Step 1: Prior to watching the video: Think through what graphical excellence means to you. Write down several words or concepts that you think would be a principal of graphical excellence.

Step 2: Scan through this worksheet and then watch the video. We will use this worksheet during the video, so be prepared to fill in worksheet areas during the lesson.

Learning Objective: Be able to use one of ER Tufte's principals of graphical excellence to critique a graph.

Overview: Edward Rolf Tufte was a political scientist and statistician who defined the principals of graphical excellence, including the following principal:

"Graphical excellence is that which gives to the viewer the greatest number of ideas in the shortest time with the least ink in the smallest space."

- 1. There are three words or phrases making up this principal that we are focusing on. Write them down as we learn about them and any key notes or phrases used to describe or discuss them.
- A. _____
- B.
- C.
- 2. We will review three examples of data visualization and will analyze them based on the principal of graphical excellence.







3. Critique these three graphs using Tufte's principal of graphical excellence:





