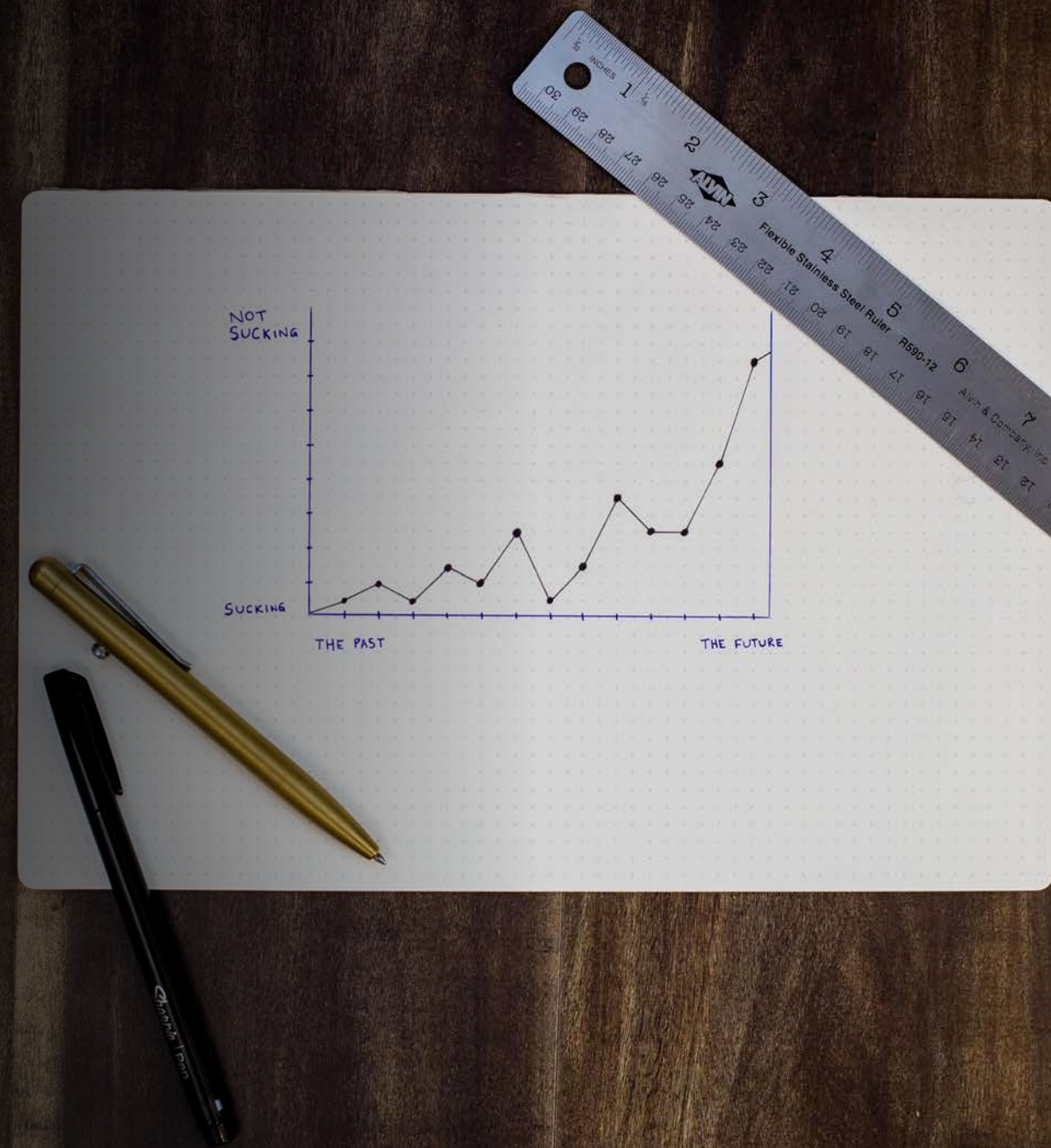


Principles of effective data visualisation

Thinking with our eyes



VISUAL PERCEPTION



1. ICONIC MEMORY

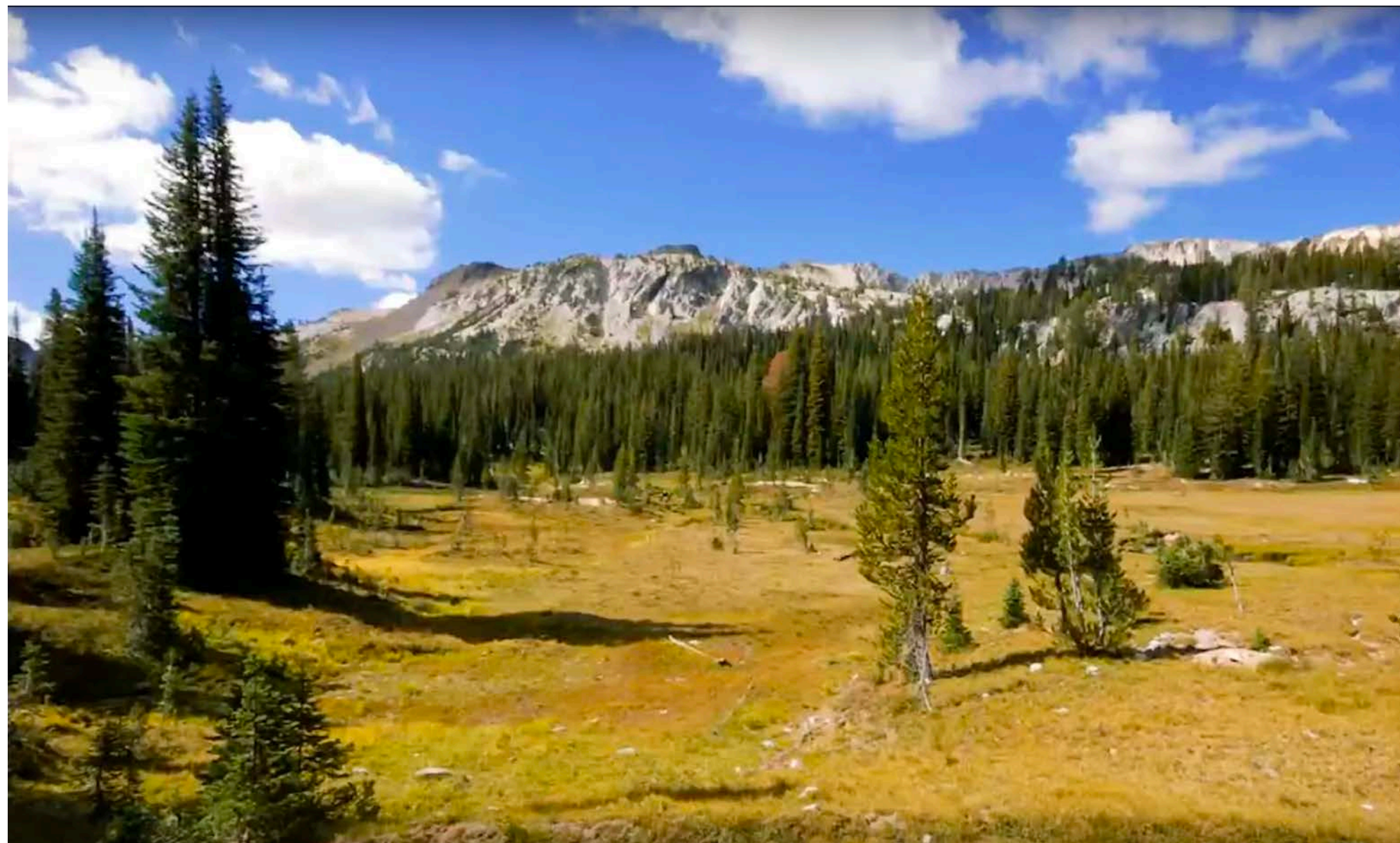
Acts like a buffer
Rapid processing
Automatic and unconscious
Pre-attentive processing

2. WORKING MEMORY

Temporary
Extremely limited in capacity
Only 3 or 4 chunks
Information passed to LTM
or lost / forgotten

3. LONG TERM MEMORY

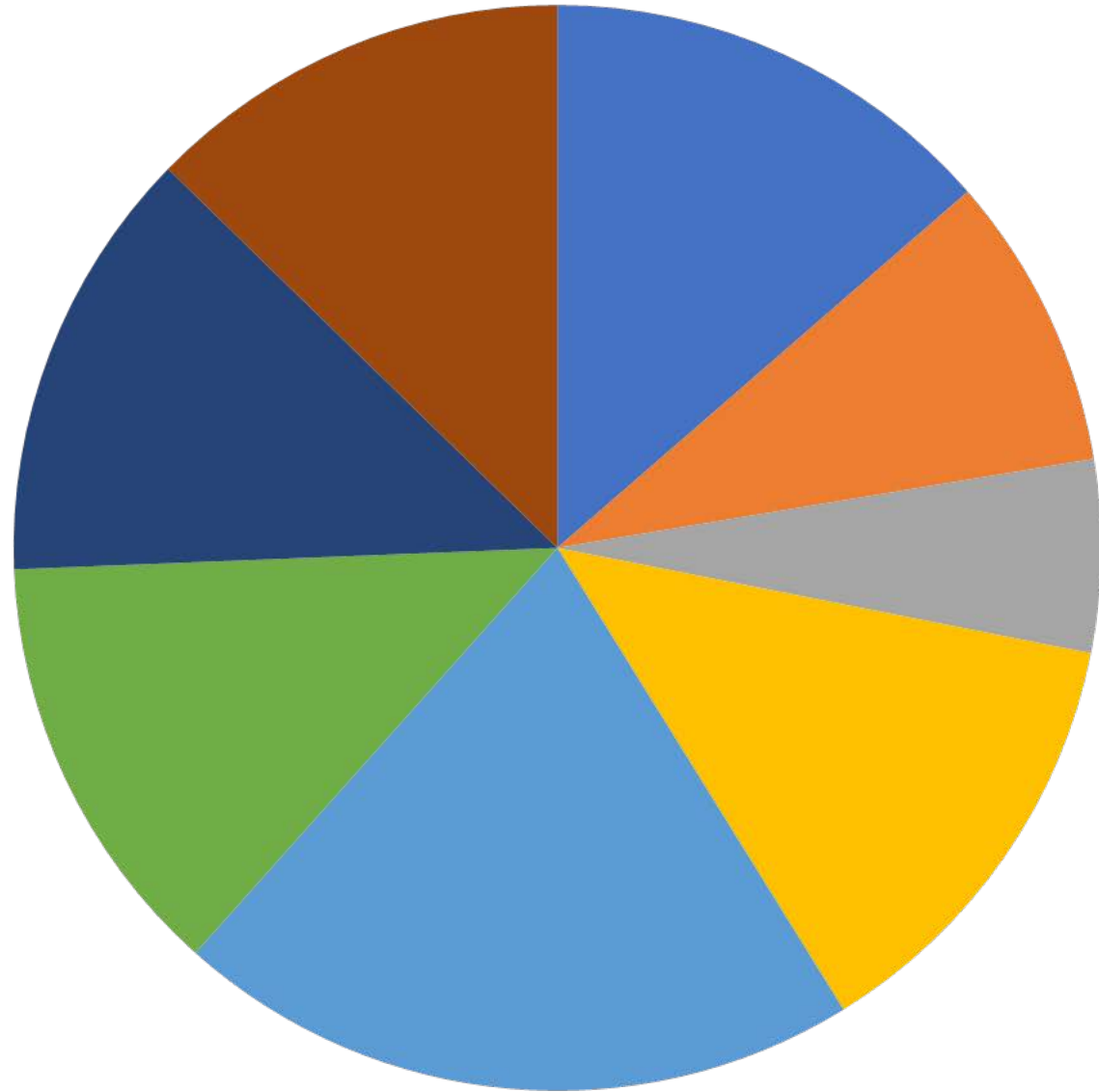
Much greater storage
Recall to help identify / prime
perception in the future



HUMAN PERCEPTION - EXAMPLE



- Product A
- Product B
- Product C
- Product D
- Product E
- Product F
- Product G
- Product H



HUMAN PERCEPTION - EXAMPLE

