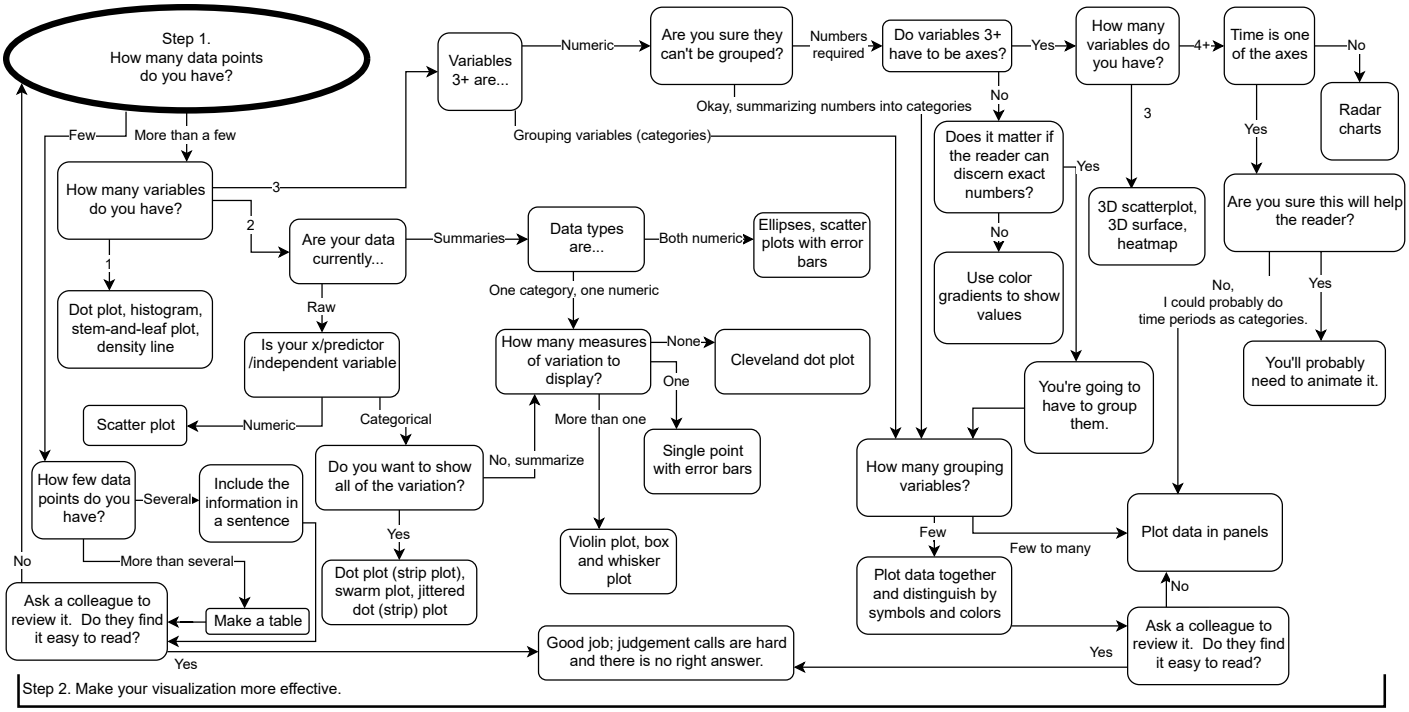

Step 2. Make your visualization more effective.

- 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 (such as regression lines) and raw data in one visualization to illustrate patterns or trends
- Connect related groups (repeated samples on an individual, time series) with lines
- Increase your data-to-ink ratio by removing unneeded ink such as grids or ticks 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 data for which you have 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, & Informatics Syndicate: libraries.ou.edu/davis
- Learn how to use visualization tools in OU Libraries workshops by DAVIS, Digital Scholarship Lab, and The Edge: https://libraries.ou.edu/news_events
- Check the Digital Skills Hub for even more visualization workshops around campus: digitalskillshub.oucreate.com
- Read *The Visual Display of Quantitative Information* by Tufte (call number QA 276.3 .T83 1983 in Reserves) - many concepts in this workshop and handout are adapted from this text.

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