

Principles of Analytic Graphics

- Principle 4: Integration of evidence
 - Completely integrate words, numbers, images, diagrams
 - Data graphics should make use of many modes of data presentation
 - Don't let the tool drive the analysis
- Principle 5: Describe and document the evidence with appropriate labels, scales, sources, etc.
 - A data graphic should tell a complete story that is credible
- Principle 6: Content is king
 - Analytical presentations ultimately stand or fall depending on the quality, relevance, and integrity of their content