DATA VISUALISATION & DESIGN

SKILLSHARE

Hannah Williams
Code for South Africa School of Data Fellow

www.hannahwilliams.co.za
hello@hannahwilliams.co.za
@LittleMsNimbus

WHAT IS DESIGN?

DESIGN IS THE INTERFACE WE'VE CREATED FOR OUR WORLD

IT PERFORMS A FUNCTION

SO, **WHAT ARE YOU TRYING TO ACHIEVE** IN THE BIGGER PICTURE?

SCHOOL OF DATA

WHAT DOES YOUR DATA VIZ AIM TO DO?

DATA VISUALISATION IN ISOLATION IS MEANINGLESS

THE WAY INFORMATION IS PRESENTED CHANGES THE WAY WE INTERACT WITH IT

PERSON X SEES YOUR VISUALISATION AND **THEN WHAT**?

SCHOOL OF DATA

WHAT DOES YOUR DATA VIZ AIM TO DO?

KEEP THINGS SIMPLE, FOCUSSED AND RELEVANT

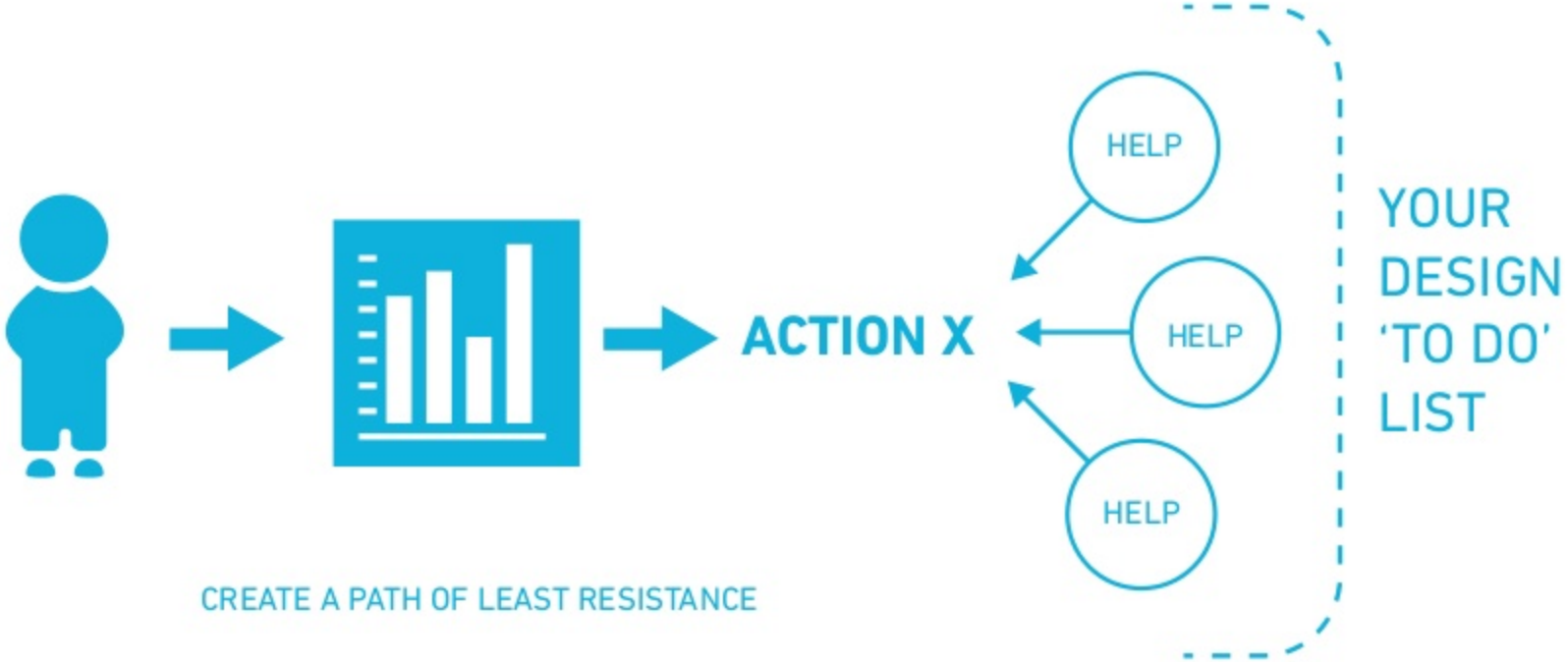
WHO AM I TRYING TO REACH?

WHAT DO I WANT THEM TO DO?

HOW CAN I MAKE IT **AS EASY AS POSSIBLE** FOR THEM TO DO THIS?

SCHOOL OF DATA

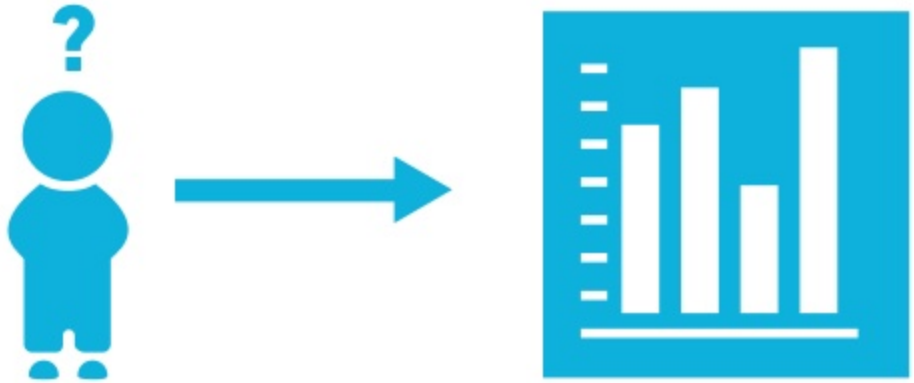
WHAT DOES YOUR DATA VIZ AIM TO DO?



SCHOOL OF DATA

Team by Ahmed Trochilidae from The Noun Project | Bar Graph by Oriol Carbonell from The Noun Project

FUNCTIONAL DESIGN REQUIREMENTS



SCHOOL OF DATA

Team by Ahmed Trochilidae from The Noun Project | Bar Graph by Oriol Carbonell from The Noun Project

FUNCTIONAL DESIGN REQUIREMENTS

SCHOOL OF DATA

Team by Ahmed Trochilidae from The Noun Project | Bar Graph by Oriol Carbonell from The Noun Project

THE VISUAL DESIGN PROCESS SIMPLIFIED

GRAPHIC / VISUAL DESIGN IS

99% OBSERVATION AND 1% INSPIRATION

IT'S NOT ABOUT YOU

YOUR AESTHETIC (THE WAY THINGS LOOK) IS FUNCTIONAL, IT CREATES CONCEPTUAL LINKS, CONTEXT AND CUES FOR PEOPLE

SCHOOL OF DATA

THE VISUAL DESIGN PROCESS SIMPLIFIED

1. COLLECT REFERENCE / NICE EXAMPLES

- OF OTHER DESIGNS THAT ACHIEVE SIMILAR THINGS
- OF VISUALS FROM THE CONTEXT YOU'RE WORKING IN / THAT YOUR TARGET AUDIENCE ALREADY RESPONDS TO

SCHOOL OF DATA

THE VISUAL DESIGN PROCESS SIMPLIFIED

1. COLLECT REFERENCE / EXAMPLES

EG. THE PHARMACEATICAL INDUSTRY

SCHOOL OF DATA

THE VISUAL DESIGN PROCESS SIMPLIFIED

2. ANALYSE WHAT MAKES THEM VISUALLY DISTINCT

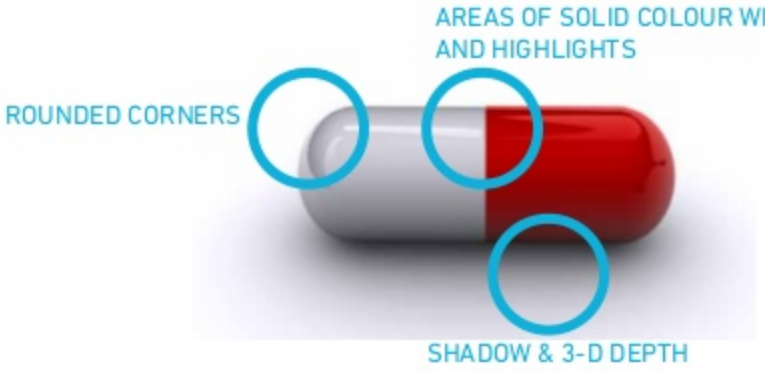
EXAMPLE:

SCHOOL OF DATA

THE VISUAL DESIGN PROCESS SIMPLIFIED

3. MAKE A BASIC SET OF DESIGN RULES

KEEP IT AS SIMPLE AS POSSIBLE & STICK TO THEM

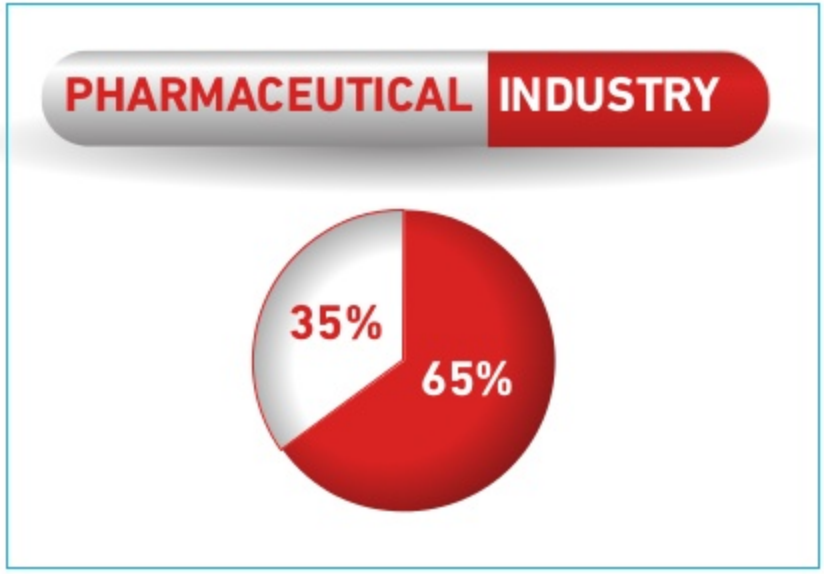


SCHOOL OF DATA

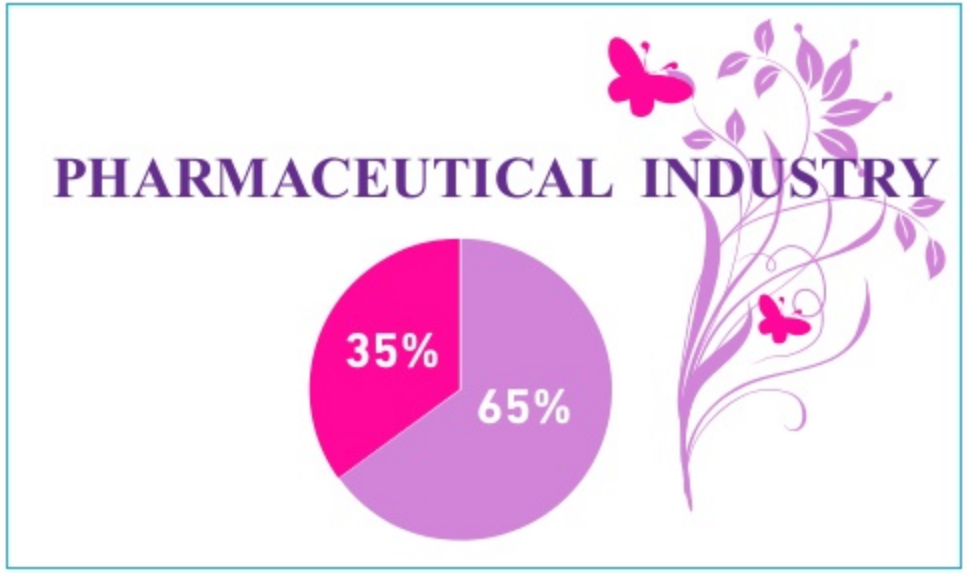
THE VISUAL DESIGN PROCESS SIMPLIFIED

3. MAKE A BASIC SET OF DESIGN RULES

KEEP IT AS SIMPLE AS POSSIBLE & STICK TO THEM



VS



SCHOOL OF DATA

DESIGN TIPS & TRICKS

LAYOUT

CREATE AN **INFORMATION HIEARCHY** - THE ORDER YOU WANT PEOPLE TO TAKE IN THE INFO. IF PEOPLE ONLY TAKE IN 2 OR 3 THINGS WHAT SHOULD THEY BE?

IF YOU CAN SAY SOMETHING IN LESS WORDS, DO IT.

TEST THE ORDER YOU READ THINGS ON YOURSELF

MAIN POINT

ESSENTIAL IMPORTANT INFO

Important info that is not as critical

More detail that is useful but not essential to get your point across. They read this once they are interested by your primary info.

SCHOOL OF DATA

DESIGN TIPS & TRICKS

LAYOUT

DON'T BE AFRAID OF 'WHITE SPACE'

DON'T TRY AND FIT EVERYTHING ON A SINGLE PAGE / LIMITED AREA

IF IT'S A PRESENTATION USE MORE SLIDES - IT MAKES NO DIFFERENCE TO HOW LONG YOU'LL BE TALKING

IF IT'S A WEBSITE ALLOW PEOPLE TO NAVIGATE BETWEEN MANY SIMPLE VISUALISATIONS RATHER THAN ONE HUGE ONE WITH OVERWHELMING AMOUNTS OF INFO

SCHOOL OF DATA

DESIGN TIPS & TRICKS

TYPOGRAPHY

COPY TYPOGRAPHY FROM EXAMPLES THAT WORK WELL & LEARN FROM THEM. NOT ONLY FONTS, ALSO LETTER SPACING, LINE HEIGHT, ETC

INSPECT ELEMENT (BROWSER)

SCHOOL OF DATA

DESIGN TIPS & TRICKS

TYPOGRAPHY

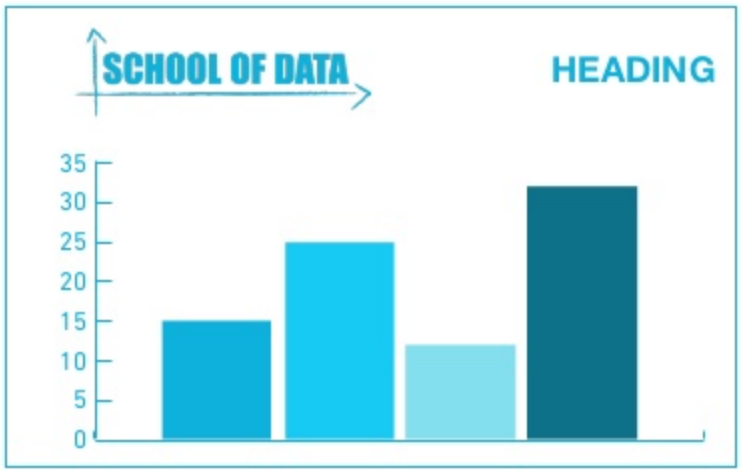
USE ONLINE RESOURCES & ADVICE ON DESIGN BLOGS TO SAVE TIME
EG. GOOGLE FONTS COMBINATIONS

SCHOOL OF DATA

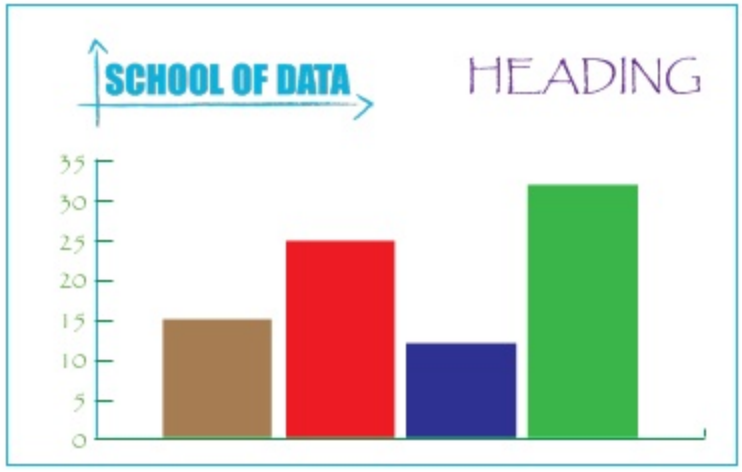
DESIGN TIPS & TRICKS

TYPOGRAPHY

STICK TO BRAND STYLE GUIDES & COLOURS AS MUCH AS POSSIBLE
DON'T TRY AND 'GET CREATIVE', EVEN IF YOU THINK IT LOOKS BETTER.



VS



SCHOOL OF DATA

IMAGES

BETTER TO USE NO IMAGES THAN BAD IMAGES - IT'S WORTH INVESTING IN QUALITY STOCK IMAGES

PEOPLE ARE NATURAL IMITATORS - IF YOU'RE TRYING TO DRIVE ACTION TRY AND USE IMAGES OF PEOPLE DOING WHAT YOU WANT THEM TO DO - KEEP IT ASPIRATIONAL (HOW PEOPLE WISH THEY COULD BE)

FOR WEB SAVE IMAGES AT THE SIZE THEY WILL BE USED

SCHOOL OF DATA

IMAGES

IMAGE TYPES

RASTER

JPG/JPEG PHOTOS, GRADIENTS

GIF FLAT COLOURS / TRANSPARENCY

PNG FLAT COLOURS / TRANSPARENCY

VECTOR

MAKE ANY SIZE, FLAT COLOURS & SHAPES, TRANSPARENCY

SVG

PDF

ADOBE ILLUSTRATOR, CORELDRAW ETC

SCHOOL OF DATA