

# **Space, Time, Whales and First Order Cognitive Modeling for Data Visualization**

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## **Speaker Biography:**

Colin Ware is Director of the Data Visualization Research Lab. which is part of the Center for Coastal and Ocean Mapping at the University of New Hampshire. Ware has a special interest in applying theories of perception to the design of geospatial data interfaces. He has advanced degrees in both computer science (MMath, Waterloo) and in the psychology of perception (PhD, Toronto). He has published over 130 scientific articles ranging from rigorously scientific contributions to the Journal of Physiology and Vision Research to applications oriented articles in ACM Transactions on Graphics and Transactions on Computer-Human Interaction. His book Information Visualization: Perception for Design is now in its second edition. His new book, Visual Thinking for Design, appeared in 2008. Ware also likes to build practical visualization systems. Fledermaus, a commercial 3D geospatial visualization system widely used in oceanography developed from his initial prototypes.