

Why Vis instead of L
 ⇒ Card... is good about this

Data Vis
A Picture
A Diagram

- shift cognitive ⇒ perceptual
- external memory
- employ perceptual system
- grouping / help search / perceptual inferences (Larkin & Simon)

- 18
25
- sensory appeal
 - turn time into space
 - bandwidth (actually above)

Amplify Cognition

increased resources → more data, external memory, ...
 (bandwidth of eye "parallelism")

reduced search → easier to organize pre-attention
 avoid (or use) Symbolic Indirection } my term - based on ware

enhanced recognition of patterns → eye is robust pattern matcher
 auto-summarization } mg

perceptual inference

perceptual monitoring (popout and pre-attention)

manipulable medium → animation interaction
 → since we don't use time, we can add it