

Diagrammatic Modeling and Data Visualization

Research & Knowledge Panel

3/26, Thursday, 12:00 PM – 12:50 PM

Convention Center / Meeting Room 230 / Second Level

Presenter:

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This presentation focuses on the links between diagrams, semiotic modeling, and sensory cognition from the perspective of information design.

Keywords: data visualization, diagrammatic reasoning, information design, Gestalt psychology, semiotics

Data visualization is approached as diagrammatic mapping, which works by isolating and visually explicating content that will be self-explanatory to viewers and will enable the viewers to interpret and comprehend information.

I relate syntactic, semantic, and pragmatic aspects of diagrams to Gestalt principles of perception as a cognitive system that organizes perceptual fields into discrete objects and relations that form larger units and systems. I stress the semiotic relation between syntax, meaning construction, and comprehension, in which perceptual and cultural codes are applied to diagrams in a wide range of visualizations from formal knowledge in science and technology, to everyday practices.