4A’s of design

* Affordance
  + Highlight the important stuff
  + Eliminate the distractions
    - Not all the data is equally important
    - When detail isn’t needed, summarize
    - Ask yourself if eliminating would change anything
    - Push necessary, but non-message impacting items to the background
  + Inherent and obvious
  + With sufficient affordances, design fades into the background
  + Tells our audience how to use and interact with our visuals
* Accessibility – Access to information
  + Don’t overcomplicate
    - Make it legible(easily accessible/ understandable)
    - Keep it clean
    - Use straightforward language
    - Remove unnecessary complexity
  + Text is your friend
    - Use text to:
      * Label
      * Introduce
      * Explain
      * Reinforce
      * Highlight
      * Recommend
      * Tell a story
* Acceptance – Bind audience to the visuals