Visual Metaphor

Metaphor: a figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them (Merriam-Webster). Thing A is Thing B. It's a bridge from the familiar to the unknown.

GET OUT OF THE WEEDS!
Elevate the essential bits of your message.
Create a summary sentence

CHOOSE TYPE
Which type(s) of visual metaphor would support your main point? Answer these questions:

Attribute
- What are the notable features of your data?
- What's the purpose/value of the features?
- How are the features arranged or relate to each other?

Structure
- What's the foundation of your structure?
- What're the different layers and their defining features?
- What's the glue holding it all together?
- What's the main purpose of the structure?

Process
- What's the beginning state like?
- What's the transformative action?
- What's the ending state?
- What's the overall effect?

IDENTIFY KEY WORDS
Circle the key words in your answers to the questions. Write synonyms, antonyms, or images that come to mind. Use google and ask other people!
Example: Bars are very dense and have a strong peak.
thick, soupy   *top, trough*

BRAINSTORM & SKETCH
Apply these new words to other categories (nature, food, animals, objects, occupations) to find something that's familiar to people that will act as the bridge to your data. Test your sketches!
Possible Visual Encodings
Text/Labels, Images, Size, Shape, Weight, Color, Position, Texture/Pattern