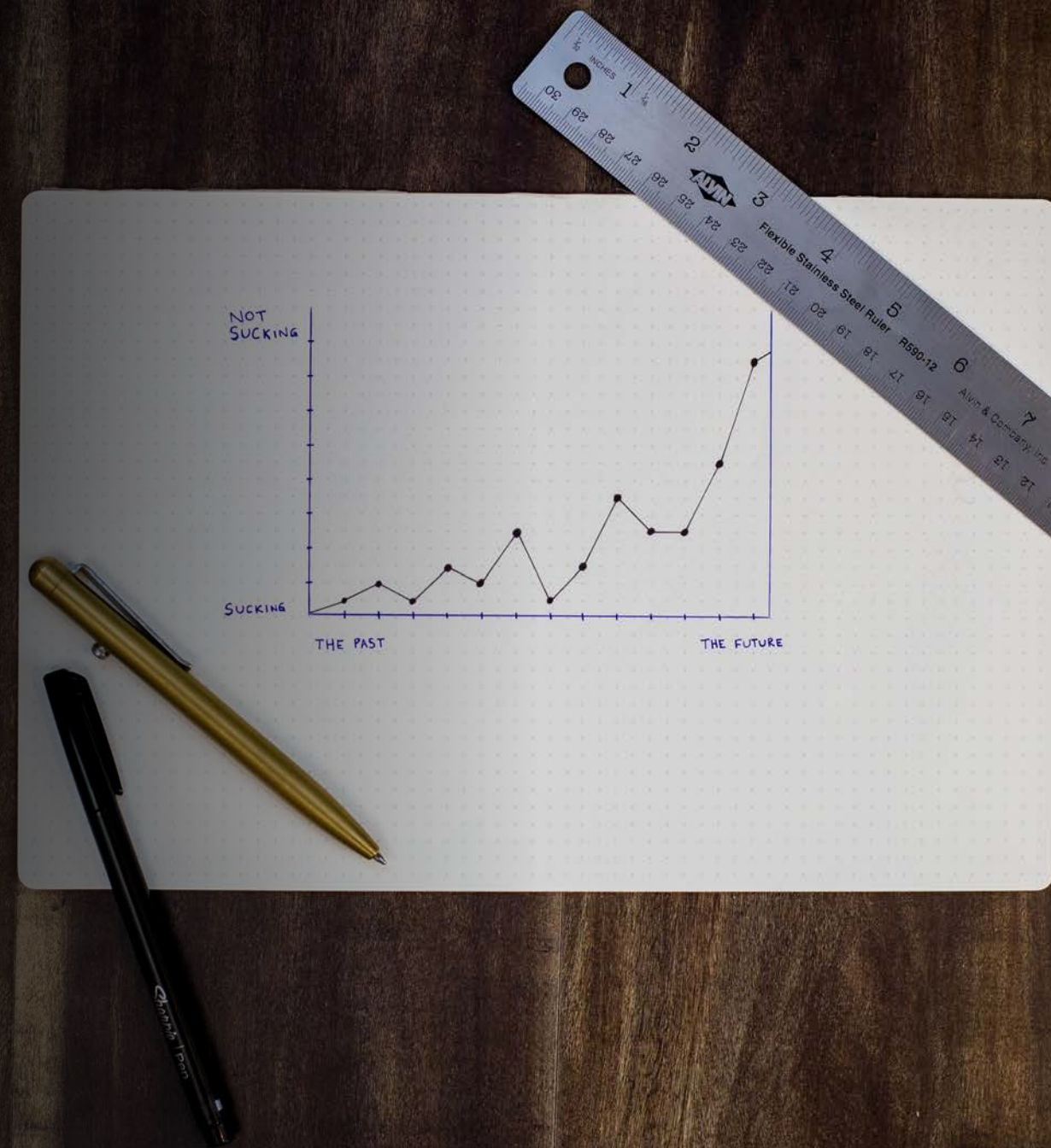


Principles of effective data visualisation

Pre-attentive processing

Attributes



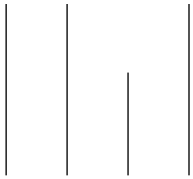
PREATTENTIVE PROCESSING



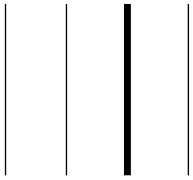
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PREATTENTIVE PROCESSING

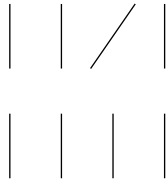
FORM ATTRIBUTES



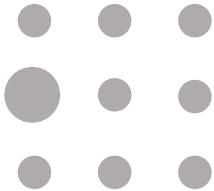
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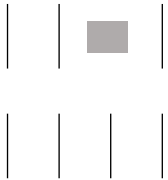
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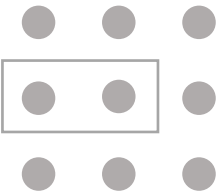
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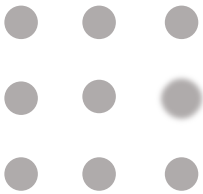
Size



Shape



Enclosure

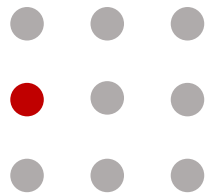


Blur

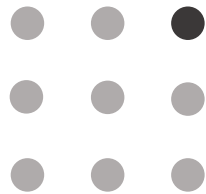


PREATTENTIVE PROCESSING

COLOUR ATTRIBUTES



Hue

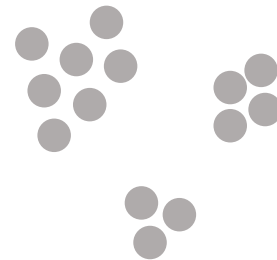


Intensity

SPACIAL POSITION ATTRIBUTES



2-D position



Spatial grouping

THINK DIFFERENT

BY SHANE SNOW

Stuck? Sometimes the answer lies in reframing the question.

Pretend that you're trapped in a magical room with only two exits. Through the first exit is a room made from a giant magnifying glass, and the blazing hot sun will fry you to death. Through the second door is a room with a fire-breathing dragon. Which do you go through? The first door, of course. Simply wait until the sun goes down.

The answer to this puzzle is an example of what psychologists call "lateral thinking." The most elegant solution presents itself when you approach the problem sideways, rather than answering it head-on. Though the question is presented as a binary choice—one option or the other—when you disregard the assumption that you must act immediately, the "best" answer becomes obvious.

Like our magical room, marketers have a bad habit of charring great terms to death. In business, we tend to tout "creativity" and "innovation" and "thinking outside the box" until they mean nothing. However, when you unwrap all of its buzzwords and euphemisms, history shows that creative breakthroughs all have one thing in common: they occur when people employ lateral thinking.

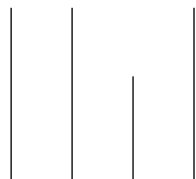
"We assume certain perceptions, certain concepts, and certain boundaries," explains author Edward de Bono, who coined the term in 1967. "Lateral thinking is concerned not with playing with the existing pieces but with seeking to change those very pieces." It's the art of reframing questions, attacking problems sideways. They way a computer hacker or, say, MacGyver would think.

Breakthroughs, by very definition, only occur when assumptions are broken. In creative fields, this often happens when people break rules that aren't actually rules at all, but rather simply conventions. Pablo Picasso changed art forever by smashing the "rules" of perspective, color, and proportion. His Cubism took hold in Paris faster than Van Gogh's impressionism—and any other new form, for that matter. Apple turned the tech world on its head by radically simplifying music and more when everyone else equated buttons and more megabits with better. Look at great inventions—the kind that came before—see this.

PREATTENTIVE PROCESSING

ENCODING QUANTITATIVE DIFFERENCE

VERY PRECISE

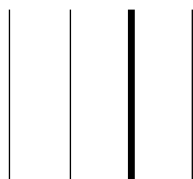


Length



2-D position

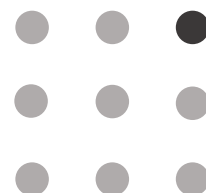
NOT VERY PRECISE



Width



Size



Intensity

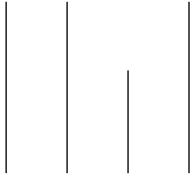


Blur

PREATTENTIVE PROCESSING

ENCODING QUANTITATIVE DIFFERENCE

VERY PRECISE



Length



2-D position

