

The background features a light gray background with several decorative elements. In the top left, there is a large teal circle with a white center, a smaller solid teal circle, and a dashed teal circle. In the bottom left, there is a large green circle with a white center, a smaller solid green circle, and a dashed green circle. In the top right, there is a large lime green circle, a smaller solid lime green circle, and a dashed lime green circle. In the bottom right, there is a large yellow circle, a smaller solid yellow circle, and a dashed yellow circle. A large, faint dashed gray circle spans across the middle of the image, passing behind the text.

# Visualized: Lessons Learned

# Hello!



## We went to Visualized and had our minds blown

We want to blow your minds, too.



What is Visualized?

Visualized is a two-day gathering of creative minds. More than 35 speakers talk for 20 minutes each about data design, storytelling and more.

We learned 12 lessons.  
But we only have time to  
share six.



# 1

Establish guiding  
principles.

A decorative graphic featuring various colored circles and rings. In the top left, there is a large teal ring and a smaller teal circle with a dashed outline. Below them is an orange circle. In the bottom left, there is a large lime green circle, a small green circle with a white dot, and a small pink circle. In the middle left, there is a yellow ring and a dashed yellow circle. In the top right, there is a yellow circle with a dashed orange outline, a teal circle, and a small lime green circle. In the bottom right, there is a small teal circle.

The WNYC Data News Team has  
three guiding principles: Useful.  
Playful. New York City-centric.

A decorative graphic featuring various colored circles and rings. In the top left, there is a large cyan ring and a smaller blue circle with a dashed outline. In the top right, there is a yellow circle with a dashed outline and a small cyan circle. In the bottom left, there is a large orange circle, a yellow ring, a small pink circle, and a green circle with a white dot. In the bottom right, there is a large yellow circle and a small green circle.

Its Subway Agony Index monitors  
the wait time between trains and  
the crowds at stations.

It presents this data in a playful  
way.

1	UPTOWN	😊 normal	▶
	DOWNTOWN	😊 normal	▶
2	UPTOWN	😊 normal	▶
	DOWNTOWN	😊 normal	▶
3	UPTOWN	😊 normal	▶
	DOWNTOWN	😊 normal	▶
4	UPTOWN	😊 normal	▶
	DOWNTOWN	😊 normal	▶
5	UPTOWN	😊 normal	▶
	DOWNTOWN	😭 UGGGHHH	▶
6	UPTOWN	😊 normal	▶
	DOWNTOWN	😊 normal	▶
6X	UPTOWN	== not running	
	DOWNTOWN	😊 normal	▶

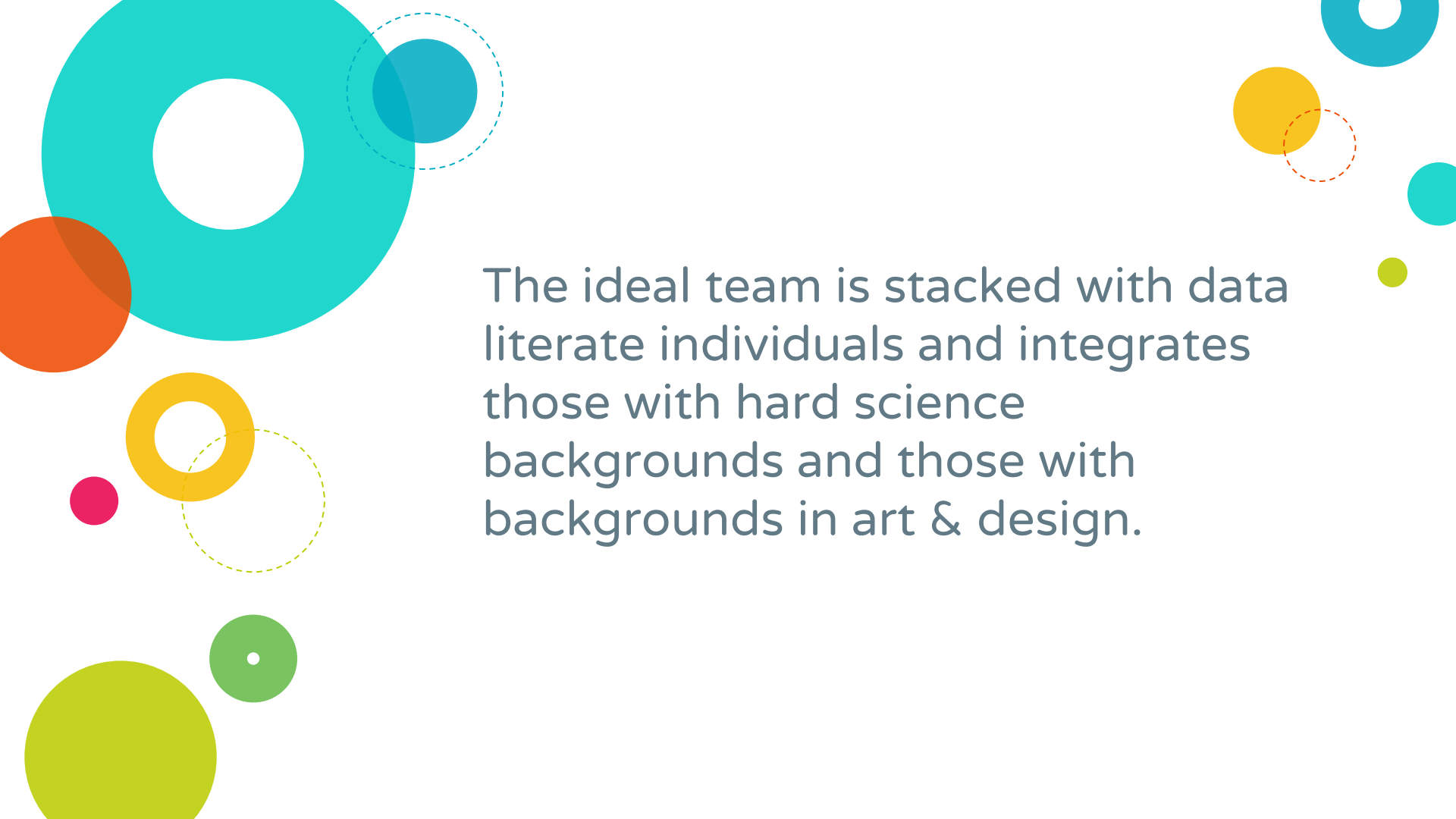
5	<a href="#">◀ back to all trains</a> <b>UPTOWN</b>
😭	Franklin Av horrible
😭	Atlantic Av - Barclays Ctr horrible
😭	Nevins St horrible
😭	Borough Hall horrible
😭	Bowling Green horrible
😭	Wall St horrible
😭	Fulton St horrible
😭	Brooklyn Bridge - City Hall meh
😭	14 St - Union Sq UGGGHHH
😭	Grand Central - 42 St UGGGHHH



The background is white and decorated with several colorful circles and dashed lines. In the top left, there is a large orange circle with a dashed red outline, partially overlapping a solid yellow circle. In the top right, there is a green circle with a white center, a small orange circle, and a lime green circle with a dashed yellow outline. In the bottom left, there is a lime green circle with a dashed green outline, a small teal circle, and a large lime green circle. In the bottom right, there is a large teal circle with a white center, a small teal circle with a dashed teal outline, and a small teal circle. A large, faint dashed blue circle is centered behind the text.

# 2

Bring more people into  
the data visualization  
process.

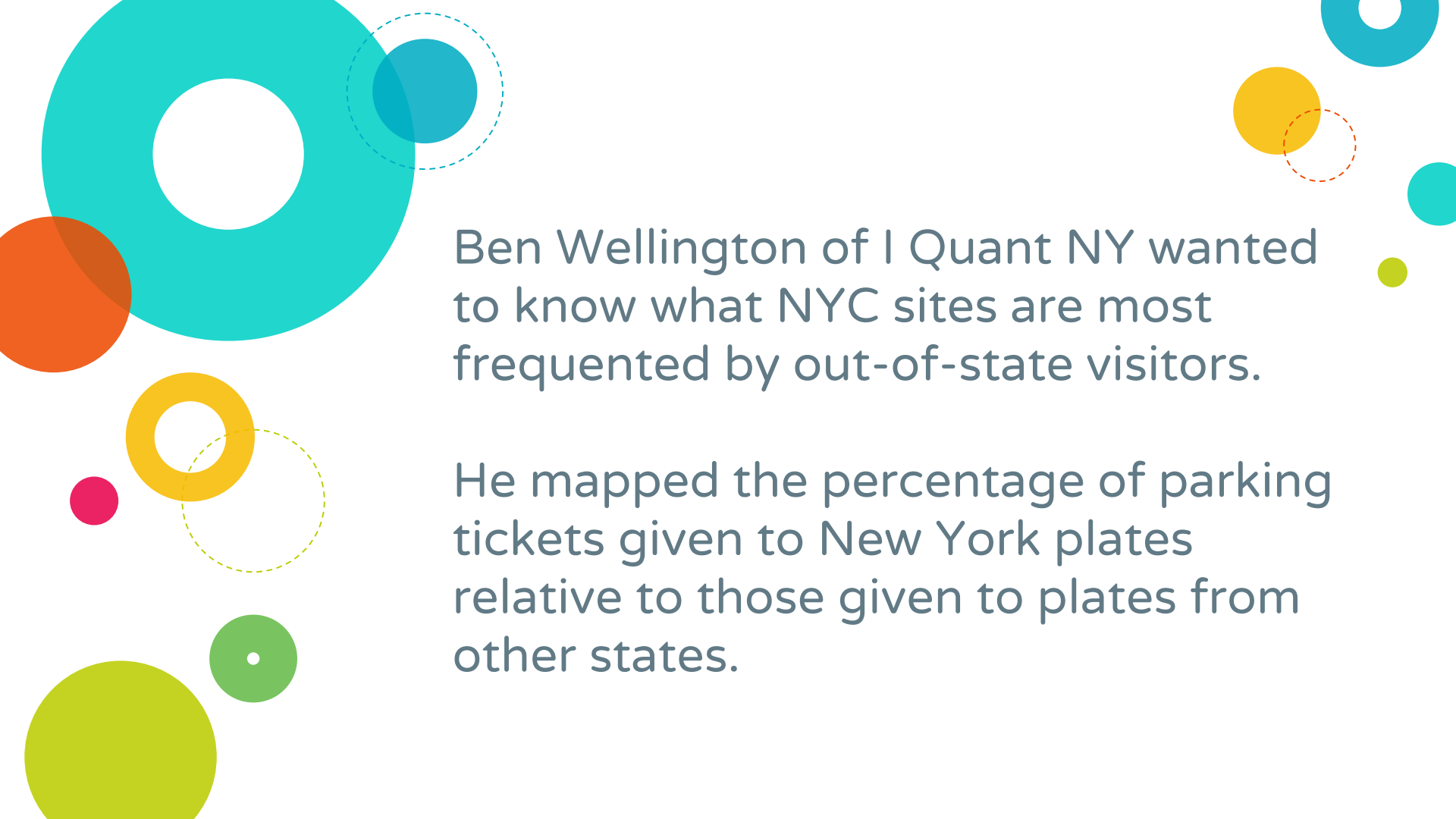
A decorative graphic featuring various colored circles and rings. In the top left, there is a large teal ring and a smaller teal circle with a dashed outline. Below them is an orange circle and a yellow ring. In the bottom left, there is a large lime green circle and a smaller green circle with a white dot. On the right side, there is a yellow circle with a dashed outline, a teal circle, and a small lime green circle. The text is centered in the middle of the slide.

The ideal team is stacked with data  
literate individuals and integrates  
those with hard science  
backgrounds and those with  
backgrounds in art & design.

The background is white and decorated with several colorful circles and dashed lines. In the top left, there is a large orange circle with a dashed red outline, partially overlapping a solid yellow circle. In the top right, there is a green circle with a white center, a small orange circle, and a lime green circle with a dashed yellow outline. In the bottom left, there is a large lime green circle, a small teal circle, and a green circle with a dashed green outline. In the bottom right, there is a large teal circle with a white center and a teal circle with a dashed teal outline. A large, faint dashed blue circle is centered behind the text.

# 3

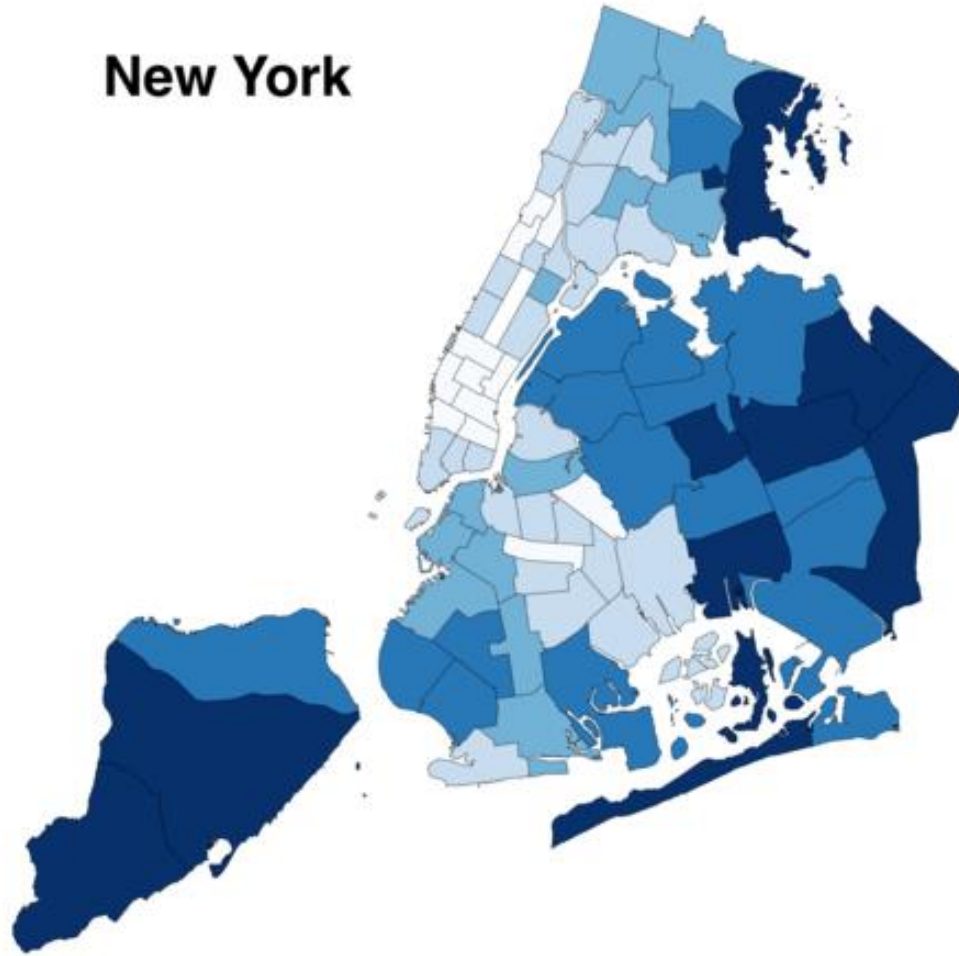
Examine data sets differently—or different data sets—to get the information you need.



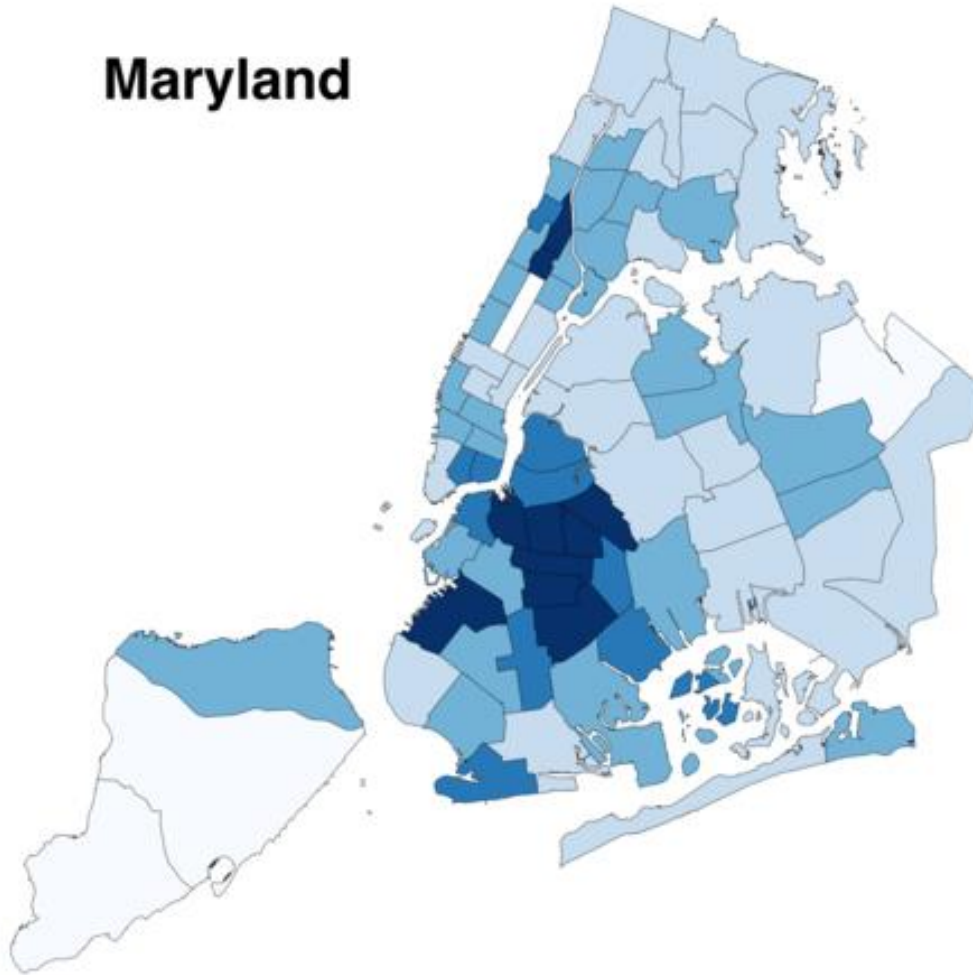
Ben Wellington of I Quant NY wanted to know what NYC sites are most frequented by out-of-state visitors.

He mapped the percentage of parking tickets given to New York plates relative to those given to plates from other states.

# New York



# Maryland





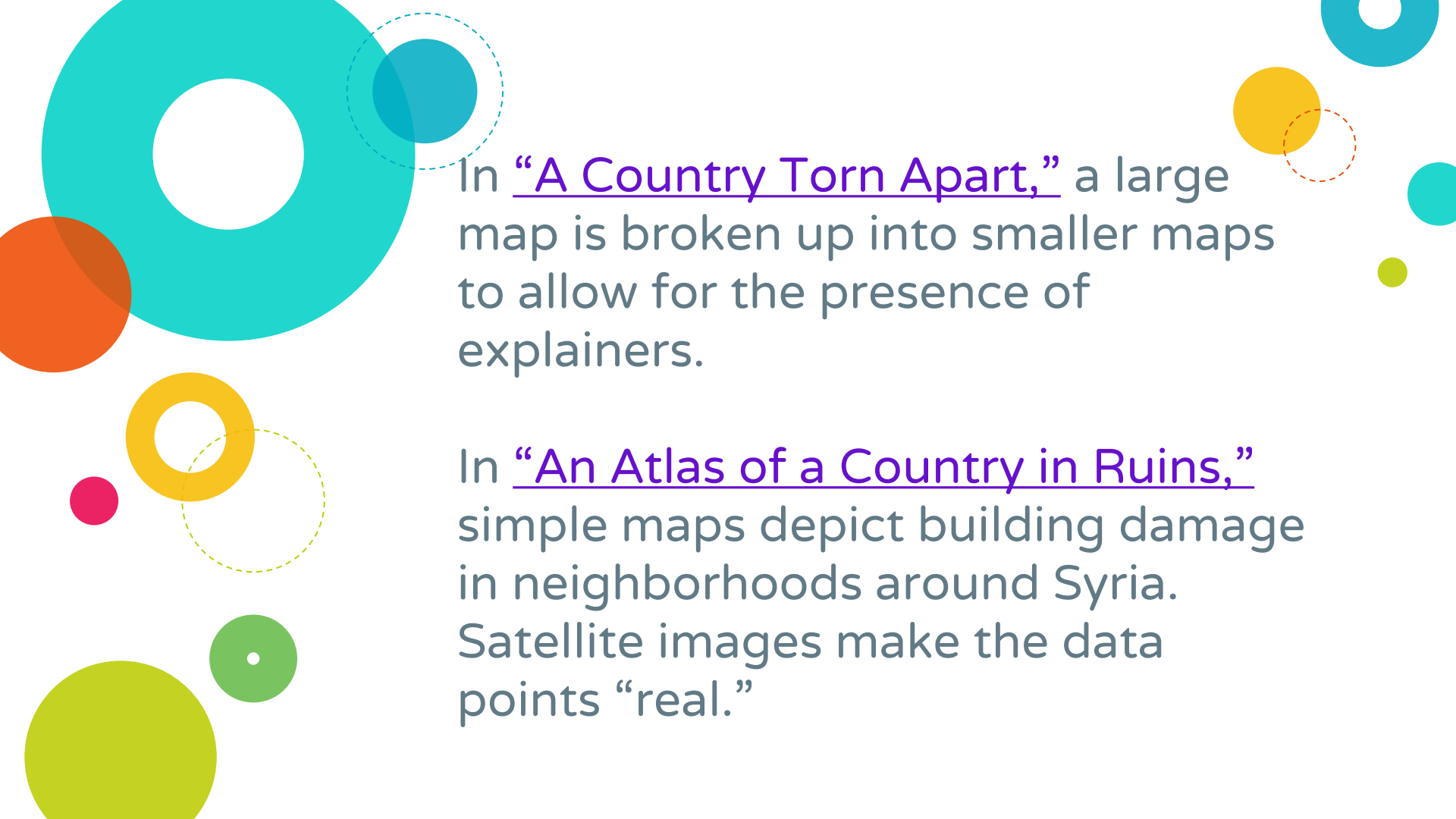
# 4

Use data visualization to  
make complex subjects more  
accessible to more people.

The background is white and decorated with various colorful geometric shapes. On the left, there is a large cyan ring, a solid orange circle, a yellow ring, a small pink circle, a large lime green circle, and a small green circle with a white dot. On the right, there is a yellow circle, a small cyan circle, a small lime green circle, and a small blue ring. Some of these shapes have dashed outlines of the same color. The text is centered in the upper half of the image.

The New York Times has created a series of visualizations that explain the conflict in Syria.



A decorative graphic on the left side of the slide features several overlapping circles and rings in teal, orange, yellow, pink, and green. Some are solid, while others are dashed. The text is positioned to the right of these shapes.

In “A Country Torn Apart,” a large map is broken up into smaller maps to allow for the presence of explainers.

In “An Atlas of a Country in Ruins,” simple maps depict building damage in neighborhoods around Syria. Satellite images make the data points “real.”

The background is white and decorated with various geometric shapes. There are several solid circles in orange, yellow, green, and teal. Some of these circles have dashed outlines in matching colors. A large, faint dashed circle is centered behind the number 5. The number 5 is a solid teal color.

# 5

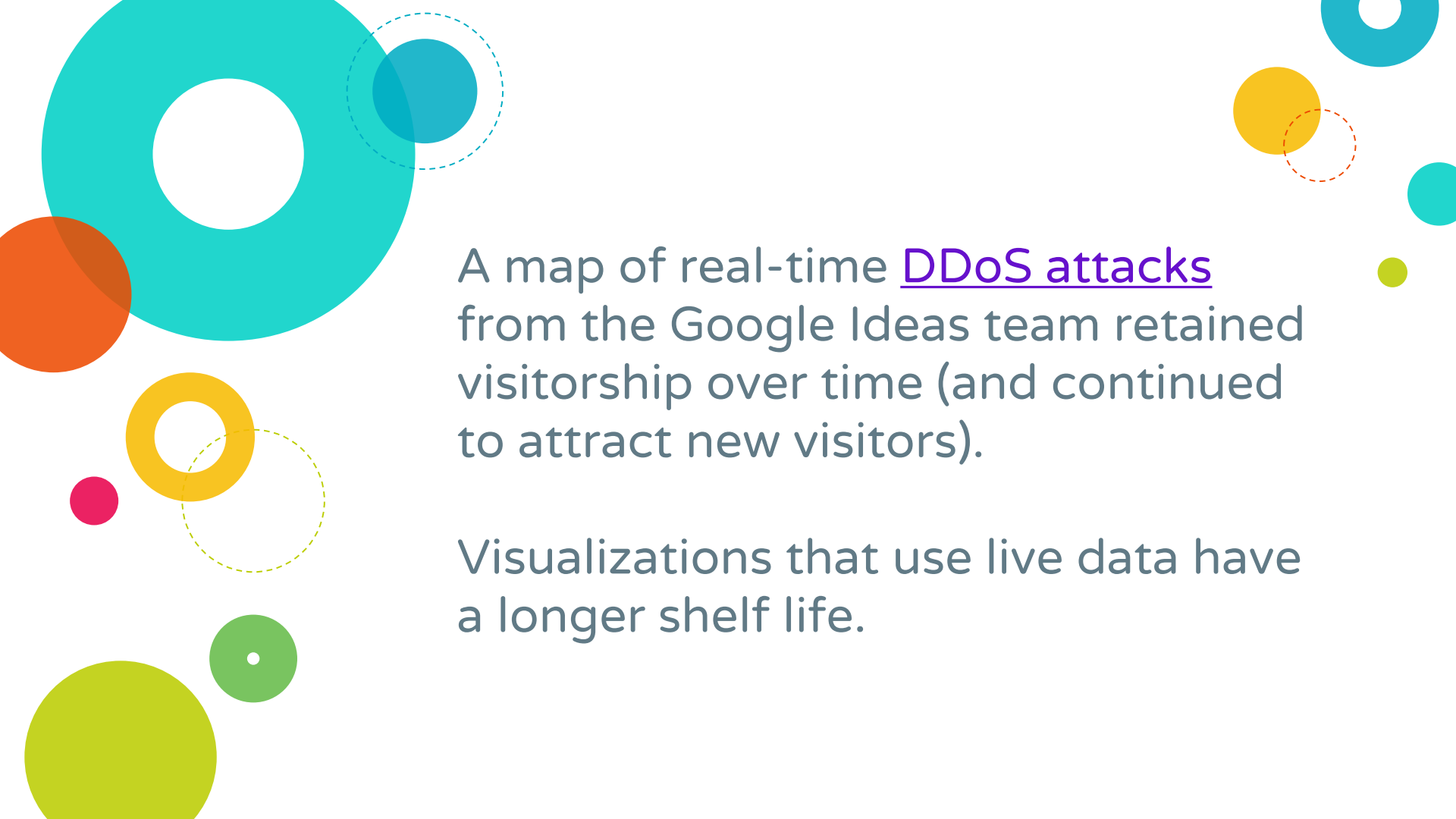
Use real-time data and interactivity to make products more relevant and engaging.

The background features a light gray dashed circle. Various colored circles and arcs are scattered around it: a large lime green circle at the top left, a teal arc at the top center, a blue circle with a white quote mark below it, a yellow circle at the top right, an orange circle at the bottom left, a pink circle at the bottom left, a yellow arc at the bottom left, a yellow circle at the bottom right, a teal circle at the bottom right, and a pink circle at the bottom right.

“

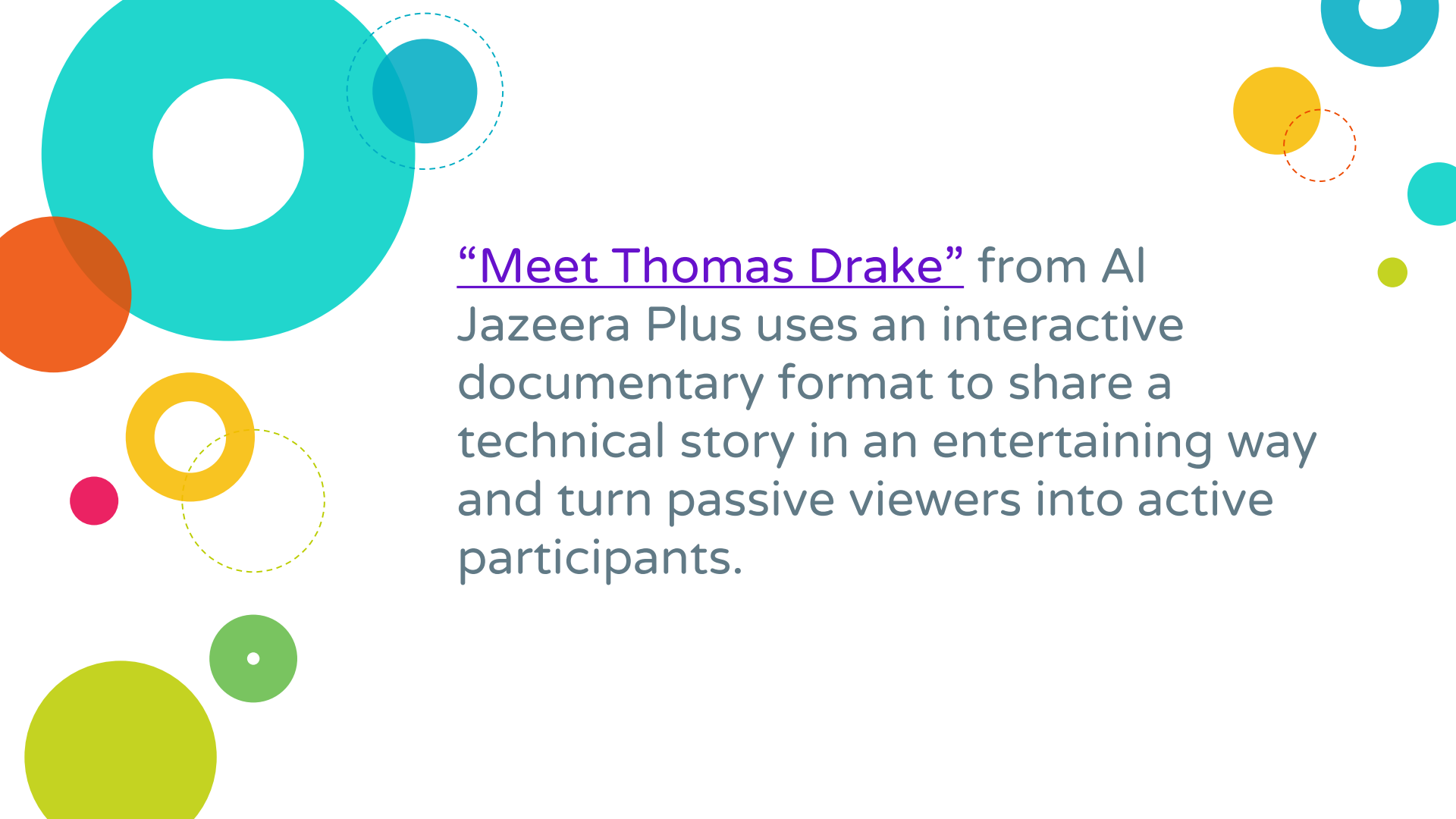
“The internet... is responsive  
and alive and should be  
treated as such.”

© Rebecca Williams, White House Office of  
Management & Budget

A decorative graphic on the left side of the slide features several overlapping circles and rings in teal, orange, yellow, pink, and green. Some are solid, while others are dashed. On the right side, there are more circles in teal, yellow, and green, some solid and some dashed.

A map of real-time [DDoS attacks](#) from the Google Ideas team retained visitorship over time (and continued to attract new visitors).

Visualizations that use live data have a longer shelf life.

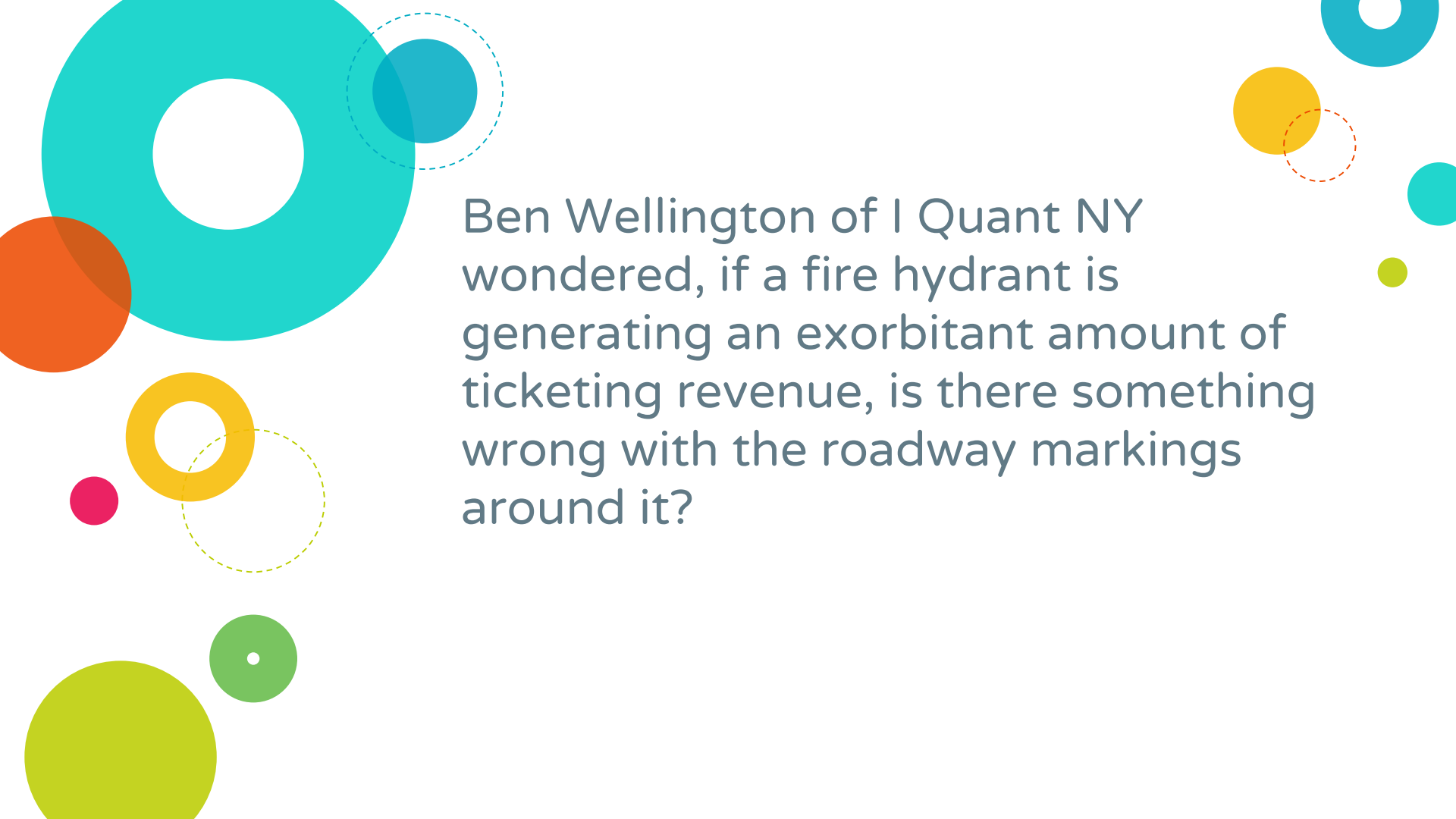
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“Meet Thomas Drake” from Al Jazeera Plus uses an interactive documentary format to share a technical story in an entertaining way and turn passive viewers into active participants.

The background is white and features several decorative elements: a large orange circle with a dashed red outline in the top left; a yellow circle partially overlapping it; a large green circle with a white center in the top right; a small orange circle above a lime green circle with a dashed yellow outline in the top right; a large blue circle with a white center in the bottom right; a small green circle with a dashed green outline in the bottom left; a large lime green circle in the bottom left; a small cyan circle in the bottom left; and a small cyan circle with a dashed blue outline in the bottom right. A large, faint dashed blue circle is centered behind the text.

6

Impact the world around  
you.

The background is white and decorated with various colorful geometric shapes. On the left side, there is a large teal ring, a smaller teal circle, an orange circle, a yellow ring, a small pink circle, a dashed yellow circle, a large lime green circle, and a small green circle with a white dot. On the right side, there is a teal ring, a yellow circle, a dashed orange circle, a small teal circle, and a small lime green circle.

Ben Wellington of I Quant NY wondered, if a fire hydrant is generating an exorbitant amount of ticketing revenue, is there something wrong with the roadway markings around it?

152 Forsyth St

New York, NY 10002 — approximate address




STREET VIEW







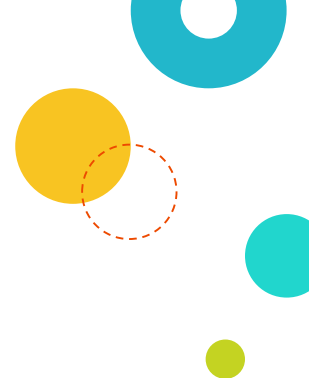
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The Google Ideas team wondered,  
how can data visualizations expose  
global illicit networks?

Mapping the imports and exports of  
small arms *and* ammunition highlights  
the importance of regulating the flow  
of both into conflict zones.



## Data Sources

- ◎ Data.gov
  - ◎ Google Trends
  - ◎ Federal agencies (e.g., tidal data from NOAA, water use data from USGS or snow telemetry data from NRCS)
- 



## Visualization Tools

- ◎ [The Graphic Continuum](#)
  - ◎ [Lichen](#)
  - ◎ [OpenStreetMap](#)
  - ◎ [CartoDB's Torque](#)
- 



## Books to Read

- ◎ [Knowledge is Beautiful](#) | David McCandless
- ◎ [Facts Are Sacred: The Power of Data](#) | Simon Rogers
- ◎ [Information Graphics](#): A series of books for children | Simon Rogers
- ◎ [The Book of Trees: Visualizing Branches of Knowledge](#) | Manuel Lima

Thanks!



Any questions?

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[ckrikstan@chesapeakebay.net](mailto:ckrikstan@chesapeakebay.net).