Module 9
Effective Visualization

Designing effective dashboard displays

- **Prerequisites and guidelines**
  - The prerequisites
  - How to start: Initial scope
  - Guidelines for creating displays
  - Guidelines for designing charts
- **Using the proper visualizations**
  - Visualizing information
  - Attributes of visual perception (Figure 32)

Figure 32: Attributes of visual perception

Category	Attribute	Illustration
Color	Hue	
	Intensity	
Form	Line length	
	Line width	

Figure 32: Attributes of visual perception
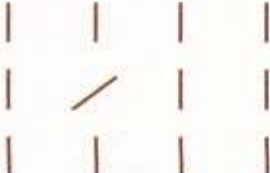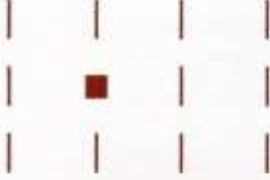
Category	Attribute	Illustration
Form (continued)	Orientation	
	Size	
	Shape	
	Added marks	
	Enclosure	

Figure 32: Attributes of visual perception

Position	2-D location	
Motion	Flicker	A visual attribute of an object, such as color, that continuously changes back and forth between two values, or the entire object itself repeatedly appears and then disappears

Figures 33 & 34: Attributes of color

0% saturation   100% saturation

Figure 33: Saturation
Source: Information Dashboard Design, Few

0% lightness   100% lightness

Figure 34: Lightness
Source: Information Dashboard Design, Few
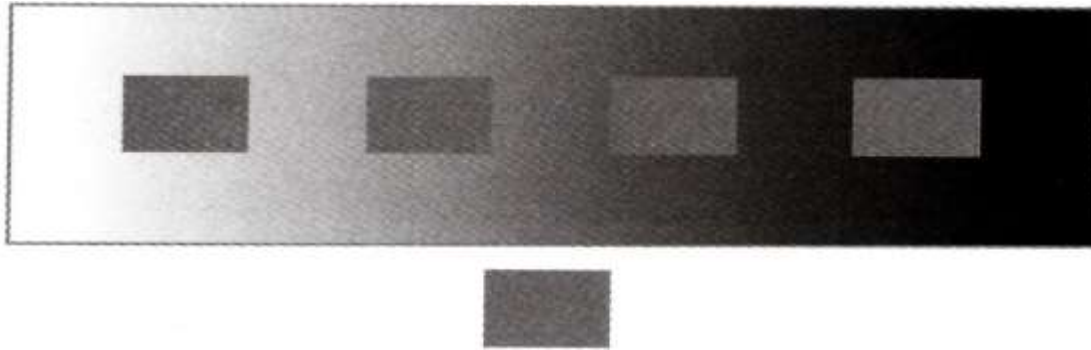
Figures 35 & 36: Attributes of color

Figure 35: Intensity
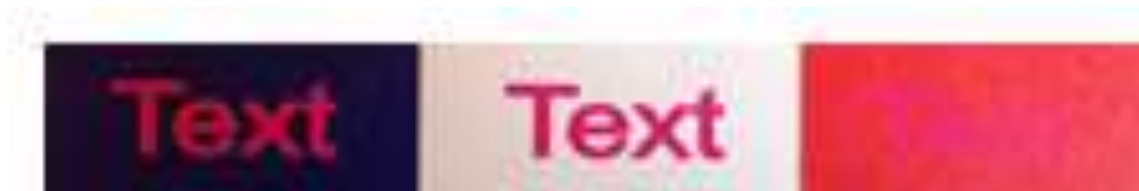**Source: Information Dashboard Design, Few**

Figure 36: Effect of background color
Source: Information Dashboard Design, Few

Difference between standard & emphasis colors

Standard Colors

Emphasis Colors

Specific visualizations

Figure 38: Dial gauges
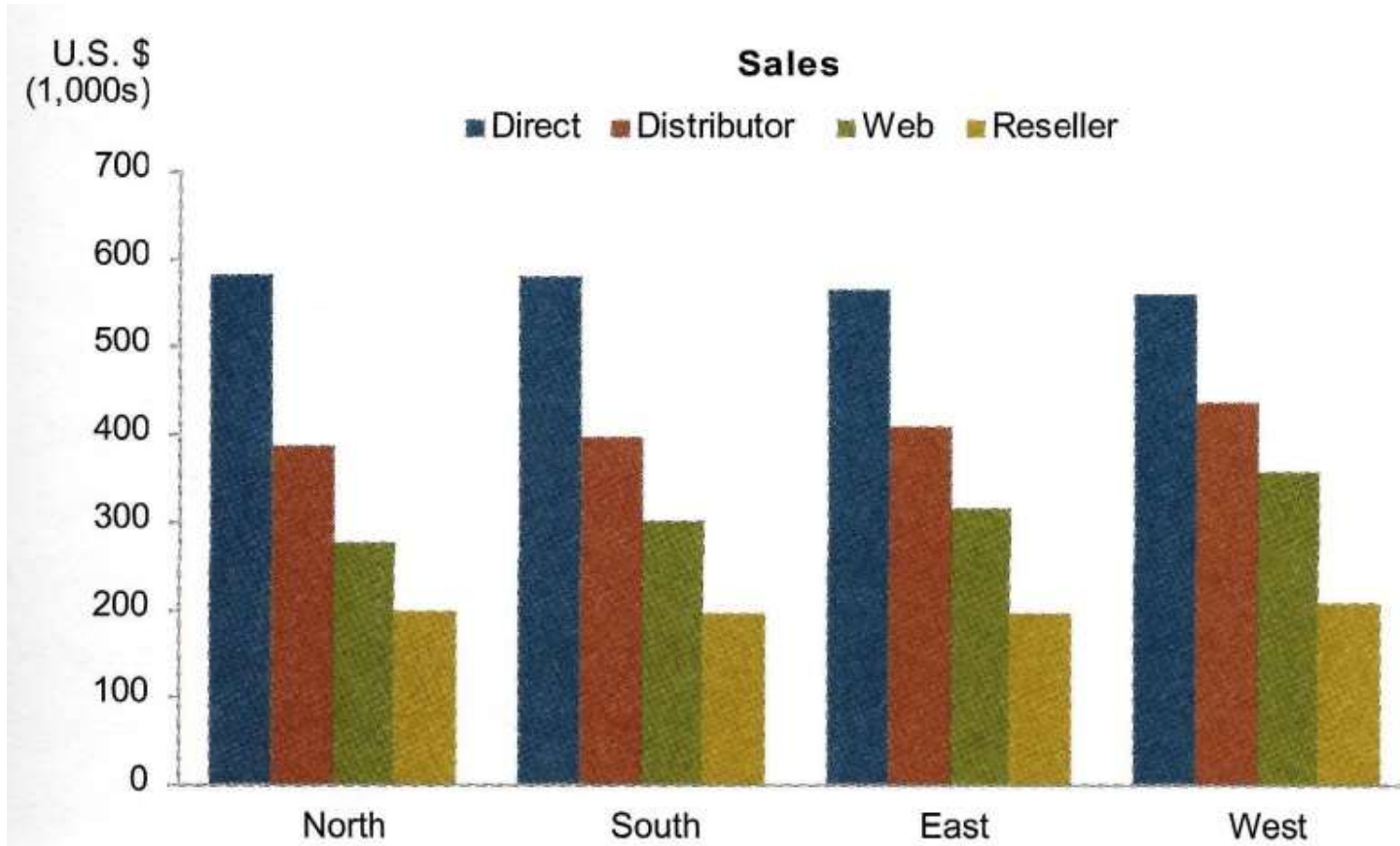**Source: Information Dashboard Design, Few**

Specific visualizations

Figure 39: Bar chart
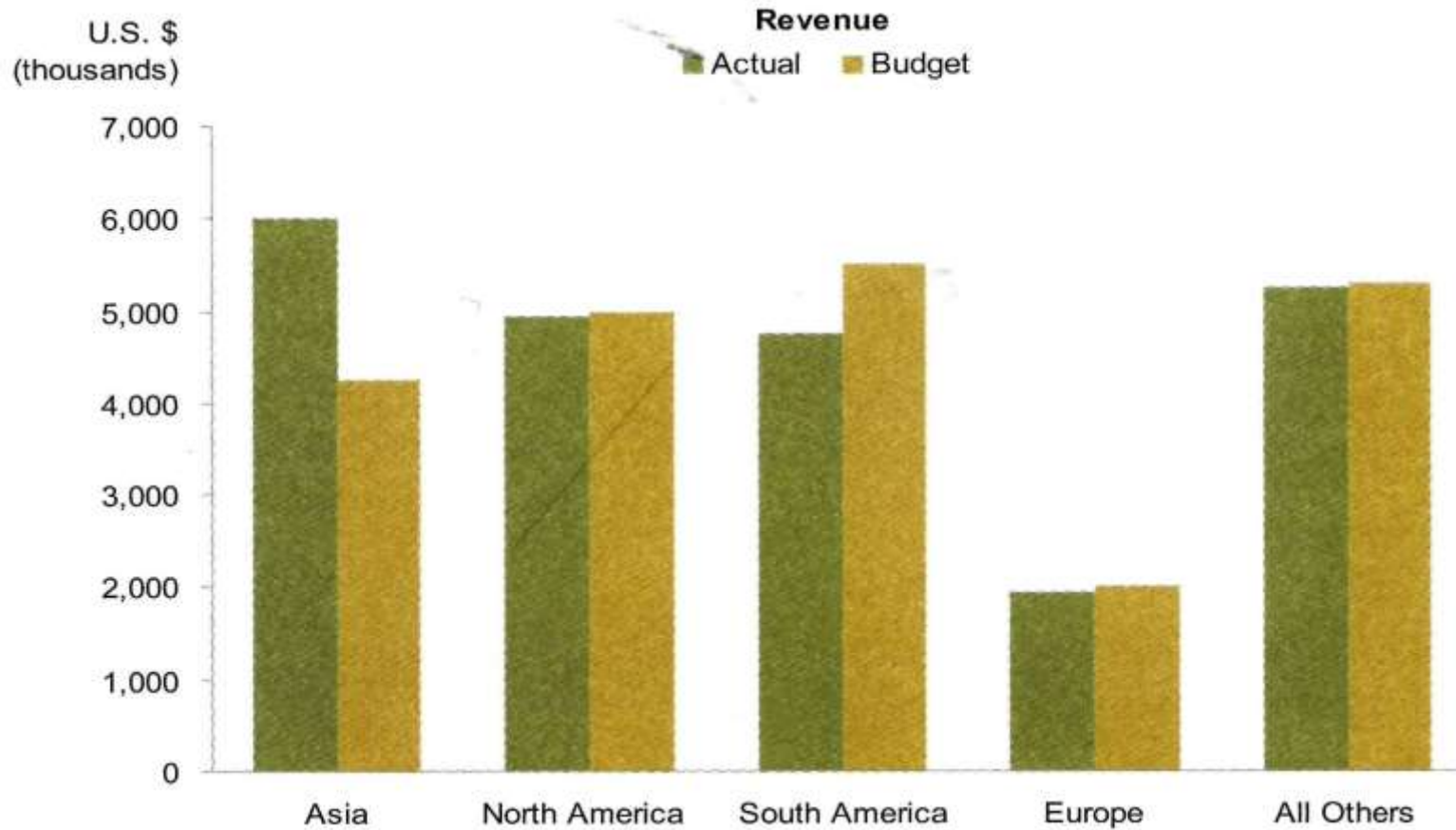**Source: Information Dashboard Design, Few**

Specific visualizations

Figure 40: Regional view
Source: Information Dashboard Design, Few
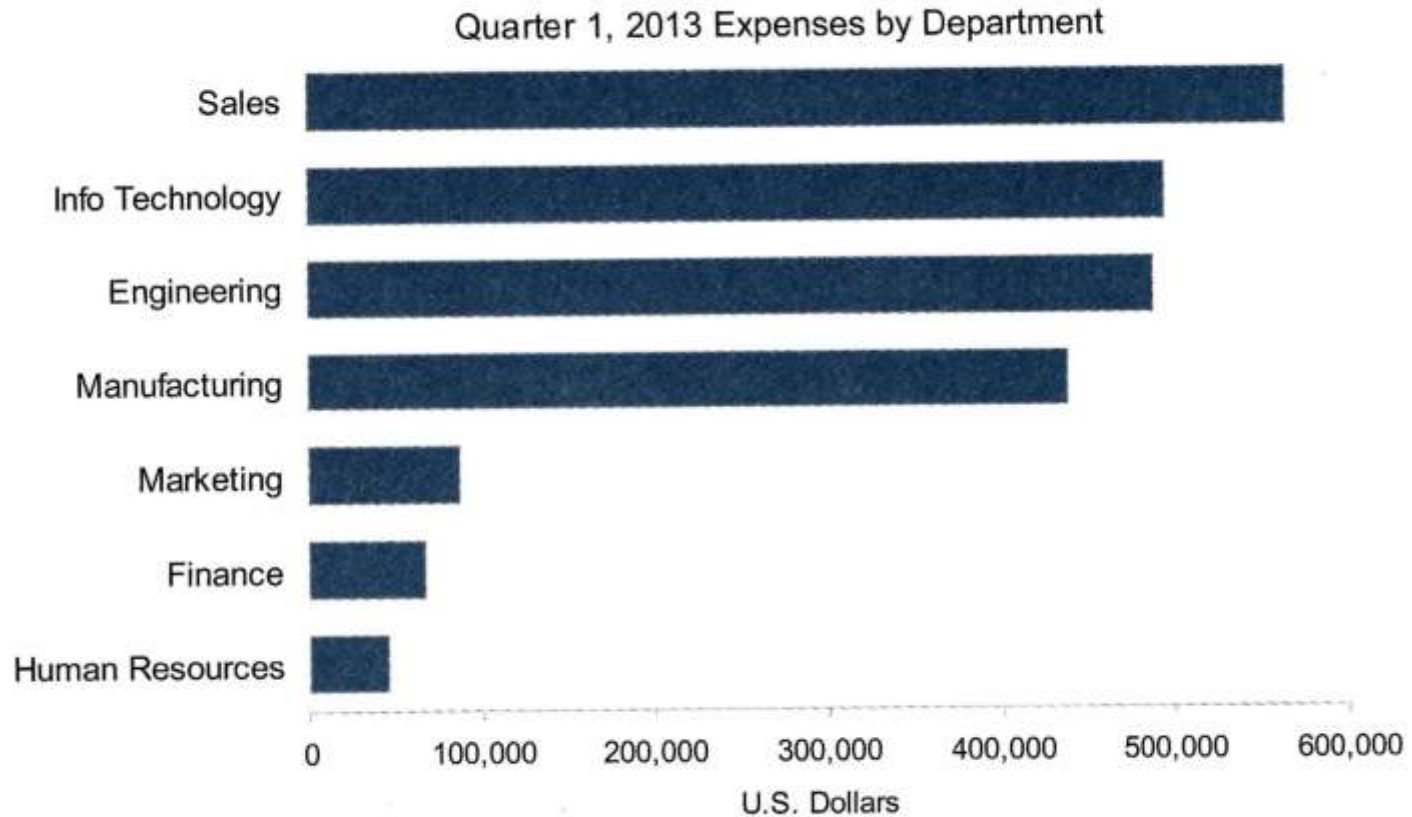
Specific visualizations

Figure 41: Horizontal bars
Source: Information Dashboard Design, Few
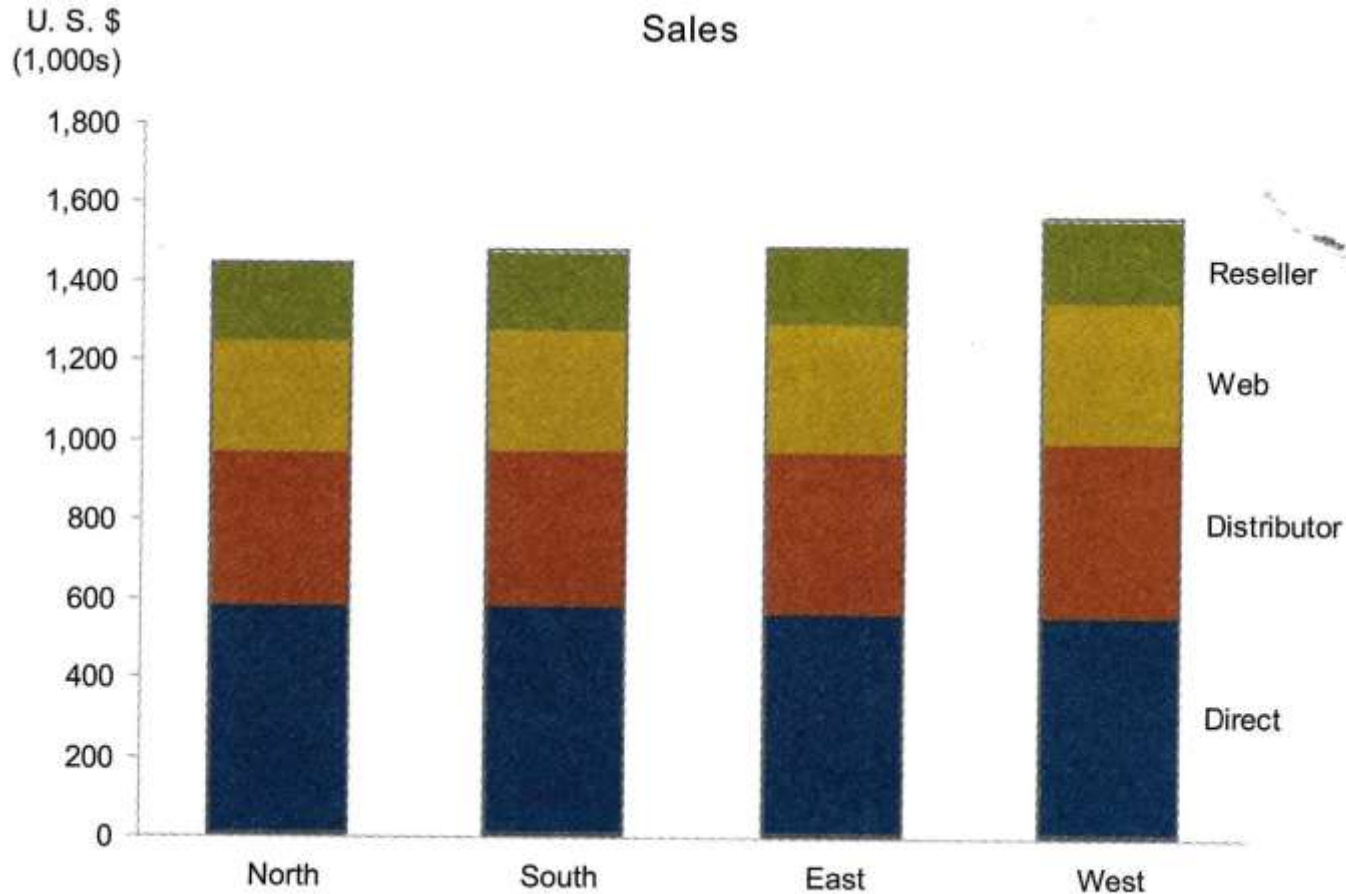
Specific visualizations

Figure 42: Stacked bar chart
Source: Information Dashboard Design, Few

Specific visualizations
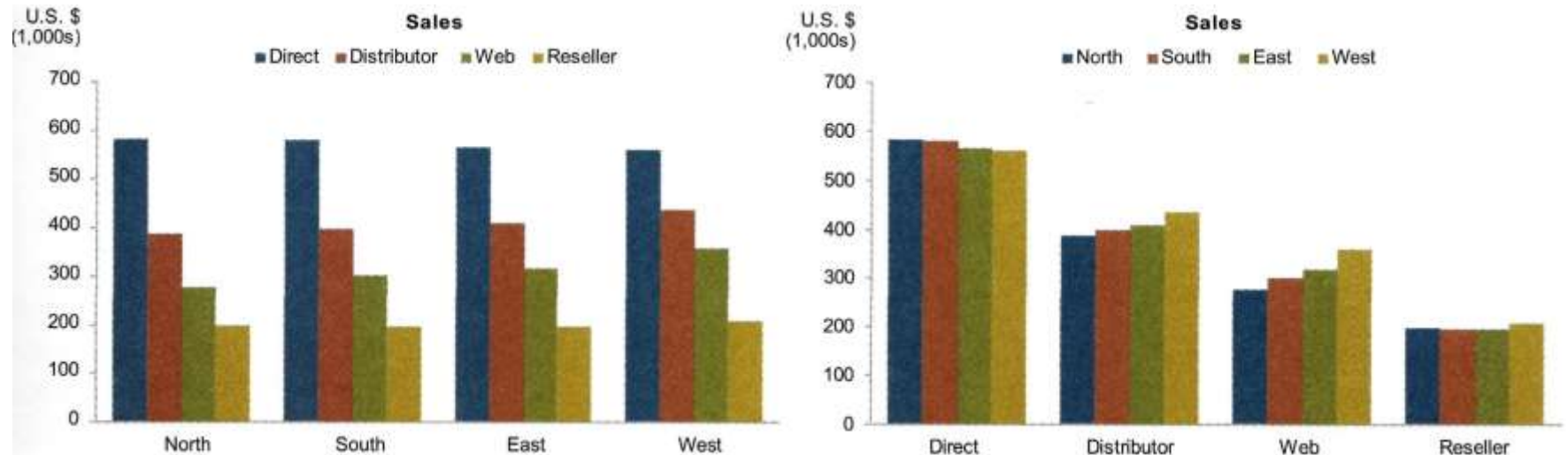

Figure 43
tacked bar charts with regional and channel views
Source: Information Dashboard Design, Few
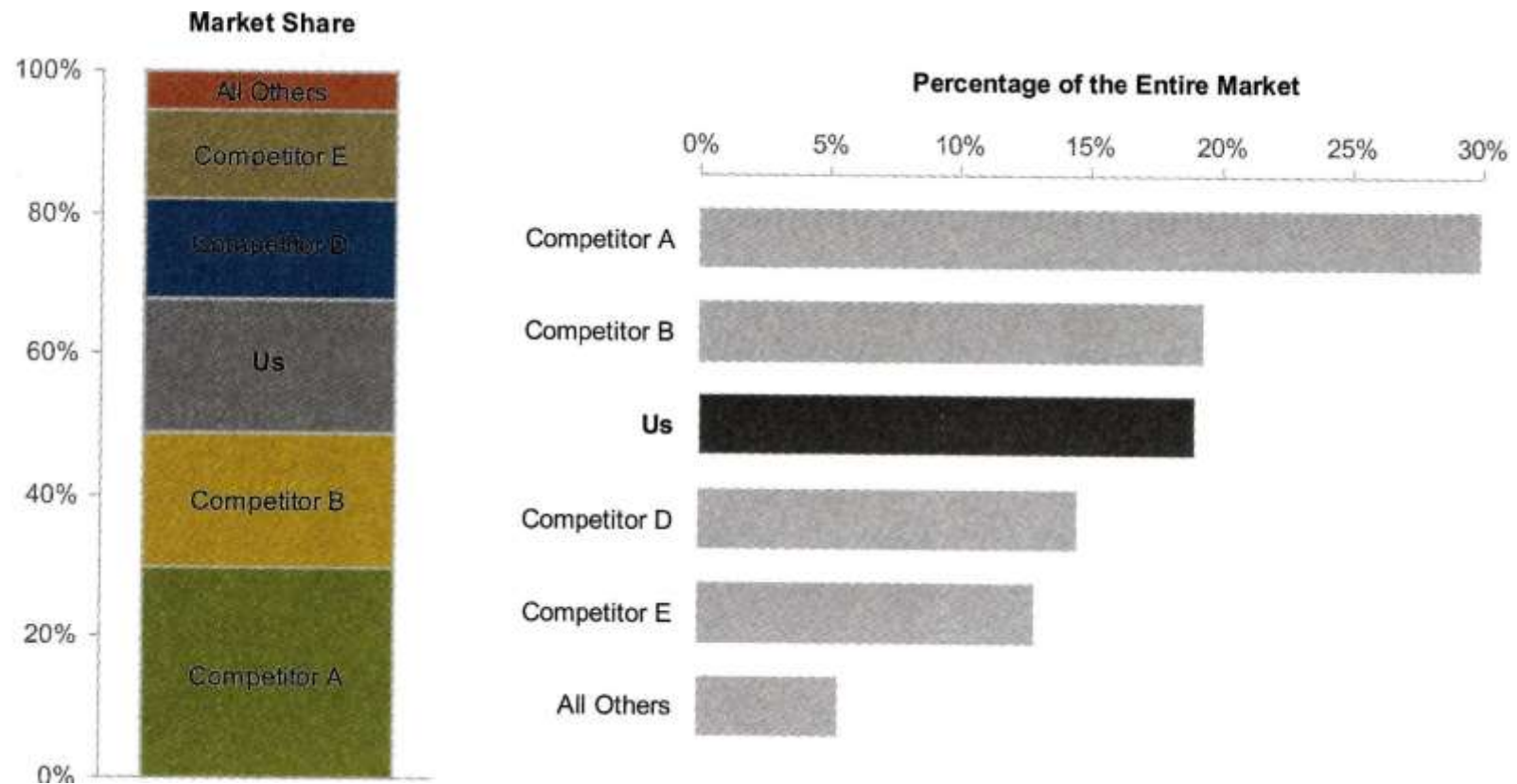
Specific visualizations

Figure 44: Better way to display stacked bar information
Source: Information Dashboard Design, Few