

Visualization rules

Checklist for quick review

Text

- ✓ 6 12 word descriptive title is left-justified in upper left corner
- Subtitle and/or annotations provide additional information
- Text size is hierarchical and readable

Arrangement

- Proportions are accurate
- Vata are intentionally ordered
- Axis intervals are equidistant

Color

- Color scheme is intentional
- Color is used to highlight key patterns
- Color is legible when printed in black and white

- Text is horizontal
- Data are labeled directly
- Labels are used sparingly
- Graph is two-dimensional
- Display is free from decoration

- Color is legible for people with colorblindness
- Text sufficiently contrasts background



Lines

- Gridlines, if present, are muted
- Graph does not have border line

Overall

- Graph highlights significant finding or conclusion
- The type of graph is appropriate for data
- Graph has appropriate level of precision

- Axes do not have unnecessary tick marks
- Graph has one horizontal and one vertical axis
- Contextualized or comparison data are present
- Score
- Individual chart elements work together to reinforce the overarching takeaway message