

Effective Charts

Intro to Data Visualization

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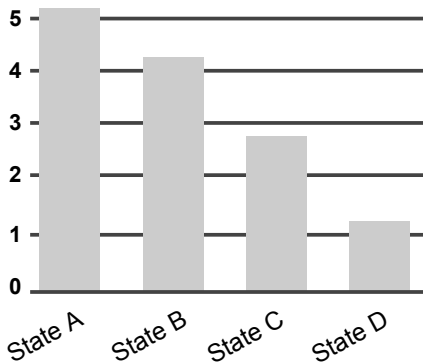
Effective Charts

Oppressing typography



HEADLINE OF THE CHART

A brief description that outlines what the data shows

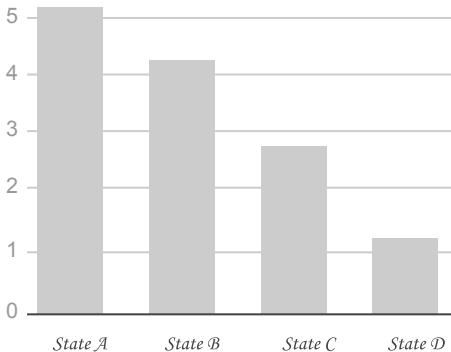


Avoid highly stylized typography



HEADLINE OF THE CHART

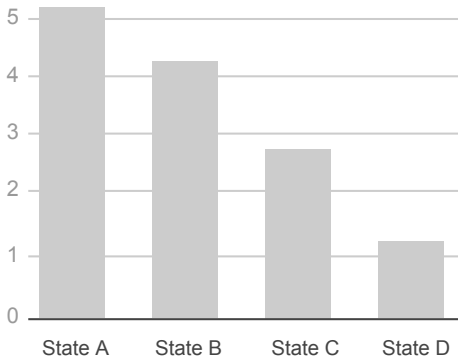
A brief description that outlines what the data shows



Simple typography

HEADLINE OF THE CHART

A brief description that outlines what the data shows

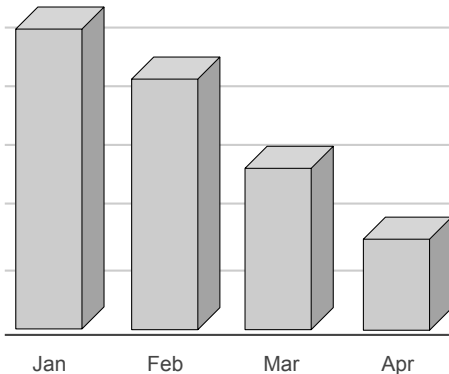


No need for 3D Effect



Don't use 3-dimensional bars:

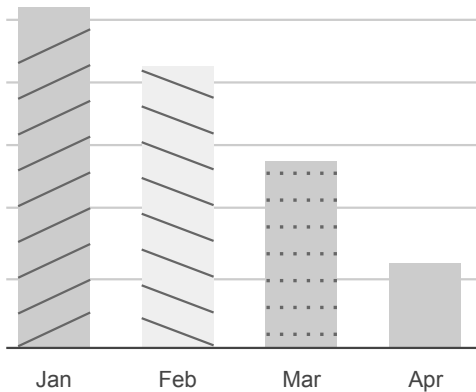
- it adds no information
- it is hard to guess where the top is



Avoid distracting shades



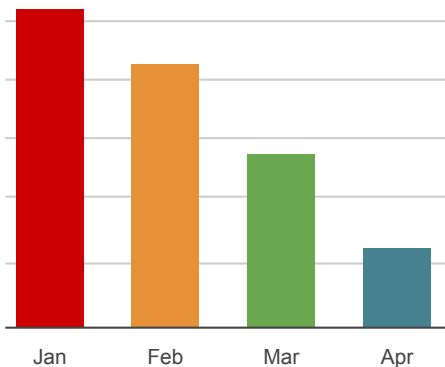
Don't use multiple distracting shades



Different colors for the same type of data?

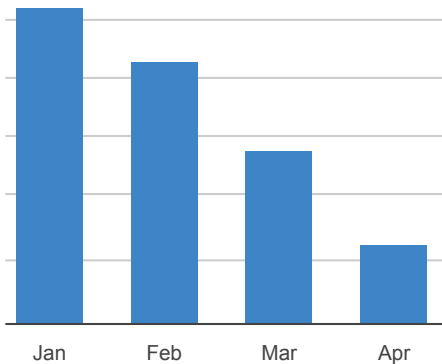


Don't use multiple colors to represent the same kind of data



Same color for the same type of data

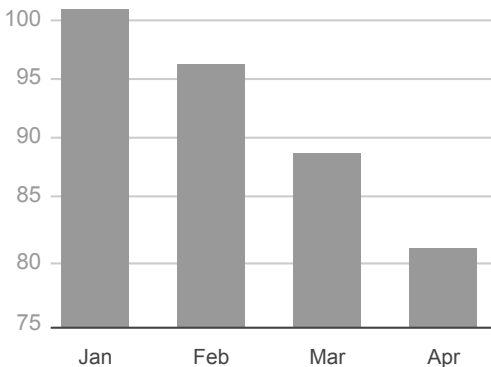
Use the same color to represent the same variable



Truncated Baseline

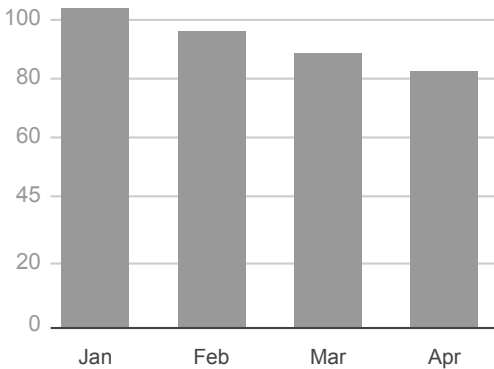


Don't truncate baseline of bar charts



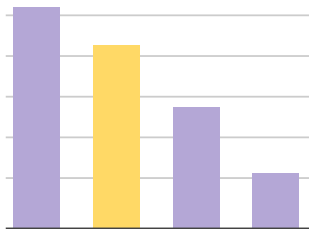
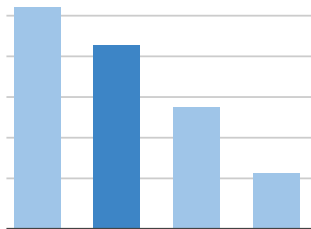
Zero Baseline

Always start at the zero baseline
No exceptions!



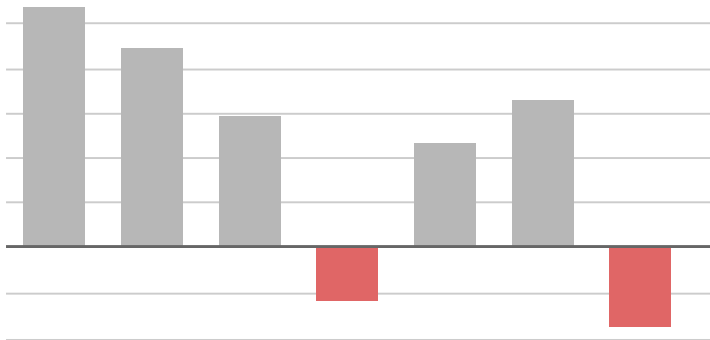
Darker Shades

Use a darker shade or a different color to highlight the focal point



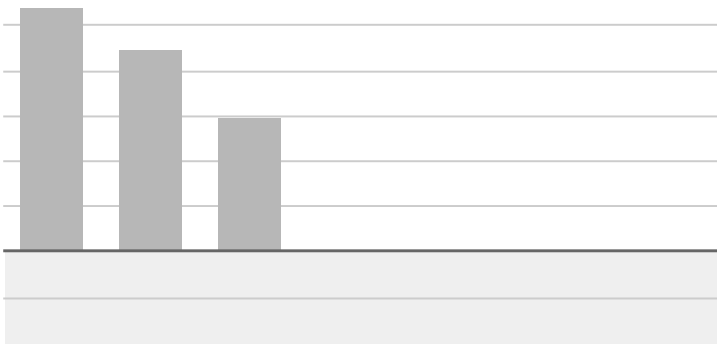
Contrasting Color

You can use contrasting colors to depict negative values



Background Color

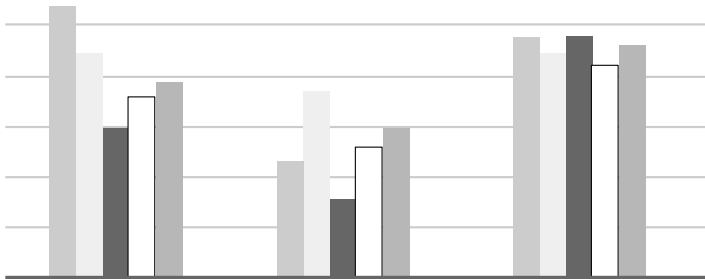
You can use a gray background to identify the negative zone



Avoid Zebra Pattern

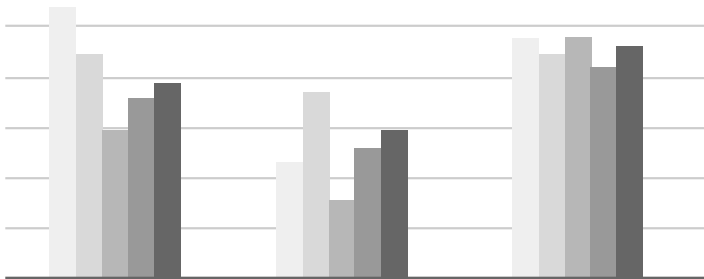


No zebra pattern



Sequential Shades

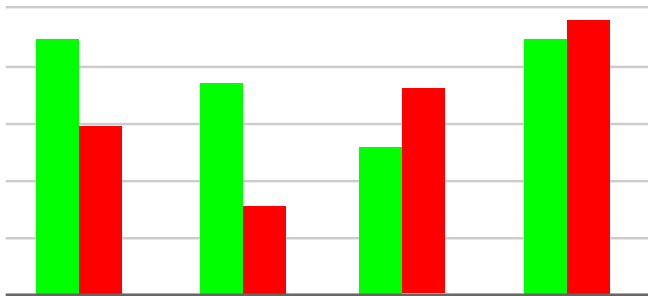
From lightest to darkest



Using Complementary Colors?



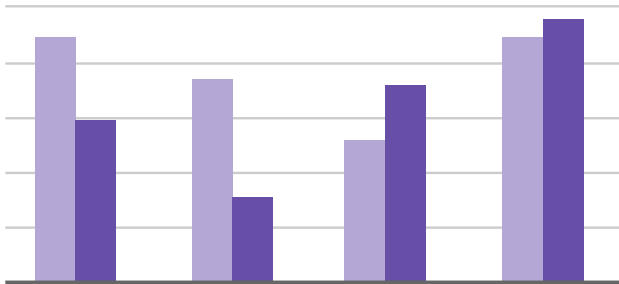
Be careful with the selection of colors:
When working with two colors avoid
complementary (opposite) colors



Using Different Shades



It's better to use different shades of the same color

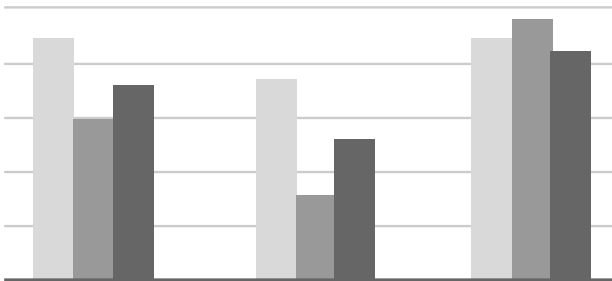


Using Legends

Add legends in the right sequence



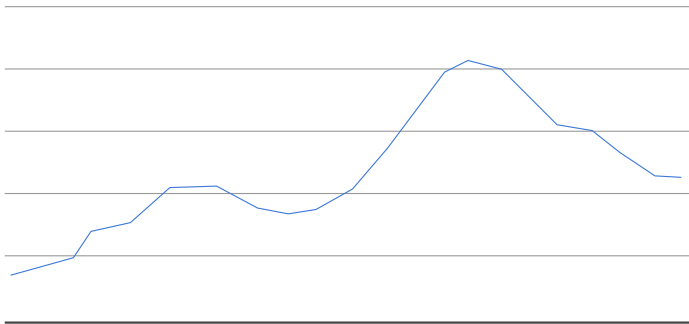
Legend A Legend B Legend C



Width of Lines



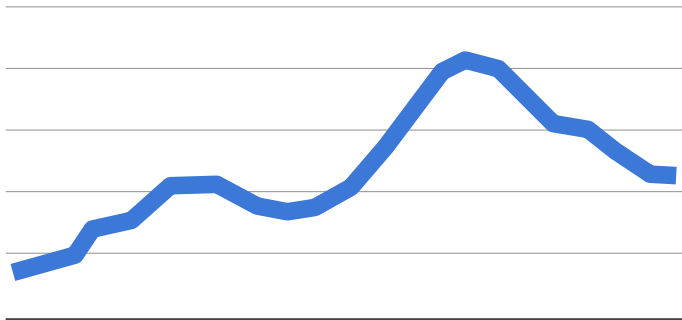
lines too thin are hard to read



Line Width

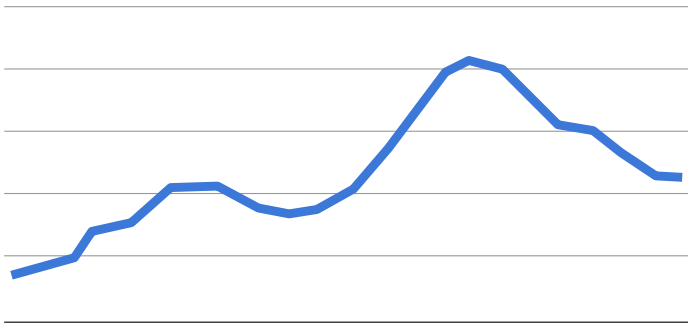


too thick lines may hide some details



Line Width

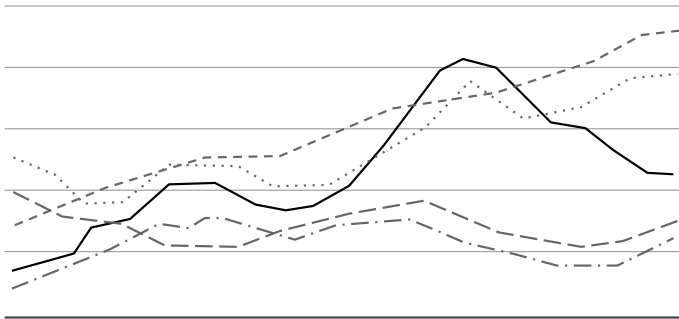
look for “an OK” thickness



Avoid Spaghetti Lines

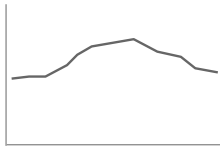
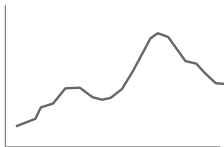


Avoid spaghetti lines:
Don't differentiate each line trying all
types of dashed lines



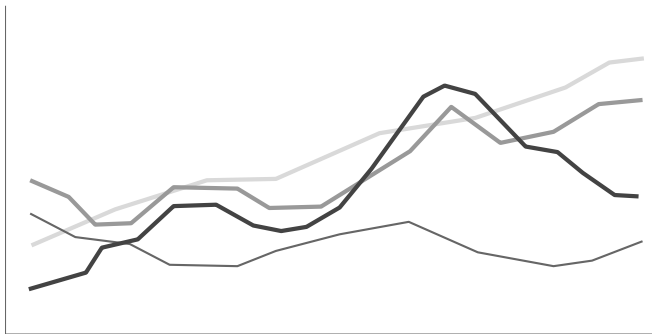
Facetting

Better comparisons
with panel of charts



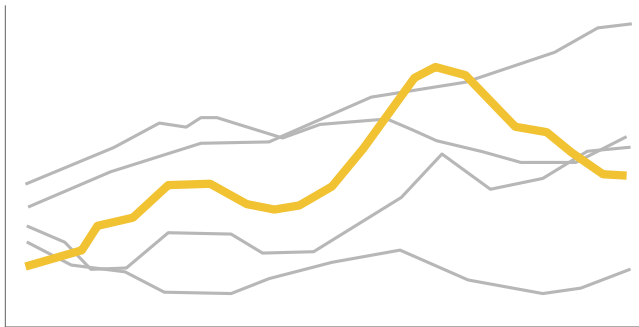
Dark Intensities

Four or fewer lines is better with different dark intensities



Dark Intensities

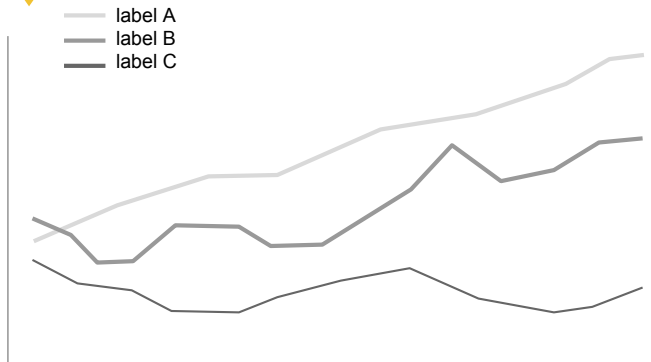
Use bright to dark colors to emphasize the important line



Avoid Long-distance Labeling

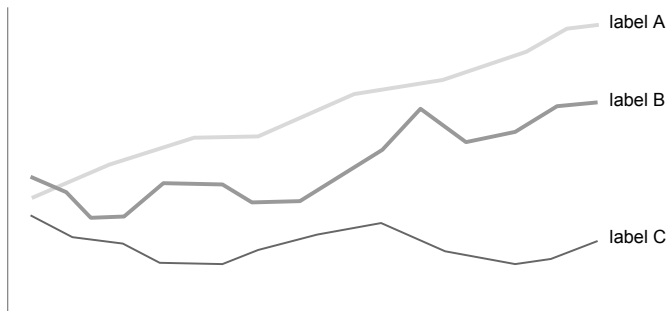


Avoid labeling at long distance



Direct Labeling

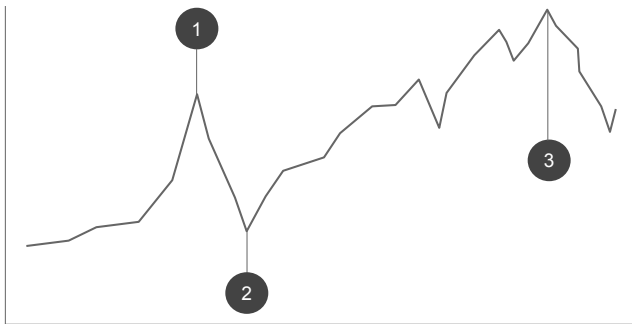
Label the lines directly



Avoid Long-distance Labeling



Avoid labeling at long distance



- 1 **Point one** Description text goes here
- 2 **Point two** Description text goes here
- 3 **Point three** Description text goes here

Direct Labeling

Prefer direct labeling

