REASONS TO CONSIDER ggplot:

Based on a structure called the 'Grammar of Graphics':

- independent components assembled to final plot
- layers: encourages structured composition
- particularly useful for constructing original plots with, e.g., a layer representing the result of a fit.

Themes

- Can construct a theme representing the particular tailoring of the plot you favor.
- Just add the theme to the plot definition, optionally with further modifications for an individual use.
- Supports constructing some very nice plots, although with what seems extra work at first.
- faceted plots (discussed below) are particularly useful for showing multiple variables.