

“Great Data Visualization Using Basic Word Processing and Spreadsheet Software”

Principles:

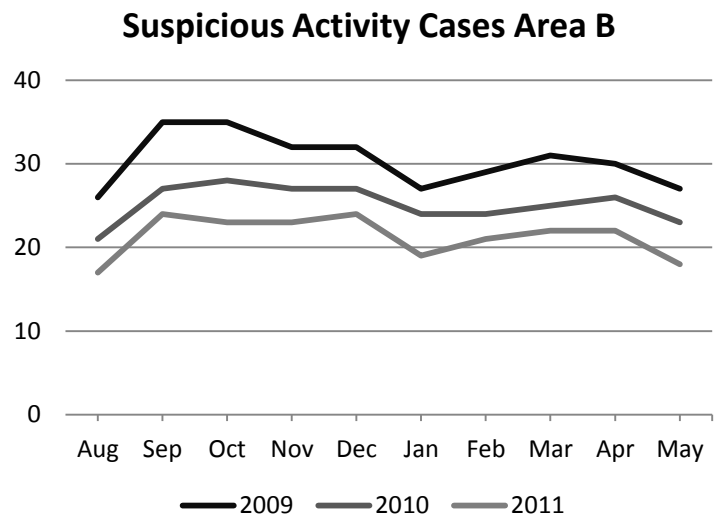
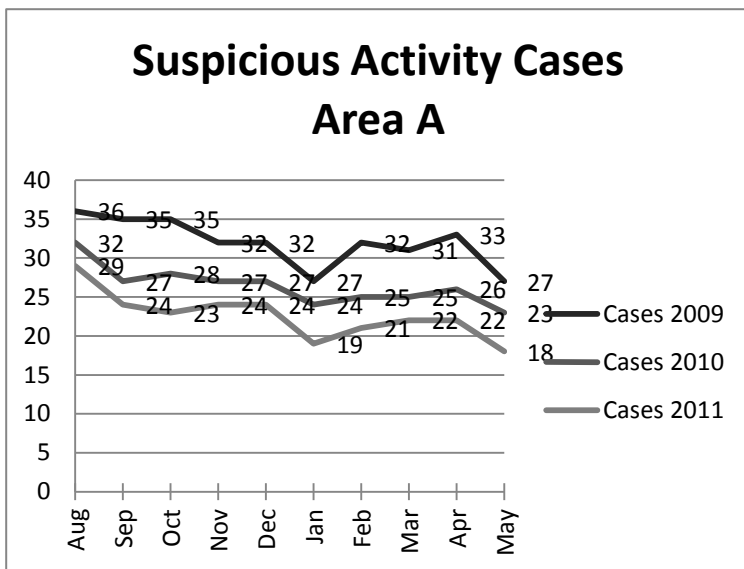
Reduce ornamentation in favor of making the *content* shine. Get rid of the chart junk. No one likes a messy graph.

The power of ‘less is more’— make all visual distinctions as subtle as possible, but still clear and effective.

Use consistent colors for continuity and to help make associations. Use different colors when working to contrast concepts. Use color to distinguish hierarchy of content.

Watch your scaling, particularly the y-axis. When comparing data, the axis should be the same.

What do the two charts below have going (not going) for them? Same content, but how are they different? If you wanted to directly compare them, what would you have to do?

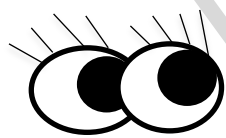


Notes:

Remember:

Prominence We read left to right and top left to bottom right. Bottom left is therefore not the best place to put information. (want to know more about this: search the internet for Gutenberg Design Principle)

Eyes Win - (check the internet for Pictorial Superiority Effect)



Direct the Eyes Toward the Topic. Notice how you had to look over here?
Good design will work to direct your eyes toward the topic.

Like Symbols. Use symbols. Symbols help communicate complex ideas.



Build Concepts

Text boxes are great at emphasizing information and highlighting important concepts, results, & conclusions

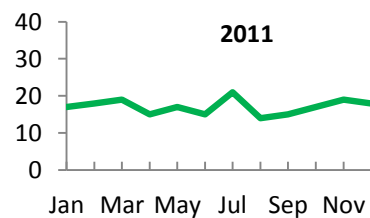
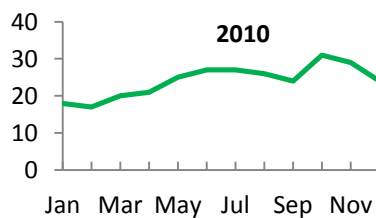
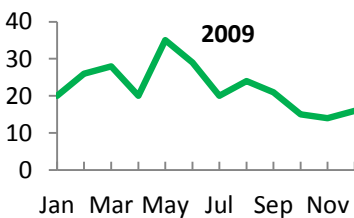
Use Color and/or Grayscale to your advantage!

Yellow on white paper is hard to see.

Use the color scheme of your organization or your client's.

black and white has the most contrast.

Align, Align, Align graphs, text boxes - note right justification is the easiest to read



Use Serif fonts on written reports. In charts and graphs **Sans Serif** fonts are often better. Use a maximum of three (3!) fonts in a document

Notes:

Great Source: Universal principles of design : 125 ways to enhance usability, influence perception, increase appeal, make better design decisions, and teach through design. By, William Lidwell, Kritina Holden, & Jill Butler, 2010. Rockport Publishers, Beverly, MA.