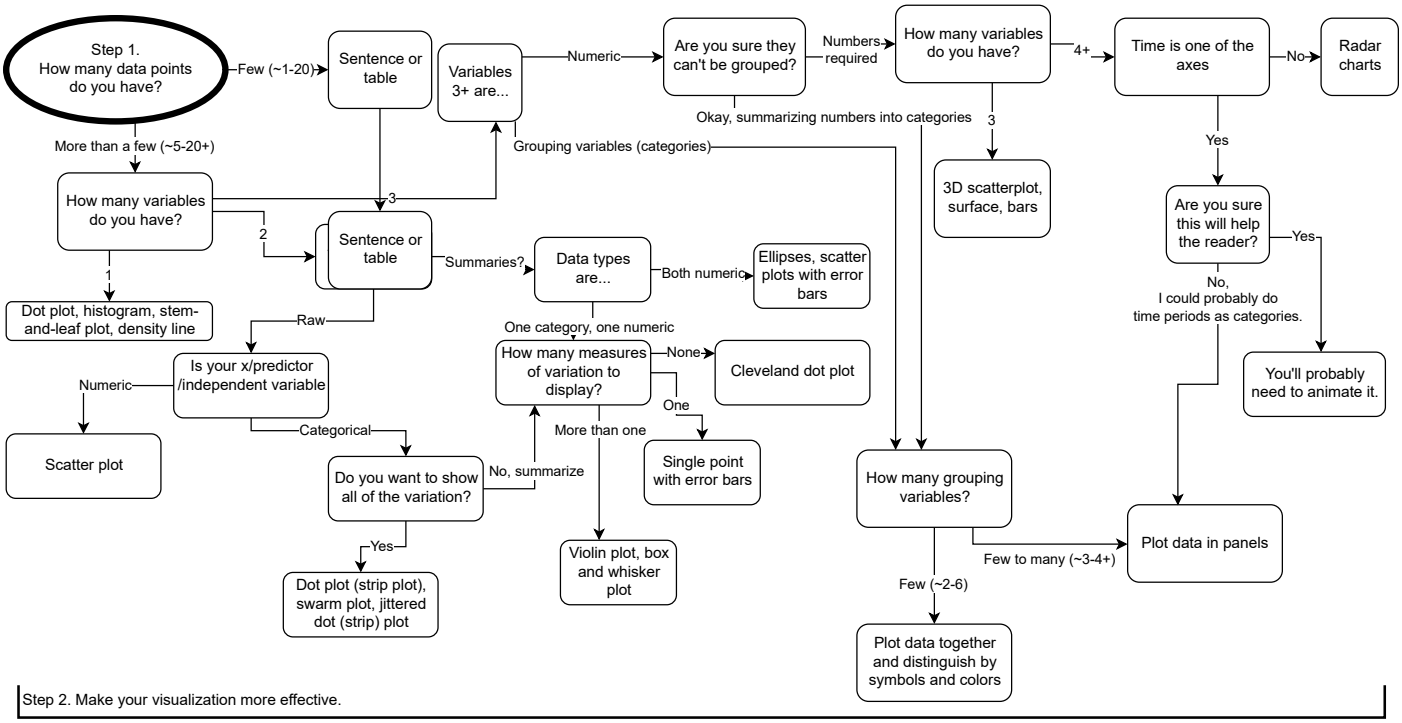

Step 2. Make your visualization more effective.

- Remove unneeded colors or patterns
- Check for visual accessibility. Are fonts and symbols large enough for the audience? Are colors accessible to people with visual impairments such as colorblindness?
- Combine summaries and raw data in one visualization to illustrate patterns or trends
- Increase your data-to-ink ratio by removing grid lines, excess tick marks, or axis lines and adding features such as transparency (so more data is visible in dense scatterplots)

Step 3. Check your visualization for clarity.

- Are symbols and axes proportional to the numbers? Beware of using area to represent numbers.
- Are labels free of abbreviations and consistent with any associated usage outside of the visualization (such as in a manuscript)?
- Does the visualization meet its goal, such as describing characteristics of your data, or illustrating the results for which you have conducted statistical analyses?
- Does the visualization show all relevant contextual data?

Step 4. Get more help and learn more.

- Visit Information Specialists in the Data Analytics Visualization and Informatics Syndicate: libraries.ou.edu/davis
- Learn how to use visualization tools in workshops by DAVIS, DSL, and The Edge: https://libraries.ou.edu/news_events
- Check the Digital Skills Hub for even more visualization workshops: digitalskillshub.oucreate.com
- Read *The Visual Display of Quantitative Information* by Tufte (call number QA 276.3 .T83 1983)

Questions or suggestions? Contact C.M. Curry (cmcurry@ou.edu), University of Oklahoma Libraries, last updated Jan. 2019