Do the Work: Experiment with Color Tools

Color is an important part of almost every visualization, and is an effective way to represent quantities (like the ranking of a top 10 hottest month).

To help choose a good color scheme for your visualizations, we recommend that you explore the many tools for selecting colors schemes that are available online. One of our favorites is Color Brewer.

For the top 10 hottest months visualization, we chose a sequential color scheme from blue (for cooler) to red (for hotter). We used Color Brewer to pick colors from a multi-hued blue scheme, and a multi-hued red scheme and joined them together to create the colors for the visualization.

Choosing good colors for a visualization is both an art and a science. When you are ready to begin creating visualizations on your own, we recommend reading more about selecting colors and color schemes for visualizations. One short guide you can begin with is Use of Color in Data Visualization by Robert Simmon, from NASA.

Sequential color scheme: a sequential color scheme is a scale that represents a larger value at one end and a smaller value at the other.

We associate reds and oranges with hotter temperatures, and blues and purples with cooler temperatures, so this scale works well when we're representing the range of the top 10 hottest months.

Diverging color scheme: a sequential color scheme that is used for data that diverge from an average or midpoint.

Color Discovery Tools

colorbrewer2.org
canva.com
design-seeds.com
color.adobe.com
coolors.co
colormind.io
colourlovers.com
mycolor.space

"Color selection in data visualization is not merely an aesthetic choice, it is a crucial tool to convey quantitative information."

— Robert Simmon, NASA