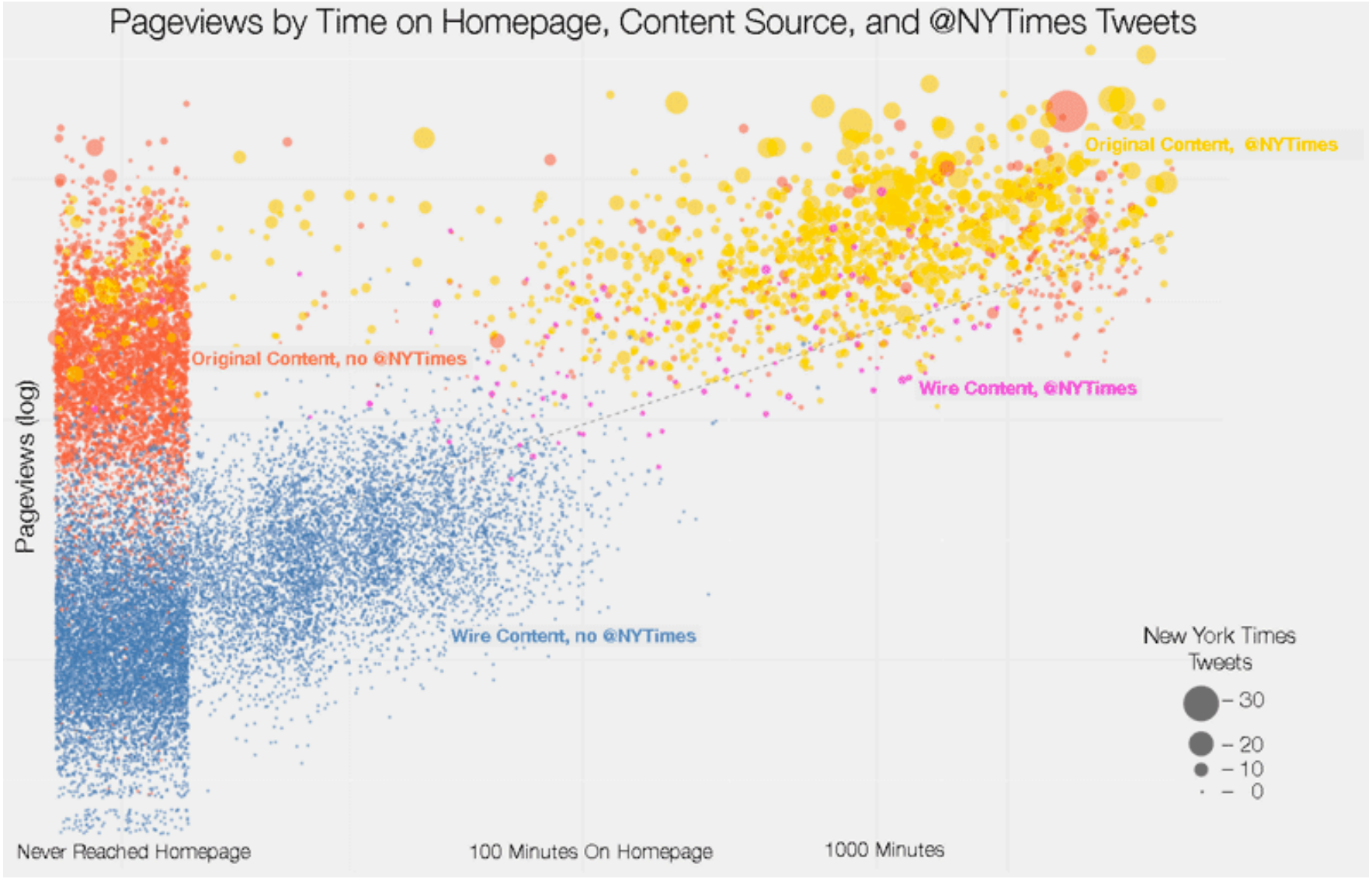
Labels and Guiding Marks

flickr cc 2.0
The Thinker by Gaby Av

title

and axis labels



Source: https://source.opennews.org/en-US/articles/promotion-pageviews/

Use Gestalt Principles

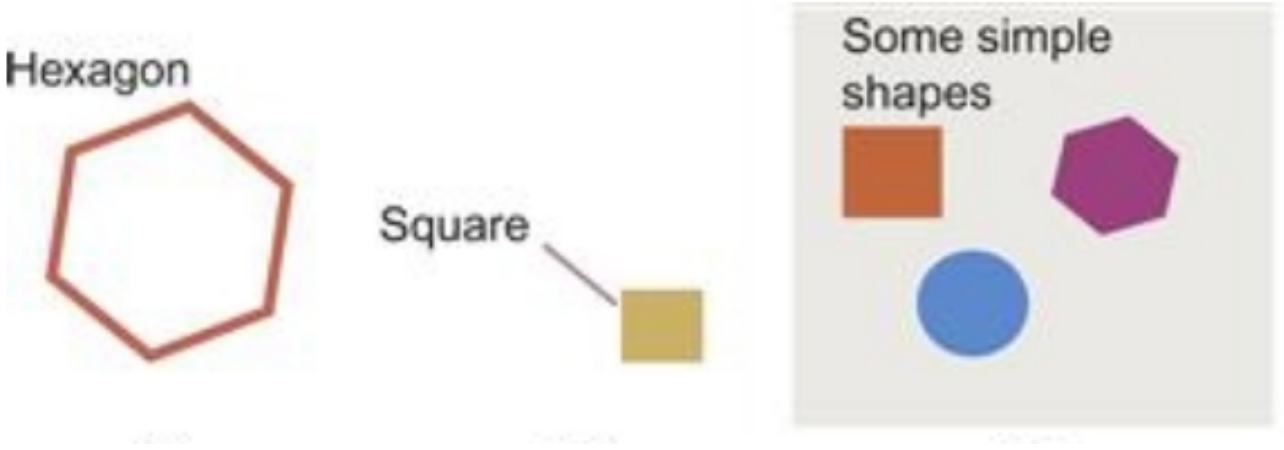
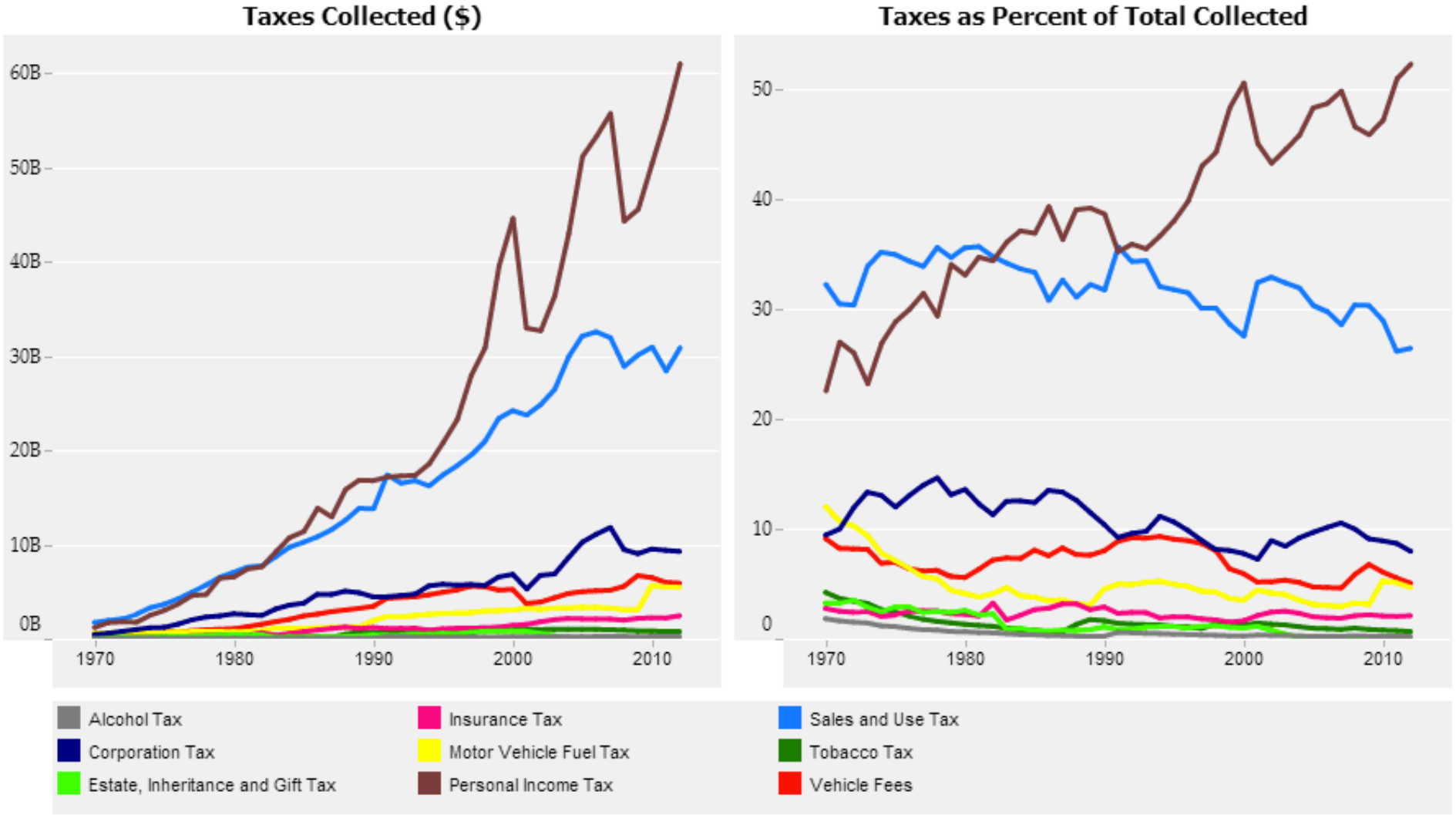


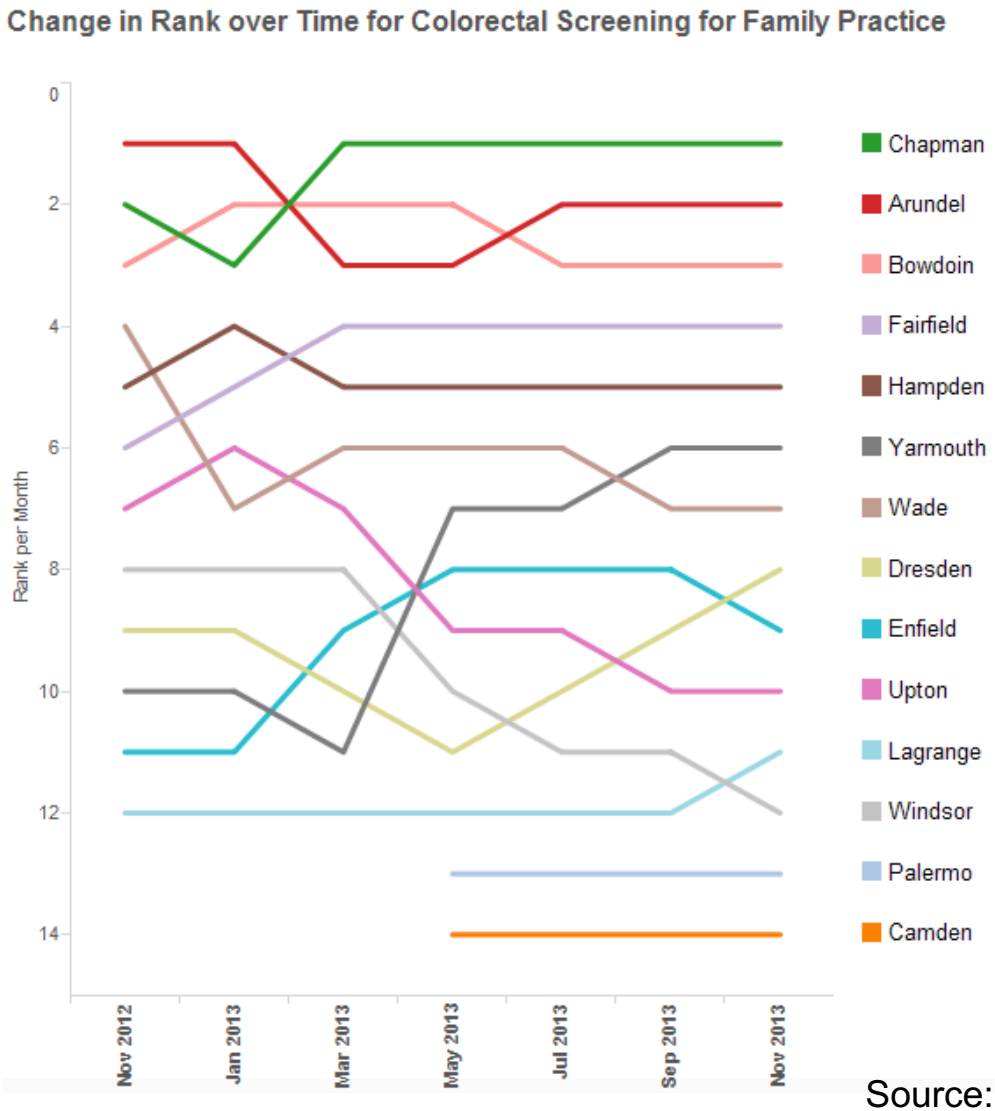
Diagram from Ware, 2013

Poor



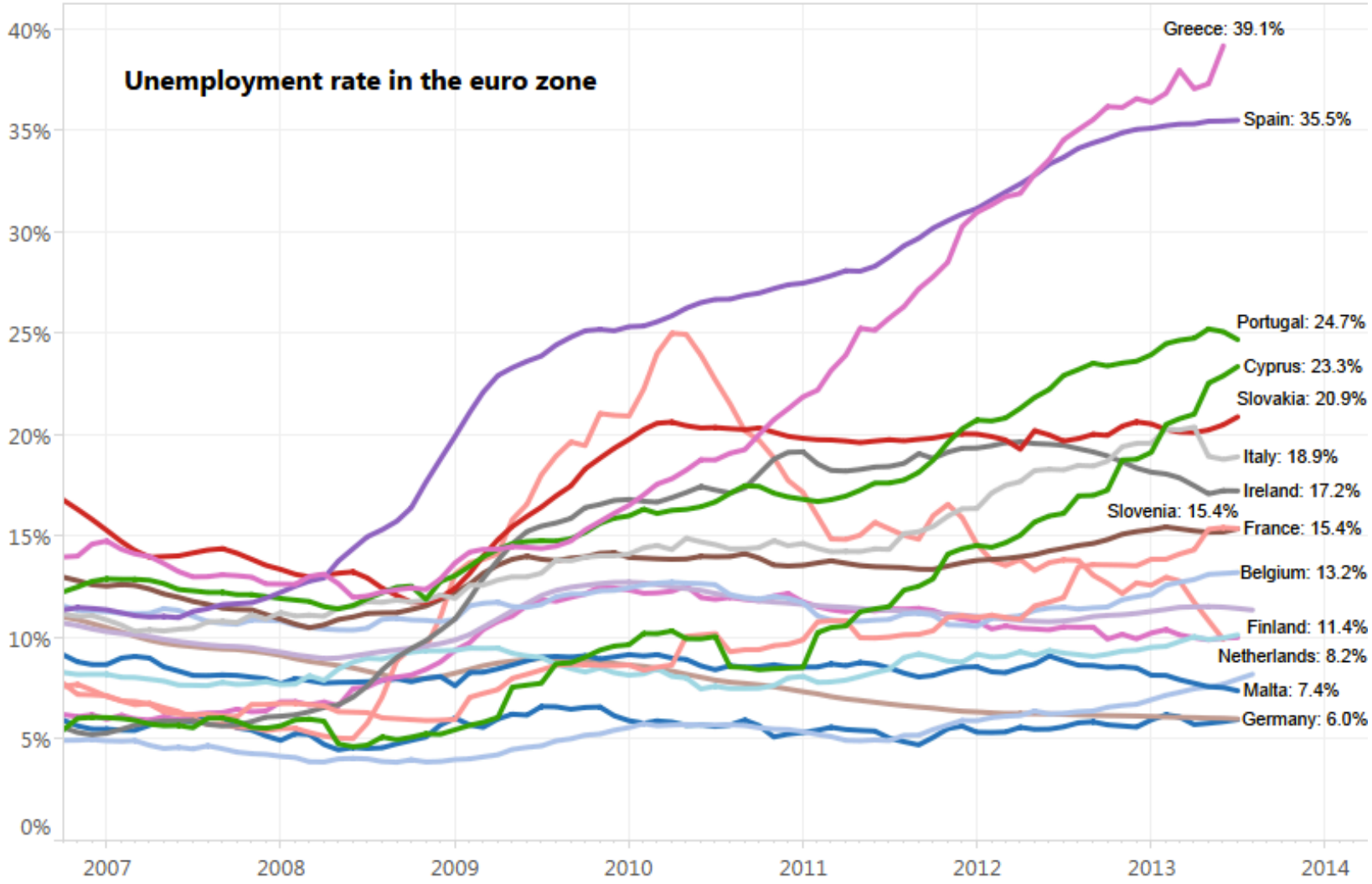
Source: https://public.tableau.com/

A Bit Better

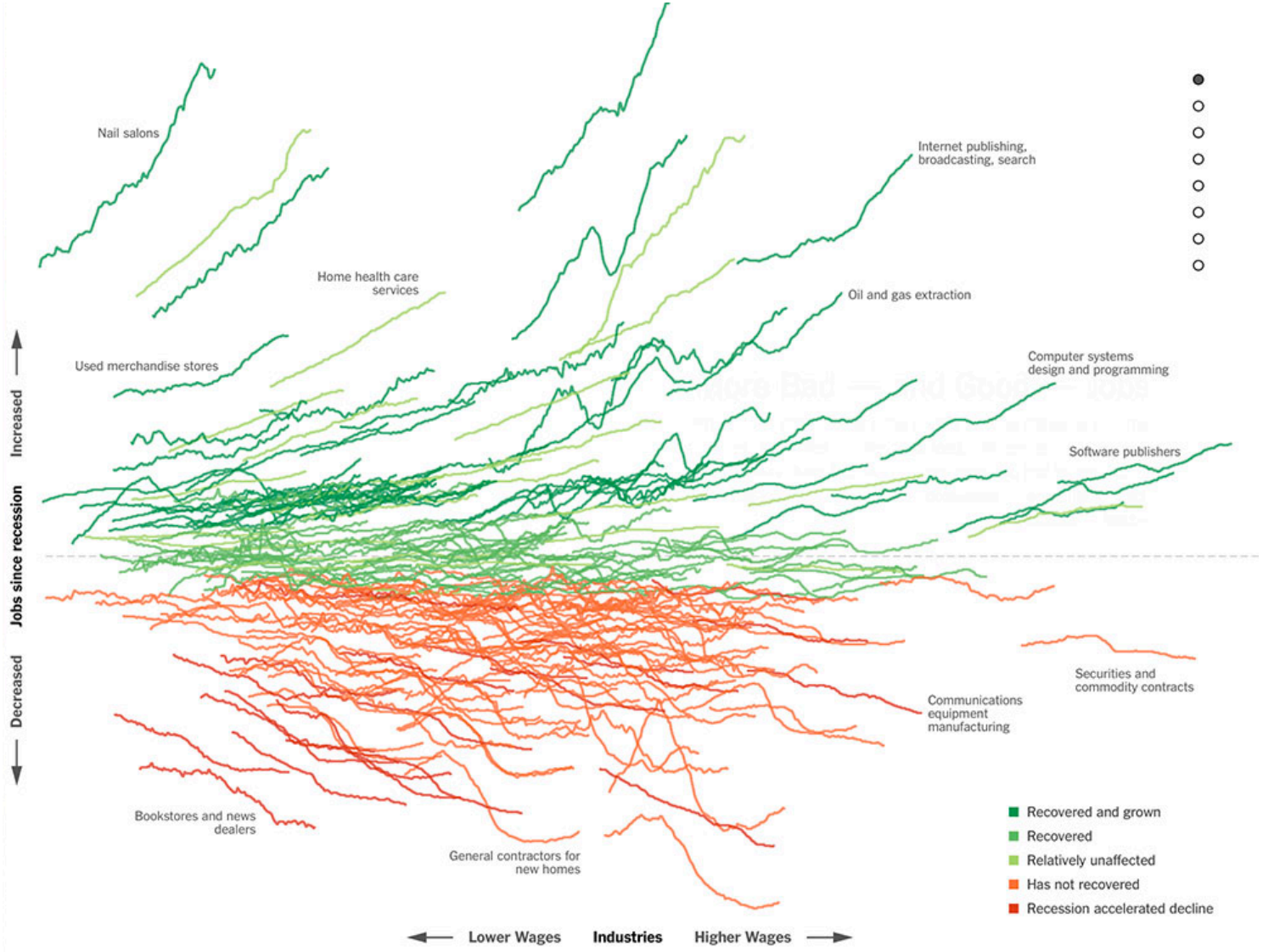


Source: https://public.tableau.com/

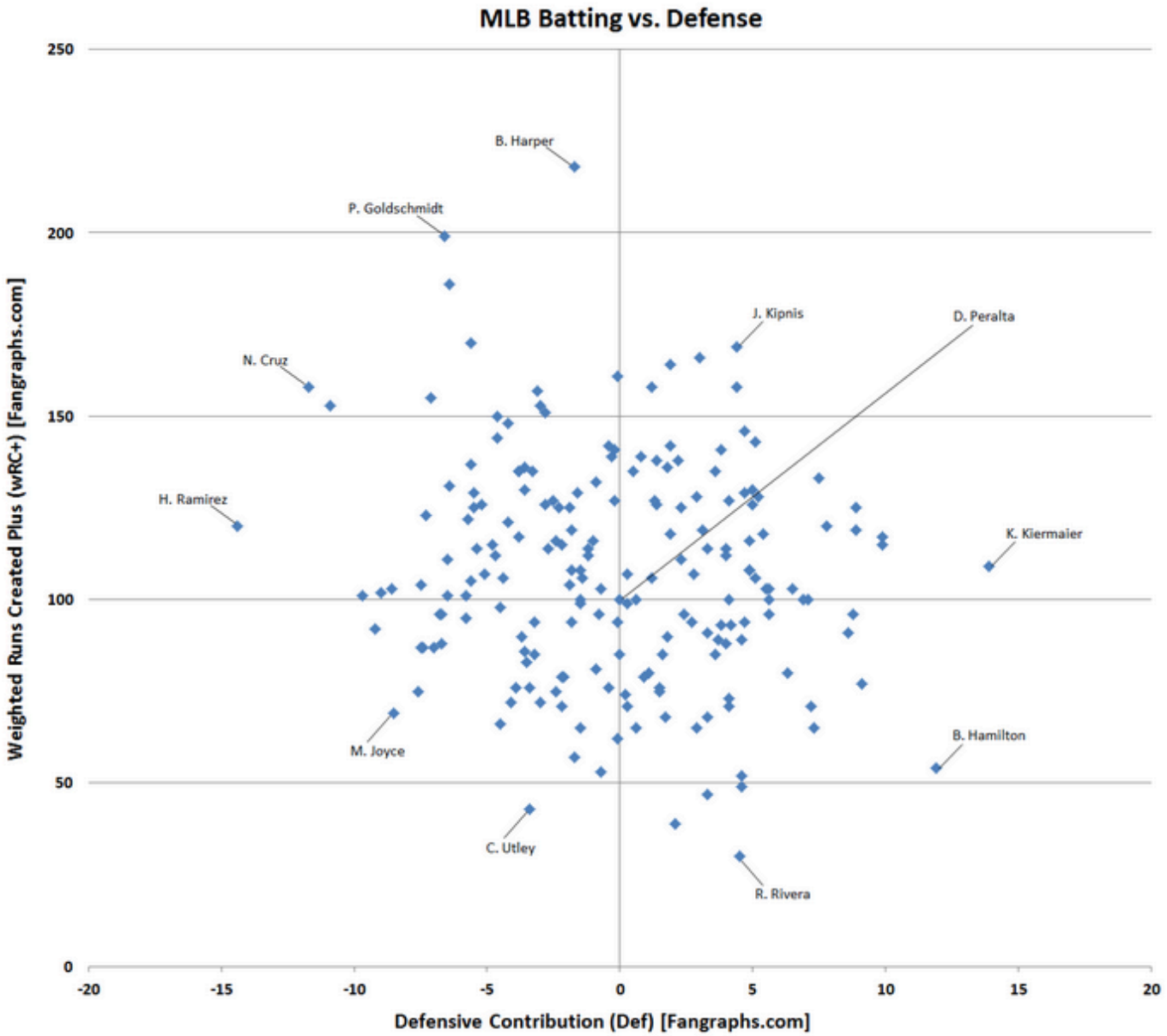
Best



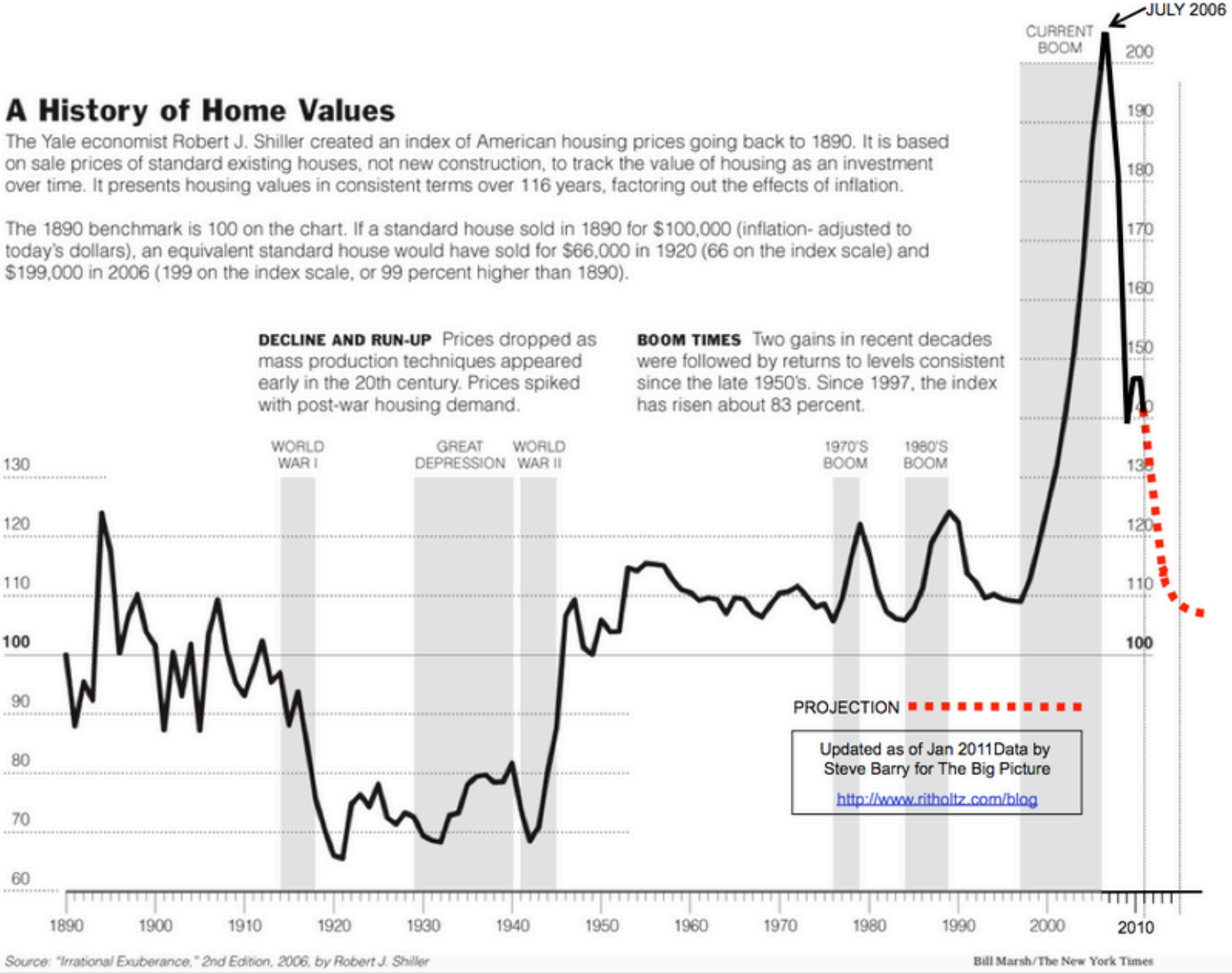
Source: https://www.dataz.io/



Source: http://www.nytimes.com/interactive/2014/06/05/upshot/how-the-recession-reshaped-the-economy-in-255-charts.html

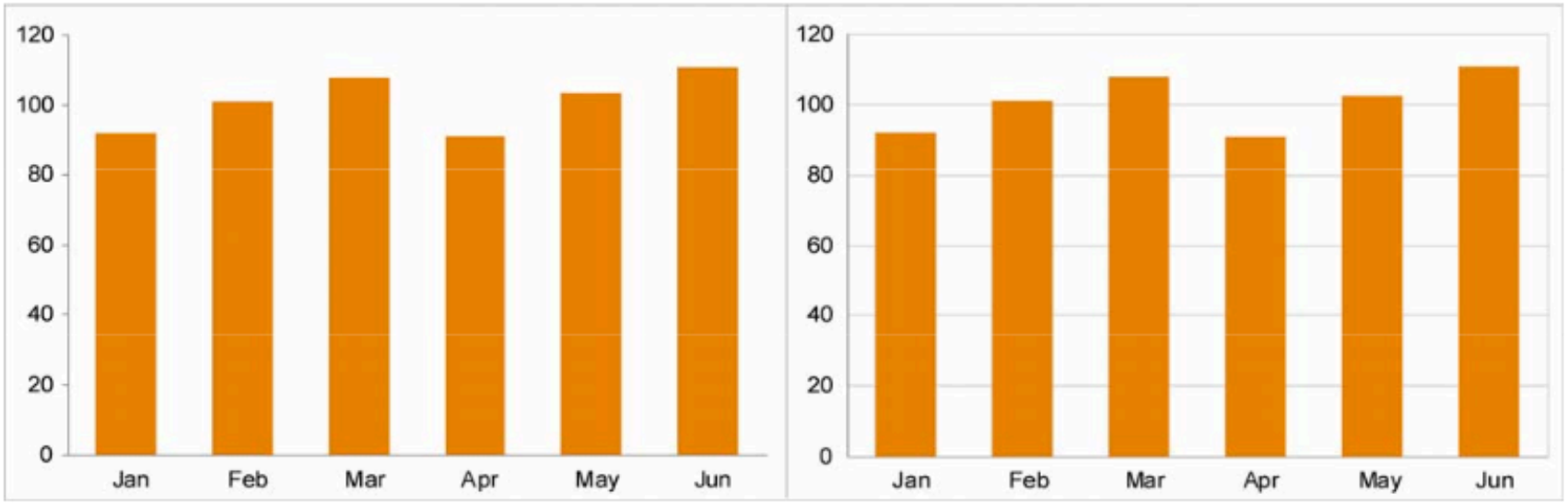


https://www.reddit.com/r/baseball/comments/3b36et/2015_individual_player_hitting_vs_defense_scatter/

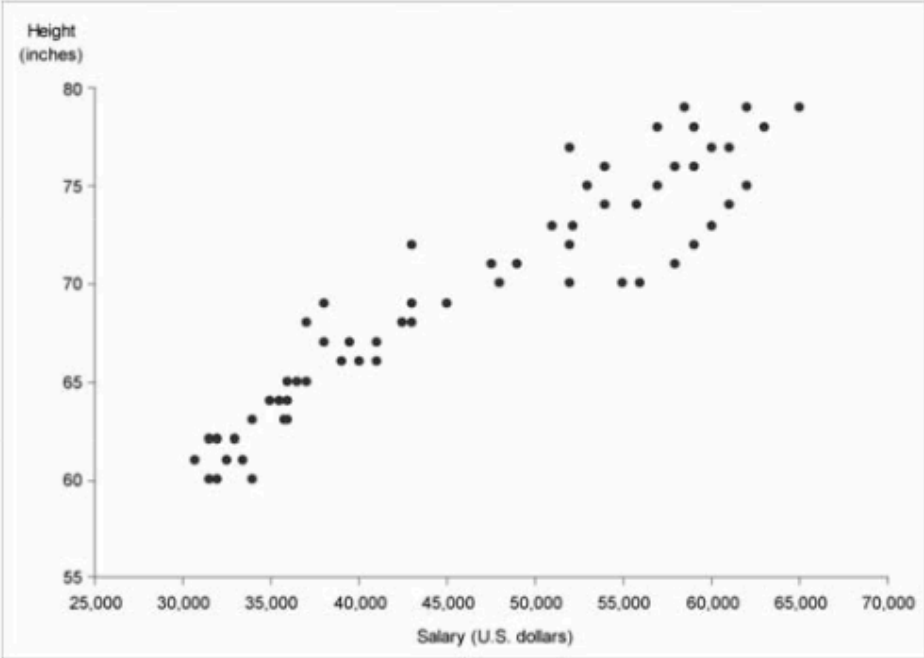

A History of Home Values
The Yale economist Robert J. Shiller created an index of American housing prices going back to 1890. It is based on sale prices of standard existing houses, not new construction, to track the value of housing as an investment over time. It presents housing values in consistent terms over 116 years, factoring out the effects of inflation.
The 1890 benchmark is 100 on the chart. If a standard house sold in 1890 for $100,000 (inflation- adjusted to today's dollars), an equivalent standard house would have sold for $66,000 in 1920 (66 on the index scale) and $199,000 in 2006 (199 on the index scale, or 99 percent higher than 1890).
DECLINE AND RUN-UP Prices dropped as mass production techniques appeared early in the 20th century. Prices spiked with post-war housing demand.
BOOM TIMES Two gains in recent decades were followed by returns to levels consistent since the late 1950's. Since 1997, the index has risen about 83 percent.
JULY 2006
CURRENT BOOM
WORLD WAR I
GREAT DEPRESSION
WORLD WAR II
1970'S BOOM
1980'S BOOM
130
120
110
100
90
80
70
60
200
190
180
170
160
150
140
130
120
110
100
1890
1900
1910
1920
1930
1940
1950
1960
1970
1980
1990
2000
2010
PROJECTION
Updated as of Jan 2011Data by Steve Barry for The Big Picture
http://www.ritholtz.com/blog
Source: "Irrational Exuberance," 2nd Edition, 2006, by Robert J. Shiller
Bill Marsh/The New York Times

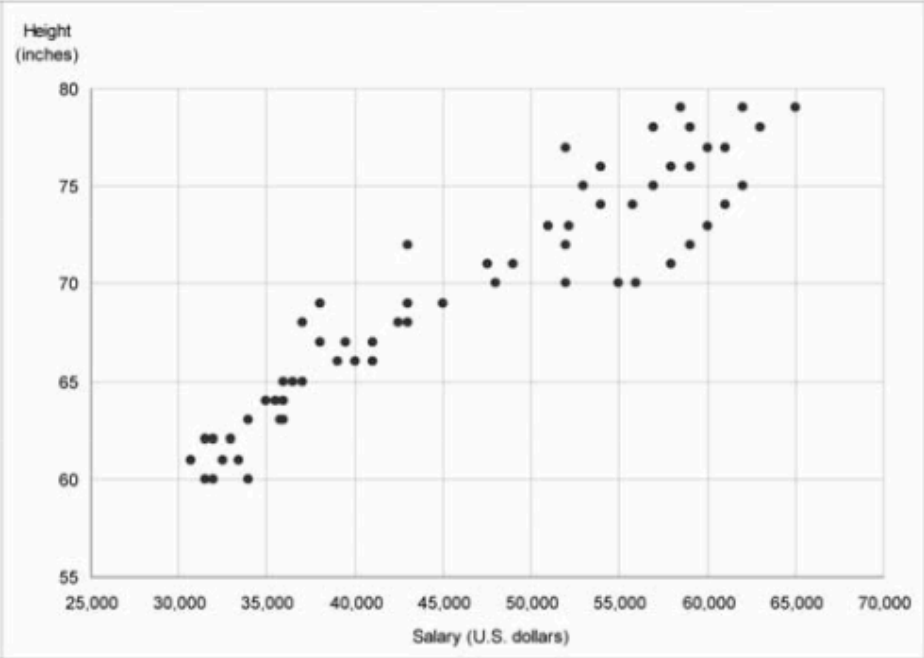
Help Perceptual Comparison

Grid Lines



Source: https://www.perceptualedge.com/

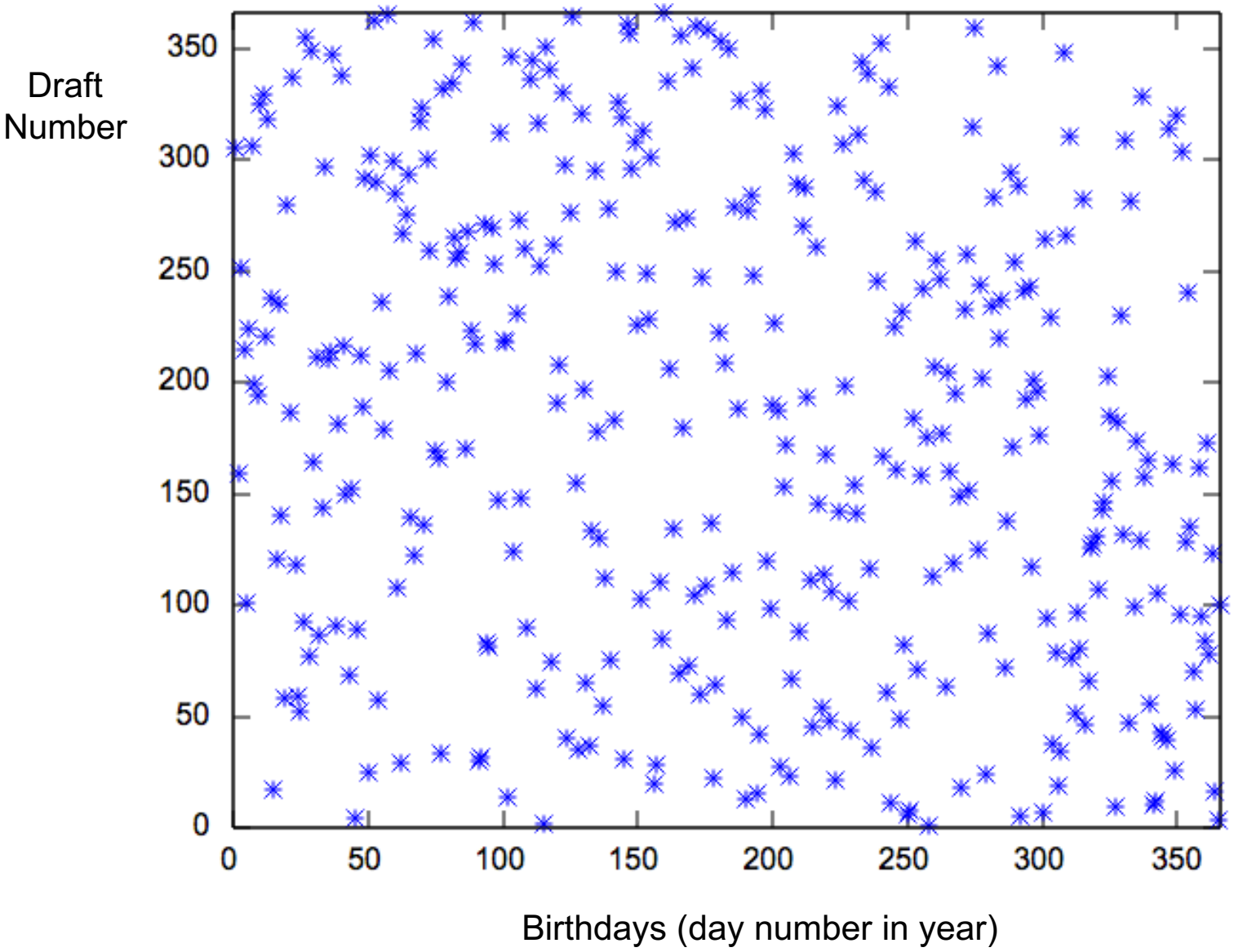




Source: https://www.perceptualedge.com/

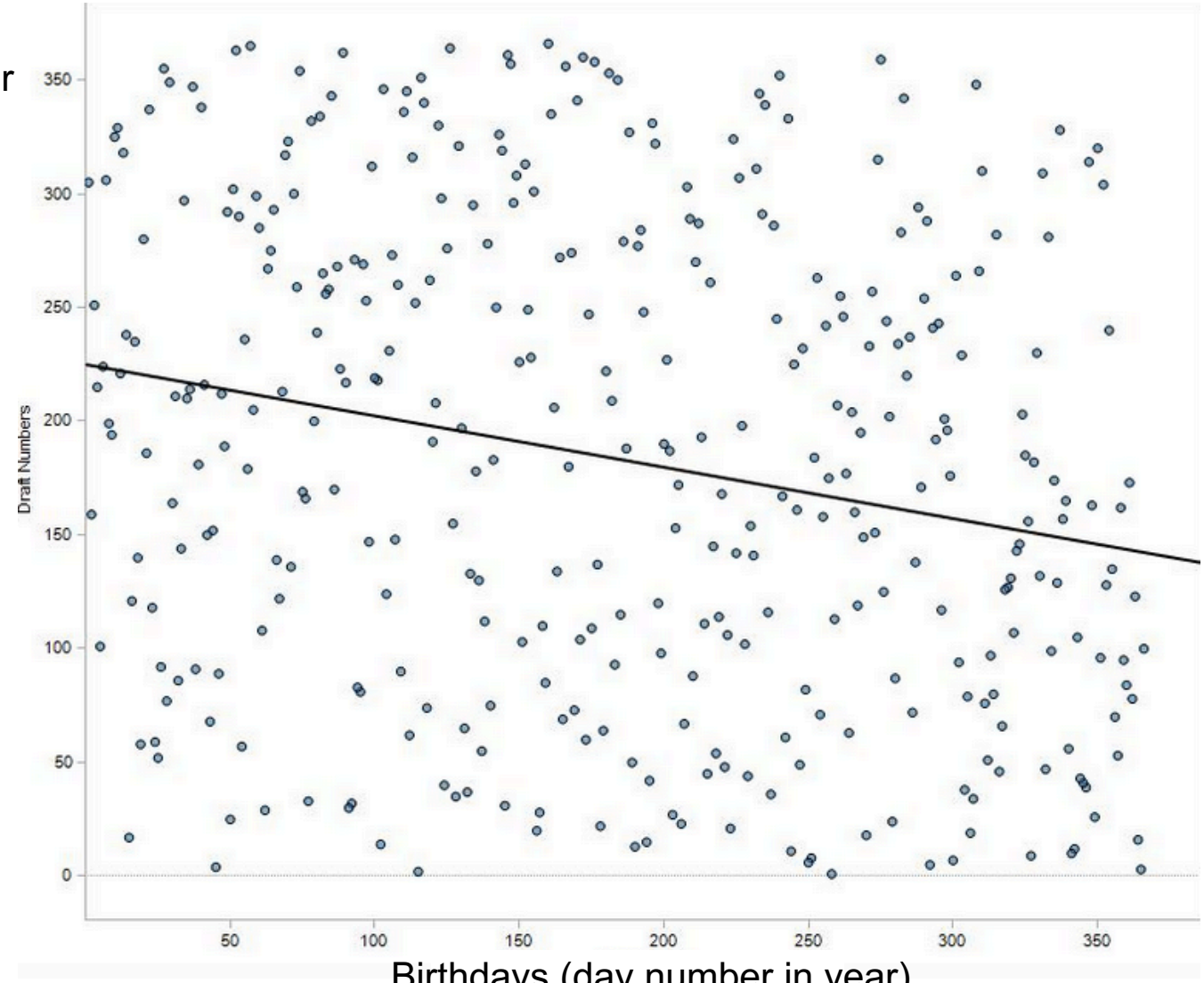
Showing patterns

Photo by
Selective Service System



Source: https://upload.wikimedia.org/wikipedia/commons/6/61/1969_draft_lottery_scatterplot.svg

Draft Number



Source: http://pharma-bi.com/2009/10/expanding-our-visual-vocabulary/

- Provide right detail level for axes
- Use direct labeling for emphasis or perceptual ease
- Show important trends or patterns with lines and graphical marks
- Keep it clean!

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