**General:**

* Viz show something can’t see directly from data/numbers
* Clear Message/motivations/ why create the data viz/what research question viz trying to answer/purpose
* Simplicity of complex data?
* Consider your /tailor to audience/reader – different skill sets/objectives of themselves

**Colour:**

* Colour scheme to match data type – matching quality of data with quality of graphical representation e.g. not use categorical data with continuous colour scheme.
* Relate the colour to the real world /or of the phenomenon that you’re showing e.g. temp blue red – convention universal and think about nature of analysis.
* Don’t use colour spuriously – e,g. in the mapping /no arbitary

**Layout:**

* Proximity show degree of relationship – e.g. clustering things closer together, so things closer together as ‘related’.
* Maps where geography is important.

**Symbolisation:**

* Circles not the best way to compare values – choice between circle and bar
* If relative judgement is important for audience, then don’t use circles. – can’t judge relative magnitude.
* Portray data in format where it is easily interpretable – e.g. bar/circles

**Interaction:**

* See more detailed info – overview, filter, zoom – details on demand (scheidman)? – see lecture notes
* Use common convention for interactive - how they expect it to interact.
* Make data the interface

**Aesthetics:**

* Typography – match it to the theme, audience, and aligned with the rest of the viz so that is consistent and same message across.

**Storytelling:**

Why story telling:

* Memorable! Getting ideas across so they are memorable
* Relate to the story
* Personal experience
* Bonding exercise/social element

* First of all set context/content
* Climax in the middle – knowledge points - new knowledge – understand context of the data – e.g. – overall summary (of the total groups) give some context first then delve deeper – then divide into sections of occupation.
* Discover the unknown - how to continue the story.
* Stories that persuade