



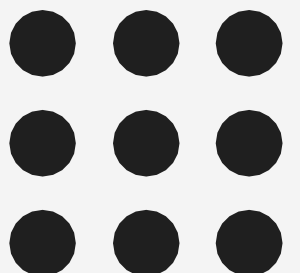
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Department of Artificial Intelligence and Data Science





Leveraging Animation in the Visuals you Present

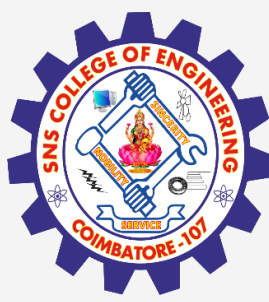


10/24/2024



Leveraging Animation in Data Visualization

- Animation is a dynamic tool that enhances data storytelling and helps audiences grasp changes and patterns that may not be immediately apparent in static visualizations.
- When used thoughtfully, it can clarify complex data, maintain engagement, and offer unique insights.



Key Uses of Animation in Data Visualization



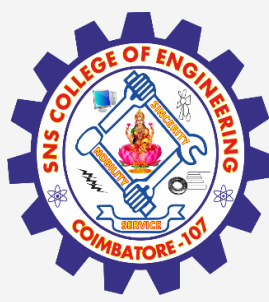
Showing Transitions Over Time

Illustrating Temporal Data:

- Animations are highly effective for depicting changes over time. For example, a time-lapse animation can show economic growth, weather patterns, or population changes from year to year.
- This type of animation helps viewers see how trends evolve progressively, instead of viewing a single snapshot.

Smooth Transitions:

- By animating changes (e.g., a stock price line chart over several months), you allow the viewer to see the continuous flow of data and detect trends, spikes, or drops more clearly.



Key Uses of Animation in Data Visualization



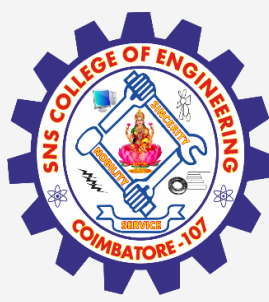
Progressive Disclosure of Data

Step-by-Step Storytelling:

- Animation can reveal information gradually, allowing viewers to follow the narrative without feeling overwhelmed.
- For example, in a bar chart race, data points race to reflect rankings or values over time, providing a clear view of evolving trends without inundating the viewer with all the data at once.

Focusing Attention:

- By controlling the pace of information revealed, you guide the viewer's focus, ensuring they absorb key details in manageable increments.



Key Uses of Animation in Data Visualization



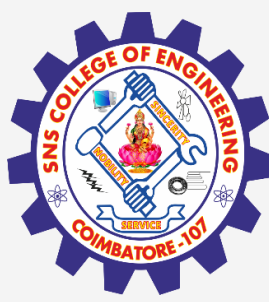
Emphasizing Comparisons

Animated Transitions:

- Animating the transition between different datasets or visual states can help viewers quickly grasp how two values or datasets compare.
- For example, a bar might grow or shrink smoothly, making before-and-after comparisons immediately clear.

Highlighting Changes:

- Highlighted data points that pulse, grow, or move in response to user interaction (like hovering) can draw attention to specific insights, making it easier to understand shifts in data.



Key Uses of Animation in Data Visualization



Revealing Relationships and Patterns

Dynamic Scatterplots:

- In visualizations like scatterplots, animating the movement of data points helps reveal relationships between variables (e.g., positive or negative correlations) as data moves in real-time.

Exploring Complex Networks:

- Animations can visually untangle complex datasets like network diagrams or supply chains, making connections easier to follow.



Best Practices for Animation in Data Visualization



Keep It Purposeful

Avoid Unnecessary Animations:

- Don't add animation for aesthetic purposes alone.
- Ensure it serves a clear purpose, such as emphasizing a trend, comparison, or relationship.
- Overuse can distract the audience and detract from the clarity of the data.



Best Practices for Animation in Data Visualization



Ensure Accessibility

Provide Control Options

- Allow users to pause, replay, or adjust the speed of animations.
- This ensures viewers can absorb the information at their own pace, catering to various learning styles.

Minimize Motion Sensitivity

- Some users may be sensitive to excessive movement, so keep animations smooth and avoid sudden, jarring transitions.



Best Practices for Animation in Data Visualization



Use Consistent Transitions

Smooth Visual Flow:

- Make sure transitions are natural and intuitive.
- For example, data points should move fluidly from one state to another, helping viewers track changes without confusion.

Pacing:

- Ensure the speed of your animation matches the complexity of the data being presented.
- Faster animations may work for simple data, but more complex data requires slower, more deliberate pacing.



Best Practices for Animation in Data Visualization



Maintain Clarity

Avoid Over-Animating:

- Too many animations running simultaneously can clutter the visualization and make it difficult for viewers to focus on the key message.
- Simplicity and clarity should always be prioritized.

Focus on Key Insights:

- Use animation to highlight the most important aspects of your data, ensuring that the viewer can easily interpret the information you're emphasizing.



Examples of Effective Animation in Data Visualization



Bar Chart Races:

- Animated bar charts are popular for showing ranking changes over time.
- For example, they can show how countries' GDPs compare year by year, with bars moving up or down depending on economic performance.

Gap minder's Animated Bubble Charts:

- Gap minder's animated bubble chart (developed by Hans Rosling) is a famous example.
- It shows global health and wealth trends over time, where countries are represented by bubbles that move across the x and y axes, making it easy to observe relationships between wealth, health, and time.



Examples of Effective Animation in Data Visualization



Line Chart Animation for Stock Prices:

- A line chart that animates stock prices over time can reveal market trends and shifts.
- Viewers can track the movement of the line over days, months, or years, helping them see patterns like steady growth or sudden drops.

