

What I hope you take away

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The big ideas

To manage your project, manage your files

Understand your data

Explore stories with visualizations

Be guided by the rhetorical situation

Design the final document

To manage your project, manage your files

- ▶ Establish an organization scheme and stick to it
- ▶ Keep scripts short (< 100 lines) and do one thing
- ▶ `data` directory for data files and R scripts that tidy them
- ▶ `design` directory for scripts to turn data into visuals
- ▶ `visuals` directory to receive the graphs
- ▶ `portfolio` R Markdown script to assemble the document

Understand your data

- ▶ Acquire interesting data (recommended links)
- ▶ Avoid surface learning: seek to understand your data structure
- ▶ Develop the necessary skills and make the data tidy
- ▶ Seek additional data as warranted by the rhetorical situation

Explore stories with visualizations

- ▶ Use the data structure to inform design sketches (no code)
- ▶ Learn from prior art, use small data sets you understand
- ▶ Learn from prior art, understand one line of code at a time
- ▶ One tidy data set, 15 visualizations
- ▶ Let the rhetorical situation add to your exploration

Be guided by the rhetorical situation

- ▶ Compared to what? Larger context? Who cares?
- ▶ Understand your audience
- ▶ Judiciously apply relevant design principles
- ▶ Tell the important story for that audience
- ▶ Expect the data graphic to raise new question. Seek answers.
- ▶ Repeat

Design your final document

Design means that you make conscious decisions about

- ▶ Every pixel in every display
- ▶ Every word, sentence, and paragraph
- ▶ Every element of document design: typefaces, spacing, etc.