

Designing beautiful and informative visualizations: the case for {ggplot} and {highcharter}

Anónimo

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Abstract

Both Highcharter and ggplot provide functionalities to create beautiful visualizations. However, not all developers are familiar with the do's and don'ts of styling their graphics. Design decisions are often made out of instinct and without the necessary knowledge to produce a good balance between usability and beauty. This presentation will describe the key aspects of designing charts in Highcharter and ggplot so as to take full advantage of these libraries' styling features, including color, font and size options.

We often worry more about the type of graphic or the quality of the data than the colors we will represent it with. However, defining a color palette is one of the most advantageous parts of designing visualizations. A suitable color scheme is critical to ensure proper accessibility and to emphasize certain elements of our graphics. Combining this with an appropriate font selection will help us adequately craft the message we want to send to our audience about our project, our brand or even our data. Considering the possibilities of the Highcharts and ggplot libraries, we will go through the features that will help us create beautiful and usable visualizations, while learning about color and font accessibility. We will also show some live applications of our recommendations to better show the impact of these design decisions.