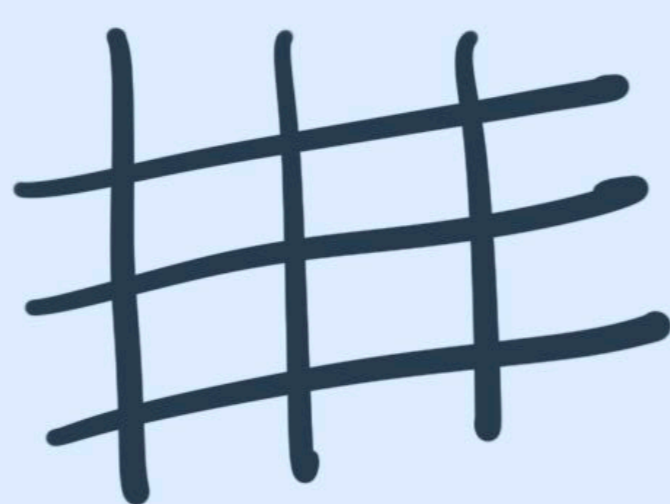


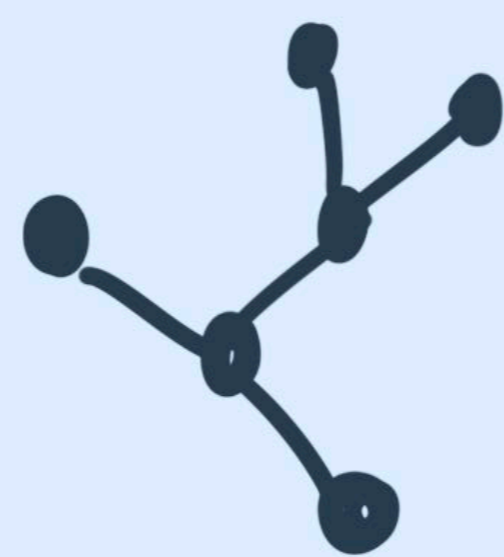
Marks Revisited: Beyond Bertin

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12 Jul 2024
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Semiology of Graphics X The current MARKS + CHANNELS model



How do you encode data?



Why do we even care about marks?

It's useful!
mark ↔ item

How do viewers INTERPRET marks? (& channels)

not the same as reverse engineering!

What is being DECODED ≠ what was used to ENCODE!

THE QUESTIONS

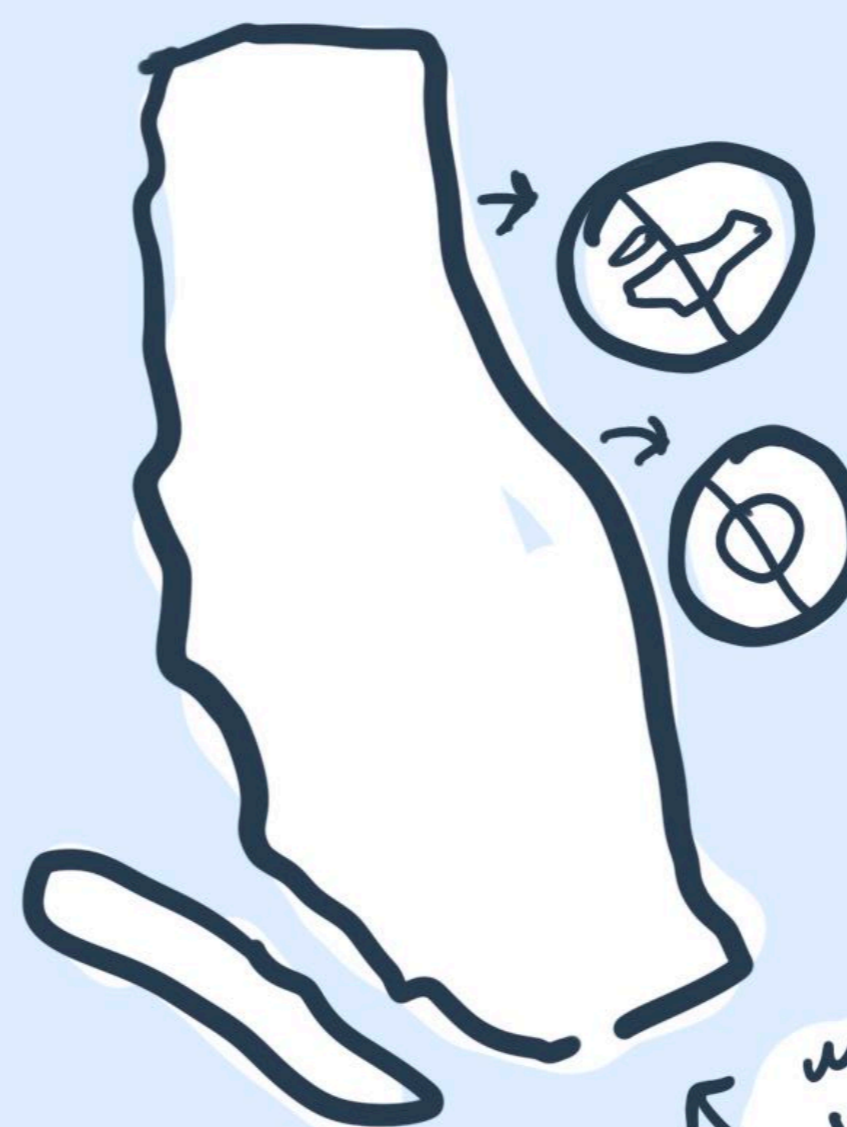
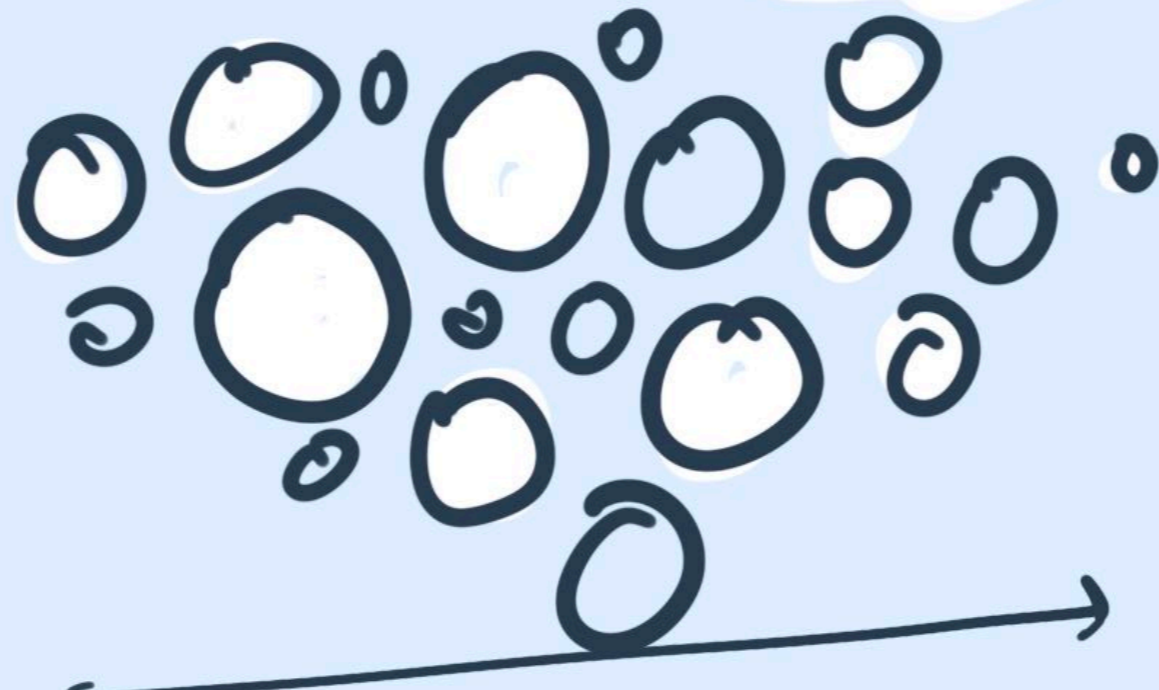
hmm... is it a point? an area? a line?

what now? an alternative model

CONSIDERING CONSTRAINTS

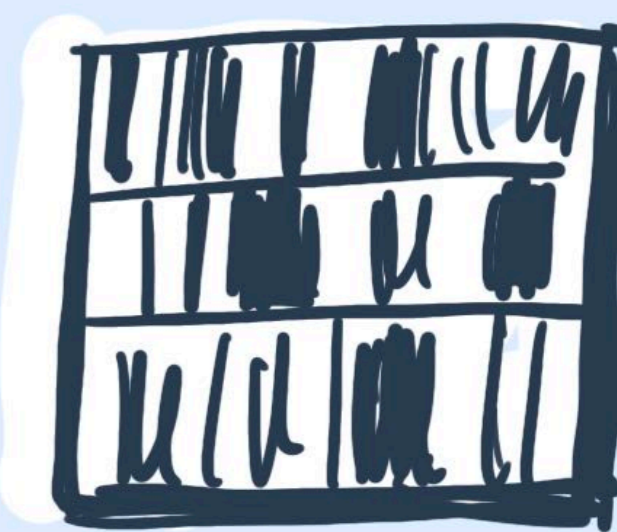
i.e. Can the use of one channel/mark preclude the use of another?

in circle packing, the algorithm steals the position to avoid overlaps!



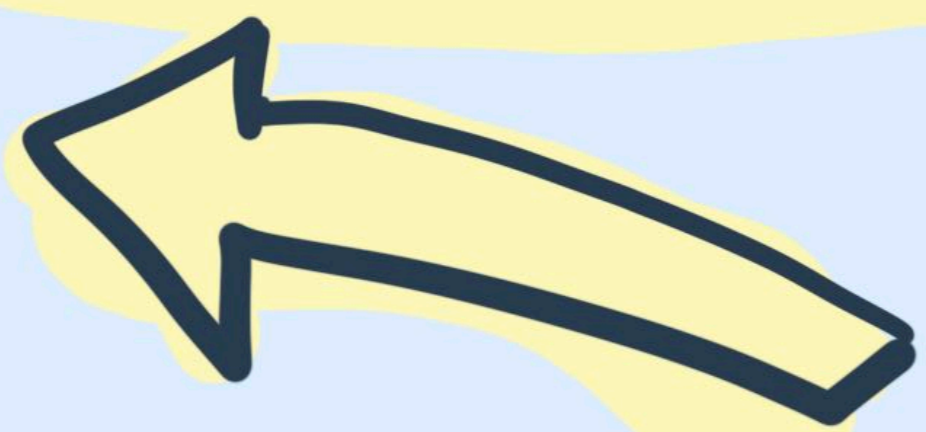
"INTERLOCKING" (area) MARKS

use of boundary LOCKS the change of a single other channel!

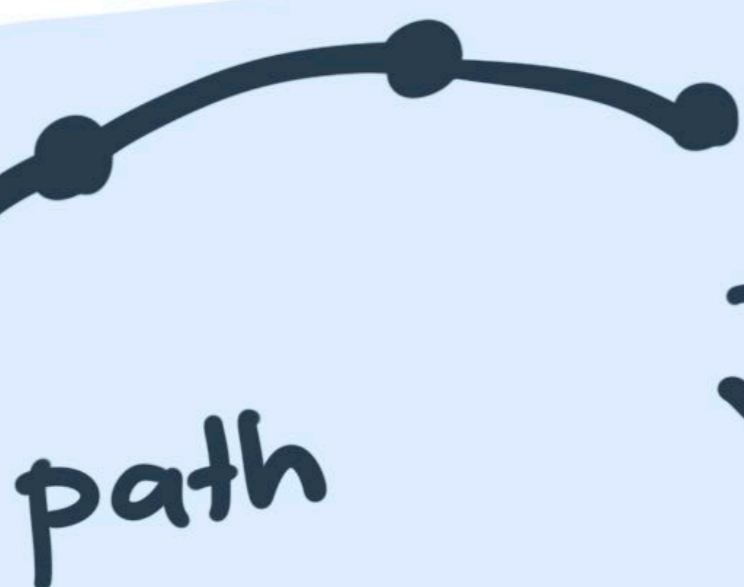


grid / heat map too!

INTERLOCKING vs NON-INTERLOCKING

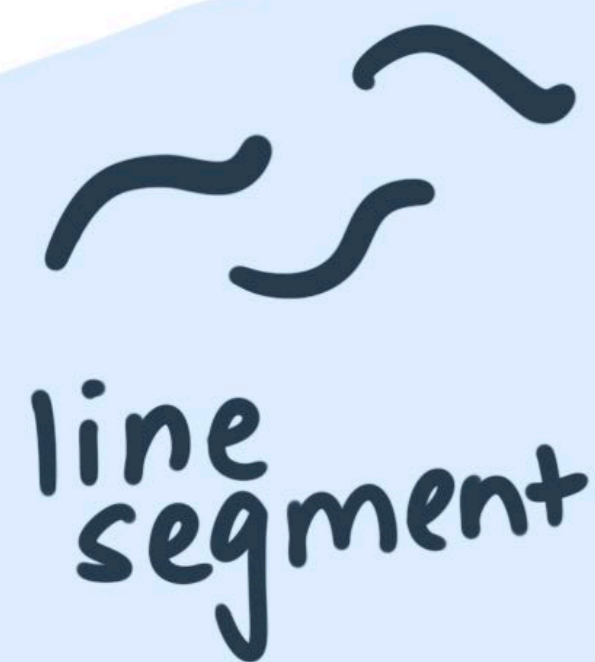


then... SINGLETON vs MULTI-ITEM



FILLED vs UNFILLED

UNFILLED



LOCAL vs GLOBAL (SHARED)
size length orientation?!
alignment position



and then these exist at multiple levels

