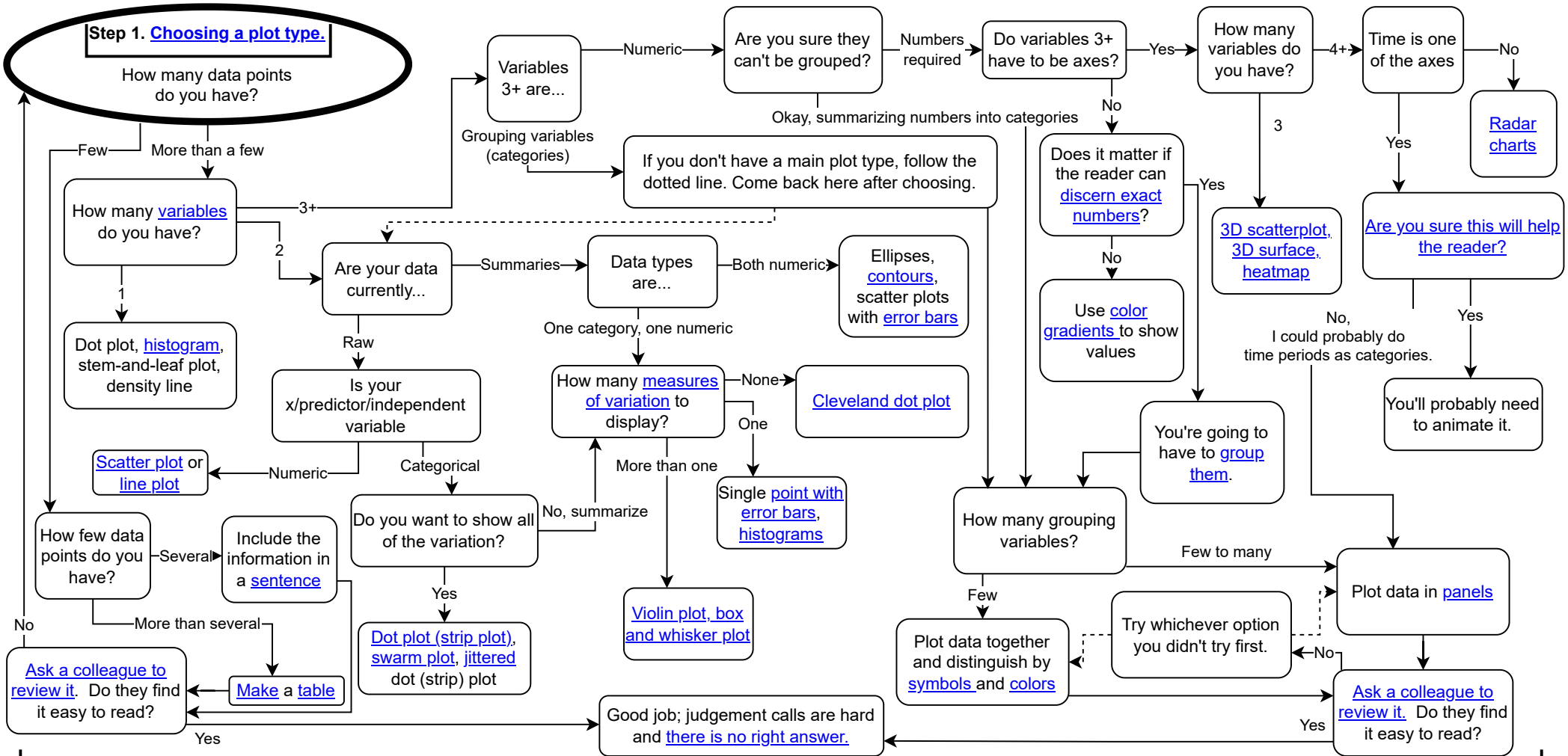

Step 2. Make your visualization more effective.

- 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, lines connecting repeated samples, or time series) and raw data in one visualization to illustrate patterns, trends, and uncertainty
- Increase your data-to-ink ratio by removing unneeded ink such as grids, 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 show all relevant contextual data, including uncertainty, in appropriately standardized units?
- Does the visualization emphasize variation in data, not variation in the design itself (i.e. numeric tick marks are spaced consistently)?
- Does the visualization meet its goal, such as describing characteristics of your data or illustrating data for which you have statistical analyses?

Step 4. Get more help and learn more.

- Visit digital scholarship and data specialists, find more resources: libraries.ou.edu/research-consultation
- Learn how to use visualization tools in OU Libraries workshops, scheduled (libraries.ou.edu/events) or on request (libraries.ou.edu/workshops-on-request)
- 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 May 2022.