

Lesson 2:
Design of Visualizations

SEARCH

RESOURCES

CONCEPTS

✓ 8. What Experts Say About Visual ...

✓ 9. Chart Junk

✓ 10. Data Ink Ratio

✓ 11. Design Integrity

✓ 12. Bad Visual Quizzes (Part I)

✓ 13. Bad Visual Quizzes (Part II)

14. Using Color

15. Designing for Color Blindness

16. Shape, Size, & Other Tools

17. Good Visual

18. Lesson Summary

Bad Visual Quizzes (Part II)

Rename axis labels and title.

☐ Order the bars in alphabetical order for an easier comparison.

Order the bars according to height for an easier comparison.

Remove legend, as percent isn't a useful legend label.

☐ Color the bars to highlight the different companies.

☐ Add to the legend the company names and color the bars as represen

There are always personal preferences. The visual below is a **good visualization** design, following the principles of:

1. reducing chart junk,
2. maintaining a high data-ink ratio,
3. maintaining data integrity, and
4. using length to show changes and differences rather than areas.

Percentage of the Phone Market

Company	Percentage
RIM	39%
Other	21%
Apple	20%
Palm	10%
Motorola	7%

Company

Supporting Materials

[Quizzes Data - Sheet2](#)