonus:** an image of your original and improved visual from Project 1.