Cleveland's hierarchy

Cleveland's Graphical Features Hierarchy

Best information transfer

Position along a common scale: *bar chart, time series, scatter plot*

Position along nonaligned axis: *?????*

Length: *stacked bar charts, waterfall charts*

Angle / Slope: *pie charts*

Area: *pie charts, matrix charts, radar charts*

Volume: *3d charts*

Colour
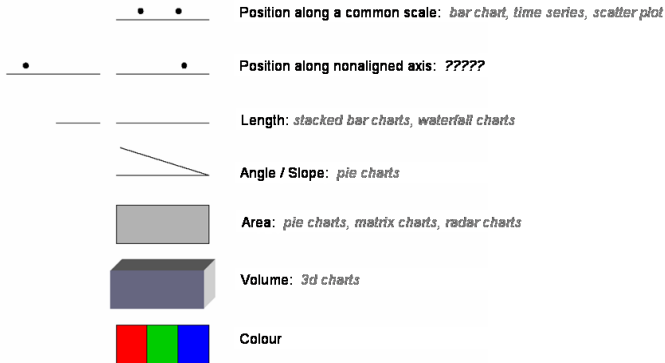
Worst information transfer

http://sfew.websitetoolbox.com/post/
clevelands-graphical-features-hierarchy-4598555

Scales

- The top of the hierarchy involves putting things on scales

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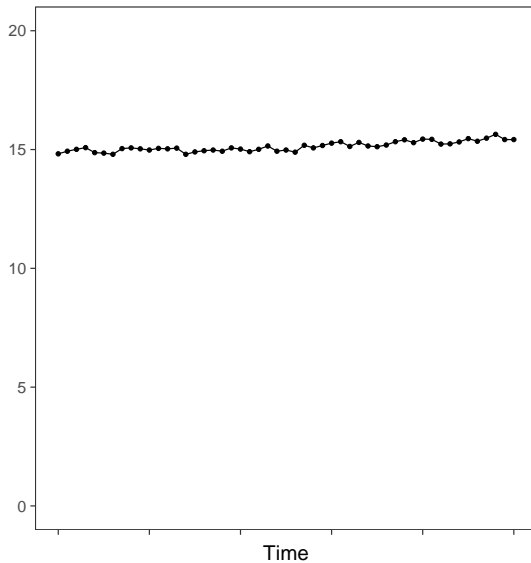
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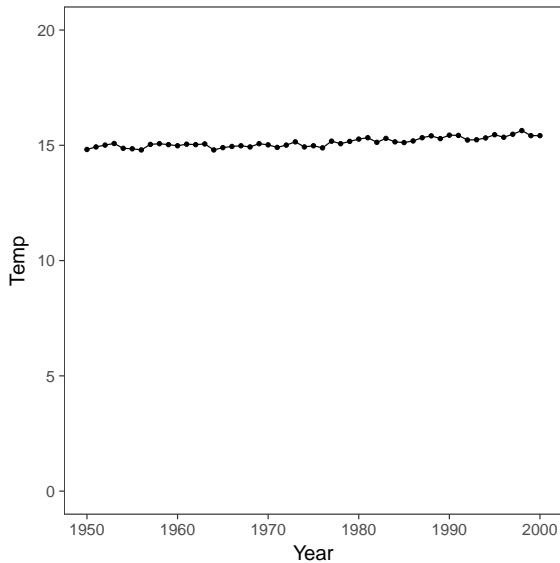
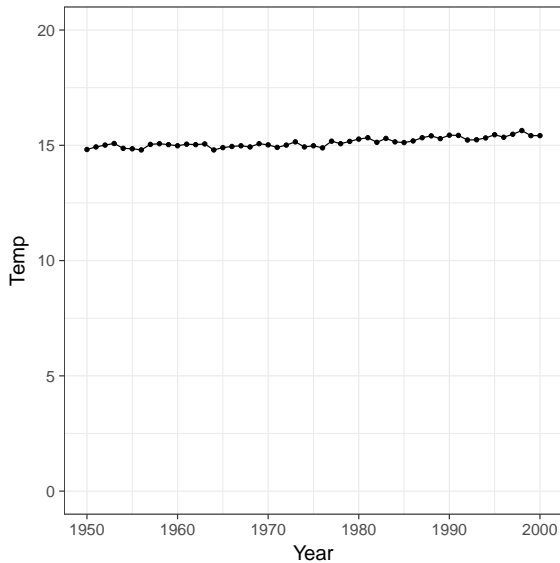   - Are they anchored somewhere else?

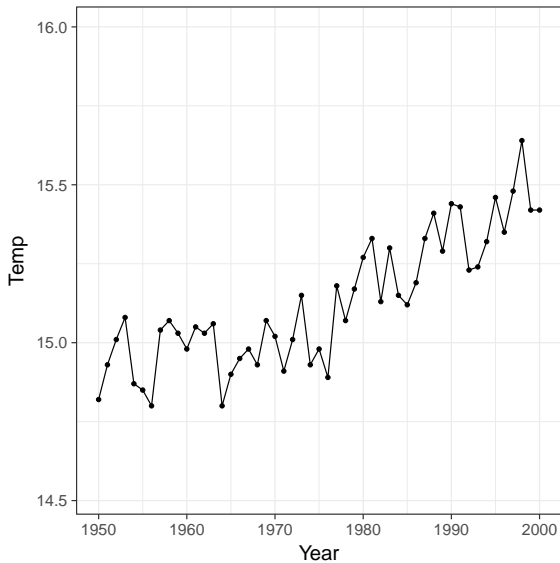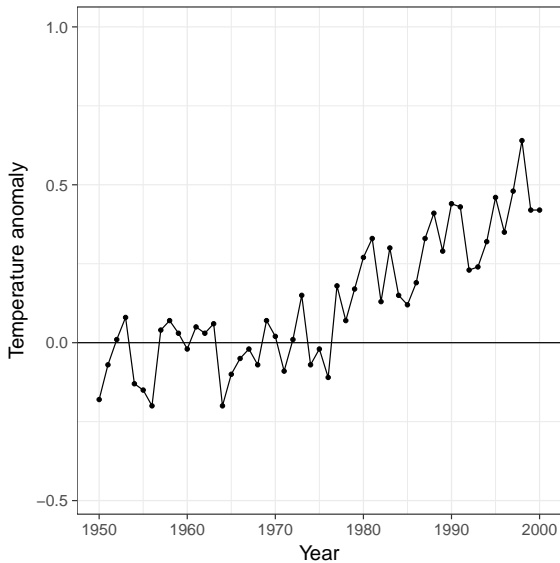# Outline

Golem bait call

Global climate

Global climate

Global climate

Global climate

Climate lessons
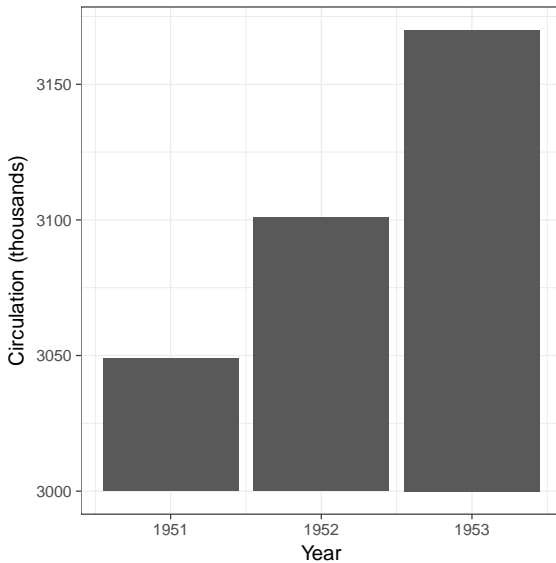
- Choosing an anchor is a scientific decision

Climate lessons

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- Remember: graphic design is communication

Climate lessons

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Magazine circulation (advertisement)

Magazine circulation (absolute amount)
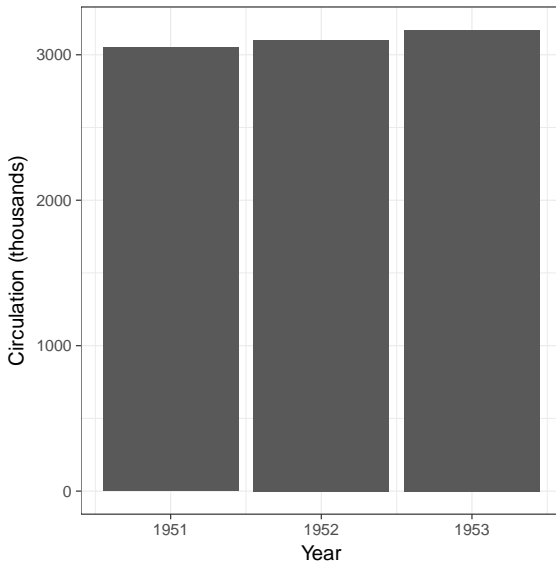
Magazine circulation (trend)

Area and volume

STEEL CAPACITY ADDED

1930'S
10 MILLION TONS

1940'S
14¼ MILLION TONS

Adapted by courtesy of STEELWAYS.
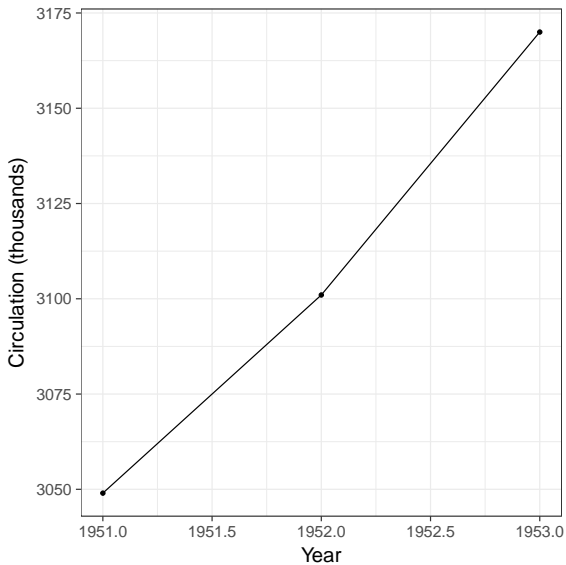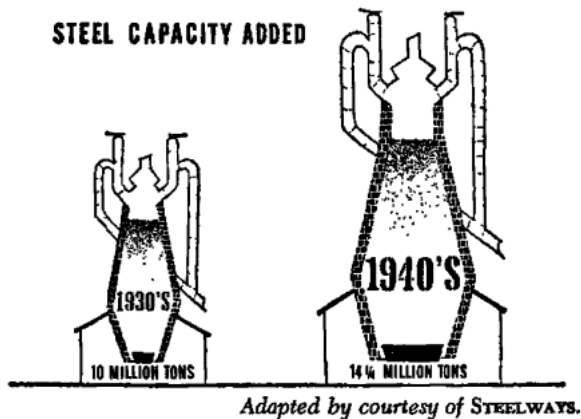
How to Lie with Statistics

Advertisement lessons

► Use area to indicate fair comparisons

Advertisement lessons

- Use area to indicate fair comparisons
  - On a physical scale

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Outline

Physical quantities

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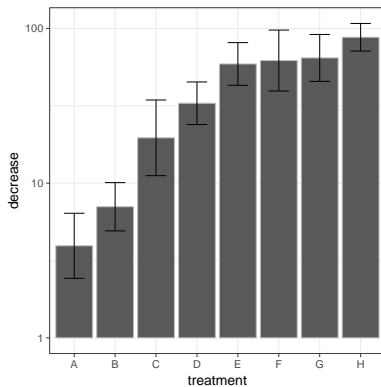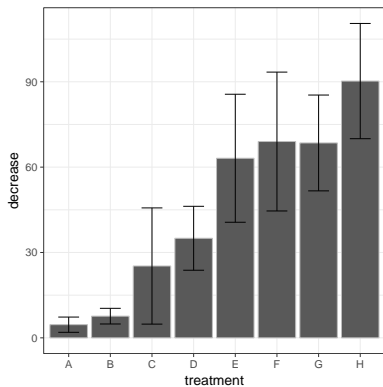
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Log vs. linear

Making room
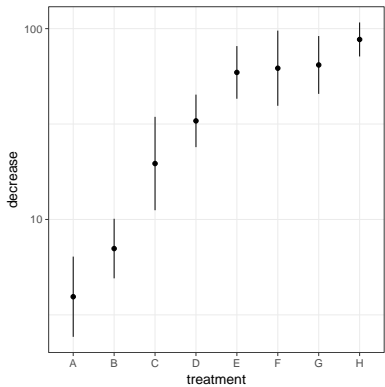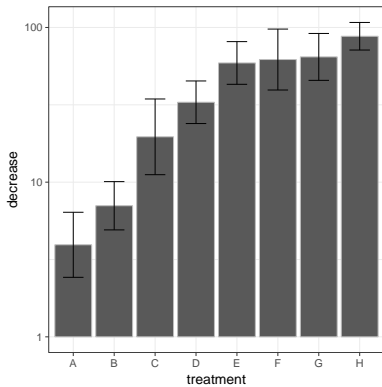
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Showing points
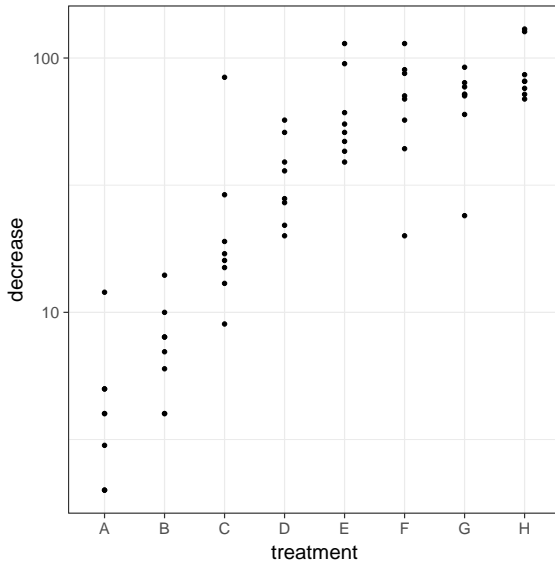
Combination
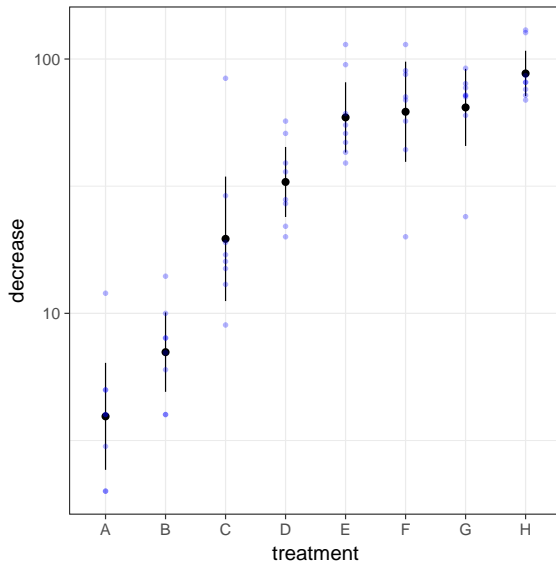
Boxplot
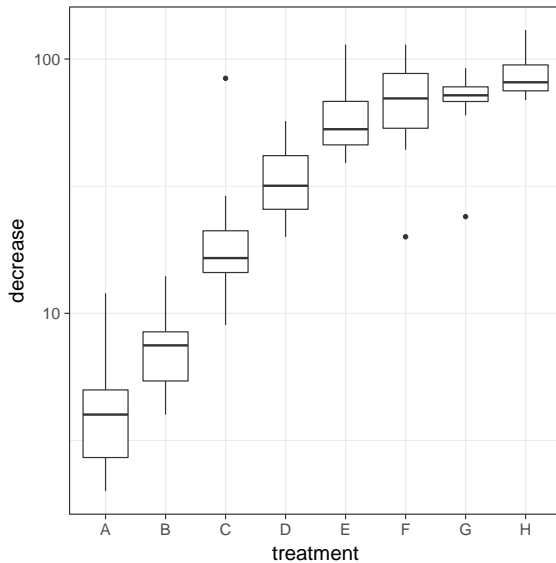
Violin plot
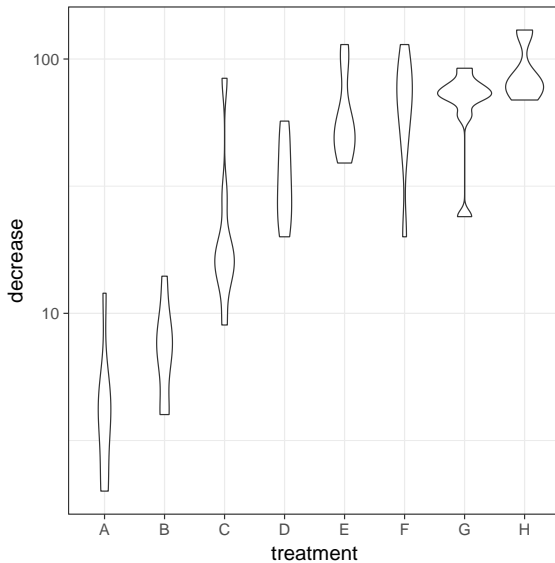
Orchard lessons

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