The Role of Visualizations in Urban Planning

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Outline

What?
Why?
How?
Case Study: Urban Change in Time-Vienna
What?
Visualization

To convey information through graphical representations

- a Wordle tag cloud
- windmap by Martin Wattenberg
  http://hint.fm/wind/

- Çatalhöyük map, Turkey, c. 6200 BC
- Minard's map of Napoleon's disastrous Russian campaign of 1812
- Data Visualization: Nobels, no degrees
  by ACCURAT

- Anti-Eviction Mapping Project
  http://www.antievictionmappingproject.net/ellis.html
Visuals as Representations of Cities

cartographic representation
visual mediation
visual
drawing
map
sketch
diagram
icon
cartographic illustration
Why?
The role of visuals
How?
What is that draws our attention?

**Perception**
Identification and interpretation of information, shaped by learning, memory and expectation

**Cognition**
The processing of information, applying knowledge
Colors

Moses Harris, c.1785

Tools: Adobe Kuler, Coolors, Color Brewer, awwwards

Gestalt Principles

Law of proximity

Law of similarity

Law of closure

Law of symmetry
Change blindness is a failure to detect that an object has moved or disappeared. The phenomenon of change blindness can be demonstrated even when the change in question is very large.
Change blindness

Flicker paradigm
Visualization Tools

- Data-Driven Documents
  - http://cartodb.com/gallery
  - http://d3js.org/
  - http://bost.ocks.org/mike/
  - http://www.visualcomplexity.com/vc/
Urban Change in Time (UCIT)

www.ucit.or.at

The application lets you navigate through historical maps of Vienna from different times and different scales.
Thank You