Use visual elements strategically

- Use colour, line, text

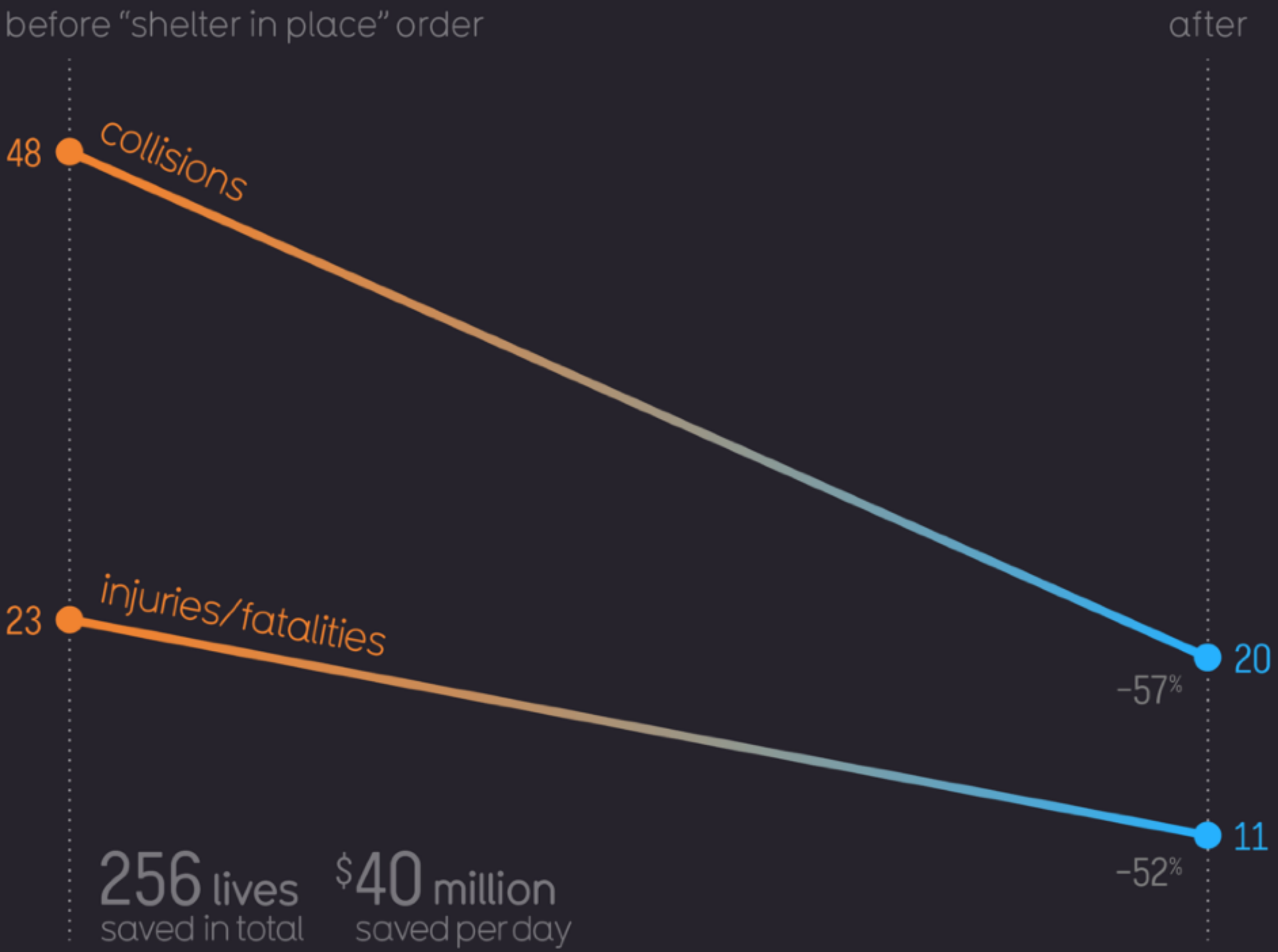
viewer

etc. to highlight

information for the

Far Fewer Traffic Accidents & Fatalities on California's Roads

Average per day

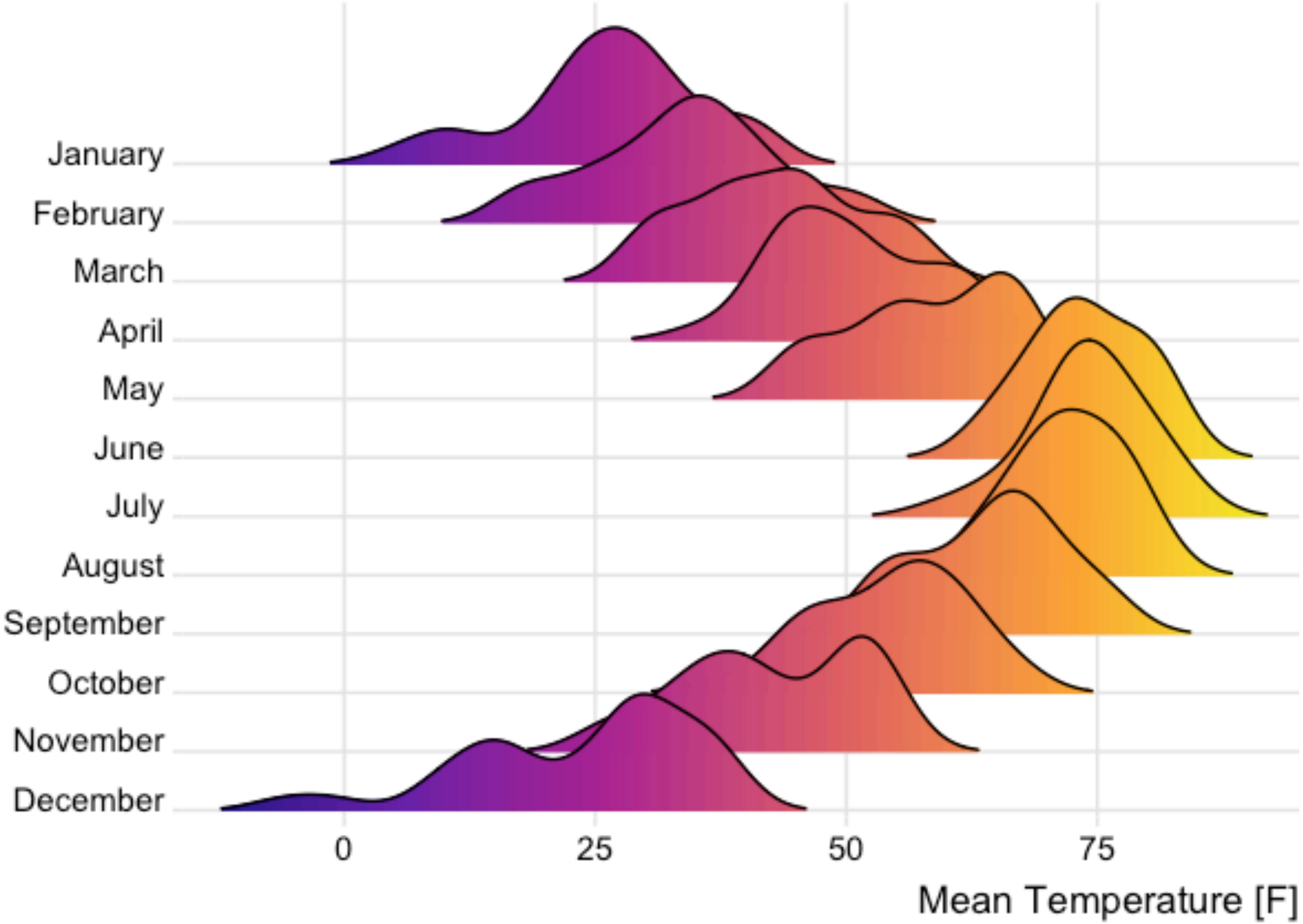


beautifulnews

source: Road Ecology Center, University of California Davis

Temperatures in Lincoln NE

Mean temperatures (Fahrenheit) by month for 2016



make sense

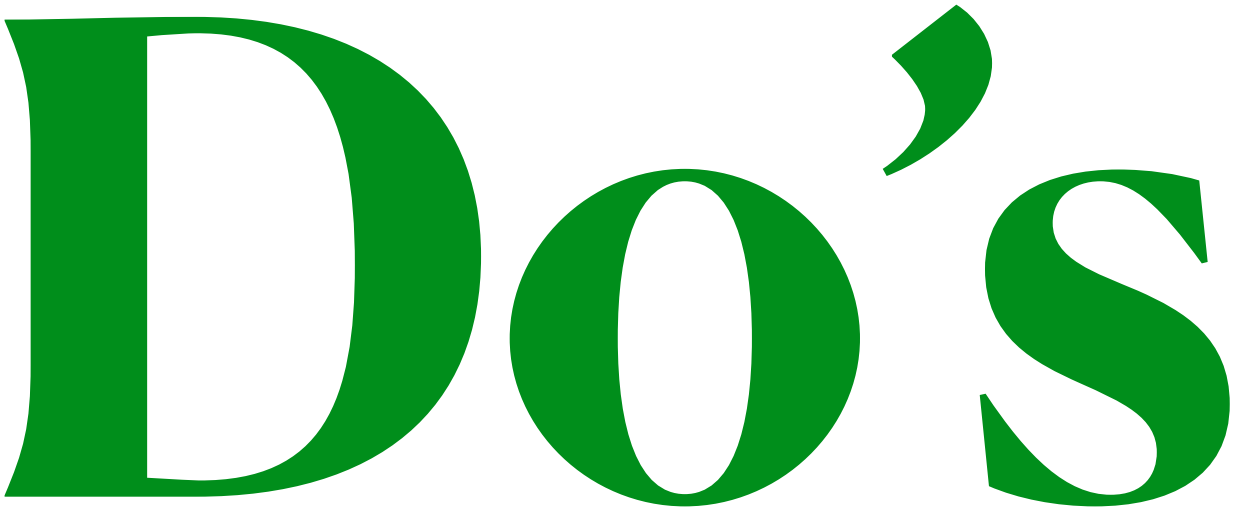
Use visual elements in ways that

- Think about what

etc.

viewers *expect* from

colour, size, form,


Do's