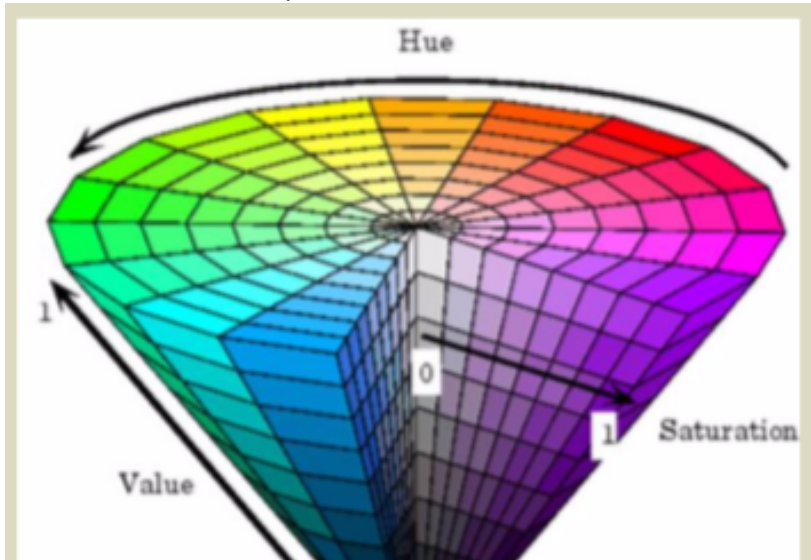# Design

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Color

Color Model

Fonts

Three Major Types of Fonts

- ► San Serif e.g. Arial, Helvetica
- ► Serif Fonts e.g. Times New Roman
- ► `Monospaced Fonts` e.g. `Courier` (good for code).

Font Rules

Don't have `too many` fonts!

Interesting Font for Heading

Standard San Serif or Serif Fonts for text.

Cognition
Dimensions of Data

```r
data(iris) # iris data set

names(iris) # dimensions of the data
## [1] "Sepal.Length" "Sepal.Width"  "Petal.Length" "Petal.
## [5] "Species"
p_minimal <- ggplot(iris,
        aes(x = Petal.Length,
            y = Petal.Width,
            color = Species)) +
  geom_point() +
  scale_color_viridis_d() +
  labs(title = "Minimal Philosophy",
       subtitle="Every Bit of Extra Ink Matters",
       caption = "If we didn't have a 3rd dimension, \nthis

p_maximal <- ggplot(iris,
        aes(x = Petal.Length,
```

Story-Telling

Many Parents Are Concerned About Parenting Well.

What Do The Data Say?

```r
library(WDI) # World Bank World Development Indicators

mydata <- WDI(country="all",
              indicator=c("SE.ADT.1524.LT.ZS"), # Youth Lit
              start = 1980,
              end = 2017,
              extra = TRUE)
mydata %>%
  filter(region != "Aggregates") %>%
  ggplot(aes(x = year,
             y = SE.ADT.1524.LT.ZS)) +
  geom_point(aes(color = region)) +
  geom_smooth() +
  labs(title = "Literacy Rates Have Improved Around The Wor
       subtitle = "But There Are Still Disparities",
```